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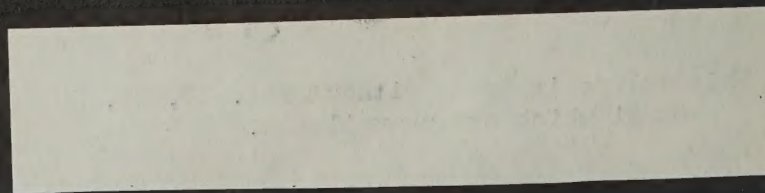
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EDITOR & PUBLISHER



1884 *The Oldest Publishers' and Advertisers' Journal in America* 1926

MEMBER A.B.C.

MEMBER A.B.P.

SUITE 1700 TIMES BUILDING. NEW YORK
42ND STREET AND BROADWAY.

Original second class entry The Journalist, March 24, 1884; Newspaperdom, March, 1892; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Advertising, February 7, 1925; Revised entry, Editor & Publisher, May 11, 1916, at the Post Office at New York, N. Y., under the act of March 3, 1879.

Vol. 59. No. 19

NEW YORK, OCTOBER 2, 1926

By Mail in Advance \$4, U. S. A.
\$4.50, Canada; \$5, Foreign

10c Per Copy

JOURNALISM LIBRARY

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A Fortune Founded on Confidence

*Total Display Advertising,
First 8 Months of 1926*

The Chicago Daily News
11,059,989 agate lines

The next daily paper
9,359,736 agate lines

THE great fortune of John Murray Forbes, the famous merchant and investment banker of Boston, was founded largely on the confidence of two Chinese merchants whose acquaintance he made while traveling in the Far East. Such was the confidence which these oriental gentlemen reposed in Mr. Forbes that they gladly permitted him to invest large sums of their money in American securities which proved profitable to all concerned.

Hundreds of thousands of Chicago citizens repose much the same confidence in the financial advertising in The Chicago Daily News as the Chinese merchants placed in Mr. Forbes. As Chicago's home newspaper, with 400,000 average daily circulation, The Daily News is the customary buying guide of the great majority of Chicagoans whose incomes enable them to purchase investment securities.

Advertising space in The Daily News is an investment in confidence.

THE CHICAGO DAILY NEWS

First in Chicago

Member of The 100,000 Group of American Cities

Advertising Representatives:

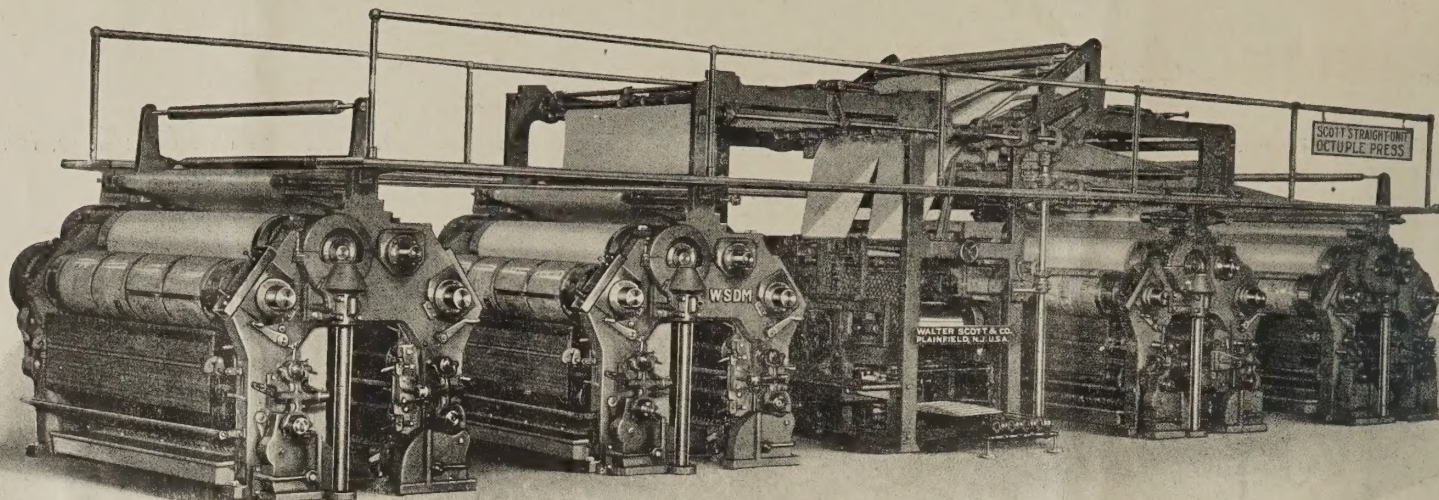
NEW YORK
J. B. Woodward
110 E. 42nd St.

DETROIT
Woodward & Kelly
Fine Arts Building

CHICAGO
Woodward & Kelly
360 N. Michigan Ave.

SAN FRANCISCO
C. Geo. Krogness
253 First National Bank
Bldg.





Scott "Straight-Unit" Central Folder Octuple Press Consisting of 4 Floor Fed Units
and 2 Central Heavy Duty 64 Page Folders

Scott Presses Afford Superior Web Control

All webs on Scott "Straight-Unit" and "Multi-Unit" Presses are individually controlled. Instead of being pulled by one drag roller, each sheet is individually propelled, thus permitting the use of leather trolleys on the drag rollers. These are set so lightly that they can be turned

by hand when in full adjustment.

Such control prevents the flopping of sheets up and down and sideways. It maintains a square pull on the web and does not strain the paper unequally — thus reducing web breakage on all Scott Presses to an absolute minimum.

For better web control install—

Scott

"Multi-Unit" or "Straight-Unit" Presses

Cylinder Speed—400 r. p. m.

WALTER SCOTT & COMPANY

Main Office and Factory

Plainfield, New Jersey, U. S. A.

New York Office

1457 Broadway

Chicago Office

1330 Monadnock Block

Cable Address: WALTSCOTT NEW YORK



Friend or Foe— He Reads It!

- ¶ Everyone in and around Baltimore is either a friend or foe of the Sunpapers. Fortunately the list of friends is many times longer than the list of enemies.
- ¶ But friends or foes—those who believe in our policies and those who do not—they all buy and read the Sunpapers!
- ¶ The Sunpapers may step on their pet corns. The Sunpapers may ridicule all their favorite “isms” and “itions”—but to get the news of their own town, of the nation and of the world, they’ll read the Sunpapers—Morning, Evening and Sunday.
- ¶ And friend and foe agree that the Sun Carrier System which delivers the larger part of the Sunpaper’s circulation right to the front door is one policy that is above criticism!

Average Net Paid Circulation for Month of August, 1926

Daily (M. & E.)	245,990
Sunday	189,419

A Gain of 12,270 Daily and 5,818 Sunday Over August, 1925

JOHN B. WOODWARD
Bowery Bank Bldg.,
110 E. 42d St., New York

GUY S. OSBORN
360 N. Michigan Ave., Chicago

C. GEORGE KROGNESS
First National Bank Bldg.
San Francisco

Everything in Baltimore Revolves Around

THE

MORNING



EVENING

SUN

SUNDAY

Baltimoreans Don't Say "Newspaper"—They Say "SUNpaper"

How many are

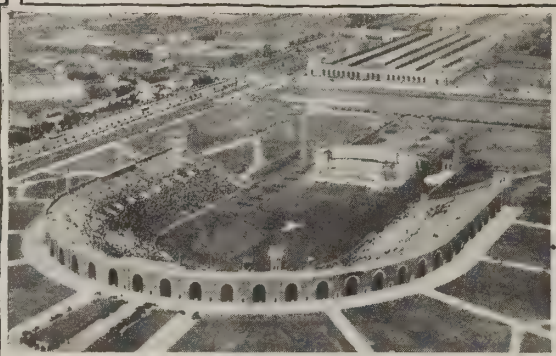
533,169

People?

Yale Bowl Seats 80,000 people

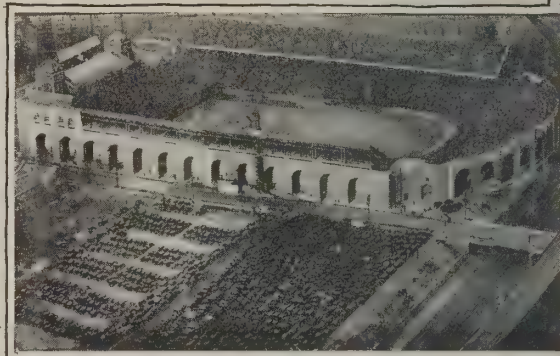
125,565 People attended The Dempsey-Tunney Fight!

*That's a whale of a lot of People **BUT***



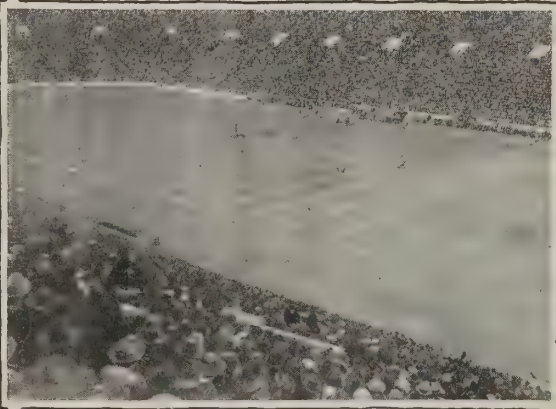
Philadelphia Sesqui Stadium Seats 125,565

When you come to think of it, that's a small number if compared with the tremendous mass of people who assemble each evening to read 'Philadelphia's newspaper'—The Bulletin.



Franklin Field, Philadelphia, Seats 83,500 people

*For Comparison let's consider
the following capacities of well known Stadiums*



Princeton Football Stadium Seats 55,000 people

Sesqui-Centennial Stadium . .	125,565 people
Franklin Field (Philadelphia) . .	83,500 "
Shibe Baseball Park	33,000 "
Phillies Ball Park	19,000 "
Princeton Stadium	56,000 "
Yale Bowl	80,000 "
New Baltimore Stadium	75,000 "
New York Polo Field	55,000 "
	527,065 people

That many people and 6,104 more buy The Bulletin each day, and there is a vast army of others—their families—who read it.



New York Polo Grounds Seats 55,000 people

To be exact, 533,169 copies of The Bulletin were sold each day during the six months period ending March 31, 1926, and there has been a steady increase during the period which will end on the last day of this month.

The circulation of The Bulletin is far larger than that of any other Philadelphia newspaper, and is the third largest in the U. S.

PHILADELPHIA NEWSPAPER CIRCULATIONS

	Daily
The Bulletin	533,169
Second newspaper	282,375
Third newspaper	200,768
Fourth newspaper	149,597
Fifth newspaper	114,807

Examine the photos of these vast stadiums and fix in your mind just what a daily circulation of 533,169 means in its saturation of America's Third Largest Market.

Think of the daily needs of this multitude of humans in your line of business alone, and mark the "Acres of Diamonds" you are neglecting if your advertising is not in "Philadelphia's newspaper"—The Bulletin.

"In
Philadelphia
nearly everybody reads
The Bulletin"

Net Paid
Daily Average
533,169
Copies and
Growing

New Baltimore Stadium Seats 75,000 people



EDITOR & PUBLISHER



Issued every Saturday, forms closing ten P. M. Thursday preceding Publication by The Editor & Publisher Co.,
J. W. Brown, Publisher; Marlen E. Pew, Editor; Suite 1700 Times Building, 42nd St., at Broadway,
New York. Telephone, Bryant 3052-3053-3054-3055-3056. Charter Member Audit Bureau
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Vol. 59

NEW YORK, OCTOBER 2, 1926

No. 19

Employee Control of Munsey Newspapers to Follow Purchase by Dewart

Mutualization Plan Fostered by Late Publisher Now Being Formulated—\$13,000,000 Price for New York Sun and Telegram and Mohican Chain Stores—Sun Highly Prosperous

WILLIAM THOMPSON DEWART, who started as \$12 a week bookkeeper, is now the owner of the Munsey newspapers, the *New York Sun* and the *New York Evening Telegram*. He purchased them this week together with the Mohican chain of grocery stores of the late Frank A. Munsey from the Metropolitan Museum of Art, residuary legatee in the will of the publisher. The transaction involved in the neighborhood of \$13,000,000.

Mr. Dewart's purchase, he announced, was the first step in a mutualization of the newspaper properties, which would eventually place them in the hands of employees of both dailies, according to a plan considered by Mr. Munsey a short time before his death on Dec. 22, 1925.

When Mr. Munsey died, Mr. Dewart became the president of the companies publishing the Sun and the Telegram. More than a quarter of a century had elapsed since his humble entry into the business as bookkeeper. Mr. Dewart had advanced to be head bookkeeper, treasurer, and then vice-president and manager of the companies he owns today. He was one of Mr. Munsey's closest friends.

The statement he issued this week through Keats Speed, managing editor of the *New York Sun*, follows in full:

"William T. Dewart announced that he had purchased the *New York Sun* and *Evening Telegram* from the Metropolitan Museum of Art, the residuary legatee under the will of the late Frank A. Munsey. At the same time Mr. Dewart announced that his purchase also included the Mohican properties.

"In a short time, Mr. Dewart said, the process of mutualization of these properties will begin. It was Mr. Munsey's plan to have the associates of his newspapers join with him in the conduct of the business.

"For many months prior to Mr. Munsey's death, Dec. 22 of last year, he had been planning the mutualization project.

"In taking over the newspapers Mr. Dewart is making his first step toward carrying out the ideas of his late friend.

"The amount involved in these transactions was in the neighborhood of \$13,000,000."

When the will of Mr. Munsey was made public last December it was estimated that the museum would realize about \$40,000,000 from the various Munsey properties. The directors of the museum said that, while the legacy undoubtedly was immense, they were unable to calculate anywhere near the exact amount.

Purchase of the two newspapers still leaves much Munsey property undisposed of. Among these unsold properties are the *Munsey and Argosy All Story* magazines, the Mohican Hotel at New London, Conn.; a large estate, Garondah, at Elizabethtown, N. Y., and the old Louis Sherry estate at Manhasset, L. I. The unsold assets of the publisher also include realty in New York City and many stocks and



William T. Dewart

bonds, including large holdings in the Munsey Trust Company, Washington.

Outside bankers will not enter into the present transaction. All financing will be done within the organization it is stated.

From unconfirmed, but reliable sources, EDITOR & PUBLISHER learned that mutualization of the newspapers will center around three main wheelhorses besides Mr. Dewart, the chief. The trio will be Frank O'Brien, editor of the Sun; Keats Speed, managing editor, and Edwin S. Friendly, business manager. Of course R. H. Titherington is vice-president of the Sun Printing and Publishing Association and co-executor with Mr. Dewart and the Guaranty Trust Company of the Munsey

will and Fred A. Walker is managing director of the Telegram.

Mr. O'Brien has been with the Sun almost continually since 1896. Mr. Speed was managing editor of the *Press* when Mr. Munsey purchased that newspaper in 1912. Since then he has also been associated with the *New York Journal* and the *Atlanta Georgian*. He was managing editor of the *New York Herald* when that newspaper was sold to Ogden Reid, remaining with Mr. Munsey on the Sun.

Mr. Friendly first joined the Sun in 1922, coming from the *New York Times*.

Details as to the value of the several properties involved are not revealed by the principals. The Mohican Company is capitalized at \$3,000,000, and if that

valuation is the one accepted by the museum and the purchasers, the combined valuation for this sale of the Sun and Telegram is about \$10,000,000.

Gross earnings of the Sun for 1925 are estimated to have been about \$7,500,000, and Park Row estimates the net profit for that year at \$1,500,000.

For the first six months of 1926, the Sun carried 11 per cent more national and about 25 per cent more local advertising than during the same period of 1925. Its total of 8,402,130 page lines for the period surpassed the 1925 record by about 20 per cent. Circulation figures are not greatly changed.

The Telegram has not made similar progress. While its circulation hovers about the 200,000 mark, its lineage has not held the pace of increase set by the Sun and kept by other evening papers. Classified lineage shows a gain, but losses appear in the local display and national columns during the first six months of 1926.

Mr. Munsey frequently discussed the mutualization of his properties with his chief executives, and it is the plan as he saw it that is being worked out now. Mr. Munsey before he died was firmly convinced that a mutual profit sharing system, enriching those who accomplished most for his properties, was the most equitable business system.

In an editorial entitled "The Future of the Sun," the plans of Mr. Dewart and his associates are outlined. The editorial is herewith presented in full:

"On December 31, 1925, nine days after the death of Frank A. Munsey, owner and editor of this newspaper, the Sun said editorially:

The terms of Mr. Munsey's will make it possible for the Sun to assure its readers that they will continue to enjoy a clean newspaper of interest, political independence, honesty and fearlessness. The organization with which Mr. Munsey brought the Sun to its present commanding position remains intact. That organization will bend every effort to make the Sun a newspaper even more worthy of its readers and its late owner.

"The manner in which this continuity was to be maintained was indicated about the same time in a statement issued by William T. Dewart, Mr. Munsey's long-time friend, closest business associate and the first of the three executors named in Mr. Munsey's will.

"Mr. Dewart announced that it had been Mr. Munsey's purpose, conceived after his will was executed in 1921, to make partners of those associates who had helped him to bring the Sun to its high success. Mr. Dewart, speaking for himself and the two other executors, Richard H. Titherington and the Guaranty Trust Company of New York, expressed a desire to translate into fact the unwritten wishes of Mr. Munsey.

"To bring this about would have been difficult if the executors had not received the sympathetic understanding and aid of the trustees of the Metropolitan Museum of Art, the residuary legatee of Mr. Mun-

LEADING EXECUTIVES OF DEWART NEWSPAPERS

sey's fortune. A beneficiary less unselfish might have insisted upon putting the Sun on the auction block, thereafter to be the



Edwin S. Friendly
Business Manager, Sun

plaything of some personal ambition or to become a mere commercial or political organ. But President De Forest of the Metropolitan and his fellow trustees were quick to appreciate the plan which Mr. Munsey had been making; quick to realize the importance of the Sun as it was, and is, and will be, to this community.

"The outcome, briefly, is that the Sun, now purchased by Mr. Dewart from the Metropolitan Museum of Art as the first step toward mutualization, will continue to be conducted by those who under Mr. Munsey's guidance brought it to eminence and who, under the direction of Mr. Dewart since Mr. Munsey's death, have carried on. In this connection it is pleasant to record that in the nine months since Mr. Munsey died the Sun has not lost a single department head or, in fact, any man whose work was vital to the paper. Under the leadership of Mr. Dewart as president of the Sun Printing and Publishing Association the organization has worked in perfect harmony. The Sun's advance in circulation, advertising and general excellence, rapid as it was in the final years of Mr. Munsey's guidance, has continued steadily. Nothing could be better proof than this that the way to keep the Sun in its high place as the greatest evening newspaper is to leave it in the hands that have sustained it since Mr. Munsey turned away from his desk for the last time.

The details of Mr. Dewart's plan for the mutualization of the property will be announced in due time. Meanwhile the readers of the Sun—and they compose the most important element of its success—may rest assured that the Sun they are to have is the same Sun they have known. More than ever the Sun will be an independent newspaper, free from all political and financial shackles and bound only by its own pledge to be honest, clean, intelligent and interesting."

At 22, when he entered the Munsey employ, Mr. Dewart brought with him a curious assortment of past experiences. He had been a button manufacturer, a chemist, a professional singer and a public accountant.

It was his knowledge of bookkeeping that started him on his newspaper career.

"I had to straighten out the worst set of books I ever tackled and to make an inventory," Mr. Dewart has said, referring to his first Munsey job, which he obtained through Erman J. Ridgway, general manager of the Munsey concerns in New London, Conn., after application directly to Mr. Munsey. He did so well at this initial task that he was assigned to one of the sets of books in the Red Star News Company, a dis-

tributing organization for the Munsey publications. Working from eight in the morning to midnight every day for 18 months, Mr. Dewart was promoted in rapid succession to head bookkeeper of the Red Star News Company, assistant superintendent of the manufacturing plant, and editor of the business. When the Frank A. Munsey Company was incorporated in 1902 he was made treasurer without bond.

Development of a cost system almost universally used in business today was one of the outstanding achievements of this early period of Mr. Dewart's career. It seems Mr. Munsey carried most of his business affairs in his head, and considered that his employees should do likewise. Mr. Dewart did not care to trust to his memory entirely, nor did



Keats Speed
Managing Editor, Sun

his superior of those days, Mr. Ridgway. The former, therefore, began keeping a record book out of which the cost system grew.

When Mr. Ridgway retired as general manager in 1903, Mr. Dewart was appointed to succeed him. He was then given his title of vice-president and general manager. As newspapers were purchased he became vice-president and manager of several concerns.

Meanwhile, as the years passed by, Mr. Dewart became a closer and firmer friend of Mr. Munsey. During the last days of the publisher this friendship became most apparent. While Mr. Munsey lay dangerously ill in a New York hospital, he was unwilling for Mr. Dewart to be away from him even for a short while, and on awakening would invariably ask for him. Just before his death, Mr. Munsey directed that Mr. Dewart would succeed him as president of the Munsey interests.

Mr. Dewart might have become a maker of buttons instead of metropolitan dailies. Born in Canada of Scottish stock, he had early in life moved to Rochester, N. Y. In the part of the city where he lived, a button factory was located. One day the boss asked young William if he wanted to learn the trade. William, then 14, agreed. Chemistry, he learned, was a valuable asset to any man engaged in the business he had entered. Consequently, although he had been unable to take a high school course, he matriculated at the University of Rochester as a special student in applied science.

When he had sufficiently mastered the chemical secrets he had been seeking, he left college. With his brother Robert he found financial backing with which to start the German-American Button Company. About that time, however, the Cleveland tariff began to make itself felt, and profits were so reduced the brothers decided to sell out and did. The button factory continued long afterwards, however. During the World War the name

was changed to Art in Buttons, Inc.

There were still two years to elapse before Mr. Dewart was to find his real groove in the publishing business with Mr. Munsey. He traded on commission in sugar, tea, coffee, lubricating oils and the like for New York interests. Urged by friends, he tried railroading, working on a wrecking crew and in the machine shops of the Buffalo, Rochester & Pittsburgh Railway.

This did not seem to promise much of a future, and Mr. Dewart tried still another tack. Public accountancy, he determined, would prove a likelier opportunity for his talents. He studied bookkeeping for more than a year and then, feeling that he was ready to tackle a big job, he applied for a position to Mr. Munsey, then unknown to him except by name.

It was Charles A. Dana who first put truth in the saying that the New York Sun was the "greatest force in the republic." Benjamin H. Day, the man who "discovered people were human and wanted to read human pieces in their newspaper" had had the courage to found the Sun in 1833 as a penny paper in a city where only sixpenny respectables had prospered before.

Dana had become owner in 1868, purchasing it from Moses Y. Beach. For 29 years this brilliant American journalist held sway. He was the greatest satirist of his time, the keenest analyst of public problems.

The Sun prospered under Dana. When he died in 1897, the newspaper was held to be worth at least \$5,000,000.

For a short time after Dana's death, his son, Paul Dana, was editor. He was succeeded by Edward P. Mitchell, who today is a director of the paper. Meanwhile control passed to William M. Laffan, who also established the Laffan News Bureau.



Frank O'Brien
Editor, Sun

The news bureau was not a prosperous venture. In 20 years it was estimated the Sun lost \$2,000,000 on its news service, which Mr. Munsey was later to discontinue. For several years before Mr. Munsey entered the picture the Sun ran behind nearly \$200,000 annually, not because of poor management, but because of the drain of its resources by its news-service.

William C. Reick and associates had acquired the Sun from Mr. Laffan's widow in 1911, and it was from Mr. Reick that Mr. Munsey purchased the Sun in 1916 for more than \$3,000,000, and immediately began his series of consolidations.

Mr. Munsey's purchase included the Evening Sun, established by Mr. Dana nearly 20 years after he had bought the morning publication. Mr. Munsey's first step on assuming control was to merge the Sun with the New York

Press, a paper founded in 1884, and acquired by Mr. Munsey in 1912 for \$2,500,000. This merger gave the Sun its Associated Press membership.

In 1920, Mr. Munsey bought for about \$4,000,000 the New York Herald, the New York Evening Telegram and the Paris edition of the Herald from the Bennett estate. He consolidated the Sun and the Herald as the New York Herald. At the same time the Evening Sun became the Sun.

Then he announced that his total investment in newspaper properties was \$16,000,000. Of that total, he said, the value of the Herald, Sun and Telegram amounted to \$11,500,000.

There were other purchases and consolidations to follow. On May 26, 1923, he bought the New York Globe and Commercial Advertiser, oldest daily in America, and merged it with the Sun. The price paid was reported to be \$2,000,000. On Jan. 24, 1924, he bought the New York Evening Mail, paying Henry L. Stoddard "well in excess of \$2,000,000." This brought the total investment up to more than \$20,000,000. But since then, in March, 1924, the Herald was sold by Mr. Munsey to the New York Tribune for a price said also "to be more than \$2,000,000," and probably more nearly \$4,000,000.

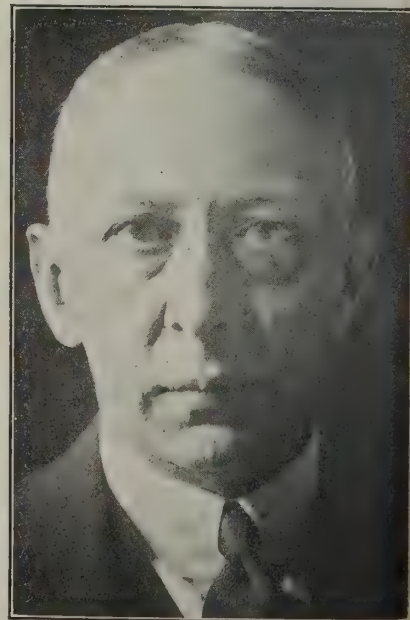
Of romance and glamor, there is plenty in the stories told of the early days of both the New York Sun and the New York Telegram. Frank O'Brien tells the Sun's story in "The Story of the Sun, 1833 to 1918."

Among many incidents, O'Brien's book tells how the Sun's first reporter, challenged to a duel by a quack dentist, accepted the challenge and named as weapons syringes filled with the faker's own medicine; how the Sun's first sports editor went on horseback to the fields behind Hoboken to cover the Sun's first sport story; how the Sun's first animal story was about a flock of wild pigeons roosting in a tree at the Battery; and how the Sun first obtained the governor's advertisement, calling an election at which the people of New York gained the right to elect their mayors by popular vote.

The Telegram was established in 1867 by James Gordon Bennett and in time became a lively and very profitable news paper.

Mr. Munsey, purchasing the Evening Mail and merging it with the Telegram in 1924, announced:

"This purchase puts the evening news-



Fred A. Walker
Managing Director, Telegram

papers of New York in a safe and strong position. Financially they are now impregnable."

CUTTING FREE PUBLICITY FROM RADIO PROGRAMS

Many Newspapers Refuse to Print Names of Advertised Goods as Labels to Air Entertainment—Majority Hold Question Is for Editors to Decide, but Advertising Executives Frown on Brand Names in News Columns

By ARTHUR ROBB

A NEW phase of relations between the newspapers, the radio industry, and the reading and listening public is apparent as the cool nights of Autumn bring new life to the ether waves. The radio industry, by which is meant the broadcasting stations and the allied manufacturers of receiving sets and the parts thereof, enters the new season thoroughly convinced of the immense possibilities of financial gain to itself by the sale of time on the air to firms which want "name publicity."

The listening public, it is apparent from the published programs and trade gossip, will be introduced to a number of newcomers acting as sponsors of various forms of entertainment. The newspapers are receiving tremendously increased volume of publicity matter announcing these new features and the programs of daily events, with the last possible comma edited out, threaten before winter comes to run to prohibitive lengths, even in the present-day encyclopaedic newspaper.

It is the last element which is giving impetus to the new phase mentioned in the first sentence. The newspaper publishers are taking new stock of the situation. They see the owner of the broadcasting station selling time in competition with space in the daily press, taking money which they feel could be spent to better advantage in their own columns. They hear of solicitors for the broadcasting station promising not only phenomenal results in the form of good will and direct business from the broadcast programs, but also publicity in the newspapers for the programs.

Solicitors for local stations seeking local merchants' contracts for radio time were promising newspaper publicity which the newspaper solicitors refused to the same merchants!

One publisher narrates an instance of a solicitor for a radio station who called upon an advertiser with letters, post cards and a list of telephone calls received in response to appeals for applause for this firm's program of the night before, explaining that there would have been an even greater response but for the fact that "the damned newspapers" did not handle the announcement of the program as prominently as they should have.

This publisher also found that a considerable number of firms which had never advertised in his or any other local newspaper were being sold on broadcasting and were relying on the publicity given to their announcements in the newspaper radio columns to recruit listeners for their broadcast propaganda.

Developments of the past few months and indications for the future are that more names of firms and brands will find their way into the free radio program space than will be found in the paid space of the average day.

The newspapers' radio pet of 1922 is growing into a space-devouring monster comparable to the parasite which eats much of the publisher's potential profit from automobile advertising. It has far more dangerous possibilities for the newspaper than automobile publicity ever had. It has all of the bad characteristics of automobile or any other free publicity—partaking of space-wasting, rate-cutting, and unfair competition with non-recipient firms or industries—it has also the additional disqualification that every line of favor given the radio industry by the daily newspaper helps the radio industry to take a dollar from the publisher's rightful income.

There is fair warrant for believing that so many dollars spent wisely in newspaper advertising will bring so many dollars return.

There is absolutely no warrant for belief that any expenditure in radio name publicity, which must have publication support, will bring in onemore dollar

than the publications alone would have returned.

Radio and the newspapers are therefore competing for the same piece of the same dollar.

This fact is finding its way into newspaper publishers' consideration of the subject and many of them are trying to find a way out which will do the least possible damage to the radio industry and to themselves by resentment of the listening public and at the same time prevent radio from becoming a malevolent giant at the newspapers' expense.

One publisher who responded to EDITOR & PUBLISHER's telegraphic poll this week, believes that the process of shortening the publicity tail should start directly back of the ears. He doesn't know whether his idea can be worked successfully and does not care to be identified with it as yet, but here is the solution which he and his fellow publishers this week put into effect:

Immediate discontinuance of all commercial radio publicity, regardless of circumstances, including even the elimination from regular programs of the names of firms broadcasting entertainments and

the nicknames given orchestras and entertainers.

"We reached this decision," he said, "after attempting vainly to adopt a plan which would enable us to discriminate fairly between those programs which might be entitled to attention because of musical or other merit and those for which publicity is demanded solely because the firms promoting them are advertisers."

"We are going to eliminate all write-ups of manufacturers, sets, accessories, equipment and everything else of a commercial character," he continued. "We are planning to suggest to the manager of our leading local broadcasting station that he use a part of the money he receives from broadcasting entertainment paid for by advertisers to advertise his paid programs on our radio page in the same manner that the theatres advertise their bills daily."

"We have spent many hours studying the problem and we can't see how a rule that permits any exceptions can be enforced without endless difficulties. Under our plan, we will treat everybody alike. Any advertiser who feels that his radio program will bring him business

or valuable good will should be willing to make the slight additional investment necessary to invite our readers to listen when he is on the air. We can't see that we are under any obligations to do this for him. We have also a few examples of advertisers who are doing just this thing."

General sympathy with this policy is indicated by the opinions of leading executives of a score of newspapers questioned by EDITOR & PUBLISHER this week. Newspapers whose community of interest with their readers is attested and bulwarked by substantial advertising patronage are slowly but certainly getting out from under the free publicity burden. They are leaving the question of what goes into the text columns of the paper for the decision of the editorial staff and EDITOR & PUBLISHER has evidence that its unremitting campaign against press agency and free publicity has awakened editorial men as well as publishers to the menace of this defect in their vessel. Take this reply as an instance:

"The advertising department has no control of the news department," declared Fleming Newbold, business manager of the *Washington Star*. "Our radio programs are handled purely in the interest of the reader, with the least possible mention of advertisers. The *Star* does not print free publicity for automobiles or any other industry, the editors being the sole judges of what interests our readers."

A similar view is held by S. E. Thomson, business manager of the *Chicago Tribune*, who said:

"We do not carry names and brands of advertisers in our radio programs and have not for some time. The *Tribune* has taken the position that radio programs are news columns and that advertising has no more place in them than in other news columns of the paper."

Likewise similar and characteristic is the answer of J. K. Groom, national advertising director of the *Aurora* (Ill.) *Beacon-News*, *Joliet Herald-News* and *Elgin Courier-News*, who said:

"I am for elimination of advertising from radio programs. If I was editor, I would not publish radio programs. When advertising begins on the radio, I turn to some other program. When the big papers quit giving free service, the small ones can, and all will benefit. The way to resist demands is quit giving anything free."

The *Philadelphia Bulletin* believes "that to print free advertising in the radio columns is bad newspaper practice," according to William Simpson, business manager.

The *Richmond News-Leader*, owned and published by John Stewart Bryan, president of the American Newspaper Publishers Association, declares that it does not use the advertisers' names or brands in radio programs.

The *Baltimore Sun* makes the same statement, and J. F. Bresnahan, business manager of the *New York World*, holds that "advertisers' names and brands in radio programs certainly could be construed as free advertising and newspapers could very properly consider the elimination of such and not materially weaken the programs."

Says Victor H. Hanson, publisher *Birmingham News* and *Montgomery Advertiser*:

"Our radio programs to all practical purposes contain no free advertising. We long ago stopped any such indiscriminate use of the programs. A few trade names appear here and there in such a way as to constitute far more of information to the radio fan than of advertising to the promoter. Any legitimate movement to curb parasitic growths of free publicity has our general sanction."

(Continued on page 20)

NOVEL AD CLUB CEREMONY IN LOS ANGELES



Grouped around a huge register, members of the Advertising Club of Los Angeles wrote down their names with a tremendous pencil at the first club meeting of the year, Sept. 14. Those in the picture are, from top to bottom: Florence Gardner, A. J. Hanson, Albert D. Stetson, H. A. Water; (kneeling) Marshall Dana, associate editor of the *Portland Oregonian* and president, Pacific Coast Advertising Clubs association, and Harold Stonier, president of the Los Angeles club.

A. B. C. ANSWERS OPPOSITION TO PLAN FOR LISTING ADVERTISING RATES

Directors Make Plea for Proxies to Vote Proposal in at October Meet—Assert Extra Expense Will Be "Infinitesimal"—Ask Other Pledges Be Rescinded

O. C. HARN, president, and Stanley Clague, managing director, representing the directorate of the Audit Bureau of Circulations, this week issued an official plea for proxies to combat opposition to the Bureau's plan affording opportunity to all publisher members, who desire it, to insert their standard rate cards on the last page of their publisher's statements. The proposal will be voted on by the



O. C. HARN

A. B. C. membership at the annual convention to be held in Chicago, Oct. 21-22. Personal attendance at the convention was urged, but in the event that is impossible, the board advised members to rescind proxies "given without full knowledge of the objects desired," and to issue another naming either their own special representative or a director.

The official communication, addressed to Bureau members, answered two objections to the advertising rate proposal voiced by New York newspaper members through a committee consisting of Fred A. Walker, *New York Telegram*, J. F. Bresnahan, *New York World*, and E. G. Martin, *Brooklyn Eagle*, who have issued a call for opposition proxies.

The two objections listed in the communication, the added cost organization of the new Bureau service would entail, and the assertion that changes in rates after the issuance of publishers' statements would not be available, are declared to be based on misconception and error.

"The extra expense to the Bureau will be infinitesimal—less than one per cent of the membership dues," the communication stated.

Answering the second objection, it is declared that a form of service has been devised by the Bureau so that upon receipt of advice by telegraph or other manner of a change of rates, all advertiser and advertising agent members will be immediately equipped with material giving full and permanent information.

The letter, dated Sept. 27, follows:

"In pursuance of its constant policy to improve and augment the service rendered to members, the Board of Directors decided at its June meeting to give opportunity to all publisher members who might so desire, to insert their standard rate cards on the last page of their publishers' statements.

"The Board was unanimous in its belief that this additional service, giving as it would all the facts about circulation and rates in one document, would be appreciated by all members—Advertisers, Advertising Agents and Publishers.

"It was also the opinion of your Board that this was another step toward the attainment of its objective to secure a thorough knowledge by advertisers of all the facts concerning publications' circulations, through the study of every page of A. B. C. reports instead of relying upon condensed excerpts.

"And it was also the opinion of the Board that in concentrating attention on A. B. C. publications, giving added publicity without extra cost, it was serving every member of the Bureau and making A. B. C. membership increasingly valuable.

"Over four-fifths of the newspaper publisher members of the Bureau have already signified their desire to use this added service.

"And a great many letters have come to the Bureau—unsolicited—enthusiastically commending the step. Proof sheets from a forthcoming Bulletin to be issued by the Bureau are enclosed herewith.

"On the other hand, some criticism has been published by a small but prominent group of publishers, who do not favor the plan. Aside from this group the Bureau has received directly from publishers less than twenty letters in opposition.

"The opposition to the plan is based upon:

"Objection 1: The added cost.

"This is based on misconception. The extra expense to the Bureau will be infinitesimal—less than one per cent of the membership dues.

"Objection 2: That changes in rates between the time of issuance of publishers' statements will not be available.

"This too is based on error. A form of service has been devised by the Bureau so that upon receipt of advice by telegraph or other manner of a change of rates, all advertiser and advertising agent members of the Bureau will be immediately equipped with material giving full information in a manner to make the record permanent.

"There are other minor objections which will be discussed during the annual convention of the Bureau to be held in Chicago on October 21st and 22nd.

"But in the meantime, the group unfavorable to the plan is asking for proxies from publishers to pledge themselves in advance of any deliberation on this and other matters which may be vital to the further success of the Bureau.

"Your Board feels that in your interest it should appeal (1) for your personal attendance at the annual convention of the Bureau; or (2) if that is not possible and you have given a proxy without a full knowledge of the objects desired, that you rescind such proxy and issue one to your special representative, or to a member of the Board representing your division—Walter A. Strong, publisher, *Chicago Daily News*, or David B. Plum, publisher of the *Troy (N. Y.) Record*—to some fellow publisher who has not committed himself on the questions in advance and before adequate consideration. A proxy blank is enclosed herewith.

"Your Board regrets the necessity of addressing such a communication as this to the members of the Bureau, but it believes that the vital issues to be discussed at the convention warrant this appeal for independent judgment after a full hearing of arguments on both sides of all the questions at issue."

NEW DAILY STARTS

Sunset News and Times-Leader Launched in Bluefield, W. Va.

BLUEFIELD, W. Va., Sept. 30.—The *Sunset News and Times-Leader*, an afternoon newspaper was launched here Sept. 22. Its first issue consisted of 24 pages. Wire service is furnished by the Associated Press, International news and special correspondents.

The paper is published by the Daily Telegraph Printing Company, publishers of the *Morning Telegraph*. It will support Democratic policies.

W. K. McDowell, who has had 35 years' experience in newspaper work, is in charge of the editorial page.

CHANGES ON COAST DAILY

Franklin O. Schroeder has resigned as editor and publisher of the *San Diego (Cal.) Daily Independent*. George W. Lynn was named as editor, and Charles J. Plambeck, former advertising manager, is now general manager.

EDITOR & PUBLISHER CALENDAR

- Oct. 4-6—New Jersey Press Assn., Newspaper Institute, Rutgers University, New Brunswick, N. J.
- Oct. 4-7—Newspaper Librarians, 4th annual conference, Hotel Chelsea, Atlantic City.
- Oct. 5-7—Window Display Advertising Assn., Pennsylvania Hotel, New York.
- Oct. 6—Associated Press Directors, meeting, New York.
- Oct. 8-9—Associated Dailies of Florida, Florida State Press Assn., South Florida Press Assn., joint meeting, Clarendon Hotel, Daytona Beach, Fla.
- Oct. 11-15—Associated Merchandising Assn., annual meeting, St. Louis.
- Oct. 17-20—Graphic Arts Assn., annual convention, Detroit.
- Oct. 18-19—Insurance Advertising Conference, annual convention, Tuller Hotel, Detroit.
- Oct. 18—Employing Printers' Assn., of Chicago, 15th annual convention, Chicago.
- Oct. 19-22—Outdoor Advertising Assn., Biltmore Hotel, Atlanta, Ga.
- Oct. 19-20—Inland Daily Press Assn., October meeting, Sherman Hotel, Chicago.
- Oct. 19-20—New York State Circulation Managers' Assn., annual convention, Martinique Hotel, New York.
- Oct. 21-22—Audit Bureau of Circulations, annual convention, Hotel La Salle, Chicago.
- Oct. 21-22—American Society of Sales Executives, annual convention, White Sulphur Springs.

62 YEARS WITH DAILY

T. E. Sullivan of Chicago Tribune Is Oldest Staff Member

Thomas E. Sullivan, one of the veterans in the composing room of the *Chicago Tribune*, rounded out his sixty-second year with the paper this month. He is the oldest member of the Tribune staff from the standpoint of service. He will be 84 years old on Oct. 16, 1926.

Mr. Sullivan has handled, in the composing room, stories of the Chicago fire, the Franco-Prussian war, the assassinations of Presidents Garfield and McKinley, the Tilden-Hayes campaign for the presidency, and the eight to seven decision which gave the office to Hayes.

"I think the most remarkable achievement of the Tribune was the printing of the revised edition of the New Testament as a part of a regular Sunday edition," Mr. Sullivan says. "To achieve this it was necessary to put 120 printers (hand-setters) on this job and to keep them at it for 18 consecutive hours. I believe this was a record in hand composition."

When Mr. Sullivan came to work for the Tribune, Horace White was editor-in-chief and Alfred Cowles was secretary and treasurer.

N. Y. LIBRARIANS MEET

The heads of reference departments of the various New York newspapers held a dinner meeting at the Newspaper Club, New York, on Monday evening Sept. 20, to discuss matters to be placed before the coming conference of Special Libraries Association in Atlantic City. David Rogers, reference director, *New York Herald Tribune* had charge of the arrangements. Besides Mr. Rogers, others present were John Goetz, *Evening Post*, Richard Meyer, *Daily Mirror*, John Miller, King Features Syndicate, Frank Purdy, *Bronx Home News*, Matthew Redding, *Evening Telegram*, Arthur Rosenstock, *Bronx Home News*, Charles Stolberg, *Evening Sun*, Maurice Symonds, *Daily News* and James Wells, *World*.

DALE CASE SUBMITTED TO SUPREME COURT

Writ of Error Filed Monday in Washington—May Not Come Up for Argument for a Year

The complete record of the contempt case of George R. Dale, editor of the *Muncie (Ind.) Post-Democrat*, vs. the State of Indiana, now reposes in the over-crowded archives of the United States Supreme Court.

By filing the customary writ of error with the highest law tribunal Monday, Dale formally appealed from the Indiana Supreme Court decision upholding the action of the Delaware Circuit Court of Indiana in holding Dale in contempt on the grounds that he "wilfully, knowingly and corruptly published and caused to be published" in the *Muncie Post Democrat* matter which brought the lower court and the Grand Jury "into disregard and disrepute of the citizens" of said county.

The record, as filed by counsel for Dale Monday, covers 65 typewritten pages (foolscap legal size).

Owing to the badly congested state of the docket of the highest court EDITOR & PUBLISHER was informed this week that there is little chance of the case being heard by Chief Justice Taft and his judicial associates for a year or more unless some agreement is reached to set the case forward. Even then it will probably be months before the case is reached. Briefs are not likely to be filed by either side until the date of hearing or argument is fixed.

PUBLISHER "CALLS" GOVERNOR

Blethen of Seattle Times Now Demands \$1,000 For Charity

Colonel C. B. Blethen, publisher of the *Seattle Times* refuted the statement made by Governor Roland H. Hartley recently that he, the governor, had never sought to buy any state timber, and demanded payment of \$1,000 to charity which the governor had promised if the Times' charges could be proved.

In a speech in Tacoma, Sept. 9, Governor Hartley said: "I never did make application for a tree of state timber personally. I have been engaged in buying timber for other companies and that particular tract was being purchased for the Cherry Valley Logging Company.

"If Clarence Blethen can show where I did make application personally for any state timber I will give \$1,000 to any charity he names."

Colonel Blethen the next day printed photographs of two applications for state timber signed by Roland H. Hartley only, and demanded payment of the \$1,000.

DAILIES CHANGE NAMES

The following newspapers have notified New York headquarters of the Associated Press of a change in their names: *Fredericksburg (Va.) Evening Star* to *Free Lance-Star*; *Freeport (L. I.) Daily Review* to *Nassau Daily Review*; *Abilene (Tex.) Daily Reporter* to *Morning News*; and *Boonesville (Mo.) Republican* to *Sentinel-Missourian*.

I. A. A. CHANGES 1927 DATES

Dates for the 1927 Denver convention of the International Advertising Association have been changed from June 5-10 to June 26-30, to permit delegates to visit the national parks of the Rocky Mountain region. The Pacific Coast district of the association will meet at Portland, Ore., June 19-22.

COAST PAPER INCORPORATED

Articles of incorporation have been filed by the *Palos Verdes Valley Times* of Blythe, Cal., showing Floyd Brown, T. S. Rush and W. H. Plummer of Blythe as directors.

NEWSPAPERS PUT NEW GASOLINE ON MARKET

Name Contest Conducted in Advertising Columns of Pacific Coast Dailies Polled 750,000 Replies for General Petroleum Corporation—Director Tells the Story

(By Telegraph to Editor & Publisher)

SAN FRANCISCO, Cal., Sept. 28.—A new product, which advertising executives agree, is one of the most difficult to advertise—gasoline—has just been presented to the public of the Pacific Coast with tremendous success.

It was put over by means of a contest for a name conducted in the advertising columns of Pacific Coast newspapers. Fifty thousand suggestions were expected, nearly 750,000 were received.

A list of 148 newspapers was used. Judges have chosen the name "Motocrat," which is to be announced in the newspapers this week.

Officials of the General Petroleum Corporation of California had a new gasoline to offer, a gasoline that was the result of manufacturing a special fuel for hydroplanes and subsequently perfected for commercial production. It was necessary to convince the public that this gasoline was really new, that it would do the things that others gasolines would not.

While the product had shattered two world speed records for hydroplanes within a period of two months, it was realized that this was not enough to make the public demand it. How often do we read that Mr. Blank, famed automobile racer, has again broken the world's speed record using "Blue Moon" gasoline? But how many sales are made that can be traced to Mr. Blank's race? Very few, I am afraid.

The General Petroleum Corporation had a gasoline to present that not only produced increased speed, but that gave more gas miles, produced less carbon and more power. N. W. Ayer & Son prepared the merchandising plans and the advertising program that called for a contest to name the fuel.

Morning newspapers carried the first inkling to the public of the introduction of the new product. Scattered through each newspaper were three teaser advertisements, reading:

"We'll pay \$1,000 for a name. Watch the papers Monday."

The following two days more of these teaser advertisements appeared. On one Monday morning, the newspaper reading public in California, Oregon, Washington and British Columbia were told the complete story of the new gasoline and that the \$1,000 name about which they had been reading was wanted for this new product.

The General Petroleum Corporation distributes its products through independent dealers only. Meetings of the dealers were held several days before the first contest announcement was printed and all of the details of the program were presented to them by officials of our company and representatives of N. W. Ayer & Son.

Thus dealer co-operation and acceptance for the new product were obtained before a single line appeared in the newspapers.

In many ways the company is handicapped in distributing through independent dealers. These gasoline stations in numerous cases are poorly located. Company-owned stations have the choice locations. Because of the expense and added staff required, many of the independents cannot give the service that is offered by the larger company-owned stations.

All of this was taken into consideration and the copy was prepared in such a fashion that the public was directed to the independent stations.

The rules of the contest provided that the judges would award 10 points in judging the names if the name submitted was written on blanks obtained from general independent dealers. This induced the contestant to go into a service station to obtain a blank. Few people are willing

By L. HOFFMAN-PINTHER

Advertising Director, General Petroleum Corporation

Judges met in San Francisco this week and picked from 750,000 suggestions a name for a new gasoline produced by the General Petroleum Corporation.

The amazing total of suggestions was received as a result of 30-day \$1,000 prize contest conducted by the corporation in the advertising columns of Pacific Coast newspapers.

As a comparison a contest conducted by a comparatively new but powerful magazine might be cited. This magazine in a "President's contest," which required putting together correctly the composite pictures of Presidents of the United States, and conducted over a period of three months, brought out what the magazine claims is the biggest response ever received from a contest it had held—116,000 replies.

to go to a station for something free without making a purchase.

The response was so great, in spite of the many thousands of blanks that were issued, that it was all that contest headquarters could do to keep the dealers supplied. Many dealers, handling other brands besieged the corporation's offices, requesting that they, too, be allowed to distribute the "new mystery gasoline." The public was demanding it, and they realized that they were at a great disadvantage without it.

The contest was conducted for 30 days. Half-page advertisements in the larger cities, reduced to smaller sizes in the rural districts, were run in the newspapers during the entire contest period.

The gasoline was heralded as the "latest and greatest development in motor fuel oil—developed for hydroplanes that broke the world's record and now ready for your car."

In detail, the seven new qualities of the gasoline and the results the consumer could expect were presented and why these results could be obtained.

Public acceptance was almost immediate. Tank trucks were kept running

nights, replenishing rapidly diminishing dealer tanks. Within 24 hours, name suggestions started coming in to contest headquarters. Dealers and distributors in almost every territory reported that sales were increasing by leaps and bounds.

By the end of the first week, the expectations of the contest managers had been reached. Already 50,000 names had been received. The middle of the second week saw the mail wagons dropping letters off in sacks of half a dozen or more.

The largest number of letters received in one day was during the closing week, when the post office delivered 36,000 separate pieces of mail.

Name suggestions came in all forms. A cake was sent in with the name iced on the top. Many were done in oils. Even a bronze casting with the name molded in it was received.

Hundreds of registered letters, special delivery letters, and even telegrams came in. Despite the fact that a margin of 10 points was allowed by the judges on all suggestions received on dealer blanks, thousands were received on newspaper coupons, which were printed with the ad-

vertisements. The interest in the campaign was so great and widespread, that the executives of the General Petroleum Corporation have announced additional awards in the form of district prizes, approximation, and honorable mention awards, totaling \$2,000, in addition to the original prize of \$1,000 in cash for the winning name.

Other advertising media were used to support the newspaper campaign. Billboards called attention to the contest details printed in the newspapers. Signs at stations, printed literature for dealers to distribute, all tied in.

As a result of the campaign, sales of the new gasoline have increased more than 22.7 per cent over the sales of the gasoline formerly marketed. The increase started the first week and gained steadily throughout the contest.

After all, the vast number of names received is only an indication of the success. The actual sales figures tell the story.

SCRIPPS ESTATE TOPS SIXTEEN MILLION

Bulk of Noted Publisher's Property in Stocks and Bonds—Liabilities Listed at \$5,683,114

Gross value of the estate of the late Edward W. Scripps is \$16,255,710.45, according to an application for determination of inheritance filed in Hamilton, O., recently by Robert P. Scripps, his son. Liabilities are listed at \$5,683,114. Most of the assets include stocks and bonds.

The debts of the estate include notes and accounts payable to H. E. Neave, trustee \$1,580,641.13; E. E. Martin, \$132,000; First National Bank, \$450,000; Midland National Bank, \$500,000; O. A. Williams, \$134,000; O. S. Herschner, \$1,661,000; W. B. Colver, \$231,000; C. F. Mosher, \$345,756.

Real estate in Ohio, according to the application is appraised at \$12,230 while the following stocks are listed. 41½ shares capital stock of Daily News Company of Omaha, Nebraska, valued at \$62,500; 10 shares Capital stock, Evening News Association, Detroit, \$311,066; 1,000 shares class A stock of E. W. Scripps Company and 3,000 shares class B stock of the same company, both valued at \$11,221,282.

E. W. Scripps died while on board his private yacht on March 12, 1926. Stock at that time held by him in the Scripps-Howard Company was transferred to the E. W. Scripps Company.

CIGARETTE LAW VOID

Utah Statute Prohibiting Advertising Declared Unconstitutional

That section of the Utah anti-tobacco law which prohibited the advertising of cigarettes in any form and in any medium, save in periodicals published outside the state and imported, has been declared unconstitutional by the State Supreme Court.

The original law, passed in 1921, prohibited the sale of cigarettes as well as their advertising; but this law was amended two years later so as to permit the sale but the ban on the advertising was continued.

The decision of the Supreme Court was that the law as it stood at the time of review was an unwarranted interference with interstate commerce and its enforcement not a proper exercise of police powers.

AUGUST LINAGE GAINED 7.4 PER CENT IN N. Y.

AUGUST advertising in the daily and Sunday newspapers of New York City totaled 11,943,302 agate lines, a gain of 882,970 lines, or 7.4 per cent over August, 1925. Gains were made by 10 of the 15 newspapers listed. The number of total pages printed was 15,024, an increase of 580, or 4 per cent, over August, 1925. Three evening papers, two of which carried more business than they had in August, 1925, printed it in a smaller number of pages. Eliminating these, the number of pages printed by the other dailies for the month shows an increase of 10.1 per cent over the total of August, 1925.

Comparative figures for 1926-1925 and for 1926-1920 follow:

Pages	1926	1925	Percentage of total space	1926	1925	Gain	Loss
1,326	1,218	American	8.7	1,041,230	1,055,788		14,558
1,522	1,280	Herald Tribune	10.4	1,245,432	1,095,800		149,632
1,902	1,694	Times	17.5	2,086,772	1,989,826		96,946
1,332	1,260	World	11.8	1,405,264	1,339,012		66,252
802	788	*Mirror (Tabloid)	2.	235,184	273,258		38,074
1,272	1,140	News (Tabloid)	4.5	534,280	424,926		109,354
900	1,256	*Evening Graphic	2.	234,186	194,828		39,358
950	1,068	*Evening Journal	6.9	822,924	763,820		59,104
722	694	*Evening Post	2.5	297,548	306,224		8,676
650	586	*Evening World	4.7	567,618	485,876		81,742
842	776	*Sun	7.9	945,770	826,146		119,624
542	520	*Telegram	3.1	374,520	409,074		34,554
1,200	1,050	Brooklyn Eagle	10.8	1,286,708	1,143,064		143,644
650	586	Brooklyn Times	3.9	473,120	345,446		127,674
412	532	Standard Union	3.3	392,746	407,244		14,498
15,024	14,444	Totals	...	11,943,302	11,060,332	882,970	

* No Sunday edition.

† Sunday Graphic discontinued September 1, 1925; 79,526 lines in 5 Sunday issues included.

	1926	1925	1924	1923	1922	1921	1920
American	1,041,230	1,055,788	1,040,934	919,514	759,822	681,376	725,780
Herald Tribune	1,245,432	1,095,800	840,002	687,606	789,390	749,846	875,596
Times	2,086,772	1,989,826	1,651,892	1,580,350	1,619,914	1,356,390	1,665,044
World	1,405,264	1,339,012	1,180,794	1,256,764	1,305,900	965,958	1,372,698
*Mirror (T.)	235,184	273,258	265,274	275,570	223,286	189,314	123,220
News (T.)	534,280	424,926	367,240	707,994	696,126	620,228	519,302
Eve. Graphic	234,186	194,828		401,640	344,148	373,896	397,706
Eve. Journal	822,924	763,820	749,700	236,650	226,422	374,032	308,930
Eve. Mail	297,548	306,224	228,480	466,556	498,172	509,352	556,720
Eve. Post	567,618	485,876	387,478	430,642	451,072	431,842	431,842
Eve. World	567,618	485,876	387,478	466,556	498,172	509,352	556,720
Globe	945,770	826,146	631,206	648,476	591,988	480,420	546,506
Sun	374,520	409,074	505,920	513,298	497,408	461,134	514,344
Telegram	1,286,708	1,143,064	1,062,850	1,044,032	1,061,644	935,956	977,382
Brooklyn Eagle	473,120	345,446	305,044	270,182	250,270	287,926	283,310
Brooklyn Times	392,746	407,244	464,556	439,074	546,626	495,068	632,036
Standard Union							
Totals	11,943,302	11,060,332	9,681,370	10,025,332	10,433,472	9,486,454	10,590,806

† Sun and Globe combined June 4, 1923; name changed to Sun March 10, 1924.

†† Telegram and Mail combined January 28, 1924; name changed to Telegram May 18, 1925.

CARRIERS OVERCHARGING FIVE PAPERS A. N. P. A. TRAFFIC BUREAU FINDS

**Charges for Transportation of Newsprint and Returned Cores
Being Investigated by New Department Under W. J.
Mathey—Roads Generally Fair, He Finds**

AT least five newspapers are being overcharged by railroads for transportation of print paper and returned cores, according to M. J. Mathey, manager of the new traffic department of the American Newspaper Publishers Association. Mr. Mathey is making a survey of the entire A. N. P. A. membership having received to date about 300 replies to a questionnaire sent out to the membership of about 500.

"The cases where we have found that the rates are too high have been placed before the railroad companies, and we expect to obtain readjustments in an amicable manner," Mr. Mathey said. He withheld the names of the newspapers and the companies concerned, pending possible settlement.

The new traffic manager has not yet been able to make a resumé of the questionnaires returned. R. A. Cook, an expert rate man has been employed by the department and took charge Oct. 1. Mr. Mathey, therefore, expects he will be able to make a detailed report at the A. N. P. A. fall convention at French Lick, Ind., Nov. 10-12.

"We will undoubtedly uncover other cases of over-charging," Mr. Mathey said. "In several cases we hope to get back \$5,000 spent by individual publishers for excessive rates. In all cases we plan to deal first direct with the railroad companies, taking our grievances to the Interstate Commerce Commission or into court only as a last resort.

"Railroad representatives have welcomed inauguration of the A. N. P. A. traffic department. Many have declared they prefer to deal with a man who understands their point of view, rather than with outside claim collectors.

"Newspaper members of the A. N. P. A. are also furnishing us with gratifying co-operation."

A. P. MAKES BARTON HONORARY STAFF MAN

**Advertising Man Also Wins Watch for
Obtaining Interview with President—Senator Says Its
Press Agency**

For getting beyond the "Official Spokesman" and obtaining an interview quoting President Coolidge himself, Bruce Barton, president of Barton, Durstine & Osborn, New York advertising agency, has been elected an honorary member of the staff of the Associated Press, which put the story on its wires.

Kent Cooper, general manager of the A. P., also presented the advertising agent with a wrist watch as an added token of appreciation.

Interviewed by EDITOR & PUBLISHER, Mr. Barton declined to go into detail describing how he obtained the interview quoting the President directly.

"It wouldn't be proper," he said.

"I will tell you, however, there was absolutely no hokum in that story. It was a true picture of the President's human side. Mr. Coolidge, when I saw him, was holding his two collie dogs in leash and he showed me a place on the leash which he had mended himself."

Mr. Barton is a graduate of Amherst College as is Mr. Coolidge, but the advertising man followed the President there by about 12 years. They first came to know each other in 1920, when Mr. Barton was a member of a voluntary committee, seeking to obtain Mr. Coolidge's nomination as Chief Executive.

Other A. P. honorary writers include Capt. Fried, of the S. S. Roosevelt;

Mr. Mathey would not make any predictions regarding the amount of money he hopes to save publishers by safeguarding their railroad rate interests. His duties, he said, were not only concerned with saving money, but also with preventing increases in present freight rates.

"One of the chief functions of the bureau for the present," he declared, "will be to make an analysis of all freight rates now in effect. By the end of this year, we hope to be able to show which rates are out of line and proceed to line them up. Our primary concern will be adjustments of freight rates for transportation of newsprint and returned cores. Newsprint freight charges represent 75 per cent of the newspapers' traffic problems. We will not attempt to handle purely local transportation problems, unless we are specifically asked to do so, although we are watching railroad baggage rates for the circulation departments of member papers."

The traffic department is dealing chiefly with those carriers serving the territory where newsprint originates. Big newsprint mills already have traffic managers, Mr. Mathey said, but their main interest has been to maintain a parity between different mills, rather than to look after the interests of the newspaper publishers. Carriers serving the newsprint sources include: Canadian Pacific Railroad, Canadian National Railway, Maine Central, Boston & Maine, Bangor and Aristoock, Delaware and Hudson, New York Central, Chicago & Northwestern, Chicago, Milwaukee & St. Paul, and Great Northern.

"Railroad companies, such as these and others, have not wanted to be unfair to the newspapers," Mr. Mathey concluded. "But they do not care to change their rates unless they are specifically asked to do so."

O. B. Keeler, of the *Atlanta Journal*, called "Bobby Jones' Boswell"; and the late Commander Rodgers who telegraphed the A. P. news of the naval flight to Honolulu.

Senator Thomas F. Bayard, Democrat, from Delaware, on Sept. 27 attacked Mr. Barton's interview as "a press agent effort to sell the President personally to the country."

"The Republicans," said Senator Bayard, "have been banking on 'Coolidge popularity,' but are now trying to sell the President personally to the country through a press agent—Bruce Barton—who is best known as the author of the book 'The Man Nobody Knows.' This is simply an effort to draw a red herring across the trail of the dismal record of the complete failure of the so-called 'Presidential program.'"

NEW COAST PLANT

**Work Starts on Two-Story Structure
for Watsonville (Cal.) Register**

Work has started on a two-story steel and concrete building to be occupied by the *Watsonville* (Cal.) *Register*, morning newspaper, published and edited by F. W. Atkinson.

The structure will be in the Spanish-Mission style of architecture, will have a frontage of 45 feet and a depth of 177 feet paralleling a private driveway. The second story will have a depth of 47 feet.

The south side of the composing room will be constructed almost entirely of wire glass, with numerous skylights.

The printing department will occupy about 1500 square feet of space and the composing and press room about 2700 square feet. To the rear of these de-

partments will be located the carriers' room, the stereotyping department, and a large storeroom for paper stock, while beyond this will be a private garage.

The business office, in the front of the building, will occupy a space 30 by 46 feet in size, to be finished in ornamental plaster cornices, paneling, etc. At the left will be the Associated Press room, while to the right will be a private office. A stairway leading to the mezzanine floor, will give access to three rooms to be used as the newspaper expands.

NEW HAVEN PAPER 160 YEARS OLD

**Journal-Courier Issues 128-Page Special
Edition Celebrating Event—
Founded in 1766 By
William Green**

The *New Haven* (Conn.) *Journal-Courier* is this week celebrating its 160th anniversary, by issuing a special edition of 128 pages.



HERBERT PETERSON

This issue is throughout of a historical nature and gives not only the history of the newspaper itself, but also of New Haven, its institutions, its industries and business concerns. The issue of 50,000 was covered by advance orders before publication.

While the *Journal-Courier* has for many years carried the line "established 1766" it nevertheless feels entitled to reckon as from 1755, as the *Connecticut Gazette* was founded in that year. James Parker a former friend and fellow workman of Benjamin Franklin started the little weekly paper by that name. The paper was a single sheet with but three columns to the page. Parker whose main business was in New York City had as partners John Holt and Thomas Green. Green belonged to the old Boston and New London family of printers and nearly every man in his family for 50 years had been a printer.

In 1760 Parker removed to New York leaving the paper in charge of Thomas Green. Four years later the *Gazette* being in fine running order, Green went to Hartford leaving the paper in charge of Benjamin Mecom, who was a nephew of Benjamin Franklin and a writer of much elegance of style.

The following year William Green, a brother of Thomas, moved to New Haven and started in business as a printer and publisher. In 1766, he started a rival newspaper called the *Connecticut Journal*. This paper prospered greatly and Thomas Green, who had gotten the *Connecticut Courant* running well at Hartford, came back to New Haven and joined his brother William on the *Connecticut Journal*. (Its full title was *Connecticut Journal and New Haven Post Boy*.)

Soon, Mecom gave up the struggle being so financially embarrassed that he had to seek assistance from his creditors in order to leave New Haven. Whether by outright purchase or otherwise, Green induced Mecom to transfer to the *Journal* the goodwill of the *Gazette* which went out of existence. Since that period, the *Journal* (for 80 years, the *Journal and Courier*) has absorbed one paper after another.

Its survival represents the triumph of the conservative as the *Journal-Courier* has always been a conservative newspaper and has devoted its chief attention to local matters.

The *Journal-Courier* has established itself in the affections of New Haven people. Some families claim that it has been read constantly in their line for six generations.

The president of the company is John B. Carrington, whose father, of the same name, entered the employ of this same newspaper almost 100 years ago and in 1845, after a long apprenticeship, was admitted to partnership in the paper.

In August 1925 the former publisher, Edward T. Carrington, was suddenly killed in an automobile accident and was succeeded by Herbert Peterson, who had charge of the business office for more than ten years preceding.

Mr. Peterson is a native of Bridgeport, Conn., and has had a publishing experience of more than 30 years. He is a member of the S. A. R., the Rotary Club and the Knights Templar Club.

The editorial department is managed by Col. Norris G. Osborn, editor-in-chief and Amos P. Wilder, associate editor and Arthur J. Sloane, managing editor.

The officers of the company are: John B. Carrington, president; Herbert Peterson, vice-president, treasurer and publisher, and H. M. Peterson, secretary. The business manager is Everett B. Harvey, formerly of the *Quincy Patriot Ledger*.

WEST VIRGINIA PAPER STAGES N. Y. EXHIBIT

**Clarksburg Telegram Sponsors Display
of City's Products and Attractions
During Manufacturers' Meet-
ing at Waldorf**

Newspaper enterprise in a novel, if not wholly unprecedented form, will be seen in New York next week when the *Clarksburg* (W. Va.) *Telegram* opens its "Greater Clarksburg" exhibit in the Empire Room of the Waldorf-Astoria. The exposition of Clarksburg's natural and financial resources and its manufacturing accomplishments will be opened at noon of Oct. 4. A special train has been engaged by the *Telegram* to bring exhibitors to New York and on their arrival they will be greeted at the City Hall by Mayor James J. Walker.

The exhibit, which will coincide with the annual convention of the National Association of Manufacturers at the Waldorf-Astoria, was arranged by M. Milton Nachman, advertising manager of the *Telegram*, who originated the idea, and, with Col. Guy T. Viskniski, partner and manager of the paper, carried it to a successful conclusion. Twenty booths will be occupied by leading manufacturers of the city and its surrounding territory, showing their products and giving their reasons for locating in the region.

Speakers of national note who will appear during the week include Gov. Howard M. Gore of West Virginia, John W. Davis, John J. Cornwell, former governor, and V. L. Highland, one of the *Telegram's* owners and member of the Republican National Committee.

The *Telegram* will be host at luncheon Tuesday noon in the Green Room to prominent New York newspaper and advertising agency men. Lou Wiley, business manager of the *New York Times*, will be one of the speaker.

CELEBRATES 40TH YEAR

Spokane Chronicle Issues Special Historical Edition

Spokane Daily Chronicle celebrated its 40th anniversary Sept. 21, issuing a special birthday edition. Reproduction of page one of the first issue was a feature of the section. The section also contained historical account of the paper's progress and character sketches of old time editors and employees.

Interesting among the historical facts was the story of the founding of the paper. Whether "Spokane" should be spelled with or without a final "e" had started a controversy and the anti-"e" party decided they needed a mouthpiece, the *Chronicle* being founded as a result.

PRESS PUT GOLD INTO TEX RICKARD'S POCKET

Promoter Tells of Publicity Value—Has Spent Little in Paid Space—Got It All for Nothing—News-papers All Over Country in Grand Fight Splurge

JUST get your name and your proposition in the papers, regardless how it gets in, and you can sit back and take things easy."

This golden advice to all those who would use newspaper columns free of charge for their own personal gain, was issued last week by Tex Rickard, the promoter the newspapers have made. While engaged in the pleasant task of counting his share of the \$2,000,000 Dempsey-Tunney fight, Rickard, who has spent little money in paid newspaper space, told a newspaper correspondent the secret of his success.

The interview, as published by the *New York Evening Post*, Sept. 24, gave more intimate details. It follows in part:

Twenty years ago last Sept. 3 Rickard entered the boxing promotion game when he staged the world's lightweight championship fight between Joe Gans and Battling Nelson, having offered a seemingly insane purse of \$32,000 to the principals.

Such an unprecedented sum had never been dreamed of for a mere lightweight championship finish fight, especially when it was held in no less an isolated place than Goldfield, Nev. But the bout was held, and Tex made some money, as well as beginning his career.

"The people of Goldfield wanted to have themselves put on the map in the worst way," Tex said, "and came to me to do the thing for them. Though I had seen but few fights before that time, I knew that boxing got a lot of publicity, and thought up the idea of the Gans-Nelson bout at Goldfield.

"It's a matter of record now, that fight, and the publicity everyone got out of it," Tex continued, "but it started me off on the wrong track. It was then that I grew to value publicity more and more, but the publicity I always thought was best was that which always praised you or favored you.

"It took me twenty years to learn that publicity of any kind was the biggest boost in the world for a person. Favorable publicity I always regarded as the best, but, would you believe it, I'm beginning to think that the more adverse criticism hurled at you, the better results you'll get.

"Certainly," Rickard explained, "no better example than this fight need be taken. Has there ever been as much trouble attending anything, even an international war, as there has been over this fight? Have things happened with such rapidity that would scare off the strongest man and cause him to abandon all plans, in another line of endeavor as it has in this?

"No, I guess not," Tex answered himself, "and all the mud-slinging in the world couldn't make me back down on the proposition. Adverse criticism is a solid proposition with me now. As some of the boys say, it's duck soup with me.

"Many men have tried to curb my enterprises whenever I attempted to put them over," Tex said, "and have resorted to foul means and fair while attempting it. They didn't like to see me make a success and did whatever they could to make it uncomfortable for me. I used to dodge the things they used to print about me.

"I knew that there wasn't any way in the world that I could try to explain that all the remarks made weren't true. People don't take excuses until after you're dead, and then it does you no good. So I used to boil up inside, and grow tired of thinking of all the things they were saying about me. There was hardly a fight of any importance that I wanted to put on that I didn't have trouble with.

"But criticism isn't going to bother me any more. I've been foolish to be bothered by it up to now. Just get your name

and your proposition in the papers, regardless how it gets in, and you can sit back and take things easy. Look at Ford automobiles. They've been razed and jeered and what not ever since they were manufactured. Is Henry Ford worrying? Not much. He's just selling them as fast as he can make them.

"I've abandoned the idea of seeing that everything said about whatever I put on is the best. Let them say what they will, as long as the customers present themselves at the box office. Just think of all the things that have been said about this fight, of all the unfortunate circumstances attending it.

"Then take a look at the gate receipts. You'd think money meant nothing to any one. It's just flowed in despite the knockers and the many who have tried to stop the thing."

Newspapers all over the United States made a grand splurge of the Dempsey-Tunney fight. All available editorial imagination was pressed into service to promote the two principals, Tex Rickard, and the fight industry in general.

Of all New York newspapers the *Sun* was alone in refusing to give "the passing of the heavyweight crown" lead position on its first page on Sept. 24, the day after the championship bout. During the long training preliminaries this paper alone in New York was moderate in its play of the event, was constantly advising readers: "Don't Bet on Fights."

The majority of "trained boxing critics" and fight experts predicted Dempsey would win.

In New York there were only three successful experts out of more than a score. James W. Jennings, of the *New York Evening Graphic*, picked Gene Tunney to win "without reservation." Ed Van Every of the *Evening World*, and George Daley of the *Morning World*, also gave correct predictions.

William Gibson, manager for Tunney, at a luncheon given newspaper men in New York Saturday took occasion to tell them how wrong they were in their fight predictions. His outburst brought considerable response from New York sports writers.

The rain which deluged spectators at the Dempsey-Tunney fight played havoc with the telegraph arrangements to send news of the fight to the New York newspapers. The wires began to falter and go out of commission before the end of the fight, and for an hour between 1 o'clock and 2 o'clock nothing could be sent at all. It was not until the last editions that the complete stories of the fight were printed.

The ringside instruments and wires, which it was supposed were in the most advantageous position, and which were allotted to the larger newspapers, were actually in the worst possible position because of the rain. Other wires, some dis-

tance from the ring and in an enclosed space, were looked upon as the second choice wires and were used by smaller newspapers, who received their service without a break.

The trouble started before the fight was over, although the instruments held up until the earlier news of the crowds, the preliminary bouts and early details of the main bout, as well as the round-by-round descriptions of the championship battle, were in the newspaper offices. Then the service began to break, as the waterlogged instruments and wires were short-circuited.

There was no protection for the ringside instruments, except as some telegrapher held his hat over one or tried to shield it with a soggy newspaper or an umbrella. That didn't work so well, because the operator had to use one hand for sending and the other for handling the sheets of copy. There were two inches of water running around their shoes.

When the wires all died, about fifteen minutes after the fight was over, there was a rush for the smaller enclosed space, where the newspaper men on far-away or smaller papers were sending their stories. Demands were made for wires, but the fortunate ones in possession of a dry, workable wire only laughed.

So the operators went back to their soaked instruments and at intervals managed to get through a few sentences. In this way the leading stories dragged their way into the New York offices until about midnight, when the protected wires were available, and the stories came in rapidly again. But during the long period from 10:45 o'clock until after midnight there were gaps of twenty minutes when not a word got through.

It was interesting to notice how different newspapers played the same story. One wire dispatch of the United Press, for instance, quoted Estelle Taylor as saying vaguely that "they" must have given Jack "something" before the fight. The headline the *Evening Graphic* used was "DEMPSEY DOPED, WIFE SAYS," in heavy black type on page one. As handled by the *Evening World*, the same story, carried the one-column head "WIFE DECLARES DEMPSEY MUST WIN TITLE BACK."

The amount of space given to the story the morning after was amazing. Six of the eight columns on the first page of the *New York Times* were filled with the fight story. The total was nearly 40 columns or five full pages. A novel stunt worked by the Times was the publishing of a stenographic report of the radio broadcast account of the fight which was put on the air by the Royal Typewriter Company.

For its "Fight Extra," the *New York World* folded its second section over the main news section. Including pictures, six pages were devoted to the "battle of the Sesqui."

TO HARRY ANDREWS

Late Managing Editor, *Los Angeles Times*

By CRUSE CARRIEL

While thread, from fateful wheel Lachesis whirled,
Still ran (before dire Atropos' conspiracy
Snipped short the distaff weave of Sisters Three)
Olympic thunderbolts, he forged, were hurled
With cataclysmic strength against a world
Of ignorance. With equal deftness, he
Wooded Erato and fair Calliope,
Or banner of equality unfurled.

His passing sets a beacon on the shore
Of Pluto's dark domain; a blazing light
To tell old Charon where the voyage should end.
My fears of yester-year are now no more
And gone are shadows of impending Night,
For now, beyond the Styx, awaits a friend.

As a follow-up feature for Saturday, Sept. 25, the *World* ran two stories under a two-column box head captioned: "ONE DAY IN TWO LIVES." One story told how the "King on the throne" was to get the keys of New York City and other "real and verbal bouquets and commissions," while the second told of "lonely tears and bruises softened only by a loving wife." Both stories were of the same length to the line.

The story was played as heavily on the west coast as in the east. The *Los Angeles Examiner* on Sept. 24 gave the event six columns on page one. An appropriate headline placed by this newspaper over short side-lights on the fight sent by Universal Service wire was, "Links in Tex's Gold Chain; Hot Dogs 25 Cents at Stadium."

Action photos of the ring battle were published in the "Sporting Green" of the *San Francisco Chronicle*, on Friday, Sept. 24. They were sent by telephoto by Times-Wide World.

The *Salt Lake (Utah) Tribune* printed photos of the fight on Saturday, Sept. 25.

Pacific & Atlantic Photos, Inc., had sent the pictures by telephone wire from Philadelphia to San Francisco and the San Francisco office had rushed them by air mail to the *Tribune*.

Radio announcements didn't keep the fans at home in Davenport, Ia., according to the *Daily Times*. This newspaper extended the Associated Press wires to the balcony of its building and E. E. Buchner, A. P. operator, and Bob Klauer, city editor, gave out the returns through a big megaphone. The largest crowd ever assembled at the Times was at hand and the detailed wire account of the fight kept well up with the radio.

The *Beloit (Wis.) Daily News* likewise claimed to have successfully met radio competition. The crowd that gathered around the Daily News building was the largest in the newspaper's history. It drew more people than any election night service, world series baseball game, football game or previous fight. Before the crowd had left the building a fight extra was issued, and within an hour or two 5,000 copies were sold.

A most conservative coverage of the battle was that of the *Kansas City Star*, which gave it less than a column on page one under the simple one-column headline, "Dempsey's Turn to Pass." The main dispatch was written by the Star's sports editor. On page four another single-column story appeared headed "Tunney Calm in Victory." A color story, also little more than one column long, was on page 18. It described a "bout not on the card," the struggle of the crowd to leave the stadium, and was written by a staff correspondent. Three action pictures were published without any comment on how they were "rushed" or "speeded" to Kansas City.

A racing airplane and a motorcycle rushed the fight pictures from San Francisco to Los Angeles for NEA Service, Inc., after they had been sent by telephoto to the former city. An airplane was in readiness to carry the pictures to Fresno, where they were to be put on. The Owl, the limited train for Los Angeles.

However, two forced landings and a broken oil line delayed Pilot D. A. Templeman, and when he came into Fresno with his assistant standing on the wing holding the broken oil line in place, the train was on its way.

R. W. Salmon, motorcycle racer, was obtained to rush the photos on to Los Angeles. Leaving Fresno 2 hours and 26 minutes after the train, he traversed the winding mountain roads with such speed that he arrived at his destination one hour and 25 minutes ahead of the fast train. At times he made 80 miles an hour. He made the trip to Los Angeles in 5 hours and 24 minutes.

BARTON INTERVIEW NOT NEWS MATTER COOLIDGE TELLS CORRESPONDENTS

It Answered General Human Interest Questions, His Secretary Declares—Lawrence Denies Reported Criticism of President

By BART CAMPBELL

WASHINGTON, Sept. 30.—President Coolidge did not consider as "news matter" the frank statements he made last week to Bruce Barton, magazine editor and special writer, which were carried in a series of copyrighted articles by the Associated Press.



GEORGE E. DURNO

Whatever revelations were imparted to Barton regarding the intimate personal life, thoughts, ideas or opinions of the "Official Spokesman" for

the White House were "but answers to general questions of human interest."

"The President quite naturally left to Mr. Barton the decision as to the manner in which the interview was to be used." Through Everett Sanders, his secretary, Mr. Coolidge has made this explanation of the free and unusual use of quotation marks by Barton in broadcasting through many of the country's leading newspapers the result of his talk with Mr. Coolidge upon the eve of the latter's recent departure from his vacation retreat in the Adirondacks.

The letter from Sanders was in reply to a protest sent to the President by George E. Durno, of the International News Service, in behalf of the White House Correspondents' Association, of which he is acting president.

The Barton "beat" still rankles in the minds of a number of those correspondents who summered with the President and, though with ears constantly attuned to every syllable uttered by the "Official Spokesman," were not granted the privilege of setting down between "direct quotes" whatever statements the President made to them under the restrictions imposed upon each and every "conference" they had with him.

To the written protest submitted by George Durno, Mr. Sanders has made this response:

"I have been glad to lay before the President your letter of yesterday with reference to the interview given by the President to Mr. Bruce Barton. As you are aware, whenever the President has any news item or statement of fact or policy concerning the transaction of government business, he has always been most scrupulous to give it to the entire press. Having decided to give the interview to Mr. Barton, which was not news matter but answers to general questions of human interest, the President quite naturally left to Mr. Barton the decision as to the manner in which the interview was to be used. The President is appreciative of the co-operation of the White House Correspondents' Association in the dissemination and interpretation of official news and has clearly expressed himself to this effect on more than one occasion."

The letter Durno wrote previously to the President as acting president of the White House Correspondents' Association, and which he first submitted to several of his associates in the White House Press Room for approval or change, was as follows:

"On this day the Associated Press published a lengthy interview with you under the signature of Bruce Barton.

"Since your elevation to office the White House correspondents have found you always fair and sympathetic in your attitude toward their association. In fact, your unequivocal honesty in the impartial dissemination of news has been the sub-

ject of much favorable comment among them.

"As you are aware, the association of correspondents pledge themselves to certain restrictions placed upon them by you, and their consistent devotion to those rules is the proudest boast of the organization. As you are also aware, the two outstanding regulations of our agreement are, that any conference you may give us is never treated as an interview, and that you are never directly quoted.

"We, therefore, are surprised by your action in giving an interview to an individual entirely foreign to our organization, who is allowed to quote you directly, and without qualification, and its exclusive publication in one designated press association. This press association represents less than half of the newspapers in the country. The remaining four press associations and the independent newspaper bureaus feel they have been grossly discriminated against.

"We wish to protest most heartily against this practice, which we consider a violation of our agreement with you.

"Most respectfully,

(Signed) "THE WHITE HOUSE CORRESPONDENTS' ASSOCIATION,
"GEORGE E. DURNO, Acting President."

David Lawrence, who was named in EDITOR & PUBLISHER's story of last week as joining in the protest, this week denied he was a party to it and said he believed the President was entirely justified in giving out the Barton interview.

Mr. Lawrence's letter follows:

"It isn't often that the EDITOR & PUBLISHER makes an error, but in your issue of Sept. 25 you carry a Washington despatch which does me an injustice and which I sincerely hope you will correct.

"In that despatch you stated that I joined in a protest of several Washington correspondents to President Coolidge for having granted an exclusive interview to Bruce Barton through the Associated Press.

"The fact is that I did not join in the protest. Also, I believe that the President was entirely justified in departing from precedent in giving a writer permission to quote him directly, and the Associated

Press is to be commended for its enterprise in obtaining the interview.

"Also, your despatch states that at one time I was rebuked for taking stenographic notes at one of the White House conferences. This statement is also in error. One of the reporters attached to our Bureau was taking notes and the President expressed a desire not to have any stenographic record kept of what he was saying. I was not even present at the conference when this occurred. Permit me to say that I think the President was also well within his rights in asking that no stenographic record be kept.

"I am one of those who believe that the President of the United States has a right to make his own rules. He also has a right to discriminate between correspondents, to favor some and discriminate against others. Several Presidents have done this in the past. This is entirely a question of Presidential policy."

SERIES DRAWS SPORTS WRITERS TO GOTHAM

Four Hundred Scribes Will Cover Baseball Classic—Meeting of Association Oct. 2—Daley, N. Y. World, in Charge of Seats

Nearly 400 sports writers from newspapers all over the country were arriving in New York this week to report

the World Series between the Yankees and St. Louis. Headquarters for the newspaper men have been established at the Commodore Hotel, with George Daley, of the *New York World*, in charge of press arrangements.



JAMES M. GOULD

A meeting of the Baseball Writers Association was sched-

uled to be held Oct. 2, at the Commodore. The association is made up of 11 chapters in various cities of the country. James M. Gould of the *St. Louis Star* is president, and Henry R. Edwards, *Cleveland Plain-Dealer* is secretary.

In other years the association has awarded prizes for the best baseball stories written by newspaper men in major and minor league cities. This practice was discontinued last year.

OREGON DAILY STAGES WALKING CONTEST

Portland Oregon Journal Labor Day Event Drew 200 Entries for \$100 First Prize—Thousands Watch Race

On Labor Day the *Portland (Ore.) Oregon Journal* promoted a walking contest from the State House at Salem to the Journal building in Portland, a distance of 52 miles, which from the standpoint of popular interest far exceeded its expectations, according to Donald Sterling, managing editor of the *Journal*.

"Last December," said Mr. Sterling, "we received a letter from a 60-year-old millwright who is opposed to smoking, stating that he could outwalk any smoker. His challenge was immediately accepted by a shoe clerk, a medical student and a number of others, with the result that on a given Sunday the group walked from Portland to Forest Grove and return, a distance of over 40 miles. The hike assumed the nature of a race and attracted considerable attention."

Late this summer a number of the participants in this walk asked the *Journal* to sponsor a real walking race, which was done. The entry list was limited to 200 and each entrant was compelled to pass a physical examination. At 5:20 o'clock, Labor Day morning, 154 entrants started from the capitol steps, and proceeded throughout the day along the highway to Portland. The winner, E. L. Sadler, reached the Journal building at 3:19½ p.m., having walked the distance in 9 hours 59½ minutes, which broke the American amateur record for this distance. The finish of the contest was a close affair, the first four crossing the finish line within four minutes of each other.

Thousands were stationed in the street in front of the Journal building and all traffic was stopped for a period of several hours, and all along the line from Salem other thousands watched the progress of the race. Splendid co-operation was obtained from the state and city traffic police.

The *Journal* gave prizes of \$100 to the winner, \$75 to the second man and \$25 to the third man, and there were merchandise prizes for the first ten. Thirty-five men actually finished the race, varying in age from 14 to 63 years, the last man crossing the line more than four hours after the winner. In appreciation of the sportsmanship of those who finished, after the first three when they knew they had no chance of winning any awards, the *Journal* gave \$10 to each.

"The race was in charge of Pil Parrish, assistant city editor, was judged by a professional walker, and was watched by several carloads of staff reporters.

"We were amazed at the reader interest which this walk created," said Mr. Sterling, "and plan to make it an annual event as a splendid news feature on what is ordinarily a dull holiday."

BELL JOINS U. S. DAILY

Public Ledger Washington Man Named News Director

Samuel W. Bell, for eight years connected with the Washington bureau of the *Philadelphia Public Ledger*, is the latest member of the Washington corps of correspondents to join the growing editorial staff of the *United States Daily*. Bell will be assistant to the news director.

Bell is a native of Toledo, O. He started his newspaper career on the old *Toledo Press*. He was formerly connected with the *Atlanta Georgian* and *Atlanta Journal*, the *New Orleans States*, and the Washington bureau of the Associated Press.

COMPLETES 50TH YEAR

The *Fresno (Cal.) Republican* celebrated its 50th anniversary last week with a special edition. George A. Osborn is publisher.

DAILY'S WALKING CONTEST DREW HUGE THROG



Crowds watching the finish of the Portland Oregon Journal's walking contest, a Labor Day feature (story in column 4)

NEWSPAPERS BUILT RECORD SALMON SALES

Serious "Carryover" Problem Facing Pink Canners Solved with Sale of 3,800,000 Cases in 8 Months
—\$200,000 Initial Campaign Placed at "No Cost" Agency Reports

ADVERTISEMENTS placed in newspaper columns this year prevented a heavy carry-over in the Pacific salmon industry and in eight months caused the sale of more than 3,800,000 cases of the product—a greater amount than was sold all last year or the year before.

This story was told in detail in a special report issued by Strang & Prosser, Seattle advertising agency, and sent to EDITOR & PUBLISHER this week. The report follows in part:

Early this year leading packers were holding heavy stocks of salmon for a price which they had to have based on production costs, but which the market wouldn't meet. With a heavier carryover each year, the prospects of an unusually large pack during July and August, the situation was serious.

Here it was that the advertising agency outlined a plan for a quick nation-wide sale of salmon stocks, as a department store might have a special sale, but without the destructive cut-price appeal. They urged the use of leading newspapers in the principal cities of the country, selling to the public the economy and high food value of pink salmon, but especially showing by new and varied recipes many more ways of enjoying canned pink salmon than most people thought possible. Supplementing the newspapers were other publications to come in later and help round out the program—notably women's periodicals, small town magazines and farm publications.

Half a dozen of the industry's strong figures at once fell in line and subscribed liberally toward a \$200,000 initial campaign, confined to March, April, May and June.

These few men knew that others, non-contributors, would benefit as much or more than they themselves, but they were interested in the welfare of the industry even more than in their own immediate problems; what if a few packers did pursue a narrow course and get a "free ride"? Prove advertising successful and fair-minded men would come in later and share the burden. The industry right then stood in need of strong, aggressive leadership.

Assessments were made on pink and chum stocks then on hand, on a basis of 30 cents per case (5 cent per dozen cans). This represented less than 3½ per cent of the then wholesale selling price of pinks. The entire advertising campaign cost no more than it ordinarily costs to warehouse the stocks three to four months.

Time was vital, and it was impossible on short notice to round up the full \$200,000 for the campaign, so three of the strongest factors, convinced that the advertising plan was right and would succeed, underwrote or guaranteed the balance up to that amount and the campaign was released.

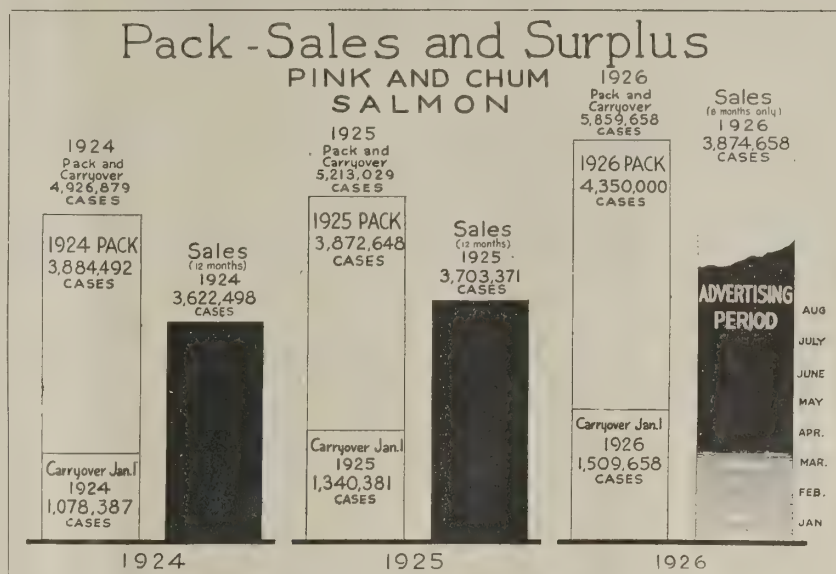
This word "Go" came in March 1 of this year. Everything had been prepared in advance and in ten days full page copy was shot out to foremost newspapers in the 30 leading salmon markets of the United States.

This came in the midst of the Lenten season, when salmon sales are especially susceptible of stimulation.

Later the list of cities was brought up to 45. With one or two exceptions one city newspaper was used in each city.

Following the full page, telling the story of pink salmon, but in no way disparaging other varieties of salmon, came weekly displays of varying sizes on the odd pages of all these newspapers. An important feature of the copy was the offering of \$1,000 in fifty prizes for the best pink salmon recipes received by the Associated Salmon Packers up to August 31.

Even before that first full page appeared, word went out by air mail and wire that a big national advertising cam-



How advertising increased salmon sales over last year.

campaign on pink salmon was coming, and the effect upon the trade and the market was electrical. Orders began to break in a veritable flood. Knowing by past experience the immediate increase in demand for the advertised commodity every broker, every jobber, every retailer wanted to be protected with stocks, and salmon shipments in March surprised the packers. But they were fairly amazed by the volume of sales as the campaign carried on into April, May and June.

Pink and chum salmon sales, it is estimated, were five times as great in the first six months of this year as in the same period last year.

Sales during the salmon years from July 1, 1925, to July 1, 1926, were 750,000 cases more than the entire pack of 1925.

The carryover that had been 1,500,000 cases January 1, 1926, dropped to less than 400,000 cases by July 1.

With these really astonishing figures before them, the salmon packers determined that nothing should break the continuity of their campaign. It must be maintained right through the summer, and with the support of the great number of carrymen returning from Alaska in late August and September, must be carried forward right through the next year and made a continuous policy of the pink packing industry.

These leaders could point to the fact that the advertising had really not cost the industry anything, but instead had returned a profit of 100 per cent on the money actually invested by those who had the courage and the spirit of leadership to advance their own money for the benefit of the industry as a whole.

This "no-cost" feature came about through the fact that advertising, supported a price level averaging 40 cents a case higher on pink salmon than had prevailed the previous year, when there was no advertising, while the advertising had cost but 20 cents a case—and that only on a limited part of the pack.

Yet the interesting part of this is that it helped to give the packers a fair price for their pack without requiring a higher retail price to the consumer of pink salmon. Selling wholesale at \$1.35 a dozen it is generally called a 20 cent retail seller. At \$1.45 or \$1.50 it still is a 20 cent seller. The grocery trade prefers handling an advertised product with a quick turnover even at a narrower profit margin—it means bigger profits in the end.

Coming down from the North the great majority of the packers of pink and chum salmon were quick to step in behind the new advertising program, insuring an appropriation for the ensuing year at

least double that of the initial campaign. Not all the canners are represented on the dotted line, but the advertising and executive committee expect to see 60% to 75% signed up this year and they feel the continuance of good results will ultimately convert the balance who in some instances, despite the overwhelming sales figures, may as yet be loath to admit that advertising turned the trick.

By the end of August with only eight months of the year represented, sales of pink and chum salmon totaled more than 3,800,000 cases—a greater amount than was sold in all last year, or the year before.

Not only had the 1925 pack been practically cleaned out, but virtually half the 1926 pack had gone—a record unequalled in any previous year.

With pinks making such a remarkable sales record, the red packers are giving the advertising program much more serious consideration. Some of the leading red packers are making ventures to join a general campaign but so far no definite plan has been worked out for cooperation with the pinks, and the pink packers feel that they have gone a long way toward solving their own particular problems.

With the termination of the \$1,000 prize recipe contest, replies from 60,000 women all over the United States were received, enclosing, it is estimated, 200,000 choice recipes for preparing canned pink salmon dishes.

The mere number of replies to an advertising campaign may or may not be significant, but in this campaign there was a definite merchandising feature that meant actual sales of salmon on a large scale.

Though it was not a condition of the contest, entrants were requested to try out each recipe in their own kitchen before submitting it; then to indicate how many persons it would serve, the cost of the dish per person, and they were then requested if possible to send in the label from the can of salmon used, in order that their favorite brand might be recorded.

Thousands and thousands of labels poured in, and were definite evidence to the packers that people do read advertising and act upon its suggestions.

It was at once evident that grocers' shelves were being cleared of salmon, some of it having been on hand for years. Labels in many cases were black with age; some were the pack of companies long out of business; other labels had been discarded by packers years gone by.

In many cases recipes were accompanied by one to two dozen labels, indicating the entrants had purchased not one can but quantities of pink salmon.

If there ever has been any doubt on the part of advertisers as to the efficacy of newspaper cooperation and merchandising, this campaign should dispel it.

In advance of the launching of the campaign telegraphic requests went out to newspapers in all the leading salmon marketing centers of the country requesting a quick survey among jobbers of the stocks of the various grades of salmon on hand. The very next day the agency had available a more complete picture of their own national market than had ever been placed before the salmon packers in the history of the industry. They were shown just where stocks were light and buying could be hastened; where stocks were heavy and for quick moving needed the stimulus of advertising.

With the release of the campaign newspapers notified brokers, jobbers, chain store organizations and retailers and successfully urged them to get behind the campaign. The papers arranged literally thousands of window and store displays throughout the country; they distributed tens of thousands of posters, dealer helps and display materials; they called upon hotels, cafes, restaurants, lunch counters and fountains asking that salmon salads, salmon sandwiches and other salmon dishes be served, and they sent in to the Associated Salmon Packers hundreds upon hundreds of menus featuring delectable pink salmon dishes, many of the most prominent hotels and restaurants in America being represented.

In some cases the newspapers of their own volition offered prizes for the best salmon window trims and the best recipes sent in to their own home economics editor. In other cases full page broadsides were issued to the trade. The radio, too, was called into play, and cooking lessons on the many ways of preparing pink salmon for the table were broadcast far and wide.

A. J. BALDWIN RE-ELECTED

Magazine Men Choose Leaders at Shawnee-on-Delaware Meet

Members of the National Publishers Association, a magazine organization, re-elected Arthur J. Baldwin president at the annual meeting held last week at Shawnee-on-Delaware, Pa. Postal rates were taken up in a report made by A. C. Pearson, of the United Publishers Corporation, while R. W. Allen reviewed developments leading up to efforts now being made to have the copyright law of 1909 amended.

Other officers elected included, F. L. Wurzburg, Conde Nast Publications, secretary, and Mr. Allen, Allen Business Papers, treasurer.

RADIO SCHOOL FOR EDITORS

A series of 12 radio lectures on problems and angles of the country publishers' business will be given by Prof. Frederick J. Lazell, professor of the college of journalism, University of Iowa, Iowa City, this fall and winter as part of the courses of the Iowa "College of the Air." The series will begin Oct. 4 from WSUI on a 484-meter length. Lecture topics have been announced as "How to Build Circulation," "Distribution and Renewals," "Premium Contests," "Printer, Business Man or Both?" "Local Advertising," "Other Advertising," "Valuations and Prices," "The Print Shop," "Office Management" and "What Does It Cost?"

NEW A. B. P. MEMBERS

The Associated Business Papers, Inc., this week announced that the *National Underwriter* and the *Furniture Journal*, both of Chicago, have been admitted to membership.

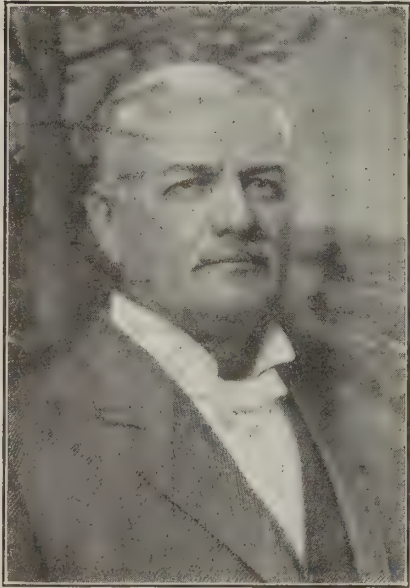
R. M. WHITE, VETERAN MISSOURI EDITOR, CELEBRATES 50th YEAR AS PUBLISHER

**Bought Mexico (Mo.) Ledger in 1876, Later Making It a Daily
—Active in Press Organization and
Community Work**

By C. H. SCHOOLEY

COL. R. M. WHITE, 71, owner, editor and publisher of the *Mexico (Mo.) Ledger* for the past half-century, and picturesque in the annals of Missouri's newspaperdom since he bought the *Ledger* on Sept. 21, 1876, from J. Linn Ladd, his predecessor, observed his fiftieth anniversary of ownership on his recent business birthday.

Already active in all branches of newspaper work, he is past president of the Missouri Press Association, a former recording secretary of the National Editorial Association, and a former vice-president of the Western Federation of Editors. He was officially connected



Col. R. M. White

with the National Editorial Association for years after its organization, and when such widely known editors as Joseph Pulitzer, Charles Anderson Dana, James Gordon Bennett, the younger; William Rockhill Nelson, and others, were associated with its work.

A member of the Missouri State eleemosynary board for the past 26 years, he is now its senior member. A charter member of the State Historical Society of Missouri, he has been chairman of the finance committee of that body since its incorporation in 1899. With Dean Walter Williams, of the School of Journalism of the University of Missouri, and Dean Isidor Loeb, of the College of Commerce of Washington University in St. Louis, the trio have served as the only members of the society's finance body.

As a Democratic editor of a Democratic newspaper, Col. White has co-operated with his party since the campaign of 1876, though he has refused to hold party above principle.

But although aiding many friends and fellow-Democrats who have been elected to public office, Col. White never has held an elective office of any kind. Years ago, when in the late '90s, friends in and out of the profession launched a "White boom" for him for secretary of state, he spiked it with characteristic energy and promptness.

White was born of Yankee parents at Southampton, Long Island, May 3, 1855. With his parents he moved in 1866 to a farm south of Mexico. After attending the public schools he went to Westminster College at Fulton, Mo., where he was graduated with the class of '76.

As first baseman of the college baseball nine, he attracted major league notice,

Last week a regular correspondent of EDITOR & PUBLISHER telegraphed the statement that Col. R. M. White of Mexico, Mo., had died and the item was printed. In the words of Mark Twain the "report was greatly exaggerated." Col. White is as alive as a cricket as the attached story of his anniversary celebration indicates. Our correspondent has not given us a very satisfactory explanation of the error, but expresses deep regret. EDITOR & PUBLISHER hereby apologizes and wishes Col. White many years of health and continued usefulness.

but declined an offer from the St. Louis Browns. Having refused to seek a baseball career, he bought the *Ledger*, then a weekly. In 1886 he established the *Daily Ledger*, and has published both editions since that time.

Under his management, the *Ledger* grew until it became a community asset, as well as a profitable investment.

Circulation and advertising grew apace. The paper's strength is evidenced by the twenty-odd managements rival newspapers have had during the past half-century.

In 1899, Col. White, having overworked himself, was ordered abroad by his physician. With characteristic energy, he won some international repute when he travelled 26,000 miles in four months, sightseeing as he went.

Besides being editor and proprietor of his paper, Col. White also was reporter, copy reader, head writer, proofreader, makeup man, bookkeeper and advertising solicitor of his own organization during many of the early years.

During the past eight years, he has transferred the active editorship of the *Ledger* to his son and present partner, L. Mitchell White, and has made a success of a second business-banking. He is now president of the Mexico Savings Bank. Besides serving on the Board of Directors of the Bank, he also is a member of the Board of Directors of an insurance and an abstract company, is past president of the Chamber of Commerce, and a board member of a bond and trust company and a building and loan association.

Since his first years as a "country editor," Col. White has been "growing men" for his profession, developing young men until the present-day list of former city editors of the *Ledger* is similar to that of the graduate roll of a school of journalism. Even now, plans for a Mexico *Ledger* City Editors Alumni Association are being discussed.

Among the better known graduates of Col. White's "school of journalism" are the late Charles H. Grasty, editor and owner of the *Baltimore Sun*; Homer Bassford, managing editor of the *St. Louis Times*; W. G. Hutton, editor of the *Weekly St. Louis Globe-Democrat*; Wallace Bassford, formerly private secretary to Champ Clark; James L. Edwards, formerly city editor of the *St. Louis Republic*; Leigh Mitchell Hodges of the *Philadelphia North American*; J. J. Shouse, later a member of the Kansas State Senate, and assistant secretary of the treasury; Joe Cauthorn, business manager of the *San Francisco News*; Jeter Crews, now with the Mexico postoffice; Mitchell White, now a partner in the publishing business and a past president of the Missouri Press Association; Frank Houston of a Kansas City

advertising agency; Sid Houston, editor of the *National Tribune*; Miss Mary Margaret McBride, author; Curtis Mitchell, editor of *Film Fun*; Fred Gray, city editor of the *Quincy (Ill.) Whig-Herald*; Carter Vaughn, treasurer of the Sinclair Oil Company of Louisiana; Robert Ginsburg of the Indianapolis bureau of the International News Service; Alex Hope, St. Louis bond salesman; Wesley Maurer, journalism faculty member of Ohio State University, and G. Lock MacFarlane of New York City.

A believer in the country newspaper work, he has often said, "Not much money in it, and a lot of work, but a lot of fun, too. I wouldn't do anything else if I could," declining various metropolitan offers, among them an offer in the early '80s for the purchase of the *Kansas City Times*, later acquired by William Rockhill Nelson, in 1901.

An early riser, and early means 6 o'clock, brisk exercises and a cold plunge follow in rapid succession, and by 6:30 o'clock almost any morning, "Bob" White can be seen hurrying down the street, on the way to the office, a large gray-haired man, wearing a broad-brimmed black felt hat, dark suit, and a narrow black string tie—a sort of Kentucky colonel in appearance, but in more of a hurry than any Kentucky colonel on record.

"Reformer?" No, sir, I'm no reformer. I'm for the things that will help this town, the right things, but don't class me with the reformers. Fights? Yes, a few, and only when it was necessary, for I'm a peace loving man, and fistic, with the passing of 'personal

journalism,' are now largely tabooed," twinkles.

Progress, however, is something else and Col. White, with his paper, has been constantly at the fore, advocating improved highways for Audrain County, paved streets for Mexico, electric light local option long before the day of the renowned eighteenth amendment and the Volstead enforcement act, the public library, and other civic enterprises.

A famed penman, Colonel White asks no odds from Horace Greeley at his worst, in the matter of hieroglyphic. In and out of the public eye, for real enjoyment and comfort, "Bob" White prefers Mexico. Here are his friends, here his interests. Here he finds his recreation, which, as he says, is his work.

"How did I spend my anniversary day? Why, by going to my desk an hour earlier," he said when queried on his anniversary observance, and his store of energy, apparently unlimited at 21, is seemingly as boundless a half century later.

NEW NAVY PRESS CHIEF

Lt. Richard W. Gruelick, who has been in charge of the Navy Department press room for two years, has been ordered to join the U. S. S. *Pittsburgh* as assistant engineer before she sails for the Pacific. Lt. H. W. Thurber has been placed in charge of the press room.

AD GOLFERS PICK FLORIDA

The Winter Golf League of Advertising Interests will hold its annual tournament in St. Augustine, Fla., Jan. 8-15, it was announced this week.

Department Store Lineage

The Department Store advertising appearing in the *Florida Times-Union* during the first 8 months of 1926 amounted to 148,132 lines more than for the same period of 1925.



The Florida Times-Union

JACKSONVILLE, FLA.

NEW YORK . . .

the most important market in the World

The NEW YORK EVENING JOURNAL

dominates it

THE richest market in the world is concentrated within the limits of Metropolitan New York.

There is more money in the New York trading area than in seven of our large states.

It is a quick turnover market. New Yorkers live well and they buy regularly and often.

New York is a very inexpensive market to sell because—

1. Its outlets of distribution are many and close together.
2. Its transportation facilities are rapid and cheap.
3. Salesmen live at home and traveling expenses are nil.
4. Its population can be reached effectively, dominantly and most economically, because one newspaper reaches 46 out of every 100 people who read New York evening newspapers.

That paper is the *New York Evening Journal*.

Its circulation is 700,000—double that of any other New York evening newspaper—plus 100,000.

Its copies go into the homes—and

its circulation is such a large part of the New York market that it can almost be said the *New York Evening Journal* IS the New York market.

Its people have the money to buy anything from Steinway pianos and Packard cars to the best known cigarettes and breakfast foods.

For twenty-seven consecutive years it has had the largest evening circulation in America. For twelve consecutive years more money has been spent in advertising in the *Evening Journal* than in any other New York evening newspaper.

Every evening it is carried into the home and is read by 700,000 families, or figuring three readers to a family, 2,100,000 people—the most responsive audience of evening newspaper readers in the United States.

Let us tell you how you can sell 25% of your production in New York City and at the lowest sales and advertising cost.

What the New York Evening Journal did for Wheatsworth Self Rising Whole Wheat Flour

The letter from the F. H. Bennett Biscuit Company, reproduced herewith, tells a story which is typical of the experience of *New York*

Evening Journal advertisers. The results obtained, after only four weeks of advertising, were "far beyond our expectations and beyond anything we ever experienced in any of our previous campaigns."

Nothing could better illustrate the power of the *Evening Journal* than its success in launching a new product in a short space of time. The co-operation of the *Evening Journal* Merchandising Department, and the tremendously effective color pages in the *Evening Journal* itself, established Wheatsworth Self Rising Whole Wheat Flour in the New York market within thirty days!

F. H. BENNETT BISCUIT COMPANY

Manufacturers of
BISCUIT SPECIALTIES
139-141 Avenue D
NEW YORK

November 23rd, 1925

New York Evening Journal,

Columbus Circle, New York City.

Gentlemen: It is still a little bit early to state accurately the results of our advertising campaign on Wheatsworth Self Rising Whole Wheat Flour in the *Evening Journal*, but we can say today, after only four weeks of advertising, that the results are far beyond our expectations and beyond anything that we have ever experienced in any previous advertising campaign.

We began this campaign with a full page in color in the Saturday Home Journal on October 24th. The work of securing dealer distribution began only one week previous. A check-up made during the week of November 9th showed that we already had better than 50 per cent distribution of all stores, including chains.

Before the second full page in color appeared in the Saturday Home Journal on November 14th, we had sold and secured active co-operation from ten of the leading chain store grocers. Some of these chain stores called us on the telephone on the Monday following the appearance of the full color page, and asked us about the new product before we had time to call on them.

Frankly, the quick response from the trade and the general and almost instantaneous reaction from consumers produced by this campaign are unique in our experience. The work of your merchandising staff in supplementing the efforts of our own sales force has been extremely effective and valuable, and we wish to express our sincere appreciation of your whole-hearted support and co-operation.

Cordially yours,
FRANK A. HARTWELL,
Sales and Advertising Manager

CIRCULATION FOR SIX MONTHS ENDING MARCH 31st, 696,447 DAILY, NET PAID

NEW YORK EVENING JOURNAL

America's largest evening newspaper circulation . . . and at 3c a copy daily, 5c Saturday

Chicago Office

913 HEARST BUILDING
Chicago, Illinois

New York Office

2 COLUMBUS CIRCLE
New York City

Detroit Office

GENERAL MOTORS BLDG.
Detroit, Michigan

BARTLETT HONORED BY GRAPHIC ARTS GROUP

His 50th Year in Field Celebrated by Banquet—Bronze Medallion Plaquettes Presented by Associates

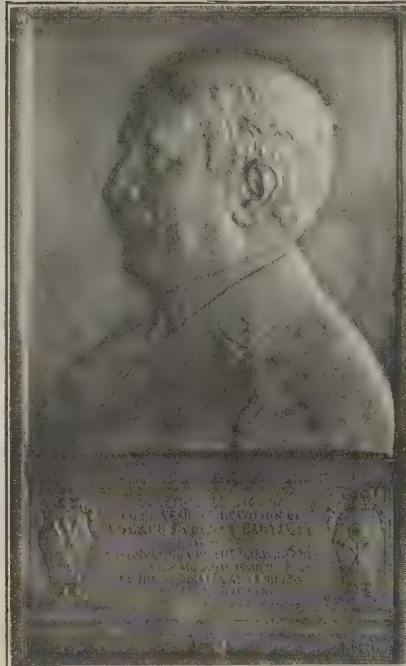
Edward Everett Bartlett, president of the Bartlett-Orr Press, Director of Linotype Typography for the Americas, and chairman of the International Typographic Council, was the honor guest at a dinner given Wednesday evening, Sept. 29, at the Hotel Biltmore, New York, in appreciation of his 50 years of devotion to the betterment of the graphic arts.

Leaders in typography, art, literature, business, and other associates of Mr. Bartlett attended. The honorary committee consisted of, for America: Edward Dean Adams, Charles Clifton, Philip T. Dodge, T. E. Donnelley, E. F. Eilert, Michael Friedsam, Alexander C. Humphreys, Samuel Insull, Alfred W. Kiddle, Dr. John J. MacPhee, Charles I. McLaughlin, Charles W. Price, Julian Street, Ambrose Swasey, Worcester Reed Warner, Frank B. Wiborg; Great Britain, George W. Jones; France, Georges Draeger; Germany, David Stempel; Italy, Raffaello Bertieri.

Bronze medallion plaquettes designed by R. Marschall, sculptor of Vienna, were presented to Mr. Bartlett by the members of the Advisory Board of the Bartlett-Orr Press. The recto panel carries a portrait of Mr. Bartlett accompanied by this descriptive matter: "In commemoration of the fifty years of devotion by Edward Everett Bartlett to the advancement of the graphic arts this medal is issued by his associates and friends." The verso panel is a decorative composition typifying the various graphic arts accompanied by this inscription in Gaelic: "Chan Ann Dhuinn Phein Amhain"—"Not for myself alone."

The speakers of the evening were Liston L. Lewis, toastmaster; Worcester Reed Warner, "The Graphic Arts in 1885"; Norman Dodge, "Building Up the Industry with Typography"; Ernest F. Eilert, "On Behalf of the Master Printers"; John Clyde Oswald, "The Business Significance of Beauty"; Harry L. Gage, "Intimate Notes"; I. Van Dillen, "On Behalf of the Immediate Business Associates."

Mr. Bartlett, who was born in Brooklyn in 1863, began his apprenticeship in the graphic arts at the age of 13, and studied design and drawing under working masters. He gained his early reputation drawing directly on the wood block. In 1880, at the age of 17, he established his own wood engraving business. Seven years later he originated the "phantom" illustration, drawing on boxwood the first such illustration ever made—a Westinghouse engine. He developed the retouching of photographs, his plant serving for many years as the recognized "training school" in this art, and was the first to



Recto and verso panels of placquette presented Edward E. Bartlett by associates

establish a printing plant combining all branches of the business—design, illustration, engraving, printing and binding—under a single management. In 1892 he made the first complete dummy of a commercial catalog, and with his partner, the late Louis H. Orr, became one of the chief influences in improving the standard of commercial printing. Twelve years ago, in 1914, he established the Department of Linotype Typography. Several journeys of typographic research in Europe were made by Mr. Bartlett—in 1920, 1924, and 1925. In 1925, also, the book, "Typographic Treasures in Europe," by Mr. Bartlett, was published in a limited edition by G. P. Putnam's Sons of New York and London.

As chairman of the Committee on American Co-operation with the Gutenberg Museum, Mr. Bartlett has played a leading part in saving the typographic treasures in the world-famous museum at Mainz, Germany.

Mr. Bartlett is a member of the Engineers' Club, New York City, and chairman of its art committee, a member of the Grolier Club, the Lotus Club, the Union League Club, and of the American Institute of Graphic Arts.

"N. M. PRESS IS FREE"

Can Now Speak Freely on Public Affairs Magee Says

"No one in New Mexico now challenges the right of newspapers to talk freely of public affairs, within the prescribed limits of the libel laws. The only hope of democracy is to let editors work out their problems and speak their minds; if they are wrong, the public will

eventually judge them, and they will be the losers."

Carl C. Magee, "fighting editor" of the *Albuquerque New Mexico State Tribune*, so stated Tuesday before the Washington Advertising Club.

"Thanks to an aroused public opinion the State of New Mexico is cleaning up its courts and government," Magee continued.

Magee described his long battle with the State political machine and his being sent to jail for contempt by the same Judge Leahy who he had charged with being corrupt and unfit for office.

The man who brought about the Teapot Dome expose, and the downfall of Fall, received a warm reception.

MRS. KIRKWOOD'S ESTATE

The personal estate of Mrs. Lat Nelson Kirkwood, wife of Irwin R. Kirkwood, publisher of the *Kansas City Star* and heir to the estate of William R. Hill Nelson, its founder, amounts \$1,864,813.82, the appraisal filed in Jackson County probate court shows. Mrs. Kirkwood died in a Baltimore hospital last February. Her will provided that no appraisal be made of her estate but her husband felt that the estate was a public trust and that the appraisal made and the amounts duly recorded the beginning of his executorship. Kirkwood was named as executor.

NEW AD BUREAU MEMBERS

Five newspapers became members of the Bureau of Advertising of the American Newspaper Publishers Association effective Oct. 1. They were: *Cornell (Cal.) Observer*; *Willows (Cal.) Daily Journal*; *Woodland (Cal.) Mail*; *Woodland; Bend (Ore.) Bulletin*; and *The Dalles (Ore.) Chronicle*.

Finger Tips in the news every day



How do you read them?

A 3-stick daily feature

CURRENT NEWS FEATURES, INC.
EVENING STAR BUILDING
WASHINGTON, D. C.

Better Results for Advertisers Means More Linage For You

New heights in lineage are being reached by newspapers using Ludlow equipment, for the bright, new sluglines it produces insure better results for advertisers.

The increased volume of lineage made possible by clean-cut Ludlow faces is more than met with Ludlow speed. This compact time-saving machine goes right to work without preliminaries. There is never any need to hunt sorts—never any hold-over distribution from the previous day's work—for such delays are done away with by the Ludlow system. Without machine or mold changes, your compositors quickly cast any size typeline from six point condensed to full-width sixty point bold, and larger, in any quantity desired, because they set matrices—not type.

Your advertisers want better results. You want more lineage. You can give them what they want, and get what you want by installing the Ludlow, for then you will brighten up your pages by setting your ads and heads with attractive, always-new Ludlow faces.

Ludlow Typograph Company

2032 Clybourn Avenue, Chicago, Ill.

San Francisco: 5 Third Street
Atlanta: 41 Marietta Street

New York: 63 Park Row
Boston: 261 Franklin Street

WESTERN DISTRIBUTING CENTER

One million people (over 200,000 prosperous families), twelve thousand dealers and more than one hundred and fifty wholesalers in the four states of Utah, Idaho, Wyoming and Nevada form the Inter-Mountain market of which Salt Lake City is the center.

A paved highway two hundred miles in length, interurban lines and two steam roads serving the territory from Idaho to one hundred miles south has wiped out distance and made the shopping trade area of Salt Lake City greater in extent than a mere suburban district.

The advertiser with adequate distribution finds but one paper necessary in his expansion plans—

The Salt Lake Tribune

The S. C. Beckwith Special Agency

—Sole Eastern Agents—

New York Chicago Detroit
St. Louis Kansas City Atlanta

M. C. Mogensen & Co., Inc.

Pacific Coast Representatives

San Francisco Los Angeles
Seattle

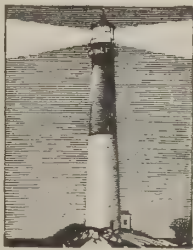
INDEPENDENCE

INDEPENDENCE of spirit never fails to be recognized, whether in a newspaper or in an individual. By the way a man thinks, acts and speaks the whole world knows whether he is captain of his own soul. And similarly, by the very content of a newspaper, in its editorial opinion and its treatment of news, all who read may easily know whether that newspaper is the product of independent editing or whether it is guided by an unseen hand.

RECOGNIZING that independence is the very foundation stone of successful journalism, the Scripps-Howard organization leaves to the individual editors of its twenty-four newspapers complete control of what appears in their columns. They are responsible only to the traditions of honest, fearless journalism on which these newspapers were founded.

ON THIS independence has been built the confidence of more than a million and a half families in twenty-four cities throughout the United States. In Scripps-Howard newspapers they find that spirit which reflects the life and ideals of their own communities, the sane and liberal attitude toward national policies, a freedom from log-rolling, and an absence of hidden motives.

THIS editorial independence, by its very nature, must of necessity be based upon financial independence.



SCRIPPS-HOWARD



The Scripps-Howard newspapers are completely owned within their own organization. But more than that: The editor of every Scripps-Howard newspaper is a partner in the ownership of his paper. Financial independence of each Scripps-Howard newspaper is a guarantee against outside influence.

THE conduct of Scripps-Howard newspapers since 1879 has proved conclusively that independent journalism, rightly conducted, can be a stable and prosperous institution. Scripps-Howard newspapers have grown, are growing, constantly in power, influence and circulation.

SCRIPPS-HOWARD NEWSPAPERS

MEMBERS AUDIT BUREAU OF CIRCULATIONS

Cleveland (Ohio) - - - - PRESS	Denver (Colo.) - - - - EXPRESS
Baltimore (Md.) - - - - POST	Toledo (Ohio) - - - - NEWS-BEE
Pittsburgh (Pa.) - - - - PRESS	Columbus (Ohio) - - - - CITIZEN
San Francisco (Calif.) - - NEWS	Akron (Ohio) - - - - TIMES-PRESS
Washington (D. C.) - - - - NEWS	Birmingham (Ala.) - - - - POST
Cincinnati (Ohio) - - - - POST	Memphis (Tenn.) - - - - PRESS
Indianapolis (Ind.) - - - - TIMES	Houston (Texas) - - - - PRESS

MEMBERS OF THE UNITED PRESS

Youngstown (Ohio) - TELEGRAM
Ft. Worth (Texas) - - - - PRESS
Oklahoma City (Okla.) - NEWS
Evansville (Ind.) - - - - PRESS
Knoxville (Tenn.) - - - - NEWS
El Paso (Texas) - - - - POST
San Diego (Calif.) - - - - SUN
Terre Haute (Ind.) - - - - POST

Covington (Ky.) - KENTUCKY POST*
Albuquerque (N. Mex.) STATE-TRIBUNE
* Kentucky edition of the Cincinnati Post.

ALLIED NEWSPAPERS, INC.
National Representatives

250 Park Avenue, New York, N. Y.
Chicago, Seattle, Cleveland
San Francisco, Detroit, Los Angeles

CONLAND PRESIDENT OF HARTFORD COURANT

**Has Been Treasurer Since 1915 and
Active Business Head—Sherman
Succeeds Clark as
Editor**

Henry H. Conland, for many years treasurer of the Hartford (Conn.) Courant Company and general manager of the *Hartford Courant*, was this week elected president and publisher by the directors.

Coincident with the election, announcement was made of the appointment of Maurice S. Sherman, formerly editor of the *Springfield (Mass.) Union*, to be editor of the *Courant*, filling the vacancy caused by the death of Charles Hopkins Clark. Mr. Sherman, at Mr. Hopkins own direction, had previously been named associate editor, as published several weeks ago in *EDITOR & PUBLISHER*.

Mr. Conland first came to Hartford from his native city of Brattleboro, Vt., in 1904. He was drawn to the city by a former Vermonter and friend, Clifton Sherman, then managing editor of the *Courant*, now editor of the *Times*.

Mr. Sherman had brought his friend to Hartford to work in the *Courant's* business office. There were no openings at the time of his arrival, however, and the young newspaper man spent nearly a year as a reporter before going down stairs.

Once in the business office his rise was rapid. He became secretary of the company in 1911, and in 1915 was elected treasurer. During the last illness of Mr. Clark, Mr. Conland assumed almost the complete publishing task.

Mr. Conland is the son of Dr. James and Matilda Conland. Dr. Conland was Rudyard Kipling's physician when the English poet was visiting this country. Both used to spend their summers in Cape Cod. There Dr. Conland collaborated with Mr. Kipling in the writing of "Captain Courageous." Henry Conland spent much of his boyhood in a literary atmosphere, and his aptitude and fondness for the arts have continued.

On Feb. 11, 1905, Mr. Conland married Miss Caroline Henschel of New York. They have four children. Mr. Conland is president of the Hartford Water Board, the only public office he ever consented to accept.

Maurice S. Sherman, editor of *Springfield (Mass.) Union* and for 32 years connected with the newspaper, received the spontaneous tribute of more than 300 civic and merchantile leaders in Springfield at a farewell banquet Tuesday evening. Mr. Sherman this week became editor of the *Hartford (Conn.) Courant*, succeeding the late Charles Hopkins Clark.

Among those who joined in the farewell party were Lieut. Gov. J. Edward Brainard of Connecticut and Lieut. Gov. Frank G. Allen of Massachusetts—one to welcome the editor to a new state, the second to bid him farewell for Massa-

HARTFORD COURANT CHIEFS



H. H. Conland



M. S. Sherman

chusetts. Mayor Fordis C. Parker of Springfield voiced appreciation of the editor's part in building the city and presented him with a beautiful grandfather's clock. Mayor Norman C. Stevens of Hartford welcomed Mr. Sherman on behalf of the Connecticut city.

Senator Frederick H. Gillett, one of Mr. Sherman's closest friends, paid tribute to his career in the Commonwealth.

Henry H. Conland, business manager of the *Hartford Courant*, announced that while Mr. Sherman had modestly agreed to come to the paper as associate editor, the directors at a meeting Tuesday afternoon voted to invest him with the full title of editor.

Henry H. Bowman, president of the Springfield National Bank, was toastmaster. His first words were directed as a compliment to Mr. Sherman's mother, listening in on the radio in Hanover, N. H., when he said that he wanted her to know of the affection and high esteem in which her son was held in the community.

Richard Hooker, president of the Republican Company, publishers of the *Springfield Republican*, declared he was glad to pay tribute to a great editor. Mingled with his regret at Mr. Sherman's going was an expression of appreciation of the courtesy and gallantry of

Mr. Sherman as a competitor and his ability as an editor.

Mr. Hooker created considerable amusement by remarking that while he and Mr. Sherman might differ on political views they were in accord in their enthusiasm for angling. He wondered if his former editorial adversary's conversion to belief in the infallibility of the dry fly would have any effect on his editorial comments on the dry laws.

He paid a glowing tribute to the memory of the late Charles Hopkins Clark and said he knew of no man so well fitted to take Mr. Clark's editorial chair as Mr. Sherman.

Congressman Henry L. Bowles read letters from Senator William M. Butler, from Gov. Alvan T. Fuller and from Justice James B. Carroll of the Massachusetts Supreme Judicial Court. Louis K. Liggett also sent a letter.

Robert Lincoln O'Brien, editor of the *Boston Herald*, was the concluding speaker. Most of his address was delivered in a light vein, rallying Mr. Sherman's outstanding convictions regarding the 18th amendment.

Seated at the speakers' table were: Mr. Bowman, Mr. Sherman, Mayor Parker, Lieut. Gov. Allen, Waldo E. Cook, editor of the *Springfield Republican*, Mr. O'Brien, Mayor Stevens, Senator Gillett, Congressman Bowles,

Mr. Hooker, Lieut. Gov. Brainard, J. Dr. James Gordon Gilkey, Atty. Will G. McKechnie, former Mayor Arthur Adams, Harry H. Caswell, president of the Springfield Chamber of Commerce and Mr. Conland.

Members of the *Courant* organization present included H. I. Horton, editor, writer, Theodore C. Wallen, assistant managing editor, Joseph W. Thurston, advertising manager, John Sudars, office manager, Henry H. K. Welch, Edward M. Day, directors, and Geo. H. Armstead, managing editor.

Among the Springfield newspapers who accepted invitations to the farewell banquet were: Sherman H. Bowles, general manager of the *Springfield Newspapers*; Francis T. Bowles, Managing Editor; W. Dickey, managing editor of *Springfield Union*; William M. Hays, night city editor of the *Union*; Edward W. Penfield, financial editor, and C. Withe, mechanical superintendent of the *Union*.

The farewell party came as the climax of a series of banquets tendered in Mr. Sherman's honor. Some 80 members of the Union staff presented Mr. Sherman with a gold watch at a banquet Saturday night. At that time a proposal to organize a Springfield Union Alumni Association to meet annually was acted upon by a committee named to put the organization into effect.

Postoffice clerks tendered Mr. Sherman a dinner and presented him with a traveling bag.

The Kiwanis Club of Springfield, other organizations, also took advantage of the opportunity to honor the departing editor.

**Largest morning
and Sunday
circulation
in the Greatest
Market west
of Chicago
170,000 Daily
290,000 Sunday**
**LOS ANGELES
Examiner**

Detroit

**Fourth
Largest
City**

**Complete coverage with
one paper.**

The Detroit News

**Offers advertisers
unusual opportunities**



Courtesy Eugene MacLean Syndicate, which uses Certified Dry Mats exclusively.

Keep Cool With Certifieds

The Clarksburg (West Va.) Telegram by installing the Certified Dry Mat COLD process of stereotyping reduced the temperature in their foundry from 120° to 86°.

Better working conditions; better work; and a genuine saving in time and money are all made possible with Certifieds.

Let us tell you how — there's no obligation on your part

CERTIFIED DRY MAT CORPORATION

340 Madison Avenue

New York, N. Y.

for wet mat printing with DRY MAT facility—use Certifieds

MADE IN THE U. S. A.



*An
Average
Of* **372**
**BRIGGS FEATURE PAGES
Per Month Appeared
In North American Dailies
During The Past Twelve Months**

This great total of 4,472 pages was Local Advertising. Advertising that was sold (WITHOUT COST to the publishers) to manufacturers, wholesalers, jobbers, and hundreds of industries whose appropriations do not normally include the local papers.

How much of this most desirable local lineage was yours? If you are not now using Briggs Proven Feature Pages, you

**Feature Editions in
Black and White
and Rotogravure**

Our Special Feature Edition Department is comprised of highly trained specialists in the business of selling and editing large Special Feature Editions in either Black and White or Rotogravure. (ANNIVERSARY HOUSEWARMING, AND OTHER WORTHY OCCASIONAL EDITIONS.) The only force of its kind in America.

are missing a great volume of profitable business.

To write or wire us for full details of the Briggs Plan implies no obligation, but we are certain to convince you that the Briggs Plan can add from 100,000 to 500,000 extra lines to your year's

total.

Results count — and the Briggs Plan is proving its merit with great dailies all over North America.

Thomas W. Briggs Co.

[[HOME OFFICE: COLUMBIAN MUTUAL TOWER]]
MEMPHIS, TENN.]

FLORIDA NEWSPAPERS NEARING NORMAL

**Dailies in Hurricane Area Printing
from Own Plants; Weeklies Harder
Hit—Expect Big Tourist Season**

(By Telegraph to EDITOR & PUBLISHER)

MIAMI, Fla., Sept. 29.—Newspapers in the section of Florida struck by the hurricane on September 18 are rapidly getting back to normal publication conditions. The *Miami Herald* which missed the Sunday issue of September 19 in its own plant printed its Monday edition in the plant of the *West Palm Beach Post*, but resumed publication in its own plant on Tuesday.

The plant of the *Miami Tribune* which lost its roof was not seriously damaged and that paper resumed printing in its building after two editions of publications in the *Herald* plant.

The *Miami Daily News*, which was not seriously damaged, but the plant of which was shut off from power, printed two days in the *Herald* office and then resumed in its own publication office.

The *Fort Lauderdale Evening News* is still being printed at Pompano while the *News* building and plant are being reconditioned.

The *Hollywood Weekly News* is also being printed at Pompano.

Miami Life, weekly, resumed publication this week in its own building. The *Miami Beach Beacon*, the plant of which was greatly damaged, is being printed in another office. The building of the *Miami Weekly Post* was destroyed and the publication of the *Post* has been arranged for in other plants. The *Miami Weekly News*, labor paper, which was printed in Miami Post Building is being printed in a job printing office. The *Homestead Daily Leader* and *Weekly Enterprise* have not yet resumed publication in their own plants but expect to do so in a few days.

Circulation of the daily newspapers in Miami reached normal proportions the middle of last week. The *Miami Herald* home delivery was accomplished with a loss of only 300 locations. The total circulation of all the *Miami* papers has been considerably larger for ten days than previous to the storm. The *Miami* dailies are of normal size and are running a proportion of news and advertising of about 20 to 80. Within another week all of the newspapers should be back to normalcy. Owing to this being the beginning of the winter tourist season it is expected that advertising will gradually increase from now until March 1. *Miami* merchants are preparing for one of the largest tourists seasons in the history of the city.

O'BRIEN ON AD PROGRAM

Robert Lincoln O'Brien, editor of the *Boston Herald* will be one of the chief speakers at the convention of New England Advertising Clubs to be held at Worcester, Mass., Nov. 8 and 9.

HEARST TRAIN WINS MIAMI'S PRAISE

THE relief train sent to Miami by the *Chicago Herald and Examiner* left for home Sept. 27, after winning the praise of officials of the devastated city. It was held over an extra day following an appeal made to William Randolph Hearst by Mayor Romfh, Mayor of Miami, and other city authorities.

The train established one of the most remarkable records in the history of disaster relief in the United States. Word of the hurricane was flashed to Chicago Sunday morning, Sept. 19. Within two hours the situation had been laid before Illinois Central Railroad officials and a train had been allotted to the *Herald* and *Examiner* with orders for a clear track.

At 10 o'clock Monday morning the cars had been loaded with tons of provisions donated by Chicago mercantile and stock yards firms. More than 100 trained nurses and physicians, with full field equipment, were on board, and the journey began.

Tuesday morning, before dawn, the train was in Miami, seven hours ahead of the fastest time ever made. It was the first organized relief unit to reach the devastated area from any point outside of Florida.

Following is the message wired to Mr. Hearst:

"William Randolph Hearst,
"Los Angeles, Cal.:

"On behalf of the city of Miami we appeal to you to keep the *Chicago Herald* and *Examiner* relief train here. This train, in charge of Dr. Bundesen and Dr. Briggs, chief surgeon of your papers in the Middle West, has saved the situation in Miami, and it is absolutely necessary that this train stay here another forty-eight hours. We implore you to grant our request.

"Without the assistance rendered by this unit there is no telling what our situation would have been.

"I am sending a copy of this message to the *Chicago Herald and Examiner*.

"Please acknowledge receipt of this message and authorize them to allow this train to remain here at least until Monday night."

The *Chicago Herald and Examiner's* relief fund for Florida storm sufferers was swelled by \$12,779.41 in a theatrical benefit at which all of the principal performers in Chicago's theaters took part.

TEACHING COUNTRY SCRIBES

Benton (Ark.) Courier Lists 15 Rules for Its Correspondents

The *Benton (Ark.) Courier*, published by E. B. White, has drawn up the following 15 rules as a means of instructing its country correspondents:

Above all get the news.

Boost every worthy movement in your community; in fact, have progress for your slogan.

Do not express your own opinion of news events; just give the facts and let the reader form his own opinion.

Do not depend on rumor; investigate carefully all important news.

Write regularly, even though there are only a few notes. People become accustomed to a letter each week and look for it.

Who? Where? When? What? Why? How? Answer these questions in your news stories, and you are sure to make them interesting.

Speak a good word for everyone in your community. If you can't, leave them alone.

Give accurate reports of all public meetings.

Do not use the paper to "get even" with anyone.

Speak a good word for the paper you represent. The paper is here to serve the best interests of our country, state, and nation.

We welcome articles on timely subjects; only ask that same be as short as possible.

Try to make all items and articles concise—that is, to the point.

Leave one line between each item.

Mail letters so that they will reach this office Wednesdays.

In case of some extraordinary news event, telephone us at once.

The rules are enlarged in a circular called "The Country Correspondent" by Gus M. Oehm, recently issued by the College of Agriculture, of the University of Arkansas. Mr. Oehm, now a member of the college staff, was formerly with the *United Press*.

Gutenberg invented printing by means of movable wooden blocks or type in 1438.

FLORIDA PRESS GROUPS TO HOLD JOINT MEET

**Three State Associations Will Gather
at Daytona Beach, Oct. 8-9—
Police Summons Used to Assure
Full Attendance**

Florida problems will be discussed at a joint meeting of the three press associations of the state to be held at Daytona Beach, Fla., Oct. 8-9. The associations are the Associated Dailies of Florida, the Florida State Press Association, and the South Florida Press Association.

J. W. Allan, managing director of the Associated Dailies of Florida, anxious to get out a full attendance, resorted to a novel idea. Fake legal summons were drawn up, commanding members to be present, and sent to local police chiefs who detailed an officer to serve them of newspaper publishers of their towns.

"It is essential that we have full attendance at this meeting," Mr. Allan wrote the police chiefs, "and since our is at once the busiest and the laziest bunch in the world, something extraordinary must be done to attract their attention to the meetings.

"Col. Bill Glenn, of the *Orlando Morning Sentinel*, suggested that we send a fake warrant after them, and it seems such an unusual thing, as well as such a good joke, that we have arranged to do this."

The home-made warrants are worded as issued "In the Florida Court of Loyalty, Any County, Fla." Lew B. Brown, George E. Hosmer and Gilbert D. Leach are listed as attorneys for the plaintiff.

Defendants are summoned to appear at Daytona Beach to "satisfy the judgment of editors, publishers, et al, of the State of Florida, to prevent an uncivil action justified by a claim upon your loyalty to the cause."

Free: A booklet of facts, "Argentina as a Market for American Products," mailed free on request.

SOUTH AMERICA BOUGHT NEARLY A MILLION DOLLARS WORTH OF AMERICAN RADIO APPARATUS IN 1925

In 1925 Argentina alone bought \$408,593 worth of American radio apparatus, an increase of \$116,853 over 1924. Total sales in South America during 1925 amounted to \$999,123, an increase of \$283,286 over the previous year.

LA PRENSA

of
Buenos Aires

is the best advertising medium for radio in the Argentine market, the most important in South America.

The first newspaper in Argentina to give daily news of developments in radio was LA PRENSA. For several years daily and Sunday radio sections have been a feature of the paper. Many thousands of letters have been received by the radio editors from amateurs.

A special report on sales of radio apparatus in Argentina telling why increased sales are forecast for 1927 will be sent without cost to sales and advertising managers.

Joshua B. Powers

Exclusive Advertising Representative

250 Park Ave.

New York

"South America's Greatest Newspaper"

Wanted:

SYNDICATE SALESMAN

We are prepared to make an attractive proposition to a successful, experienced salesman. We offer:

1. A substantial salary (We have found men who can earn good-sized salaries are really cheapest for us).
2. All reasonable expenses.
3. A permanent cumulative commission on all sales made, to be paid as long as the features stay sold and the man remains with us.
4. A chance for advancement, and investment, if desired.

ASSOCIATED EDITORS, Inc.

440 S. Dearborn St.

Chicago

Page from The Christian Science Monitor

THE CHRISTIAN SCIENCE MONITOR, BOSTON, TUESDAY, AUGUST 8, 1926

Women's Enterprises, Fashions and Activities

The Newest Member of the Textile Family

WHERE one asked to name the most important textiles, the answer would be, "cotton, wool, silk, and linen"; only a few persons would mention the material that is now placed as the third in rank among the great textile industries. Yet though its brilliant glossy surface is growing familiar and its old name—artificial silk, art silk, or fiber silk—is known, still its proper name of "rayon" remains unfamiliar to many people.

Rayon Defined
What is rayon? Barely a year ago President Coolidge, in his speech before the National Cotton Manufacturers' Association, complained that he failed to find the word "rayon" in his unabridged dictionary when he was seeking an accurate definition of the term. The word is still lacking in the dictionaries, and although it is now included in the semiannual supplement to one of the encyclopedias, even the newspaper almanacs have not yet acknowledged the fact of its importance to list it in their annual industrial statistics.

As defined by one of the largest manufacturing concerns, rayon is "a natural textile fiber made by converting pure cellulose into thread by means of chemical and mechanical processes." This sounds dull enough, but back of that definition lies the tale of man's dream and his search for an idea. And from this dream came a product which, in less than 40 years, has pushed itself into the forefront of the textile industry. We wear it in our "silk-and-wool" sweaters; the sailing stripes and figures on gingham and voiles employ this material, and it forms the satin damask patterns on most of the heavy draperies and upholstery material.

How It Was Discovered
Some 60 years ago the French chemists, realizing the popularity and cost of silk, began to experiment in making a similar material. They knew that silkworms fed on cellulose in oak and mulberry leaves and then spin the filaments that take from the cocoons to the silkworms. So the chemists reasoned that there must be some way of producing synthetically the changes in cellulose without the silkworm. They took up which is the chief constituent of all plants. Life, years studied and worked with it, they found four different ways of making a material that is like silk. One of these, which is the most important, is the cellulose acetate.

Even in France the origin of new fiber is somewhat obscure. It was probably never known whether the credit for the first production of rayon was the work of the famous chemist Beaumont, or of the Count de Chardonnet, who, in 1884, secured the first patent. The de Chardonnet method was a micro-cellulose process, which passed the cellulose from cotton plants through a filtration process, then dissolved it in alcohol and ether and forced it through a glass tube with a very small opening. This formed a thin filament that hardened as the alcohol and ether evaporated, after which several filaments were twisted into a thread. The process was simple and promised well, but unfortunately this thread would not dye easily. Moreover, it was both inflammable and expensive. People could not be persuaded to make use of a material that might suddenly take a notion to blow up.

Experiment Toward Perfection
For years men experimented, trying to remove the objectionable features of this process and by 1900 was perfected the cupro-ammonium process. But this method demanded complete temperate control, and the following year the cellulose-acetate

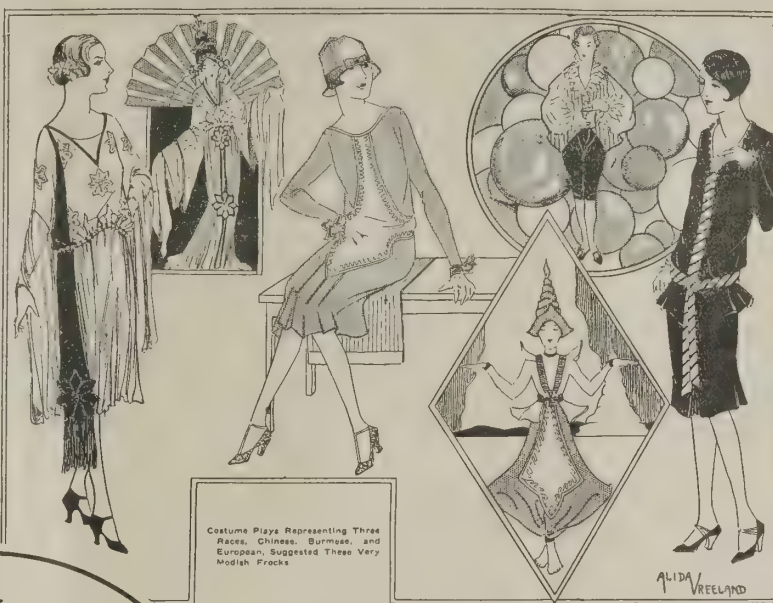
process was discovered and hailed as a success. But it proved to be less waterproof than the others and is now the least used manufacturing method. The most popular method is the viscose patent taken out by Cross and Bevan in Great Britain in 1892 and intended mainly for making a plastic compound of cellulose. While the solution was known to be suitable for the manufacture of textile fiber, no particular attention was given this phase of the matter at first. A manufacturer of electric light bulbs got the idea of forcing viscose into a single thread and using it as a filament in electric bulbs. Although the bulb filament replaced the fiber before it had a fair trial, this idea gave impetus to the project of using the material for a textile.

This was further advanced by an inventor named Topham, who succeeded in making an apparatus for forming textile fiber from a solution of cellulose, twisting it, and at the same time coiling it in a cylindrical package. With this improvement the industry was put on its feet and grew so rapidly that today over 100,000,000 pounds are produced each year.

Directions for Cleansing
While rayon has not the softness, tenacity, or durability of silk, it is more lustrous and combines well with silk, cotton, or wool, and it properly handled, withstands much wear. Many of the very costly, high-finish materials, sold under fancy names as this or that sort of satin, are really rayon. The material has not the same water-resisting quality as the other textiles. It is a weak point, it is not so strong as the other textiles. It is a weak point, it is not so strong as the other textiles. It is a weak point, it is not so strong as the other textiles.

Polish Restored
Quickly and Easily
Once over with the FINNELL Electric Floor Machine and— presto!—every trace of spilled water or dusty or muddy foot prints is gone. It is not even necessary to remove the rugs or furniture from the room. The FINNELL runs under chairs, between furniture and rugs. The FINNELL does the four things necessary to have truly beautiful floors. It prepares the surface. It polishes the wax. It polishes the floor, rubbing the wax in and leaving none on the surface to smear or get slippery. It keeps floors polished.

The FINNELL scrubs, too, cleaner and faster than hand methods. Ideal for scrubbing the bathroom, garage, laundry or porch.
FINNELL SYSTEM, INC. 481 NORTH COLLIER STREET, HANNAH, MO.
Floor Machine Headquarters for Twenty Years
FINNELL
ELECTRIC FLOOR MACHINE
It Waxes It Polishes It Scrubs It
Booklet Free! Send Coupon Today!
For full information on House, Office, or Commercial use of the FINNELL Electric Floor Machine, write for "Booklet" or "Circular" to: FINNELL SYSTEM, INC., 481 North Collier Street, Hannah, Mo. Pull Address: _____



Costume Plays Representing Three Races, Chinese, European, and Indian, Suggested These Very Indian Frocks

We Point With Pride

to the group of National Advertisers whose advertisements appear on this page, reproduced from a recent issue of *The Christian Science Monitor*. Unusually keen reader interest in the advertising columns is one reason for the Monitor's steadily growing list of National Advertisers.

Modern Dress Designs In Costume Plays

ONE wishes to express individuality in clothes, but cannot have one's own ideas, the stage found to offer a wealth of ideas to assist originality. From plays may be obtained some ideas if good sense is used and what is too bizarre and 'n present modes and present ideas which in exacting form might be inappropriate. Small costumes (which are respectively Chinese, and eighteenth-century), were worn in three plays given last winter at neighborhood Playhouse in New

York. The charming features in the rock and themselves modernized into an evening frock for the stante. Conventionalized flower silks are traced in beads or metallic thread on georgette crepe, and in place of the cumbersome Chinese sleeve which covers even the hand, are added long flowing pieces of plain georgette. The skirt is of the same material and takes advantage of the interesting manner in which the kimono and blouse together. The panel which hangs in front of the original is moved around to the side with a handsome bead ornament terminating in fringe. Very occidental in mode is the central figure, and yet the picturesque costume of the Burmese dancer provides its most novel feature. The panel of contrasting material with

passionate around the edge is lifted bodily from the Burmese costume where it is loose-hanging and separate from the fantastic trousers. Two box plaits are held in place by the point in front and the tied cords carry out the harmony. The young man in the third picture suggests immediately the "page boy silhouette." In a simple street dress of taffeta the flare is slightly reduced and the belt and front trimming appear as one. The long points of the theatrical collar and cuffs find their duty likeness in the modern collar and the trim at the wrist.

Jades, Precious to Touch
Along the term jade in its broadest sense, there is a great variety of coloring. Jade black; clear white jade; jade with red and brown veins; yellow jade in which the yellow is tinged with green, and gray jade with white or brown interlacings. The most common variety is green jade, in which color many shades may be found. China, beyond all countries, values jade at its true worth. Among the large pieces carved in jade there are

EXORA FACE POWDER
It has unusual adhesive qualities and only one application a day is necessary. Best and purest materials used. It is a box, sent on receipt of price. To be had of dealers or CHAS. L. BROWN, 111 E. 1st St., St. Louis.
Send for 25¢ generous Exora Samples 11 East 1st Street, NEW YORK

Get this FREE BOOK NOW
The OLD OAKEN BUCKET up-to-date

Running Water Costs Less than it Earns!

In the homes beyond the water mains, much of the benefits of modern science and civilization are lost unless you have installed a private water system such as the Paul. Running water saves hours of laborious pumping, increases sanitation and provides fire protection. You can have a modern bathroom. You can have running water in the kitchen, garage, garden or wherever you want it. Send the coupon now for our new booklet.

The Fort Wayne Engineering & Mfg. Co.
FORT WAYNE, INDIANA.
Pumps, Water Systems, Septic Tanks, Soft Water Generators
The Fort Wayne Engineering & Mfg. Co., 1710 N. Harrison St., Fort Wayne, Ind., 1926
Send us your free booklet, "The Old Oaken Bucket Up-to-Date." I am interested in: (a) Water Systems, (b) Water Solenoid, (c) Septic Tank.
Name _____ Address _____

Have you renewed your subscription to the Monitor?
Prompt renewal insures your receiving every issue, and is a courtesy greatly appreciated by The Christian Science Publishing Society.

Shellac, Ancient and Honorable

IN THE yesterdays of the Old World shellac played its part; today it is more valuable than the ancient materials which first made use of it could have dreamed that it would become. One of the earliest references to lac gum now extant in literature is found in a vast encyclopaedia of the knowledge of the ancient world, written by the Roman naturalist, P. L. "The Elder," and published in 77 A.D. Not alone in the antiquity of its history, but also from the standpoint of its origin and characteristics, is the shellac industry one of unusual interest. Lac is a product of the animal kingdom and may be defined as a resinous excretion by a scale insect known as *lacchidius lacca*. The insect is indigenous to the forests of India, which country holds virtually a world monopoly on shellac. The name, lac, is derived from the Indian term for the numeral lakh—100,000—and is indicative of the countless hosts of insects which congregate in masses around the twigs of certain trees. Fifty-six trees attract it. The encrusted twigs, known as stick-lac, are broken from the tree by the jungle tribes, cut into sticks two inches or more long and dried in the shade. After passing through the hands of many adulterers it reaches the factory to be made into shellac varnish. The stick-lac is ground in hand mortars and sifted through hand sieves. Following the grinding and various processes, the mixture is put into long narrow cloth bags 10 to 12 feet long and two inches wide. For handling in this way one quality of lac bags must be made of American willow. The bags are worm-eaten affairs which are held over open charcoal fires by two operatives, who twist the bags in opposite directions, while the melted lac slowly oozes out and drops upon the floor. The next day it is ready to be broken into thin flakes and packed into bags ready for shipment, when it becomes what is known in commerce as shellac. Lac, in its original state is blood-

red, as brilliant a scarlet as cochineal and more permanent. The furniture of palaces, magnificent bedsteads and thrones, chairs, hair, chests elaborately carved and often mounted and inlaid with gold, jewels and ivory, and always shined and polished, are depicted in great numbers in the early literature of India. Almost to no particular did the ancient process differ from that now commonly employed in India. Nations have been conquered, but not changed. One recalls a significant phrase of Kipling's, "Here lies the man who tried to hustle the East."

To Clean Glass Vases
Take some newspaper and twist it up into a wisp and put it into the vase with a little clean water, and keep on turning it round and round until all the stain comes off the glass and it looks clean and bright. This is an easy way to clean glass vases, water carafes, or bowls.

RUUD
INSTANT
AUTOMATIC
HOT
WATER
WITH a world-renowned Ruud automatic gas water heater you pay for the hot water you use. When you turn off the faucet you turn off the gas, and you have an abundance of scalding hot water as easily available always. Deferred payment. For the name of your nearest dealer write:

The Right Hat!
A hat picture that would be hard to miss. For the best hat picture that is more useful than a sports hat with an evening gown.
Write for name of nearest dealer.
D. B. FISK & CO.
CHICAGO

Select Fishhats for all occasions
A new Cleansing Cream—different from any ever before made

Cash's Names
"Cash's Names" is a new, unique, and useful book. It contains the names of all the people who are famous in the world. It is a book that is useful to everyone. It is a book that is useful to everyone. It is a book that is useful to everyone.

ARMAND
EAU DE COLOGNE
CLEANSING CREAM
Today, smoke and grime in the air indicate the need of Cleansing Cream for thorough skin cleansing, to keep the skin clear and fresh. This new Cream (made by Armand, maker of Face Powders of unusual excellence) is an entirely new kind. Eau de Cologne—used for the first time in a Cream—gives it pleasant fragrance and additional cleansing quality. It is to be used as a cleanser only—to replace or supplement soap, according to your special needs. It leaves the skin softly glowing and exquisitely clean. Use it every day for thorough cleansing. Use it especially for summer travel and motoring. You will notice a new clearness and freshness in your complexion—based on sweet cleanliness. In jars, 50c and \$1.00, at leading stores. Free trial sample sent on receipt of 2-cent stamp and coupon below with name and address. Write the Armand Company, Des Moines.

ARMAND—DES MOINES
Place send me free trial sample of Armand Eau de Cologne Cleansing Cream, including sample of your famous Armand Cold Cream Powder.
Name _____
Address _____
City _____ State _____

ARMAND
EAU DE COLOGNE
CLEANSING CREAM
Originated by Armand
Maker of Armand Cold Cream



MONARCH
Breakfast
COCOA
On Tour
"So now is come our joyous feast." Keen appetites come with motor journeys. Monarch Cocoa makes the ideal hot beverage for camp meals. It is pure, wholesome, refreshing, rich, delicious.
35c a pound
Quality for 70 years
Never Sold through Chain Stores
A few of the hundreds of items packed under the Monarch Label:
Sweet Pickles, Sweet Relish, Mayonnaise Dressing, 1000 Island Dressing, Creamed Corn, Creamed Potatoes, Creamed Peas, Creamed Carrots, Creamed Onions, Creamed Mushrooms, Creamed Tomatoes, Creamed Apples, Creamed Pears, Creamed Plums, Creamed Cherries, Creamed Raspberries, Creamed Strawberries, Creamed Blackberries, Creamed Blueberries, Creamed Raspberries, Creamed Strawberries, Creamed Blackberries, Creamed Blueberries.

REID, MURDOCH & CO.
Established 1853
General offices: Chicago, U.S.A.
Branches: Boston, New York, Pittsburgh

Have you renewed your subscription to the Monitor?
Prompt renewal insures your receiving every issue, and is a courtesy greatly appreciated by The Christian Science Publishing Society.

The Christian Science Monitor

An International Daily Newspaper

Advertising Offices in Boston, New York, London, Paris, Florence, Philadelphia, Chicago, Cleveland, Detroit, Kansas City, San Francisco, Los Angeles, Seattle, Portland (Oregon)

RADIO PROGRAM CHIEF SCORES FREE ADS

C. D. Isaacson, of WRNY, Says Newspapers Are Foolish to Print Trade Names in Broadcast Announcements—Defends Air Advertising

Gratuitous publication of trade names in radio programs was this week described as a newspaper folly by Charles D. Isaacson, program director of station WRNY, Roosevelt Hotel, New York.

In an interview with **EDITOR & PUBLISHER**, Mr. Isaacson maintained newspapers ought to drop this form of free publicity.

"It is advertising and should be paid for," he declared. "I cannot understand why newspapers have ever allowed it to continue as long as they have."

"Use of the trade names in commercial radio programs are more important to the advertisers and to the stations than to the readers, and, therefore, according to all editorial rules, should be omitted."

Mr. Isaacson was referring to commercial programs like the Ipana Troubadors, the Edison Hour, the Happiness Boys, the A. & P. Gypsies and other radio entertainment features paid for by general advertisers and duly listed by name in published programs, despite contrary advice of the American Newspaper Publishers Association.

Station WRNY sponsors commercial broadcasting, and Mr. Isaacson pointed to the fact that the Edison Company, one of this station's accounts, purchases space next to radio programs in newspapers to acquaint readers with its radio offerings.

A new technique for radio broadcast advertising was foreseen by Mr. Isaacson. It will, he believes, be somewhere between the present form of goodwill promotion and direct advertising.

"It may take the form of dramatization of a product," he stated. You will remember Maeterlink wrote a play the scene of which was laid in a man's stomach. The same idea might be used with effect over the radio by the manufacturer of a health food product.

"Someday radio stations may find a way to inform women who care to listen in about opportunities for bargains awaiting them in local department stores. Naturally stations offering this type of advertising will have to pay for space in the newspapers to tell listeners about it."

"Eventually I believe radio stations will be big users of newspaper advertising columns."

Goodwill advertising as it is sold by some stations today was defended by Mr. Isaacson. He said, however, he had no patience with thinly disguised direct advertising. The new technique he expects will be developed will make air advertising acceptable to listeners, he believes.

Mr. Isaacson pointed out that since the Edison Company has been broadcasting it has increased its newspaper advertising appropriation. A sum of \$80,000 has been spent in 25 New York City dailies during the last eight months. Beginning next month company will increase its use of newspaper space.

FLORIDA DAILY SOLD

Pulliam and Thomas Take Over Daytona Beach Journal

Eugene C. Pulliam and Raymond A. Thomas purchased the *Daytona Beach* (Fla.) *Journal*, on Oct. 1.

Both of the new owners are trained newspaper men and have had a wide experience in the business.

Mr. Thomas achieved success as gen-

eral manager of the *Franklin* (Ind.) *Evening Star*. He was recognized as one of the most aggressive, industrious and capable newspaper managers in the state. He has been connected with the newspaper industry in some capacity for more than 10 years.

Mr. Pulliam is editor and publisher of the *Lebanon* (Ind.) *Daily Reporter*, his paper being recognized as one of the outstanding small city newspapers of the Middle West. He formerly was associated with Mr. Thomas as editor and half owner of the *Franklin Star*. His newspaper training was received on the *Kansas City Star*.

CUTTING FREE PUBLICITY FROM RADIO PROGRAMS

(Continued from page 5)

Certainly we do not want to aid in building up another automotive publicity Frankenstein and thus cheapen all advertising and automatically reduce our rates."

"News, regardless of its advertising element, should be published," declares Hugh A. O'Donnell, assistant business manager of the *New York Times*. "Mere publicity is neither news nor good advertising and should be eliminated at least from the news columns. And advertising, as the news of merchandise, should be placed in the advertising columns. This applies to all classifications, whether radio, automobiles, or the products of any other industry."

"We try to give radio the same break on news that any other industry receives," said M. C. Meigs, publisher of the *Chicago Herald & Examiner*, "namely, that the editorial department be the judge as to its news value."

Total elimination of firm names and brands from radio programs does not appeal as fair to Harvey R. Young, advertising director of the *Columbus Dispatch*.

"The Columbus Dispatch eliminates all publicity except that which may be considered news, and it is news to radio listeners that the Waldorf-Astoria orchestra or the Edgewater Beach orchestra, or the Hotel Sherman orchestra is on the air," said Mr. Young. "If this is news, how can publishers eliminate Atwater-Kent, or Cluett Eskimos, or Washburn-Crosby's WCCO? We don't allow any explanation as to who the Washburn-Crosby Company is, or any other business or product. If a large band was to be put on the air, listeners would want to know what band is playing and if it is called the Ford Motor Company Band, how can you eliminate that identification from the programs? Anything publishers may do for the mutual benefit of readers and publishers, the Columbus Dispatch stands for."

Newspapers which operate broadcasting stations occupy a peculiar position in the newspaper-radio situation. Some of them sell time on their stations. Some do not. Some of them participate in the interstate hook-ups of the two leading New York stations, receiving their share of the proceeds paid by the firms sponsoring the nationwide entertainment.

Some newspaper-operated radio stations have their own groups of artists and entertainers and supplement their services by giving broadcasting opportunity to local orchestras and individuals. Sometimes local stores are permitted to sponsor entertainments, the stores paying the actors, musicians or singers, and newspaper supplying the air time free of charge. What policy is to be followed in these cases as to program publicity?

The *Portland Oregonian*, operating KGW, publishes only firm names and no brand names of organizations using its station, according to W. J. Hofmann, business manager. Sponsored programs on other stations are not listed under the sponsor's name.

The *Memphis Commercial Appeal*, whose WMC has a widely-heard voice, never prints the names of firms in its programs except when the firm furnishes WMC with an orchestra or other entertainment, says C. P. J. Mooney, editor. "We have never made a charge for the

radio, but have never hesitated, when the firm gives us a program which we accept, to give the firm decent credit therefore," Mr. Mooney added.

The *Kansas City Star*, a pioneer broadcaster, says "WDAF will allow no free advertising on the air in future. We will take high class commercial programs paid for on a regular radio advertising rate, however."

These few flashes indicate the many complexities that face both newspapers and radio station operators.

These complexities give no hint of self-solution. The newspapers a few years ago recognized the immense news value of developments in this new use of the invisible ether. All of them gave its kaleidoscopic expansion of the early days millions of words of news. Some few of them early sensed the advertising possibilities inherent in an industry which could easily place apparatus in every home in the country within a few years and sought to foster those possibilities by the same stimulants that had been applied to the infant automobile and the bicycle. They had never given similar stimulation to the piano or talking-machine industries, to which the newcomer was to deliver a body blow, nor to any other of a dozen industries whose products held a wide and commonplace public interest. The news interest produced by the mysterious technicalities of radio, the overnight development of small manufacturers of radio receivers and accessories, the rise of the high-power big city stations and their early "miracles"—the enthusiasm generated by all these tended to dim the caution signals on the track ahead of the newspaper publisher.

Four years later things are seen more sharply, but the future of radio is not yet clearly defined. Just at present, there is no man or body within or without the industry equipped to wield regulatory or police powers on the broadcasters. The only restraint is the occasionally irresistible, but usually sluggish, force of public displeasure at misconduct on the ether waves. It is not likely that such an anarchic state will persist beyond the next session of Congress, but what form of rule will be adopted no one has yet prophesied.

The past year saw many new broadcasters added to the already crowded ranks of those using the limited wave bands available, but it is not likely that this kind of growth will continue. In fact, the tendency is toward reduction of the number of broadcasters, toward centralization of broadcast program in the large cities, except for events of nationwide interest which may occur elsewhere. Details of the transactions by which WEAF passed from the possession of the American Telephone & Telegraph Company to that of the Broadcasting Company of America, the latter affiliated with the Radio Corporation of America, are still somewhat obscure outside of circles directly concerned. The R. C. A., however, in addition to controlling much of the trans-oceanic communication by radio and to drawing royalties on parts essential to almost every radio set, seems about to assume control over programs

that will reach most of the radio listener throughout the land.

Whether newspapers are to support or foster this development either on grounds of public policy or selfish interest, or resist it, is not yet apparent.

Certainly, no matter how the industry develops, it will thrive lustily at the expense of the newspaper unless the present flow of free newspaper service is curtailed. Radio programs are an incidental part of the newspaper's contents; radio sections with their technical articles on construction interest deeply only a small minority of newspaper readers. Their circulation value, once presumed important, is now comparatively small in a well-edited, complete newspaper.

What then, does a newspaper gain giving many columns of editorial space? Advertising of radio manufacturers will be answered. Let us see.

New York morning and Sunday newspapers during the first six months 1926 carried 557,142 lines of radio advertising, or 1.2 per cent of their total advertising space. Evening newspapers carried 1,074,034 lines, or 2.4 per cent of their total advertising space. Although direct statistics are lacking, it may be surmised that New York papers with their great concentrated radio market carried a larger proportionate volume of radio advertising than the papers of other cities.

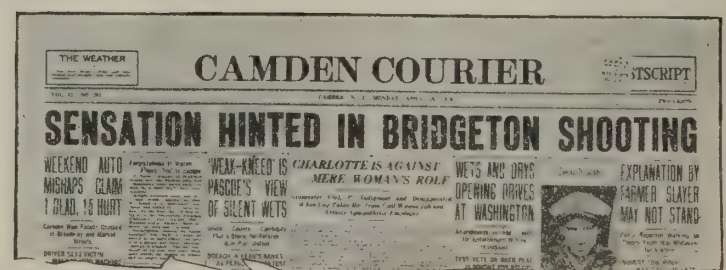
The paid radio advertising in the morning and Sunday issues is the equivalent of a little more than 250 pages, over a period of six months. In the evening papers, the space is the equivalent of about 480 pages. The morning and Sunday papers in that period published 46,000 total pages; the evening and Sunday papers published a total of 48,780 pages. Radio advertising occupied a little more than half of 1 per cent of the total morning space and almost 1 per cent of the total evening and Sunday papers' space.

Figure programs at two columns daily in each of the 15 newspapers and at two columns in the special Saturday or Sunday summaries of the week's broadcast—a total of 5,000 columns for programs alone during the six months conservative. Five thousand columns translated into 833 eight-column pages for programs alone—balanced against total advertising input of 730 pages. An account is taken of the columns, pages and sections devoted daily and weekly to technical discussions, reviews of broadcasting, and studio gossip, but it is safe to say that an additional 200 pages would not hold the six-months' production of the radio editors and publicity men who supply their needs.

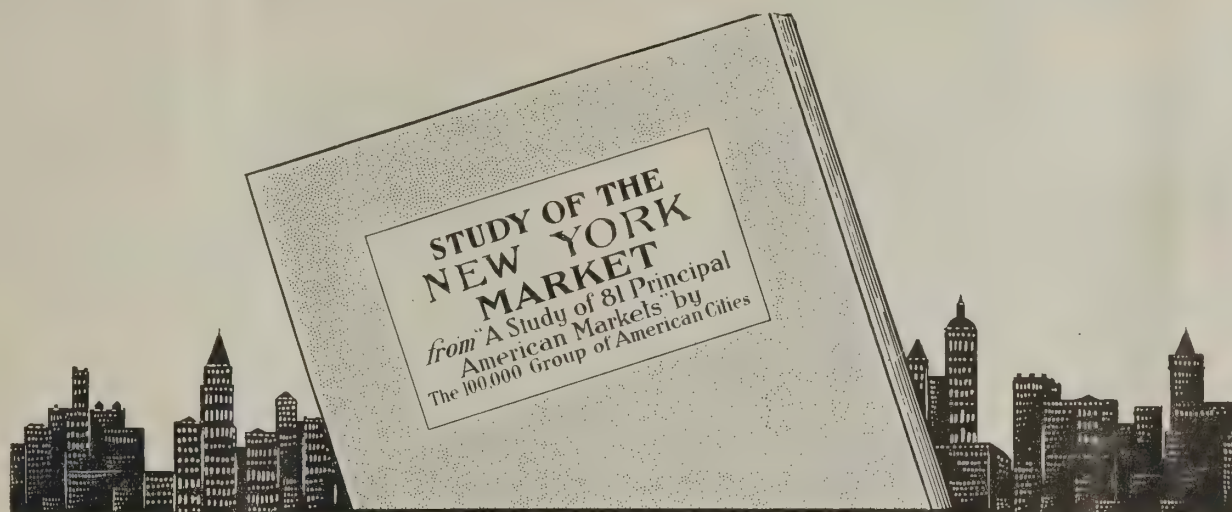
The scale are badly over-balanced against the newspaper on the space account alone. Add to that the fact that the broadcasting stations are using the gigantic gift of newspaper space to line their own pockets with money that they produce sales for advertisers should be spent in the newspaper columns and the picture is not one to give comfort to the newspaper publisher. Relations of the press with the radio need adjustment before their economics get completely out of hand.

18 INTERTYPES

are being used by



No Standardized Intertype has ever become obsolete



THE NEW YORK TIMES has issued a sixteen-page book which embraces the exclusive data covering the New York market appearing in the 358-page book "A Study of 81 Principal American Markets," recently published by The 100,000 Group of American Cities.

The work comprehensively analyzes the vast concentrated New York market. The ten pages of statistical information give complete, for the first time in simplified form, the figures of New York City, and of 300 towns in the metropolitan area—population, families, dwellings, male and female buyers fifteen years of age and over, automobiles, retail outlets and wholesale firms. The statistics cover every town of more than 1000 population.

The advertiser who wishes thoroughly to cover the New York market will find the information in this book of greatest value and interest. A copy will be sent to any advertiser or agent on written request.

ADVERTISING DEPARTMENT

The New York Times

THE NEW YORK TIMES, 229 West 43rd St., New York.

Send: "A STUDY OF THE NEW YORK MARKET" to

Please print
Name and
Address

(EP.)

WOODBIDGE TALKS TO SPECIALTY AD GROUP

I. A. A. President Emphasizes International Aspect of Advertising in Chicago Speech—Goes Elected President

C. K. Woodbridge, president of the International Advertising Association, emphasized international aspects of advertising in his address at the executive session of the Advertising Specialty Association, which held its annual convention at the Hotel Sherman in Chicago, Sept. 20-24.

Mr. Woodbridge mentioned plans, if the necessary funds are obtainable, to stage a special day in each of the affiliated I. A. A. clubs to give men in the specialty advertising field an opportunity to put on an effective program.

Of the international scope of advertising, Mr. Woodbridge said:

"In America we have made advertising the common language of trade. It gave me a thrill to receive California fruit for breakfast in Amsterdam, Holland—to use Palmolive soap in Paris, where I sat next to a French business man who speaks our American language as well as I do. 'All I know about America I have acquired reading advertisements in American trade papers, newspapers and magazines,' he told me.

"I bought California raisins in packages at the Zoo in London, and Virginia peanuts for the elephants."

Advertising standards have been raised to such an extent that the amount of worthless advertising today is negligible beside the body of legitimate advertising, Mr. Woodbridge declared.

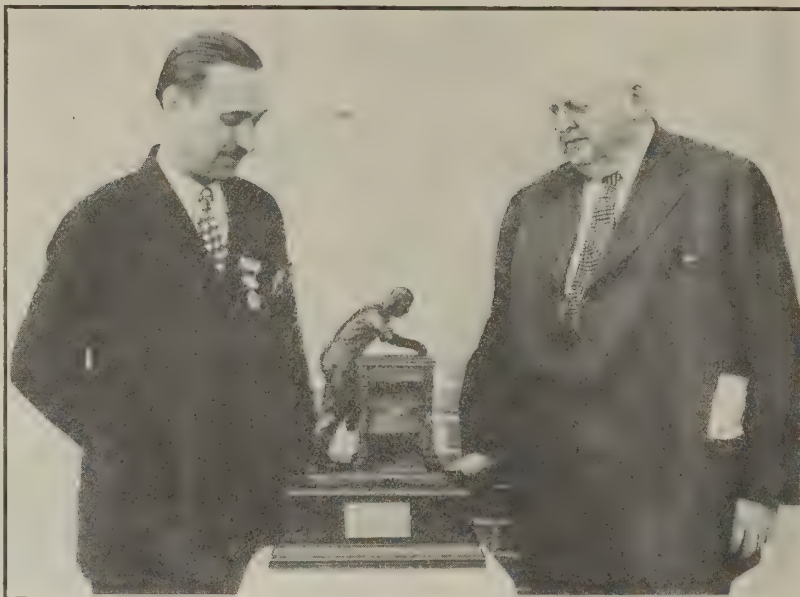
The convention opened with registration and viewing of trade exhibits. The opening program session was held Tuesday, at which the members heard two speakers—John N. Van der Vries, Chicago, manager of the north central division of the United States chamber of commerce on "What's It All About?," and Harry Collins Spillman, New York City, on "Emphasizing the man in SalesMANship." Reports of officers and committee chairmen followed.

On the program at the annual banquet was Judge John H. Lyle, Chicago, who spoke on "What Every Business Man Should Know."

Thursday morning, the sales promotion round-table meeting was presided over by Stanley W. Allen, secretary-treasurer of the Kemper-Thomas Company, Cincinnati. R. R. Cunningham, director of sales, personnel and advertising of La Salle Extension University, Chicago, talked on "Hiring and Training Salesmen."

Charles E. Goes of Chicago was elected president of the Association. Other new officers are: I. C. Clover, Coshocton, O., first vice-president; W. A. Repke, St. Paul, second vice-president; E. N. Fordon, Aurora, honorary vice-president; J. B. Carroll, Chicago, treasurer.

PRINTING CRAFT IMMORTALIZED IN BRONZE



Capt. Pierre de Rohan (left), associate editor of the *Camden (N. J.) Morning Post and Evening Courier*, went all the way to Colorado Springs to present this statue, "The Make-Up Man," to the International Typographical Union, through President James M. Lynch (right). The statue was executed by Max Kalish for J. David Stern, publisher, as a tribute to the printers of the world. It is the first work of art glorifying the men who bear the actual burden of newspaper-making. The statue will be placed in I. T. U. headquarters, Indianapolis.

FOUR FIRMS CITED

Federal Trade Commission Eliminates Misleading Practices

The Federal Trade Commission this week cited four concerns as having employed misleading advertisements, brands and labels. Each firm agreed to cease and desist from the practices complained of, and so their names were withheld by the commission.

One cigar manufacturer had been using the term "Havana Crumbs" in advertising a cigar which was not manufactured from Havana tobacco, either in whole or in part.

A firm manufacturing soy bean and wheat products agreed to cease using a label bearing the words "Sanuki, Japan," and from stating that it was an "importer" of soy beans, inasmuch as it "does not import the product which it so represents."

A corporation engaged in the sale and distribution of fabrics agreed to cease using the term "Sil-kee Pongee" in reference to a product which did not contain any silk.

The fourth firm agreed to cease using the terms "Sheffield Silverware" and "Sheffield Plate" in reference to silverware that was not made in Sheffield, England, and not by the famous Sheffield process.

BROOKLYN CLUB GETS CHARTER

The Brooklyn Newspaper Club has obtained a New York state charter of incorporation. Arthur Lozier, *Brooklyn Eagle*, is club president.

First newspaper merchandising departments were established more than 10 years ago.

NEWARK PRESS LOSE POINT IN SUIT

Court Denies Damages to Defunct Tabloid—Receiver Alleged Senator Frelinghuysen Owed Company \$105,000

Chancellor Backes, in the Court Chancery, Newark, this week held off hearing testimony that the now defunct *Newark Press*, a tabloid, had no ground for collecting the \$105,000 alleged due newspaper from former United States Senator Frelinghuysen. Joseph J. Fiske, the promoter of the tabloid, the court decided, might have grounds for recovering damages, and plaintiff's attorney was allowed to submit further brief in argument.

The action was brought by John Bernhard, receiver for the company. Testimony by Mr. Fiske was to the effect that Mr. Frelinghuysen had promised to finance the publication of the *Press*, but withdrew when his demand for 51 percent of the stock was refused. The former Senator took the stand for an hour, and, while admitting that he made personal loans to Mr. Fiske and that he had investigated the proposal to publish the paper with a view to financing it, he thought advisable, denied he promised definitely to finance it. He also said that Mr. Fiske had released him from further obligations when he gave \$8,000 to pay the salaries of the paper's employees.

The *Press* started publication Sept. 1, 1924, and suspended Oct. 17 of that year.

PLANS NEW PAPER MILL

The plant of the Tumwater brewery Olympia, Wash., has been taken over by T. Osmund, for 24 years connected with the Hawley Pulp and Paper Company, Oregon City, Ore., and will be converted into a paper mill. About \$400,000 will be spent in alterations.

NEWSPAPER FINANCING

Primarily, our business is the developing of newspaper revenue through greatly increasing Display and Classified advertising by properly prepared plans and promotion.

However, we are also in a position to negotiate the financing or purchase of several good newspaper properties up to the extent of \$5,000,000.00.

All correspondence will be treated in sacred confidence.

W. G. BRYAN, President

THE BRYAN ORGANIZATION

Scientific Service for Developing Every Department of a Newspaper
SUITE 1003, 475 FIFTH AVE.
Fifth Ave. at 41st. Opposite Public Library, NEW YORK CITY

~FOR PROMPT SERVICE~

TYPE

BORDERS ~ ORNAMENTS ~ BRASS RULE

Printers' Supplies

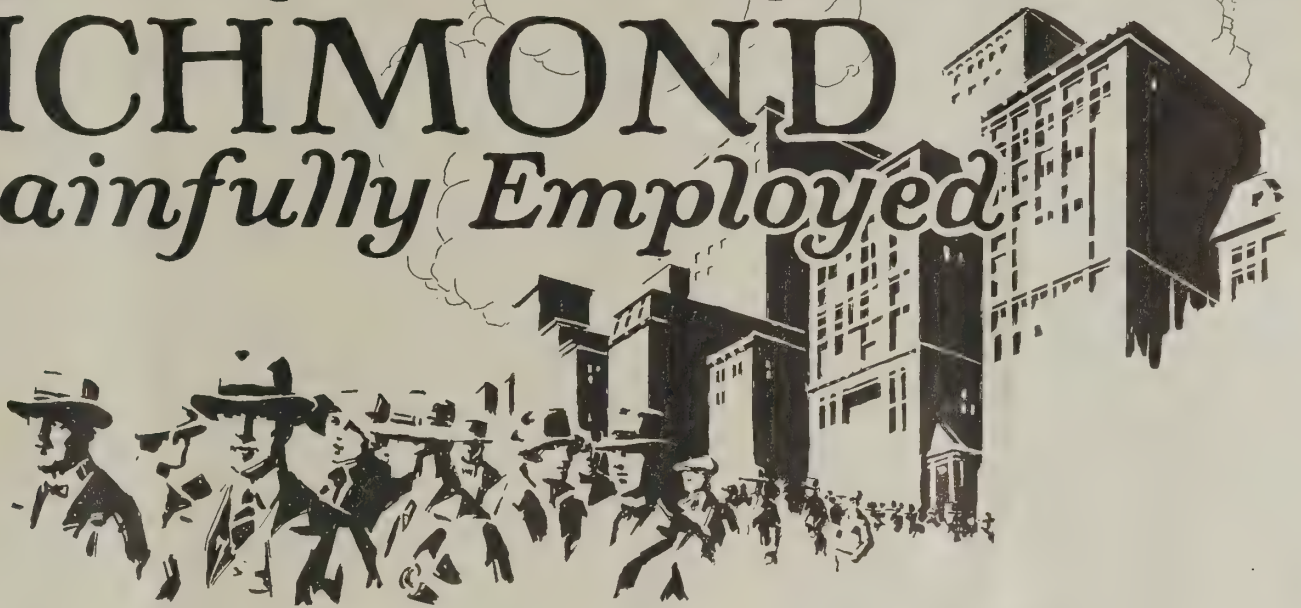
KELLY PRESSES ~ KLYMAX FEEDERS ~ PAPER CUTTERS
HAMILTON WOOD AND STEEL EQUIPMENT, INCLUDING OUR
AMERICAN CUT-COST EQUIPMENT

Carried in stock for prompt shipment at the following Selling Houses of the

American Type Founders Company

BOSTON	RICHMOND	DETROIT	MINNEAPOLIS	SAN FRANCISCO
NEW YORK	ATLANTA	CHICAGO	KANSAS CITY	PORTLAND
PHILADELPHIA	BUFFALO	CINCINNATI	DES MOINES	SPOKANE
BALTIMORE	PITTSBURGH	ST. LOUIS	DENVER	WINNIPEG
	CLEVELAND	MILWAUKEE	LOS ANGELES	

Nearly half the Citizens of RICHMOND are gainfully Employed



One out of every 2.15 citizens of Richmond, Va., is actively employed in a gainful occupation.

And they are employed STEADILY.

For Richmond is not subject to deflation and periods of inactivity and the laying off of employees.

This is because Richmond's enterprises are not centered upon the manufacture of any one commodity or type of commodity. Richmond's capital is invested in diversified interests—and seldom, if ever, are they affected simultaneously by the condition of the country at large.

The fact that nearly half the citizens of Richmond are employed gainfully and steadily means that Richmond is a market with a tremendous and permanent buying power. It means that Richmond is a desirable market for the sale of any commodity.

National Representatives

KELLY-SMITH COMPANY

Marbridge Bldg.,
New York City.

Waterman Bldg.,
Boston, Mass.

Atlantic Bldg.,
Philadelphia, Pa.

Tribune Tower,
Chicago, Ill.

J. B. KEOUGH, Atlanta, Ga.

If you have anything to sell—Tell Richmond about it in

There are 186,403
people in Richmond.

86,699 of them are
employed STEADILY.

Richmond has the sec-
ond lowest living cost
of any city in the United
States.

Which means—Rich-
mond's citizens have
money with which to
buy.

**Richmond Is A Steady
Permanent
Non-Fluctuating
MARKET**

The Richmond NEWS LEADER

"ON NEWS LEADER SQUARE"

Covers Richmond Like a Roof

LORAIN JOURNAL FIGHTS UNDERWORLD TO PRESERVE CITY'S PROSPERITY

Its Drive on Vice Supported by Governor—Full-Page Ads Being Used—Economic, Not Moral, Angle Stressed

THE underworld of another city is being cleaned up as a result of the crusading activities of a newspaper.

The *Lorain* (O.) *Journal*, alarmed because an almost unprecedented period of activity on the part of industries of the city had resulted in little or no additional prosperity for stores, real estate dealers, banks and other business establishments, started an investigation to find out why.

It found the town saddled with more than 200 booze, gambling and vice resorts—about one for every 200 of population—which were diverting approximately \$100,000 weekly from legitimate business channels. The newspaper throughout its campaign against the underworld emphasized the economic rather than the moral or social phrases of the situation, pointing out that most of the huge sums consumed in traffic in booze, vice and gambling were taken out of town and that this played a large part in depression of business.



FRANK MALOY

The investigation first started several months ago under the direction of Frank Maloy, editor of the *Journal*, has had the following results in recent weeks:

The *Lorain* police force has been reorganized; the state prohibition department sent special agents into the city in an effort to close big bootleg establishments that defied local authorities; Gov. A. V. Donahey summoned the mayor and chief of police of *Lorain* to the state capital and officially ordered a clean-up; the federal district attorney is preparing to take a hand.

To date city police and state agents have made more than 70 arrests and padlock proceedings have been started against many of the more notorious resorts by the city solicitor.

As a result of the *Journal's* exposé there was a break with the city administration and it was necessary for the governor to step in when city officials failed to act. Following a conference with David Gibson, publisher of the *Journal*, D. F. Williams, business manager, and Maloy, the governor sent his own investigators into the town. They confirmed charges made by the paper. The state executive then, under threat of removal proceedings against the mayor, demanded that the city be cleaned up.

Subsequently, the mayor in a letter to the state prohibition department, admitted the truth of the paper's charges and asked for aid in fighting entrenched bootleg interests.

Not content with forcing a clean-up,



DAVID GIBSON

the *Journal* is going a step further. Taking the attitude that so long as there are enough people willing to patronize underworld resorts, there will be resorts to serve them, it has started publication of a series of full-page advertisements directed against such patronage.

These advertisements do not preach. They appeal to the pocketbook and common sense rather than to morals or virtue.

The first of these ads appeared Sept. 25. It pointed out how, under the law of averages, the patron of a professional gambling house eventually loses because of the percentage that goes to the house regardless of who wins.

In an editorial the *Journal* said that the commercial value of advertising had been fully established, but that its sociological value was an unknown quantity.

"The *Journal* assumes," said the editorial, "that if advertising can cause people to increase their purchases of food, clothing and other merchandise * * * things good for them and the community it can also cause them not to do things that are harmful to themselves and the community."

Gibson believes *Lorain* did not develop its own underworld.

"Our city became the dumping ground for underworld characters driven out of nearby cities of Cleveland and Detroit," he said. "These cities have been trying to get rid of their criminal elements in the last year."

According to D. F. Williams, business manager of the *Journal*, the newspaper's campaign has won the support of the business interests of the town.

"There was some criticism at first," he said, "but this changed to commendation when we disclosed that the underworld was carrying \$5,000,000 a year out of town and robbing the city of prosperity."

In commenting on the *Lorain* clean-up, B. F. McDonald, state prohibition commissioner, said that if newspapers and business men generally would consider the professional gambler and bootlegger from an economic point of view and realize that they are a menace to the prosperity of the community, the fight against these evils would be half won.

The *Journal* is the youngest newspaper in northern Ohio. Established five years ago, it was purchased by Gibson in 1923.

\$50,000 ADDITION STARTED

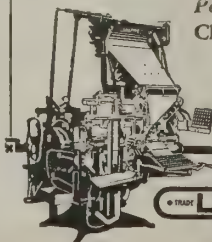
Work was started last week on the \$50,000 addition to the *Portland* (Ore.) *News* plant. The structure will add 4,500 square feet of floor space to the

From the Linotype Mailbag

"Co-operation"

This is to thank you for the prompt service we received upon our last order of "Pot Units." We ordered the goods Monday and received the shipment Tuesday evening, 9:31, thru the American Express Company, via Nickel Plate R. R. We appreciate this co-operation.

Wladomosci Codzienne
Polish Daily News
Cleveland, Ohio.



TRADE LINOTYPE MARK

composing and stereotyping departments, and provide double the present space for the editorial department. C. W. Myers is business manager of the paper.

LUBBOCK, TEX., DAILIES ARE CONSOLIDATED

Single Publishing Company Now Operating Journal and Avalanche with Dorrance D. Roderick, President

The two companies publishing the *Lubbock* (Tex.) *Daily Journal*, evening and Sunday, and the *Lubbock Morning Avalanche* were recently consolidated, and the papers are now under one management, the *Avalanche-Journal Publishing Company*.

Dorrance D. Roderick, who has been manager of the *Journal*, is now president and general manager of both publications, while Charles A. Guy, editor of the *Journal*, and James L. Dow, editor of the *Avalanche*, continue in their former positions. The papers are combined in one edition on Sunday mornings under the name of the *Sunday Avalanche-Journal*. Two weekly publications have been merged as the *Weekly Avalanche-Journal*.

The merger unites the only two daily newspapers between Amarillo and Sweetwater. Stockholders in the company, all newspaper men, in addition to Guy, Roderick and Dow, include Houston Harte, San Angelo, publisher of the *San Angelo Standard* and the *Sweetwater Reporter*; Bernard Hanks, publisher of the *Abilene Morning News* and the *Abilene Reporter*; Dr. J. E. Nunn and J. Lindsay Nunn, both of Amarillo, former publishers of the *Amarillo News and Post*, and now operators of eight weekly newspapers.

At a meeting of the stockholders, D. D. Roderick was elected president of the consolidated companies; Bernard Hanks, vice-president, Charles A. Guy, secretary, J. L. Nunn, treasurer, other directors being Houston Harte and J. L. Dow.

BILLBOARD TAX OPPOSED

K. C. Advertising Club Says Move Dangerous to All Paid Space

Opposition to a proposal of the city council of Kansas City, Mo., to tax bill boards has been voiced by the Advertising Club of Kansas City.

"Taxation of billboards would injure all other forms of advertising, including newspapers, street car display, direct advertising and other forms of publicity," C. E. Griffin, president.

CLOTHIERS URGED TO ADVERTISE

A national and local advertising campaign by retail clothiers and haberdashers to "awaken greater dress consciousness" in men was recommended in resolutions adopted last week by the National Association of Retail Clothiers and Furnishers.

CIRCULATION CAMPAIGNS Get Big Quick Results

The largest and most successful circulation campaigns on the leading newspapers in U.S.A. have been for years conducted by our organization.

WIRE OR WRITE, Care OHIO STATE JOURNAL COLUMBUS, OHIO

Now conducting our second campaign on above paper.

HOLLISTER'S
Circulation Organization

717-718 Commercial Exchange Bldg.
Los Angeles, Cal.

Only Limited Number To Be Issued of
Special

Author's Autograph Edition

"TRAIL BLAZERS of ADVERTISING"

By Chalmers Lowell Pancoast

614 West 157th Street

New York City

(Now On The Press)

FIRST EDITION is being printed especially for Advance Subscribers—Each copy being NUMBERED; and SIGNED by the AUTHOR.

Better than a novel—Stories of colorful romance and thrilling adventure of old-time publicity schemes and schemers.

A BOOK EVERYBODY CAN READ AND ENJOY.

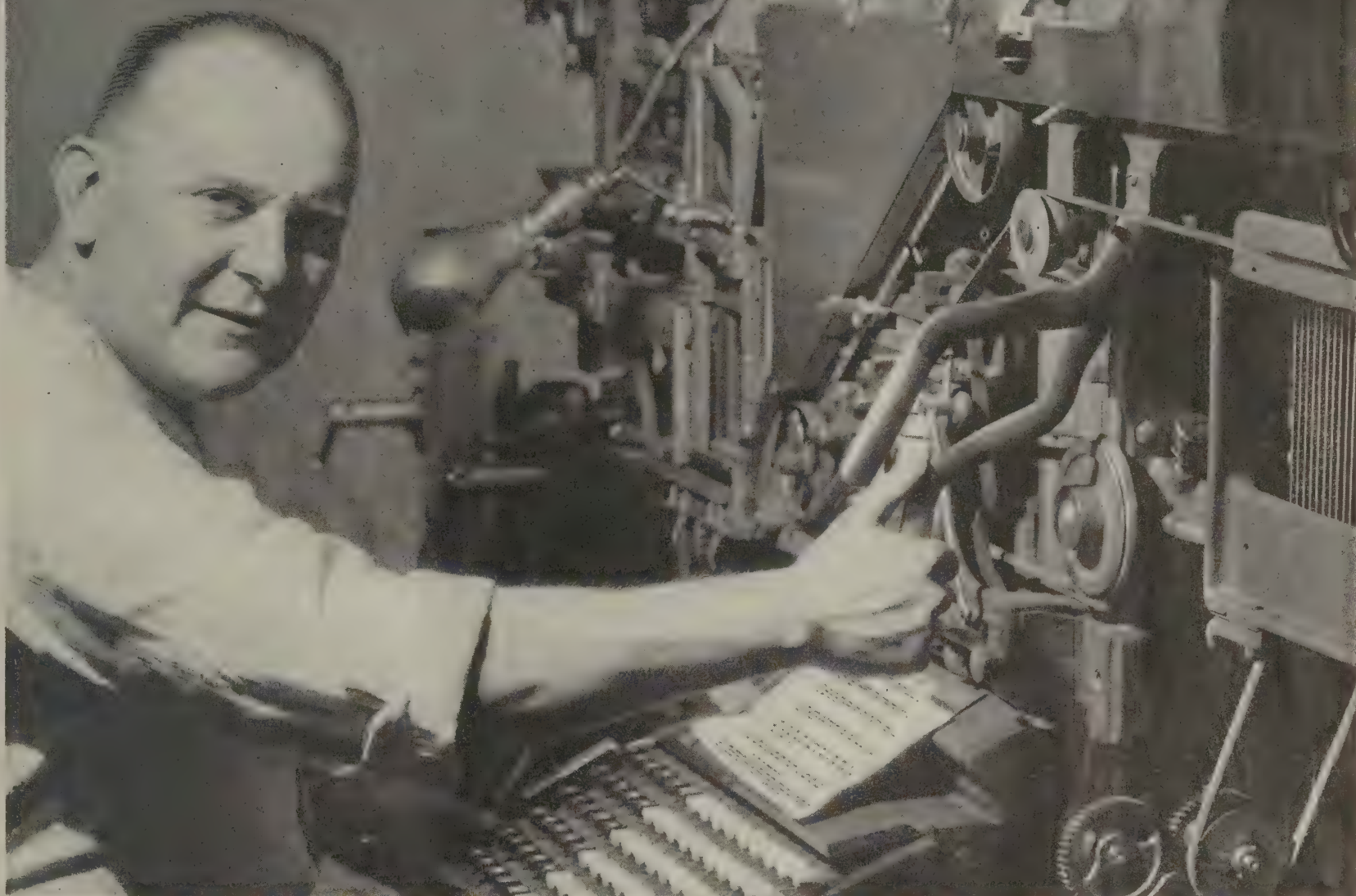
Octavo—Handsome Cloth Binding—50 chapters—270 pages—25 Newsy illustrations from old photographs, and clever sketches by Ray Highet.

The FIRST EDITION—(Numbered and Autographed) will sell at \$2.50 per copy (add 15c. for postage). This Special Price ONLY on orders in advance of publication.

The SECOND EDITION on sale ONLY at book stores, at an advanced price of \$3.50.

ORDER YOUR COPY NOW—DIRECT FROM THE AUTHOR

• TRADE **LINOTYPE** MARK •



The Model 26 Linotype

is saving time and cutting production costs in hundreds of newspapers because of these features: Two standard main magazines and two standard auxiliary magazines all operated *continuously* from one power-driven keyboard.

Matrices from all magazines assembled in the same line. All magazines quickly changed from the front and interchangeable with other Linotypes. Can be equipped to cast either 30 or 42 picas maximum measure.

The Model 25 is just like the Model 26 except that it does not have the auxiliary magazines

MERGENTHALER LINOTYPE COMPANY

BROOKLYN, NEW YORK

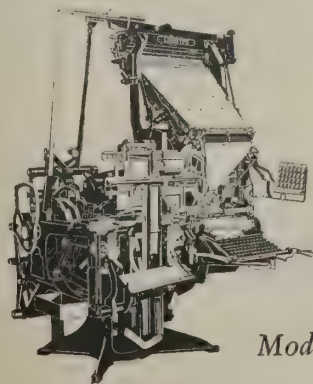
SAN FRANCISCO

CHICAGO

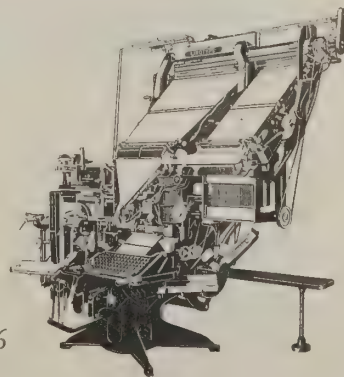
NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Representatives in the Principal Cities of the World



Model 25



Model 26

YES SIR! THERE'S A L

The Greatest Newspicture Achievement on Record Was Accomplished by NEA Service When It Scored Country-wide Beats on Three Events in One Week.

FIRST---with Miami Hurricane Pictures!

FIRST---with Sikorsky Plane Disaster!

FIRST---with Dempsey-Tunney Pictures!

A few representative members of "The Happiest Family on Earth," give eloquent testimony on these two pages to results achieved with this triple sockdolager. All of this was made possible by the best trained, the most resourceful and the most loyal staff of men who ever worked together.

BIG AND LITTLE, EAST AND WEST, NORTH AND SOUTH

NEXT DOOR TO IT

Thanks and congratulations on Miami storm pictures—first seen in Haines City.—HAINES CITY (FLA.) HERALD.

Thanks for wonderful service on Miami storm pictures.—SAVANNAH (GA.) PRESS.

The enterprise of NEA made it possible for us to scoop all newspapers north of Atlanta with actual storm photos from Miami.—E. G. Denham, Managing Editor, HENDERSONVILLE (N. C.) TIMES.

Service on Miami pictures is great. Congratulations and thanks.—ASHEVILLE (N. C.) TIMES.

Thanks to NEA, New Era scooped them all on Florida pictures.—HOPKINSVILLE (KY.) NEW ERA.

OUT WEST

First pictures, published in Southern California of the championship fight at Philadelphia, NEA Service breaking all records for speedy picture transmission. — POMONA (CALIF.) PROGRESS.

Congratulations on rush service on fight pictures.—PARSONS (KAS.) REPUBLICAN.

We beat opposition with fight pictures.—VANCOUVER (B. C.) SUN.

Congratulations on fight and storm pictures. They were best ever.—HELENA (MONT.) INDEPENDENT.

First with the fight pictures.—WATERTOWN (S. D.) PUBLIC OPINION.

First fight pictures in the county. Sent by NEA.—AMES (IA.) TRIBUNE.

FIRST IN NEW YORK

Your fight pictures were on street here at two o'clock. Thanks and congratulations.—W. N. Wilkinson, Managing Editor, BUFFALO (N. Y.) TIMES.

Congratulations on splendid service you gave us on Florida hurricane and Fonck accident. Five hours ahead with Dempsey fight pictures.—H. L. Rennick, Managing Editor, MIDDLETOWN (N. Y.) TIMES-PRESS.

As was the case with the Florida hurricane, the Springfield Daily News was enabled to furnish the public the first pictures of the fight through NEA Service. Compliments on excellent service.—Bert A. Teeters, Managing Editor, SPRINGFIELD (O.) NEWS.

First pictures of Dempsey losing title to reach Raleigh were those rushed by NEA.—RALEIGH (N. C.) TIMES.



NEA Service, Inc., 1200

The World's Greatest Newspaper Feature

T IN KNOWING HOW!

A Promise Made and a Promise Kept--and How!

All NEA clients expected to be **FIRST** with the Dempsey-Tunney pictures. They are accustomed to being **FIRST** with all important pictures. The Canton (O.) News was so sure that NEA could not fail that--well, let this box in that paper tell the story:

A SILENT TRIBUTE

It seems like old, old stuff to say "Well done!" but I can't let this brimming news week pass, tired as we are here, to let good old NEA know that we appreciate the superb service--the Florida pictures, the airplane wreck and fire, and last of all, the fight stuff--more than we can tell.

We can just say "Marvelous"--and then grope for words.

How you fellows do it is more than I can understand.

To think that a little sheet like ours, sitting out here remote from the cities, can scoop other papers of much larger circulation, and illustrate the daily sheet far better than they, is just a silent tribute to the splendid character of your service.

NEA certainly has a faculty of tackling the next big job in a bigger, better way than ever before, and if the clients of your service didn't spread themselves gloriously hours ahead of their competitors, it certainly wasn't your fault.

I only wish we had 48 pages in our sheet, instead of 12 or 16, so that I could use every line and every picture--and every comic--that you send. That would be the millennium for me, I guess--but I would be supremely happy. --James A. Murrin, News Editor, FRANKLIN (PA.) NEWS-HERALD.

BIGGEST IN 10 YEARS

Miami pictures biggest beat I have seen NEA put over in 10 years I have handled it. Hearst paper advertised, 'Watch News for first pictures of Miami disaster, now en route by airplane.' Opposition published three editions since we printed pictures, but we are only one to have them so far. --Ralph Roddy, Managing Editor, BALTIMORE POST.

Please accept our congratulations and thanks for the fine way you have been handling spot news mats this week. Through your service we have been able to give our readers the best and speediest pictures obtainable on the Miami disaster, the crashing of the long-distance plane and the Tunney-Dempsey fight. The last mentioned photos climaxed a great week. --Gilbert Jarvis, City Editor, LITTLE FALLS (MINN.) TRANSCRIPT.

This kind of service packs a champion's wallop. --Tom H. Keene, General Manager, ELKHART (IND.) TRUTH.

A full week, but NEA kept us on top of the news with the Fonck, Florida and fight pictures. The **FIRST** pictures. --MANISTEE (MICH.) NEWS-ADVOCATE.

Keeping Promise

In Thursday night's prize fight extras the Canton Daily News made an unusual promise. It announced that it would present the first pictures of the big fight to its readers on Friday morning, just 12 hours after the bout.

THAT PROMISE WAS KEPT

The Daily News presented a half page of action pictures Friday morning, three hours before any other Canton paper presented them. This was made possible by the superior facilities at command of THE NEWS. The pictures, rushed from Philadelphia to NEA Service in Cleveland by airplane, were brought to Canton by two special messengers.

This is the first time known that a newspaper has announced a day in advance that it was going to "scoop" its opposition, tell what the "scoop" was to be, and make good.

Incidentally, it was the second big picture "scoop" of the week, the News having presented first pictures of the Florida hurricane.

RECORD IN OKLAHOMA

Less than 24 hours after Tunney won in Philadelphia, photographs of the fight were published in the News, establishing a new record of transmission of pictures from the east to Oklahoma City. It used to require three days. Now, thanks to science, to the air mail and to the enterprise of NEA Service that time has been cut to less than one day. --OKLAHOMA NEWS.

THIRD BEAT

Today I congratulated the service on the Florida and Fonck pictures. Tonight the Dempsey ringside illustrations came in and I was delighted. That makes the third beat on the opposition this week on pictures, and I cannot too warmly commend the enterprise of NEA. --Lloyd Robertson, Managing Editor, PADUCAH (KY.) NEWS-DEMOCRAT.

We wish to add our praise to that you no doubt have already received over your Florida hurricane and Dempsey-Tunney fight picture service. We not only scored a beat over our local paper, but beat strong opposition from outside papers. --Geo. W. Crittenger, ANDERSON (IND.) BULLETIN.

ONLY A PONY CLIENT

The protection you have given us on the Trans-Atlantic airplane disaster, the Florida hurricane and the Dempsey-Tunney fight was great. We are only a Pony client, but you gave us the same kind of service you gave the big city papers and enabled us to scoop all opposition in our field, and that is going some. Once more, thanks for your service and assurance that we appreciate being a member of your big family. --Oldham Paisley, MARION (ILL.) REPUBLICAN.

SPEED AND QUALITY

Thanks for the excellent service on the big fight. We scooped the opposition in two editions. Let me compliment your service on the Florida hurricane pictures. No paper in this neighborhood excelled us either in speed or the quality of the pictures. --Richard Cull, Editorial Director, DAYTON (O.) DAILY NEWS.

THIRD TIME IN WEEK

Fight mats were in our office at 6 this morning. That's service, and it's appreciated. Again, and for the third time this week, I say thanks for the quick service--the Florida hurricane; the Sikorsky wreck and the fight. --Earl W. Hamer, Editor, WABASH (IND.) PLAIN DEALER.

FULL PAGE

Fine service on Dempsey-Tunney fight pictures. We were able to make up a full page, as enclosed. We are proud to be served by NEA. --F. G. Hickey, Managing Editor, CHESTER (PA.) TIMES.

IN SPITE OF MISHAPS

I want to thank you and the NEA staff for giving us a good beat on the Miami pictures in spite of all your mishaps. Also first fight pictures to arrive in Cincinnati. --Elmer P. Fries, Editor, THE CINCINNATI (O.) POST.

First pictures of Miami appeared in The News in the home edition Tuesday. Two full pages were run. Neither of the other afternoon papers had pictures until hours later. --WASHINGTON (D. C.) DAILY NEWS.

We beat opposition by five hours Dempsey-Tunney fight pictures. Congratulations. --L. E. Judd, Editor, AKRON (O.) TIMES-PRESS.

Today's wonderful photos of last night's fight in our opinion easily outstrip anything NEA has heretofore done and once again you have demonstrated why NEA leads in its field. In the words of Major Hoople, "Egad, folks, but you're great!" --S. R. Banyon, Editor, BENTON HARBOR (MICH.) NEWS-PALLADIUM.

est Third Street, Cleveland, Ohio

vice--Backed by 33 Years' Experience



EDITORIAL

RADIO PROGRAMS

AN increasing number of newspapers are eliminating from radio broadcast programs the names of advertised merchandise, disguised as entertainment features. There is no uniform action over the country, but in one city in the Middle West this week all of the newspapers, we understand, agreed to cut from programs names that smack of publicity.

A rule of editing, almost as old as the newspaper, governs this situation: Advertising belongs in the advertising columns, not the news columns. No amount of artful disguising can alter this principle. "Maxwell House" is intended to mean a branded coffee, for sale at all grocery stores, whether it appears in an advertisement stating that fact, or in editorial columns announcing that the "Maxwell House Orchestra" will be on the air at 8:30 p. m. "Eveready" is intended to mean a brand of merchandise for sale at a profit, not primarily a public entertainment.

When newspaper editors publish these names as "news" they fall for free publicity. It is but an advertising trick. Radio listeners may have become accustomed to identifying program material by these names, but this does not justify the theory that the newspaper is giving "news service" when it publishes these names. If the entertainment is labelled "Advertising music" or "Dempsey-Tunney prize fight" or just plain "Advertising," as the editor may elect to identify the items, the newspaper has done enough, assuming that the editor wishes to give any notice.

What are the facts in this radio publicity case? Broadcasting was established to give the public a motive for buying radio sets and maintaining them. Without broadcasting every set becomes useless junk. But the interests that profit from the manufacture and sale of this merchandise have been unwilling to bear the expense of furnishing entertainment and have sought to sell "space on the air" to advertisers. Not only do they propose to give publicity to brand names on the air, but also in the columns of newspapers printing their programs. To enforce the contract one broadcaster copyrights his program and threatens newspaper editors who change them. So, in reality, when a newspaper prints the name of an advertised article in its news columns its editor may be sure that the advertiser expects to pay for that agate line, since it is a part of the broadcaster's service to him. Radio gets the money and the newspaper gets the very doubtful satisfaction of having told its readers that some band named for some brand of merchandise is to play at a certain hour.

It is up to those who profit from radio to supply entertainment. In England radio sets are licensed and from fees thus collected entertainment is supplied. This may be a good or bad plan, but it is better than leaning on the newspaper for a support that so obviously should not be given. Some radio genius may supply a better method. Our own notion is that those who profit from the manufacture and sale of radio sets should tax themselves in proportion to their profits. If they are disorganized, let them organize! If they pass the tax along to the public in the price of what they sell it would be the usual thing.

The question whether a newspaper should omit advertised names from radio programs is perhaps best answered by another question: Mr. Editor, if a local retail merchant should hire a brass band, name it for himself, cause it to perform daily at his store to draw a crowd would the program be news?

Strictly speaking, radio programs in advance of the performance do not belong in the news columns, except as they may be extraordinary and be so judged by editors. There is just as much reason for printing advance programs of every local entertainment as "news." It is wholly inconsistent that radio programs should ride free in newspapers that make local theatres, movie houses, concerts, circuses and so forth draw their crowds by paid advertising. However, it was the newspaper that invited radio into the news columns and it would be a severe blow to a new industry to throw them out. But radio should not abuse the privilege.

When the true spirit of free press finally succeeds in taking the stronghold of secret diplomacy one of the great steps in history will have been taken to guarantee justice and its concomitant—peace.



Do good, O Lord, unto those that be good,
and to them that are upright in their hearts.—
Psalms; CXXV, 4.

EMPLOYEES AS OWNERS

JOURNALISM will look with keen favor on the announcement that Frank A. Munsey's two great metropolitan newspapers, *New York Sun* and *New York Telegram*, have passed to the control of William T. Dewart, who will presently develop a mutualization plan through which employees of the newspapers may share in the profits. Mr. Munsey allowed five years for the conversion of his properties into cash, and Mr. Dewart has accomplished this in respect to the newspapers in nine months, the sales price approximating \$13,000,000, including the *Mohican Company*. It is a feat that is but another proof of the singular ability of the man whom Mr. Munsey chose to carry on his policies and effect his desires.

The sale of these newspapers to employees makes the year 1926 historic in American journalism as, since March, announcements have been made that five leading publishers of the nation had been succeeded in ownership or control after their deaths by men who had assisted as paid workers in the up-building of their journalistic organizations. The majority stock interest in the vast Scripps-Howard organization is owned by employees; Walter A. Strong and associates, with the aid of a group of prominent Chicagoans purchased from the estate of the late Victor F. Lawson, for \$13,671,704.30 the goodwill and assets, less realty, of the *Chicago Daily News*; in July Irwin Kirkwood and associates purchased the *Kansas City Star* for \$11,000,000; and, during the year, George B. Dealey and other employees of the *Dallas News* gained ownership control of that great paper.

The year is also extraordinary for newspaper publisher benefactions to the fine arts, both Mr. Munsey and Col. Nelson having left their entire fortunes for the specific benefit of art as a cultural development of the people of New York and Kansas City. To this interest these two publishers have contributed, from the sale of their newspapers, exclusive of other properties, \$24,000,000, an hitherto unapproached philanthropy in the realm of aesthetic life.

Mr. Dewart has not announced his mutualization plan, for the simple reason, frankly stated, that it has not been perfected. However, he makes it clear that, as Mr. Munsey's friend, he proposes as best he can to effect the late publisher's wish to see his properties perpetuated by those whom Mr. Munsey had selected as employees. How deep this mutualization will be carried in the organizations therefore remains to be seen.

From the time that Mr. Munsey died **EDITOR & PUBLISHER** has expressed the belief and hope that the able men who surrounded him in life and did so much to make his newspapers a high credit to American journalism would succeed to ownership, rather than that the newspaper should pass to other interests. It seems to us to be an instance of simple justice to the individuals concerned, and while there are many other able newspaper men who might purchase the properties and carry them to even higher success, the Munsey organization deserves the honor and profit through sheer force of achievement.

William Randolph Hearst, in complaining of the summary discharge of an old employe by an ambitious newcomer, once said that an employe established a certain equity in his employer's business which deserves to be considered as a positive right. It is something for ruthless executives to consider. However, journalistic martinets are fast losing their power, as executives who are leaders demonstrate superior results.

ABETTING LOTTERY

YEARS ago the New York news manager of one of the press associations noticed that a client evening newspaper in a New England manufacturing city was making unusual requests for certain obscure Wall Street statistics. He wanted New York bank clearances, total stock and bond sales and other figures from the New York Stock Exchange which were so technical that their news value was in doubt. But this editor persisted, finally demanding that these figures be "flushed" on his wire ahead of all other interests in the world, including the health and safety of the President of the United States.

Investigation revealed that the ignorant factory workers of that drab city were gambling on these numbers and that the press association was being used by an unscrupulous editor who was lending his newspaper to a corrupt gamblers' ring, all in the name of "circulation." That was the first time this writer learned of a newspaper conducting a "number lottery."

This week the *New York World* opened a crusade against a similar lottery which for five years has been spreading demoralization through the negro section of Harlem, with pernicious social results. It is said that the daily turnover in this lottery in New York is \$100,000. It is fraudulent, of course, and has impoverished many families and keeps the ignorant players in a constant state of futile agitation. Betting is on numbers, or combinations of numbers, in Stock Exchange Clearing House statistics as published in the newspapers.

About a year ago the *Survey* exposed this evil condition and pointed out that some of the New York evening newspapers were catering to the frenzied negro gamblers by printing the statistics among the sport items on first pages of late editions.

Every circulation manager in New York knows exactly how many thousand extra circulation may be had by delivery of the edition carrying this "financial news" to the heart of the negro section ten minutes ahead of competitors. When they are labeled "official" the bets may be settled. The *World's* exposé will now explain to thousands of mystified persons why sporting editions of certain evening newspapers have regularly featured this bit of "financial news" which, by the way, is not very important even to bankers or brokers, and certainly not relevant to sports, unless the figures are the basis of a gambling game.

There can be no apology for editorship that consciously caters to a cheap lottery. That form of gambling is a dire evil which the people of this country have outlawed for more than a quarter of a century. Circulation gained by such methods is of doubtful value.

"What most of these Dictators seem to dictate are special cables to the London morning newspapers," says Punch, wholly ignoring the fact that second rights on these dispatches are eagerly purchased by newspapers here.

QUEER ADVERTISING

DOUBTLESS the jokesmiths will amply deal with the international complication certain to arise from the action of the British government in offering to the highest bidder England's letter cancellation advertising privilege. The government proposes, as a means of gaining revenue, to sell the right to print advertising slogans on mail passing through the post office. The advertiser need only furnish dies to be inserted in the cancelling machines which now print "British Made Goods Are Best" on every piece of mail matter that not only circulates in Great Britain but in all other nations. The dies may be changed as often as the advertiser desires. He may buy "circulation" in England for one slogan and "circulation" through United States mails for another.

The British example of printing government slogans on mail matter has already been followed by several other small nations, all members of the International Postal Union. While the propriety of the enterprise has often been questioned, the question has not yet reached the channels of diplomacy. In Washington it is believed that the State Department would hesitate long before entering a protest, but when commodity advertising begins to show on overseas mail we imagine that the columnists will open fire with their heaviest spoofing guns.

PERSONAL

WILLIAM PRESTON BEAZELL, assistant managing editor of the *New York World*, has returned from a month's vacation spent at Asheville, N. C. William F. Wiley, general manager of the *Cincinnati Enquirer*, has returned with his family from his vacation at Harbor, Maine.

C. Howard Thomson, nephew of David C. Thomson, Dundee, Scotland publisher, and an associate editor of the *Dundee Saturday Post*, visited the Curtis Publishing Company's plant, Philadelphia, Sept. 27. With Mr. Thomson was W. F. Anderson, associate editor of the *Dundee Courier*, also a Thomson publication. They arrived in New York last week to make a tour of the United States as far west as Chicago, visiting newspaper and magazine plants.

Charles F. Scott, editor and publisher of the *Iola (Kan.) Daily Register*, who was forced to quit all editorial work on account of his health several months ago, has returned to his desk. Mr. Scott spent the summer in Colorado and is completely recovered.

Charles H. Spilman, editor and part owner of the *Edwardsville (Ill.) Intelligencer* and postmaster at Edwardsville, Ill., has been elected secretary general of the Supreme Council of the Scottish Rite, and will have headquarters at Boston. The election is for life.

Royal W. Weiler, president of the *Allentown (Pa.) Call*, was crowned a thirty-third degree Mason at the recent sessions of the Supreme Council, Ancient Accepted Scottish Rite, held at Buffalo, N. Y. Weiler is a member of the board of directors of the International Circulation Managers Association.

Herman Roe, publisher of the *Northfield (Minn.) News* and president of the National Editorial Association, has returned from a six weeks' trip to the Pacific coast.

Swan J. Turnblad of Minneapolis, editor and publisher of the *Svenska Amerikanska Posten* and one of the best known Swedish publishers and authors in America, has just been decorated with the Order of the North Star by the King of Sweden.

Roy C. Irvine, publisher of the *La Presse (Wash.) Clipper*, has been appointed game commissioner of Whitman county.

Al Bowen, editor of the *Huntington Park (Cal.) Signal*, has returned from his visit to Hawaii.

IN THE BUSINESS OFFICE

WILLIAM N. VETROMILE, formerly in the advertising department of the *Worcester (Mass.) Telegram-Gazette*, returned to newspaper work after a year's illness from injuries received during the World War. He has joined the advertising department of the *Boston Sunday Advertiser*.

T. Hopkins, business manager of the *Vancouver Evening Columbian*, who recently underwent a major operation, is convalescing.

IN THE EDITORIAL ROOMS

JOHN H. GAVIN, sports editor of the *New York World*, recently appointed city commissioner of revenue and finance in Jersey City, N. J., will retire from newspaper work at the close of the present baseball season. Mr. Gavin has been connected with the *World* for 28 years. For several years he was city editor, before taking over the sports desk. His successor as sports editor has not yet been named.

Mer Dressman, former movie critic of the *Cincinnati Post*, has been named editor.

Sam Feldman, police reporter of the *Chicago Tribune*, has passed the bar examination and entered the practice of law. Feldman has been on the *Tribune* for two years.

Edward White, society editor, *New*

York Herald Tribune, has returned from a three weeks' trip through the Adirondack and White Mountains.

A. S. Koonce, former Texas and Kansas newspaperman, has joined the *Des Moines (Ia.) Register* staff.

John Pickering, formerly school board reporter for the *Chicago Tribune*, has left the *Tribune* to go to Paris. He has been succeeded by Levering Cartwright.

James Greene has been promoted from reporter to managing editor of the *Imperial Valley (Cal.) Press*.

Milton O'Connell, formerly of the *New York Herald Tribune* staff, is doing publicity for the San Carlo Opera Company in New York.

Perry Olds, formerly head of the exchange department of the *Milwaukee Journal*, has been appointed a member of the editorial staff. Dale Wilson, formerly at the copy desk, succeeds Olds as head of the exchange department.

Charles Parker, hospital reporter for the *Chicago Tribune*, was graduated in August from the Rush Medical College of Medicine and Surgery and is serving as an interne at the Presbyterian hospital. He has been with the *Tribune* for five years.

Frank Hicks, managing editor of the *Logansport (Ind.) Press*, has resigned to join the copy desk of the *Lima (O.) Daily News*. For four years prior to joining the *Press* he was on the *Minneapolis Star* staff.

John and Genevieve Forbes Herrick of the editorial department of the *Chicago Tribune* have returned from a month's vacation in Michigan.

J. Kenneth Jones of the *New York Herald Tribune* staff, who made a round trip voyage to France as a seaman, has returned to work.

A son, Francis Arthur Flynn, was born Sept. 7 to Mr. and Mrs. F. M. Flynn at Tokio, Japan. Flynn, who was graduated in 1924 from the Missouri School of Journalism, is on the staff of the *Japan Advertiser*.

Malcolm L. Stephenson has joined the *Jersey City Jersey Journal* staff. He came from the *Hartford (Conn.) Courant*.

Everett S. Irwin, assistant editor of the *Worcester (Mass.) Telegram-Gazette*, is sailing Oct. 9 for England with a Worcester soccer team which will play a team representing Worcester, England, in the latter city this fall for an international championship.

James Davies, music critic for the *Minneapolis Tribune*, reported the Marion Talley concert at Kansas City, Sept. 20, for his paper.

E. I. Collins has rejoined the rewrite staff of the *Jersey City Jersey Journal* after recovering from a physical breakdown.

John J. O'Brien, police reporter, *Worcester (Mass.) Gazette*, has been

FOLKS WORTH KNOWING

SERVING as city editor of a modern daily newspaper during the day, and as a justice of the peace in Municipal Courts at nights every third week for more than 10 years, Justice August T. Brust, 36, Frederick, Md., has established for himself an unusual record for public service.

He joined the reportorial staff of the *Frederick News* in Sept. 1913, and almost immediately began a career marked by public favor seldom afforded a newspaper man. Two months later he was elected a member of the Maryland Legislature, and in February, 1916, soon after the expiration of his term, was appointed one of three justices of the peace for Frederick city. He has served continuously since then under three state administrations.

Offenses covering the entire category of misdemeanors have been represented in cases reaching him for hearing. Twice he has sentenced men to the whipping post for wife-beating. His sentences for "automobile drunks" have ranged from fines of \$100 to \$200 to six months in jail. One "repeater" was given two years' imprisonment.

Throughout his term he estimates a conservative weekly average of 30 cases.

He has found neighborhood quarrels, originating in "back yard fence" discussions, the most trying to handle. Hundreds have come to Municipal Court in hope of finding a legal remedy for quarrels. But he has confined himself entirely to disposing of cases, not in dispensing advice.

The thirteen years in the newspaper field have brought him added responsibilities. He has passed through all editorial departments of the *News*, one of two daily newspapers published by the *News-Post*, to the city editorship, which post he has filled for about six years. Twice each week he supervises the publication of the *Semi-Weekly News*.

made editor of *The Sentry*, a new World War Veteran's magazine to be printed in Worcester.

Harold Coates, Sunday editor of the *Cincinnati Commercial Tribune*, has been made an assistant dramatic critic, in addition to his other duties.

(Continued on page 30)



AUGUST T. BRUST

Now Ready

DANGER AHEAD!

By Mildred Barbour

A Serial of Love and the Love of Money

With 72 Dramatic Line

Illustrations

by J. Norman Lynd

DANGER AHEAD, like other Mildred Barbour serials, runs 12 weeks, six installments weekly.

Print **DANGER AHEAD** and you will know why so many other editors use Mildred Barbour regularly.

Metropolitan Newspaper Service

Maximilian Elser, Jr., Earl J. Hadley,
General Manager Associate

150 Nassau St., New York City

How Central Press Covered the Fight

The manner in which the Central Press Association covered the heavyweight championship fight at Philadelphia is an admirable example of up-to-the-minute journalism.

Pictures of the fight were wired direct to Chicago from Philadelphia, the first one reaching our Chicago representative a few minutes after the fight was over. We had previously made arrangements with the Chicago office of the Western Newspaper Union to make cuts and mats of the fight pictures. They gave us splendid service, and shortly after midnight fight mats for all our clients in the west and middle west were in the Chicago postoffice.

Eastern and southern clients were taken care of by our New York office. Pictures of the fight were rushed from Philadelphia to New York, cuts made and mats mailed out from New York not long after midnight.

Pictures which were wired to Chicago were rushed to Cleveland by fast train, arriving at 7:35 in the morning. Clients in Cleveland and within a radius of 75 miles received their fight pictures in time for use the same afternoon.

The Central Press Association

V. V. McNITT
President

Central Press Bldg.,
Cleveland

H. A. McNITT
Editor and Manager

Deal with this group as with one publication, if you wish. Uniform marketing help throughout the state, under our "Iowa plan."



Good news for space buyers

Now cover all Iowa with daily newspapers with one order, one plate, one billing

The 28 leading Iowa daily newspapers comprising this association have combined circulation of 571,151.

The number of families in Iowa is 550,000.

There is your answer to the question of "How can I best reach the buyers of Iowa?"

Are we safe in assuming that you know the value of this Iowa Market? It is rather generally known that Iowa people rank far above the nation's average, as prospects for life's luxuries as well as necessities.

In taxable wealth per capita, Iowa is 51% above the nation at large.

Relatively high in education too. The percentage of Iowa people 18 years of age who have finished a four year high school

course is *twice* as high as in the United States as a whole.

Lowest of all the states in percentage of illiteracy. Iowa has more telephones in proportion to population than any other state.

More automobiles on farms than any other state. There is now one car for every 3.7 persons in Iowa.

And a point worth remembering is the fact that practically *every Iowa family* reads the local daily newspaper *every day*.

Uniform merchandising co-operation by all of these newspapers gives you a wonderful send-off with jobbers and dealers.

Any further information gladly sent upon request.

THE IOWA DAILY PRESS ASSOCIATION

DAVENPORT, IOWA

Ames Tribune
Boone News-Republican
Burlington Gazette
Burlington Hawk-Eye
Cedar Falls Record
Cedar Rapids Gazette
Centerville Iowegian & Citizen

Council Bluffs Nonpareil
Davenport Democrat
Davenport Times
Des Moines Capital
Des Moines Register and Tribune
Dubuque Telegraph-Herald
Dubuque Times-Journal

Fort Dodge Messenger
Fort Madison Democrat
Iowa City Press-Citizen
Keokuk Gate-City
Marshalltown Times Republican
Mason City Globe-Gazette
Muscatine Journal

Oelwein Register
Ottumwa Courier
Sioux City Journal
Sioux City Tribune
Washington Journal
Waterloo Evening Courier
Waterloo Tribune

IOWA — WHERE EVERY FAMILY READS A DAILY NEWSPAPER

(Continued from page 30)

Glenn Babb, recently appointed Peking correspondent of the Association Press succeeding Walter Whiffen, spent ten days in Tokyo early in September while en route from his last assignment in San Francisco to his new post in China.

Edward Q. Anderson has been appointed Olympia, Wash., correspondent for the Associated Press, succeeding Clement H. Hayes, who is taking a leave of absence. Anderson for the past five months has been with the *Morning Olympian* and *Evening Recorder* as day city editor.

Stanley Day, of the Detroit bureau of the Kent Press Service, has been promoted to St. Louis correspondent succeeding David Resnick.

NEW PLANTS AND EQUIPMENT

PLANT of the *Bell* (Cal.) *Herald* and the *Maywood* (Cal.) *Review* has been moved to 519 Baker avenue. The publishers, Joseph A. Fleitzer and S. E. De Rackin announce that plans are being made for changing the weekly into a daily in the near future.

New plant of the *Washburn* (N. D.) *Leader* is rapidly nearing completion. Fred F. Jeffries is editor and publisher.

Harry Hoffman, owner and editor of the *Oxford* (Kan.) *News*, has let the contract for a new home for his paper. The building will be of brick and devoted entirely to the newspaper work.

Extensive alterations, repairs and additions have been begun on the municipal building at Ashland, Va., and, when these improvements are completed the structure will be occupied by the *Hanover Herald-Progress*. Modern presses will be installed.

Another 24-cylinder multi-color Hoe press has been delivered to the Hearst Publications in New York City.

SCHOOLS

ACOURSE in news writing is being offered this year at Northland College at Ashland, Wis., under the direction of Mrs. Lucy Rogers Hawkins. Mrs. Hawkins has been secretary to the president and directs the publicity at Northland. She studied journalism at the University of Wisconsin and has had several years of experience in Madison, Detroit and Chicago.

Two hundred and fifty-two students in the Missouri School of Journalism this semester make up the record enrollment in the history of the school. One hundred and nine students from other divisions of the university are also enrolled in journalism courses.

More than 75 students registered in the Lee Memorial School of Journalism, Washington and Lee University, Lexington, Va., at the opening of its second year since its revival. The Lee School of Journalism was begun in 1869 by General Robert E. Lee, then president of Washington and Lee University, and was re-established last year under the supervision of Professor Roscoe B. Ellard, formerly head of the Journalism School at Beloit College, Beloit, Wis.

Expansion of the *Oklahoma Daily*, student newspaper of the school of journalism, University of Oklahoma, Norman, was announced with the resumption of publication at the beginning of the fall term. The paper has been elected to membership in the Associated Press and will carry daily news dispatches of state and national affairs. A telephone pony from the Oklahoma City A. P. bureau will be used.

First annual convention of "Quill and Scroll," the national high school journalists' organization will be held at the University of Iowa Oct. 15, and expectations are that representatives of 60 chapters will attend. George H. Gallup of the University School of Journalism, sponsor of the association and its secretary-treasurer, has announced that awards for news writing, editorial work, technology, copy reading, headline writing and advertising copy work, will be

announced at the meeting. The delegates will edit and publish one edition of the *Daily Iowan*, the university daily. A feature of the meeting will be the "covering" of the "mysterious crime" under direction of the psychological department of the university.

Two new instructors have been added to the staff of the Joseph Medill School of Journalism at Northwestern University, for this year. Prof. Theodore B. Hinkley, editor of the magazine, *Drama*, and associate professor of playwriting at Northwestern, will teach the course in dramatic criticism, and Harper Leach of the *Chicago Tribune* will be supervisor of the newspaper laboratory.

ASSOCIATIONS

B. J. WILLIAMS, director of sales of the Paraffine Companies, Inc., spoke before the ADVERTISING CLUB of St. Louis on Sept. 28, on "Some Fundamentals in Sales Management."

C. K. Woodbridge, president of the International Advertising Association was the speaker at the opening meeting of the 1926-1927 season of the WOMEN'S ADVERTISING CLUB of PROVIDENCE, R. I., at the Biltmore Hotel in that city Monday night.

H. P. Everest, publisher of the *Kirkland* (Wash.) *Journal*, has been elected president of the King and Kitsap counties group of the WASHINGTON PRESS ASSOCIATION. He succeeds Gunnar Lund, publisher of the *Washington Posten*.

The first autumn meeting of the WOMEN'S ADVERTISING CLUB OF PITTSBURGH was held at the club house of the Congress of Women's Clubs. Dinner was followed by the business meeting when the new officers were installed. They are: President, Miss Betty Bell; vice-president, Miss Violet Symons; corresponding secretary, Miss Doris Mirrieles; recording secretary, Miss Mary Moore, and treasurer, Mrs. Frances Howell.

H. T. Bussman, president of the Bussman Manufacturing Company, has been nominated for president of the ADVERTISING CLUB OF ST. LOUIS. Other officers nominated follow: first vice-president; Fred E. Winsor, General Outdoor Advertising Company; second vice-president, W. J. Johnson, Chappelow Advertising Company; third vice-president, R. M. Wright, advertising manager, Scruggs, Vandervoort & Barney Dry Goods Company; secretary, Hubert Echele, Warwick Typographers, and treasurer, Frank Fuchs, advertising manager, First National Bank. The election will be held at the annual meeting at Hotel Chase, Oct. 12th.

LANCASTER COUNTY PUBLISHERS ASSOCIATION held a dinner at the Stevens House, Lancaster, Pa., recently.

The Texas press will be honored at the pioneer dinner of the STATE FEDERATION OF WOMEN'S CLUBS in Dallas, Nov. 11. George B. Dealey, president of the *Dallas News and Journal*, will speak. During the federation convention, Nov. 8-12,

the press will be tendered a breakfast. With George McQuaid, Dallas, principal speaker, the press and publicity program of the convention will be held Nov. 12. Miss Margie Neal, publisher of the *Carthage East Texas Register* and Texas' first woman state senator-elect, also will speak.

Under the sponsorship of the PORTLAND ADVERTISING CLUB, an advertising club is being formed in Eugene, Ore., the site of the University of Oregon. W. F. G. Thatcher, head of the advertising department of the school of journalism at the university, has cooperated with the business men in forming the club. A large delegation from the Portland Advertising Club went to Eugene on September 24 to participate in the organization meeting.

DEL-MAR-VA PRESS ASSOCIATION, composed of publishers and editors of newspapers in Delaware and the Eastern Shore of Maryland, held its semi-annual meeting last Saturday at the University of Delaware, in Newark, Del. Following the business meeting the members were guests of Dr. Walter Hulihan, president of the University, at a luncheon. During the meeting a memorial was adopted to the late Everett C. Johnson, founder, publisher and editor of the *Newark Post* and also former secretary of State of Delaware.

Members of the NEW ENGLAND NEWSPAPERS ALLIANCE have been invited by William J. Pape, publisher of the *Waterbury* (Conn.) *Republican-American*, to hold their fall meeting in that city Oct. 27. At this time they will inspect the Republican-American's new \$15,000 model electrical home, which has been built in co-operation with the local electrical interests.

FOURTH ESTATE LODGE, A. F. & A. M., composed of Boston newspapermen, recently observed *Christian Science Monitor* Night, when entertainment for the evening was provided by employees of that paper.

FLASHES

"Drinking illicit liquor in high society is quite de rigueur"—Society journal. In some instances, quite de rigor mortis.—*New York American*.

Since securing a divorce a St. Louis man is gradually regaining the use of his voice.—*Florence* (Ala.) *Herald*.

A man who never forgets a face, though he may have seen it but a few thousand times, is Mr. S. Jay Kaufman. Hopping out of a taxicab in Philadelphia with a friend he encountered the writer of this column and, introducing him, said: "Arthur, I want you to meet an old friend and fellow worker, Mr. Ripley, the great cartoonist."—H. I. Phillips in *New York Sun*.

What some people don't know about driving would fill a book—also a hospital.—*Florence* (Ala.) *Herald*.

One wonders if those people, who decry the manner in which the automobile is "undermining the home," would refuse one as a gift.—*Sioux Falls* (S.D.) *Daily Argus-Leader*.

Still, it was kind of Mr. Kipling to put his ill will in verse, where it will not be widely memorized as it might have been in a jazz song.—*Ottumwa* (Ia.) *Daily Courier*.

If you wish to find the writers of stories about "the great open spaces," look in the small, closed and steam-heated spaces of New York City.—*Davenport* (Ia.) *Daily Times*.

The man who claims to be seeking new fields for his genius usually is looking for a place where he isn't so well known.—*Hamlin* (S. D.) *Republican*.

We are now employed by 326 newspaper publishers to handle the entire detail work of supplying checking proofs to their agencies and advertisers—which is another way of saying that 326 newspapers have solved their checking proof problems.

The Advertising CHECKING BUREAU Inc.

538 So. Clark St.
CHICAGO



79 Madison Ave.
NEW YORK

57 Improved Simplex Metal Feeders

recently installed on the Linotypes in the N. Y. Herald-Tribune makes a total of over 275 Simplexes in use on four of New York City's Daily Papers.

Alfred W. Channing, Inc.

27 Thames St., New York.

Makers of the
Supreme Metal Furnace

A Copy of Editor & Publisher

reaches practically every Publisher and his executives. Your advertisement in its columns is a salesman ever present—backed by the prestige gained and maintained by this publication in every newspaper office

One of the West's Great Newspapers

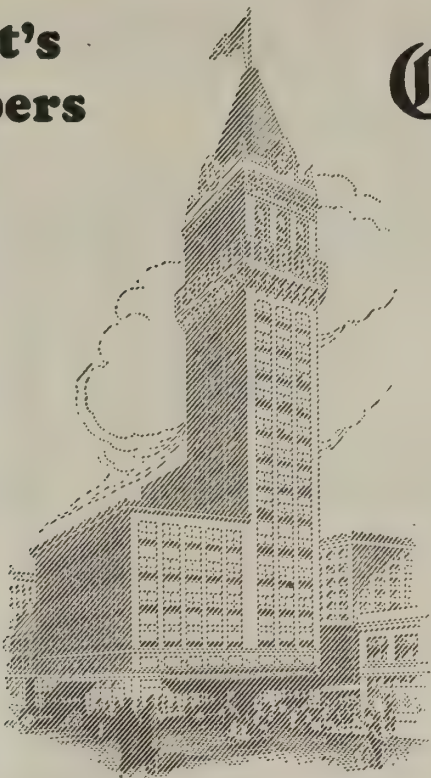
National Representatives
WILLIAMS, LAWRENCE &
CRESMER CO.
225 Fifth Ave., New York City
360 North Michigan Avenue,
Chicago

Oakland Tribune

Exclusive Associated Press
Service
United Press
Consolidated Press Association

**More than 78,000
Average Net Paid
Daily and Sunday
Circulation —**

Eighty-five per cent of the total net paid city circulation of The OAKLAND TRIBUNE is delivered directly into the Eastbay homes by carriers. Seventy-seven per cent of the total net paid circulation is city circulation and 90 per cent of the total net paid circulation is local (city and suburban) circulation. With this thorough and unusually responsive newspaper circulation in a steadily growing, prosperous trading belt all OAKLAND TRIBUNE advertisers are practically assured an ever increasing volume of business.



The Home of Radio Station KLX

in Oakland, California

[AND TRADING AREA]

THERE ARE

107,578 AUTOMOBILES

184 AUTOMOBILE DEALERS

41 AUTOMOTIVE FACTORIES

AND—

10,680 NEW CARS WERE SOLD AND REGISTERED DURING THE FIRST SIX MONTHS OF 1926.

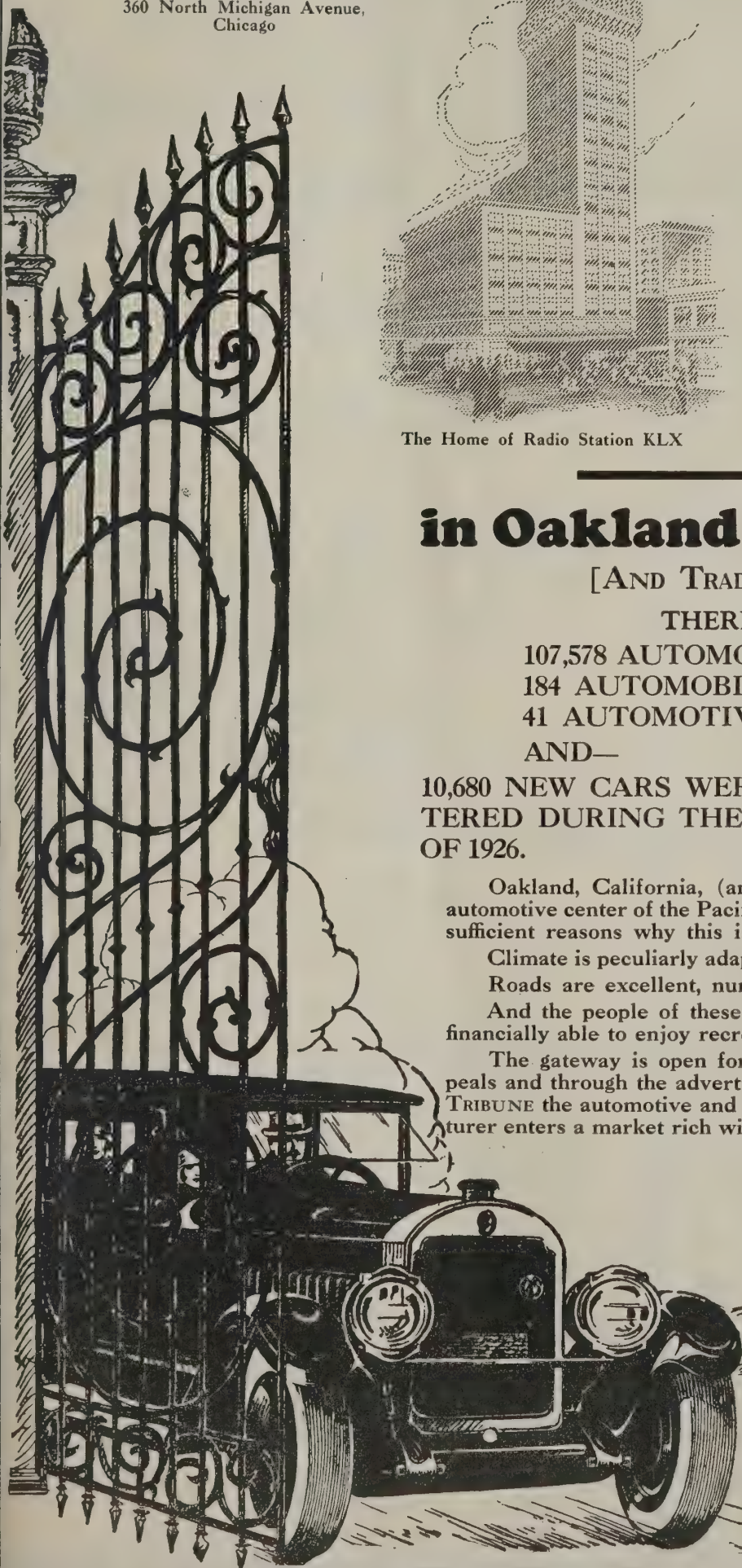
Oakland, California, (and trading area), is surely the automotive center of the Pacific Coast and there are good and sufficient reasons why this is so—

Climate is peculiarly adapted to all-year-round touring—

Roads are excellent, numerous and picturesque—

And the people of these communities demand and are financially able to enjoy recreation of the better sort—

The gateway is open for varied automotive selling appeals and through the advertising columns of THE OAKLAND TRIBUNE the automotive and automotive accessory manufacturer enters a market rich with prospective consumers,



EDITING A CHINESE PAPER AN "EXTRA- HAZARDOUS" OCCUPATION

Two Editors Shot Recently by Military Authorities — Native
Press Subsidized by Political Aspirants—
120 "News Agencies"

By RANDALL GOULD
Peking Manager, United Press

NEWSPAPER editing in Peking comes under the general heading of "extra-hazardous occupations" and under current wartime conditions the casualties among editors and papers alike run into figures which compare well with those of the armies.

Yet a hasty survey of the Peking field shows that there are today approximately 60 Chinese newspapers and 120 news agencies. Such a survey must needs be hasty, for births and deaths among these institutions occur faster than anyone can record. As to the number of newspapermen in Peking—that is a figure which nobody on earth can compile. Being a newspaperman here is at once the easiest and the hardest job on earth; easy, because the papers appear to accept and print anything, and hard, because to be known as a Chinese newspaperman is to court imprisonment or death at the hands of any petty military leader who takes a dislike to one. Therefore a large number of contributors to Peking papers are not even on the payroll, and their activities are secret.

It will be gathered from the foregoing that Peking is an abnormal city from a journalistic standpoint. Quite right; Peking is a city of intrigue, graft and politics rivaling anything elsewhere in either Orient or Occident, and practically the entire vernacular press is given over to the work of furthering somebody's cause and feathering somebody's nest. Though the Peking population is close to a million, a large number of the so-called citizens are illiterate coolies who can neither read nor afford a purchasing public for possible advertisers. Since Peking has few industries which might advertise in any event, the advertising columns are chiefly filled with the praises of patent medicines, cigarettes, and a great deal of other matter which, if offered to the advertising manager of an American paper, would cause that worthy to fall on the floor in a swoon.

With a small reading public and a great many newspapers in existence, circulations cannot be large. The Catholic-owned *Yi Shih Pao*, the *Shun Tien Shih Pao*, the *Chung Mei Wan Pao*, and one or two other papers manage to keep in the public eye to a certain extent in spite of military and political fluctuations, but it is doubtful if any Peking paper can today come within hailing distance of 20,000 circulation; at present the maximum circulation probably is closer to 10,000, and only one or two are anywhere around that; most of the papers print a few hundred copies, and many must print only enough to show their "backers" that they still exist.

This brings up the question of subsidy. In Peking, subsidy is everything. Without a subsidy practically no paper can exist, and some ingenious journals manage to obtain subsidies from several sources simultaneously. It is not expensive to start a paper here, since the vernacular press is about where the American press was prior to the Civil War, and every time some upstart General or political aspirant manages to force his head out of the ruck, there is sure to be a bright young Chinese lad with the proverbial "shirt-tail full of type" ready to start a newspaper chiefly devoted to acclaiming its patron as the Man on Horseback who has come to drag stricken China up to her rightful place in the front row of the family of nations.

To start a news agency is an even cheaper proposition, since all that is required for that is a writing bush, an ink block and stone, enough paper to distribute a daily service to the various newspapers, and the fertile imagination with

which all Chinese newspapermen seem endowed. Since the papers are willing to print anything, there is not much difficulty in showing results to the "backer."

Under these conditions, the quality of newspaper output may readily be imagined. On second thought, it can't be. One must live in Peking a while and enjoy the pleasure of daily translation from the vernacular press fully to savor the amount of filth, billingsgate, and plain and fancy lying which may be done in print. Anything and everything is put into the paper. Apparently no effort is ever made to "check up" on a piece of alleged news. The only governing factor is the editor's sense of discretion, which appears to function in direct ratio to the probabilities of personal danger.

Closures of papers by the military or police are frequent. Occasionally a mob gets together and wrecks a paper, but this is much less frequent. Most frequent of all is the kidnapping or theoretically legal arrest of an editor by personal enemies. Several months ago an editor of rather radical tinge was taken out and shot by the military; there was something of an uproar, but nothing was done. Now the next logical step has occurred. General Chang Tsungchang of Shantung province, sojourning here while fighting the Nationalists, caused a perfectly harmless and non-radical editor whom he disliked to be shot as unceremoniously as was the radical. Again comes the uproar, and again there is lack of action. When law has been suspended as completely as it now has in North China, the matter of a murdered editor or two cannot greatly trouble the public. So cautious have the other editors now become that they delayed, for 24 hours, publication of a resolution passed by an organization of Japanese journalists here condemning the shooting.

With Chinese papers founded on such a wholly unwholesome basis, there is little attempt at competition. The news which the editors want is the news which will please their subsidizers—that is local and political news.

There is other news available. United Press news from abroad is translated into Chinese and distributed, and because the United Press makes an effort to bring in news of special interest to China, this news is often prominently displayed. Senator Borah's utterances on behalf of a square deal for China, cabled to Peking, got excellent "play." But the run of the foreign news is little regarded here, though provided in abundance. Reuter distributes a foreign service in Peking and there is a considerable distribution of governmental propaganda brought in by radio, but the papers care so little for such material that collection of service charges is practically impossible in most cases.

Foreign residents of Peking receive a good selection of cabled news through the media of the *Peking Leader*, the *North China Standard* and the *People's Tribune*, all published in English, and *Le Journal de Peking*, published in French. The *Peking Leader* is foreign controlled, edited by Grover Clark, an American, and makes an honest effort toward giving fair news and constructive comment in the midst of the Peking political turmoil. The *North China Standard* is Japanese controlled, and the *People's Tribune* is a Nationalist Chinese-owned organ; both are American in style and well-edited from a news point of view.

WOMAN LEADS DAILY'S TOUR

The wife of Governor Henry Fuqua of Louisiana will lead the *New Orleans Item-Tribune's* Palm-to-Pine tour from the Louisiana city to Winnipeg, Canada.

The Philadelphia Inquirer

Announces
the Appointment
of

Woodward & Kelly

London Guarantee & Accident Bldg.
Chicago

Fine Arts Building
Detroit

as

WESTERN
REPRESENTATIVES

Effective at once

This appointment brings into close association in the national advertising field four powerful market media—The Chicago Daily News, The Cleveland Plain Dealer, The New York Herald Tribune and the Philadelphia Inquirer.

Jesse F. Spencer who has been the Western Representative of The Philadelphia Inquirer for many years, with headquarters in Chicago, has joined this organization.

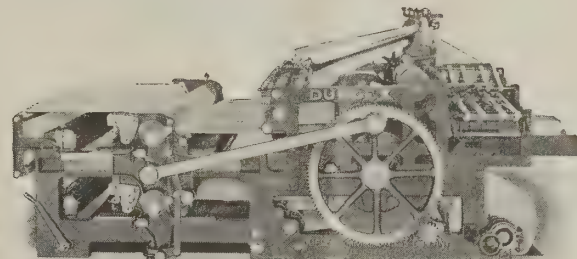
— AS ALWAYS —

OUR CUSTOMERS WRITE OUR ADS

ASK THEM

In the nine months of 1926 already past
The DUPLEX PRINTING PRESS COMPANY has shipped

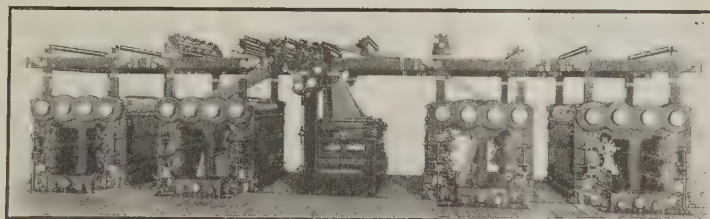
MORE DUPLEX FLAT BED PRESSES



MORE DUPLEX TUBULARS



MORE DUPLEX SUPER-UNIT ROTARIES



Heavy-Duty two-plates-around Metropolitan Type
Than during any previous similar period

These three types of presses cover the *entire newspaper field*, a particularly designed press for every newspaper need, weekly to largest metropolitan daily

“The PROOF of the PUDDING is in the EATING”

Buying publishers owe it to Themselves to investigate

We refer them to ANY of our users; among some of the more recent buyers, for instance: Waterloo, Iowa, Courier; Huntington, W. Va., Herald Dispatch; Paterson, N. J., Press-Guardian; Williamsport, Pa., Sun; Ponca City, Okla., News; Zanesville, O., Signal (2nd purchase); Appleton, Wis., Post-Crescent; Lewiston, Idaho, Tribune; Jackson, Tenn., Sun; Mt. Pleasant, Mich., Times; Duncan, Okla., Banner; Hazard, Ky., Herald; Ames, Iowa, State Student; Winslow, Ariz., Mail; Yonkers, N. Y., Statesman; Waltham, Mass., Tribune; Carlisle, Pa., Sentinel; Frankfort, Pa., News Gleaner. And we will gladly furnish names of users of our latest type machines to publishers interested in any locality.

THE DUPLEX PRINTING PRESS COMPANY
Battle Creek, Mich., U. S. A.

World Bldg.
New York

New Chicago Temple Bldg.
Chicago

DeYoung Bldg.
San Francisco

WHAT'S WHAT IN THE FEATURE FIELD

**Gene Tunney Writes Autobiography for King—Rhyming Bedtime Stories on Market—Motherhood Serial Offered—
New Daily Cartoon**

GENE TUNNEY, new heavyweight champion, has written his autobiography and it is being distributed to newspapers by King Features Syndicate, Inc., New York. Tunney is said to be one of few sporting celebrities who can actually write. "My Life and Ring Career" is the title of the feature.

Carroll Brown, feature writer and artist of the *Cincinnati Enquirer*, has signed a contract to furnish the Thompson Features Service, New York, with a new daily cartoon, with short humorous text.

NEA Service, Inc., has started a new bedtime story written in rhyme by Hal Cochran and called "The Tiny Mites."

The latest biography of Gene Tunney has been written by Ed Van Every for the New York World Syndicate.

Francis J. Tietz is writing a series on aviation for the McClure Newspaper Syndicate, New York.

Miss Sonia Cook, of the McCoy Health Service, Los Angeles, which distributes a daily health column to newspapers, was in New York this week to arrange for opening a New York office.

Mrs. Gertrude Guthrie Treadway, editor of the Home Forum page of the *Cincinnati Enquirer*, has signed with the Thompson Features Service, New York,

for publication of a "novel of motherhood," called "Day Star."

Robert F. Sulkers, creator of "Seketary Hawkins," has resigned as promotion manager of the Cincinnati Enquirer, to devote all his time to his boy story feature, distributed by the Metropolitan Newspaper Service, New York.

"Blaze of Glory" is the title of a new serial novel by Fred McIsaac, New York and Boston newspaper man, to be handled by King Features Syndicate, Inc., New York. It has a college football theme.

Bell Syndicate, Inc., New York, is offering a new photo-strip with serial text called "Private Life of a Flirt." Text is written by Jean McDonough.

Latest from the pen of Winifred Van Duzer, serial writer for King Features Syndicate, Inc., is called "Golden Roads."

Sidney A. Silberman of the National News Service and Mrs. Silberman celebrated their 10th wedding anniversary on Sept. 26 at their Philadelphia residence with a reception. More than 200 guests were present among which were many newspaper publishers from all parts of the country.

The O'Dell Newspaper Service has attained the second serial rights of "They Had to See Paris," by Homer Croy, who wrote "West of the Water Tower."

ADVERTISING AGENCY AFFAIRS

**Harold F. Barber Heads New England A. A. A. Council—McCann
Opens Seattle Office—McGehee Joins Bauerline, Inc.—
Ayer Executives Hold Meeting**

HAROLD F. BARBER, president of the J. W. Barber Advertising Agency of Boston, Mass., was elected chairman of the New England Council of the American Association of Advertising Agencies, which is in annual session at the Boston City Club this week. Mr. Barber has served on the board of governors and as secretary-treasurer for some years. He is also past president of the Advertising Club of Boston. The Barber Agency is one of the oldest in the United States, having been founded in 1866 by the late John W. Barber.

Others elected were: C. H. Bunting of Walter B. Snow and Staff as vice-president; Richard S. Humphrey of the H. B. Humphrey Company as secretary-treasurer; and A. E. Greenleaf of the Greenleaf Advertising Company as member of the executive board from New England.

The H. K. McCann Advertising Agency of New York has opened offices in the new Skinner building in Seattle. Coulter McKeever, who has been with the company for many years, and was formerly an executive in the San Francisco offices, has charge of the new branch.

Harry S. McGehee, formerly of the New York offices of Cecil, Barreto & Cecil, has joined Bauerline, Inc., advertising agency of New Orleans. McGehee was previously connected with the Ferry-Hanly Advertising Company, of New Orleans.

James Davis Woolf, secretary of the J. Walter Thompson Company, New York advertising agency, has written a book on "Writing Advertising," published by the Ronald Press, New York.

Raymond Atwood, manager of the Cleveland office, was elected a vice-presi-

dent and director of the H. K. McCann Company, at a recent meeting of the directors. L. E. Firth, in charge of the Zonite and Beech-Nut accounts, was also elected a director. L. W. Ellis has resigned from the board.

George L. Cooper has joined the staff of the New York office of the Lyddon & Hanford Company, New York advertising agency. He was formerly associated with Best & Company, New York store.

E. T. Tomlinson, Jr., vice-president of Doremus & Co., has returned to New York from a visit to the newly organized San Francisco office of the agency.

W. W. Fry, senior partner of N. W. Ayer & Son, entertained 150 employees of the Philadelphia, New York, Chicago, Boston and San Francisco offices of that agency at his ranch 50 miles north of Binghamton, N. Y., this week.

Ray D. Lillibridge, Inc., New York, has been retained by the Canadian Pacific Railway to handle the advertising for the Chateau Frontenac, Quebec, and other Canadian Pacific hotels.

The Cosmopolitan Advertising Agency, Reading, Pa., has commenced to place newspaper contracts for the following advertisers: Dr. Robert J. Yost Company, Bethlehem, Pa.; Glen-Gery Shale Brick Company, Reading, Pa.; Mosemann Company, Lancaster, Pa.; and P. H. Hildebrand Cigar Company, Reading.

EDITOR INJURED IN CRASH

Harlow Brown, editor of the *Princeton (Ill.) Bureau County Tribune*, may lose his left arm as the result of an auto crash near Rockford, Ill., when he was pinned between two cars. Mrs. Brown was also injured.

BRIGHTEN THE PAGE WITH GRAFLEX PICTURES



The latest Graflex:
3¼ x 4¼ Revolving Back
Graflex, Series C,
with Cooke Anastigmat
f.2.5. \$260.

*When dusk comes early
and the senator comes late*

Political events and other important happenings don't always take place on time. Delay gives photographers trouble, for the hours of good light are few.

There's a new press camera, however, that stretches the picture-making day. The Series C Graflex has an f.2.5 lens, more than three times as fast as the fastest on any previous model. When the sun is dim, even when rain descends, enough light can enter this big lens to produce clear negatives.

If you would like your paper to publish sensational pictures regularly, right through the season of dull light, arm your photographic staff with the Series C Graflex.

Graflex cameras are now made by

THE FOLMER GRAFLEX CORPORATION
ROCHESTER, N. Y.

For sale by

EASTMAN KODAK COMPANY
ROCHESTER, N. Y.

They "do it better" with GAS

THOUSANDS of companies, large and small, in widely varied types of business, and located in all parts of the country, know from actual experience that "You can do it better with gas". Some of the nationally-known industrial users of gas are listed below:

Bethlehem Steel Corp., Bethlehem, Pa.
Valentine Varnish Co., New York, N. Y.
International Harvester Co., Chicago, Ill.
Cascade China Co., Portland, Oregon
Loose-Wiles Biscuit Co., Long Island City, N. Y.
General Electric Co., Pittsfield, Mass.,
West Lynn, Mass., Fort Wayne, Ind.,
Schenectady, N. Y.
Armour & Company, Chicago, Ill.
New York Times, New York, N. Y.
Western Pacific R. R., Sacramento, Cal.
Reo Motor Car Co., Flint, Mich.
Textile Chemical Co., Providence, R. I.
Ward Baking Co., Brooklyn, N. Y.
Continental Motor Corp., Detroit, Mich.
Crane Company, Chicago, Ill.
The Great Atlantic & Pacific Tea Co.,
Bellefonte, N. J.

Allis Chalmers Co., Milwaukee, Wis.
Cheek-Neal Coffee Co., Brooklyn, N. Y.
Baltimore Sun, Baltimore, Md.
Edison Lamp Works, Little Ferry, N. J.
Sprague-Warner & Co., Chicago, Ill.
Bausch & Lomb Optical Co., Rochester, N. Y.
Sunbeam Chemical Co., Evansville, Ind.
Kitty Kake Kone, Atlanta, Ga.
Yellow Cab Manufacturing Co.,
Chicago, Ill.
National Biscuit Co., New York, N. Y.
Public Ledger, Philadelphia, Pa.
Los Angeles Press Brick Co., Los Angeles,
Cal.
Morse Drydock Co., Brooklyn, N. Y.
Puritan Pie Co., Denver, Colo.
New Willard Hotel, Washington, D. C.
Bock Bearing Co., Toledo, Ohio

Stewart-Warner Speedometer Corp.,
Chicago, Ill.
Pitcairn Varnish Co., Milwaukee, Wis.
Pusey and Jones, Gloucester, Mass.
New York Carbon Co., Long Island
City, N. Y.
Warner Sugar Refinery Co., Edgewater,
N. J.
Kansas City Star, Kansas City, Mo.
Reynolds Spring Co., Jackson, Mich.
Brooklyn State Hospital, Brooklyn, N. Y.
Call Publishing Co., San Francisco, Cal.
Cribben & Sexton Co., Chicago, Ill.
American Manganese Steel Co., Denver,
Colo.
New Process Gear Co., Syracuse, N. Y.
Oxenburgh Brothers, Brooklyn, N. Y.
Illinois Tool Works, Chicago, Ill.

These companies use gas because it means economy, better production and improved product. Have you investigated gas for your own use? Write today for our interesting book, "Gas — The Ideal Factory Fuel".

American Gas Association
342 Madison Avenue, New York City

**YOU CAN DO IT BETTER WITH
GAS**



WITH THE GENERAL ADVERTISERS

**A. B. Lambert Severs Connection with Lambert Pharmacal Company—
Cranberry Campaign Starts in Newspapers—Postum
Company Buys Tapioca Firm**

ALBERT BOND LAMBERT, has severed connection with the Lambert Pharmacal Company, manufacturers of Listerine, of which he was chairman of the board for many years, and has formed a connection with a new St. Louis corporation, known as the Pasteuring Chemical Company, which was formed to advance the sales of Pasteurine, also an antiseptic which has been manufactured for many years by John T. Milliken & Co. Of the \$50,000 capital stock of the new company, Lambert holds 4,500 shares, D. Briggs, 4,998 shares, J. D. Gillis, president of the Milliken Company, 500 shares, and one share each to J. A. McCarthy and R. L. Hedges. The Lambert family, which formerly owned all of the stock of the Lambert Pharmacal Company, sold their holdings to Eastern brokers last March for cash and stock of the equivalent of \$16,500,000.

Members of the American Lumber Association, Transportation Building, Washington, D. C., are holding conferences in San Francisco and other Pacific Coast cities to raise \$1,000,000 for a national educational campaign.

About \$200,000 will be invested in the annual campaign of the American Cranberry Exchange this year in an advertising campaign, just launched in 200 newspapers throughout the country, to market the cranberry crop of Massachusetts, New Jersey, Wisconsin and Long Island, which this year totals about 700,000 barrels. Women's publication and other media, including twenty-two broadcasting stations, are also being used.

The American Cranberry Exchange is a co-operative farmers' organization, the members of which, it is said, grow 65 per cent. of all the cranberries in the country. A. U. Chaney is the organizer and general manager, and C. M. Chaney secretary-treasurer and sales manager. The account is directed by the Robert M. McMullen Company, 522 Fifth Ave.

The Postum Cereal Company has arranged to buy the property and business of the Minute Tapioca Company, Orange, Mass. The latter firm has been in business 32 years. No change in management or policy is contemplated.

Following inauguration of an advertising campaign, earnings of the Ax Pennsylvania Railroad reached a new high record for August, with total revenues of \$62,303,359, representing an advance of \$2,846,266 over the same month last year.

Paul G. Hoffman, vice-president in charge of sales of the Studebaker Corporation, and Howard Welch, export sales manager, sailed this week on the *Mauretania* to visit the Paris Automobile Show.

Gerard Swope, president of the General Electric Company, is president of the National Electrical Manufacturers' Association, a new organization announced this week, consisting of 270 electrical manufacturers with a gross annual business of \$1,500,000,000. One of the objects of the new association is listed as "to collect and disseminate information of value to its members or to the public."

H. Colin Campbell has resigned as advertising manager of the Portland Cement Association. He has held the post for 10 years, during which time the association's advertising has grown from a small beginning to an account using as many as 5,200 papers in one calendar year.

The San Antonio Chamber of Commerce has allocated \$29,000 to spend on a national advertising campaign for tourists this Winter. Railroads entering

San Antonio are expected to spend another \$30,000 during the campaign.

Jack N. Pitluk, of the Pitluk Agency, San Antonio, has prepared a one-year advertising campaign adopted by directors of the United Merchants of Texas, with its object to encourage trading at home. The copy will be run twice a month in towns where member-merchants operate.

The name of the Wayne Tank and Pump Company, of Fort Wayne, Indiana, has been changed to the Wayne Company.

Permission for the change was granted for the reason that the old name is no longer descriptive of all the products made by the company, which in addition to its extensive gasoline pump and tank line also manufactures Wayne oil burners, water softeners and electric refrigerators for homes and Wayne industrial water softeners.

G. C. WILLINGS TENDERED FAREWELL DINNER

Associates Honor Retiring Vice-President of Intertype Corporation—Presented with Gold Watch, Golf Outfit

A farewell dinner was tendered G. C. Willings, vice president of the Intertype Corporation, by his old associates among the officers and executives of that organization, Tuesday evening in New York. Mr. Willings, retired as vice-president Oct. 1.



G. C. WILLINGS

H. R. Swartz, former president and now chairman of the Board of Directors of Intertype, and president of R. Hoe & Company, paid the following tribute to the retiring executive:

"George C. Willings joined the Intertype organization in its infancy and he has been a most important factor in raising it to its present high position in the industrial world. His intense ambition and sound common sense always gave us the impetus to move forward with extraordinary results.

"Willings not only thought out sensible and practicable plans for developing business, but seized the first possible moment to put them into effect. He did not permit difficulties to hinder him but proceeded to surmount them with surprising promptness, and that is what always gave us new strength and energy."

Among the tokens of esteem received by Mr. Willings from his associates in the Intertype sales offices and factory, were a solid gold cigarette case, a gold watch and a specially selected golfing outfit.

Mr. Willings is retiring from active business life and is returning with his family to Pensacola, Fla.

NEW CALIFORNIA DAILY

R. T. Barrett, who suspended publication of the *Hawthorne* (Cal.) *Daily Ledger* the latter part of July, has started publication of the *Van Nuys Daily Ledger*.

PAPER COMPANY MOVES

The Newspaper and Magazine Paper Corporation on Oct. 1 moved offices to 21 East 40th street, New York City.



Sell Sporting Goods Where People Play

Florida has 1,100 miles of coast line, nearly 3,000 miles of shore line, 2,500 miles of navigable rivers and 30,000 fresh water lakes. Naturally it is a Mecca for all who like fishing, boating and swimming.

In Florida are located the winter training camps of most of the important baseball teams of the country. Here are hundreds of splendid golf courses which are playable all the year. Nearly every city has its parks and playgrounds with facilities for tennis, roque, lawn bowling and every kind of sport.

Florida is, indeed, the world's winter playground, and it is fast being recognized as a summer playground as well. In addition to its year-round population of almost 1,500,000, it has a like number of winter visitors who are attracted by Florida's warm, sunny climate and its recreational advantages, and who leave approximately \$1,000,000,000 each year to pay for their sojourns.

Considering these facts, where can the manufacturer of sporting goods find a better market than Florida? And in Florida what more complete and economical media than the Associated Dailies?

ASSOCIATED DAILIES of Florida

510 Clark Building Jacksonville, Florida

Bradenton News
Clearwater Sun
Daytona Beach Journal
Daytona Beach News
Deland Daily News
Eustis Lake Region
Ft. Myers Press
Ft. Myers Tropical News
Ft. Pierce News-Tribune
Ft. Pierce Record
Gainesville News
Gainesville Sun
Jacksonville Florida Times-Union
Jacksonville Journal
Key West Citizen

Kissimmee Gazette
Lakeland Ledger
Lakeland Star-Telegram
Lake Worth Leader
Melbourne Journal
Miami Daily News
Miami Herald
Miami Tribune
New Smyrna News
Ocala Central Florida Times
Orlando Morning Sentinel
Orlando Reporter-Star
Palatka News
Palm Beach Daily News

Palm Beach Post
Palm Beach Times
Pensacola Journal
Pensacola News
Plant City Courier
St. Augustine Record
St. Petersburg Independent
St. Petersburg News
St. Petersburg Times
Sanford Herald
Sanford Times
Sarasota Herald
Sarasota Times
Stuart Daily News
Tampa Times
Tampa Tribune
Winter Haven Chief

A·B·C·Week
Chicago
Oct.18 to 23

The 13th Convention
of the

A·B·C·

(AUDIT BUREAU OF CIRCULATIONS)

will be held at the

Hotel LaSalle
Chicago

October 21st & 22nd
NINETEEN · TWENTY · SIX

Divisional Meetings - Oct. 21st
Annual Meeting - Oct. 22nd



The **Annual Dinner**

will be held on the night of
October 22nd
at the

Hotel LaSalle
Make Reservations Early

WOMEN IN ADVERTISING AND JOURNALISM

Miss Lillian Schaefer Possesses Invaluable "Little Black Book"—Mrs. Allinson Named Woman's Page Editor of Providence (R. I.) Journal and Bulletin—Domestic Science School Conductor

OFFICIALLY Miss Lillian Schaefer is secretary to John Craig, city editor of the *Daily News*. As a matter of fact, however, she is that and reporter, general information bureau, and counsellor of the younger members of the staff, as well. But as the possessor of a little black book she is invaluable to the paper.



MISS LILLIAN SCHAEFER

In this book are names, addresses and phone numbers, and such additional data as are necessary to identify the persons in the book. As a result, when some one must be reached quickly for a story, in Chicago or out of Chicago, the little black book is pressed into service and is pretty certain to yield up the desired information as to where he can be found. And Miss Schaefer can work faster over the phone than the best reporter.

The reliability of the little black book was demonstrated only recently when three jewelry salesmen were held up on an Illinois Central train and robbed of \$500,000 in diamonds near Champaign, Ill. Miss Schaefer looked in her book and within ten minutes she was talking to the proper authorities in Champaign and getting all of the necessary information for the story, including the steps being taken to capture the bandits.

Supplementing her black book she has voluminous files of her own in which she puts away clippings and bits of information gathered in the course of the day, during office hours or out of office hours. And time after time these files of her own furnish the information necessary to get a story and get it quickly. According to Mr. Craig, Miss Schaefer can be depended on to find any one in record time.

Miss Schaefer, too, knows and can take a story over the phone as well as the most seasoned rewrite man without missing a detail. And Brooks Beitler, news editor of the *Daily News*, is authority for the information that she can also write the story in good style.

Miss Schaefer started out as a switchboard operator with the City News Bureau in Chicago. She served in that capacity for five years, but while on the job she developed her great interest in and knowledge of news and how it is gathered. She left the News Bureau five years ago to go to work as switchboard operator for the *Daily News*, but it was not long before that job was turned over to another young woman and Miss Schaefer was given the position of secretary to the city editor. She has a wide knowledge of people and affairs.

In private life she is Mrs. Walter E. Wright, wife of the publisher of the *Northside News*, a neighborhood paper, and also *Police*, a magazine of police news.

Mrs. Anne C. E. Allinson, former dean of women at Brown University and author of several travel books and magazine articles this week, became woman's page editor of the *Providence (R. I.) Journal and Bulletin*.

The annual food and household appliance exposition of the *Chicago Herald and Examiner* opened Sept. 25, at the Coliseum. Prudence Penny, of the *Herald and Examiner* home economics staff, is conducting a Domestic Science School from 11 a. m. to 1 p. m. daily as part of the show, which also includes music, singing and dancing. Leading manufacturers of food products, house-

hold appliances and furnishings are represented by exhibits.

Miss Antoinette Burns has been appointed to fill a vacancy in the woman's department of the *Milwaukee Journal* caused by the departure of Miss Dorothy John for New York City.

Mildred Jaklon, society editor of the *Chicago Tribune*, has returned from a six weeks' vacation in Europe. Miss Kate Webber, club editor, was in charge of the society column during Miss Jaklon's absence.

Mrs. Clara Caffery Pancoast, for many years society editor of the *San Antonio Express*, has resigned to become society and club editor of the *San Antonio Light*, succeeding Miss Ray Baldus, resigned.

Miss Tess Slesinger is now assisting Ruth Stuyvesant, fashion editor of the *New York Herald Tribune*.

Miss Eva Sullivan, former advertising manager for Myer Seigel & Co., Los Angeles, Cal., has resigned to accept a post in Portland, Ore.

HALL NEW PRESIDENT OF TRI-STATE EDITORS

South Dakota Man Elected at Sioux City Convention—Brown Asks For Stronger Editorial Leadership

Deloss Hall, publisher of the *Tyndall (S. D.) Register* was elected president of the Tri-State Editorial Association at its annual meeting held in Sioux City, Ia., last week. More than 100 editors and publishers from Nebraska, Iowa and South Dakota attended the meeting.

H. N. Wagner, publisher of the *Homer (Neb.) Star* was named vice-president; C. C. Sturgess, publisher of the *Correctionville (Ia.) News*, secretary; and Mrs. Katherine Hunt James, Sioux City, treasurer.

Herman Roe, publisher of the *Northfield (Minn.) News*, president of the National Editorial Association, who was speaker at the banquet discussed the relation and co-operation of the press and the fair associations throughout the country as the "greatest visual educators" of the age. Wright A. Patterson, Chicago, editor-in-chief of the Western Newspaper Union, also discussed scope and influence of the fair in community life mentioning the manner in which the press joined in their success. R. C. Cook, chairman of the Sioux City Chamber of Commerce Committee, welcomed the editors and Miss Mae Hamilton, editor of the *Marcus (Ia.) News* responded. U. S. Senator David Stewart, Sioux City, lately appointed successor to the late A. B. Cummins, as senator from Iowa, spoke briefly.

E. C. Tucker, managing director of the Iowa Press Association assailed the printing of return addresses on government envelopes, and urged members of the association to insist upon action upon the Cummins Bill now pending which would definitely put the government out of "private business."

W. A. Brown, editor of the *Friend (Neb.) Signal* urged the editors to greater community service, declaring that there was "an appalling lack of editorial leadership" in Nebraska, adding that the situation in other states was not much better. He said the claim that a united American press would insure world peace was not an idle one and that a strong country press would contribute great weight to such a movement.

The visiting editors attended the Interstate Fair as guests of the association.

Where the Cost Should Be Figured

The late Lord Northcliffe, whose London DAILY MAIL was a pioneer in the use of the dry mat process, when asked as to the relative cost of wet and dry mats, said:

"When the forms reach the foundry the wet mat is the cheaper but when the editions reach the street the dry mat is incomparably cheaper."

So it is that when the forms reach the foundry the dry mat which costs a few cents less is cheaper than the 20 cent METROPOLITAN DRY MAT. But when the editions reach the street—the point where costs should be figured—the METROPOLITAN is not only the cheapest to use but is more dependable than any other dry mat.

Installations of METROPOLITAN DRY MATS under the supervision of our experts may now be arranged for.

WOOD FLONG CORPORATION

501 Fifth Avenue, New York City

His attention having been called to this series of ads we have been running all summer on

EDITOR & PUBLISHER'S

MARKET GUIDE

the publisher of a nationally circulated MAGAZINE wrote in the other day asking for rates

WHAT DID WE REPLY?

There is but one reply we could give. Here it is:

"We fear that you have an entirely erroneous conception of the purpose of Editor & Publisher's MARKET GUIDE and the uses to which it is put by national advertisers and advertising agencies. And it is because of our conviction that you cannot use our service to advantage, that we must say "No" to your courteous request for rate card and contract blank. "Let us explain: Both the editorial content and the advertising columns of Editor & Publisher's MARKET GUIDE are so thoroughly steeped in the one idea of the DAILY NEWSPAPER as the one logical medium to use in covering

national markets that any announcements of any other kind of media would be distinctly out of place in its columns. The dominant note of the service of which the Market Guide is a part is the function of the DAILY NEWSPAPER in helping the manufacturer to get national distribution for his product. "We will very frankly say that this is the one idea, to the exclusion of all others, upon which our service to the national advertiser and his agency is predicated. In such an atmosphere, and in such a setting, your announcement would be an exotic."

A similar reply was sent, almost in the same mail, to a direct mail printing concern in Philadelphia, a billboard publicity organization in New York, and a street car advertising agency, also in New York, all of whom had asked for rates.

Do you get the significance of this, Mr. Daily Newspaper Publisher?

These concerns had heard of Editor & Publisher's MARKET GUIDE. They recognized its value in reaching the national advertiser and the advertising agency. They knew it was consulted and used by both in planning their publicity. But not being subscribers to EDITOR & PUBLISHER, and not being users of the book themselves, THEY DID NOT KNOW how supremely saturated our service is with THE NEWSPAPER IDEA. But YOU do! And YOU have every reason to take advantage of this opportunity to present your message in an atmosphere so thoroughly impregnated with the daily newspaper idea that neither advertiser nor agency can get away from it. Will you take advantage of it? NOW—before it is too late? The time is growing short. Forms will close in a few weeks. Full particulars on application—with no obligations. Won't you let us talk it over with you?

EDITOR & PUBLISHER

A. B. C.
Charter Member

SUITE 1700 Times Building, New York

A. B. P.
Member

BUILDING NEWSPAPER CIRCULATION

**Tucson (Ariz.) Daily Star Runs "Happy Days" Column for Shut-Ins—
Carrier Contract Used in Canada—"Screenlines" in Chicago
Tribune's New Contest**

NOW and then an editor stumbles across a circulation holder—if not builder—which he would not trade for any other feature in his paper.

Under the title of "Happy Days" The Tucson (Ariz.) Daily Star is publishing one to two columns daily, and five to ten columns Sundays of letters from "shut-ins" whose only access to the outside world and friends is through the columns of the Star.

It started a year ago.

A reader wrote "I wish the shut-ins (who also are 'shut-outs') could have a wee corner all for themselves, where they could exchange letters—experiences and companionships."

To which the editor replied, "The space is yours. The 'wee corner' may be as lengthy as 20 inches a day."

Response was slow at first, although Theodosia—as she signed herself—became the guiding spirit of the new column, and built up interest in the column by her own letters—charming and interesting, containing personal views of life. Theodosia, a mother of a "shut-in," is known today among more than a hundred contributors to the column, as "the Happy Day mother."

Tucson is the home of many who have come here for their health, to fight tuberculosis; as a result there are many from eastern states who found the long hours of resting in the sunshine a tedious task with only loneliness for companionship.

The Happy Day Column has opened a way for new friendships: Hoosierite finds Hoosierite, Ohioan find Ohioan, etc. Those who are able to leave their homes visit the bedridden. The column has become a clearing house for friendship.

From a stick full of type every day or so the column has grown until one Sunday last month it reached ten columns.

If the column were read by "shut-ins" alone it would be worth the space, the Star believes; but it is read by others, by relatives and friends of "shut-ins" and by those who find diversion in just following the letters. Prose and poetry, short stories, unusual life experiences, contests of one form and another with prizes offered by the paper, have featured the first year of the column until it has taken a definite and needed place in the lives of many Tucsonans.

To round out the first year, the editor is planning a Happy Day Year Book, edited by one of the contributors, which will contain the most interesting contributions to the column during the past twelve months.

As a human interest feature, it cannot be equaled, the Star believes, because it comes from the readers, written by the readers, for the readers. The only rules the editor has insisted on, are that the real names shall accompany all communications, although fictitious names will be used in the paper.

The Canadian Daily Newspapers Association bulletin of this week carries a carrier boys' contract which reads as follows:

.....19....
I,.....agree to carry the News on the route to which I may be assigned, during the pleasure of either party hereto, for the weekly compensation of \$....., payable every week by the News Publishing Company. I also further agree that the compensation for the first two weeks may be withheld until I quit carrying, to be paid me only after teaching my successor the route. In case of neglect or refusal to teach another the route, the amount so withheld to be forfeited to the News Publishing Company. I also further agree to submit to the system of fines and rewards now practiced, in reference to carriers, as well as

any other regulations which may from time to time hereafter be adopted.

THE NEWS PUBLISHING CO.
I hereby ratify, confirm and agree to above agreement.

(Parent or Guardian)

"Screenlines" is the name the Chicago Tribune has given its latest contest, which carries a daily prize of \$100. Scenes from well known motion pictures are run, and readers are invited to contribute a screenline, which must be ten words or less.

"Circulation Guarantee—Virginia subscribers failing to receive paper, call Phone 690, Western Union, and a copy will be sent to address given, immediately."

This is the way Elbridge C. Smith, editor and manager of the Virginia (Minn.) Daily Enterprise, is cutting down "misses" and at the same time reducing the number of calls which usually run—"Stop the paper because I never get it anyway."

The Western Union charges the Enterprise 10 cents for each delivery. The first month the bill was \$30, then \$15 and then \$10. Half of the charges were paid by the paper and half by carrier boys making the errors in delivery.

"By this method no boy is very hard hit and it certainly encourages them to make certain of every delivery," says Mr. Smith.

The Portland (Ore.) Journal has raised its price on the streets from 2 to 3 cents.

The New York Daily Mirror is using billboards to exploit its coverage of the Halls-Mills murder case.

The Spokane (Wash.) Chronicle, has added a junior page called the Chronicle Tilakums which is published every Thursday. The Tilakums page is a regular newspaper in miniature for the pleasure of boys and girls. Besides news the page will have editorials, cartoons, pictures, poetry and short stories. Miss Abbie Tilsley, leader of the Tilakums, will be editor.

The Fall River (Mass.) Globe acted as host to its many newspaper carriers at the Bijou Theater in Fall River, Friday night, Sept. 24.

Two Philadelphia newspapers are conducting campaigns to encourage Sesqui-centennial visitors to visit their plants. The Inquirer and Public Ledger last week carried small ads on page 1 extending an invitation to Sesqui-centennial visitors to inspect the Elverson building, the home of the Inquirer, and the Public Ledger building.

Ralph D. M. Decker, circulation manager of the Rochester (N. Y.) Democrat & Chronicle is in charge of the program of the annual convention of the New York State Circulation Managers Association to be held at the Martinique Hotel, New York City, Oct. 19-20. Charles E. Blewer, Binghamton (N. Y.) Press, is association president, and Alfred W. Cockerill, Utica, (N. Y.) Press, is secretary-treasurer.

Newsboys welfare work is more and more considered a good investment by seeing publishers.

The Baltimore News in the formation of its News Zouaves is the most recent of the country's large newspapers to go into the field extensively.

This snappy organization of 100 boys dressed in their brilliant red and white

Zouave uniforms invariably attract much favorable attention when they parade down Baltimore's streets with drums and bugles sounding.

The Zouaves have 40 snare drums and a bugle section of 16 bugles in addition to the drill corps.

The Zouaves are led by a Drum Major—one of their number and are drilled by a regular army sergeant who is employed for the purpose.

In order to hold the Zouaves together during the school year a Zouave Social Club has been organized to hold meet-

ings one night each week. Honor Carriers from all News sub stations are permitted to hold membership in this Club. The Happy Hour meeting of the club each week furnishes a program of entertainment and business for the boys. Vaudeville acts are brought in from local theatres.

The idea originated with Walter Hoots, assistant circulation manager of the News, who supervises home delivery and all carrier activities. Mr. Hoots is Chairman of the Newsboys Welfare Committee of the I. C. M. last year.

CLASSIFIED ADVERTISING

Chicago Tribune Offers \$1,000 in Prizes for Want-Ad Letters—Jackson (Mich.) Citizen Patriot Issues "How to Say It," Classified Text Book—Shade Now With Oakland Tribune

EARL H. SHADE, for many years connected with the San Francisco Examiner and Los Angeles Herald, and latterly in charge of classified advertising for the San Francisco Examiner in the East Bay, is now assistant classified advertising manager on the Oakland Tribune.

Attractive office copy in the Chicago Tribune this week announced a \$1,000 cash prize contest for the best letters telling "What I Did With Tribune Want Ads."

Conditions require that the story must be an actual experience of what a reader did with a Tribune want ad. Prizes range from \$100 to \$5 for every letter published.

Text of one advertisement announcing the contest read in part:

"Here is a contest of interest to people in all walks of life. A lady on the Gold Coast has advertised to get a maid, and her husband has used Tribune Want Ads to sell his yacht. In the same great market place there are ads with offers to take in washing, to rent a store, to sell

a Ford, or a 2-flat. From the outlying districts come offers to sell fresh country eggs, or to hire farm or factory help.

"Nearly every human activity is reflected in the Want Ad Section—millions of people constantly find Tribune Want Ads a convenient way to convey a sales message to the other million Tribune readers."

A textbook on classified advertising entitled "How to Say It" has been prepared and published by the Jackson (Mich.) Citizen Patriot, of which J. D. Chron is classified advertising manager.

A lucid system of instruction for the prospective advertiser is followed throughout the book. Outlines for writing every variety of want ad are listed on the left hand pages of the book, while the right hand pages are devoted to examples of successful ads.

Writers of the book, their names are not disclosed, point out the classified ads fail to produce results usually only because they are "carelessly worded and thoroughly unequipped to tell a story which will prompt an action, and because they are not given a chance to produce."

EDITORIAL CARTOONIST

—well-known to publishers as a creative producer, formerly staff cartoonist on two New York papers, seeks opening, where his forceful individuality can win and hold circulation

This man may be relied upon to interpret the panorama of events so vividly and intelligently as to challenge national recognition of a paper's editorial policies.

More important than the salary is a place with an independent, progressive publication

ADDRESS BOX A-963

c/o EDITOR & PUBLISHER

DAILY PAPERS FROM OTHER CITIES

HOTALING'S NEWS STAND

BROADWAY AND 43RD ST.
NORTH END THE TIMES BUILDING

"Perhaps the most cosmopolitan spot in New York City is Forty-third Street and Broadway . . . Here is a mammoth news stand which sells newspapers from every city in the world. . . . Every town has similar stands, but none as huge as this, and none as varied and as picturesque in its patronage."

—Boston Transcript, Oct. 29, 1921

HOTALING'S NEWS AGENCY, 308 WEST 40th STREET, NEW YORK

Facts about NEW ENGLAND-

THE GREATEST
WOOL MARKET
IN THE
U.S



Just as New England leads in Textiles, so does it also lead in the wool industry. From the beginning of manufacturing in the United States, New England has held first place as the first wool market in the country and turns out over half of the wool goods produced in the entire country.

The average annual receipt for the past 10 years has exceeded 412,000,000 pounds—more than the total wool clip of the United States and about one-seventh of the total wool production of the world.

Here is another great industry that affords steady employment to an army of workers. This is another substantial reason why New England is a good all year 'round market for the National Advertiser who can reach a great mass of buyers in a highly concentrated, industrial area where business is always good and gigantic industries hum day and night.

Get next to this market. Let these newspapers below tell you about it.

MASSACHUSETTS—Population, 3,852,356

	Circulation	2,500 lines	10,000 lines
**Attleboro Sun(E)	5,845	.03	.03
**Boston Globe(M&E)	287,590	.50	.50
**Boston Globe(S)	332,282	.55	.55
**Boston Transcript(E)	35,391	.20	.20
**Boston Post(M)	377,443	.60	.60
**Boston Post(S)	349,596	.55	.55
**Fall River Herald-News (E)	22,000	.06	.06
**Fitchburg Sentinel(E)	11,828	.06	.045
**Haverhill Gazette(E)	16,137	.065	.05
††Lynn Item(E)	16,699	.065	.05
††Lowell Courier-Citizen and Evening Leader.....(M&E)	21,918	.07	.07
**New Bedford Standard Mercury.....(M&E)	33,321	.10	.10
**New Bedford Sunday Standard (S)	23,806	.10	.10
**North Adams Transcript (E)	9,913	.0425	.035
††Pittsfield Eagle(E)	17,011	.05	.05
**Salem News(E)	21,398	.09	.07
††Taunton Gazette(E)	9,279	.05	.04
**Worcester Telegram-Gazette (M&E)	92,314	.28	.25
**Worcester Sunday Telegram (S)	51,096	.21	.18

MAINE—Population 768,014

	Circulation	2,500 lines	10,000 lines
**Portland Press-Herald Express (M&E)	63,964	.18	.16
NEW HAMPSHIRE—Population, 443,683			
**Concord Monitor-Patriot (E)	5,215	.0375	.025
††Keene Sentinel(E)	3,887	.036	.023
**Manchester Union Leader (M&E)	29,368	.18	.10
RHODE ISLAND—Population, 604,397			
††Newport Daily News.....(E)	6,271	.0336	.0293
**Pawtucket Times(E)	27,849	.07	.07
**Providence Bulletin(E)	68,315	.18	(B).25
**Providence Journal(M)	38,416	.11	(B).25
**Providence Journal(S)	70,518	.18	.13
**Providence News(E)	29,123	.08	.08
**Providence Tribune(E)	21,981	.10	.09
**Westerly Sun(E&S)	4,950	.025	.025
**Woonsocket Call(E)	14,503	.05	.05
VERMONT—Population, 352,428			
**Barre Times(E)	7,112	.03	.025
††Bennington Banner(E)	3,144	.0125	.0125
Brattleboro Reformer.....(E)	8,370	.03	.0175
**Burlington Free Press.....(M)	13,071	.05	.05
**Rutland Herald(M)	11,038	.04	.04
††St. Johnsbury Caledonian-Record (E)	4,055	.03	.0175

CONNECTICUT—Population, 1,380,631

	Circulation	2,500 lines	10,000 lines
**Bridgeport Post-Telegram (E&M)	42,743	.15	.15
**Bridgeport Post(S)	21,162	.10	.10
**Hartford Courant(M)	33,003	.08	.08
**Hartford Courant(S)	56,274	.11	.11
**Hartford Times(E)	53,121	.13	.13
**Middletown Press(E)	8,359	.0325	.03
††New Haven Register.....(E&S)	46,218	.14	.13
**New London Day.....(E)	12,054	.07	.045
††Norwich Bulletin(M)	12,724	.07	.05
**Norwalk Hour(E)	6,107	.04	.04
††South Norwalk Sentinel.....(E)	5,043	.04	.025
**Stamford Advocate(E)	10,329	.05	.04

**A. B. C. Publisher's Statement, March 31, 1926.

††Government Statement, March 31, 1926.

(B) Combination rate Daily Journal and Eve. Bulletin.

ATLANTA DAILY WINS STATE PRESS TROPHY

Award Made at Annual Meeting of Georgia Editors in Louisville—Ernest Camp of Walton Re-elected President

The Sutlive Trophy given annually to the newspaper accomplishing the most outstanding work for Georgia during the year was awarded to the *Atlanta Georgian* at the annual meeting of the Georgia Press Association held in Louisville, Thursday, Friday and Saturday of last week.

Ernest Camp of the *Walton Tribune* was re-elected president as were the other officers of the Association: Miss Emily Woodward, *Vienna News*, vice-president; J. J. Howell, *Cuthbert Leader*, treasurer; Hal M. Stanley, *Atlanta*, corresponding secretary; C. E. Bennis, *Butler Herald*, recording secretary.

The position of official photographer was created and Walter Winn, of the *Atlanta Journal* was elected to that office. The next meeting will be held in Eatonton, Ga.

Among the speakers at the final sessions were: O. W. Passavant, of the *Newman Herald*; Prof. W. E. Cooper, of Windsor, who discussed the "assistance which the editors may be to the Georgia Blind"; Jack Williams, *Waycross Journal Herald*; Roy Daniel, *Quitman Free Press*; Johnny Jones, *Fort Valley Leader Tribune*; John F. Shannon, editor, *Commerce News*; Louis L. Morris, editor *Hartwell Sun*, and Miss Marie Louise Horan, of the *Dalton Citizen*.

Saturday night was spent at Waynesboro as guests of the Rotary Club. Sunday was spent at Augusta, guests of the local commercial bodies. Sunday night there was an elaborate banquet at Augusta. Monday to Wednesday was spent at Asheville, the guests of Kenilworth Inn.

REVISED HALF-YEAR LINAGE

Some Leaders Shift Relative Positions in Various Groups

The following revisions should be made by advertising agencies and newspaper men keeping as permanent records the semi-annual linage figures printed in EDITOR & PUBLISHER last week:

Akron, Ohio, with 210,000 population (Chamber of Commerce estimate) should be transferred to 200,000-250,000 group of cities.

The *Akron Beacon-Journal* should be in twelfth place, with 5,462,152 lines, among "Leaders in Local Linage—Evening, Six-Day," printed on page 4 of the Sept. 25th issue.

The *Canton (Ohio) Repository* should be given tenth place in "Leaders in Local Linage, Evening and Sunday," with 5,245,176 lines, and in twelfth place in "Leaders in Classified Linage, Evening and Sunday," with 1,361,463 lines.

The *Kansas City Star* should have been shown as an "Evening and Sunday," rather than "Morning and Sunday," and its linage of 9,682,559 lines in that grouping would place it twentieth in the list of "Leaders in Total Linage." It also should be given seventh place in "Leaders in Classified Linage, Evening and Sunday," with 2,305,135 lines, and eighth place in "Leaders in Local Linage, Evening and Sunday," with 5,953,281 lines.

IOWA PAPERS MERGED

The *Clayton County Messenger*, established 34 years ago in Elkader, Ia., last week was merged with the *Elkader Register* by H. L. Griffith, editor and publisher of the Register. John K. Griebel, who purchased the Messenger five years ago, becomes associated with J. F. Widman & Sons, McGregor printers. C. L. Reineke, editor of the Messenger, will assume similar duty with the Register, succeeding E. F. Seifert, who becomes assistant cashier in the First National bank.

HUNTING WITH DAWES

Three Chicago newspapermen are included in the party of Vice-president Charles G. Dawes which left Sept. 29, for a week's hunting trip near Lincoln, Neb. They are John T. McCutcheon, cartoonist of the *Chicago Tribune*; Knowlton L. Ames, publisher of the *Chicago Journal of Commerce*, and Glen Griswold, managing editor of the *Chicago Journal of Commerce*. Also in the party are Gen. John J. Pershing and Rufus C. Dawes.

ATTORNEY LOSES LIBEL SUIT

Mack P. Spears, Hendersonville attorney, whose suit against the *Greenville (S. C.) News*, seeking \$100,000 damages, was begun in Greenville county court last week, lost the decision of the jury, which was out only 25 minutes. The suit followed the detention of Spears in jail pending the investigation of the finding of a baby in a clump of bushes in June, 1924, because of which he alleged great damage had been done to his reputation.

PLAN \$25,000 AD FUND

The Pacific International Photographers Association meeting in Seattle last week voted to raise an advertising fund of \$25,000. The action was taken following an address by L. Van Anderson, of Hall & Emory, Inc., advertising agency. He suggested newspapers as the best medium for the campaign.

NEW SUN PROMOTION

The *New York Sun* has just issued a handsome promotion booklet, "Guide Posts That Point the Way to Greater Sales," containing many full pages in color. The book shows the Sun's linage record for the twelve months ending June 30, 1926.

"FOR SAFETY'S SAKE"

Members of the Garage Owners' Association of Rochester, N. Y., co-operating with automobile dealers and the local chamber of commerce, recently purchased a special page in the *Rochester (N. Y.) Times-Union*, headed "For Safety's Sake," in which the association advised close attention to brakes, and offered to test brakes free during "Safety Week."

NEW SHOPPING NEWS

The *Compton (Cal.) Shopping News* has started publishing as a four-page weekly, exclusively an advertising paper. It is published on Thursday for Friday for Saturday buying. Practically every city in Los Angeles County now has a shopping news, including Los Angeles, Hollywood and Long Beach.

WATHEN JOINS ALCO-GRAVURE

E. Leslie Wathen, rotogravure editor of the *Buffalo (N. Y.) Courier-Express*, has resigned to become sales manager for Ohio for Alco-Gravure, Inc.

**creating
Impression!**

nearly half the 2013
national advertisers
using the Cleveland
Plain Dealer in 1925
used it exclusively.

The Plain Dealer
ONE Medium—ONE Cost **ALONE** Will sell it

J. B. Woodward 110 E. 42d St. New York
Woodward & Kelly 380 N. Mich. Ave. Chicago

PARIS RECEPTION OF AMERICAN DELEGATES

Brilliant Official Dinner and Noon-Day Receptions Feature Delightful Week—Off for Brussels and London

(By Cable to EDITOR & PUBLISHER)

PARIS, Sept. 30.—American delegates to the Press Congress of the World were tendered a brilliant dinner at Hotel Continental on Wednesday night, as guests of the Franco-American Committee of the French Press.

Louis Barthou, Minister of Justice and member of the French Academy, presided for the French Government at the request of Premier Poincaré. The speakers included R. C. Snyder, *Norwalk (O.) Reflector-Herald*; James Wright Brown, publisher of EDITOR & PUBLISHER; P. Selig, of Christ Church, New Zealand, and Marcel Knecht, publisher of *Le Matin*, Paris.

The event closed a delightful week of receptions in Paris. On Monday the delegates were received at the City Hall by the President of the Municipal Council and the Prefect of the Seine Department. In the afternoon the delegates visited the tomb of the Unknown Soldier, where a wreath was placed. At noon on Tuesday the delegation was given a buffet reception by the Agence Havas, and on Wednesday at noon the vice-presidents of the Congress and J. W. Brown were speakers at a meeting of the Anglo-American Correspondents' Association, with Wilbur Forrest of the *New York Herald Tribune* presiding.

The delegates left for Brussels on Thursday and will arrive in London Oct. 3.

WILLIAM PUNCH RESIGNS

William J. Punch this week resigned as manager of the Statistical Department of the *New York Evening Post*.

The World

These two newspapers offer the most powerful all-day service in New York available as a unit under a single contact. The 600,000 DAILY WORLD—EVENING WORLD readers constitute a highly concentrated force to be reckoned with in any campaign designed to effect distribution in Greater New York.

The Evening World

Pulitzer Building, New York
Tribune Tower, Chicago

Today, in Miami
254 Car Lot Buyers

In FOUR leading
classifications!

Normal Miami merits your
attention:

65 car lot buyers of FOODSTUFFS; 32 car lot buyers of Automobiles, Automotive Accessories and Supplies; 24 car lot buyers of Furniture and Household Equipment and 133 car lot purchasers of Building Materials and Equipment! These facts indicate GROWTH and PROGRESS. The Miami Herald has kept pace with Miami and gives the National Advertiser greater HOME COVERAGE than any other Miami paper.

The Miami Herald

"Florida's Most Important Newspaper"
Frank B. Shutts, Publisher

NEW FINNISH PAPER

The *Fitchburg (Mass.) American Soumalainen*, or *Finnish American*, now printing three issues a week, instead of daily as was first contemplated. The paper takes the place of the *North Star* recently published under the direction of August Kangas, editor. The *Finnish American* is published by the Eastern Publishing Company, incorporated in \$100,000.

AD POSTERS TORN DOWN

Advertising posters at stations of the North Western railroad at villages near Chicago were torn down at order of George B. Vilas, general manager of the road, on complaint of residents of Elmhurst, Melrose Park, Ravenwood, Clybourn and Mayfair.

NEW A. P. MEMBER

The *Lebanon (Pa.) Daily News and Times* has been elected to membership in the Associated Press.

**in
Detroit—**

Free Press circulation
reaches 31,000 more
than the total number
of families owning their
own homes.

The "Free Press"

"Starts the day in Detroit"

With a stable, uninflated,
liberal purged circulation
productive of greater advertising
returns at lower cost.

**1st in ALBANY NY
for Over 75 Years**

The most potent
sales force in
the Albany
N. Y.
Area

The Times-Union

Albany's Leading Newspaper
heavily possible logical comparison
Warner & Condit Inc.
New York, Chicago, Detroit, San Francisco

Largest
Newspaper
West of
Chicago

500,000

Copies
DAILY

The
**KANSAS CITY
STAR**

INSURANCE DRIVE URGED

Agents Meeting at Atlantic City Recommend Newspapers in Resolution

Five hundred members of the National Association of Insurance Agents, meeting at Atlantic City last week, adopted a resolution recommending a national campaign of newspaper advertising.

The resolution follows:

"Insurance is suffering from a lack of public understanding of its functions and service, and this association believes that a national campaign of newspaper advertising to inform the public of the work of stock, fire and casualty companies will be of great benefit to both companies and agents."

It was the first time in the 30 years' history of the association that it has gone on record favoring advertising. A plea for a newspaper campaign was made by Charles H. Holland, president of the Independence Indemnity Company of Philadelphia, and reported in last week's *Editor & Publisher*.

KELLY WITH ST. MAURICE

Raymond Kelly, formerly general sales manager of the Kimberly-Clarke Paper Company of Neenah, Wis., has been appointed a director and vice-president of Maurice Valley Sales, Ltd., and will have headquarters at the general offices of the company in the Canada Cement Building, Montreal.

FIRE DAMAGES TEXAS PLANT

Damage estimated at \$5,000 was suffered by the *Orange (Tex.) Daily Leader* when fire swept the Stark building, in which the *Leader* is housed. Practically all damage to the newspaper was in the composing room, according to H. C. Conally, general manager. The *Leader* was forced to suspend publication for two days.

Dodge Brothers places 76 per cent of its advertising appropriation in newspaper space.

FORCEFUL PROMOTION

A striking full-page advertisement was placed by the *Philadelphia Bulletin* in New York newspapers Friday, Sept. 24, the day after the Dempsey-Tunney fight. "How Many Are 533,169 People?" the caption asked in white letters cut out on a photograph of the crowded Yale Bowl. Photographs of five other crowded stadiums, the Sesqui-Centennial stadium, Shibe Baseball Park, Franklin Field, Phillies Ball Park, Princeton stadium, New Baltimore stadium, and New York Polo Grounds were used on the page to show that their combined seating capacity was less than the daily circulation of the *Bulletin*.

JOHN EVANS REJOINS A. P.

John Evans, who resigned from the Paris staff of the Associated Press a year ago to become managing editor of the *Des Moines (Ia.) Daily Capital*, has resigned from the *Capital* to rejoin the A. P. at Paris. Carl K. Stuart, city editor of the *Capital*, has been named managing editor.

ISSUES TRANSPORT EDITION

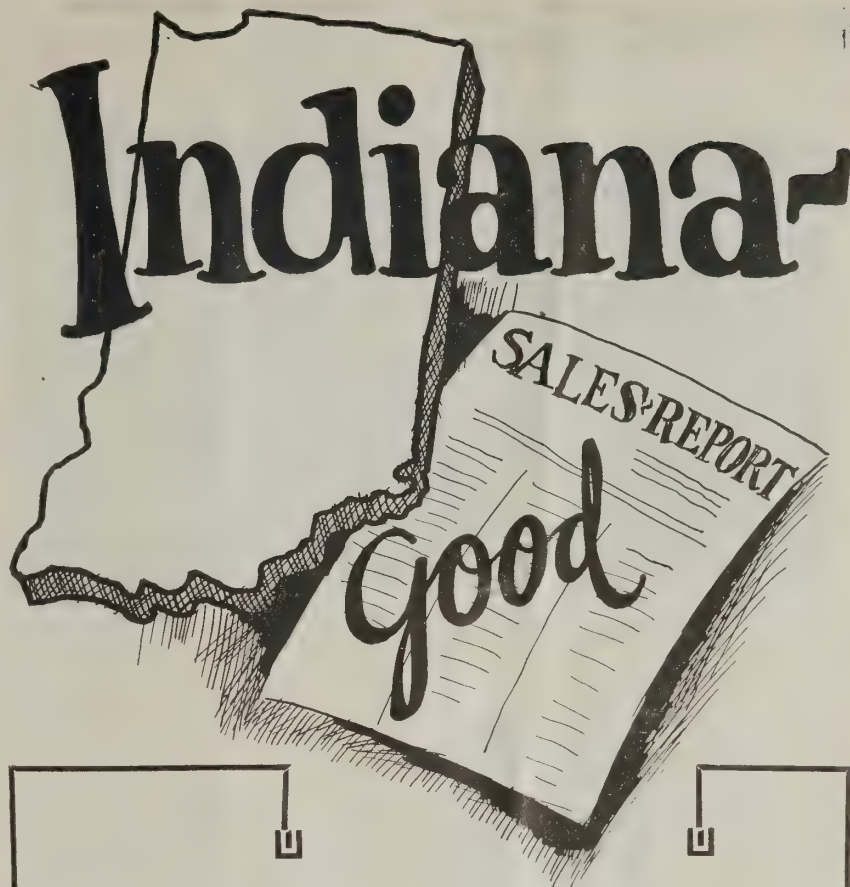
The *Columbus (O.) Dispatch* issued a 60-page special edition devoted to highway and transport interests, Sept. 28. The edition was in charge of R. R. Schenk, promotion manager, who was assisted by Glen Harris. The issue carried \$17,000 worth of advertising, Harvey Young, advertising director, stated.

A. N. P. A. COMMITTEE TO MEET

Members of the committee in charge of the Bureau of Advertising of the American Newspaper Publishers Association will meet, Oct. 20, in the bureau's new Chicago office.

PRINTS MARKET SURVEY

The *Port Huron (Mich.) Times-Herald* has just issued a market manual covering the Thumb district of Michigan.



A Market Where Adverse Selling Seasons Are Unknown

Indiana has always been a desirable market for the national advertiser. Its strategic location in the very heart of the industrial and agricultural middle-west with its fertile lands and mineral resources has created a wide diversity of business activity, insuring stability and prosperity.

Indiana is a market whose adverse selling seasons due to fluctuation in prosperity are unknown, because practically every city has its solid group of industrial wage earners, and every rural community its group of modern prosperous farms.

The great majority of the people of Indiana are native born of native parents. They follow the newspapers very closely.

If you want to reach one of the great buying powers of the United States the papers listed below will show you the way.

	Circulation	Rate for 5,000 lines
**Columbus Republican.....(E)	4,912	.03
††Connersville News-Examiner.....(E)	4,681	.025
††Decatur Democrat.....(E)	3,215	.025
**Fort Wayne Journal-Gazette.....(M)	35,247	.08
**Fort Wayne Journal-Gazette.....(S)	28,468	.08
**Fort Wayne News Sentinel.....(E)	43,365	.10
**Gary Evening Post-Tribune.....(E)	15,514	.06
**Huntington Press.....(M&S)	5,129	.025
††Indianapolis News.....(E)	128,341	.25
**Lafayette Journal & Courier.. (M) 7,878 }	21,461	.06
(E) 13,583 }		
††La Porte Herald-Argus.....(E)	6,726	.04
**Marion Chronicle.....(E)	9,364	.04
†Shelbyville Democrat.....(E)	4,012	.025
**South Bend News-Times.. (M) 9,751 }	26,354	.07
(E) 16,603 }		
**South Bend News-Times.....(S)	24,500	.07
**South Bend Tribune..(S) 21,431....(E)	22,254	.06
†Terre Haute Tribune.....(E&S)	23,442	.06

**A. B. C. Publishers' Statement, March 31, 1926.

†Government Statement, October 1, 1925.

††Government Statement, March 31, 1926.

THE ALTOONA MIRROR

Alone Thoroughly Covers Altoona Territory

Average daily circulation for the
year ending June 30, 1926

27,884 A. B. C.

More than twice the circulation of
any other Altoona newspaper.

But the advertising rate is very little
more than its nearest competitor.

THE ALTOONA MIRROR

Altoona, Pa.

BUSINESS DIRECT

F. G. PEARCE, Mgr. Adv.

SALAMANCA DAILY FORMALLY OPENS ITS NEW \$90,000 BUILDING



THE Salamanca (N. Y.) *Republican-Press*, evening daily, this week formally opened its new \$90,000 home to the public.

The building is of fireproof construction—brick, stone, steel, concrete and tile. It is 126 feet long, 40 feet wide for 100 feet back from the front, and 52 feet wide from the rear 26 feet. The floor level is the same throughout the entire structure—two steps up from the sidewalk.



BLANCHARD B. WEBER

Concrete for the floor was laid directly on the ground except for one section over the furnace room and coal bunkers, which are in a basement 17 by 52 feet, extending 12 feet beyond the 40-foot section, so that coal trucks may drive directly over the coal bunkers and dump their loads, the coal running down to within a few feet of the furnaces.



MATTHEW WEBER

The front 30 feet of the building, which has the appearance of being two stories in height, contains only one floor for the present. This section has a 17-foot ceiling, and is lighted by two sets of windows, one above the other, which will permit installation of a mezzanine floor whenever more room is needed.

In the southeast corner of the building is the pressroom, and large plate glass windows in the front and east side give a full view from the street of the rotary press.

The rest of this front section contains the business office, news and editorial rooms.

In the rear of the business office, and opening off the pressroom is the stereotyping room. This room also has a glass partition in front, so that visitors may see the plate-making processes as well as the actual printing.

At the rear of the pressroom is a side door to which trucks can drive, to receive the papers as they come from the press.

The center section of the building, 70 feet long and 40 feet wide, is a single, large room, with 13-foot ceiling. This is the composing room. The north end of this room contains the commercial printing department, including platen and cylinder presses, cutting machine and other equipment.

The rear section, 26 feet deep and 52 feet wide, is used as a warehouse, for paper storage, etc.

Entrance to the building is through double swing doors sheltered by a marquise. The entry is tiled with marble. As

Still Gaining !

The net paid average daily circulation for THE BALTIMORE NEWS for April was 124,636—the highest under its present management.

The net paid average for the American was 57,503.

You need these papers to cover Baltimore, they reach more than half the City.

Sold separately or in combination.

THE BALTIMORE NEWS

and

Baltimore American

ANNOUNCEMENT

To National Advertisers and Advertising Agencies

The National Advertising Departments of

New York Evening Journal
Baltimore Evening News
Baltimore American
Washington Evening Times
Washington Herald
Atlanta Evening Georgian
Atlanta Sunday American
are combined with offices in
New York—Chicago—Detroit

New York Office:

W. G. HOBSON, Eastern Manager
2 Columbus Circle

Telephone: Circle 5400

Chicago Office: F. E. CRAWFORD
Western Manager
913 Hearst Bldg.
Detroit Office: FRANKLIN PAYNE
Representative
1351 Book Bldg.

All under direction of:
JAMES C. DAYTON, Publisher
NEW YORK EVENING JOURNAL

one comes in from the street, the business office is on the right, and the newsroom on the left. The partitions separating the business office from the pressroom and stereotyping room are of glass, so that the operations in these departments are in full view from inside as well as outside the building.

Blanchard B. Weber, senior publisher of the *Republican-Press*, and dean of the newspaper men of Cattaraugus county, is 78 years old and has been a publisher since 1873. Matthew Weber is junior publisher and managing editor.

ST. LOUIS LOCAL OUSTED

The St. Louis Web Pressmen's Union was one of three local pressmen's unions which were forced to give up their seats Sept. 26 in the Central Trades and Labor Union Council. The ouster was on the demand of George L. Berry, president of the International Pressmen's Union, backed by Frank Morrison, secretary of the American Federation of Labor. These locals withdrew from the International Union, together with locals from Chicago, Milwaukee, Cincinnati, Pittsburgh and elsewhere, in 1918, following a controversy with Berry, but have been recognized by the Central Trades and Labor Union until now. The St. Louis newspapers have a contract with the St. Louis Web Pressmen's Union, which is in nowise affected by the action of the Council.

WOULD ADVERTISE AIR MAIL

W. Irving Glover, second assistant Post Master General, addressing the National Association of Postmasters, meeting in Kansas City last week, urged an advertising campaign to promote air mail.

DAILY HAS DISPLAY WINDOW

The Winston-Salem (N. C.) *Journal* completed installation of a display window for use by national advertisers, Oct. 1.

Florida's FASTEST GROWING NEWSPAPER



FRANK R. FIDES
PUBLISHER

Do the Fall months just ahead promise big revenue for your classified medium? They do for our many clients!

THE BASIL L. SMITH SYSTEM, Inc.

International Classified Advertising Counsellors

Packard Building Philadelphia

MICHIGAN

is growing faster than any State in the Union.

Its increase in manufacturing products surpasses anything in the world.

BOOTH NEWSPAPERS

cover Michigan outside of Detroit—Eight principal cities with the only or leading Newspaper in its respective community.

The Grand Rapids Press
The Flint Daily Journal
The Saginaw News Courier
The Kalamazoo Gazette
The Jackson Citizen Patriot
The Bay City Times Tribune
The Muskegon Chronicle
The Ann Arbor Times News

National Advertising Representatives

I. A. KLEIN J. E. LUTZ
50 East 42nd St. Tower Building
New York City Chicago, Ill.

Buffalo, The Wonder City of America

Buffalo—a Profitable Market for Advertisers

Sales in Buffalo are splendid for advertised goods. Employment conditions excellent, retail and other business thriving. One newspaper will put your story over to 83% of the people—that paper is the

BUFFALO EVENING NEWS

Read in 4 out of 5 Buffalo Homes

Edward H. Butler, Editor and Publisher
Kelly-Smith Company, Representatives
Marbridge Bldg. Tribune Tower
New York, N. Y. Chicago, Ill.
Atlantic Bldg. Waterman Bldg.
Philadelphia Boston

MERCHANT & EVANS CO. PHILADELPHIA

Producers of . . .

SPARTAN TYPE METAL

Since 1866

LINO • MONO • STERO
INTERTYPE
COMBINATION

Stocks in Principal Cities

first! in OHIO

14,882,648 Lines

Dispatch advertising record for the first eight months of 1926, exceeding other Columbus newspapers combined by 1,944,151 lines. The Dispatch led the second largest Ohio newspaper (first 6 mos.) by 2,047,726 lines.

NET PAID CIRCULATION

CITY 55,812
SUBURBAN 26,973
COUNTRY 23,666

Total Daily Circulation 106,451

Columbus Dispatch

OHIO'S GREATEST HOME DAILY

LARGEST WEEKDAY CIRCULATION in the City

The Item Tribune

NEW ORLEANS

FORMER PUBLISHER OF NEW YORK TIMES DIES

F. Spinney Published Paper Until Ochs Took Control in 1896—Was Deputy Court Clerk at His Death on Sept. 27

George Franklin Spinney, 73, publisher of the *New York Times* before that newspaper was taken over by Adolph S. Ochs in 1896, died at his home in Rockville Centre, L. I., Sept. 27. For the past 25 years he was deputy clerk of the Court of General Sessions in New York. Born in Great Falls, now Somersworth, N. H., Mr. Spinney received a high school education at Lawrence, Mass., and moved to Boston where he learned the printer's trade. He came to New York in 1872 and became police reporter for the *Brooklyn Daily Argus* two years later. After the dissolution of the *Daily Argus*, shortly after, Mr. Spinney was made successor to Jacob A. Riis as manager of the *South Brooklyn News*. He was also associated with Joseph C. Hendon, Brooklyn editor of the *New York Times*. Mr. Spinney joined the staff of the *New York Times* in 1879 as a reporter. He was Albany correspondent for that paper for seven years. From 1888 until 1896 he was managing editor and later publisher until he resigned in 1896. At this time he was a director of the United Press. He was city editor of the *Brooklyn Daily Eagle* under St. Clair Kelway before being named to the city clerkship. Mr. Spinney and Assemblyman John McManus were awarded medals for their heroic rescue work in the Spuyten Duyvil railroad wreck in 1881.

COL. J. E. COOKE

Former Waynesboro, Va., Publisher Dies After Long Illness

Col. J. E. Cooke, 69, long prominent in newspaper circles in Virginia and formerly editor and owner of the *Waynesboro Valley Virginian*, died last Friday morning after a protracted illness. Col. Cooke went to Waynesboro in the early nineties and engaged in the newspaper business, first with his father, J. T. Cooke, and later established the *Valley Virginian*, which he edited from 1896 until a year ago, when, because of ill health, he sold the plant and paper to Louis C. Jordan. For sometime before selling the paper, Col. Cooke's daughter, Miss Marion Cooke, at present associated with the *Virginian* as city editor, practically ran the paper.

CHARLES T. DONNELLY

Charles T. Donnelly, 58, prominent in advertising man and member of the firm of John Donnelly & Sons, outside advertising, died suddenly, Tuesday morning at his summer home in Winthrop, Mass. He was one of the pioneer outdoor advertising men of the United States. Born in Boston, he was educated from Harvard in 1891. Shortly after graduation he entered into business with his brother Edward in the

above firm. He was a member of the home there Sept. 25. Mr. McKinney Boston Advertising and Harvard clubs with the late Col. C. L. Smith established and other civic and fraternal organizations.

JAMES H. POTTS

James H. Potts, editor of the *Troy Times* (N. Y.), died Wednesday at the home of his daughter at Rockford, Ill., where he had been passing his vacation. He was 71 years old. Mr. Potts became assistant city editor of the *Troy Times* in 1881, and city editor two years later. In 1896 he became editor.

Obituary

NILS GILLGREN, editor of the *Svenska Pacific Tribune* at Seattle, Wash., died at the Swedish Hospital, Sept. 16, after an illness of two months. Gillgren was born in Sweden, in 1860, coming to America in 1904.

L. P. MITCHELL, a pioneer publisher of the San Fernando Valley, Cal., died at his home in Corcoran, recently. Mr. Mitchell at one time owned the *Azusa Pomotrophic*, and later the *Owensmouth Gazette*, which he published for six years. He then moved to Corcoran where he purchased the *Journal*.

LEONARD W. KIDD, 77, known as "Captain" Kidd in the composing room of the *Seattle Post Intelligencer*, where he was employed for 30 years, died Sept. 20 at his home.

MRS. THOMAS STIVERS, 76, mother of George A. Stivers, publisher of the *Burlington (Ia.) Gazette*, died Sept. 25 after an illness of two months.

ROBERT HOWARD RUSSELL, for several years editor and publisher of *The Cosmopolitan*, resident of Stratford, Conn., died there Sept. 21 following a prolonged illness. He was born in Stratford, August 16, 1865.

CAPT. JAMES SAYERS, 81, a veteran of the Civil War and for many years editor and manager of the *Waynesburg (Pa.) Republican*, died at his home there Sept. 26. His son, Judge A. H. Sayers and one daughter, Miss Jane Sayers survive.

HUGH HEALY, 54, editor of the *Arcola (Ill.) Arcolan*, was found dead in his bed Sept. 22. He entered the newspaper field 28 years ago with Dr. C. C. Lewis, publishing the *Arcolan*, and four years later assumed full control of the weekly. Two sisters and a brother survive.

DANIEL F. FITZGERALD of Belmont, Mass., a member of the advertising staff of the *Boston Herald* for 10 years died Sept. 22. For many years he was New England representative of Payne, Burns & Smith, New York, special representatives.

FRED L. MCENROE, 27, reporter on the *Bridgeport (Conn.) Sunday Herald*, died in Hartford on Sept. 17 after a lingering illness. He had worked on Hartford and New Britain papers as well.

OWEN S. MCKINNEY, for more than 40 years engaged in the newspaper business at Fairmont, W. Va., died at his

home there Sept. 25. Mr. McKinney Boston Advertising and Harvard clubs with the late Col. C. L. Smith established the *Fairmont Times* and previous to that he was editor of the *Fairmont Index*. He served as a member of the West Virginia Legislature and was speaker of the house.

WILLIAM MEEKIN, 68, editor and publisher of the *Galva (Ill.) Standard* 25 years until 1909, and in recent years postmaster, died Sept. 23 at his home. The widow, two sisters and six brothers survive.

ALFRED H. DAVIS, former owner and publisher of the *Ventura (Cal.) Daily Post*, died recently in a Glendale, Cal., hospital.

HARRY L. HILTON, 42, for 14 years a *San Francisco Examiner* pressman, died suddenly Sept. 15.

CHARITY WORK EXTENDED

The care that has been devoted to the sick babies of Chicago for 40 summers by the *Chicago Daily News* Fresh-Air Fund sanitarium has been extended throughout the full 12 months, according to an announcement by the *Daily News*. On Oct. 4, the sanitarium will be opened again for the winter months. The sanitarium was started by Victor F. Lawson, late publisher of the *Daily News*, at the suggestion of his wife.

N. Y. TIMES PRINTS SURVEY

The *New York Times* has just issued a "Study of the New York Market," a reprint of ten tabular statistical pages of New York's population and merchandising distribution which appeared in "A Study of 81 Principal American Markets," published by the 100,000 Group of American Cities.

GARLAND AIDED LABOR PRESS

The Federated Press, a labor press service, and *Labor Age*, a monthly magazine, were aided by the \$1,674,000 American Fund for Public Service, established in 1921 by Charles Garland, the young

millionaire Socialist, according to a report made public this week. The fund has now been entirely disposed of.

DAILY STARTS CRIME PROBE

Following disclosures published by the *New York Evening World*, the State Crime Commission has determined upon a definite program for an inquiry into the methods of criminal lawyers.

ICE CREAM AD PLANS

Report of the advertising committee will be an important feature of the convention of the National Association of Ice Cream to be held in Detroit, Oct. 11-16. An active advocate of newspaper advertising among members is L. J. Wilhoite of the George K. Brown Company, Inc., Chattanooga. Members of the staff of the Bureau of Advertising of the American Newspaper Publishers Association will attend the convention to outline the advantages of newspaper space.

NEW YORK STATE

Westchester County's

Fastest Growing Cities

Mount Vernon and
New Rochelle and
The Vicinity Towns

Are Covered Completely by
THE DAILY ARGUS

of
Mount Vernon
THE STANDARD STAR
of
New Rochelle

Both Members of A. B. C.

Westchester Newspapers, Inc.

Franklin A. Merriam, Pres.
Mount Vernon—New Rochelle

If Quality

of circulation is your first consideration

The Evening Star

With Sunday Morning Editions
Washington, D. C.

will have your preference—same as it has the preference of practically everyone in the National Capital.

The Star's circulation is home circulation—both quality and quantity—the kind that counts most with advertisers.

N. Y. Office—110 E. 42nd St.
Dan A. Carroll

Chicago Office—Tower Building
J. E. Lutz

The Tampa Morning Tribune

Tampa, Florida

LEADS

In Local Advertising
In National Advertising
In Classified Advertising
In City Circulation
In Suburban Circulation
In Total Circulation
Substantial Proof of
Superiority
200,000 Daily Readers
300,000 Sunday Readers

Represented Nationally by

The S. C. Beckwith Special
Agency

America's
Complete
Newspaper

New York
**Herald
Tribune**

IN some cities, the "leading" newspaper may have merely a few hundred more circulation than its competitor. The Press has 40,000 more net paid circulation in Pittsburgh than the other two evening newspapers combined—and 35,000 more net paid circulation in Pittsburgh than the other two Sunday newspapers combined.

**THE
PITTSBURGH
PRESS**

A Scripps-Howard Newspaper
Member of the A. B. C.

**GRAVURE
SECTIONS
PRINTED**

SPECIAL AND REGULAR
EDITIONS, MAGAZINE
INSERTS AND COM-
MERCIAL WORK

Standard Gravure
Corporation

LOUISVILLE, KY

BUILDINGS PLANT LAYOUTS PRODUCTION OPERATION

an organization specializing solely in newspaper building design, manufacturing and production problems.

S. P. WESTON

Newspaper Buildings
Plant Layouts
Production, Operation

West 42nd Street New York

WHAT OUR READERS SAY

COMMERCIAL ATHLETICS

To EDITOR & PUBLISHER: William J. McNulty's article in your issue of September 4th, cynically stating that in his opinion at least sixty per cent of the leading college athletes of America receive financial rewards for their participation in college and university sports, strikes me as being slanderous. Since Mr. McNulty's article is largely an expression of his personal opinions, unsupported by evidence, I may perhaps be forgiven for my personal testimony that during three years of participation in college athletics, I saw none of the commercialism to which he alludes in cynical fashion. Doubtless, while to a certain extent the dollar-sign does appear in amateur contests, the percentage of athletes accepting money or other compensation for their services does not exceed one-half of one per cent.

From the angle of the advertising department, I can add another personal testimonial to the fact that in my seven years' experience as the owner of a small town paper in a community where both professional and amateur sports are popular, I have never received a dollar from advertisements for professional contests but have received a revenue of many hundreds of dollars from amateur matches.

It seems to me that if this matter of the comparative merits of amateur and professional athletes is to be fought out on the sordid basis of the comparative revenues, the amateurs, so far as the newspapers are concerned, have much the better side of the argument.

Very truly yours,

TELFORD WORK,

Director of Public Relations, Pacific Palisades Association, Pacific Palisades, Calif.

FLORIDA ADVERTISING PLAN

To EDITOR & PUBLISHER: Please tell me what you think of my idea to raise \$3,000,000 to offset the black eye given us by last week's hurricane with a national advertising campaign funded by the simple expedient of diverting one penny of our four-cent gasoline tax to bringing in more motorists whose additional fuel purchases will more than repay the diverted penny?

At the present rate of consumption this penny-ad plan will entail no additional burden upon the taxpayer, will be borne equitably and without murmur by every gasoline consumer in the state, will bring in at least a million dollars a year more for highway construction and maintenance, and yet will help every individual and every invested dollar in the entire commonwealth.

I am taking the matter up with the Governor, the State Highway Commissioner, members of the state legislature, and various other officials; and judging from the enthusiasm engendered, I am confident that ultimately I shall be successful.

What do you think?

ROBERT SCALES CLARY,
Jacksonville, Fla.

The Los Angeles EVENING HERALD consistently carries more paid advertising than any daily newspaper in the west

Representatives

New York: Herb. W. Moloney, 604 Times Bldg.
Chicago: John H. Ledwith, 910 Hearst Bldg.
San Francisco: A. J. Norris Hill, 710 Hearst Bldg.

SHORT COURSE FOR EDITORS

Annual Iowa State College Meet Oct. 19-20—Roe a Speaker

The annual Iowa State college short-course for country newspapermen will be held at the university in Ames, Iowa, Nov. 19-20. F. W. Beckman, head of the journalism school of the college, is preparing a program for the two-day meeting. As in previous years emphasis will be placed on problem of fitting rural newspapers into changing rural conditions.

Among the speakers secured for the event are: Herman Roe, Northfield (Minn.) News and president, National Editorial Association; W. C. Jarnigan, Storm Lake Pilot-Tribune, president, United Newspapers of Iowa; G. L. Caswell, Iowa Press Association; and E. C. Tucker of the Iowa Press Association.

A "little gridiron" dinner will be a social event for the visitors, sponsored by the Iowa State chapter of Sigma Delta Chi, national journalism fraternity of the college.

AD TIPS

Charles C. Green Advertising Agency, Inc., New York and Philadelphia. Has been appointed to direct the advertising and merchandising of "Oakite" in the retail market for Oakite Products, Inc., New York. Rickard & Co. will continue to place the industrial advertising for that concern.

F. Wallis Armstrong Company, 16th and Locust streets, Philadelphia. Placing orders with newspapers in selected sections for George W. Blabon Company, Linoleum, Philadelphia.

N. W. Ayer & Son, 308 Chestnut street, Philadelphia. Taking charge of the advertising of Eternit, Inc., Asbestos Shingles, Philadelphia.

Cecil, Barreto & Cecil, Inc., 12th and Bank streets, Richmond, Va. Placing the advertising of the American Dairy Supply Company, 430 Delaware avenue, S. W., Washington, D. C., manufacturers of certified caps for milk bottles.

Barton, Durstine & Osborn, 383 Madison avenue, New York. Placing orders for the Good Luck Food Company, Pie Filling, 25 Otsego street, Rochester, N. Y.

George Batten Company, McCormick building, Chicago. Received the account of the Rome Company, De Luxe Bed Springs, Chicago.

George Batten Company, 383 Madison avenue, New York. In charge of advertising of the Goodell-Pratt Company, Greenfield, Mass., manufacturers "1500" Good tools and electric drills.

Blackman Company, 120 W. 42d street, New York. Sending orders to Western newspapers for the National Gypsum Company, National Mineral Wall Board, Buffalo, N. Y. Also making up lists and handling the account of the Vacuum Oil Company, New York, 61 Broadway, New York, manufacturers of "Gargoyle" Lubricating Oils, etc.

Burnet-Kuhn Advertising Company, 605 No. Michigan boulevard, Chicago. In charge of the advertising of Stover Manufacturing Company, "Stovola" Heater, Freeport, Ill.

Campbell-Ewald Company, General Motors building, Detroit. Placing the advertising of the Hyatt Roller Bearing Company, Newark,

N. J., manufacturers of "Hyatt" Roller Bearings.

Capelhart-Carey Corporation, Times building, New York. Handling the account of M. Tecla & Co., Pearls, 398 Fifth avenue, New York.

Caples Company, 2002 Grand Central Terminal, New York. Handling the accounts of the National Tourist Commission of Havana, Cuba and the Great Western Railway of London, England.

Cecil, Barreto & Cecil, 247 Park avenue, New York. Placing advertising of the Kennedy Gelatine Corporation, 9 Jones street, New York.

Churchill-Hall, Inc., 50 Union Square, New York. Placing the account of the Multibestos Company, Walpole, Mass., manufacturers of "Multibestos" Brake Lining.

George S. DeRouville, 452 Broadway, Albany, New York. Placing the account of the Kemzone Laboratory, 87 Dey street, New York.

Donovan-Armstrong, 1211 Chestnut street, Philadelphia, will start initial advertising campaign about October 1 in Philadelphia and nearby cities for Henry Disston & Sons, Saws, Philadelphia. Also placing the advertising of North Brothers Manufacturing Company, Lehigh avenue and American street, Philadelphia, manufacturers mechanics tools.

Evans, Kip & Hackett, 247 Park avenue, New York. Placing its orders with newspapers in selected sections for the Ingersoll Watch Company, 30 Irving Place, New York.

Edwards, Ewing & Jones, 328 Chestnut street, Philadelphia. Sending out orders for an extensive campaign with some Middle West newspapers for the Coraza Cigar Company, Marshall Field Cigar, Philadelphia.

Federal Advertising Agency, 6 East 39th street, New York. Placing orders with some Pennsylvania and Ohio newspapers for the Van Raalte Company, Silk Gloves, etc., Fifth avenue and 16th street, New York.

Charles Daniel Frey, Inc., 30 No. Michigan avenue, Chicago. Sending out orders to newspapers in various sections for Simmons Company, Beds, 666 Lake Shore Drive, Chicago.

C. C. Green Agency, 450 Fourth avenue, New York. Placing orders with newspapers in various sections for Smith, Kline & French, "Cherry O", 105 No. 5th street, Philadelphia.

Harvey Advertising Agency, Walton building, Atlanta, Ga. Placing advertising with newspapers in various sections for the Creomulsion Company, Atlanta, Ga.

G. Howard Harmon, Inc., 171 Madison avenue, New York. Sending out orders to New England newspapers for White, Warner & Co., "Quaker" and "Household" Ranges, Taunton, Mass.

Ray D. Lillibridge Incorporated. Has been retained by the Canadian Pacific Railway to handle the advertising of Chateau Frontenac and other Canadian Pacific hotels. Also has account of Johnson Bronze Company, New Castle, Pa., makers of rough and finished bronze bushings. Also has obtained account of the Associated Radio Manufacturers.

H. K. McCann Company, American Bank building, Los Angeles. Secured accounts of the

San Diego, Cal., Club and Dougals Borderla Climate Club, Douglas, Ariz.

Harold D. Menken Agency, 1182 Broadway, New York. Placing orders with Pennsylvania newspapers for the C. Y. Chocolate Yeast Company, 17 West 60th street, New York.

Harry C. Michaels Company, 113 Lexington avenue, New York. Sending out orders to so Pennsylvania newspapers for the Liel Products Company, Bouillon Cubes, 239 Foy avenue, New York City.

National Advertiser Advertising Agency, West 47th street, New York. Making schedules with newspapers for the Emerger Laboratories, "Poslam", 245 West 47th street, New York.

Fred M. Randall Company, Detroit. To handle the advertising of the Scotten-Dillon Company, Detroit, manufacturers of Yankee brand tobaccos.

Wm. H. Rankin Company, 342 Madison avenue, New York City. Making contracts placing copy with newspapers for Thon Lipton, Tea, New York.

Redfield Advertising Agency, 34 W. 33d street, New York. In charge of the account of Rossiter, Tyler & McDonnell, Radio, New York.

Reimers & Osborn, Inc., 285 Madison avenue, New York. Will direct advertising account of Cordley & Hayes, New York City.

Spector and Goldensky, Philadelphia. Has obtained the account of the Borman Service, Pennsylvania, employment agency.

have
you been
following the
remarkable
growth
of the
Detroit Times

A paper with the people

The public decides the progress of a newspaper.

The continuous rising circulation of the New York Evening Graphic vividly demonstrates popular acceptance of this newspaper as a medium of unusual reader interest.

Advertisers daily realize the benefit of this power through achieved results from the advertising columns of the New York Evening Graphic.

With a constantly increasing circulation, plus a constant growth in advertising lineage, the New York Evening Graphic offers the advertiser an extremely profitable opportunity. Published by BERNARD MACFADDEN

NEW YORK
EVENING GRAPHIC

H. A. AHERN, Advertising Mgr.
25 City Hall Place
New York City

HALF A STATE COMPLETELY COVERED

at one Combination Rate

EVENING MORNING

COURIER POST

Two Great Newspapers—Published at Camden, N. J.

National Representatives

STORY, BROOKS & FINLEY



Do you know what percentage of errors are made in your Composing Room?

We suggest you go there and take fifty original proofs. Count up the number of lines and the number of errors. Get the percentage of errors to lines.

It takes twice as long to correct an error as it does to make it, so multiply this percentage by three.

Take this resultant percentage and apply it to your total Composing Room payroll for the year. See how much money errors are costing you.

When you find out what they cost you write and tell us the amount. We will show you a source of profit you have never heard of.

Matrix Contrast Corp.
33 W. 42nd St., New York City

DOMINANT!
in
Pinellas County, Florida

Daily News

ST. PETERSBURG'S PICTURE PAPER

Owned by Frank Fortune Pulver
Edited by Major Alfred Birdsall

America's Biggest Tabloid
Florida's Fastest
Growing Newspaper

To be assured of Complete
Coverage—

USE THE NEWS

Represented by

GEORGE B. DAVID COMPANY
NEW YORK: 110 East 42nd Street
CHICAGO: 1900 Wrigley Building

SERVICE

THE PARTLOWE PLAN

IT IS KNOWN BY ITS ACHIEVEMENTS IN CIRCULATION BUILDING

Results Count

CHARLES PARTLOWE & CO.
6th Floor Occidental Bldg.
INDIANAPOLIS IND.

OUR OWN WORLD OF LETTERS

By JAMES MELVIN LEE

BOOKS on publicity are flowing from the presses of American publishers out as rapidly as books on newspaper editing and making. These manuals on how to get matter into the newspapers are becoming specialized: the latest "Publicity" (J. H. Sears & Co.) by Roger William Riis and Charles W. Bonner, concerns itself primarily with getting industrial news into the press. The introduction is contributed by the well-known sport story writer, Richard Washburn Child.

The text on the flap of the jacket thus describes the volume:

This book tells how the public opinion of a nation has been made to veer sharply, even reverse itself, under the powerful force of a well-directed publicity campaign. It describes how public utilities, by such publicity, have come over to them the friendly attitude of the people. This volume tells how large corporations and industries have been saved by means of news publicity.

Carping critics who tell magazine readers that the American press has lost its influence would do well to re-read the quotation just given. The editorial page may have declined in influence, the editorial writer may be only a highly paid office boy, the newspaper itself may be published just to meet conditions of advertising contracts that call for position alongside reading matter, the publisher may have sold his soul for a mess of pottage—in spite of all the critics say, they have evidently overlooked one field where the newspaper still has some influence, if only it has the help of the highly paid expert of publicity.

Richard Washburn Child, whose fiction always has such grace and charm, thus says in his introduction the case for publicity:

No other land has developed the art, the science and, indeed, the ethics of publicity to the extent we have seen under our noses in America; but, in spite of this, there is lacking in our current literature any substantial treatment of publicity and its effect upon our civilization.

Evidently Mr. Child is not a reader of EDITOR & PUBLISHER, for if he were, he would know that the shelf for books on publicity is already so crowded that space can only be found for new ones by laying them flatwise on top of other texts. At even now this little space between the row of books and the shelf above is fairly well filled.

What is the function of the reputable expert in publicity? Mr. Child answers that question when he says in his introduction, "The function of good publicity experts may be to counsel silence as often as to counsel outspokenness." This assertion may be true, but the experts whom I know have always presented their case quite differently. They have said, "Give the press all the facts! Speak out, don't keep silent."

Because of the high place held by Mr. Riis and Mr. Bonner in the field of industrial publicity, it is interesting to note in whom they give credit for being "the greatest publicity man on earth." Without any qualifications whatsoever they award this distinction to William Jennings

Bryan (page 16). The reasons why they give first place to Mr. Bryan are (1) because he knew the value of news applied to and in the interest of a private cause, (2) because he knew how to make a private cause look like a public cause, and, (3) because he knew how, by subtle apocryphal processes, to create of a public cause a public duty. In other words, Mr. Bryan, to use the illustration given in the book, made a good many people believe that it was their public duty to go to Florida. The Florida boom, according to page 19, "became the most consistent, the most engaging story in the American press for two years."

To show what one industrial concern can accomplish in one year in one newspaper the authors mention in a list the news stories of the General Electric Company which appeared in the *New York Times* from September, 1924, to September, 1925 (pages 35-38). That imposing list of news stories, however, does not say how many of them came from the publicity department of the General Electric and how many were dug up by those who work for the Times. This fact must be known before a logical deduction can be reached.

In speaking of a single issue of another New York newspaper the authors on page 39 print the following:

The *New York Sun* of Jan. 14, 1926, contained 162 items of news. Examining each one of these, we can fairly conclude that no fewer than 75 of them were either publicity releases or, at least, of distinctly interested origin. That leaves 87 items of general news nature, obviously not obtained from publicity sources.

Earlier in the volume the proprietor of a large newspaper syndicate which had requested all general releases from publicity agencies is quoted as saying:

"We would rather have material from news publicity agencies than from free-lance writers, not because we wish to save the money we have to pay the latter, but for the reason that the news publicity man, offering frankly prejudiced material, is under the necessity of preparing his stories so carefully and having them so replete with interesting information that we find the publicity output usually of a far higher order than the other material, judged as news and real information."

The volume frankly is an excellent text on industrial publicity. It is full of meat for those who have charge of sending out the news from industrial plants. It gets down to brass tacks with actual cases. The chapter, "Public Relations in Industry," deserves the thoughtful consideration of those who edit and make American newspapers. Throughout the volume the material has been well organized and presented in an attractive way.

It is because the authors seem to speak with so much authority that their words raise grave doubts about the future freedom

of the American newspaper. Is the reporter to become merely a copy runner between the industrial plant, for example, and the news room? Is the real power of the press to move from the editor's office to the one presided over by the publicity expert? Is the newspaper reader to get only "frankly prejudiced material"? Several times I have expressed the opinion that the reporter was hanging his hat too far down the line in the newspaper office.

IN recent years *The Nation* has been extremely critical of the *New York Times*. On several occasions it has said some rather sharp things both about the paper and its owner, Adolph S. Ochs. But in the issue for September 29 *The Nation* has an editorial about the Times which it calls "The Greatest Newspaper in the World." It puts in italics, however, the "news" of newspaper—to show where the Times puts the emphasis.

From the editorial the following quotation is made:

The criticism which *The Nation* and others have heaped upon it is in a measure a tribute, for it has made itself the standard by which news-gathering is judged. As a record of current history it might be but it is not surpassed. There are newspapers in Japan and France and Great Britain, and tabloids in America, with twice or three times its circulation, but these journals of vast distribution are today amusement-sheets rather than chronicles of the world, and in its chosen field the *New York Times* has risen steadily to the top. The *London Times*, which was once indispensable to men who watched history boiling in far-off corners of the earth, has fallen sadly; the *Manchester Guardian*, a greater force as a maker of world opinion, can hardly compete with the *New York Times*'s worldwide telegraphic news service; and no other American newspaper begins to rival it in amount or quality of daily news. It "covers" the world.

The editorial continues with a personal tribute to Mr. Ochs and then proceeds to give reasons why it regards the editorial page of the Times as "one of the dullest" in America.

The Great Empire of The Southwest

is literally spending millions of dollars. The thoughts, actions and habits of Southwesterners are influenced by their

Weekly Newspapers

Our organization represents 325 weekly newspapers in Texas, Oklahoma and New Mexico, and we can furnish complete market information on this territory. A letter to our Dallas office will bring you some very interesting figures.

The H. L. Grable Co.

"National Advertising Representatives of Weekly Newspapers" TEXAS—OKLAHOMA—NEW MEXICO

NEW YORK 25 East 26th St. Phone Ashland 9127
CHICAGO 123 West Madison Phone Central 3021
PHILADELPHIA Widener Bldg. Phone Rittenhouse 9698
DALLAS, TEXAS 606 Mercantile Bank Building

WHAT of the tabloids? That is the question which Richard G. deRochemont discusses in *The American Mercury* for October. Here is a quotation:

The future of the tabloid press in America is a matter of dispute. It has been predicted recently by Carr V. Van Anda of the *New York Times*, that in a few years all the daily newspapers will be forced to adopt the tabloid form. Undoubtedly the increase in the cost of newsprint and the convenience of the new size in production and distribution point to its further proliferation. But many advertisers do not believe that it affords sufficient room on its pages for effective display advertising, and say that they thus find its space more expensive than the results justify. Careless make-up and slipshod printing have been deterrents to profitable advertising accounts in many cases.

* * *

W. R. HOTCHKIN will publish this month "Making Money in Advertising." It is described as a book for "boosters."

About 35 students studied printing and rural journalism at South Dakota State College last year.

Use the COMBINATION RATE OF The Gazette Times (Morning and Sunday) AND Chronicle Telegraph (Evening)

in order to cover Pittsburgh and Western Pennsylvania thoroughly at the lowest cost.

Member A. B. C.

URBAN E. DICE, Nat. Adv. Mgr. GAZETTE SQ., PITTSBURGH, PA.

National Representatives:
E. M. BURKE, Inc. 42nd and Broadway, N. Y.
125 S. Michigan Blvd., Chicago.
Constitution Bldg., Atlanta, Ga.
E. J. BIDWELL CO. 742 Market St., San Francisco, Cal.
Times Bldg., Los Angeles, Cal.

Parkersburg, W. Va. is growing rapidly

A new \$5,000,000 rayon plant and other new industries are now being constructed there.

The city and suburban territory is covered by

The News

Morning and Sunday

with a circulation of 7,500 daily and 9,000 Sunday at only 3 cents a line.

Member A. B. C.

Represented nationally by the DEVINE-MACQUOID CO., Inc. New York Pittsburgh Chicago

DO YOU NEED A TRAINED MAN?

The Personnel Bureau of Sigma Delta Chi, an organization of college trained newspaper, magazine and advertising men, wants to help you find him. The Bureau puts you in touch with experienced, energetic men—it saves you time by recommending only those who meet your requirements.

If you expect a vacancy, please write Robert B. Tarr, Director, Personnel Bureau of Sigma Delta Chi, P. O. Box 115, Pontiac, Michigan.

NO CHARGE TO EMPLOYERS

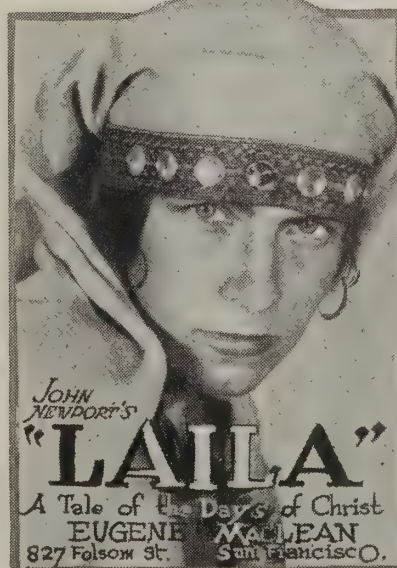
PSYCHOANALYSIS MADE PLAIN

BY SIGMUND The Father of Psychoanalysis 25 Daily Releases

Here at last, in simple language, the famous father of Psychoanalysis tells what it is. In a series of twenty-five short articles of 500 words each, Dr. Sigmund Freud, of Vienna, makes clear his system of discovering, exploring and explaining the dark nooks and corners of our innermost selves, generally referred to as "the soul." He shows how to lay the ghost of fear and build up confidence.

COSMOS NEWSPAPER SYNDICATE INC. Covering the World

NINE EAST THIRTY-SEVENTH STREET NEW YORK CITY
Herbert S. Houston, President and Editor-in-Chief
Myles F. Lasker, Vice-President and General Manager



Better X-Words

late orders from

MIAMI DAILY NEWS
PROVIDENCE NEWS
DENVER EXPRESS

The International Syndicate
Baltimore, Md.

TOKIO PUBLISHER ARRIVES IN U. S.

**B. W. Fleisher of Japan Advertiser
Comes to New York for Medical
Treatment—Morris in Charge**

B. W. Fleisher, publisher and editor of the *Japan Advertiser*, Tokio, arrived at Vancouver on the steamer *Empress of Canada*, Sept. 20, and came at once to New York where he is to receive the treatment of specialists for phlebitis from which he has been suffering for almost a year. Mrs. Fleisher accompanied him on the journey.



B. W. FLEISHER

During Mr. Fleisher's absence from Japan, his interests there will be represented by John R. Morris, general manager of the *Advertiser Publishing Company*, which publishes both the *Japan Advertiser* and *The Trans-Pacific* and conducts the largest foreign commercial printing organization in the Far East, the *Japan Advertiser Press*. Mr. Fleisher is also proprietor and president of the *Trans-Pacific Advertising & Service Bureau*, which handles much of the American advertising placed in Japanese newspapers and magazines.

Frank H. Hedges, managing editor of the *Japan Advertiser* since the earthquake of September, 1923, has resigned and on Oct. 15 is to be succeeded by Hugh Byas, who was managing editor from 1914 to 1922 and who for the last four years has been the paper's staff correspondent in London. Mr. Hedges will continue to be contributing editor of the *Advertiser*, in which capacity he is to leave Japan in October on a trip around the world through China, India, Europe and the United States. He will return to Japan in about one year. Mr. Byas, who has already sailed for Japan, was succeeded in London by F. A. MacKenzie, for many years with the *London Daily Mail* and *London Times Weekly*, but more recently the correspondent of the *Chicago Daily News* at Moscow.

D. H. Lawson, formerly manager of the *Manila (P. I.) Daily Bulletin*, the *Shanghai (China) China Press* and, until three months ago general manager of the *Long Beach (Cal.) Sun*, is business manager and director of advertising of the *Japan Advertiser*. Irwin A. Vladimir, formerly production manager of the *Sales Producing Circular Company*, New York, is advertising manager.

The news editor of the *Advertiser* is Hugh J. Schuck, who joined the paper soon after the earthquake and was promoted to his present post last summer on the departure of J. Hamilton Johnson, who resigned to become news editor of the *Manila Daily Bulletin*. Others in the news room include H. Francis Misselwitz, former *St. Louis Post-Dispatch* reporter who also served for some time as instructor in news writing at the School of Journalism, University of Missouri; Burton Crane, formerly of the Philadelphia bureau of the *Associated Press*; Edward Hunter, until a few weeks ago with the *San Francisco Bulletin*.

Oland D. Russell, who has worked during the last 10 years on the *St. Joseph (Mo.) Gazette*, *Philadelphia Public Ledger* and *New York Evening Post*, also is in the news room but is famous in Japan chiefly for his daily "colym" on the editorial page called "Achi-Kochi," which in Japanese means "There and Here."

The Tokio manager of the *Trans-Pacific Advertising & Service Bureau* is David S. Tait, formerly advertising manager of the *Advertiser*. J. P. Barry,

who was in Tokio as general manager of the *Advertiser* from 1919 to 1921, is in charge of the New York office of the service bureau as vice-president and general manager of that organization.

F. M. Flynn, formerly with the Stephens Publishing Company of Columbia, Mo., is manager of the *Japan Advertiser Press*.

EDITOR'S SLAYER CAUGHT

**John Owen Says He and Companion
Killed Dovere During Hold-Up**

The mystery of the slaying of Thomas Dovere, editor of the *Kelso (Wash.) Corvilitz County News*, on the night of June 19, 1925, was cleared last week with

the confession of John W. Owen, paroled convict, that he and another paroled convict had killed the editor during an attempted hold-up.

Owen said that his companion struck the editor over the head with a revolver the impact causing it to be discharged. The bullet entered Dovere's body killing him instantly.

Supplies and Equipment

Modern Composing Room Furniture

as made by us will speed up production and reduce costs—a real saving in your Pay Roll. Are you interested? If so, consult your regular dealer in printers' supplies or write us direct.

Do it now!

HAMILTON MFG. CO.
TWO RIVERS, WIS.

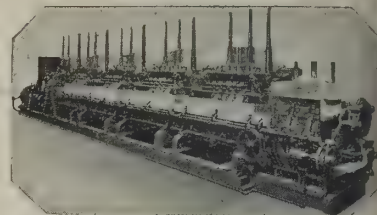
Don't "Pig" Metal It Wastes Money

Don't melt your metal twice to use it once. Write for trial offer. The Monomelt "Single Melting System." References gladly furnished.

MONOMELT
SLUG FEEDER

Eliminates the Metal Furnace

The Monomelt Co.
4509-19 Ravenswood Ave.
Chicago Illinois
World Bldg., New York City



Halvorsen Newspaper Stuffing Machines

are now being used by many of the leading newspapers from coast to coast and border border. In one plant the machine has saved one-fifth of its cost in six months. Q. Papers can be delivered in better condition to distributors and to the readers.

After a thorough investigation you will want to invest
Write for full particulars

NONPAREIL MACHINE COMPANY
36 S. Throop Street, Chicago

PRESS CONTROL



"Safest System in the World"

For large and
small plants

Cutler-Hammer Control-
lers for presses of every
size and for every type of
motor-driven machine.

Address all communications:

The CUTLER-HAMMER Mfg. Co.
Pioneer Manufacturers of Electric Control Apparatus
1203 St. Paul Avenue, Milwaukee, Wis.

CUTLER-HAMMER

32-Page Hoe Press For Sale

Takes eight 12½-em, 22-in. columns; prints 4 to 16 pages in multiples of two and up to 32 pages in fours; four decks, single width; in excellent running condition. Also

Complete Stereotype Outfit to go with above

Owing to consolidation we have no further use for this equipment and will sell at a reasonable price to quick buyer. Sample of work sent upon application.

Address All Inquiries to

Frank D. Schroth
Gen. Mgr.

Times Newspapers
Trenton, New Jersey

GOSS
STEREOTYPING
MACHINERY

Carried in Stock

Fastest, most easily operated, most accurate and durable flat casting box you can buy. Perfectly balanced. New design lock-up bar allows for quick change when regulating thickness of casts. Positive quick lock-up at four points on box with one lever movement. Write for complete catalog of Goss Stereotyping Machinery.

THE GOSS PRINTING PRESS CO., CHICAGO

Rebuilt
GOSS & HOE
PRESS
BARGAINS
ALL TYPES
SEND for LIST

THE
GOSS PRINTING PRESS CO.
CHICAGO—NEW YORK—LONDON

BATTERY OF SIX HOE PNEUMATIC MATRIX-DRYING PRESSES

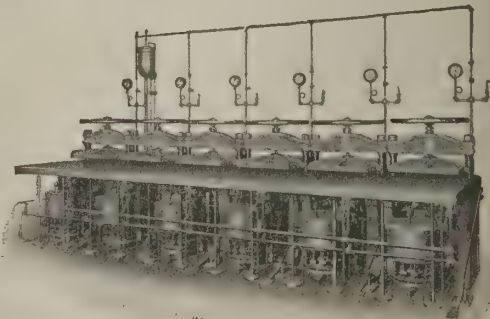
With Independent
Gas-fired Steam
Generators.

The quickest and the
most economical
Presses for the
moulding and drying
of Matrices.

More than 800 in use

R. HOE & CO., INC.
7 South Dearborn Street
CHICAGO, ILL.

504-520 Grand St., New York City
also at
DUNELLEN, N. J. 7 Water Street
BOSTON, MASS.



Employment—Equipment—Services

ADVERTISING

General Promotion

Advertising Promotion—If you want more business, communicate with the **International Publications Service, Incorporated**, Suite 1004, 1841 Broadway, New York City.

BUSINESS OPPORTUNITIES

Brokers

October Opportunities—Controlling interest evening paper middle west; exclusive field; exceptionally good equipment; earning dividends; initial payment \$15,000. Evening paper Oklahoma; exclusive field; adequate plant; earning large dividends; initial payment \$15,000. J. B. Shale, Times Bldg., New York.

The Only Paper (weekly) in Mississippi county seat town. Not a better field in the state. Nets nearly 20 per cent on investment under employed management. A \$25,000 property, and worth more. Write at once for particulars. Prop. 1459x. The H. F. Henrichs Agency, Litchfield, Ill.

Newspapers For Sale

Best Small City Daily on Florida East Coast can be bought October 1st. \$25,000 cash to handle. Grossed \$90,000 fiscal year ending October 1. Long time lease considered. \$35,000 new equipment. Fine future for city and paper. Shoe-stringers and curious save time, proof of ability to buy required. Box A-966, Editor & Publisher.

For Sale—Fastest growing daily newspaper in Arizona, in best city in the state, will consider selling upwards of \$20,000 in stock to live newspaper man. Good opportunity to party who can convince publisher of his ability. Box A-977, Editor & Publisher.

CIRCULATION

Promotion

Circulation—When quick, additional circulation average becomes necessary, remember that our twenty years in this one line of endeavor is our proof against experimenting. Write or wire Pacific Coast Circulation Service, Bell Lock, Cincinnati, Ohio.

Circulation Builders—Blair & Austin, 1504 Centre Ave., Reading, Penn. Originators of Salesmanship Club Campaigns.

OTICE, Without Contract or Purchase of China we will grant any newspaper the services of a capable crew manager with supplies to demonstrate to publisher the possibility of reducing circulation (City or suburban carrier. Dealer and R. F. D. at a maximum cost \$0.50 per order. The offer is possible through our ability to follow up your canvass with our sales organization, securing in excess of a 75% increase on our local China sale plus permanent demand. The Albright China Co., Box 203, Palmyra, N. J.

EDITORIAL

Syndicate Features

Edward Brubaker's Inside Looking Out; sane, humorous comment, written to tickle your phantasies, not to jazz your morons; 7-day editorial page feature, or for Saturday or Sunday supplements. Just starting. Wire for samples. De Bekker's Talks to Music Lovers, Saturday or Sunday, 26 weeks starting Oct. 2-3-4, at a price of 1,500, not including Question Box and Stories of Operas. Address The Writers' Publishing Co., Inc., 9 W. 64th St., New York City.

Scatello (Ida.) Journal and Wilson Journal (Easton, Pa.) are the new customers this week. Sample of a live, alert, up-to-date service. Write The Graphic Syndicate, 25 City Hall Place, New York.

EMPLOYMENT

Help Wanted

Do You This Man? There is an opportunity for a city of a half million population for a full display advertising representative who has given himself unusually profitable to a second newspaper in a hard field. The man who will be considered for this position is one who can give his accounts virtually as their advertising manager—a man who knows the value of newspaper advertising to an account and can convince an account of that fact in such a way as to inspire the utmost confidence. The efforts of such a man will be recognized and properly rewarded by an organization which affords opportunity for a capable man to reach the greatest heights in the newspaper business. If you are this man and can prove it, write giving details, including present earning capacity, to Box A-972. Correspondence will be held in strict confidence. The men in our organization who this advertisement is being published.

EMPLOYMENT

Help Wanted

Circulation Promotion Manager for New York business daily. Must be experienced man: A-1 references. Box A-955, Editor & Publisher.

Solicitor—Can use one or two special page solicitors who can stay sober, stick to facts, work steady and stand prosperity. Page being accepted by newspapers that have consistently turned down this type of lineage for years. Will pay 20 and 25 for contracts only, no call backs for copy. Night-letter me at Hotel McCray, Uniontown, Pa. George Spayth.

Wanted—Established syndicate would like to hear from men and women with new features. Send samples, full details. All material returned. Box A-965, Editor & Publisher.

Young Man, 21-28, for newspaper executive's office. Knowledge of typewriting and shorthand essential. Unusual opportunity for advancement in any field of journalism for ambitious, hard-working man. Box A-973, Editor & Publisher.

Situations Wanted

Advertising Salesman—Special Page and Special Edition experience. Desires connection, temporary or permanent, preferably near New York. Interview anytime. Box A-933, Editor & Publisher.

Assistant Publisher, business manager, advertising manager, of wide experience and unbeatable record as organizer and business getter seeks wider field with greater opportunity. Now employed as business manager by Eastern city newspaper. Box A-942, Editor & Publisher.

Circulation position where hard work and knowledge qualifies for advancement. College graduate with five years' experience in all phases of circulation work, including A. B. C. Best references. Box A-935, Editor & Publisher.

Circulating Manager—With record of accomplishment, know promotion, office routine, A. B. C. and Mailing. 7 years in last position. A No. 1 reference. Address Box A-948, care Editor & Publisher.

Circulation Manager—Young man now employed as assistant circulation manager of paper with 20,000 circulation wants to connect with paper that needs man to take charge of circulation department who is thoroughly experienced in delivery, promotion, office and A. B. C. Good references. A-971, Editor & Publisher.

Circulation Manager—Fifteen years' experience from carrier to Circulation Director on large dailies. Morning and afternoon experience. Know how to manage boys to get results. Know how to manage agents, canvassers and solicitors; also mail order campaigns. Am good organizer. Know A. B. C. and office detail. Solicit interview at my expense. A-936, Editor & Publisher.

City Editor of small daily wants editorship of weekly. Box A-950, Editor & Publisher.

Desk Man—Seeks position on daily. Reporting and rewrite also. Available at once. Box A-940, Editor & Publisher.

Editor—Now completing 15 years' engagement as researcher, writer and editor for I. N. Phelps-Stokes' *Iconography of Manhattan Island*, desires responsible new position in New York City as editor of magazine, encyclopedia, or book of local history or biography. Skilled organizer and executive; American, Christian, university graduate. Address Thomas W. Hotchkiss, Box 342, Peekskill, N. Y.

Editor, Reporter, 28, small city and metropolitan experience, open for desk or beat on P. M. daily in city above 75,000. Box A-928, Editor & Publisher.

Editorial situation wanted on afternoon daily. Experienced telegraph editor and editorial writer. Western experience. Box A-970, Editor & Publisher.

EMPLOYMENT

Situations Wanted

Hearst Editor—Copyreader, Experienced Every Position. Editorial department. Box A-978, Editor & Publisher.

I Want to Go South. All around newspaper man who has specialized in sports, polo, yachting, baseball. Also good general reporter. College man. New York newspaper reputation. Also have fine knowledge of U. S., Europe and Latin America. At liberty October 15th. Box A-967, Editor & Publisher.

Managing Editor—College man, 11 years' metropolitan and small-city experience; alert, aggressive. Effective organizer; hard worker; clean record. Moderate starting salary. "Worker," A-964, Editor & Publisher.

Mechanical Superintendent or Foreman of composing room wants to get located with good paper. Good reason for wanting to change present position. Best references as to character and ability. A-947, Editor & Publisher.

Mr. Publisher—A young advertising producer seeks new connection as Manager, or Solicitor and Copy writer. Twelve years experience. Worth considering. Box A-969, Editor & Publisher.

Mr. Publisher—Advertising, Merchandising manager, exceptional experience—development general and newspaper advertising, now director advertising \$30,000,000 concern, desires return to publication business. Particularly interested in promotion or merchandising departments, opportunity to develop with publisher who wants younger man, Protestant American, to assume responsibility. Address A-968, Editor & Publisher.

Newspaper publisher who has just sold successful small daily at satisfactory price, is looking for opening on daily in city of from 20,000 up where he may ultimately acquire as much minority stock as \$10,000 will buy. A-975, care Editor & Publisher.

Newspaper Woman—Twelve years' experience on New York newspapers as special feature writer and editor of women's pages—specialty interviews—syndicate preferred. A-974, Editor & Publisher.

Newspaper Woman, experienced in reportorial, editorial, feature and column writing, now employed, would like to connect with paper in South or Middle West. Can furnish clippings. Address A-924, Editor & Publisher.

Plant or Composing Room Superintendent—Knows production and how to get it. Knows systems and how to make them work. Knows men and how to handle them. Improved service and cut costs has been record. Address A-962, Editor & Publisher.

Pressmen, 27 years' experience on newspapers and job work, executive ability desires connections. Address Mayo Blackwell, care Editor and Publisher.

Sports Editor—National reputation metropolitan field. Original small town man; like it better. Young. Married. Wants permanent job as sports editor city 100,000—200,000 population. Now employed. Box A-952, Editor & Publisher.

Telegraph and Local Editor now working, on small morning daily. Want job on evening daily, good weekly, or on writing end special edition crew. Also had Chamber of Commerce and political experience. No kid. References. Address, Currie, Democrat, Durango, Colorado.

Wanted—Position as managing editor or news editor. Price, \$150 weekly. Experience, 26 years. Have been called by New York critic "genius at make-up." As writer, praised by two of America's magazine editors, one of international reputation. Getting out compelling paper, I believe, my particular qualification. Don't drink. References, from men at top in New York. Paper connected with has increased circulation about 30,000 in less than six months. Third of this due to my efforts. Address A-976, Editor and Publisher.

MECHANICAL

Equipment for Sale

For Sale—Direct Current, 220 volt, 50 hp. Press Drive and control at a great bargain for delivery about Oct. 1. All in perfect condition and with an extra new armature which alone cost \$550. For price and terms write The Zanesville Publishing Company, Zanesville, O.

MECHANICAL

Equipment for Sale

Job Presses, Paper Cutters, Wire Stitches, etc.—A complete line. Overhauled and guaranteed machines at bargain prices. Easy terms. Hoffmann Type & Engraving Co., 114 E. 13th St., N. Y. City.

Printers', Bookbinders' Outfitters—Modern cut-cost equipment, also rebuilt machinery. Corner, Fendler Branch, A. T. F. Co., New York City.

Photo-Engraving plant for sale. Ideal for one or two men. Miles Machinery Co., 409 W. 26th St., New York.

Used Goss Matt Roller for wet mats only, for sale cheap. The Goss Printing Press Co., 1535 So. Paulina St., Chicago, Ill.

Equipment Wanted

All Kinds of Photo-Engraving, electrotyping and stereotyping equipment wanted. We pay cash. Miles Machinery Co., 409 W. 26th St., New York.

Machinery Wanted—Router, must be in good condition and cheap. New Method Matrix Co., 233 West 35th St., New York City.

LEGAL

INTERNATIONAL PAPER COMPANY

New York, August 31, 1926.

The Board of Directors have declared a regular quarterly dividend of one and three-quarters per cent (1 3/4%) on the Cumulative 7% Preferred Stock of this Company, and a regular quarterly dividend of one and one-half per cent (1 1/2%) on the Cumulative 6% Preferred Stock of this Company, for the current quarter, payable October 15th, 1926, to holders of record at the close of business October 1st, 1926. Checks will be mailed. Transfer books will not close.

OWEN SHEPHERD, Treasurer.

OPPORTUNITY

to secure a daily newspaper, exclusive in its field, in a medium sized New York State city. Showing splendid profits on price asked. \$50,000 cash required.

Palmer, DeWitt & Palmer
350 Madison Ave., New York

CONSOLIDATION

The merging of newspaper interests is a subject that has received special study and investigation by this firm for nearly 17 years. It is a big subject and requires considerable technical knowledge, both as to valuation and operating methods. When properly organized, the results are never disappointing.

We have been factors in many important consolidations, sales and appraisals.

HARWELL & CANNON
Times Bldg. New York

WE CONNECT THE WIRES

We Have Moved

Into new and larger offices in Springfield's finest office building. Please note our new address:

509-511 Security Bldg.,
44 Vernon Street

FERNALD'S EXCHANGE, INC
SECURITY BLDG. SPRINGFIELD, MASS

JOURNALISM LIBRARY
Not to be taken from this room

The facts

about the New York evening newspaper situation and certain important and little-known phases of the New York Market, have been gathered by *The New York Telegram*, after several months of extensive research, and set down just as they were found.

They present an interesting study to advertisers and advertising agents who demand concise, accurate and impartial data before investing the advertising dollar.

A free copy of "Facts & Figures" will be mailed with pleasure. Please use your business letter-head.

THIS ISSUE: HOW 1926 NEWSPAPER EARNINGS COMPARE WITH EXPENSES



MEMBER A.B.C.

EDITOR & PUBLISHER



The Oldest Publishers' and Advertisers' Journal in America



MEMBER A.B.P.

SUITE 1700 TIMES BUILDING, NEW YORK
42ND STREET AND BROADWAY.

Original second class entry The Journalist, March 24, 1884; Newspaperdom, March, 1892; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Advertising, February 7, 1925; Revised entry, Editor & Publisher, May 11, 1916, at the Post Office at New York, N. Y., under the act of March 3, 1879.

Vol. 59. No. 20

NEW YORK, OCTOBER 9, 1926

By Mail in Advance \$4. U. S. A.
\$4.50, Canada; \$5, Foreign

10c Per Copy



JOURNALISM LIBRARY
Not to be taken from this

THE only newspaper
in America that has
more than a million
daily circulation—

THE NEWS *New York's Picture Newspaper*

The net paid circulations of the News as required for government statement, for the six months ending September 30, 1926 are 1,082,976 copies daily only and 1,244,316 copies Sunday only. The average net paid circulations for the month of September 1926 were daily—1,140,710; Sunday—1,312,774.

—and the strongest advertising
medium in New York today!

3 9 1, 4 6 5

A Gain of 9,460 Copies

THE AVERAGE net paid daily and Sunday circulation of The New York Times, as reported to the Post Office Department for the six months ended September 30, 1926, was 391,465 copies—the highest figure ever reported by The Times for a corresponding period of any year.

The circulation, as compared with the corresponding period of last year, shows a gain of 9,460 copies.

SIX MONTHS ENDED SEPTEMBER 30, 1926 . . .	391,465
SIX MONTHS ENDED SEPTEMBER 30, 1925 . . .	382,005
GAIN	<u>9,460</u>

Even more significant than the fact that the average daily and Sunday circulation of The New York Times is greater than that of any other standard sized New York morning newspaper is the unsurpassed high quality of The Times readers.

The accuracy, the completeness and the impartiality of its news have established The Times as the preferred newspaper of intelligent and thinking readers.

The Times is advertising leader among newspapers in the greatest market in the world. In nine months of 1926 The Times published 21,821,052 agate lines of advertising, a new high record, a gain of 1,906,182 lines over the corresponding period of 1925, and an excess of 8,132,480 lines over the second New York newspaper. This great volume of advertising is of the highest quality, for the censorship exercised by The New York Times over the advertising submitted for its columns excludes fraudulent and misleading announcements.

The New York Times

Yes, They Really Buy

EXPERIENCED merchandisers measure an advertising medium by the way in which it is able to answer one question: Do its readers really buy?

The thing that counts is volume of sales—not mere bulk of readers.


Advertisers who get results, look at the *character* of a newspaper's circulation before leaping into its columns.

The deliberate appeal of the Herald Tribune is to intelligent energetic readers, people of substance. The entire paper, from the unusual scope of its general news to the sparkling quality of its sporting pages, from its unique Sunday magazine section, to "Books", its famous literary review, is aimed at, and is welcomed by, the prosperous and progressive.

Furthermore, throughout the residential suburbs of the metropolis, where thirty-two percent of the men listed in the Directory of Directors have their homes, the Herald Tribune is the preferred standard-size morning paper on weekdays.

Advertisements in the Herald Tribune are *effective*—they reach actual buyers, readers who really have money to spend.

NEW YORK
Herald Tribune



Circulation	{	Week-days Net paid exceeds	290,000
		Sunday's Net paid exceeds	340,000

Scripps-Howard

227,856. Breaking all records for daily newspapers in the state of Ohio, the *Cleveland Press* now has 227,856 average daily circulation. A gain of 5,219 in *six* months, a gain of 16,646 in *twelve* months, a gain of 26,492 in *eighteen* months.

Never in the history of Cleveland has any other newspaper had a daily circulation to compare with this, never have advertisers had so powerful a selling force. In Greater Cleveland alone the *Press* now has a daily circulation of 183,759—a coverage of one newspaper to every English-reading family in the city.

Truly, “the *Press* is the first advertising buy in Cleveland.”

Cleveland Press

A Scripps-Howard Newspaper

Member of the A. B. C.

Member of the United Press

Represented by Allied Newspapers, Inc., 250 Park Avenue, New York

Growth

THE Pittsburgh *Press*

giant of the newspaper world, now has 187,497 daily circulation and 244,365 Sunday circulation. Daily gain 5,613; Sunday gain 10,987. More daily circulation in Pittsburgh than other two evening papers combined; more Sunday circulation in Pittsburgh than other two Sunday papers combined. *First in everything!*

Pittsburgh Press

A Scripps-Howard Newspaper

Member of the A. B. C.

Member of the United Press

Represented by Allied Newspapers, Inc., 250 Park Avenue, New York

Scripps-Howard

THE Toledo *News-Bee*

now has a total circulation of 97,070 —an increase of nearly 10,000 during the past 12 months. An ever increasing, ever responsive reader following recognizes the News-Bee as the best newspaper in the Toledo territory.

Toledo News-Bee

A Scripps-Howard Newspaper

Member of the A. B. C.

Member of the United Press

Represented by Allied Newspapers, Inc., 250 Park Avenue, New York

Growth

THE Akron *Times-Press*

announces a total circulation of 47,228, a gain of 3,953 for the twelve months. Typical of the prestige and power of the Times-Press is its exclusive management of Akron's first Radio Show which attracted 30,000 paid admissions.

Akron Times-Press

A Scripps-Howard Newspaper

Member of the A. B. C.

Member of the United Press

Represented by Allied Newspapers, Inc., 250 Park Avenue, New York

Scripps-Howard

THE Cincinnati *Post*

now has a total circulation of 205,359. During the past two years there has been a notable change in the Cincinnati situation; the city-and-suburban circulation of the *Post* has increased 29,182 and the total circulation has increased 43,286, thus recording a tremendous swing to The Post.

Cincinnati Post

A Scripps-Howard Newspaper

Member of the A. B. C.

Member of the United Press

Represented by Allied Newspapers, Inc., 250 Park Avenue, New York

Growth

THE Kentucky *Post*

now has a daily circulation of 27,469 and a Sunday circulation of 19,080. This is a daily gain of 3,190 and a Sunday gain of 2,999. The Sunday Kentucky *Post* is the only Sunday newspaper in northern Kentucky. The *Post* blankets Kenton and Campbell counties, including the city of Covington—Latonia, Newport, Dayton, Bellevue, Ludlow and other cities and towns.

Kentucky Post

A Scripps-Howard Newspaper

(Kentucky Edition of the Cincinnati Post) Member of the United Press

Represented by Allied Newspapers, Inc., 250 Park Avenue, New York

*Scripps -
Howard*

THE Youngstown Telegram

passes another milepost in its steady and substantial circulation progress with a new total of 35,014. Again the Telegram affirms its leadership in the rich Youngstown market with a gain over last year of 2,492.

Youngstown Telegram

A Scripps-Howard Newspaper

Member of the A. B. C. Member of the United Press
Represented by Allied Newspapers, Inc., 250 Park Avenue, New York

Growth

THE Columbus *Citizen*

holds first place in daily net paid city circulation and this dominant position has brought increasing recognition from advertisers, resulting in the record gain for the first 9 months of 1926 of more than 1,000,000 lines of advertising. The Citizen's total circulation is now 87,651, a gain of 6,212 for the year.

Columbus Citizen

A Scripps-Howard Newspaper

Member of the A. B. C.

Member of the United Press

Represented by Allied Newspapers, Inc., 250 Park Avenue, New York

Scripps-
Howard

THE San Francisco News

now has 72,787 total net paid circulation—a gain of 7,692 over the Government statement a year ago. In the historic Mission district, which contains 50% of San Francisco's population and 41% of her 2,126 grocery outlets, the dominance of the *News* is outstanding and important. During August, The *News* led all San Francisco papers in local food lineage, carrying nearly 3 times as much as the Bulletin.

San Francisco News

A Scripps-Howard Newspaper

Member of the A. B. C.

Member of the United Press

Represented by Allied Newspapers, Inc., 250 Park Avenue, New York

Growth

THE San Diego Sun

premier newspaper in the wealthy San Diego territory, announces a new total circulation of 19,309.

The *Sun*, alone, provides ample coverage of San Diego's well-to-do and cultured families and through the *Sun* the advertiser may secure this home contact economically and therefore profitably.

San Diego Sun

A Scripps-Howard Newspaper

Member of the A. B. C.

Member of the United Press

Represented by Allied Newspapers, Inc., 250 Park Avenue, New York

Scripps-
Howard

THE Indianapolis *Times*

announces a new total circulation of 60,003, the largest circulation in its history. The *Times* is the only Indianapolis newspaper to achieve a gain in local advertising during the first nine months of 1926. The *Times* is necessary in every plan to cover Indianapolis.

Indianapolis Times

A Scripps-Howard Newspaper

Member of the A. B. C.

Member of the United Press

Represented by Allied Newspapers, Inc., 250 Park Avenue, New York

Growth

THE Oklahoma *News*

with a total circulation of 42,195 for the six months period ending October 1 more strongly than ever qualifies for *exclusive* listing in the Oklahoma City market. The *News alone* thoroughly covers the territory at one low cost, avoiding the high rate and duplication of "combination" advertising.

Oklahoma News

A Scripps-Howard Newspaper

Member of the A. B. C.

Member of the United Press

Represented by Allied Newspapers, Inc., 250 Park Avenue, New York

Scripps-Howard

THE Houston Press

announces a total circulation of 35,383 sworn Government statement for the six month period ending October first—a gain of 4,881 over last year. To cover the Houston trading territory, the Press is indispensable. Press circulation is productive circulation — concentrated in Houston and environs.

Houston Press

A Scripps-Howard Newspaper

Member of the A. B. C.

Member of the United Press

Represented by Allied Newspapers, Inc., 250 Park Avenue, New York

Growth

THE Albuquerque *State Tribune*
with a new total circulation of 10,750 again
emphasizes its leadership in New Mexico,
having more than double the circulation of
any other New Mexico newspaper. The
Tribune is strongly dominant in every
division of circulation and advertising and
ALONE gives adequate state coverage.

State Tribune Albuquerque, New Mexico

A Scripps-Howard Newspaper

Member of the A. B. C.

Member of the United Press

Represented by Allied Newspapers, Inc., 250 Park Avenue, New York

Scripps-
Howard

THE Fort Worth Press

after having led all Texas papers in advertising gains during 1925, records a gain during the first 9 months of 1926 of 1,741, 292 lines—*larger than the 12 months' gain of 1925!* Circulation for the six months ending October first is 24,834, a gain of 6,918. Fort Worth, a key city, cannot be covered without the Press.

Fort Worth Press

A Scripps-Howard Newspaper

Member of the A. B. C.

Member of the United Press

Represented by Allied Newspapers, Inc., 250 Park Avenue, New York

Growth

THE EL PASO *Post*

has the largest city circulation ever attained by any El Paso newspaper.

For the six month period ending October 1, 1926 the total circulation of the Post was 14,010 which is a gain of 30% over the corresponding period of last year.

EL PASO Post

A Scripps-Howard Newspaper

Member of the A. B. C.

Member of the United Press

Represented by Allied Newspapers, Inc., 250 Park Avenue, New York

Scripps-Howard

THE Memphis Press

announces a gain of 2,329 over its sworn Government statement of a year ago, total net paid circulation for the present six month period being 46,578. For years, The *Press* has enjoyed *the largest circulation in Memphis* and year after year its steady growth continues. Memphis cannot be covered without the *Press*.

Memphis Press

A Scripps-Howard Newspaper

Member of the A. B. C.

Member of the United Press

Represented by Allied Newspapers, Inc., 250 Park Avenue, New York

Growth

THE Birmingham *Post*

through its rapid growth, has completely changed the newspaper situation in Birmingham. The total circulation of *The Post* is now 52,484. *The Post* is absolutely essential to provide adequate coverage of the 101,000 families in Birmingham's city circulation area. *Post* circulation gain over the October 1925 Government statement is 6,491.

Birmingham Post

A Scripps-Howard Newspaper

Member of the A. B. C.

Member of the United Press

Represented by Allied Newspapers, Inc., 250 Park Avenue, New York

Scripps-
Howard

THE Washington News

announces a total circulation of 70,781 for the six months ending October first—a gain of 8,507. During the first eight months, The Daily News gained more than 600,000 lines of advertising. The News is read “from the decks of the Mayflower to Chevy Chase.” It is Washington’s bright, sparkling five-column newspaper—the most interesting paper published at the nation’s capital.

Washington News

A Scripps-Howard Newspaper

Member of the A. B. C.

Member of the United Press

Represented by Allied Newspapers, Inc., 250 Park Avenue, New York

Growth

THE Baltimore *Post*

on its sworn Government statement covering the six month period ending October 1, 1926, announces a gain of 2,530 and a new total circulation of 113,725.

The *Post* is more than a newspaper—it is a Baltimore institution on intimate terms with its readers. It is the Attorney at Large for all the people.

Baltimore Post

A Scripps-Howard Newspaper

Member of the A. B. C.

Member of the United Press

Represented by Allied Newspapers, Inc., 250 Park Avenue, New York

*Scripps -
Howard*

THE Evansville *Press*

now has a daily circulation of 21,697
and a Sunday circulation of 21,197
which means that 9 out of every 10
homes in Evansville are reached by
Evansville's dominant newspaper.

Evansville Press

A Scripps-Howard Newspaper

Member of the A. B. C.

Member of the United Press

Represented by Allied Newspapers, Inc., 250 Park Avenue, New York

Growth

THE Terre Haute *Post*

with a new total circulation of 19,214 more than ever becomes essential for profitable coverage of Terre Haute. *Post* gain exceeds 56% and present circulation is the largest in its history. The *Post* is the most satisfactory contact with Terre Haute families.

Terre Haute Post

A Scripps-Howard Newspaper

Member of the A. B. C.

Member of the United Press

Represented by Allied Newspapers, Inc., 250 Park Avenue, New York

Scripps-Howard

THE Knoxville *News*

again (and as usual) makes a substantial circulation gain and announces a new total circulation of 16,865.

First in city circulation, first in department store advertising, the *News* repeatedly demonstrates its superior strength as a medium and its prestige and power as a newspaper.

Knoxville News

A Scripps-Howard Newspaper

Member of the A. B. C.

Member of the United Press

Represented by Allied Newspapers, Inc., 250 Park Avenue, New York

Growth

Twenty-four pages of advertising are all too limited to portray the spectacular and mighty growth of the Scripps-Howard newspapers. In circulation—in lineage—in prestige—in editorial character and influence—these newspapers each year go forward to still greater eminence.

The Scripps-Howard editorial policy is tolerant, liberal, sane. There are no entangling alliances. These newspapers are free to interpret the real spirit of America and to keep that spirit virile and vivid so that it may be more preciousy cherished.



80TH YEAR, NO. 49

(MAY CIRCULATION: 835,500 CIPHER DAILY.)

PHILADELPHIA, MONDAY, JUNE 7, 1926

(COPYRIGHT, 1926 BY BULLETIN COMPANY)

NIGHT EXTRA

TWO CENTS

TOWA PRIMARIES STIR WASHINGTON

Cummins-Brookhart Vote Seen as Western Attitude on Coolidge and Farm Relief

WET-DRY ISSUE INJECTED

(By Associated Press.) Washington, June 7.—Washington looked questioningly toward Iowa today, waiting for the answer to a riddle that has played on the personal emotions and the political sensibilities of many in high places in the Capital.

In the eyes of both Republican and Democratic politicians, unusual vibrations have been set up in the State of Iowa by the election of Cummins-Brookhart, and the possibility of a tie in the vote between the two candidates has been a subject of much speculation.

The issue of the election of Cummins-Brookhart, and the possibility of a tie in the vote between the two candidates has been a subject of much speculation.

CHURCH COUNCIL OPPOSES SCHOOL MILITARY TRAINING

Extension of Co-educational Program Held Inappropriate for Youths

(By Associated Press.) Washington, June 7.—Recommendations against compulsory military training in schools and colleges, which was declared to be foreign to the ideals of the educational system, were made public last night by the Administrative Committee of the Federal Council of Churches.

The committee's report, which was published in the form of a pamphlet, stated that the extension of the program of military training to co-educational institutions was "entirely inappropriate for youths."

ASKS FRANCE SPARE AMERICAN MUTINEER

Washington Instructs Paris Envoy to Intercede in Legionnaire's Case

(By Associated Press.) Washington, June 7.—Myron T. Herrick, American Ambassador at Paris, was instructed by Secretary of State Kellogg today to intercede with the French Government in behalf of Francis J. Dwyer, also known as Gilbert Clare, a private in the French Foreign Legion, who is facing trial and death on charges of attempted desertion.

Both the French Embassy and the State Department were asked to do so by Senator Tamm and Mr. Dwyer's friends.

MAYOR ADDRESSING S. A. R. AT LIBERTY'S SHRINE



REVOLUTION SONS HEAR DRY APPEAL

Society's Head Urges Members to Support Prohibition and Immigration Bill

(By Associated Press.) A rallying call to the support of the 18th Amendment and the Johnson Immigration Bill of May, 1924, was sounded today in Independence Hall at the opening session of the 37th Annual Congress of the Sons of the American Revolution.

The also was made by Harvey F. Remond, president general of the society and a former municipal judge of Rochester, N. Y., speaking from the balcony of the Supreme Court room in the State House.

WOMEN FUGITIVES CAUGHT

Two Who Fled Reformatory, Dressed as Men, Arrested in Station

(By Associated Press.) Philadelphia, June 7.—Two women, who fled from the Vermont State Reformatory for Women, at Rutland, Vt., were arrested in Broad Street Station last night by Detective and McIntyre, Department of Justice agents.

The prisoners, who fled the Vermont institution May 29 by sliding down an improvised rope of sheets and climbing a large front stoop, are Helen Keahr, eighteen, known as the "Texas Queen of Automobile Thieves," and "Billie" Walsh, forty-eight, Nashville, Tenn. Both are married. Mrs. Keahr's husband, it is said, is serving a term in the Atlanta Federal Penitentiary for conspiracy with his wife to transport stolen automobiles between States. The older woman was serving a three-year term for holding "dupe" in a house.

SAYS GAMING HOUSE IS WITHIN 2 BLOCKS OF POLICE STATION

Magistrate Beaton, at Raid Hearing, Hints Gambling Evidence is Being Covered Up—Liar, Replies Captain Wagner, Demanding Names and Addresses—Asserts Girl, Fifteen, Acted as Lookout

(By Associated Press.) Philadelphia, June 7.—Magistrate Beaton, at a hearing today in the 10th and Buttonwood st. station, started a fireworks display by declaring there was "a big game going on" within two blocks of the station house.

Two defendants out of seventeen arrested before the magistrate were held for court in \$400 bail.

They were arrested Saturday in a raid on a restaurant at 823 N. Marshall st., Captain George Wagner, commander of the district, a red-headed, square-jawed man, was leaning against the rail in front of the magistrate's desk when Beaton made his charge against the end of the hearing.

SENATE CO UPHOLDS

Declares President Entirely Within in Issuing

(By Associated Press.) Washington, June 7.—The Senate today upheld the President's action in issuing a proclamation suspending the operation of the White House rule, which was the subject of a resolution introduced by Senator Charles McNary, of Oregon.

The resolution, which was passed by a vote of 74 to 16, declared that the President's action was "entirely within his constitutional powers."

BENEDICTS LONGEST LIVED

Chicago Official Shows Their Advantage Over Divorced and Single Men

(By Associated Press.) Chicago, June 7.—The man who asked "why do married men live longer than single men?" and then answered "they don't, it only seems longer," was wrong in only one respect, they do.

Dr. Herman M. Hildreth, chief health commissioner, made public records of the health department for 1925 showing that for each age period, married men have lower death rates than single men.

BRINGS CANNIBALISM TALE

Trading Ship Captain Tells of Starvation Along Siberia Coast

(By Associated Press.) Nome, Alaska, June 7.—Bringing a tale of cannibalism and starvation among the natives of Indian Point, Siberia, across Bering Strait from Alaska, Captain Ira Rank, of the motorship Thruster, has just returned from a trading cruise to islands near the Siberian coast.

Three hundred natives died of starvation last winter, Captain Rank said, and those who survived were reduced to the state of cannibals, eating the flesh of their comrades, relatives and dogs.

MEYER LONDON KIDNAP

New York Socialist Leader Held in Limb of Automobile

(By Associated Press.) New York, June 7.—The first Socialist leader to be kidnapped in the United States since 1921, Meyer London, was held in the limb of an automobile today, according to reports from New York.

London, a prominent Socialist leader, was kidnapped by a group of men who were disguised as police officers.

If you were to ask most any Philadelphian how to make your advertising do you the most good in Philadelphia, the answer would undoubtedly be:—

Put it in
The Evening Bulletin

DEEN WILLS IMPROVES
American to Participate in Forest Hills Golf Contest

(By Associated Press.) Paris, June 7.—Miss Helen Wills, American tennis champion, who underwent an operation for appendicitis Friday night, will leave the American Hospital Sunday, her mother said today.

Miss Wills had a comfortable night and her condition was satisfactory this morning, her mother said.

CHURCHILL IN MOTOR CAR British Chancellor's Car Wrecked in Collision With Van

(By Associated Press.) Westminster, England, June 7.—Winston Churchill, Chancellor of the Exchequer, had a narrow escape this afternoon when his motor car collided with a motor van.

Both machines were badly smashed. The Chancellor was uninjured, but the van driver suffered a broken rib and other injuries.

NIBBLES AT THE NEWS

Berlin—Stiles and food, two falling sources of interest. Herby Guppers have threatened out with sole fattened parsnips dyed in Berlin.

Moscow—American styles in particularly American styles in Russia, where war has caused feet in the corridors of power and Japanese. More of pairs of American shoes are being sent to Russia, are more of their large size, narrow and extremely high heels.

37TH CONVENTION OPENS

A rallying call to the support of the 18th Amendment and the Johnson Immigration Bill of May, 1924, was sounded today in Independence Hall at the opening session of the 37th Annual Congress of the Sons of the American Revolution.

JUSTICE TAFT ILL

Attending Today's Supreme Court

(By Associated Press.) Washington, June 7.—Chief Justice Taft, who was expected to attend today's session of the Supreme Court, is ill.

S CROSSING

Killed and three other train passengers.

COOKS

Porter Alaskan block and then bringing.

KILLS ONE

One probably fatally when a freight train.

HILLS CITY TH MERCURY 62

Only Intermittently Cloudy Weather Hangs On

LAST YEAR

fall we're having this a weather comment on the weather today.

305,000 HAVE VISITED SEQUEL

Rain and Postponement of Tank Drill Today's Total

More than 305,000 persons have visited the Sequel-Festennial since it opened a week ago. It was announced today by the Sequel-Festennial committee.

RAIN STOPS PHILADELPHIA

Will Play St. Louis Cardinals One Game Tomorrow

The second time in the series the St. Louis Cardinals lined out when the shower of rain fell on the grounds.

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EDITOR & PUBLISHER



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Vol. 59

NEW YORK, OCTOBER 9, 1926

No. 20

Big Papers Drive Expenses Up 12 Per Cent; Ten Per Cent Increase In Revenues

Production Costs Unparalleled in Newspaper History—How the Newspaper Dollar Is Apportioned
Under Prevailing Conditions—Many Heavy Capital Expenditures

By ARTHUR ROBB

TWO newspaper men of long experience and knowledge of present-day newspaper conditions in all parts of the country met in a New York lobby this week.

"How's business?" asked the Editor. "Never better," responded the Publisher. Our October 1st statement shows a nice increase over last year in circulation. Advertising since Labor Day is about 8 per cent ahead of last fall, and I tell you, it's keeping our paper storage pretty nearly full."

"It's about the same with us. Revenues are up about 10 per cent, but expenses are running about 12 per cent higher, all due to production costs on the big paper. We just can't hold it any more tightly, and as a matter of fact, I guess we're glad to spend the extra money to get the increased business."

The talk turned elsewhere—radio, the World Series, the new American opera, perhaps—but one of the pair recalled it with sufficient impression to retell it to the Editor & Publisher. Was the common experience of these two newspapers generally paralleled by that of the daily press across the country during the past year, he wanted to know.

The question as put is unanswerable until the correct answer is "Yes" is indicated by information which has come to his office from numerous publishers, of large and of small organizations, during the course of the present advertising drive.

Newspaper publishers like men in every other line of business like to look upon increased business as all net—until they find that their percentage of expense has risen at a higher ratio than their income, leaving a larger money balance, perhaps, but nevertheless a smaller proportion of the entire revenue than their books had shown the year before.

Advertising linage has increased the country over during the past nine months about 8 per cent over the same period last year. Advertising revenues have shown a slightly higher rate of gain—about 10 per cent average.

But expenses refuse to be bound by these figures. With a linage increase shown by figures covering all the larger cities to be about 8 per cent, the newspaper consumption has risen about 15 per cent. The last statement should be qualified. The amount of newsprint available for consumption is about 15 per cent greater than the total for this period in 1925, and it has all—or almost all—been taken from the production points. Mill reserves have seldom been smaller.

The daily and weekly press of the United States and Canada will have consumed at the end of 1926 about 3,500,000 tons of newsprint, having a value in the publisher's cellar of \$225,000,000. The daily and Sunday paper will be responsible for about 2,500,000 tons of this consumption, weeklies and other smaller uses taking the rest. The major proportion of news tonnage has gone to the daily and Sunday press.

EDITOR & PUBLISHER estimates the advertising income of this group for 1926 at \$840,000,000. Circulation will produce another \$300,000,000, giving the collective newspaper publisher of 1926 a gross revenue of \$1,140,000,000, a little more or a little less.

Last year, the authorities agree, advertising revenue was a trifle less than \$750,000,000. Circulation revenues were probably about \$275,000,000, giving a total income of slightly more than \$1,000,000,000. The indicated gain for 1926 over 1925 in gross revenue is about 11 per cent.

Print paper's price has remained unchanged, but the rate of consumption is apparently up about 15 per cent. The paper manufacturers will receive about \$162,500,000 from the daily newspaper publishers. About \$10,000,000 additional will go to the railroads for transportation of the paper—an item which increases, of course, in direct ratio to the tonnage consumed.

Costs in the composing room, foundry and pressroom will also rise at a higher

rate than the growth of business, unless the management keeps a tight rein. An eight per cent increase in advertising volume after a relatively dull period might not be immediately reflected in larger mechanical cost figures. Many newspaper shops maintain a composing room force even in slack periods to be able to cope with the sudden "peaks" which characterize newspaper operation. The staff could absorb a considerable volume of new work without undue overtime or increase in tools or personnel.

The present increase, however, comes on top of a record year which followed two years that were hardly "slack." Expansion has been the word since 1923 and an 8 per cent increase in advertising has meant the addition of new machines to the battery, overtime several days a week on both ad and news machines, possibly an entire new composing room layout.

Wages, too, have continued to rise. No up-to-date figures for the entire country are now available, but the average increase over the 1925 scale is not less

than 5 per cent—over and above the increase in regular and overtime worked.

Similar conditions prevail in the foundry and in the pressroom, both of which have been taxed to capacity and beyond by the gigantic editions of recent months. New stereotype and press equipment, designed to save minutes and seconds between the deadline and the street have been ordered lavishly.

Interest charges and tremendous capital outlay are plus items that the advertising boom have brought, in addition to higher payrolls, to the mechanical departments' budget.

Upstairs, where the managing editor used to order "boil to bone" to get his news and features into 100 columns in a 28 page paper, the expansion giant has also waved his big stick.

One hundred columns would be "lost" in the 40- and 48-page editions of Autumn, 1926. For every column of new advertising, a column and a half of news and feature has been added.

The reader of many newspapers finds local news coverage little changed in volume. Reporting staffs and copy desks have a larger personnel than they had at the end of the paper shortage scare. They were then, speaking generally, at an irreducible minimum. Their pay, as a rule is higher than it was a few years ago, as newspapers are finding merit in the unwritten rule that a good reporter ought to get at least as much as a compositor.

Press association wire service is steadily expanding. One sees newspapers in a city of 25,000 with four leased wires running into the news room—with added wires for special occasions. Papers of that size and smaller are taking special service on baseball, football, racing, Wall Street, often over special wires, leaving the main lines clear for an ever-growing volume of general news.

Hardly any important newspaper regards itself as complete without a daily page of news pictures—and the price of news pictures has almost doubled in the past year. "Exclusive" pictures of an important event will bring sums that no publisher would have considered paying a few years ago.

Sports in the early post-war years were begrudged two pages of news space daily and four or six pages Sunday was regarded as bordering on indecency. In 1926 metropolitan papers give four or six pages daily and a whole Sunday section to sports. And the cry is for more! Advertising representatives ask for another sport page to give position to a new tobacco account and they often get both! The circulation manager calls for reports of amateur games in the suburbs and he gets his page of agate box scores or summaries. He urges a new sporting edition between Wall Street and the "Seventh Race" and the forthcoming "Peach" or "Green" goes after the pennies of those who quit work early.

Circulation is the publisher's great

(Continued on page 71)

SPLITTING A BILLION DOLLARS

ONE billion dollars, plus \$140,000,000, will be the approximate gross income to the daily newspaper publishers of the country from advertising and circulation for this year—provided that dark spots on the advertising map do not become large or frequent. Of that huge sum, only the part that is spelled in figures represents what will be entered in the net profits column. Possibly some of it will not get that far. The remainder will go back whence it came into the various channels of commerce.

The paper manufacturer will get \$162,500,000.

Railroads which move the white newsprint and the returned cores will receive more than \$10,000,000.

The ink makers will take more than \$1,500,000.

Compositors, pressmen, stereotypers and other mechanics will receive about \$175,000,000.

Editors, copy-readers, reporters, and correspondents will draw as their share about \$160,000,000.

Editorial department expenses, including press service, special leased wires, features, telegraph and telephone, car-fare, taxis and other incidentals of the expense account—it will take checks totalling \$70,000,000 to pay these bills.

The go-getters of the advertising staff and the special national representatives will account for another draft of \$75,000,000.

Commissions paid to advertising agencies will this year approximate \$45,000,000, plus another \$6,000,000 for cash discounts.

Expense of getting, distributing and holding circulation, including the operation of motor vehicles and interest on the purchase of new equipment, will dip into the till to the extent of \$160,000,000.

General administration, including for the purposes of this survey, taxes, all promotion work and interest on the construction of new buildings and the purchase of new equipment, will account for another \$160,000,000.

What remains—about \$115,000,000—represents the profit to the 2,000 daily newspaper publishers before Federal taxes. It is about 10 per cent on the turnover for the biggest year's business in history!

PUBLIC READY TO AID FIGHTING EDITORS

Will Defend Men Who Battle Political Corruptionists, Carl Magee Tells N. Y. Advertising Club Members

Advertising men of New York gave Carl C. Magee, fighting editor of the *Albuquerque* (N. M.) *State Tribune*, a rousing reception when he appeared as an honor guest at a noon-day luncheon at the Advertising Club of New York on Friday. The main dining-room of the big club house was filled to overflowing and Magee reviewed his adventures amid applause.

Since Magee's talk before the advertising men of the metropolis a year ago, the tragic climax had come in his bitter warfare against local political corruption. He told with tears in his eyes of his frightful misfortune to shoot and kill a man who was defending him when his arch-enemy, former Judge Leahy, was beating and kicking him with murderous intent in the lobby of a hotel.

The editor told the story of his adventures in the newspaper field of the Southwest, explaining step by step how the forces of corruption in public life had met his opposition to their methods by all known means, from social and economic oppression to personal violence. He stressed the fact that Don Mellett's assassination at Canton, O., was but another instance of the same diabolical defense of the corruptionists when they encounter a free newspaper which attempts to keep faith with its readers by telling them what they have a right to know concerning their public business.

"The Mellett case," said Magee, "illustrates the fact that there are no geographical boundaries for this menace to the free press. An editor who speaks out concerning protected vice and crime and corruption in public office takes his life in his hands. Do not be deceived—no part of this country is immune from that danger."

The speaker held that free press is the greatest single bulwark of human freedom and progress. Its great trust is to assail public wrongs, being careful not to confuse with this function the exploitation of private scandal.

"The best kind of government that man has been able to devise does not, and cannot, operate successfully if it is in the hands of crooks," he said, illustrating the point that the trouble in the United States is not with public institutions but with the maladministration of them by dishonest men. He had no nostrum, no cure, for public evils except to whip out of public office men who dishonored them by misconduct.

"We think that liberty is a fact, in this country," he said, "but is it a fact if the press is gagged?" He asserted that when he went to New Mexico he found the newspapers "controlled by a corrupt gang, and public sentiment dead." The crookedness was bi-partisan, he being a Republican, and Albert C. Fall, who he claimed was the master mind of New Mexico political corruption, had been a "Kentucky Democrat, turned Republican for what he could get out of it." He told of Fall's threats against him and of his discovery of the link between Fall, then Secretary of the Interior, and Harry Sinclair, which led to the Teapot Dome revelations.

The editor urged his audience to believe that the people of this country will "rise up in their might" and defend any honest editor who gives battle to political corruptionists, and gave instances of how his fight has been sustained by the common people of New Mexico throughout the campaign.

"Such is the love of the principles of our government," he said, "that the people will fight when they are at stake, providing the newspapers make the issue clear."

Mr. Magee was introduced by Charles C. Green, president of the club, and thanked and invited to come again by G. T. Hodges, the vice-president. Among the guests at the speaker's table were

Cyrus H. K. Curtis, Roy W. Howard, E. S. Friendly, William H. Dodge, W. W. Hawkins, S. S. Schuyler and Karl Bickel.

LIBEL APPEAL ARGUED

Case of Newburgh (N. Y.) Plaindealer Editor Heard in Albany

The appeal of Charles F. McKenzie, editor of the *Newburgh* (N. Y.) *Plaindealer*, from the affirmation by the Appellate Division, Second Department, of his conviction in Orange County of criminal libel, was argued before the Court of Appeals, Albany, N. Y., Oct. 1.

In the Newburgh mayoralty campaign of 1923, McKenzie was an independent candidate, opposing Roy W. Spencer, the Republican, and John Rothery, the Democratic candidates. The alleged libel was published Nov. 5, the day before election, and was contained in a special campaign edition of the *Plaindealer*, of which 3,000 copies were distributed free.

Spencer was elected and instituted a criminal proceeding against McKenzie, who was found guilty at a trial before Justice Morschauser and a jury and fined \$250.

PULITZER BAGS RARE GAME

N. Y. World Editor Reaches Paris After Three Months in Africa

Ralph Pulitzer, editor of the *New York World*, emerged from the jungles of East Africa this week, arriving in Paris with 15 varieties of big game bagged during a three months' hunt with Paul Dougherty, the painter.

Among the trophies Mr. Pulitzer brought back with him was the rare kudu, rare even in Africa's darkest spots, and specimens of the impalla, eland, wildebeeste, kongoni, warthog and bat-eared fox. Besides these Mr. Pulitzer had with him a fine lion's head. He also shot several gazelles, a rhinoceros, a water buffalo, and a buffalo. While passing many elephant herds, Mr. Pulitzer saw none with long enough tusks to justify shooting.

Mr. Pulitzer will sail for New York on Oct. 13, on the S. S. *Olympic*.

NEW YORK CIRCULATIONS SHOW 10 PER CENT INCREASE IN OCTOBER STATEMENTS

NEW YORK newspaper circulations increased from 4,292,472 copies daily to 4,774,639 copies daily for the six months period ending Sept. 30, 1926, over the same period in 1925, according to semi-annual post office statements filed this week. The increase is 462,167 copies, or 10.5 per cent.

Evening newspaper circulation increased from 1,746,686 copies to 1,959,023 copies—a gain of 212,337 copies, or 12.1 per cent.

Morning newspaper circulation increased from 2,545,786 copies to 2,815,616 copies—a gain of 269,830 copies, or 10.6 per cent.

Gains over the Oct., 1925, statement are shown by 11 of the 15 newspapers listed, two morning and two evening papers failing to show an advance.

Gains by the three tabloids—the *News* and the *Mirror* in the morning, and the *Graphic* in the evening, total 437,277 copies, or 94.5 per cent of the total gain.

Comparative figures follow:

AVERAGE NET PAID CIRCULATION FOR SIX MONTHS ENDING				
Newspaper	Sept. 30, 1926	Mar. 31, 1926	Sept. 30, 1925	Mar. 31, 1925
Daily News	1,082,976	998,617	920,956	795,160
#Evening Journal	677,844	696,447	635,805	649,072
Times	391,465	392,695	382,005	387,934
#Mirror	379,396	316,418	249,649	218,431
American	341,225	347,771	362,862	379,975
World	322,464	329,860	342,928	381,536
Herald Tribune	298,090	294,327	287,386	283,197
#Evening World	295,732	294,442	311,933	310,850
#Sun	265,000	259,351	256,234	247,370
#Graphic	242,508	141,865	96,998	95,697
#Telegram	207,706	182,489	199,566	190,519
Brooklyn Standard Union	80,862	63,010	61,742	64,339
Brooklyn Times	78,533	81,573	80,081	65,471
Brooklyn Eagle	76,711	75,395	71,912	72,493
#New York Evening Post	34,127	35,525	32,415	35,501
Total Morning	2,815,616	2,679,796	2,545,786	2,446,233
Total Evening	1,959,023	1,830,097	1,746,686	1,731,312
Total Daily	4,774,639	4,509,893	4,292,472	4,177,545

New York World increased city circulation price from 2 to 3 cents Jan. 1, 1925. Brooklyn Times increased price from 1 to 3 cents Feb., 1926.

Brooklyn Standard Union decreased price from 2 cents to 1 cent March, 1926.

New York Evening Post decreased price from 5 cents to 3 cents, daily except Saturday, August, 1926.

#No Sunday edition.

FINAL OFFER TO TYPOS BY N. Y. PUBLISHERS

Lynch's Visit Followed by New Offer of 3-Year Contract, \$5 Increase—Owners Demand Arbitration If Offer Is Rejected

Renewed efforts were made this week by the Publishers' Association of New York City, with the assistance of President Lynch of the International Typographical Union, to reach an agreement on the wage scale and contract with Typographical Union No. 6. The result of conferences which ended Wednesday night was an agreement to resubmit to the union the publishers' proposal which the union rejected a few weeks ago, coupled with the publishers' offer to arbitrate, and with the understanding that if the proposal is rejected, it will be definitely withdrawn and the publishers will insist upon immediate arbitration.

The union will vote Oct. 17 on the proposal, the terms of which are as follows:

A three-year contract, with an increase of \$3 per week effective as soon as the contract goes into operation, and further increases of \$1 in 1927 and 1928. This proposal, which was endorsed by the scale committee, was rejected at a union meeting Aug. 29. The publishers' earlier proposal, calling for elimination of the reproduction clause and a three-year contract, with annual increases of \$3, \$2, and \$1, was also rejected by the union.

The old contract, which expired July 1, provided wages of \$60 day, \$63 night, 45 hours a week, and \$63 for a 42-hour lobster shift.

PRINTERS HONOR EILERT

Frederick Eilert, president of the New York Employing Printers' Association, was given a "surprise party" Oct. 2 by 200 associates in honor of his 60th birthday anniversary and his long service in the organization. Speakers included, John Clyde Oswald, managing director of the association, and Frank B. Berry, vice-president of the American Type Founders' Company.

EDITOR & PUBLISHER CALENDAR

- Oct. 13—New England Daily Newspaper Assn., fall meeting, Springfield, Mass.
- Oct. 17-20—Graphic Arts Assn., annual convention, Detroit.
- Oct. 18-19—Insurance Advertising Conference, fall meeting, Tuller Hotel, Detroit.
- Oct. 18-19—Carolinas' Circulation Managers Assn., 7th annual conference, Spartanburg, S. C.
- Oct. 19-22—Outdoor Advertising Assn., annual convention, Biltmore Hotel, Atlanta, Ga.
- Oct. 19-20—Inland Daily Press Assn., October meeting, Sherman Hotel, Chicago.
- Oct. 19-20—New York State Circulation Managers Assn., annual convention, Martinique Hotel, New York.
- Oct. 21—Assn. of Newspaper Advertising Executives, directors' meeting, Morrison Hotel, Chicago.
- Oct. 21-22—Audit Bureau of Circulations, annual convention, La Salle Hotel, Chicago.
- Oct. 21-22—Agricultural Publishers Assn., annual convention, Chicago.
- Oct. 21-22—American Society of Sales Executives, annual convention, White Sulphur Springs.
- Oct. 21-23—University of Michigan Press Club, 8th annual conference, Ann Arbor, Mich.
- Oct. 24—Fortnightly Forum, Debate on Publicity, Park Lane Hotel, New York.
- Oct. 25-26—International Advertising Assn., 10th District, annual convention, Beaumont, Tex.
- Oct. 27-28—American Association of Advertising Agencies, annual convention, Mayflower Hotel, Washington, D. C.

\$50,000 LIBEL APPEAL ARGUED IN ALBANY

N. Y. American Article Concerning Assemblyman Evans Was Fair Comment and Criticism, Lawyer Contends

The appeal of The Star Company, publisher of the *New York American*, from a judgment of \$50,000 damages for an alleged libel in favor of former Assemblyman W. S. Evans, of New York, was argued before the Court of Appeals in Albany, Oct. 5. The verdict of the jury in the New York supreme court was for \$100,000 compensatory and \$25,000 punitive damages, which the appellate division, first department, reduced to \$50,000.

The alleged libel was contained in an article telegraphed by J. E. Watson, Albany staff correspondent, to the *American*, to the effect that Assemblyman Evans had been bribed to absent himself from a meeting of the Assembly judicial committee, April 16, 1920, when the so-called Jenks bills, enabling transportation corporations throughout the state to raise fares, was under consideration. The vote of Evans, if cast against the bills, would have caused their defeat.

The *American* was conducting a campaign against the bills and later published articles regarding an alleged "slush fund" to promote the passage of the bills and attacking Assemblyman Evans. At the trial the other causes of action, except the bribery charge, were withdrawn, but the articles were admitted in evidence by Justice Proskauer for the purpose of showing malice and on the question of punitive damages.

Clarence J. Shean, appearing for the Star Company, contended the article was a fair criticism and comment of a member of Assembly in the performance of public duties, and that it was reversible error to permit the jury to consider damages in his professional capacity as a lawyer. Martin Conboy, representing Evans on the argument.

CLEVELAND NEWS OCCUPIES \$2,000,000 PLANT

Five-Story Limestone Structure Houses Complete New Mechanical Equipment — Large Community Auditorium on Fifth Floor — Twenty-Eight Press Units Extend in 210 Foot Line

THE new \$2,000,000 home of the *Cleveland News*, now completed and open for inspection of the public, is generally conceded to be one of the most modern newspaper plants in the country.

It is an imposing five-story structure of Indiana limestone, extending 127 feet on Superior avenue, 281 feet on East 18th street, and 127 feet on Rockwell avenue. Construction work was started in the spring of 1925.

The interior finish of the new building is of great beauty. The main lobby walls are of Rose Tavernelle marble, brought from Italy, and the floor is of pink Tennessee marble.

On the left and immediately beyond the wrought iron entrance to the display advertising department are the two passenger elevators. In the rear is the entrance to the spacious press room and to the right is the stairway and the entrance to the classified advertising department. On the Superior front of the second floor are offices occupied by the foreign advertising and Martha Lee departments, drama, motion picture and political editors, the advertising art department and the automobile department. To the rear of the comparatively small motor lobby is the door entering upon a balcony overlooking the press room, from which visitors may watch completed copies of the *News* being delivered from the superspeed presses at the rate of more than 2,000 per minute.

Although the second floor offices, like the main lobby, are separated by only a few feet from the din of roaring presses, sound-proof walls and ingenious engineering methods were employed successfully to eliminate all possible vibration and noise from the machinery.

On the third floor along the Superior avenue front are the offices of the chairman of the board of directors, the president and vice-president and the executive conference room. Immediately beyond the office of the president and facing East 18th street, is the editorial conference room and beyond that the office of the managing editor.

To the rear of the city room are the offices of the Associated Press, also sound proof. Beyond these is the accounting department, and on the Rockwell avenue side of the building is the circulation department. Crossing the narrow hallway which bisects the second floor one comes upon the telephone switchboard, and walking toward the front of the building one passes successfully the first-aid room, the classified advertising telephone board, the *Cleveland News* postoffice, the editorial writers' office, the telegraph room, the conference room, the editorial artists, and finally the Sunday department.

The front of the fourth floor of the building is occupied by the photographic studio, the barber shop, the stock ticker room, the promotion department, the mechanical superintendent and the engraving room. Beyond is the composing room and the stereotype room. The fifth floor is given over exclusively to the *Cleveland News* cafeteria, open to the public, as is the barber shop, and the *Cleveland News* auditorium, completely equipped with motion picture projection machines, a motion picture screen and stage paraphernalia and having a seating capacity of approximately 425. The auditorium is the *Cleveland News*' gift

to the public, for it may be used without cost by social bodies, civic organizations or worthy individuals for any mode of entertainment in keeping with the standards of the *News*.

While the new building is so spacious that in itself it provides ample latitude, the plans for expansion do not limit themselves to the structure as it stands. The vacant lot to the east of the building, now used as a parking space for employees' automobiles, belongs to the *News*, and if necessity requires the building can be extended over this property as well as upward.

Entirely new mechanical equipment was placed in the building.

The layout of the floors is for progression downward from copy to press, the composing, engraving and stereotype rooms being on the third floor with the press and delivery rooms on the ground, thus providing a steady course for all material. News matter is sent from the news room on the second floor to the composing room through compressed air tubes.

The linotype battery occupies the entire length of the east side of the composing room, the machines numbering 33. They are arranged in two groups, ten across the aisle from the advertising frames being used exclusively for advertising copy, and 23 machines in the news section for setting news material in type. Directly in back of the copy-cutter's desk and immediately adjacent to the correction bank is a linotype used almost exclusively for corrections. There is scarcely a lost motion in getting corrected proofs to this machine, as it is directly in line with the automatic conveyor which carries rough proofs to and corrected proof from the proofreading department.

The use of electric melting pots on the linotype machines does away with any foul odors which might arise from the use of gas or coal. This, coupled with the natural ventilation, does away with the necessity of using automatic blowers, fans or any other artificial means of ventilation, and the air in the composing room is always fresh and invigorating.

At the end of the long line of linotypes is the machinists' quarters, completely equipped. Beyond this is the stereotype room.

The press room, flooded with natural light from both sides and above, offers a spectacular view to visitors from the raised gallery which runs along both ends and permits spectators to look down on the entire area and see the presses operating, both in detail and in bird's-eye view

of the whole. The press battery consists of five superspeed presses, made up of twenty-eight units and capable of being operated in almost any combination that can be needed in modern newspaper practice.

The presses have been arranged in a straight line extending 210 feet back from the rear of the main lobby. This, according to R. Hoe & Co., the manufacturers, is the second largest single line

of paper are moved to storage or to presses without requiring labor other than to swing them to the individual transport trucks. The incoming paper supply is brought to the reel room direct from the motor trucks by a lowerator. The regular normal paper storage is close to 15,000 tons.

D. R. Hanna, Jr., is president and general manager of the *News*. The *News* came into the possession of the Hanna



A view of the press room, showing the long line of giant superspeed presses 210 feet in length

installation in the world. In addition to the five black and white presses there is a 15-cylinder color press on which the Sunday magazine and comic supplements are printed.

For supply of ink to the news presses there is an installation of three huge tanks, each holding 2,500 gallons of ink and two compression tanks, each holding 600 gallons of ink, which they feed to the presses. The roller wash oil and commercial zylol is stored in other tanks and drawn as wanted by pumps in the respective departments that use it.

In the reel and paper storage room beneath the press room the floors are grooved into tracks and provided with innumerable turntables, so that the rolls

interests in 1912, through purchase of the paper from Charles A. Otis.

Other officers of the company are: George F. Moran, chairman of the board; Mark A. Hanna, vice-president; J. J. Levins, treasurer. These, in addition to Carl H. Hanna, compose the board of directors.

T. A. Robertson is managing editor of the *News*.

NORWEGIAN STRIKE SETTLED

Caused Large Loss in Pulp and Paper Exports

The strike, which has completely tied up the Norwegian pulp and paper industry since Aug. 15, has been settled, according to a cablegram received in New York this week, but no information as to terms is yet available.

It is estimated that the strike caused a loss in Norwegian exports of approximately 45,000 tons of groundwood, 40,000 tons of chemical pulp, 24,000 tons of news print and 20,000 tons of other grades of paper.

Norwegian exports of pulp and printing paper from January to July, 1926, inclusive, were in round numbers as shown below, the figures being converted to 2,000-lb. tons:

To	Groundwood	Chemical Pulp	Printing Paper
United States	1,000	50,000	2,000
Great Britain	150,000	63,000	33,000
France	13,000	9,000	18,000
South America			18,000
Russia			22,000
Other countries	17,000	35,000	41,000
Total	180,000	157,000	133,000

Note: The "Printing Paper" classification is composed of about three-fourths news print paper.

NEW FLORIDA NEWS BUREAU

The Tallahassee (Fla.) News Bureau has been organized, with Robert S. Dawe as owner and manager.



New equipment from basement to roof was installed in this palatial new \$2,000,000 home of the *Cleveland News*.

WALL STREET'S ANNUAL ADVERTISING BILL IS ESTIMATED AT \$16,000,000

National Prosperity Is the Return on This Big Investment, Says Rudolph Guenther, New York Financial Advertising Agent—Daily Press Produces Millions



Rudolph Guenther

INCREASED financial advertising in newspapers was this week declared to be one of the chief causes of the present national prosperity.

The assertion was made by Rudolph Guenther, president of Rudolph Guenther-Russell Law, New York financial agency, who, in an exclusive interview with **EDITOR & PUBLISHER**, supported it in such a brilliant manner that it became more plausible than the usual "interpretations" of the increase in the public's present-day purchasing power.

Meet Mr. Guenther in his plant at 133 Cedar street, New York—a five-story building devoted to financial advertising in "Wall street's backyard" and he will rush you off your feet with his cheerful enthusiasm and aggressiveness. After 29 years of pioneering, he has built up a business symbolic of the current "golden era" in America's business. More than in most cases the compact, busy, speedy agency plant directed by Mr. Guenther is the shadow of the man responsible for its creation. But this is a story of national, rather than personal prosperity, and it is on a subject about which Mr. Guenther talks easily.

"Today," he declared, "millions of dollars are being raised by responsible investment houses through the power of the press. That surplus capital of the American people is developing our great industries, is furnishing more money for commercial advertising, is rounding out the economic cycle that means prosperity.

"There has been an 80 per cent increase in financial advertising since the war. Our own agency is now handling more than a thousand different accounts, placing a total of advertising valued at between \$4,000,000 and \$5,000,000 a year.

"And once financial advertising was considered a mysterious thing, impossible to understand, much less to use effectively. Now the leading investment houses have learned that merchandising support is as important a function for finance as it is in the marketing of any commodity.

"The Liberty Loan campaigns educated the bankers, brokers and investment houses to the value of newspaper space.

"Today newspapers are giving more and more space to financial news, and

with this increase has come a concomitant increase in financial advertising.

"It is estimated that Wall Street's advertising bill last year ran into many millions. It is impossible to figure the exact amount. Anywhere from \$12,000,000 to \$16,000,000 is a safe guess.

"Our agency alone paid bills to three newspapers amounting to more than \$1,000,000. Our business, however, takes in hundreds of newspapers and magazines."

Mr. Guenther wanted it understood that he didn't favor one medium over any other. Each separate case required its own treatment—"just like a doctor treating an ailment," he said.

"But," he continued, "and a survey of the plant bore him out, 'speed and accuracy are the chief essentials of efficient financial advertising. Bankers bid for securities. They want to move them quickly. They need to have their advertisements placed within two or three hours in the newspapers. Currencies may fluctuate meanwhile. They must get the story of their securities into the newspapers quickly to get them sold.

Mr. Guenther praised newspapers and certain magazines for their encouragement of investment education and presentation of unbiased fact, entailing heavy expenditures by these publications in supplying more and more news of domestic and foreign markets.

"In all probability we would not have today such widespread prosperity—industrial and otherwise—had it not been for the development in the last few years of what must now be considered as a distinct field in advertising," he said.

"By this is meant the recent evolution of the financial advertisement in its educational aspects; its increasing use by both corporations and bankers in raising the necessary capital for industrial refunding, expansion of operations, creation of new and better products, and better markets for securities at home and abroad. More than any other factor, this dissemination of information has been responsible for the enormous increase in numbers of investors. These investors are the backbone of our large-scale industrial operations.

"I believe that financial advertising, with its careful and accurate presentation of constructive fact, is pointing the way to still greater developments and the essential financing to carry them through. The thought and research given to the preparation of the present-day financial advertisement are creating a high degree of standardization in investment policy which is extremely helpful to the individual corporation in marketing its securities. The degree of service these corporations can render depends naturally upon their ability to market their capital issues. The so-called institutional or educational advertisement is designed primarily, of course, to arouse interest in a given company's securities or good will for individual banking houses. These campaigns often contain the results of long and patient research pertinent to entire industries and of great value to the public's store of information."

Speed was mentioned earlier in this interview. It is the atmosphere that greets you the moment you enter this financial advertising agency. The ground floor space, with the exception of the private office of Mr. Guenther, is given over to a telegraphic office. The plant runs the full 24 hours.

Often advertisements are telegraphed to distant newspapers. Telephoto is also frequently used.

FOREIGN CORPS HONORS REUTER'S CHIEF

Sir Roderick Jones Tendered Luncheon at Banker's Club in New York—President Noyes of A. P. Speaks

Sir Roderick Jones, chairman of Reuter's, visiting New York on his way to England from Australia, was the guest of the Association of Foreign Press Correspondents at luncheon at the Banker's Club on Thursday. The occasion was marked by the attendance of the board of the Associated Press which is now meeting in New York.

Dr. A. M. Nawench, of *Czas*, Warsaw, president of the association, welcoming the guests, referred to this unique assembly of "brothers in arms" united in a community of aims and ideas.

"Our common daily task," he said, "never grows monotonous not so much because of the variety of news passing through our hands—not even because of the element of the unexpected and of surprise—but because of the consciousness we have of human ideas of enlightenment, peace and progress, which are the moral aims of our profession."

Percy S. Bullen, dean of the correspondents, for 21 years representative of the *London Daily Telegraph*, introduced Sir Roderick on behalf of the Association but more particularly on behalf of the British members.

Sir Roderick Jones spoke of the power reposing in the profession of journalism.

"The more I travel about the world," he said, "and the more I see of the journalists of other races, the more I am impressed by the power they have for the dissemination of information that shall establish better understanding among the nations of the world. Those of us who have seen the results of the terrible war must feel that we can do no greater thing than strive so as to disseminate the truth that misunderstandings will be removed, and possible causes of another conflict prevented—at all events in our time."

He went on to show the tremendous effect of improved mechanical communication. Never in the history of mankind he declared, had the dissemination of news been so organized and systematized.

"There is a hunger for facts, for information," he said. "And I believe that that hunger for facts and the satisfying of that hunger will increase at an enormous rate."

Because of this widespread demand for news he showed that there was room nowadays for both the agency and the special correspondent. They were no longer rivals; they could co-operate.

"There used to be a feeling on the part of the correspondent," he observed amid laughter, "of—well, confound the fellow Reuter, he's a damned nuisance. But that feeling no longer exists. The agency gathers news that it might be rather boring for the special correspondent to have to gather; while the special correspondent has a freedom that is not allowed to the agency. Consequently the agency's business is to deliver the heavy goods, and the special correspondent supplies the exposition and the explanation which the agency is not in position to deliver."

Frank B. Noyes, hailed by President Nawench as a "commanding figure of American journalism" also spoke.

ASSOCIATES HONOR MacDONALD

Give Farewell Party to Veteran Who Leaves for New Post

A testimonial dinner to James MacDonald, who has severed his connection of 20 years' standing with the *Newark Evening News*, was tendered Saturday evening, Oct. 2, by his associates of the Orange bureau office of that publication. Mr. MacDonald has been editor of the Orange branch of the News for the past few years.

He has resigned to become associate editor of the new *Daily Courier* of the Oranges and Maplewood, and will formulate editorial policies of the new paper with G. Clifford Jones, editor. He is succeeded by Joseph A. Rush, who has been connected with the *Newark Star-Eagle* for the past 12 years and who has headed that paper's Orange branch for more than five years. Anard W. Littman and James P. Copeland have been appointed by the Star to succeed Mr. Rush.

HOPWOOD TO ADDRESS MICHIGAN PRESS

President of A. S. N. E. to Speak Eighth Annual Club Conference in Ann Arbor, Oct. 21-23—Other Speakers Announced

Erie C. Hopwood, editor of the *Cleveland Plain Dealer* and president of the American Society of Newspaper Editors and David Lawrence, president of the Consolidated Press Association, will be speakers at the annual banquet given by the press of Michigan during the eighth annual conference of the University of Michigan Press club in association with the University's school of journalism. The conference will be held in Ann Arbor, Oct. 21, 22 and 23.

Other speakers during the conference include Prof. E. A. Frayer, James M. Murfin, of Detroit, a regent of the University, and Prof. W. D. Henderson, who will be speakers at the Thursday night banquet, when the visiting newspapermen will be guests of the University.

Other speakers on the conference program include Prof. John B. Waite, Prof. Thomas H. Reed and Dean W. R. Humphreys of the University staff, Lee Worthington of the *Grand Rapids Press*, Ben Conger, formerly Associated Press correspondent at Berlin, George Adams, 52 years editor of the *Fowlerville (Mich.) Review*, Virgil V. McNitt, president, M. Naught Syndicate, New York, Miss G. Vin of Oxford, England, and well-known Michigan newspapermen.

The committee arranging this year's program includes A. R. Treanor, editor of the *Saginaw News-Courier*, president of the Michigan Press Club; Louis W. of Port Huron, George R. Averill, Birmingham, and Frank J. Russell, Iron Mountain, vice-presidents, and P. John R. Brumm of University of Michigan, secretary and treasurer.

ADDRESSES WANTED

George L. Bird
B. S. Brown

The Significance of Detroit News Advertising Leadership of the World

In a city one-sixth of New York's size, The Detroit News nevertheless carries 3,269,208 lines more advertising the first 8 months of 1926 than New York's outstanding advertising medium—The New York Times.

TO comprehend fully the relative strength of The Detroit News among the great newspapers of the world, compare the population of Detroit and suburbs with that of the great metropolitan area of New York. Detroit's population is one and a half million; New York's is six times as great.

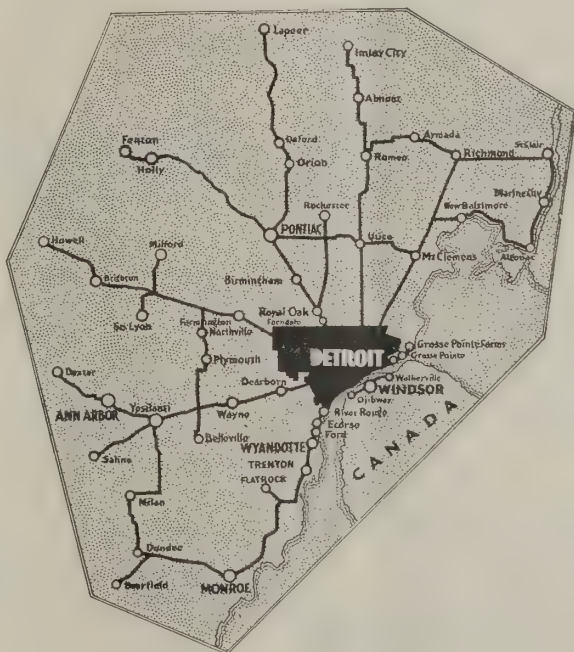
Nevertheless The Detroit News advertising for the first eight months of 1926 exceeds that of The New York Times, generally conceded America's outstanding newspaper, by 3,269,208 lines for the first eight months of 1926.

The Detroit News
furthermore tops the

list of all great American newspapers in the matter of advertising patronage not only weekdays but weekdays and Sundays combined, carrying 22,447,362 lines during the first 8 months of 1926.

The net paid combined weekday and Sunday average circulation of The Detroit News exceeds 335,000 (350,000 Sundays and 320,000 weekdays) and is larger than that of any other Michigan newspaper. In fact no other city of Detroit's size or larger is so thoroughly covered by one newspaper as Detroit is by The News.

You also can profit through such coverage



The Detroit News

Detroit's HOME Newspaper

A. P. DIRECTORS HOLD OCTOBER MEETING

Plan for Picture Service Presented—
Anthony Succeeds Clark on Executive Committee—Heavy Docket Considered

A plan for establishment of a news picture distributing service by the Associated Press was this week presented before the A. P. directorate, meeting in New York.

The directors went into executive session Oct. 5, at New York headquarters and were not expected to adjourn until late Friday, Oct. 8.

The news picture proposal was only one item on an unusually heavy October docket. Sessions, called early and extending late into the afternoon of three days, were presided over by Frank B. Noyes, *Washington Star*, A. P. president, and assisted by J. N. Heiskell, *Little Rock (Ark.) Gazette*, second vice-president.

Col. R. R. McCormick, *Chicago Tribune*, first vice-president of the A. P., and Walter A. Strong, *Chicago Daily News* were the only directors absent.

Kent Cooper, general manager, and customary spokesman for the directors, declined to issue any official statement on the board meeting when interviewed by EDITOR & PUBLISHER, Thursday afternoon.

EDITOR & PUBLISHER learned, however, that an application of the *Huntington (W. Va.) Advertiser* for a Sunday morning membership presented by J. H. Long, business manager, was denied by the directors on the opposition of Dave Gideon, who holds that membership for the *Huntington Herald-Dispatch*.

B. H. Anthony, publisher of the *New Bedford (Mass.) Standard*, was elected to the A. P. executive committee, succeeding the late Charles Hopkins Clark, publisher of the *Hartford (Conn.) Courant*.

Sir Roderick Jones, managing director of Reuters Limited, the British ally of the A. P., attended the board meetings.

The directors expressed satisfaction with a new series of A. P. advertisements being distributed in mat form free for publication by member newspapers.

The series consists of 52 different advertisements all written under the general heading of "Human Progress Through the Ages." In text and art the past and present of newspaper history are linked together in the copy, which is prepared by N. A. Huse, with Terry Gilkerson, a New York artist, drawing the illustrations.

HELD ON MURDER CHARGE

Brooklyn Eagle Man Confesses He Shot Former Friend

Gerald Dwyer, copyreader on the *Brooklyn Eagle*, is under arrest in New York on a homicide charge in connection with the killing of Joseph Ruffner, copyreader on the *Bronx Home News*, last Sunday night in the lobby of the latter's apartment house following a quarrel which involved Ruffner's wife.

Ruffner was shot three times and died a few hours later in a hospital. Dwyer was caught while running from the scene and later made a confession.

The trouble between the two men started following a practical joke played on Dwyer by Ruffner, Mrs. Ruffner, and several members of the *Washington Post* staff several months ago, Mrs. Ruffner told police.

She said that her husband arranged a joke in Washington whereby she was to call Dwyer by telephone and make him believe that a strange woman was making an appointment with him. Dwyer kept the appointment. Then she was introduced to him as Mrs. Ruffner and the assembled newspaper men had a laugh at Dwyer's expense.

Dwyer was graduated from Technical High School in Springfield, Mass., in 1918 and joined the staff of the *Republi-*

can, in that city, later doing newspaper work in Providence and Baltimore.

NEW PLANT FOR S. C. DAILIES

Negotiations have been completed by the *Spartanburg (S. C.) Herald and Journal* for the purchase of property upon which will be erected a modern fire-proof newspaper plant. A railroad siding adjacent to the property obviates the necessity for using trucks in newsprint, coal, and other supplies.

NEWSPAPER LIBRARIANS REELECT ALCOTT

Boston Globe Man Again Honored at Atlantic City Convention—Committee on Standard Classification Formed

The Newspaper Group of the Special Libraries Association held its fourth annual conference at the Hotel Chelsea, Atlantic City, this week.

Paul P. Foster, director of the reference department of the *Philadelphia Inquirer*, addressed the group on "Co-operation Among Newspaper Librarians."

Maurice Symonds, librarian for the *New York Daily News*, led a round table conference on "Handling Photos" during which he described the system used by the pioneer tabloid picture newspaper.

Another address of particular interest was given by Joseph F. Kwapil, librarian of the *Philadelphia Public Ledger*, on "Standard Classification For Newspaper Libraries," a problem confronting the newspaper group. A committee has been appointed to handle this problem and it is estimated that it will take two or three years to complete the work. Miss Jennie Welland, editor of the *Times Index*, led a discussion on classification and her excellent suggestions served to pave the way for the work of the classification committee.

Mrs. Stella M. Champney, editor of the *Michigan News Index*, Adrian, Mich., was present and described methods and classifications used in compiling her publication.

Richard Meyer, librarian of the *New York Daily Mirror*, spoke on "Efficiency in the Newspaper Library."

The following officers were reelected: William Alcott, librarian, *Boston Globe*, chairman; John Miller, librarian, *King Features Syndicate*, New York, vice-chairman; Maurice Symonds, librarian, *New York Daily News*, secretary-treasurer.

The resignation of Miss Agnes J. Petersen, librarian of the *Milwaukee Journal*, as secretary was accepted with regrets and it was voted to combine the office of secretary and treasurer.

Joseph F. Kwapil, librarian of the *Public Ledger*, first chairman and creator of the newspaper group, was made an honorary member as a slight token of appreciation for services rendered.

The conference closed with a dinner meeting at the Penn Athletic Club, Philadelphia. Chairman Alcott gave an address on the "Aims of the Newspaper Group." Daniel N. Handy, president of the Special Libraries Association, was honor guest.

Dr. George W. Douglas of the *Philadelphia Evening Public Ledger*, addressed the meeting on "The Newspaper Library and the Editor."

Frank H. Chase, reference librarian of the Boston Public Library, read a paper on "Important Reference Books of the Past Two Years."

Robert Hunt Lyman, editor of the *World Almanac*, spoke on "Saving Time in Research."

N. J. DAILY CELEBRATES 100TH ANNIVERSARY

Morristown Jerseyman Prints 100-Page Special Edition to Mark Event—Offered Prize for Oldest Copy

The *Morristown (N. J.) Jerseyman*, on Oct. 4, celebrated its 100th anniversary of continuous publication, with the issuance of a special historical edition of 100 pages. The edition gave a complete survey of the history of Morristown and Morris County, dating back to the time of the Indians in that section, through the subsequent settlement under the English monarchs, on to the Revolution and up to the present day.

The issue was the largest ever published in the county, it was stated. It contained intimate stories of the residence in Morristown of Washington, Alexander Hamilton and other great figures of Colonial days, and of Alfred Vail and F. B. Morse, inventors of the electric telegraph; Theodore N. Vail, and the late President Theodore Roosevelt.

Congratulatory letters on the Jerseyman centennial were received from President Calvin Coolidge and Governor A. Harry Moore of New Jersey.

The first issue of the *Jerseyman* appeared on Oct. 4, 1826. For the oldest copy turned into the office, the *Jerseyman* offered an award of \$100. Several hundred entries were made. An issue of Oct.

18, 1826, the third published (the *Jerseyman* at that time being a weekly), was the winner. The *Jerseyman* has complete files covering a period of 73 years.

Samuel H. Gillespie is president of the *Jerseyman*, Inc.; Alva E. Lamberton, treasurer and general manager; Ernest Henry Smith, editor; Philip L. Meyer, advertising manager; and Joseph M. Crimmins, circulation manager.

PUBLISHERS AT BILLBOARD MEET

Newspapermen to Speak at Outdoor Advertising Association Convention

Supporters of billboard advertising will be told the power of newspaper space at the 36th annual convention of the Outdoor Advertising Association of America, Inc., to be held in Atlanta, Ga., Oct. 18-23.

F. A. Wilson-Lawrenson, publisher of the *Atlanta Georgian*, will discuss "The Relationship Between Advertising Media"; Clark Howell, publisher of the *Atlanta Constitution*, will talk on "The Newspaper as an Indicator of Business Trends"; and Maj. John S. Cohen, publisher of the *Atlanta Journal*, on "The Newspaper and Its Place In Modern Business."

Kerwin H. Fulton, chairman of the Association's directorate, will preside at the meetings.

REPORTER TRIES PRISON LIFE

George Snell, reporter for the *New York Sun*, spent some time in Sing Sing recently to write a series on convict life, now being published by his paper.

FLORIDA

The Florida Times-Union

THE FLORIDA TIMES-UNION

Florida

SWORN CIRCULATION STATEMENT TO UNITED STATES POST OFFICE

677,844

is the average Daily Net Paid Circulation of the New York Evening Journal for the Six Months ending September 30, 1926

A Gain of 42,039 Copies a Day

Over the Same Period Ending September 30, 1925

The net paid circulations of New York evening newspapers as reported to United States Post Office for six months ending September 30, 1926, with gains and losses over same period of last year follow:

Evening World.	295,732	Evening World, LOSS . . .	16,201
Evening Sun.	265,000	Evening Sun, GAIN	8,766
Evening Telegram.	207,706	Evening Telegram, GAIN. .	8,140
Evening Post.	34,127	Evening Post, GAIN. . . .	1,712

How the EVENING JOURNAL DominatesEvening Journal EXCEEDS Evening World by **382,112** copies a dayEvening Journal EXCEEDS Evening Sun . . by **412,844** copies a dayEvening Journal EXCEEDS Eve. Telegram. by **470,138** copies a dayEvening Journal EXCEEDS Evening Post. . by **643,717** copies a day

Evening Journal EXCEEDS Evening World

and Sun COMBINED by **117,112** copies a day

*The Average Daily Net Paid
Circulation for September, 1926, Is*

692,775 Copies a Day

94% Concentrated in New York and Suburbs



Largest Evening Circulation in America—and at 3c a Copy Daily, 5c on Saturdays

**DOUBLE the Circulation of the Next New York
Evening Newspaper PLUS 86,380**

TWIN PONY AU

*With Every Autoplate Machine
Goes Permanent Service*

Established July 8, 1870

Member Audit Bureau of Circulations

THE WILLIAMSPORT SUN

Sun Building, 246-252 West Fourth St.,
Williamsport, Pa.

Aug. 25, 1926,

Wood Newspaper Machinery Corp.,
Plainfield, N. J.

Gentlemen:—

It is a pleasure to learn from your letter of August 23rd that Mr. Ehrnstrom reports our Pony Autoplate in splendid shape.

Your interest in the machine which you sold us has been really unusual for any one who has been paid in full, and we want you to know that it has been a pleasing experience to deal with a company who have been as ready to look after our interests as you have been.

Very truly yours,
THE WILLIAMSPORT SUN.

E. M. CASE,
Business Manager.

EMC/R



The com

The Twin Pony Autoplate Machine is great, it will deliver twice the output normal, it may be operated as a spare capacity when needed without r

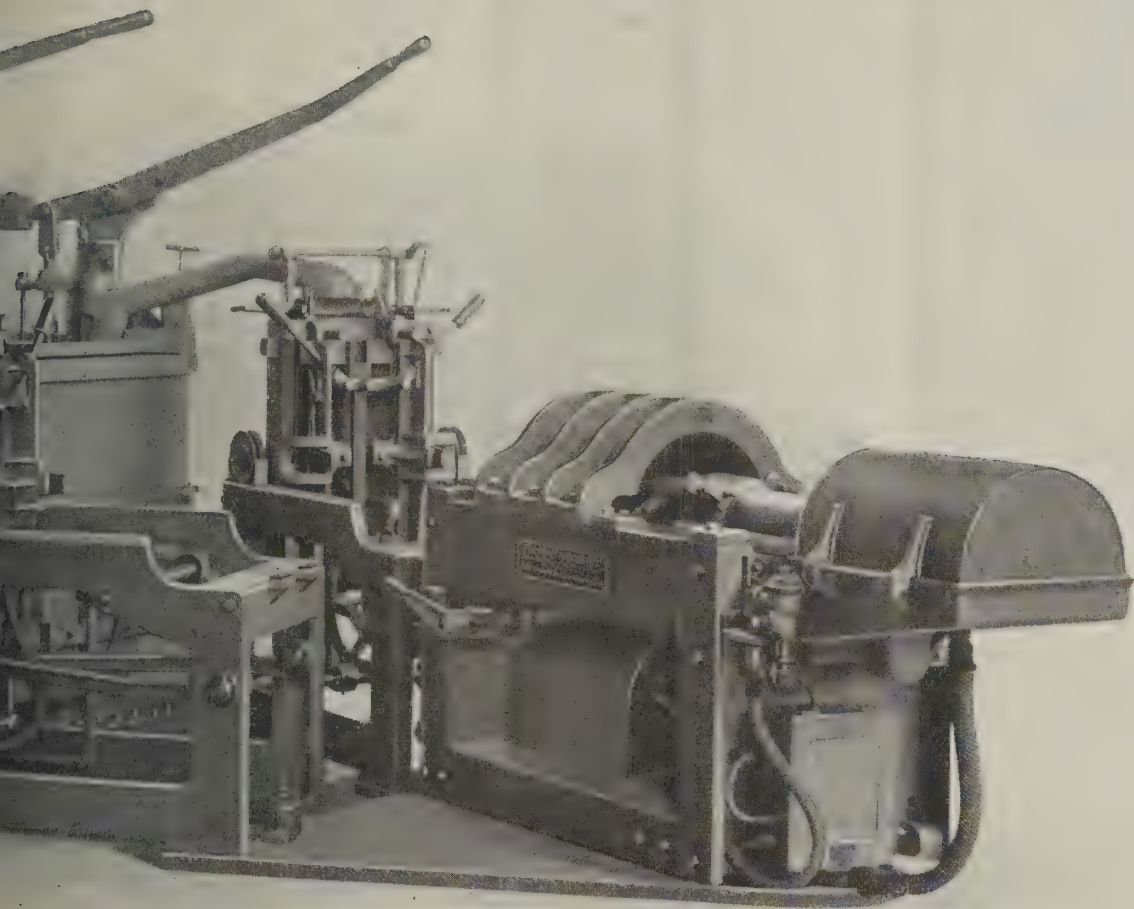
Machines m

R. HOE & COMPANY, INC.

GOSS PRINTING PRESS COMPANY
THE GEORGE RUSSELL R

WOOD NEWSPAPER MACHINERY COR

PLATE MACHINE



ony Autoplate unit. The Twin Pony Autoplate Machine,
ay be used with any make of furnace or pumps.

be worked by one man or by two men. When production needs are
Pony Autoplate Machine; when production needs are normal or sub-
toplate Machine. Such flexibility is invaluable. It provides double
uplicate equipment.

without Furnace and Pumps, \$8,750

d of us or of

TER SCOTT & COMPANY
NY of San Francisco, California

DUPLEX PRINTING PRESS COMPANY

TION, 501 Fifth Avenue, New York City

EDITORIAL

PIONEERS OF FREEDOM

AMONG the notable contributions to the great movement for a world-wide free press and concomitant public benefits is the code of principles and objectives adopted by the Press Congress of the World in its third session at Geneva-Lausanne, published in detail in other columns of this issue of EDITOR & PUBLISHER.

This vital document cries out for action based on practical intelligence among men and a true spirit of progress, reaching for better things, safer international relationships, higher ideals in politics and commerce, freedom among men, not through privilege or compulsion, but through the right of a man to understand and to proceed with the affairs of life on the basis of his knowledge.

The Press Congress of the World, starting from a small nucleus of idealistic and earnest men in the United States, has become a power. Its recent session was attended by delegates which represented more than 10,000 newspapers in 24 countries, some of which work under extremely unsatisfactory press conditions. It is rendering a magnificent service to the world's journalism. It is paving the way for newspaper work that will more truly represent the interests of the peoples of the world. In a high sense it is a pioneer of freedom.

The wills of four great publishers, Scripps, Lawson, Nelson and Munsey, give living publishers an interesting study of methods of finally disposing of newspaper properties.

DOWNRIGHT LOW

THAT persistent critic of the daily newspaper and publisher of his own magazine, H. L. Mencken, tells newspaper readers through the *Baltimore Evening Sun* that the job the reporters did on the Miami hurricane story was about the worst on record. He cannot understand why a "coherent report" of what had happened on Friday could not have been published right off the reel and asserts that the newspapers of the North handed their readers a "vast bath of bilge" for at least four days. With customary acid cynicism Mr. Mencken suggests that maybe the reporters were inhibited from telling what they knew by the Florida booster spirit, or perhaps it was merely what might have been expected from "local incompetence." At any rate, the gentleman thinks there should be an investigation and that the newspapers should "do some salubrious muck-raking in their own house."

At five a. m. on Saturday morning of the hurricane period the last wire from Miami went down and Miami was cut off from wire communication until Wednesday. That, Mr. Mencken, had a little to do with the case. The Tropical Radio station was blown to the ground. That added to the communications difficulty. Hurricanes are queer things—they do not lend themselves to organized thought or action and Mr. Mencken in his palmist reporter days might have found it difficult to write a "coherent report" of what had happened to half a state when everything that was loose was in the act of flying through the air, if he had been in Miami. His editorial is an insult to the men who risked their lives a hundred times to give him, safe at his breakfast table at Baltimore, the news of a great disaster. He says he has never seen a "big story worse handled in the field." From our reports of what the reporters did we have felt that the work was excellently done, considering the maddening handicaps. Mr. Mencken's suggestion that "Florida boosterism got in the way" is downright low. If "boosters" had been handling that story, would they have overestimated the dead, injured and property loss?

John Barton Payne, Chairman of the Red Cross, later made a criticism which appeared to have some basis in fact. He said that Florida officials, in their public statements, had attempted to minimize the disaster, thereby interfering with the work of the Red Cross. He did not say that newspaper men were responsible for suppression of the news, much less that they were incompetent. There is a legitimate dispute between Chairman Payne and Governor Martin, but Mr. Mencken's charges are not at issue.



O Lord, how manifold are thy works; in wisdom hast thou made them all; the earth is full of thy riches.—Psalms; CIV, 24.

RICKARD'S SECRET OIL

IT goes without saying that Mr. Tex Rickard is an authority on that entrancing subject, easy money. Every now and then we stand in wonder and awe before his widely heralded profits. His economic philosophy, therefore, becomes a contribution to the modern American success series in importance as the ace is to the pack. It is not often that an astute manipulator of golden combinations reveals to the world the hidden secret of his success, but Mr. Rickard is the exception. He speaks right out concerning his fabulous art of piling up "jack" with minimum outlay of physical energy or agitation of the cerebellum.

Mr. Rickard's success formula is extremely simple. He tells all those who yearn for miraculous accumulation (and who in America does not?) that the sure-fire way of realizing the dream is to "get your name and your proposition in the papers, and then sit back and take life easy."

The truth of this assertion is readily apparent and the rule, thus simply stated, stamps Mr. Rickard as a conspicuous genius of the age. He has practiced his system within plain view of the whole world for years and years, yet until now our slow wits have failed to comprehend it, much less to apply it to our own uphill fortunes. Mr. Rickard's magic publicity grease works. He declares he has recently discovered that it doesn't make any difference whether the newspapers praise him or damn him, the grist will be rich if only they will keep "Rickard" standing in their columns. Indeed, it is his opinion that unfavorable or contentious mention of his name and his "proposition" may be more valuable than flattery. This philosophy rather smacks of Barnum and while we are sure that Mr. Rickard has not failed to read the celebrated Bridgeportian's autobiography with interest and profit, still his methods are so great an improvement over Barnum's that we shall not discredit him with a comparison. For instance, Mr. Barnum actually bought advertising in newspapers whether or not they took editorial notice of his bunkum. Mr. Rickard apparently knows nothing of advertising. It is a commodity that is not in his life. He pays his way with passes to press stands for hundreds who do not write and occasionally "throws" sumptuous dinners, soup to nuts, for the few who can and do write.

Sports writers and their publishers will continue to keep Mr. Rickard's wheels well oiled, while he reclines, now with the consciousness that should they denounce his business and methods they would but add to his fortunes.

The old axiom about the peril of a divided house applies to "upstairs" and "downstairs" newspaper staffs that cannot synchronize, but seek to dominate each other.

ILLUSTRATING CIRCULATION

IN its advertisement in EDITOR & PUBLISHER last week *Philadelphia Bulletin* dramatized its immense circulation figures in copy of singular merit.

It was shown, by use of pictures and statistics, that the combined seating capacity of eight great American sporting fields, including Yale Bowl, Franklin Field and the Philadelphia Sesqui Stadium, is 527,065. With this figure thus accurately pictured the copy drew a sharp comparison with the Bulletin's 533,065 net paid daily average.

Nothing is more difficult to describe than a vast assembly of people, but the Bulletin's advertisement made the reader actually see its huge reading family.

ORDER OF BATTLE

WHAT are the steps that corrupt men and institutions take to silence the voice of a free newspaper when it is in their way? Carl Magee, fighting editor of *Albuquerque* (N. M. *State Tribune*), answered the question before several hundred members of the Advertising Club of New York at a noonday luncheon given in his honor today this week. In his thrilling narrative of his newspaper career in New Mexico he gave the following as the progressive defense methods of the intrenched politico-commercial clique when attacked:

The social weapon: When Magee started to be "irregular" and tell his readers what he thought they should know about public affairs, sly things were done to make his wife and family uncomfortable.

The economic weapon: Magee at one time owed \$60,000 to banks which suddenly began calling loans, though there had been an agreement that notes were to be extended. Attempts were made to throw him into receivership. He carried the case to his readers and like magic the common people of his city subscribed to a \$60,000 loan in amounts of \$250 each all cash, since no one was willing to write checks which would pass through the banks. Magee says that when an editor is defending American institutions the people, through love of the basic principle of our government, will sustain him, but he must be candid and tell his whole story.

Advertising boycott: It was when Magee's political enemies started to demand that merchants withdraw advertising from his newspaper that he met his most serious difficulty. He sold his paper to his enemies learned that they were fighting an institution with the money thus obtained he started another paper. It was then that the Scripps-Howard organization, knowing Magee only by reputation, came to him and volunteered financial aid.

"It was a different story," said Magee, "when enemies learned that they were fighting an institution that had more money to spend than they had. The audience cheered when Magee told of the remarkable circulation success of his newspaper."

Civil libel: Every time Magee "said anything" his enemies would sue him, and although it was a severe harassment and expensive they obtained only two judgments, each for \$1, and in both instances the verdicts were ordered by the courts.

Criminal libel: Finally, an attempt to jail Magee for his utterances was started in a distant county, where most of the people spoke Spanish and lived under the practical dictatorship of a political autocrat. It was the customary thing in that county for recalcitrant newspaper men to be dragged before the brutal judge of the district, one Leahy, and given the option of going to the penitentiary or abandoning newspaper work. Magee declined to make a choice and Leahy proceeded to railroad him. He spent 40 days in jail, but 4,010 telegrams poured into the Governor's office and Magee was pardoned.

Contempt of court: It was when Magee defied the power of the corrupt judge and repudiated the court that he was charged with contempt and then the farcical proceeding was entered into of trying the case before the offended judge. "Our task was to prove to Leahy that he was corrupt," said Magee, "and he ruled against us." Ultimately, after a long fight, it was demonstrated that the Governor had the power to pardon in a contempt case.

Personal violence: It was when all of these cover and "legal" lynch methods had been exhausted that Leahy, now retired to private life through Magee's personal campaign against him in his own county attempted to murder Magee in the lobby of a hotel, a story well known to every newspaper man. Magee fought for his life and, with tears in his eyes, told his audience of the great tragedy of the whole bitter business, the accidental shooting of a man who had sought to defend Magee.

Such are the menaces, and Magee is a living proof that they are real. He cited the case of Don Mellett as showing that "no part of this country is immune." The editor who candidly attacks protected crime and vice may pay with his life's blood. Fight on with courage and honor and tell your readers what they need to know to perfect their government, says Carl C. Magee. Free press is the greatest single bulwark of the nation and therefore worth sacrifices.

PERSONAL

WILLIAM RANDOLPH HEARST and Arthur Brisbane returned to New York this week from a trip to the east.

H. Campbell Jones, managing editor of the *Sydney* (Australia) *Sun*, will arrive New York Oct. 25, from London, en route to Sydney.

Dan R. Anthony, Jr., owner and editor of the *Leavenworth* (Kan.) *Times* and member of Congress from the First Kansas District, is ill at the Trinity Lutheran hospital, Kansas City.

Olin W. Kennedy, managing editor of the *Miami Herald*, has taken a three months' leave of absence from his duties that paper for a trip to Jamaica, Colombia and Costa Rica. In his absence J. D. Kuykendall, editorial writer, will have charge of his desk.

James Thompson, publisher of the *New Orleans Item-Tribune*, accompanied the Palm-to-Pine Tour from New Orleans to Winnipeg last week over the Jefferson highway.

J. Sherman McDowell, publisher of the *Alameda* (Cal.) *Times-Star*, has been appointed by Gov. Friend W. Richardson of California as a member of the State Harbor Commission.

IN THE BUSINESS OFFICE

D. BRANHAM has joined the business staff of the *Little Rock* (Ark.) *Arkansas Democrat*. For the last six years he has been with the advertising department of the Capper Publications.

Victor R. Blackledge, advertising manager of the *Sheridan* (Wyo.) *Post-Enterprise*, has been named managing editor of the Wyoming state organ of the American Legion, which is published in the Post-Enterprise plant.

B. M. Bryant, formerly with the *St. Paul Pioneer Press* and the *Minneapolis* *Star*, is now advertising manager of the *Seattle Star*.

IN THE EDITORIAL ROOMS

AROLD SCARBOROUGH, head of the London bureau of the *New York Herald Tribune* will accompany Queen Marie of Roumania to this country. He has been traveling with her party since her departure from Bucharest.

Carl E. Brazier has been appointed managing editor of the *Seattle* (Wash.) *Times*.

R. E. Fiske and Hugh O'Donnell of the *Boston* (Mass.) *Globe* sailed from Boston last week for a vacation at Bermuda.

James J. Montague, columnist and editorial writer for the *New York Herald Tribune*, returned on Friday from a vacation in Maine.

Thomas J. O'Neil, for the last two years on the copy desk of the *Springfield* (Mass.) *Union*, has been made city editor, succeeding Norman MacDonald, who has been transferred to the copy desk of the *Evening Union*.

Henry Cabot Lodge, son of the late senator, and a member of the *New York Herald Tribune's* Washington Bureau, has been loaned to the Republican Campaign Committee to help with the campaign of Senator William M. Butler in Massachusetts.

Forest Lowry, city editor, the *Salt Lake Tribune* and Mrs. Lowry, have returned from three weeks' vacation in California.

Joseph Butler, a member of the news staff of the *Scranton* (Pa.) *Times*, has been named a deputy boxing commissioner in Pennsylvania.

Harvey White, city editor of the *Buffalo Times*, has resigned and is doing political publicity. Marshall Taylor, former city editor of the *Buffalo Star*, will fill the desk of the *Times*.

Viatt McConnell has resigned from the city staff of the *Buffalo Evening* *Star*.

Jerry Walsh, formerly of the *Wilkes-Barre Times-Leader*, has joined the news staff of the *Scranton* (Pa.) *Sun*.

Theodore Stearns has returned as music critic of the *New York Morning Telegraph* after an absence of two years. During that time he had an opera accepted for presentation in Munich—the first time that an American opera was performed in Germany.

James White has been named night copy reader for the *Toledo Blade*.

Edward J. Bruen, former newspaperman and art critic, who writes under the penname of Don J. O'Byrne, has resigned as assistant editor of *Cartoons* magazine, to return to newspaper work.

R. E. Roberts, formerly of the *Sandusky* (O.) *Register*, and Russell Hogin, formerly with the *Oklahoma City Daily Oklahoman*, have joined the *Toledo Blade* copy desk.

Claude Griswold, formerly financial editor of the *Toledo Times*, is now with the United States Advertising Corporation, Toledo.

Miss Helen Murphy has been named church editor of the *Toledo Blade*.

Charles C. Cohan, managing editor of the *Butte* (Mont.) *Miner* and a member of the *Miner* editorial staff for more than 23 years, has resigned and will leave soon for Los Angeles where he will continue in newspaper work. He will be succeeded by A. B. Keith, former assistant managing editor.

Cleo O'Donnell, football coach at Holy Cross College, Worcester, Mass., has joined the staff of the *Worcester Post* and will write a series of football articles.

W. E. Smith of Wilmington, Del., has joined the local staff of the *Every Evening* of that city.

Allan J. Finn, Charles W. Lipscomb and Milton V. Snyder are new men on the copy desk of the *New York Herald Tribune*.

Henry C. Haskell, of the *Wichita* (Kan.) *Beacon* staff has joined the staff of the *Baltimore Sun*. Haskell is a son of Henry J. Haskell associate editor of the *Kansas City Star*.

J. B. Phillips of the staff, *New York Herald Tribune*, has returned from Florida, where he went by plane to cover the hurricane.

A. H. Gill is back at the sport desk of the *Scranton* (Pa.) *Times* after a long illness.

A. J. Maxwell, formerly on the staff of the *Bay City* (Mich.) *Tribune* will join the city staff of the *Ann Arbor Times News*, Nov. 1.

Ephraim R. Gomberg, Ann Arbor correspondent of the *Detroit Times*, has returned from abroad.

Paul Deland, city editor of the *Christian Science Monitor*, Boston, and Mrs.

FOLKS WORTH KNOWING

A. E. SANSOUCY, owner and publisher of the *Ogdensburg* (N. Y.) *Republican-Journal*, who recently purchased the subscription list of the *Ogdensburg Daily Advance*, is a man of recognized ability as a newspaper manager.



A. E. SANSOUCY

As a youth, Mr. Sansoucy had ambitions of becoming a printer. He learned the printing trade while still in his teens, and since then has had a wide practical experience in all its many branches.

In 1909, he assumed the management of the *Glens Falls* (N. Y.) *Morning Post*. During the same year, he was instrumental in bringing about the consolidation of the *Glens Falls Morning Star* and the *Morning Post*.

He then successfully conducted the *Post-Star* until 1918, when he went to Ogdensburg to take control of the *Republican-Journal*. This morning paper is now the only daily published in St. Lawrence County.

Deland, have returned from a motor trip through the White Mountains.

Frederick R. Sykes is now covering ship news for the *New York World*.

Archibald R. Johnstone, a sub-editor on the *London* (Eng.) *Daily Sketch*, has been spending a vacation in the United States and Canada.

Beverly Smith of the *New York Herald Tribune* is now assisting Percy N. Stone in covering ship news.

Merris Taylor, editor emeritus of the *Wilmington* (Del.) *Every Evening*, has returned from a vacation trip to Canada.

Carl Adamschick of the *Toledo News-Bee* staff is on an extended wedding trip in Europe with his bride, formerly Miss Mary Sloan.

E. John Long of the editorial staff of the *McKeesport* (Pa.) *Daily News*, sailed from New York, Saturday, Oct. 2, for England, where he plans to enter Oxford, Oct. 11. Long is a graduate of Columbia University and the Pulitzer School of Journalism. For the past year he has conducted a column on the editorial page of the *McKeesport Daily News*.

"Derry" Dixon, has been named managing editor of the *Jamaica* (N. Y.) *Long Island Daily Press*.

(Continued on page 44)



ACTION!

Drawings that almost live.

Colorful, authoritative copy with an added paragraph or two of humor every day

FEG MURRAY

Champion athlete

Champion sports cartoonist



Metropolitan Newspaper Service

Maximilian Elser, Jr. Earl J. Hadley
General Manager Associate
150 Nassau Street, New York City

The Publisher's Best Buy

Fifteen years ago we first said what we now repeat: "Your dollar buys more value in Central Press service than when expended for any other commodity used in publishing a newspaper."

Our client list is twice as large now as it was two or three years ago. As our income has increased we have put every dollar we could spare into the improvement of our illustrated news and general feature service. Yet our prices are still moderate.

Let us tell you all about it, in person.

The Central Press Association

V. V. McNITT
President

Central Press Bldg.,
Cleveland

H. A. McNITT
Editor and Manager

WITH THE SPECIALS

BOISE (Idaho) **CAPITAL-NEWS**, has appointed Gilman, Nicoll & Ruthman, New York, its national advertising representatives.

Bryant, Griffith Brunson, Inc., New York, special representatives, have been appointed to represent the *Atlanta Georgian and Sunday American* in the South.

Edward L. Kimball, advertising manager of the *Eugene* (Ore.) *Guard* for the past year and a half, has been appointed to the main office staff of M. C. Mogensen & Co., Inc., newspaper representatives, at San Francisco where he will be assistant to the general manager, Austin B. Fenger.

Charlottesville (Va.) *Progress*, and the *Fredericksburg*, (Va.) *Free-Lance-Star*, have appointed the Devine-MacQuoid Company, Inc., New York, Pittsburgh and Chicago, as their national advertising representative.

M. C. Mogensen & Co. Inc., special representatives, have just been appointed to represent the *Ashland* (Ore.) *Tidings*.

HOLDING NEW POSTS

AL SCHAK, from editorial staff, *Great Falls* (Mont.) *Leader*, to staff, *Missoula* (Mont.) *Daily Missoulian*.

Ben Brown, from assistant city editor, *San Antonio Express*, to *New Orleans Item-Tribune* staff.

Robert Williamson, from night Virginia state editor of the Associated Press at Richmond, Va., to assistant managing editor, *Clarksdale* (Miss.) *Register*.

Jay Baugh, from staff, *Dodge City* (Kan.) *Daily Globe*, to staff, *Lyons* (Kan.) *Daily News*.

Eugene Turner, from reportorial staff, *Richmond* (Va.) *News-Leader*, to copy desk, *Richmond Times-Dispatch*.

Fred Kraft, Jr., from reporter, *Wellington* (Kan.) *Daily News* to city editor *Blackwell* (Kan.) *Tribune*.

MARRIED

RAYMOND PETER BRANDT, of the Washington bureau of the *St. Louis Post-Dispatch*, to Miss Adele Harrison, secretary to the late Senator Medill McCormick, in Baltimore recently.

Aubrey Leonard Clarke, of the *New Bedford* (Mass.) *Times* staff, and Miss Musetta I. Clark of Marion, Mass., in Marion, Oct. 2.

A. B. Baker, of the editorial staff, *Palatka* (Fla.) *Daily News*, formerly of the *London* (Ont.) *Free Press*, to Miss Jean Wilson of London, Ont.

Albert B. Ferrera, publisher of the *Italian Tribune* of Portland, Ore., to Miss Anne Lucile Hendricks of that city, Sept. 29. Mr. Ferrera is also consul for Italy at Portland.

J. Robert Kershaw of the *Falmouth* (Mass.) *Enterprise*, to Miss Doris Z. Smith of Sandwich, Mass., at Sandwich Oct. 2, at a double wedding ceremony.

Former Congressman Caleb R. Layton of Georgetown, Del., and for years editor

of the *Union Republican* of that city, to Miss Fannie S. Herrington of Dover, Del., former secretary of state of Delaware, in Philadelphia, Oct. 2.

Charles J. Johnson of the editorial staff, *Boston* (Mass.) *Herald*, to Miss Alice Libby of Vinalhaven, Me., at St. Marks Methodist Episcopal Church, Brookline, Sept. 25.

Miss Ray Lenore Baldus, until recently society editor of the *San Antonio Light*, to Lieut. Edgar Turner Noyes, Air Service, stationed at Galveston.

Roy Shave, of the mechanical force, *Kewanee* (Ill.) *Star-Courier*, to Miss Ida Bates, Sept. 29, in the home of the bride's parents.

E. J. Byrne, associated with Howland and Howland in their New York office, to Miss Marion Reid, Sept. 23.

NEW PUBLICATIONS

GETTYSBURG (O.) **PRESS** was launched recently. It is printed in the office of the *Versailles Policy*. Leo Gunckel is publisher.

M. Z. Remsburg has started a new weekly, the *Vista* (Cal.) *Press*.

George W. Lynn, formerly connected with the *San Diego* (Cal.) *Independent*, has started a new weekly at Ocean Beach, Cal., called the *Point Loma and Ocean Beach Life*.

PRESS ASSOCIATION NOTES

JOHN REGAN, ship news man for the City News Association, sailed last week on the *Samaria* for a short vacation in Ireland. His work is being done by Hugh Houlihan.

Theodore Keniston, who has been Associated Press correspondent at San Antonio for some time, has been transferred to the Denver A. P. office.

P. I. Lipsey, who resigned as head of the department of journalism, Baylor University, Waco, Tex., joined the Associated Press at Memphis.

Major L. Deane, Associated Press operator with the *Fitchburg* (Mass.) *Sentinel* for many years has resigned to go to San Bernardino, Cal.

John C. Harrington, Associated Press operator for the *Taunton* (Mass.) *Gazette*, is on a two weeks' vacation, following an illness of two weeks.

NEW PLANTS AND EQUIPMENT

EDINBURG (Tex.) **REVIEW** has let a contract for two new one-story brick units, a business office 35 x 100 and pressroom 34 x 75 feet.

Recent shipments of R. Hoe & Co., Inc., included an octuple press for the *Lawrence* (Mass.) *Eagle and Tribune* and a matrix roller for the *Wenatchee* (Wash.) *Daily World*.

Ponca City (Okla.) *News* has just installed a new Duplex press.

Chehalis (Wash.) *Bee Nugget* has installed a new number 14 and a new number 5 Linotype.

Duplex press installations have been made recently by the following news-

papers: *Storm Lake* (Ia.) *Pilot-Press*, *Angola* (Ind.) *Steuben Republican and Angola Press*, *Ennis* (Tex.) *News*, *Appleton* (Wis.) *Post-Crescent*, *Carlisle* (Pa.) *Sentinel*.

SPECIAL EDITIONS

EVERETT (Wash.) **DAILY-HERALD**, 24-page United Fall opening edition, Sept. 16.

Houston (Tex.) *Press*, 64-page Industrial Survey edition, Sept. 27.

Anaheim (Cal.) *Bulletin*, Anniversary and Orange County Fair edition.

Gold Beach (Ore.) *Curry County Reporter*, Progress Number.

Bloomsburg (Pa.) *Morning Press*, 14th County Fair edition in nine sections, Oct. 2.

Mamaroneck (N. Y.) *Daily Times*, First Anniversary edition, Oct. 1.

Danville (Ill.) *Commercial News*, 64-page Centennial Number, Sept. 27, commemorating 100th year of Vermilion county settlement.

Christchurch (New Zealand) *Press*, Special British Empire Trade Number.

CHANGES OF OWNERSHIP

PAUL ROBINSON, who recently sold the *Vernonia* (Ore.) *Eagle*, has bought the *Central Point* (Ore.) *American*, a weekly.

C. W. Vuresaa, Salem, Ill., has purchased the *Havana* (Ill.) *Republican* from Edward Wilson. Arthur Merrill has been named manager. Mr. Wilson retires from the paper after 18 years as owner.

Glick Fockele, son of the late Frank Fockele, has purchased the interests of the other heirs of his father in the *LeRoy* (Kans.) *Reporter*. Glick Fockele has been business manager of the paper since 1908. He is a former president of the Kansas Editorial Association. His father died recently.

Charles E. Hinshaw, of Garden City, Kan., has leased the *Hazelton* (Kan.) *Herald* from C. A. Hyatt.

W. E. White, who has acquired the *Ozona* (Tex.) *Stockman*, formerly

worked on Austin and San Antonio papers and more recently was city editor of the *Cuero* (Tex.) *Record*.

Sidney A. Silberman, president of the National News Service, has purchased *Beverly* (N. J.) *Banner*, which will be added to his chain of newspapers.

Carl Brown, for 18 years connected with the *Atchison Daily Globe*, the past ten years as city editor and previous sport editor, has purchased the *Ida Gro* (Ia.) *Record-Era*.

SCHOOLS

PROF. H. F. HARRINGTON, of the Joseph Medill School of Journalism at Northwestern University, Chicago, will speak on "The Influence of Public Opinion on the Press," at the meeting of the Chicago League of Women Voters forum Oct. 9. Norman Angell will discuss "The Press and the Organization of Society" at the same meeting.

William H. McLeod, advertising manager of Filene's at Boston this week began a series of lectures at Boston University on the subject of retail advertising.

Cash prizes amounting to \$95 are offered members of the classes enrolled in the advertising course of the College of the City of Detroit for the best advertisements of various sorts submitted by students. The course is being conducted under the supervision of the Detroit Ad Club, and the prizes are offered by Detroit organizations.

First annual convention of the Kansas Council of Journalism Teachers will be held at the department of journalism, University of Kansas, Oct. 15 and 16.

Prof. C. T. Ryan, who for four years has been director of the journalism courses at Iowa Wesleyan college, Mt. Pleasant, Iowa, has also been appointed head of the English department of the institution.

Advertised products in drug stores today outsell the unknowns by the ratio of nine to one, according to a trade journal in the drug field.

The DAILY OKLAHOMAN

OKLAHOMA CITY TIMES

thoroughly and alone — COVER — the Oklahoma City Market

Oklahoma continues to be the center of the nation's prosperity spotlight.

National authorities everywhere point out the exceptional opportunities of Oklahoma—one of the four states with a potential income of one billion dollars from agricultural and mineral production.

Circulation Daily 140,000

Sunday 83,000

E. KATZ SPECIAL ADVERTISING AGENCY

New York Chicago Kansas City Detroit Atlanta San Francisco

EDITORIAL CARTOONIST

—well-known to publishers as a creative producer, formerly staff cartoonist on two New York papers, seeks opening where his forceful individuality can win and hold circulation

This man may be relied upon to interpret the panorama of events so vividly and intelligently as to challenge national recognition of a paper's editorial policies.

More important than the salary is a place with an independent, progressive publication

ADDRESS BOX A-963

c/o EDITOR & PUBLISHER

The Evening Star.

WITH SUNDAY MORNING EDITION

WASHINGTON, D. C.

Regular Issue 78 Pages 500 Columns of Advertising SEPTEMBER 30, 1926

With the issue of September 30 of 78 pages, The Star established a new record, with one or two exceptions, for all regular daily issues of American newspapers.

Furthermore, it presents this phenomenal issue without effort other than to serve its regular readers and advertisers. Indeed, The Star did not "make" this tremendous issue at all. Washington made it. It is a measure not of The Star's selling power, but of its drawing power. It reflects not what merchants were persuaded to do, but what they themselves wanted to do on their own behalf and on behalf of their city. It presents a newspaper in its highest aspects—not merely as a mirror held up to the life of a great community, but as the very heart and voice of that community, through which the vast energies and aspirations of all the people throb and make themselves vocal.

Thus viewed, how intimately is the newspaper bound up with the community! It brings, of course, the everchanging story of the outside world by telegraph and cable. It reflects the vivid local happenings — (tragical, startling or merely "run-of-the-mill") in its columns. But a great newspaper typifies more than simply the unfolding of the day's news. It is an economic necessity, as well as a medium of information and entertainment.

Through such a medium the vast economic life of a people finds expression. Without it that economic life would be seriously crippled, if not permanently impaired.

In this issue, for instance, business in all its phases finds expression—expression essential to its welfare. The merchants, large and small, present their seasonal offerings. The classified advertiser (whose name, in truth, is legion) is here with his insistent, brief, but highly personal and important messages. The national advertiser puts his goods on display in this universal shop window.

And why should they not? The Star, reaching into more than 90 per cent of the desirable homes of the Nation's Capital and its environs, is the obvious, ideal, inevitable medium of communication between those who have things to sell and those who are able and ready to buy. It reaches all, is trusted by all, serves all.

NEW THREE-STORY PLANT OF SPRINGFIELD (MO.) LEADER IS COMPLETED



New Springfield (Mo.) Leader plant.

THE Springfield (Mo.) Leader, evening and Sunday, has greatly enlarged its quarters by moving into a handsome new three-story fire-proof building at the corner of Jefferson Avenue and McDaniel street. The new building was erected on a part of the site of an older structure, which was the home of the Leader for 20 years, and was torn down a year ago to make way for the widening of the street. With the new structure the Leader's buildings occupy a plot 60 by 160 feet. The total floor space is 22,500 square feet.

The Springfield Leader was established in 1867, and is one of the oldest business institutions in the city. H. S. Jewell has owned the paper since May 27, 1895.

In connection with the expansion movement, the Leader has added another Linotype, making a total of eight. For the stereotype department, complete new equipment has been installed for making both type-high and shell plates, and a change has been made from wet to dry mats. A new Cutler-Hammer conveyor for the delivery of papers to the basement for carriers, and to the mail room has been added.

T. W. Duvall is assistant to the publisher and business manager; R. L. Kennedy, editor; F. M. Sullivan, city editor; J. M. Acuff, advertising manager and Bert Dunham, classified manager.

DAILY FIGHTS MERGER

Worcester (Mass.) Post Publisher Obtains Delay in Utility Case

Declaring that city officials of Worcester, Mass., were permitting a merger of the local gas and electric light companies to be rushed through, forming a light and power monopoly without giving the public an opportunity to learn what it was all about, the Worcester Post has started a drive to delay the action.

As a result of a campaign directed by John H. Fahey, publisher, with only 48 hours to accomplish his purpose, the merger has been delayed pending investigation of details. At a hearing before the Massachusetts Public Utilities Commission at Boston on Sept. 16, action on whether the forming of a single company was to be permitted was postponed until Oct. 19. Mr. Fahey appeared personally before the board and declared that hasty action should not be taken.

In its campaign the Post openly scored the city council for failing to vote to request a continuance of the public utilities hearing. The council had voted against asking the commission to delay action.

A recent EDITOR & PUBLISHER libel article which pointed out that newspaper campaigns for public good were less dangerous than careless mistakes in news columns, was pinned on the Post bulletin board as the drive opened.

The Post freely criticized Mayor O'Hara for refusing to take any action at the time of the hearing, and also offered to pay expenses if the mayor would engage an expert to inquire into the possible results of the big combine. Mayor O'Hara refused the Post's offer.

AUSTRALIAN WRITER HONORED

Dr. S. C. Lazarus, an Australian newspaper man, has been appointed political secretary to Stanley Melbourne Bruce, the present Prime Minister of the United

States of Australia. Dr. Lazarus was the Victorian Rhodes Scholar in 1919 and took the degree of Doctor of Philosophy at Oxford where he spent several years. On his return to Australia Dr. Lazarus was appointed to the Melbourne University as senior lecturer of Philosophy. After resigning this work he took up special duties on the staff of the Melbourne Herald.

SCHULTZ WITH N. Y. ENQUIRER

Sydney Schultz, formerly with the New York Evening Graphic, has been appointed advertising manager of the New York Enquirer, new Sunday evening newspaper. Before joining the Graphic, Mr. Schultz was associated with the New York American.

ASSOCIATIONS

DETROIT ADCRAFT CLUB, which will be host to the visitors attending the ninth annual convention of the Direct Mail Advertising Association, is making preparations for more than 10,000 persons from all parts of the world. The convention will be held Oct. 20, 21, 22.

Dates for the annual convention of the PACIFIC COAST ADVERTISING CLUBS ASSOCIATION have been set as June 19 to June 22, 1927. It will be held in Portland and the dates were selected for the convenience of delegates who may wish to attend the next world advertising convention which is to open in Denver on June 26.

Fortieth annual convention of the UNITED TYPOTHETAE OF AMERICA will be held in Detroit, Oct. 16 to 20, inclusive.

More than 200 persons have enrolled in the public speaking school to be conducted this fall by the ADVERTISING CLUB OF KANSAS CITY, Mo.

Under the auspices of the VIRGINIA PRESS ASSOCIATION, a newspaper institute will be held next summer, probably early in July, at the College of William and Mary, at Williamsburg, Va. Newspaper editors of national prominence and distinguished authorities on journalism will be invited to address the institute. Preliminary plans were discussed at a meeting of the executive committee of the association at Richmond, when it was decided to hold the mid-winter session of the association in Petersburg.

Members of the CONNECTICUT EDITORIAL ASSOCIATION will be the guests of the city of Willimantic and the Connecticut Agricultural College on Saturday, Oct. 23. Newspaper workers in general and their guests are invited, according to John E. Hersam, president, and Everett G. Hill, secretary, and the entire expense will be borne by the hosts.

FLASHES

We would be in a better position if we had fought that war ourselves without dragging France and England into it.—James J. Montague in New York Herald Tribune.

Fanaticism is the craving to make others accept opinions of which one has begun to doubt.—Buffalo Evening News.

No other co-educational institution equals matrimony.—New York Telegram.

Another new witness has appeared in the Hall-Mills murder case.—As this accounts for about the whole population of the village, the murder must be a "mystery" by acclamation.—Harry Farmer in Edmonton Bulletin.

There is always a bright side. No matter what ill befalls you, there is somebody to rejoice.—Vancouver Sun.

Nothing can make a girl more unpopular than winning a popularity contest.—New York American.

What has become of the old-fashioned business man who retired with a million dollars and thought he was fixed for life?—Florence (Ala.) Herald.

If any sporting writer didn't pull that bromide about the victor being crowned we want his picture for this column.—J. R. Wolf in Milwaukee Journal.

Flattery is praise you think you don't deserve. It is difficult to recognize flattery.—New York Evening Telegram.

A cheap car affords more peace of mind. Another squeak doesn't matter.—Vancouver Sun.

The thing that amazes us is that the Hall-Mills trial is less than a month away and neither Tex Rickard nor C. C. Pyle has even made a bid for it.—Edward Hope in New York Herald Tribune.

Next thing, Jim Ferguson will be running for governor of Texas just to vindicate Ma.—Cleveland Times.

Truth crushed to earth will rise again, but by that time the lie is six blocks away.—San Francisco Chronicle.

Scotland has cold Winters, but earmuffs are unknown there. The Scotchmen figure they might be invited to have a free drink.—New York American.



CPA Photo

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uses
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exclusively

Certified Stereotyping is Simplified Stereotyping

Mechanical staffs do not have any difficulty installing the Certified Dry Mat COLD process of stereotyping, without any loss of time or interruption to schedules.

There is nothing difficult or mysterious about our process, and the results are obvious — just COMPARE the printed pages.

Won't you let us give you the facts — there's no obligation on your part.

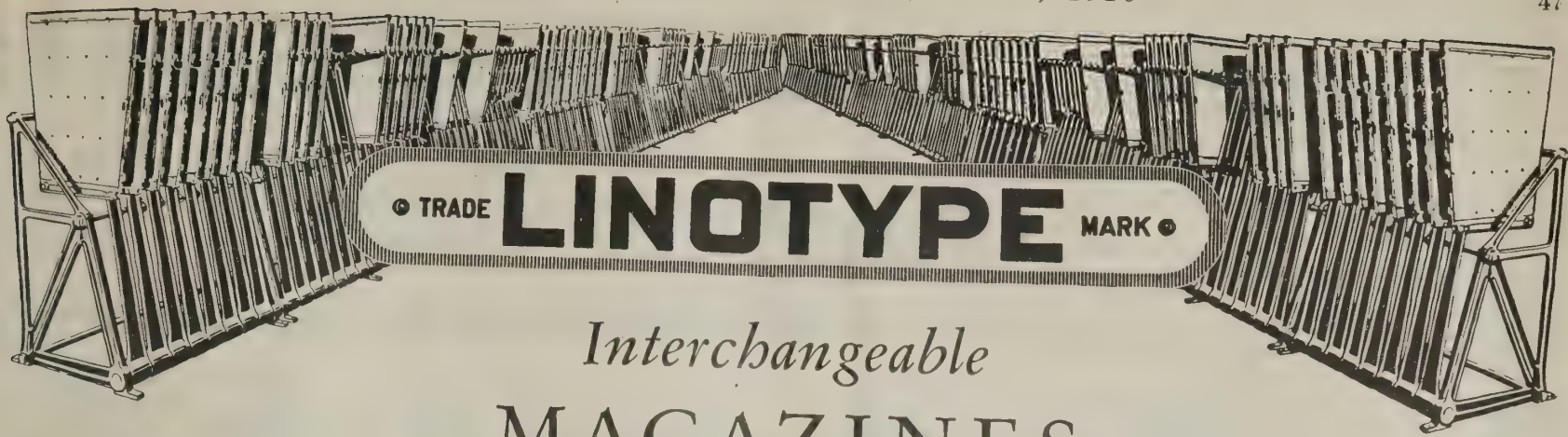
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340 Madison Avenue

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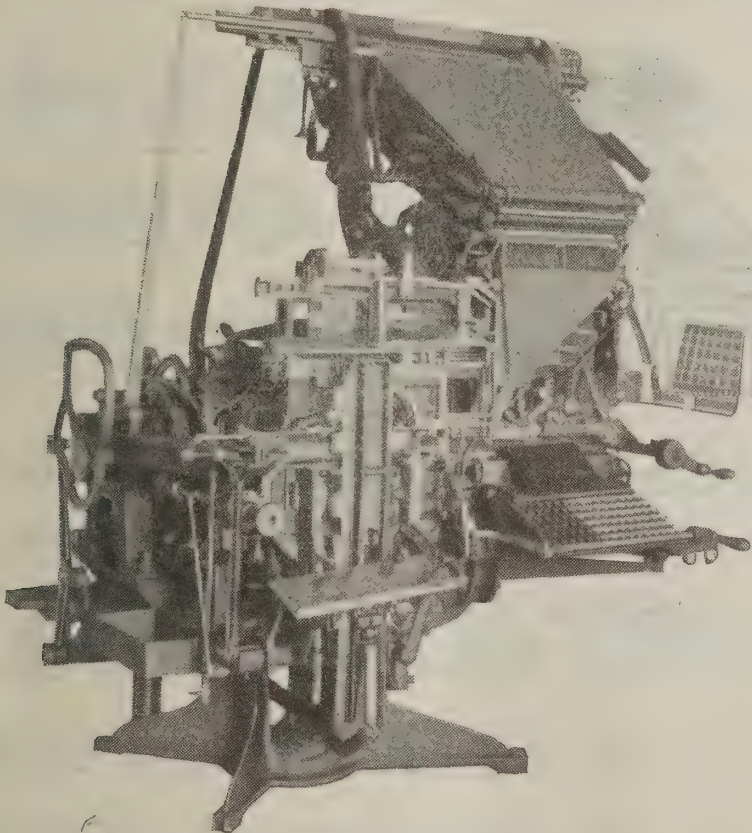


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*One, two or three standard
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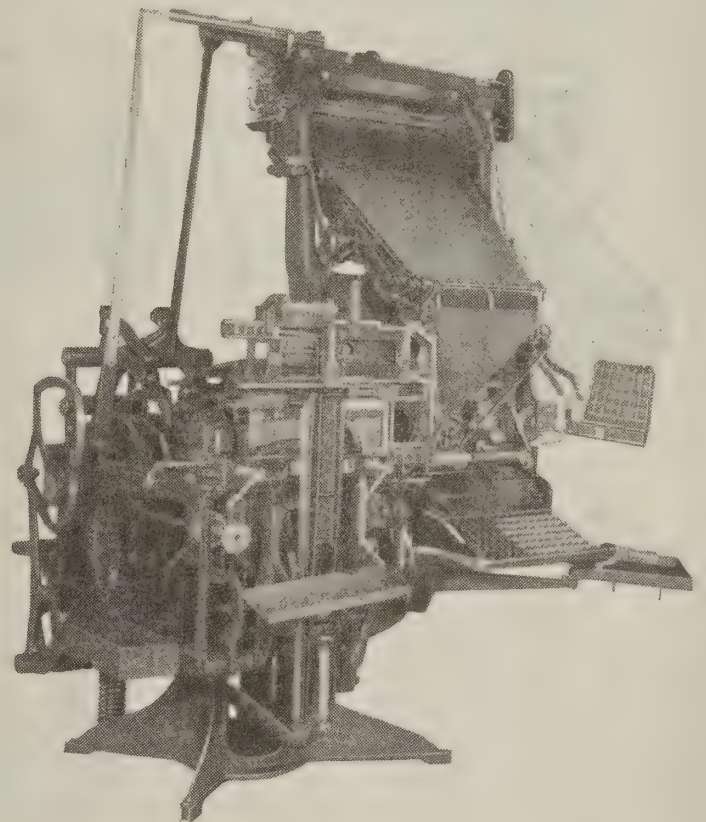
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WITHOUT AUXILIARY MAGAZINE

MODEL 14

WITH ONE AUXILIARY MAGAZINE

MULTIPLE DISTRIBUTION



*Two standard main magazines
Continuous Composition*

MODEL 25

WITHOUT AUXILIARY MAGAZINE

MODEL 26

WITH TWO AUXILIARY MAGAZINES

ALL USING STANDARD, INTERCHANGEABLE MAGAZINES, MATRICES, MOLDS AND LINERS—ALL OPERATED BY A SINGLE POWER-DRIVEN KEYBOARD—ALL MAGAZINES QUICKLY CHANGED FROM THE FRONT—30 OR 42 PICAS MAXIMUM MEASURE

MERGENTHALER LINOTYPE COMPANY

SAN FRANCISCO CHICAGO
NEW ORLEANS

Brooklyn, New York

CANADIAN LINOTYPE LIMITED
TORONTO

REPRESENTATIVES IN THE PRINCIPAL CITIES OF THE WORLD

Linotyped in the Garamond Series except for large title line

Reproduced from
Pittsburgh Chronicle
Telegraph of
Oct. 5.

Another Record Broken

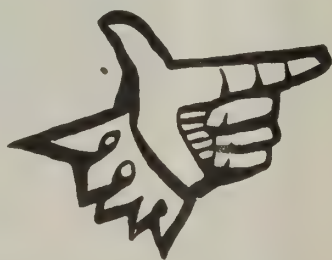
Ten-Thousand Seven

in Average Daily Circulation by The Pittsburgh Ch

10,706

**Is nearly doubled
By the Other T
Evening Paper**

Sworn Government Circulation Statements, Just Fi



“Tele’s” Gain

2nd Evening Paper’s

3rd Evening Paper’s

The “Tele’s” great army of reader clientele embraces those who earn money and spend money in Pittsburgh. Successful merchants know that The “Tele” is indispensable in covering this field.

Net Paid Circulation for

← **113,**

COPIES DAILY

PITTSBURGH CHRO

“THE PAPER TH

en By This Newspaper

n-Hundred Six Gain

onicle Telegraph in One Year Ending Sept. 30, 1926

**e the Gain Made
wo Pittsburgh
s Combined**

10,706

d by All Pittsburgh Papers, Disclose These Facts:

n One Year **11 Per Cent**

Gain in One Year **3 Per Cent**

Gain in One Year $\frac{1}{2}$ of **1 Per Cent**

Month of September

726 →

AVERAGE

The "Tele" has always been Pittsburgh's great HOME PAPER. This record means that 10,706 additional homes are being reached by this newspaper. No waste in THIS circulation.

NICLE TELEGRAPH

T GOES HOME"

WOMEN IN ADVERTISING AND JOURNALISM

Mrs. Bell M. Costello Edits Houston Chronicle's Society Page—New Company Publishing the Woman Citizen—Winners of Advertising Fellowships Named

PLENTY of opportunity for writing real feature stories is afforded society editors, according to Mrs. Bell M. Costello, who edits the society page of the *Houston (Tex.) Chronicle*.

"Doing society work is generally re-

presented of the International Advertising Association and president of the Dictaphone Company.

Sarah Uhr and Ruth Moore have won two-year scholarships at the Charles Morris Price School of Advertising and Journalism for writing the best themes on the subject "Better English in Business" in a contest sponsored by the Philadelphia Club of Advertising Women. The presentation was made recently by Mrs. Ellen Patton, of the *Philadelphia Inquirer*, and club president. The school is conducted under the direction of the Poor Richard Club of Philadelphia.

Ishbel Ross, who has been covering the Hall-Mills investigation for the *New York Herald Tribune*, is spending a vacation in Montreal.

The New York Newspaper Women's Club held its first reunion for the season at the club rooms at the Hotel Iroquois on Sunday evening, Oct. 2. Louella O. Parsons, a former president of the club, motion picture editor of the *New York American*, stationed in Hollywood, was the guest of honor. Miss Parsons came out of the west to attend the Dempsey-Tunney fight.

The dinner was a farewell also to Mabelle Burbridge, the former "Prudence Penny" of the *New York American*, who has recently married and will live in Chicago. Her husband, Leon C. Gray, is in the radio business.

Tributes were paid by Martha Coman and Helen Rowland, to the memory of Theodora Bean, president of the club, who died on Aug. 5.

At a meeting of the directors, Emma Bugbee of the staff of the *New York Herald Tribune* was elected president to complete the unfilled term of Miss Bean. Jane Grant of the *New York Times* was elected third vice-president, the other two vice-presidents being Josephine Ober of the *World*, and Helen Rowland of the King Features Syndicate. Other officers of the club are Martha Coman, *Scarsdale Inquirer*, treasurer; Mabelle Burbridge, correspondent secretary; Dorothy Herzog, *Daily Mirror*, recording secretary; Deborah Corle, *Herald Tribune*, chairman membership committee; Elsie McCormick, *Sunday World*, chairman house committee; Amy Hogeboom, chairman associate members.

Miss Laura Mount, formerly an advertising writer, has been added to the editorial staff of the *New York Evening Post*.

Miriam Rosenthal, formerly on the editorial staff of the *Dayton (O.) News*, was elected president of the Woman's Press club, of Dayton, at the first fall meeting. Other officers are Mrs. Ednor M. Rossiter, vice-president; Doris Orrill, secretary, and Annette McMahon, treasurer.

Mrs. Vera McEntee, of Centralia, has joined the editorial staff of the *Eatonville (Wash.) Pierce County Journal*.

Miss Mildred Fisher, formerly of the *Emporia (Kan.) Gazette* staff, has joined the staff of the *Lyons (Kan.) Daily News* as a reporter.

Miss Edna Tims has returned after a few months spent in Mexico and again is in charge of the *San Antonio Express-Evening News* reference department.

Miss Mary Frances Adams has become Highland society reporter for the *Leesburg, (O.) Citizen*.

Miss Eleanor Meade, formerly of the *Worcester (Mass.) Telegram*, has joined the city staff of the *Springfield (Mass.) Union*.

WHAT'S WHAT IN THE FEATURE FIELD

Will Rogers to Wire Daily Wisecracks to Newspapers from New York—Carey Orr, Cartoonist, Makes Debut as Fiction Writer—"Ritzey Rosey" Is Title of New Fashion Service

STARTING Oct. 11, Will Rogers will wire a list of newspapers one "wisecrack" daily from New York based on current news. The telegraph feature, an innovation in the syndicate field, is handled by the McNaught Syndicate, New York. During the summer, Rogers was under contract with the *New York Times* to furnish that newspaper with a similar feature cabled from the Continent and England.

Carey Orr, cartoonist with the Chicago Tribune Newspapers Syndicate, has made his debut as a fiction writer, with a serial story entitled "Borrowed Glory."

"Ritzey Rosey" is the title of a new one-column fashion service being offered by the O'Dell Newspaper Service, New York. Faith Burrows, creator, is a fashion artist on the staff of the *Dayton News*.

Eugene MacLean Newspaper Features. San Francisco, this week announced a new photo-strip serial entitled "Love for a Million," by Sally Johns.

Dr. Frank Crane, editorial writer for the McClure Newspaper Syndicate, New York, will return to New York, Oct. 20, from a summer vacation spent in Paris. He will spend the winter in California.

Material in the new Sunday magazine section of the *New York Herald Tribune* is being offered newspapers in proof form by the New York Herald Tribune Syndicate. The section is edited by Mrs. William Brown Meloney.

The New York office of the Yale University Press is offering a historical feature called "The Background of the First Thanksgiving."

Clare Victor Dwiggin, creator of "School Days," a cartoon handled by the McClure Newspaper Syndicate, left New York this week on a motor trip to the Pacific Coast, where he will spend the winter.

W. T. Hornaday, naturalist, is author of "Wild Animal Interviews," a weekly feature being distributed by McNaught Syndicate, Inc., New York. Mr. Hornaday recently retired from the curatorship of the New York Zoological Park (Bronx Park Zoo.)

Howard White has joined the London staff of the North American Newspaper Alliance under Hayden Church the London editor and correspondent. H. J. J. Sargent is foreign editor of the N. A. N. A. in London.

Miss Betty Brainerd editor of the Women's Department of the Associated Newspapers, New York, and daughter of Erastus Brainerd, former editor of the *Seattle Post-Intelligence*, before it was purchased by William Randolph Hearst, is visiting in Seattle.

When Knute Rockne, Notre Dame football coach, takes his team to the Coast to meet the University of Southern California, Dec. 5, he will be accompanied by Tad Jones and Pop Warner, coaches at Yale and Stanford University, respectively. All three men write for the Christy Walsh Syndicate.

Ads That Sell Goods Sell Space

PICK up any newspaper with Ludlow-set ads and heads—you will see many reasons for the favorable comments being made by advertisers regarding the cleaner typography noticeable in scores of leading newspapers.

You will see—ads and heads printed clear and sharp from sparkling new type in sluglines cast on the Ludlow from six-point condensed to full-width sixty-point, and larger—page after page of advertisements set in distinctive Ludlow faces—a new beauty, a new effectiveness subtly, yet powerfully influencing sales—the sale of products—the sale of more space.

Put more sparkle into your advertisements. Make them sell more goods. Make them sell more space. To investigate is to own the Ludlow.

Ludlow Typograph Company

2032 Clybourn Avenue, Chicago, Ill.

San Francisco: 5 Third Street
Atlanta: 41 Marietta Street

New York: 63 Park Row
Boston: 261 Franklin Street

Statement of the Ownership, Management CIRCULATION

Etc., required by the Act of Congress of August 24, 1912, of

THE DETROIT TIMES

Published Daily and Sunday at Detroit, Michigan, for October 1st, 1926

State of Michigan, County of Wayne—ss.

Before me, a notary in and for the State and County aforesaid, personally appeared Clarence R. Lindner, who, having been duly sworn according to law, deposes and says that he is the General Manager of The Detroit Times, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management and circulation, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in Section 411, Postal Laws and Regulations, to wit:

1.—That the names and addresses of the publisher, editor, managing editor, and business managers are:

Publisher, The Times Publishing Co., Detroit, Michigan.
Editor, Harry M. Bitner, Detroit, Michigan.
Managing Editor, Henry A. Montgomery, Detroit, Michigan.
General Manager, Clarence R. Lindner, Detroit, Michigan.

2.—That the owner is William Randolph Hearst.

3.—That the known bondholders, mortgagees and other security holders owning or holding 1 per cent or more of total

amount of bonds, mortgages, or other securities, are: William Randolph Hearst.

4.—That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company, but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

5.—That the average number of copies of each issue of this publication sold or distributed through the mails or otherwise, to paid subscribers during the six months preceding the date shown above is

SUNDAY	- - - - -	308,522
WEEKDAYS (Except Saturdays)	-	289,244
SATURDAY	- - - - -	210,091

—Clarence R. Lindner, *General Manager*

Sworn to and subscribed before me this second day of October, 1926.

G. O. Markuson, Notary Public (My Commission Expires March 9, 1930)

In comparison with the corresponding six months' period ended September 30, 1925, the average net circulation of the Detroit Times shows an

INCREASE of 49,277 Sundays

AND AN

INCREASE of 60,608 Weekdays (Except Saturdays)

AND AN

INCREASE of 40,849 Saturdays

The net paid averages for SEPTEMBER ONLY

SUNDAY	- - - - -	308,738
WEEKDAYS (Except Saturdays)	-	307,389
SATURDAY	- - - - -	214,718

BUILDING NEWSPAPER CIRCULATION

Richmond Times-Dispatch Lists Eight Rules to Keep Down Complaints
—Carolina's Circulation Managers to Meet Oct. 18-19—
Training Road Men Important Job

TO keep down the number of complaints from subscribers, William G. Morris, circulation manager of the *Richmond (Va.) Times-Dispatch* has drawn up the following eight rules for his carrier boys:

1. When you get a start, put it in your route book—in the proper place—IMMEDIATELY.

2. When you have a stop, mark it out of your route book—IMMEDIATELY.

3. Put the paper in the vestibule, where there is one—unless otherwise instructed by the subscriber.

4. Put the paper on the porch if there is no vestibule—unless otherwise instructed by the subscriber.

5. In individual cases, where subscribers want the papers in certain place—PUT them there.

6. Don't THROW the paper ANYWHERE. You are not a "thrower"—you are a "carrier." CARRY it where it belongs and PUT it there.

7. When TWO or MORE papers go to one house, office or store—show the exact number on your route book opposite the address.

8. Do not leave anything to memory. A substitute or a new carrier taking over your route cannot read your mind.

Will X. Coley, circulation manager of the *Raleigh News & Observer*, will preside at the seventh annual convention of the Carolinas' Circulation Managers Association to be held in Spartanburg, S. C., Oct. 18 and 19. Mr. Coley is vice-president of the group. A. F. Carrere, *Charleston News & Courier*, was elected president at last year's conference, but since then has been transferred to the advertising department of his paper.

Other association officers are: S. D. Bagwell, *Charlotte News*, second vice-president; C. C. Council, *Durham Herald*, secretary-treasurer; with the following directors: A. F. Ballentine, *Greenville (S. C.) News*; J. M. Blalock, *Spartanburg (S. C.) Herald*; V. L. T. Cooper, *Charleston (S. C.) Post*; C. R. Goodrich, *Charlotte (N. C.) News*; H. L. Strickland, *Charlotte (N. C.) Observer*; and H. E. Stafford, *Asheville (N. C.) Citizen*.

Steps in training a road man have been outlined by B. C. Still, circulation manager of the *Baltimore Sun*. His "formula" follows:

"After selecting the man he should be kept in the office for at least a week and should be instructed as to office rules and office routine and made to understand just why these rules are important and necessary. During this week, he should read all letters and reports from men on the road and also letters and instructions sent them.

"The second week he should be sent to the field with the best road man on the force with instructions to observe how the work is done, but cautioned not to try to imitate his instructor. At the end of each day he will make out reports and write a short letter as a supplement to reports and mail them after they have been ok'd by his instructor.

"He will stay with his instructor the third week but will handle the work himself. After visiting each agent the instructor will either compliment him on the way the situation was handled or will point out to him in a very friendly manner any mistakes he may have made.

"At the beginning of the fourth week he should be able to work alone but should not be sent on a long trip or assigned to a regular territory. Short trips of a day each are to be mapped out, and in addition to a written report a verbal report as to sales condition should be required.

"If at the beginning of the fifth week the man is sufficiently advanced to assign to a territory, send him out.

"It may seem that too much time has been given to training this man but when it is remembered that his salary and expense will run from \$75 to \$100 a week and that a road man properly trained and properly handled will produce from two to three times as much business as one improperly trained and improperly handled it can be seen that too much care and importance can not be giving to his training.

"Up to this time the office has a considerable investment in the man and should be patient in order to save the investment, but if he does not turn from a liability to an asset in a short time it will be necessary to acknowledge the mistake and start all over again with his successor."

J. H. Theobald, formerly of the *Indianapolis (Ind.) Times*, has been transferred to the *Cleveland (O.) Times* as circulation manager, effective Oct. 1. Mr. Theobald has spent 24 years in circulation work for the Scripps-Howard Newspapers. For 13 years he was with M. J. Levy on the *Cincinnati Post*. During this time he covered circulation assignments on the *Oklahoma News*, *Akron (O.) Press* and *Chicago Day Book*. Later he served the *Cleveland Press* under J. J. Lynch and later T. J. Dowling. In October, 1924, he was transferred to the *Indianapolis Times*.

Elimination of one edition, the Night, Latest, together with the speeding up of some of the other editions, has been made by the *Boston Evening American*. Editions are as follows now: 9 a. m. Home: 10:30 a. m. Night; 12:15 p. m. Merimack; 2:05 p. m. Closing Stocks, and 4:05 p. m. Complete Sports.

Between 400 and 450 carriers and newsboys and members of the circulation department of the *Fall River (Mass.) Herald News* were the guests of honor at the Bijou Theatre, Fall River, Oct. 1, Circulation Manager James Hennessey directing the party.

Hundreds of boys in Lawrence were the guests of the *Lawrence (Mass.) Eagle-Tribune* at the Lawrence Boys' Club, Oct. 2.

The *Santa Ana (Cal.) Register* is writing up different communities in its territory, publishing a different story with art every Thursday. On the day the layout appears, the circulation department samples the town featured, and claims to have gained many new subscriptions as a result.

"If you have a dog loose in your yard

246,171

was the average net paid daily circulation of The Baltimore Sun (morning and evening issues) for the month of

September, 1926

The average net paid circulation of THE SUNDAY SUN per Sunday for the month of September, 1926, was 189,672.

Everything in Baltimore
Revolves Around

THE  SUN

Morning Evening Sunday

don't complain if your paper is not properly delivered," the *Gastonia (N. C.) Gazette* counsels its readers.

The announcement of the publisher states that he does not require his carrier boys to enter yards where dogs are running loose, but would permit them to throw the papers on the premises as best they can.

There is a city ordinance forbidding owners to allow their dogs to run at large.

Several carrier boys are said to have been attacked and bitten by dogs during the summer.

R. C. Bishop has joined the *Concord (N. H.) Monitor and Patriot* as circulation manager. He formerly worked on the *Halifax (N. S.) Herald & Mail*, *Halifax Chronicle*, *St. John (N. B.) Telegraph Journal* and the *New Orleans Times-Picayune*.

Phil Gerdinger, foreman of the *New York World's* delivery department, was given a dinner by his former associates on the *Evening World* recently. J. M. Clare, of the *Evening World's* circulation department, was toastmaster. Speakers included, N. R. Hoover, director of circulation for the World; Frank J. Schlosser, press room superintendent; H. H. Irish, circulation manager of the *Evening World*; and Frank Brosnan, foreman of evening delivery.

The ball team representing Branch 108 of the *Chicago Evening American* Junior Carriers' league recently won the championship of the league and then defeated the inter-state champion team of the Milwaukee newsies.

For the fourth successive year, the *Chicago Daily News* is furnishing book covers to school children in Chicago and Cook county. The News will pass out a supply of 3,000,000 covers this year to public and parochial schools of the county. The paper provides three types of adjustable covers so that all sizes of books will be fitted.

DRY GOODS MEN STRESS TRUTH IN STORE COPY

Advertising Should Create Confidence and Sell Goods, Lew Hahn Tells Chicago Convention

"The truth, the whole truth, and nothing but the truth" in retail store advertising was the keynote of the second fall convention of the Sales Promotion Division of the National Retail Dry Goods Association, held in Chicago last week.

Lew Hahn, managing director of the Association, in an address on "What's Wrong With Advertising?" said:

"There is too little appreciation of the fact that advertising in itself is not an end, but a means.

"The end, in retail advertising, should be classed under two heads," he declared. "First, to create confidence in the store, and second, to sell goods."

The use of advertising in newspapers to tell the public only of low end stocks was the wrong method, Mr. Hahn said. "Advertising is the voice of the store," he stated. "If it is shrill and raucous it will create that impression of the firm it advertises. It is my belief that retail advertising, done in a simple, direct way and telling a confidence-inspiring story of substantial, clean merchandise, will reap the largest returns."

TO WAR ON BILLBOARDS

Following the example set by Maine last year, the state of New Hampshire, with Governor John A. Winant at the head, has declared war upon unsightly billboards and roadside advertising signs. As weapons in its fight to exterminate them the state plans to use prohibitive legislation and high taxation. The movement was inaugurated by New Hampshire members of the New England Council composed of prominent business and professional men.

The INDIANAPOLIS



There are larger markets than the Indianapolis Radius, with its 2,000,000 consumers, but there is no market in America where volume sales are as easily won, or where sales costs are lower. Ask the national advertisers. They have increased their investments this year in The Indianapolis News 45.6% over the same period last year.

Dan A. Carroll
110 E. 42nd
NEW YORK

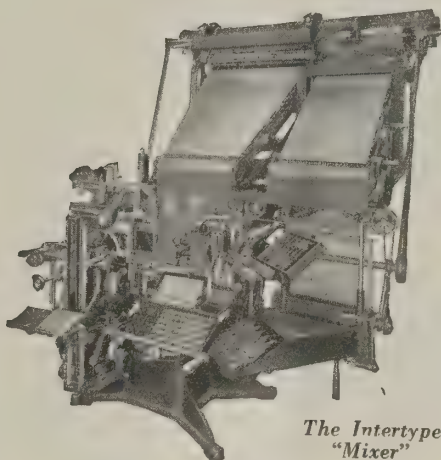
J. E. Lutz
Tower Bldg.
CHICAGO

NEWS

Frank T. Carroll,
Advertising Director

NO STANDARDIZED INTERTYPE HAS EVER BECOME OBSOLETE

There is profit for YOU in INTERTYPE STANDARDIZATION



*The Intertype
"Mixer"*

Protection against obsolescence—

Any Standardized Intertype now in service, no matter how long ago it was purchased, can be equipped with all improvements since developed.

Minimum initial investment—

Buy only what you need right now. Add more equipment units (interchangeable) when you need them.

Low cost of upkeep—

"Parts which do not exist cannot wear out"—910 fewer moving parts (on 3-magazine machines) in the escapement mechanism alone.

Interchangeable equipment—

Interchangeable magazines, including "Mixer" magazines; interchangeable mold caps; interchangeable replacement parts.

Maximum production—

Thirty improvements and simplifications to increase speed, save time, and prevent delays.

*Write for "Profit-Making Intertype Features" and other Intertype literature.
If you wish to see our local sales representative, please so state.*



INTERTYPE CORPORATION, 1440-A BROADWAY, at 40th Street, NEW YORK
CHICAGO MEMPHIS SAN FRANCISCO BOSTON LOS ANGELES

ADVERTISING AGENCY AFFAIRS

Research Listed as Important A. A. A. Topic—Coutlee Resigns from Charles C. Green Advertising Agency—Gardner Appoints Orchard Executive in St. Louis—Martin-Gessner Moves

RESEARCH is listed as an important subject for discussion on the program for the annual convention of the American Association of Advertising Agencies to be held at the Mayflower Hotel, Washington, D. C., Oct. 27-28. Edgar D. Mason, vice-president of the Albert P. Hill Company, Inc., Pittsburgh, Pa., advertising agency, is chairman of the committee on convention plans.



E. D. MASON

Prof. Daniel Starch, who is in charge of the A.A.A.A. Research bureau will make an important report on the surveys he has completed determining the buying power behind the circulation figures listed by various national magazines.

Mr. Mason has announced an important departure in this year's convention. All sessions will not be executive as heretofore. Prominent agency men will address one day's meeting which will be thrown open to the general public.

The convention will be preceded by a meeting of the national executive board, Tuesday, Oct. 26. The session of Wednesday afternoon, beginning at two o'clock, Oct. 27, will be open to all publishing and advertising interest. The day following the convention, Friday, Oct. 29, will be devoted to golf and sight-seeing.

Martin-Gessner Advertising, Inc., New Orleans agency, has opened new offices on the 12th floor of the Pere Marquette Building, New Orleans. Mrs. Dora Francis has been appointed production manager. For the past six years Mrs. Francis has held a similar position with the Ferry-Hanly Advertising Company, New Orleans and Atlanta.

Douglas Wakefield Coutlee, formerly business manager and a director of Charles C. Green Advertising Agency, Inc., has resigned as an officer of that corporation and will devote his time to special advisory and creative work in advertising. He will also be associated with the copy and plan department of that agency.

The Van Sam Studio, an advertising art service, has been organized with offices at 152 Madison avenue, New York. The studio is being directed by Miss Margaretta Van Rensselaer Schuyler and Miss H. Fern Shook. Miss Shook has been a free lance advertising artist in New York for about 15 years, specializing on fashion drawings. Miss Schuyler has had considerable experience as a copy writer. The studio will furnish art for copy for advertising agencies and retail stores.

Cap La Roe, of the Columbus (Ohio) Citizen, has joined the copy writing staff of the Miller-Knopf Advertising Agency at Columbus.

Francis W. Orchard, for the past six years with the Western advertising department of the Butterick Publishing Company, has joined the Gardner Advertising Company, St. Louis, Mo., in an executive capacity.

The Sando Advertising Company, formerly located in the Bobbs-Merrill Building, Indianapolis, Ind., has moved its quarters to 960 North Meridian street, Indianapolis.

F. J. Ross Company, New York advertising agency, this week announced

the appointment of six new members to its staff. They are: Kane Campbell, formerly of Barton, Durstine & Osborn; Robert T. Gebler, from Patterson-Andrew Company; Everett T. Irwin, from the Thresher Service, Inc.; Herbert F. Chase, and Robert J. Engel from Andrew Cone General Advertising Agency; and Dorothy G. Long, from Cross & Le Beaume, Inc.

George H. Mills, treasurer of the Millsco Agency, has returned to New York from a brief trip to England and the Continent.

The Acorn Agency, Inc., has moved to new offices at 67 West 44th street, New York.

The Charles W. Hoyt Company, Inc., has been appointed to direct the advertising campaign of the No-Rad Rust Corporation of Lancaster, Pa., manufacturers of "W. J.," a boiler-cleaning compound.

Leonard G. Needles has started the Needles Advertising Service, Inc., with offices in the Public Ledger Building, Philadelphia, Pa.

Norman H. Clemence has been transferred from the New York to the London office of Lord & Thomas & Logan.

Paul M. Bryant has become associated with the G. Lynn Sumner Company, New York advertising agency, as vice-president. For nine years he was with Buckley, Dement & Co., Chicago.

Frank A. Whipple has been appointed Western New England manager for the Charles W. Hoyt Company, Inc. He will make his headquarters in Springfield. Arthur E. Hobbs, vice-president of the same agency, former manager of the Western New England district, has been transferred to New York.

Carl L. Bixby and J. H. Whitely, of the Richmond office of Cecil, Barreto & Cecil, have been transferred to the New York office.

RICHMOND EDITOR RESIGNS

Robert D. Ford Leaves Times-Dispatch to Do Masonic Work

Robert D. Ford, editor of the Richmond (Va.) Times-Dispatch, has resigned that position to become secretary of the coordinated Scottish Rite bodies of Richmond. He will assume his new duties about the middle of this month.

Mr. Ford has been with the Times-Dispatch for nearly 20 years, about half of which he served as managing editor and editor of that paper.

Coming from Newport News to Richmond when the Times-Dispatch and the News-Leader were under the same ownership, Mr. Ford has been state editor, telegraph editor, managing editor and, finally, editor of the city's morning paper.

Mr. Ford's capacity for making friends, coupled with his knowledge of Masonry and his interest in it, have led many of the Scottish Rite to feel that he should devote his recognized abilities to Masonic work.

Mr. Ford's successor on the Times-Dispatch has not yet been named.



ROBERT D. FORD

7TH DISTRICT MEET OCT. 10-12

Advertising Men From Five States To Gather In Tulsa

Plans are complete for the annual convention of the Seventh District Advertising Clubs to be held in Tulsa, Oct. 10, 11 and 12. Three hundred advertising men and women from Kansas, Missouri, Oklahoma, Arkansas and Louisiana are expected.

Delegates are expected to begin arriving Sunday morning. They will be taken on a tour of the city Sunday afternoon.

Governor M. E. Trapp and Mayor Newblock will extend the welcome of the State and city to the visitors. A formal dinner will be held at the Mayo Hotel, Monday evening.

Morning and afternoon sessions will be devoted to business meetings and departmental gatherings and discussions. Special luncheons will be held each day.

JOINS SCRIPPS COAST GROUP

Robert J. Davis, who four years ago opened the Pacific Coast headquarters of Gilman, Nicoll & Ruthman, newspaper representatives in San Francisco, is leaving that organization Oct. 15, to become advertising director of the Seattle Star, Portland News, Spokane Press, Tacoma Times and Boise Capital News.

JAPANESE EDITOR IN U. S.

Yoshihide Hara, editor of the Fukuoka Nichi Nichi Shimbun (the Fukuoka Daily News), is making a tour of this country to study American newspapers. He will later go to England and the continent for the same purpose. He is representing a group of other Japanese newspapers, as well as his own, and on his return to Japan will head the Tokio college of journalism.

MURDER CHARGE DISMISSED

A murder charge filed against the Rev. George E. Seely, pastor, and editor of the Orting (Wash.) Oracle, and three Federal prohibition agents, after the killing of a Japanese during a liquor raid, was dismissed by the Pierce County prosecuting attorney after he had found the evidence against them "too flimsy." The editor and prohibition agents had been arrested Aug. 30.

NEWS MEN WRITE LONDON SHOW

John L. Balderston, London correspondent of the New York World, is co-author with J. C. Squire, editor of the London Mercury, of "Berkeley Square," which had its premiere Oct. 6 at St. Martin's theatre in London. At the final curtain the two newspaper men were called to the footlights.



However storms may interfere with travel, telephone operators are at their posts

An Unfailing Service

AMERICANS rely upon quick communication and prove it by using the telephone seventy million times every twenty-four hours. In each case some one person of a hundred million has been called for by some other person and connected with him by means of telephone wires.

So commonly used is the telephone that it has come to be taken for granted. Like the air they breathe, people do not think of it except when in rare instances they feel the lack of it.

Imagine the seventeen million American telephones dumb, and the wires dead. Many of the every-day activities would be paralyzed.

Mails, telegraphs and every means of communication and transportation would be overburdened. The streets and elevators would be crowded with messengers. Newspaper men, doctors, policemen, firemen and business men would find themselves facing conditions more difficult than those of fifty years ago, before the telephone had been invented.

To prevent such a catastrophe is the daily work of three hundred thousand telephone men and women. To maintain an uninterrupted and dependable telephone service is the purpose of the Bell System, and to that purpose all its energy and resources are devoted.

AMERICAN TELEPHONE AND TELEGRAPH COMPANY
AND ASSOCIATED COMPANIES



IN ITS SEMI-CENTENNIAL YEAR THE BELL SYSTEM LOOKS FORWARD TO CONTINUED PROGRESS IN TELEPHONE COMMUNICATION

This "Iowa plan" is endorsed by the leading jobbers of the state. Uniform marketing help is offered by these 28 leading Iowa daily newspapers.



The way to cover Iowa

Combined Circulation of these dailies 571,151
Total number of families in Iowa 550,000

Now this exceptional market is easier than ever for you to reach—with the help of this association.

Deal with these 28 leading Iowa daily newspapers as with *one* publication, if you wish. One order, one plate, one billing.

And remember that these dailies offer *uniform merchandising help*, throughout the state, adapted to suit *your* specific need.

You already know the importance of this Iowa market. Always prosperous and progressive, it is one of the most responsive sales areas in existence.

The prospects for fall and winter business are growing brighter all the time. Smaller *world* production of crops this year places Iowa in a better economic position than in 1925.

* * *

Now, with coverage and merchandising so simplified, Iowa is *doubly* desirable—either for lines already established there, or for new ventures.

We will gladly furnish any information you want, upon request.

THE IOWA DAILY PRESS ASSOCIATION

DAVENPORT, IOWA

Ames Tribune
 Boone News-Republican
 Burlington Gazette
 Burlington Hawk-Eye
 Cedar Falls Record
 Cedar Rapids Gazette
 Centerville Iowegian & Citizen

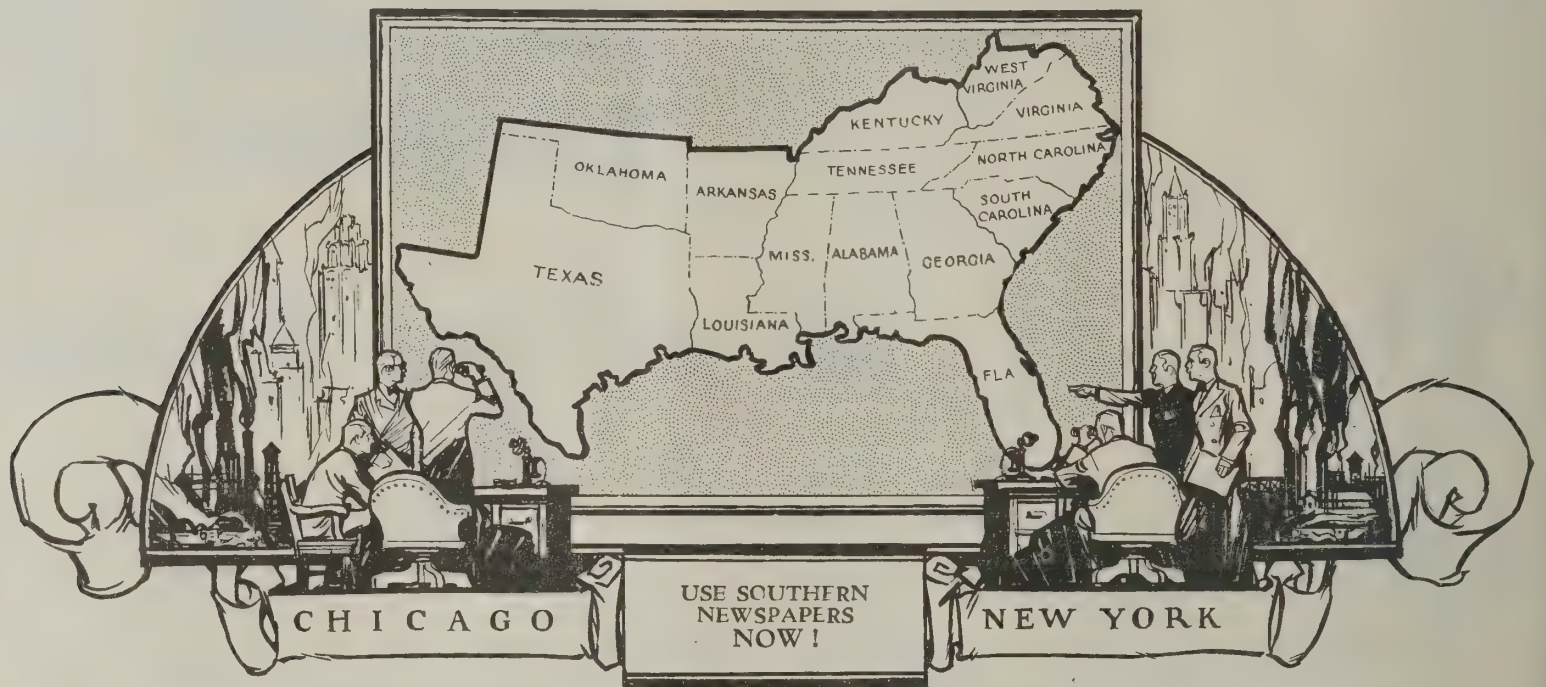
Council Bluffs Nonpareil
 Davenport Democrat
 Davenport Times
 Des Moines Capital
 Des Moines Register and Tribune
 Dubuque Telegraph-Herald
 Dubuque Times-Journal

Fort Dodge Messenger
 Fort Madison Democrat
 Iowa City Press-Citizen
 Keokuk Gate-City
 Marshalltown Times Republican
 Mason City Globe-Gazette
 Muscatine Journal

Oelwein Register
 Ottumwa Courier
 Sioux City Journal
 Sioux City Tribune
 Washington Journal
 Waterloo Evening Courier
 Waterloo Tribune

IOWA—WHERE EVERY FAMILY READS A DAILY NEWSPAPER

American Business RE-DISCOVERS *the* ADVANCING SOUTH



POPULATION and Prosperity are trending Southward.

Business, ever alert to steady, significant mass-movements, is nowadays looking below the Mason-Dixon line for its greatest Gains.

The impetus has but begun. The relatively great strides already made will be looked upon during the next few years as "low level" figures.

This is not a "boom" condition—
emphatically not! It is the logical, inevitable, response to a fundamental sectional supremacy that, frankly, has been a bit slow in gaining recognition.

The South is solid! It acts and

reacts a little cautiously, perhaps, but when it moves it "stays put."

Its ascendancy, then, has been gradual—not hectic—and having its foundation in Soil Superiority will live on forever.

The South has just started upward! In the area pictured above live 31,193,840 people.

As a group, they are more prosperous today than ever before. Their future outlook is brighter than that which faces the citizenry in any other section of the country.

Manufacturers, sales managers, business economists, advertising agents—students of the flow of

merchandise—this is the time to **tell** the South—and **sell** the South.

Advertising in Southern Newspapers moves the bulk of merchandise sold in this section. Southerners take their newspapers seriously, read them thoroughly and respond to their appeal.

Capable space-buyers have long realized that the most effective and cheapest method of reaching the majority of Southern buyers is **through the newspapers.**

The combined circulations in these Southern States, for example, of the outputs of two of the largest magazine publishing houses is slightly over a million and a half.

The combined **newspaper** circulations in this same area reaches **one out of every six persons**; there is practically a newspaper in every home.

Sales prospects are perhaps more easily reachable in the South than in any other section of the nation. Not alone is it easy to get to prospects; but advertising space is relatively low-priced.

You can cover the entire South with a smaller outlay than would be required to reach any other area of like population, and when once sold, we repeat, the South **stays sold.**

Southern publishers are ever alert to aid manufacturers and advertisers in obtaining adequate distribution to justify advertising investments. Correspondence to that end is invited.

Place your Fall and Winter campaigns so as to gain and grow with the South. Ask any recognized Advertising Agency for facts and figures.

*For General Information, Write
Cranston Williams, Manager,*

SOUTHERN NEWSPAPER PUBLISHERS' ASSN.
Box 468, Chattanooga, Tenn.

Sell The South Thru SOUTHERN NEWSPAPERS

LONDON DAILY EXPRESS WILL INSTALL U. S. PRESS ROOM INVENTIONS

Long and Trotter of Lord Beaverbrook's Daily Inspected American Plants for Ideas to Be Used in New Seven-Story Annex—Will Use Reel Systems and Conveyors



(Left to right): Martin W. Brueshaber, Sydney W. H. Long, Edwin Trotter and Harvey D. Bell.

SEVERAL American inventions speeding up newspaper production will probably be installed in a new annex of the *London Daily Express*, now in process of construction, according to Sydney W. H. Long, superintendent and a director of Lord Beaverbrook's morning paper.

Mr. Long, with Edwin Trotter, chief of the mechanical department, this week completed an extensive tour of American cities, inspecting newspaper plants to obtain ideas for incorporation in the new seven-story addition to the home of the *Daily Express*. Prior to their sailing date, Oct. 9, they were interviewed in New York by EDITOR & PUBLISHER.

"We will recommend, among other things, adoption of the sub-basement reel-changing system as it has been developed in American press rooms," Mr. Long said.

"We also hope to install American automatic conveyors in our foundry and mailing rooms, an innovation we expect will speed up our production materially. We still move our plates by hand and we expect to do away with this by using mechanical conveyors in the American manner.

"Air-conditioning ventilation has also been developed in the United States on a scale far beyond London."

Excavation has been started on the plot adjoining the present plant of the *Express*, and it is expected the new addition will be completed within 18 months. The *Express* added to its premises only two and a half years ago, but has already outgrown its quarters. Capacity will be increased 60 per cent by the new addition, according to Mr. Long.

Mr. Long said the outstanding features of the new annex would be the press room and the mailing room. Lord Beaverbrook, realizing America's progress in newspaper mechanics, sent Mr. Long and Mr. Trotter to this country to study systems in use here.

Accompanied by Martin W. Brueshaber, second vice-president, and Harvey D. Bell, manager of the New York office of the Goss Printing Press Company, the two executives of the *Express* spent nearly a month visiting more than 12 American newspaper plants, including those of the *Milwaukee Journal*, *Detroit Free Press*, *Detroit News*, *Buffalo Times*, *Buffalo News*, *Chicago Tribune*, *New York Times*, *New York Herald Tribune*, *New York Evening Post*, *New York Daily News*, *Philadelphia Inquirer*, *Philadelphia Bulletin*, and *Philadelphia Public Ledger*.

Both Mr. Long and Mr. Trotter expressed amazement at the magnitude of American newspaper plants. Despite the greater circulations in Great Britain, there is nothing to compare with them in that country, they said.

"American development of newspaper production by machine units is far beyond our level," Mr. Long declared. "In consequence, your labor units stand in a ratio of our of about one to two.

"Tremendous capital investment is apparently involved in American mechanical lay-outs. I should say the ratio was two and a half to one over British newspapers in plant capitalization."

While English newspapers are sending men to this country on educational trips Mr. Long maintained there is much that Americans could learn by visiting London papers.

"London dailies are far ahead of their American contemporaries in processes which have been developed in stereotyping and half-tone printing," Mr. Long claimed. "That is due in a measure to the fact that a majority of American papers has not yet taken up the dry flong process and are still using wet flongs."

"During the last four years in London there has been almost razor-like competition among the papers in the printing of pictures. As a result methods have been perfected which far surpass anything in the United States. All London papers now make-ready their pictures, either by overlay, underlay or metallic interlay. Each one has developed its own secret method of rapid make-ready. It has been possible to make a half-tone with make-ready in 25 minutes from the time the print is brought into the newspaper office."

Mr. Long laughed over a friendly argument he had with one American publisher over a comparison of news-writing methods in the two countries.

"I will not tell you the publisher's name," he said. "But he was the proprietor of one of at least six American newspapers we visited which claimed to be the largest in the world. As we were inspecting the building, I noticed a letter the proprietor had written to his staff and had posted in the various departments. The last paragraph was to the effect that American reporting standards were far superior to the British."

"I will argue that point with anybody. In my opinion American reporters murder the English language, and cannot compare in style to the British writers."

During the British general strike, Mr. Long and Mr. Trotter, with H. R. Evans, machine-room overseer performed invaluable service in helping to issue the *British Gazette*.

A story written in London shortly after the strike reads:

"The Chancellor of the Exchequer had rung up Lord Beaverbrook to ask what help he could give; and Lord Beaverbrook responded by lending for the service of the *British Gazette* the one man without whom it is not too much to say the situation could not have been saved. This was Sydney W. H. Long, the night superintendent of the *Daily Express*—a man of great experience and rare skill on the technical side of printing. After working for years as a linotype operator, he had become master-printer and then night superintendent of Lord Beaverbrook's paper. He was also a stout trade unionist and had played a leading part in getting the Compositors' Union

LONDON STANDARD ADDS EIGHT PAGES

THE *London Evening Standard*, owned by Lord Beaverbrook, last week increased its daily edition from 16 to 24 pages. The *Standard*, for many years the property of Sir Edward Hulton before it passed to the Beaverbrook group, was once edited by Sir Arthur Pearson. In recent years it has absorbed the *St. James Gazette*, the *Globe*, and the *Pall Mall Gazette*.

The *Westminster Gazette* was later suspended, leaving the *Standard* practically alone in the "serious" evening paper field.

The new size will permit expansion of several cramped editorial features, addition of a picture page, and more sporting news.

their present charter. It was in his hands alone that the setting of the *British Gazette* depended. But five columns of the 14 in the first number were set. The rest Mr. Long did with his own hands, except for the little brought in from the outside by the Stationery Office."

DAILY BACKS N. Y. EXHIBIT

New Form of Municipal Advertising Tried by Clarksburg (W. Va.) Tele.

A new form of municipal advertising, sponsored by the *Clarksburg (W. Va.) Evening Telegram* and the Chamber of Commerce of that city, was tried out in New York this week.

The Greater Clarksburg Exposition opened in the Waldorf Astoria Hotel, Oct. 4, and continued throughout the week. More than 100 delegates came to New York from Clarksburg by special train to boost their city in person at the Exposition.

The Exposition includes information on the coal, natural oil, gas, chemical and pottery products, carbon and brick industries and water power of the district.

PARIS GETS FIGHT NEWS IN RECORD TIME

Round-by-Round Account Locked Forms 13 Minutes After Beginning
Cabled from New York to Paris Herald

What is considered a record in transmission of news to Europe was by the *Paris Herald*, European edition of the *New York Herald Tribune*, in report of the Dempsey-Tunney fight and the general lead was locked the forms 13 minutes after it had been written in New York, and the paper's special edition announcing the result giving complete detail was being distributed on the boulevards of Paris almost as quickly as the news was being given Broadway, 3,000 miles away.

The detailed description, written for the account of Harry Cross, was filed in the office of the *Herald Tribune*. From there it was relayed to the cable office and was received in Paris five minutes after being written.

Sitting in the cable office in Paris, J. Coggeshall, assistant sporting editor of the *Paris Herald*, indicated the message by telephone to the publishing office on the rue du Louvre. There they were rushed into type so rapidly that the forms were closed thirteen minutes after the last message and a few minutes later the paper with its seven-column ribbon "Tunney Wins Title From Dempsey Decision," was ready for the street.

In addition to the detailed round-by-round description, set in two-column measure, the special fight extra carried general lead and color story from the side. There was also a description of preliminary bouts, a crowd story, and account of Tunney airplane trip.

BAKING POWDER HEARING ORDERED

The Federal Trade Commission ordered the Royal Baking Powder Company to appear before it Oct. 8, to show cause why an order re-opening the case against it should not be made and entered by the commission.

Shop-o-scope

A NAME TO CONJURE WITH!

12 users in 1919
54 users in 1920
97 users in 1921
126 users in 1922
207 users in 1923
269 users in 1924
326 users in 1925

If these figures would indicate to you that the Shop-o-scope is the most successful of all features for the promotion of Christmas Classified Advertising, why not look over the 1926 Shop-o-Scope—the eighth annual campaign and the best of them all? A line from you will bring it on approval—entirely free of obligations.

The Basil L. Smith System, Inc.
1114 Packard Building, Phila., Pa.

When the Publisher of a daily newspaper

Puts his advertisement in Editor & Publisher's MARKET GUIDE

he makes a PERMANENT tie-up between his newspaper and the trading area which it covers.

For this incomparable Guide to daily newspaper markets is not a pamphlet which is glanced at, admired for a moment or two, and then carefully tucked away in a file that seldom sees a resurrection morn.

Quite to the contrary, it is a BOOK—a *reference* book—a *service*—which the campaign planners and space buyers of every Advertising Agency and every national advertiser using newspaper lineage of any consequence in the country *keep by them on their desks*, for constant use, day in and day out, all through the year—until the next Guide comes out.

Ask any of them where they keep their Editor & Publisher's Market Guide, and to what splendid uses they put it.

THEN ask yourself if this is not a tie-up between your paper and your paper's market that is going to help you tremendously in building up your national lineage to the figures you are most ambitious to show.

Have you made your reservation yet? The time is growing short—a week or so more, and then it will be too late.

EDITOR & PUBLISHER

Suite 1700, Times Building,

A. B. C.
Charter Member

New York

A. B. P.
Member

WITH THE GENERAL ADVERTISERS

Oil Burner Manufacturers Active—Apples for Health, Inc., Planning National Campaign—Edge New Manager for Portland Cement Association

NEWSPAPER advertising is rapidly selling the reading public on the slogan "Fuel Oil for Heat and Power."

An official of a large oil company has informed *Fuel Oil*, a trade journal, that domestic oil burners are being installed in New York state and Connecticut at an average rate of 100 a day. A similar high rate of installations is being made in many other eastern states, particularly those in the New England and Middle Atlantic groups.

Exceptional sales activity during August and September is reported by the Williams Oil-O-Matic Corporation, Bloomington, Ill., a big user of newspaper space. This concern expects sales to exceed their 1926 production.

Makers of the Quiet May are assisting their dealers in co-operative campaigns now running in newspapers in Philadelphia, Washington, D. C., Baltimore, New York City, New Orleans, Boston, and St. Louis.

Nearly the full quota of \$20,000 being solicited by the Chicago Oil Burner Association to finance an advertising campaign to further the burning of fuel oil in that locality has been raised. To insure increased sales and a longer sales season, the association believes it is necessary that the public be as well informed on oil burning as they are on gas and coal burning. Members of the association's publicity committee are: E. P. Fahey, Homer R. Linn, and J. E. Owens.

Final plans for a nation-wide advertising campaign to increase consumption of apples will be laid at the joint meeting of the Michigan State Horticultural and the American Pomological societies, to be held at East Lansing, Mich., Nov. 30 to Dec. 3. The advertising campaign will be under the direction of a new organization, Apples For Health, Inc., of which Paul Stark, of Louisiana, Missouri, is president. Headquarters of the new organization is in Chicago, in charge of Lawrence H. Whiting, who is treasurer of the association. Present plans call for the raising of an advertising fund by assessing each bushel of apples one-half cent, and also by a contribution of 50 cents from the growers for each carload of apples handled by them. The campaign is to be conducted in newspapers and magazines.

C. R. Edge has been appointed advertising manager of the Portland Cement Association to succeed Colin Campbell, resigned. After Nov. 1, this account will be handled by the Austin F. Bement Advertising Agency, Detroit.

Carbide & Carbon Chemicals Corporation, New York, has appointed N. W. Ayer & Son to direct its advertising. The same agency is arranging a newspaper advertising campaign for Gerber & Co., Inc., Switzerland, makers of Knight brand Gruyere cheese. The campaign may be extended to magazines later.

Federal Telegraph Company, makers of Kolster Radio is investing more than \$200,000 in newspaper advertising this year. This was an exclusive magazine account in 1925.

W. C. Sproull, advertising manager of the Burroughs Adding Machine Company spoke on advertising problems at a conference of agency managers at Kansas City last week. Representatives from Missouri, Kansas, Oklahoma, Iowa and Nebraska attended the conference.

"More Than You Expect—Or Pay For" is the slogan adopted by the Auto-Owners' Insurance Company, of Lansing, Michigan, in its new campaign to increase its business of insuring motor cars. In addition

to affording the usual indemnities offered by all automobile insurance companies, Auto-Owners' Insurance Company in a series of full page newspaper advertisements in Michigan dailies, is offering free road service to policy holders. This includes towing, tire service, gasoline service and through an arrangement with affiliated dealers, policy owners are given substantial discounts on tires and accessories.

Philip C. Pack advertising agency of Ann Arbor, Mich., released page advertisements last week and will follow with half and quarter pages. In certain instances, local dealers and agents, with the co-operation of newspapers, are running special advertisements hooking up with the campaign of the home office.

Plans for a national advertising campaign in behalf of the Lake Chautauque, N. Y., region, are in preparation. Mayor Harry C. Hequembourg of Dunkirk, N. Y., is sponsoring the endeavor. The plans are now being prepared by Dennis F. Howe, secretary of the Jamestown, N. Y., Chamber of Commerce. Committee chairmen and other executives are soon to be named. The plan is to obtain pledges for a five year period.

The Berkshire Hills publicity campaign conducted by a conference organized last spring with advertising in 22 newspapers and 15 magazines, has proved its worth, according to the results of a canvas conducted among the hotels and boarding houses in the Hills. A total of 5,306 inquiries were brought in by the advertising at a cost of 26 cents each, much less than the cost of \$1 each reported by the Maine bureau for 1925. Replies came from 33 states, Germany, Africa and Japan. The advertising was run from May 12 to Aug. 18 and booklets were sent in response to all inquiries.

S. Chester Lyons, secretary of the conference, found that 42 hotels and boarding houses reported increased business, 18 reported unchanged business and 18 reported a loss for the season. A total of 75 said the campaign should be continued, against six who voted against continuance. The conference, with its object, the booming of the Berkshires as a summer resort, was supported by hotels, boarding houses and garages, principally, with additional support, from merchants and bankers.

S. E. Carter has been appointed advertising manager for the Rice-Stix Dry Goods Company, St. Louis, to succeed George B. Whitson, resigned. Mr. Carter has been operating his own agency, the Continental Advertising Company, Denver, Col., and previously was advertising manager of Ely & Walker Dry Goods Company, St. Louis.

TEACHING ADVERTISING ART

In addition to its regular art course, Boston University is offering a new course this Fall in commercial art. This includes advertising art, reproduction, lettering, design, layout, dummy, broadsides, composition and general commercial art. Charles Donelan is in charge.

WHITE HEADS YUKON PRESS

Ralph E. White, newspaperman of Kamloops, British Columbia, is the new president of the Alberta, British Columbia, and Yukon Press Association, as the result of the recent election of officers of this newspaper society in Victoria, B. C., Canada.

The *Casper* (Wyo.) *Tribune* published serially recently a history of the development and influence of the daily newspaper in the United States.

NEW \$300,000 HOME OF POTTSTOWN NEWS FORMALLY DEDICATED, OCT. 2



THE new \$300,000 home of the Pottstown (Pa.) *Daily News*, pictured above, was dedicated on Oct. 2.

E. S. Fretz, president of the Pottstown Chamber of Commerce, presided at the exercises. The dedicatory address was delivered by John K. Klink, chief Burgess, and the principal address of the celebration was delivered by J. H. Zerbey, publisher of the *Pottsville Re-*

publican and *Pottsville Morning Paper*.

The new building is fitted with every modern appliance for the speeding of newspaper publication and is considered one of the finest small town publishing plants in the country.

It was erected under the direction of William L. Binder, president of the *Daily News* and former president of the Pennsylvania Publishers' Association.

After several years of investigation and experimentation, the Mergenthaler Linotype Company announces the introduction of a new newspaper type face. The openness of the new Ionic is an extraordinary feature. The height of the letters is lower than the old type, and the fullness of the strokes is more marked. The first paper to adopt the new face was the *Evening News* of Newark, N. J. After a trial of several weeks, the management of the paper more enthusiastically than ever about it, and readers to send in words of praise. One of the most prominent optometrists, Dr. Joseph H. Salov, a member of the American Association of Optometric Physicians, addressing the editor of the *Evening News*: "It would be for me or any one else who has accumulated a large amount of good that will result from a recent change in the style of the paper. The new type is not recognized, appreciated, or so readily accepted by every class of eyes, due to the extremely small type used in many newspapers. This lessens the day when artificial aid must be used."

TRADE LINOTYPE MARK

BETTER THAN GLASSES for your readers

Isn't it about time to give your subscribers a dress of type they can read easily and comfortably and save their eyesight?

The new Linotype 6½ Point Ionic No. 5 is a face especially designed to meet modern newspaper printing conditions. Its strong lines and sturdy serifs always reproduce clearly; its round, open counters will not clog up with ink. It gives the word count of 6 point with the legibility of 8 point.

Mergenthaler Linotype Company

Brooklyn, New York

San Francisco

Chicago

New Orleans

Canadian Linotype Limited, Toronto

Representatives in the Principal Cities of the World

Linotyped in the Cloister Family

concentrate your efforts on NEW YORK STATE



As a market, New York State is recognized and accepted as the greatest in the country—important enough to be the first consideration for any manufacturer seeking the greatest volume of sales.

Advertisers can reach over eleven million buyers in this state alone—almost 10% of the country's total population, living in a small compact area, whose wealth, industry, agriculture and commerce are the envy of the world.

A concentrated newspaper campaign in this great buying and trading area will reach every possible class and mass of buyer.

New York State is the greatest market for every meritorious product manufactured today.

These newspapers listed below will show you how to conquer it. Write to them today.

	Circulation	2,500	10,000
	Lines	Lines	Lines
**Albany Evening News.....(E)	34,444	.10	.10
**Albany Knickerbocker Press.....(M)	34,018	.11	.11
**Albany Knickerbocker Press.....(S)	56,924	.16	.16
**Amsterdam Recorder-Democrat.....(E)	7,810	.04	.04
††Auburn Citizen.....(E)	6,389	.065	.055
**Brooklyn Daily Eagle.....(E)	73,764	.22	.22
**Brooklyn Daily Eagle.....(S)	84,997	.22	.22
††Buffalo Courier-Express.....(M)	116,000	.22	.22
***† Buffalo Courier-Express.....(S)	155,000	.30	.30
**Buffalo Evening News.....(E)	138,294	.25	.25
††Buffalo Evening Times.....(E)	115,000	.21	.21
††Buffalo Sunday Times.....(S)	135,000	.21	.21
††Corning Evening Leader.....(E)	9,339	.05	.05
**Elmira Star-Gazette Advertiser.....(E&M)	33,487	.11	.11
**Freeport Daily Review.....(E)	7,991	.05	.05
††Geneva Daily Times.....(E)	5,040	.04	.04
††Gloversville Leader Republican.....(E)	7,238	.035	.035
††Ithaca Journal-News.....(E)	7,751	.05	.05
**Jamestown Morning Post.....(M)	11,722	.04	.035
**Middletown Times-Press.....(E)	7,127	.04	.04
**Mount Vernon Daily Argus.....(E)	10,437	.05	.05
**Newburgh Daily News.....(E)	12,132	.06	.06

	Circulation	2,500	10,000
	Lines	Lines	Lines
**New Rochelle Standard-Star.....(E)	8,598	.04	.04
**The Sun, New York.....(E)	257,067	.60	.56
††New York Times.....(M)	358,350	.80	.784
††New York Times.....(S)	591,425	1.00	.98
††New York Herald-Tribune.....(S)	345,484	.673	.672
††New York World.....(M)	287,682	.595	.58
††New York World.....(S)	582,929	.595	.58
††New York Evening World.....(E)	291,442	.505	.58
**Niagara Falls Gazette.....(E)	20,629	.07	.07
**Port Chester Item.....(E)	4,732	.03	.03
**Poughkeepsie Star and Enterprise.....(E)	12,974	.06	.06
*Rochester Times-Union.....(E)	70,660	.21	.20
*Syracuse Journal.....(E)	64,910	.16	.16
**Troy Record.....(M&E)	22,679	.06	.06
**Watertown Standard.....(E)	17,617	.07	.07
**Watertown Times.....(E)	17,334	.08	.08

** A. B. C. Statement, March 31, 1926.
†† Government Statement, March 31, 1926.
*** Merged as Buffalo Courier-Express, June 14, 1926.
† Government Statement, Oct. 1, 1926.
* A. B. C. Statement, Oct. 1, 1926.

ADVERTISING EXPANSION IN ENGLAND FORESEEN BY LORD BEAVERBROOK

Newspapers, Now Deriving Smaller Part of Their Revenues from Advertising, Prepare to Add Pages for More Paid Space, He Says

LORD BEAVERBROOK, proprietor of the *London Daily Express*, whose representatives have just finished a tour of American newspaper plants, this week told the Publicity Club of London that several London dailies, including his own, are preparing to increase their sizes in order to carry a larger volume of advertising.

This departure from the traditional British newspaper limitation on number of pages and volume of advertising apparently anticipates an expected development of newspaper advertising in Great Britain not dissimilar to that which the United States has experienced since the war. That British newspaper proprietors have been watching American newspaper currents with intense interest is evidenced by this extract from Lord Beaverbrook's address before the London advertising men:

"I never try to persuade the public that the advertiser is of no importance to the newspapers which I control. On the contrary, I look upon him as a man of immense importance and I am prepared to deal with him on that basis.

"Further, I never deny that advertising is the chief sinew of newspaper production. I admit that in one of the newspapers I control the advertiser furnishes nearly 50 per cent. of the revenue and that in another he actually furnishes 60 per cent. of the revenue.

"I was looking only today at the revenue figures of the *New York Times*, a paper probably about twice the size in gross revenue of the *Daily Mail*. The *New York Times* has about £5,000,000 of revenue per annum. The *Daily Mail* has perhaps £2,500,000 per annum.

"Of course I can only estimate the revenue of the *Daily Mail*, because that paper is associated in its accounts with the *Evening News* and the *Weekly Dispatch*.

"The *New York Times* has published detailed figures. The net income from the sale of the paper is about £500,000 a year. The net income of the *Daily Mail* from the sale of the paper is more than £1,500,000 a year so that the *Daily Mail* has three times the revenue from sales that the *New York Times* enjoys.

"But the *New York Times* on the other hand has a net revenue from advertising of £4,500,000 against a net revenue of the *Daily Mail* of something less than £2,000,000 a year.

"The comparison, if applied to the *Daily Express* or to the *Daily Chronicle*, is still more startlingly in favor of the *New York Times*. The *Daily Express* and the *Daily Chronicle* have much larger revenues from net sales than the *New York Times*, but both these newspapers have much less revenue from advertising.

"So much is the revenue of these newspapers derived from advertising below the level attained by the *New York Times* that if there is development in advertising in England on lines similar to those in *New York*, the advertising revenue of the *Daily Mail* will in time amount to £12,000,000 a year, and the advertising revenue of the *Daily Express* and the *Daily Chronicle* will amount to something between £6,000,000 and £8,000,000 a year each."

Lord Beaverbrook referred to the preparations which several London papers, including the *Daily Express*, are making

to increase their size in order to admit more advertising matter, and then concluded:

"Huge profits are being made by some newspapers. I am not jealous of them. I regard them with equanimity while they distribute these immense sums to shareholders. I never have been very good at paying dividends myself.

"I am somewhat encouraged in the policy, I pursue, at any rate by the experience of the *New York Times*. That newspaper has made huge sums of money for a long period, over many years. But the statement has just been made by those responsible for its direction that so much as 95 per cent of their net revenue has been put back again into their business. That seems to me to be sound policy.

"Long-established journals, well founded in the confidence of the people and popular to a degree, can show huge profits and distribute them to their shareholders. I do not think it is a possibility for a new and growing property. Any newspaper that is building up its sales must be prepared to forego the distribution of profits to shareholders for a long time."

EIGHTH DISTRICT CLUBS MEET IN LANCASTER

Municipal Advertising Builds City, Henderson of Lesan Agency Tells Convention—C. King Woodbridge a Speaker

Advantages of municipal advertising were explained this week by D. W. Henderson, of the H. E. Lesan Advertising Agency, addressing the annual convention of the second district of the International Advertising Association, which opened at Lancaster, Pa., Oct. 6, and was scheduled to close Oct. 8.

"If a permanent organization of spirited citizens is formed and the thing goes through in the right way, results will repay the community one hundred fold for the money expended," Mr. Henderson declared.

The convention was opened by C. K. Woodbridge, president of the International Advertising Association, who stressed the value of advertising to the nation at large.

"Advertising has greatly advanced the standards of living in America," Mr. Woodbridge said, explaining how it has been instrumental in bringing the automobile, the radio and other devices into general use and how it has taken into the homes of the nation ideas that have resulted in better living conditions.

"Present civilization is the result of interchange of ideas, goods and money," he stated. "To live intellectually we must accept big business and international advertising as one of its important factors."

George W. Norris, governor of the Federal Reserve Bank of Philadelphia, stressed the need for good morals in the preparation of advertising copy. He said that he sees no alarm in the widespread

BUILDINGS PLANT LAYOUTS PRODUCTION OPERATION

An organization specializing solely in newspaper building design, manufacturing and production problems.

S. P. WESTON

Newspaper Buildings
Plant Layouts
Production, Operation

120 West 42nd Street New York

use of the installment system of selling and expressed the belief that should a period of general unemployment occur no widespread loss or trouble would result from this system.

The convention was attended by delegates from Pennsylvania, New York, New Jersey and Delaware.

USES GREASE GUN TO INK PROOF PRESS

Device Perfected by Henry M. Barney, Springfield Union Machinist, Saves Time and Labor, Printers Say

Utilization of the grease gun principle to apply printers' ink to the inking board of a machine for rolling proofs, an idea worked out by Henry M. Barney, machinist in the composing room of the *Springfield (Mass.) Union*, has attracted favorable comment from printers who have inspected the device.

The simplicity of the device, coupled with its efficiency in everyday use, has resulted in a marked saving of time and labor. Since the printers' ink is too heavy for painting, a brush can not practically be used in applying it. Ordinarily a stick has to be freely wielded to daub the ink on the board. Then it is spread out smoothly with a rubber roller.

Mr. Barney has attached something like the barrel of a common grease gun to the under part of the inking board. A screw cap, deeply threaded along the barrel, is filled with ink and screwed onto the "gun." A small hole, drilled through the inking board at the center of the ink-containing apparatus, provides an opening through which the ink is squeezed up onto the table as the screw cap is turned up.

A few turns of the cap bring a quantity of ink to the table surface, and with a dash or two of the rubber roller the whole is smoothed out ready for the printer to roll his proof.

CLARKE SELLS INTEREST IN LITTLE ROCK DAILY

Publisher of Arkansas Democrat to Retire—Engel, Manager, and Sitlington, Managing Editor, Buy His Shares

Elmer E. Clarke, for 15 years publisher of the *Little Rock (Ark.) Democrat*, has retired, to devote his time to his personal interests and to travel.

In retiring, Clarke disposed of his interests in the *Arkansas Democrat*, the majority of his stock being acquired by K. A. Engel, manager of the company, and the balance by W. T. Sitlington, managing editor.

Mr. Engel becomes president, general manager and treasurer, and Mr. Sitlington continues as managing editor and becomes secretary of the company. Mr. Clarke, now with his family on a European tour, expects to devote most of his time to travel.

Mr. Clarke assumed the direction of the *Arkansas Democrat* in June, 1911, coming from New Orleans, where he had been manager of the *New Orleans Item*. Prior to that he had been manager of newspapers at San Antonio, Tex., and Evansville, Ind.

GRIMES BUYS IN BOONEVILLE

P. T. Grimes has purchased the *Booneville (Mo.) Daily Republican* from C. M. Harrison. The name of the paper has been changed to the *Central Missourian*.

COPY

That Sells Your Market!

We want to hear from publishers whose newspapers circulate in prosperous markets—whose advertising columns influence its readers to buy nationally advertised products.

We will prepare campaigns featuring and pictorially illustrating the most important facts about your market that will influence the national advertiser to use your newspaper.

Let us show you how to tie up your paper with your market.



Tie Up Your Market With Your Newspaper!

PUBLISHERS SPACE SELLING SERVICE

49 West 45th St.

New York City.

Copy ~ Layout ~ Art ~ Typography ~

CLASSIFIED ADVERTISING

ent Ads Declared to Be a Circulation Stabilizer—Managers Address
Binghamton Real Estate Board—Janesville (Wis.) Gazette
Issues "Ad-o-gram" Blanks

CLASSIFIED advertising was de-
scribed as a circulation stabilizer by
McCabe, classified advertising

er of the
y York
address-
the fifth an-
newspaper
te held at
Brunswick,
this week.
classified ad-
ers and the
s of classi-
advertis-
ts stabilize
rculation of
favorite
aper," Mr.
abe said.
r allegiance



FRANK McCABE

ply rooted. These readers cannot
nsferred to other newspapers as can
who read a paper for its pictorial
er features.

classified advertisements have reader
st. There is more important news
in an ordinary death notice than
is in any news item of a corre-
sponding size. It is said that Charles A.
considered the news value of death
s to be so important that he paid
takers 50 cents for every death
they brought to the *New York*
office instead of charging them for
ing the advertisement.

um told that when Frank A. Munsey
t the *New York Herald*, one of the
things he did was to give an order
t death notices regardless of what
t. He is said to have remarked:
them even if we have to print them
nothing.' Multiply the interest in one
ement by thousands and you will
stand why it is that the most influ-
newspapers in all the leading
ican cities are those which carry
argest number of classified adver-
ents."

eral telling arguments for selling
ers the advantages of the classified
were presented this week by classi-
managers addressing the Binghamton
(Y.) Real Estate Board. Speakers
led Charles S. Walsh, *Binghamton*
Leo Mulford, *Binghamton Press*;
L. L. Heaton, *New York Herald*
ne.

ne hundred and seventy-five million
s were invested in classified real
advertising last year," Mr. Walsh

ne hundred and seventy-five millions
onder how much of it was wasted
gh hastily and poorly prepared
A classified ad is a little thing,
is the greatest single force for
ing a real estate sale.

good classified advertisement can-
e whipped together in five minutes
yone, neither can it be written by
ne who is merely guessing at what
doing and who has no definite idea
just what he wants to say. A
ied ad is a salesman. It has a
n to perform—it has got to sell
very classified ad worth its space
develop every possible ounce of
and appeal.

orge B. Ricaby, the Buffalo and
o realtor, says, 'Advertising intel-
y done is an investment as safe
l estate. I have learned that news-
advertising actually paid in tan-
results and I believe that when a
ss man learns that, he is in a fair
o make a success of his business.'
e also said, 'We real estate men
been pikers with newspaper space.
aven't figured our appropriation on
ing but guess. We have splashed
when we felt we had a message
en closed up and let things run
elves.'

believe everybody is interested in
state—it is closer to the general

public than the movies, automobiles, poli-
tics or the radio. People are interested
in homes. Business men are interested
in investments—everyone wants to make
money. Real estate provides the home
and the profits which often run into for-
tunes. Through newspaper advertising
the realtor proves his right to serve the
public. His 'copy' indicates his knowl-
edge of the community. My belief is
that everybody will read advertisements
and I believe that such advertisements
can be made interesting and appealing
enough to command daily attention."

Mr. Heaton pointed out that since
women were usually the ultimate buyers
of homes, it might be well for adver-
tisers with homes to sell to send out a
woman to inspect the house and describe
its advantages in the want ad.

To increase its classified advertising
patronage, the *Janesville (Wis.) Gazette*
has prepared "Ad-o-gram" blanks, which
are distributed by the carriers and printed
in the paper each evening. These blanks
may be returned to the carrier, who
brings them into the Gazette office for
publication.

Edward M. Frink has been appointed
classified advertising manager of the
Houston (Tex.) Press. Mr. Frink was
formerly connected with the *Lansing*
(Mich.) *Capital News*, and more recent-
ly with the *Lansing State Journal*.

L. B. Bradley, classified advertising
manager of the *Reading (Pa.) Times-
Tribune* for the past three years, is now
connected with the same department on
the *Wilmington (Del.) Every Evening*.

PRESS URGED TO FORM
RADIO RESEARCH BODY

Capt. Wood, N. Y. World, Says Work-
ing Agreement Between Broadcasters
and Newspapers Needed—Competi-
tion Growing, He Finds

Organization of a radio research coun-
cil by newspaper publishers to discover
ways and means to meet the growing
competition between radio broadcasting
and the newspapers was urged this week
by Capt. Robert Scofield Wood, radio
expert of the *New York Evening World*.

"Radio broadcasting is certainly now
in the field to stay as a distinct rival
to the newspapers," Capt. Wood main-
tained in an interview. "Newspapers can-
not fight it, but, by study and research
they should be able to find some working
agreement beneficial to both parties. A
thorough survey should result in the for-
mation of some common course of action
on the part of the press at least.

"Radio could be made, and in many
cases has been made, an ally of the press,
rather than its competitor. Take, for
instance, the newspapers which are op-
erating broadcasting stations of their
own. They have been able to show big
increases in circulation, because they have
found it possible to exploit features and
services to their own advantage. No-
table cases are the *St. Louis Post-Dis-
patch* and the *Atlanta Journal*.

"In England the newspapers have been
able to sew up broadcasting so that it
does not interfere with them. Broadcast-
ing of sports events are not permitted
on the air in detail in England, until
the last paper that could possibly carry
the news is on the streets. Microphones
were on the field when the Derby was
run; but no information regarding results
was given. All that was broadcast was
local color."

Capt. Scofield insisted that chaotic con-
ditions on the air continued despite the
emphatic denials of radio interests.

Not Only For the
Big Fellows

It is a mistake to think the MET-
ROPOLITAN DRY MAT is solely
for the use of big metropolitan
plants and would be a luxury for the
smaller ones.

The best dry mat is the cheapest
—as with everything else. The
METROPOLITAN DRY MAT
saves the plant more than its greater
original cost. Therefore it costs
less than inferior mats.

Publishers of the smaller city
dailies want quality and class in
everything they use. Were this not
true they would yet be using hand-
boxes instead of Autoplates, which
even the smallest plants now have.

The METROPOLITAN is be-
yond question the class of all dry
mats and is just as valuable to the
two and three press office as it is to
the big metropolitan plant. It
eliminates all dry mat troubles.

WOOD FLONG CORPORATION

501 Fifth Avenue, New York City

OCHS VISITS ONTARIO PAPER MILL SITE

Publisher With Party of N. Y. Times Executives Spends Week On Trip—His Daily Has Interest in \$25,000,000 Project

Adolph S. Ochs, publisher of the *New York Times*, with a party of associates, returned last week from a seven-day trip to the site of the new pulp and paper mills of the Spruce Falls Power & Paper Company, Ltd., at Kapuskasing and Smoky Falls, in the province of Ontario, Canada, 665 miles north of Toronto.

The Spruce Falls Power & Paper Company has acquired extensive timber cutting leases and power development rights and is financing the enterprise to the extent of \$25,000,000. The *New York Times* Company has extensive interest in the new industry with the Kimberly Clark Company of Wisconsin, manufacturers especially of paper for rotogravure printing. The new mills are expected to produce daily 550 tons of newsprint and more than 200 tons of sulphite, and will begin producing in 1928.

The power for the operation of the plant is to be obtained from Smoky Falls, which lies approximately 50 miles from Kapuskasing. A railway connecting with a main line of the Canadian National Railway System at Kapuskasing, linking the mill with the Falls, on which construction was begun last April, is within 8 miles of completion.

With Mr. Ochs on the two days' tour of inspection of the property at Kapuskasing and Smoky Falls were Carr V. Van Anda, managing editor of the *New York Times*; Louis Wiley, business manager; Arthur Hays Sulzberger, vice-president, and J. H. Black, vice-president and general manager of the Spruce Falls Power & Paper Company, Ltd., as well as several officials of the Kimberly Clark Company.

The new mills will supply all newsprint required by the *Times*, estimated to be at present one-third of the maximum production of the mills. There are 75,000 horsepower available at Smoky Falls, with two or three other water power sites in the 4,500 square miles of timber leases controlled by the company. It is estimated that upward of 5,000 persons will be employed by this industry. Plans are under way to make Kapuskasing a model manufacturing town. The development will include construction of a hospital and an employees' club building.

REPORTS MOTHER DEAD THEN COLLAPSES

Girl Writer on Athens (O.) Messenger Tells Her Paper of Accident in Which Mother Drowns and She Is Rescued

Even after she had seen her mother swoon and sink in the Ohio River near Mason City, W. Va., and was saved herself only by the barest chance, Martha Foulk Thompson, 18, reporter from Pomeroy, O., for the *Athens (O.) Messenger*, remained true to the best traditions of her profession.

When the first shock of the tragedy in which her mother and four other excursionists including a young baby were drowned when a skiff capsized, Mrs. Thompson stood beside her sister at a telephone and transmitted the story to her paper. Then she collapsed.

The tragedy occurred about 2:30 on the morning of Sept. 27, when a party of 30 had returned to Mason City from an excursion to Pittsburgh, Pa. The regular ferry from that city to Pomeroy does not operate all night, and the party was divided into three groups to be transported across the turbulent Ohio, muddy and high because of recent rains.

Filled with happy thoughts of the day spent in Pittsburgh, the first boat load of 10 persons and a baby, had gone only a short distance from the landing when the high waters of the Ohio caused it

to capsize. The swollen stream claimed the lives of four mothers and the infant. Nineteen children were left motherless by the drownings.

The newspaper woman, of athletic type, succeeded in pulling herself onto the overturned skiff from which she was rescued after she had seen her mother struggling desperately in the water, swoon and sink.

RAID FOLLOWS DAILY'S EXPOSE

As the result of a "feature story" published in the magazine section of the *Sunday Milwaukee Journal* on the "tenderloin" district in northern Wisconsin near the border, the state prohibition force this week conducted a series of raids upon the area. Several resorts were padlocked and proprietors arrested.

CRIMINAL LIBEL SUIT FOLLOWS FIST FIGHT

Ex-Mayor Curley Sues Enwright, Publisher of Boston Telegraph—New Tabloid Appears Following Bankruptcy Petition Against Telegram

James M. Curley, former Mayor of Boston, filed suit Wednesday for criminal libel against Frederick W. Enwright, publisher of the *Boston Telegraph*, a new tabloid. Application for the warrant was made on that day, but since it was impossible to reach Mr. Enwright before court closed for the day, action was delayed until Thursday morning. The suit was the result of a quarrel between the two men which culminated in a fist fight on State St. in Boston, Monday.

The *Telegram* appeared on the streets in tabloid form for the first time on that day.

Following publication in the tabloid of a news item concerning the ex-Mayor's alleged stock market deals, Curley struck and knocked down the publisher, according to a statement by Curley. Although Enwright admitted that there was an altercation, he claimed it was Curley who went down under his blow.

According to Curley's statement which was carried in all Boston papers, he met Enwright on the street and took him to task for printing an alleged untrue story about the ex-city official. The publisher, according to Curley, put out his arm and attempted to thrust Curley aside. The latter then struck at Enwright and the publisher fell to the sidewalk.

Enwright's version of the affair was that while reading a newspaper on State St., he was struck from behind. Turning, he found it was Curley, he said, and struck at him, hitting him under the eye. Enwright claims that he was next hit by someone accompanying Curley, and fell to the ground.

The following day the *Telegram* came out with a full page caricature on page one of the ex-mayor in prison garb behind bars, bearing the caption "Curley the Thug."

The unfriendliness between Curley and Enwright dates back to the days shortly after the former's election as mayor. Enwright and the *Telegram* supported Curley's candidacy, but shortly after he was elected the paper switched over and opposed him.

Legal action was started against the *Telegram* on Sept. 27, by three former employees of the paper, who made a claim for unpaid salaries, totaling \$14,002. They were: Matthew J. De Viney, of Brookline, former business manager of the *Telegram*, \$11,000; Peter H. Desmond, of Watertown, formerly in the advertising department, \$2,360, and Stephen S. Dalton, of Brockton, formerly managing editor, \$642.

The *Telegram* was in its sixth year. Enwright has two other papers, the *Lawrence Telegram* and the *Lynn Telegram-News*.

In court Enwright claimed "truth as justification" of the cartoon. The judge expressed the opinion that the publication was malicious revenge. The hearing was postponed.

LEADING ADVERTISERS TO TEACH CLASSES

Thirty-Three Leaders in Field Will Deliver Lectures at Course Being Conducted by Advertising Club of New York—To Start Oct. 14

Thirty-three leaders in the field will deliver lectures during the advertising and selling course being conducted this

year by the Advertising Club of New York. The course will be opened by Bruce Barton, president of Barton, Durstine & Osborn, on Oct. 14. Miss Grace Walton, advertising manager of Julius Kayser & Co., is the only woman on the list of lecturers.

Under the direction of Paul L. Cornell, vice-president of Hommann, Tarcher and Cornell, the committee which has organized the course is composed of the following: Norman M. Markwell, vice-chairman, C. W. Bonner, Jr., Harry Carroll, D. J. Crimmins, Harold Palmer and Ben J. Sweetland.

The lectures will be delivered on Tuesday and Thursday evenings throughout the winter, terminating March 8. Following is a list of speakers and their lecture subjects in the order in which they will be delivered:

Bruce Barton, of Barton, Durstine & Osborn, "The Vital Need for Sales and Advertising Executives"; G. Lynn Sumner, president of G. Lynn Sumner Company, "Effective Copy"; Raymond Rubicam, vice-president and treasurer of Young & Rubicam Company, "Finding the Selling Appeal"; Charles W. Hoyt, president of Charles W. Hoyt Company, "The Advertising Agency"; Theodore E. Damm, assistant to general manager, Devoe & Reynolds Company, "Market Analysis"; George B. Hendrick, director of advertising and sales, W. L. Douglas Shoe Company, "Building the Advertising Campaign"; John Allen Murphy, contributing editor, *Printer's Ink*, "Where Shall We Advertise?"

Arthur Freeman, general manager, Gimbel Brothers, "Advertising in Newspapers"; John C. Sterling, vice-president of the McCall Company, "Timeliness in Advertising and Selling"; William Beatty, vice-president of Newell-Emmett Company, "Advertising to Industries"; John Howie Wright, publisher of *Postage*, "Direct Mail Advertising"; Charles R. Weirs, president of Direct Mail Association of United States, "Business Correspondence"; Heyworth Campbell, art director of the Conde Nast Publications, "Art in Advertising"; Gilbert F. Farrar, director of typography, Patterson-Andrews Company, "Typography and Layout"; Lee Bristol, advertising manager Bristol-Myers, "Window and Store Display"; Francis Sisson, vice-president of Guaranty Trust Company, "A Banker Appraises Advertising."

Henry Morgenthau, Sr., former U. S. Ambassador to Turkey, "The Opportunity for American Business to Follow American Diplomacy"; C. W. Bonner, Jr., of Riis and Bonner, "Publicity"; A. T. Fowers, president of Powers Reproduction Corporation, "Reproducing Illustrations—A Study of a Modern Engraving Plant and Its Methods"; Marquis Regan, president of Marquis Regan, Inc., sales counsellors, "Sales Channels"; Bernard Lichtenberg, assistant



BRUCE BARTON

advertising and sales director, Alexander Hamilton Institute, "Magazine Advertising"; Nelson R. Ferry, advertising managing manager of *Liberty Magazine*, "Selling the Idea of Advertising"; George F. McClelland, vice-president and general manager of National Broadcasting Company, "Radio Broadcasting the New Advertising Medium"; Grace Walton, advertising manager of Julius Kayser & Company, "Sales as it Pertains to Advertising"; R. D. K. director and general sales manager of E. Squibb & Sons, "Sales Management"; S. Conybeare, advertising manager of Armstrong Cork Company, "Sales and Advertising Departments."

Saunders Norvell, chairman of the Boston McKesson and Robbins, Inc., "Selling Through the Wholesaler"; William Nelson Taft, editor of *Rail Ledger*, "Retail Sales Methods"; R. R. Smith, advertising manager, Fuller Company, "Selling the Consumer Direct"; W. Hine, vice-president of I. Newman & Co., "Selling the Retailer"; A. W. Sullivan, general manager of Tidewater Oil Company, "Outdoor Advertising"; Albert Leffingwell, vice-president of Olmstead, Perrin & Leffingwell, "Advertising the Creator of New Markets"; Sir Charles Higham, president of Charles Higham, Ltd., "How I Intend to Use This Course."

ATLANTA JOURNAL HAS FIRST MIAMI PHOTOS

Printed Three Storm Scenes Monday Morning—Received Nine Dozen Negatives on First Train Out of City

The *Atlanta Journal*, as far as is to be ascertained, published the first photographs of the Miami disaster appearing in any newspaper in the United States.

In spite of the confusion, the uncertain telegraph service, lack of railway and airplane facilities, which hamper newspaper men and photographers, the *Journal* was on the street with an extra carrying three photographs of the storm-struck area by 9:00 P. M. Monday night, Sept. 20.

On Tuesday morning, another extra carrying a complete storm story and two pages of photographs, was issued. The Wednesday rotogravure section appeared with a page of Miami storm pictures, and the devastated regions were again featured in the front page layout of the Sunday rotogravure section of the paper.

At 6:45 Monday evening, the photographic department received, by special courier, on the first train to leave Miami, nine dozen negatives from Eric V. Glavin, a Miami photographer. Some of the photographs had actually been taken at the height of the hurricane, and showed streets under water and palm trees blowing. Others were taken after the storm had subsided, showing wreckage along the river front, yachts and schooners washed high and dry up the streets and parks of the city, and houses torn from their moorings and scattered.

In collecting a Relief fund, the *Atlanta Journal WSB* radio station conducted a continuous program on Monday, from twelve noon until twelve midnight, broadcasting an appeal for contributions between each number. During this time more than \$20,000 was subscribed, the rate of one subscription a minute.

TO CORRECT

a misleading statement of the Playograph Co. in the Sept. 4th issue of Editor & Publisher to the effect that their patents fully protect Playograph users, and that our suit against them had been dismissed, it should be explained that the suit was not dismissed, but was tried; though the decision was against this company, the same Judge who rendered the decision has granted an appeal to the Circuit Court of Appeals.

STAR BALL PLAYER CO.

74 Cortlandt St., New York City

KIRKWOOD GIVES SITE FOR ART MUSEUM

Twenty Acre Tract to Be Sold and Proceeds Spent in Erecting Building to House Art Works

The Oak Hall tract of approximately 20 acres, formerly the home of William Rockhill Nelson, founder of the *Kansas Star*, was this week offered as a gift to the city of Kansas City for a site for the gallery to house the art collection created by the William R. Nelson trust.

The offer was made to H. F. Elroy, city manager, by Irwin R. Kirkwood, son of the life estate in Oak Hill and husband of Laura Nelson Kirkwood, daughter of Colonel and Mrs. Nelson. Judge McElroy made the suggestion to Mr. Kirkwood who formally accepted the project in a letter to the city manager.

If the city should buy the property, Mr. Kirkwood said he would turn the tract back into a building fund. This tract, added to the \$800,000 left by Mrs. R. Nelson and of approximately \$100,000 left by the late Frank F. Rozelle for the erection of a building to house the works of art, would make possible the immediate construction of the first unit.

Mr. Kirkwood's letter to Judge McElroy making the offer follows:

My Dear Judge: some days ago you were good enough to advise me that you thought it important that an immediate effort be made to provide a place to house the works of art that are provided for in the income of the William Rockhill Nelson trust. In this I heartily concurred for even with great diligence it is going to take considerable time to work out plans for a building which will in time to time have to be expanded. You further gave your reasons why the property known as Oak Hall was a logical site for the art gallery and seemed most sound and fitting to me. The ground was selected on account of its sightliness by Mr. Nelson forty years ago. Here he built his one and only home in Kansas City. Here he effected the unusual residential development that has spread until it has made Kansas City famous throughout the country. Here he lived while building the newspaper. Here he died. Nothing, I believe, could be more fitting than that this ground that was identified with his life should be taken for the site for the buildings that are to house the great art collection which he endowed.

It is natural, too, that the city should desire to have a hand in providing a permanent home for this collection. In fact, this thought was in Mr. Nelson's mind. He expressed the hope in his will that the public would furnish the buildings for the exhibits.

At the time we discussed the matter I said that you were going to communicate your idea to the common council. I do not know when you propose to do this but I have been giving the subject much consideration and before I do make any recommendations I thought you to have this letter explaining my purposes.

There is no question of the need of prompt action. With the sale of the trust the university trustees of the William Rockhill Nelson Trust now have a large income to be devoted to the purchase of art works. No building is ready for their display. Mrs. Nelson's estate, amounting to approximately \$1,000,000, is to go toward erecting a building and is now available. This amount, however, is not enough to construct the first unit of the gallery on a scale that is required.

Virtually the estate of Mrs. Kirkwood will be added. But what is needed is to supplement Mrs. Nelson's estate with sufficient funds to make possible the immediate building of the first unit. The plan for the city to acquire the Oak Hall property seems to me to be the way to accomplish this object.

"If the plan is adopted it is my purpose to turn over at once to the building fund the proceeds from the sale of the property. I would be glad if you would inform the council of this intention. The amount realized from the sale would be sufficient when added to Mrs. Nelson's estate to build immediately the first unit of what should become one of the great art buildings of America.

"The Oak Hall property is a considerable part of the Laura Nelson Kirkwood estate. What I propose to do, then, is to devote this portion of her estate at once to the purpose to which the entire estate ultimately will go. As you know, this is not a requirement of Mrs. Kirkwood's will, but it is consistent with the provisions of the will and with her purposes because it makes possible the right sort of start on the art gallery. My only duty as trustee of her estate requires that a fair sum be realized so that the purposes of the testator be fulfilled.

"Your plan appeals to me especially because it opens the way by which the people now living in Kansas City may get the fullest benefit from the William Rockhill Nelson Trust.

SALISBURY SUCCEEDS WILLINGS

Named Assistant to President Swartz of Intertype Corporation

D. R. Salisbury has been appointed assistant to President H. R. Swartz, of the Intertype Corporation, and will succeed to the duties of G. C. Willings, former vice-president and sales manager of that organization, who resigned Oct. 1.

Mr. Salisbury was born in Marshalltown, Ia., in 1886. He was graduated from the Massachusetts Institute of Technology in 1918 and was shortly thereafter appointed to the

office of sales manager of the Allied Machinery Company of America. He remained with this company until 1925, most of his time being spent with its subsidiaries in England and Japan in the capacity of administrative and sales manager. He returned to the United States in 1925 and became identified with the American Laundry Machinery Company.

ENGLISH ART EDITOR HERE

H. G. Bartholomew, art editor and a director of the *London Daily Mirror*, arrived in New York from England Oct. 5, for a two weeks' visit to study American tabloid methods. He was accompanied by Mrs. Bartholomew, and will make a trip to Montreal and Toronto before returning.

Largest morning and Sunday circulation in the Greatest Market west of Chicago
170,000 Daily
390,000 Sunday
LOS ANGELES Examiner

INLAND A.B.C. WEEK PROGRAM READY

Palmer, Thomason, O'Shaughnessy Named Among Speakers for Chicago Convention Oct. 19-20—V. E. Joy to Preside

The program has been completed for the autumn meeting of the Inland Daily Press Association at the Hotel Sherman, Tuesday and Wednesday, Oct. 19 and 20. Vice-president Verne E. Joy of the *Centralia* (Ill.) *Sentinel*, is acting president and will preside in the absence of President Southern, who is attending the Third World Press Congress in Switzerland.

Speakers on Tuesday afternoon's program are: Frank Lovell of the *Racine* (Wis.) *Times-Call*, on "Reader Confidence and Editorial Management"; C. C. Marquis of the *Bloomington* (Ill.) *Panagraph*, on "The Farm Page: Its Contents, How Operated, Its Cash Register Results"; Prof. H. F. Harrington, director of the Medill School of Journalism, Northwestern University, on "What the Newspaper Does for Children"; Stephen Bolles of the *Janesville* (Wis.) *Gazette*, on "When Is a Newspaper a News Paper?"; C. E. Broughton of the *Sheboygan* (Wis.) *Press*, on "Composing Room Deadlines and How to Make Them Stick."

Wednesday morning's speakers for the general session are: D. W. Stevick of the *Champaign* (Ill.) *News-Gazette*, and A. O. Lindsay of the *Quincy* (Ill.) *Herald-Whig*, on "Consolidating a Newspaper Field: Does It Pay and How"; Lincoln B. Palmer, manager, American Newspaper Publishers' Association, on "Our Mutual Interests"; S. E. Thomason of the *Chicago Tribune*, and former president of the A. N. P. A., on "Why Inland Members Should Belong to the A. N. P. A."; John Camlin, president of the Illinois State Chamber of Commerce, on

GROWING IN IMPORTANCE

The Inter-Mountain territory of Utah, Idaho, Western Wyoming and Eastern Nevada is rapidly developing and becoming more important to the advertiser whose merchandise has national distribution.

Don't overlook this rich section of the West.

The Salt Lake Tribune

THE S. C. BECKWITH SPECIAL AGENCY

—Sole Eastern Agents—
New York—Chicago—Detroit
St. Louis—Kansas City
Atlanta

M. C. MOGENSEN & CO., INC.
Pacific Coast Representatives
San Francisco—Los Angeles—Seattle

The Feminine Appeal in Miami

Out of a total of 137 National Accounts making a special appeal to women—

84 SELECTED THE MIAMI HERALD TO COVER THE GREATER MIAMI TRADING TERRITORY!

53 Used It to the Exclusion of All Other Miami Newspapers!

These figures are compiled as of the past 8 months of 1926 and include the following lines: Toilet Goods, Women's Wear, Jewelry, Foodstuffs, Candy, Gum and Beverages.

The Herald Offers You Greater Home Coverage Than Any Other Miami Newspaper!

The Miami Herald

"Florida's Most Important Newspaper"
Frank B. Shutts, Publisher

"How Newspapers May Best Co-operate with State and Local Chambers of Commerce"; E. M. Antrim, traffic manager of the *Chicago Tribune*, on "How Freight Rates Enter Into Newsprint Costs."

At Wednesday afternoon's advertising and circulation meeting, the following will speak: J. K. Groom, director of national advertising of the Northern Illinois Group, on "Newspaper Soliciting Methods"; Frank T. Carroll, advertising director, *Indianapolis* (Ind.) *News* and president of the Newspaper Advertising Executives' Association, on "The Advertising Manager's Job"; William A. Thomson, director of Bureau of Advertising, A. N. P. A., on "Better Service to Advertisers Means Bigger Business for Newspapers"; James O'Shaughnessy of the American Association of Advertising Agencies on "What I Have on My Chest."

Acting President Joy has selected John C. Fisher of the *Cairo* (Ill.) *Citizen* to be reporter at the meeting, in place of George W. Purcell of Vincennes, who has left for Long Beach, Cal., where he has joined the staff of the *Long Beach Press Telegram*.

ADDS MAGAZINE SECTION

The *Charlotte* (N. C.) *Observer* has added a feature section of from 12 to 16 pages to the Sunday edition.

The World

These two newspapers offer the most powerful all-day service in New York available as a unit under a single contact. The 600,000 DAILY WORLD—EVENING WORLD readers constitute a highly concentrated force to be reckoned with in any campaign designed to effect distribution in Greater New York.

The Evening World

Pulitzer Building, New York
Tribune Tower, Chicago

Still Gaining!

The net paid average daily circulation for THE BALTIMORE NEWS for April was 124,636—the highest under its present management.

The net paid average for the American was 57,503.

You need these papers to cover Baltimore, they reach more than half the City.

Sold separately or in combination.

THE BALTIMORE NEWS

and

Baltimore American

ANNOUNCEMENT

To National Advertisers and Advertising Agencies

The National Advertising Departments of

New York Evening Journal
Baltimore Evening News
Baltimore American
Washington Evening Times
Washington Herald
Atlanta Evening Georgian
Atlanta Sunday American
are combined with offices in New York—Chicago—Detroit

New York Office:
W. G. HOBSON, Eastern Manager
2 Columbus Circle
Telephone: Circle 5400

Chicago Office:
F. E. CRAWFORD, Western Manager
913 Hearst Bldg.
Detroit Office:
FRANKLIN PAYNE, Representative
1351 Book Bldg.

All under direction of:
JAMES C. DAYTON, Publisher
NEW YORK EVENING JOURNAL

NEWSPAPERS NEED BETTER BALANCE HUMAN INTEREST AND SCIENCE

Former Over-Done in Dailies, Under-Done in Schools—Knowledge Can Be Clothed With Interest Says President of Science Service

By WILLIAM E. RITTER
President, Science Service, Inc.

THE question, consequently, of how all mankind may become beneficiaries in the highest measure of the great accumulations of special knowledges possessed by these little, isolated groups of investigators is one that has long received more or less attention by those who concern themselves seriously with problems of general human welfare. But it is only recently that the question has come to be recognized as hardly secondary in importance to any other whatever.

It is recognized among advanced peoples that one of the chief means of accomplishing this is formal education, public and private, lower and higher. No mean part of the total work of schools and colleges must be devoted, it is now widely conceded, to instructing the young in what the special students in all fields of knowledge are doing. Youths must be given opportunity to learn what major factual discoveries are being made and something of how they are made. They must also be helped to learn something of the way the veterans in research find new meanings in old facts and make hypotheses which lead on and on in the discovery of new facts.

But what about such education after the youthful period, short indeed in the school sense, is ended? For surely scientific discovery is under no bond to cease at the point at which youthful education leaves it.

In some respects popular education in science is more important for the individual's post-school period than for his school period.

Hence the vast efforts made today wherever on the earth man is using his abilities and realizing his desires and hopes in fullest measure, to help the rank and file to keep up with—to keep in touch with—scientific discovery.

The special purpose of this communication is to glance at the response newspapers are making and may make to the desire on the part of the public for scientific information.

My contention is that while an investigation of what American newspapers have done in this way during the last two decades would almost certainly show a great increase in the quantity of scientific matter printed and a very substantial improvement in the quality of that matter, the possibilities here open to journalism for advantage to themselves and good to the public are very imperfectly understood and but little exploited.

I am quite sure that any newspaper which should adopt a policy of utilizing as far as possible the matter available from all the main fields of scientific research would soon find its policy registering to its satisfaction in its circulation, *provided this policy were carried out in accordance with what psycho-biology now knows about the functions and inseparableness of emotion and reason in each human life.* Emanuel Kant's testimony as to how he was affected by contemplating the starry heavens above him and the moral law within him is surely not evidence of experience peculiar to the tiny class of great philosophers. Under some form and measure the same experience is common to all mankind. High-brow learning has usually gone wide of the mark in its interpretation of, and attitude toward "thrills."

Although these activities are of fundamental importance to all living beings, since the continuance of life depends on them, it nevertheless has come about that in organisms occupying so high a place in the scale of life as that which we ourselves occupy, certain of these activities have become so highly elaborated and intensified that they tend ever to run

wild and get us into all manner of trouble.

The elements of our conscious lives which are con-comitant to these elaborated and intensified activities are what in common language we call our *emotions*.

The trouble-making tendencies of these activities nature has provided us an antidote for. This antidote is that element of our conscious lives which we call our *reason*. These last statements are rankly dogmatic. They can not be made otherwise here because the psycho-biological facts and principles on which they rest are too complicated for presentation in such a brief communication as this must be.

Beyond a question emotion is appealed to too much and reason too little in newspaperdom as a whole. But equally beyond question, in my judgment, emotion is appealed to too little and reason too much in formal schooling.

Almost the same way of saying the same thing is to say that the "human interest" idea is over-done in newspapers and under-done in schools, especially in higher schools.

This of course is a mere touch-and-go treatment of a vast subject. On the school side of it, not a single word farther do I say. On the newspaper side, the only thing I add is a little in the direction of replying to the everlastingly reiterated statement from editorial offices that such floods of more interesting copy flow in upon them as to leave only a little space in attic and cellar for scientific stuff.

Let us look at the matter, merely abstractly if you choose, in this way: Human interest; yes, all right. We agree heartily that no newspaper could or should survive a year whose pages were not warm and glowing with matters of interest to many, many people. But then the question, Is it really true that science contains little or nothing of such matters?

If we could only believe, truly, what almost everybody knows after a fashion, that Science is just knowledge at its best, hardly anyone could hesitate long for an answer to this question.

Who, no matter how high or how low his brow, can deny that the most interesting, and the most important knowledge to every human being is self-knowledge? And where may one best turn for help in his terrible task of getting reliable knowledge of himself? If he wants to know himself sexually for instance, where is he likely to get the most dependable help, from filmdom or perhaps the divorce court; or from the sciences of anatomy, physiology and psychology?

Suppose further he wants honor-bright knowledge as to the meaning of the starry heavens for his own life. Where is his best chance of getting such knowledge? Is it from some newsstand pamphlet on astrology or some newspaper's horoscope for his birthday? Or is it the technical publications of astronomical observers viewed in their bearing on what is known about the physical, the esthetic, and the imaginative natures of man?

If a teacher or musician has a few hundred dollars to invest, where is she likely to get the most trustworthy advice as to what stocks, let us say, are safest, from some spiritualistic medium, or from experts in engineering, in economics, and in finance?

What I am driving at is not by any means point-blank opposition to murders, scandals, comics, and so on, in the papers. These things certainly are parts-and-parcels of the life (and death) of the com-

munity; and due regard for truth and its meaning for human welfare requires that they shall be so recorded that all who wish to can learn something about them.

It is the great disproportionate quantity of attention and space given to these forms of human interest as contrasted with what are given to other and far more vital forms of such interest that needs prayerful and scientific consideration.

"Katzenjammer Kids" are all right. Youngsters surely do many funny things—and some that are not so funny—from the grown-up's standpoint. But they get too many pages in the Sunday papers in proportion to the space which nursery school kids get. The significance for us moderns of the fact that our remote human ancestors communicated with one another by hand-made pictures through whole milleniums before they knew anything about writing in our modern sense—to say nothing about machine printing—has not received a quarter of the attention by anybody that it deserves.

My meaning is that the "human interest" in much that scientific research has learned and is learning, for instance about children, is so much more real and so much greater than is that in the kind of things about children exploited by newspaper comics that to discerning eyes the ludicrousness of the matters themselves is exceeded by the ludicrous spectacle of newspaper managements as to what kinds of things are of greatest human interest.

But I hasten to admit that the ludicrousness of this situation does not rest upon the newspaper managements alone. I am aware that it is quite impossible for newspapers to get hold of those results of scientific discovery which are richest in human interest without the co-operation of the discoverers themselves. And here we reach the kernel of this communication.

To me it seems certain that, could newspaper men and scientific men join heads and hands seriously in the task of extracting for newspaper use the quintessence of what is most humanly interesting and significant in scientific discovery, especially as to man himself, the problem of space in the papers would take care of itself in that matters of the greater interest from science would automatically replace much of those of lesser interest to which so much space is now given.

It is a problem of finding a balance between the lighter, less permanent, less far-reaching but more easily noticed and garnered human interests, and the more weighty, more enduring, more far-reaching, but less easily perceived and garnered, human interests.

Nothing in the realm of human knowledge is too difficult for anybody to tackle if only he can see that his own personal welfare is involved. Let the silliest flapper become convinced that her own precious happiness is wholly dependent on the calculus and some knowledge of this branch of mathematics she will be bent upon getting it.

Highly Significant

is the fact that as soon as a new daily newspaper is in the formative stage, one of the first things the publisher does is to

Subscribe for one or more copies of

EDITOR & PUBLISHER

THE DAILY NEWSPAPER ADVOCATE

The publisher instinctively knows that its many-sided service is as necessary a part of his equipment as newsprint or presses—and often he subscribes to EDITOR & PUBLISHER before he buys either.

*Is EDITOR & PUBLISHER a part
of YOUR equipment?*

If not, make it so, before the next issue appears. You can put to many splendid uses its "spot" news of the field—its authoritative compilations analyzing current trends—its frequent special numbers—its great Annuals—all for the one subscription price.

The use of this coupon will start the service at once.

Editor & Publisher,
Times Bldg., New York.

Put me down as a subscriber, including with my annual subscription, at no extra cost, the International Year Book and the Market Guide, as they are issued during the term of my subscription. Attached is my check for \$..... (Or, if you prefer, send me your bill.)

Name

Address

Paper (or Company)

Title or position

Subscription price, \$4 per year
(In Canada, \$4.50; Foreign, \$5)

HEAVY PAPERS DRIVE EXPENSES UP 12 PER CENT

(Continued from page 27)

blem, now as always, but the 1926 edition is expensive as well as effective. Even small city evening newspapers are coming from mail-train and bus to their own vehicles for movement of editions. Motorcycles with specially-designed side-cars rumble and jolt through small, but ambitious cities into the surrounding territory, putting late editions into far distant homes by supper-time. The slow and high-priced postal service is gradually giving place to the fast and efficient, but more costly, private delivery. Invaluable papers are operating their own fleets of trucks, some morning papers covering a 150-mile stretch on their own transportation. That speed cannot be bought for 10 per cent more than the cost of postal service.

These circulation developments represent a sizable volume of new capital investment, as do the various machines and presses which many newspapers have installed in their mailing and delivery rooms to speed the handling of large and bulky editions. The deft hand and strong arms of the mailer are still needed, but many papers have found human skill inadequate for the speedy movement of 40-page dailies and jumbo Sunday papers. Conveyors are now almost commonplace in newspaper shops where they would have been an unjustifiable luxury a few years ago. Stuffing machines belonged only to New York and Chicago at the beginning of the present decade, but they dot the nation today.

In the advertising department, new capital investment has not been required and a small degree, but the cost of doing business grows with little restraint. Not every publisher gives some "merchandising service" now, and some of them spend thousands of dollars on the strength of their business-getting force. Promotion of every kind is at an unprecedented pitch of activity—the advertising newspaper publishers in New York papers during the first six months of 1926 increased 124 per cent over the same period last year. Rate market surveys in colors that those of Joseph's coat are deposited almost every mail in advertising agencies and national advertisers' offices. Ideas will be rejected because of expense if they give promise of adding circulation or of bringing a new local national account. Promotion was until recently a recognized legitimate part of a few newspapers' operations. Only a few shops did it have a regular personnel and a budget to accomplish design objectives. This year scores of newspapers have brought their banners to the front of the battle for business. Not only have they yet shaken their activity down to a budget and a schedule, but they appear to be indulging at last in a long-dreamed desire to exhibit their light which has been hidden under the bushel of poverty for many years. It is reasonable to suppose, however, that the experience of newspaper publishers in advertising they are buying will offer materially from that of merchants and manufacturers who have not what newspaper space can do for proper management. Promotion, a new element in many newspaper budgets, is emerging as a permanent part of the publisher's organization table.

The question in the minds of the two publishers who started this discussion was answered by the statement that newspaper publishers are not taking for granted the profits produced by advertising. Much of the increased cost is being turned back into the publisher, tightening its hold upon the field, and its sphere of influence, giving increased measure of service to an increasing number of advertisers, improving physical appearance and tone of paper. That kind of investment cuts the 10 or 15 per cent of gross revenue

enues that publishers like to call their just profits, but it will do much to insure the continuance of the return on their total investment when advertising is not so flush and expenses have to be trimmed. There may be some looseness and folly in the free spending, some expenditure upon which there is little present and no future recompense, but for the most part, the newspaper expansion of 1925-1926 has been wise and well-controlled.

HOBART NEW PRESIDENT OF MISSOURI PRESS

Publisher of Holden Progress Honored at Cape Girardeau Convention—Outline "Score Card" for Contest Use

C. L. Hobart, publisher of the *Holden* (Mo.) *Progress*, was elected president of the Missouri Press Association at the closing business session of the fall meeting in Cape Girardeau recently.

Other officers chosen were: Frank W. Taylor, *St. Louis Star*, vice-president; Mrs. William Midgett, *Mt. Washington News*, recording secretary; Maxfield Jones, *Platte City Landmark*, treasurer. Directors for three years: E. K. Lyles, *Houston Herald*, and Herbert Steinbeck, *Union Republican*.

In an effort to base judging of country newspapers on something more definite than the judges' likes and dislikes, the Association endorsed a "score card" drawn up by a special committee.

Whenever a newspaper exhibit is held in Missouri, the new score card is to be used in the placing of awards, it was agreed, and passed upon in a resolution.

The score card, which will also pertain to semi-weeklies and tri-weeklies, divides the 100 per cent. or perfect score a newspaper can make into various features. The maximum score on ads to reading matter is 5 points; local to non-local matter, 5; volume, 5; presswork and print stock, 5; front page, 15; other news columns, 15; editorial columns, 15; display advertising columns, 12; classified advertising, 3; advertising rates, 5; circulation, 5; typography, 10.

It was also decided to hold an exhibit for weekly newspapers at the next meeting of the Association. An award in the form of a cup or other recognition of the executive secretary is to be provided.

Official representatives to the unveiling of the stone lantern presented to the school of journalism by the princes of Japan were named as follows: Will H. Zorn, *West Plains Gazette*; E. Lansing Ray, *St. Louis Globe-Democrat*; Miss Pearl Peters, *Monett Times*; Mrs. Frances Jacobi Omera, *Martinsburg Monitor*; B. Ray Franklin, *Jefferson City Capital-News*.

The trip to Cape Girardeau was made by boat on the Mississippi River. After seeing the cotton fields at Morley and attending a dinner at Benton in the county community house, the party left by special train for St. Louis. Karl Bickel, president of the United Press Association, made the address at the dinner Friday night.

SPECIALS PLAY GOLF

J. N. Morency Low Net Winner in Chicago Tournament

The Newspaper Representatives' Association of Chicago held its second golf tournament of the season, Oct. 4, at the Wilmette Country Club.

The winners follow: Low cross, J. N. Morency; low net, H. K. Clark; low putts, J. N. Morency; blind bogey, George Noe; first flight, Guy Davis; second flight, John Driscoll; third flight, Fred Levings; fourth flight, C. A. Kinners. Runners-up were: first, F. E. Crawford, Jr.; second, A. J. Irvine; third, H. K. Clark, and fourth, A. H. Hogg.

The association plans to run three or four tournaments next year, as a result of the success of this year's contests.



Illinois

the center of the Nations Agricultural Commerce

ILLINOIS is on top as an agricultural state—although in size it ranks twenty-third, yet in farm crop value it is second among the 48 states—(1924 crops value \$520,429,000). The main reason for its great crop wealth is diversification in farming. Illinois grows everything from cotton to truck crops—and its ranking among the states in volume of crops is as follows: Corn—2nd; Oats—3rd; Rye—8th; Wheat—7th; Barley—9th; Cotton—18th; Potatoes—9th; Hay—5th; Clover Seed—2nd; Fruits—11th; Truck Crops—9th. Stack all these together and you have the answer to Illinois' great agricultural wealth.

If any national advertiser wants to reach a class of rich farmers in a small territory he cannot select a better state than Illinois. They live like the city folks, with their palatial homes, town cars—pianos, radios—and all the other comforts and luxuries of the rich city dweller.

The daily newspapers listed below enter the homes of these people—your message directed to them in these papers go to these homes—they are all great believers in advertised products. Let these papers carry your message.

	Circulation	Rates for 2,500 Lines	Rates for 10,000 Lines
††Aurora Beacon-News.....(E)	18,973	.07	.07
†Chicago Herald & Examiner....(M)	385,276	.55	.55
†Chicago Herald & Examiner....(S)	1,153,360	1.10	1.10
†Chicago Daily Journal.....(E)	123,771	.26	.24
**Evanston News Index.....(E)	6,729	.04	.04
**Freeport Journal-Standard.....(E)	9,613	.045	.045
*Joliet Herald News.....(E)	19,644	.07	.07
††Mattoon Journal Gazette.....(E)	5,837	.03	.03
*Moline Dispatch.....(E)	12,048	.05	.05
**Monmouth Daily Review Atlas..(E)	5,416	.035	.035
**Peoria Star.....(S)	22,497	.085	.07
Rock Island Argus.....(E)	11,248	.045	.045
**Waukegan Daily Sun.....(E)	5,213	.03	.03

†Government Statement, March 31, 1926

††Government Statement Oct. 1, 1926

*A. B. C. Statement Oct. 1, 1926

**A. B. C. Statement, March 31, 1926

AD TIPS

Aspitz, Lee & Harvey, 360 North Michigan avenue, Chicago. Issuing 1,000 line copy orders on Sampson Electric Company, Chicago, to newspapers in the middle west.

G. M. Basford Company, 17 East 42nd street, New York. Placing account of the United Filters Corporation, Hazleton, Pa., manufacturers of industrial filters.

Blackett and Sample, 58 East Washington street, Chicago. Now placing the account of Northern Paper Mills, Green Bay, Wis.

Buchen Company, 28 East Jackson Boulevard, Chicago. Placing account of the Reo Motor Car Company, Lansing, Michigan.

The Coolidge Advertising Co., Insurance Exchange Bldg., Des Moines, Ia., is preparing a list on Chamberlain Medicine Company, Des Moines, Ia.

Critchfield & Co., 14 East Jackson boulevard, Chicago. Preparing a list on Firestone Footwear.

Albert Frank & Co., 14 Stone street, New York. Has secured account of the De Jur Products Company, manufacturers of variable condensers, grid leaks, resistance coupled amplifiers and other radio accessories.

J. J. Fuller Advertising Counselor, Buffalo, N. Y. Placing accounts for the Amcoinc System, Inc., Buffalo, and the Standard Business Training Institute, Buffalo.

Grant & Wadsworth, Inc., 342 Madison avenue, New York. Has secured the following accounts. The Slicker Metal Radiator Furniture Corporation, Phinney-Walker Company, New York, importers and distributors of automobile clocks, and Hydro Insured Tires, Pottstown, Pa.

Gundlach Advertising Company, 400 North Michigan avenue, Chicago. Now handling Vitamin Food Co., Westfield, Mass. (Vegex.)

Hawes-Campbell Company, Tribune Tower, Chicago. Sending out copy schedules to a list of newspapers in the middle west on Thomas Welch Co., Chicago (Coffee).

John L. Jones Company, 332 South Michigan Boulevard, Chicago. Preparing fall schedules on A. J. Musselman Radio Company, Chicago. Also placing the advertising of Karas Electric Manufacturing Company, Chicago (Radio).

Klau-Van Pietersom-Dunlap-Younggreen, Inc., 417 Sycamore street, Milwaukee. Now handling account for the Lakeside Packing Company, Manitowisc, Wis., canners of Lakeside brand of peas, beans and other vegetables.

Kling-Gibson Company, 310 South Michigan boulevard, Chicago. Has prepared a list on Trimm Radio Company, Chicago.

Koch Company, Inc., 432 Broadway, Milwaukee. Placing account of the Walker Mfg. Company, Racine, Wisconsin, manufacturers, jacks.

Lewis H. Mertz Company, 400 North Michigan avenue, Chicago. Sending out copy schedules on King Radio, King Quality Products Co., Buffalo, N. Y., to a few small town papers in the middle west.

Lord & Thomas and Logan, 400 North Michigan ave., Chicago, is preparing a list on Pines Winterfront Co., Chicago.

Matteson-Fogarty-Jordan Company, 307 North Michigan avenue, Chicago. Will issue 16,000 line schedules on Kellogg Switchboard & Supply Company, Chicago. (Radio)

Mitchell Advertising Company, 1018 Nicollet avenue, Minneapolis. Sending copy schedules to papers in Montana and Iowa on Nash Coffee Company, Minneapolis.

Nelson Chesman & Co., 1127 Pine street, St. Louis, Mo. Issuing contracts to newspapers generally on Tencel Co., Canton, O.

Pickus-Weiss Company, 307 North Michigan avenue, Chicago. Will probably have some advertising this fall on Sonatron Tube Company, Chicago.

Pickus-Weiss Company, 307 North Michigan avenue, Chicago. Now placing the account of Stuart Products Company, Chicago, radio batteries.

Procter and Collier, McMillan street at Reading Road. Preparing a list on U. S. Playing Card Company, Cincinnati.

Reardon Advertising Company, Quincy building, Denver, Colo. Is sending copy schedules on American Beet Sugar Co., Denver, to Iowa papers.

Reincke-Ellis Company, 215 North Michigan avenue, Chicago. Reported to be preparing a list of newspapers this fall on American Chain Co. (Weed Chains.)

R. G. B. F. Advertising Company, Chicago. Will probably handle the advertising of the W. J. Dennis Company, Chicago, manufacturers of weatherstrips, in about six metropolitan cities in the middle west.

Ross Advertising Company, Fort Wayne, Ind. Is preparing a small list of newspapers for the advertising of Ovelmo Company, Fort Wayne, Ind.

Sims Malt-O-Wheat is making a small test campaign, directly through the company, in the northwest.

Southern Advertising Agency, Inc., Randolph Building, Memphis. Now handling account of the Plough Chemical Company, Memphis, manufacturers "Black and White" beauty creations and "St. Joseph's family medicines."

St. Paul Advertising Company, 100 South Wabash street, St. Paul, Minn. Issuing large copy to newspapers generally on Ad-Ler-Ika Co., St. Paul.

Storey-Bellack Company, Wausau, Wis. Sending copy schedules to Wisconsin papers on Marathon Battery Co., Wausau, Wis.

Sweeney & James Company, Inc., 1632 Euclid avenue, Cleveland. Placing account of the Swartwout Company, Cleveland, manufacturers of ventilators, ovens and power plant equipment.

J. Walter Thompson Company, 410 North Michigan boulevard Chicago. Issuing 16,000

line contracts on Chartex Company, Des Moines, Iowa.

Frank B. White Company, 33 S. Clark street, Chicago. To handle the advertising for the Sterilac Company, North Chicago, Ill.

Winston & Sullivan, Inc., 25 West 44th street, New York. Now handling account of De Marinis & Lorie, Inc., New York, manufacturers of ladies' hats.

INSURANCE AD CONFERENCE

Building Agents' Business Theme of Detroit Meet, Oct. 18-19

"Helping Our Agents to Produce More Business," will be the theme of the Fall meeting of the Insurance Advertising Conference to be held at the Tuller Hotel, Detroit, Oct. 18-19. Possibilities of national and local advertising will be discussed.

Speakers at the general session will be: W. W. Ellis, sales promotion manager, Commercial Union Assurance Co., New York, president of the conference; W. J. Reineke, president Michigan Insurance Agents Association; C. E. Rickerd, Standard Accident Insurance Co.; George Cox, direct mail specialist of Cox & Downey, Detroit; E. S. Raymond, S. S. Glass Corporation, Detroit; and S. C. Doolittle, Fidelity Deposit Co., Baltimore.

PLANS NEW TEXAS DAILY

Establishment of the *Borger* (Tex.) *Daily Telegram* by E. G. Albright, former Ponca City, Okla., publisher, has been announced. Mr. Albright has begun construction of a new building and has ordered the mechanical equipment. Borger is a new town and has a large population drawn by the oil fields. The Borger Publishing Company will be publishers of the Telegram.

OGLE BUYS INTO S. C. DAILY

J. T. Fain, publisher of the *Hendersonville* (N. C.) *Daily Times*, has sold an interest in the business to C. M. Ogle, formerly managing editor of the *Kokomo* (Ind.) *Dispatch*. Eugene G. Denham, who came to Hendersonville from the *Philadelphia Public Ledger*, will continue as managing editor.

KANSAS A. P. GROUP MEETS

Associated Press members of Kansas met at the A. P. office in Kansas City last week to prepare plans for covering the November election. Hugh J. Powell of the Coffeyville Journal was unanimously re-elected a member of the advisory board of the A. P. Editors present were guests of the *Kansas City Star* at a dinner following the meeting.

DAILY BUILDS \$125,000 GARAGE

The *Milwaukee Journal* has opened a new garage at Sixth and Poplar Streets for the storage and service of its fleet of newspaper trucks. The building is 150x150 feet, constructed of concrete, steel and brick, and cost \$125,000. It provides space immediately for 90 cars and is so constructed that it can be enlarged to house twice that number.

first! OHIO

14,882,648 Lines

Dispatch advertising record for the first eight months of 1926, exceeding other Columbus newspapers combined by 1,944,151 lines. The Dispatch led the second largest Ohio newspaper (first 6 mos.) by 2,047,726 lines.

NET PAID CIRCULATION

CITY	55,812
COUNTRY	23,666
SUBURBAN	26,973

Total Daily Circulation...106,451

Columbus Dispatch
OHIO'S GREATEST HOME DAILY

WHAT OUR READERS SAY

"GHOULISH REPORTERS"

TO EDITOR AND PUBLISHER: Mr. Mencken cannot understand why the Northern newspapers so grossly reported the Florida hurricane. If he had been here it would have been plain.

Practically every Northern reporter came with the ghoulish idea of reporting deaths and human misery. The largest estimate of deaths in Dade County, a territory sixty miles square, was 114—less than one to each two thousand population.

If these reporters had turned their minds away from death long enough to obtain facts about the effects of the storm, Northern readers would have been better informed.

I am wondering how long the American public will have to endure ghoulish reporters and editors.

OLIN W. KENNEDY,
Miami (Fla.) *Herald*.

MERCURY WRITER MISTAKEN

TO EDITOR AND PUBLISHER: I observe in your issue of October 2, the following quotation from the *American Mercury*: "It has been predicted recently by Carr V. Van Anda, of *The New York Times*, that in a few years all the daily newspapers will be forced to adopt the tabloid form."

Will you permit me to say that I have never held or expressed such an opinion?

C. V. VAN ANDA.

B. M. PHELPS TRANSFERRED

Bruce M. Phelps, who has been the Eastern representative of the Duplex Printing Press Company, with headquarters in Boston, has been transferred to Southern territory, with headquarters in Miami, Fla.

A paper with the people

The public decides the progress of a newspaper.

The continuous rising circulation of the New York Evening Graphic vividly demonstrates popular acceptance of this newspaper as a medium of unusual reader interest.

Advertisers daily realize the benefit of this power through achieved results from the advertising columns of the New York Evening Graphic.

With a constantly increasing circulation, plus a constant growth in advertising lineage, the New York Evening Graphic offers the advertiser an extremely profitable opportunity.

Published by BERNARR MACFADDEN

NEW YORK
EVENING GRAPHIC

H. A. AHERN, Advertising Mgr.
25 City Hall Place
New York City

The Tampa Morning Tribune
Tampa, Florida

LEADS

In Local Advertising
In National Advertising
In Classified Advertising
In City Circulation
In Suburban Circulation
In Total Circulation
Substantial Proof of
Superiority
200,000 Daily Readers
300,000 Sunday Readers

Represented Nationally by

The S. C. Beckwith Special
Agency

8th DISTRICT MEET OCT. 11-

C. K. Woodbridge, president of the International Advertising association, be one of the speakers at the Eight district convention, to be held in Minneapolis, Oct. 11 and 12. Other speakers will include Homer G. Buckley of Chicago, Thurman G. Brooke of Minneapolis, E. E. Flynn, chairman of publications of the Great Northern Railway, J. Sidney Johnson of Marshalltown, Iowa. Delegates from Minnesota, North Dakota and Montana clubs will be in attendance.

CINCINNATI M. E. RESIGNS

Horace M. Potter, managing editor of the *Cincinnati Enquirer*, tendered resignation effective Oct. 1. It is expected he will enter the newspaper syndicate in New York. George S. McClure, financial editor, succeeds Mr. Potter as the title of acting managing editor. There were no other changes in the editorial staff.

CIRCULATION
CAMPAIGN
Get Big Quick Results

The largest and most successful circulation campaigns on leading newspapers in U.S. have been for years conducted by our organization.

WIRE OR WRITE, CARROLL
OHIO STATE JOURNAL
COLUMBUS, OHIO

Now conducting our second
campaign on above paper

HOLLISTER
Circulation Organization

117-718 Commercial Exchange
Building, New York City

Only One Paper
Really Covers
Akron District!

National advertisers should bear in mind that the economical way of reaching the great Akron district, the center of the world, is through the DOMINANT newspaper in this district.

Akron Beacon Journal

Leading Other Northern Ohio Newspapers by Many Thousands in Circulation in this District—Second Largest of Six Day Evening Newspapers—1925 Linage.

DAILY AVERAGE CIRCULATION FOR SIX MONTHS
51,973—GAIN of 4,647 OVER
PREVIOUS SIX MONTHS

Our Customers Write Our

GAINESVILLE, TEXAS
REGISTER

Says—

"Since we have installed
DUPLUX FLAT BED PRESS
we can see our advertising page
and subscription list grow

DUPLUX
PRESSE

FOR ALL NEWSPAPERS

Duplex Printing Press
BATTLE CREEK, MICH.

WOMEN ON MIAMI DAILY NEWS COOKED FOR STAFF DURING HURRICANE

"Sob-Sisters" Are "18-Karat Sisters Now," Men Declare—
Aileen Blanford Heroine of Moore Haven Flood Tragedy
—Aided in Rescue and Identified Bodies

ONLY 'sob sisters' before the storm but honest-to-goodness, 18-karat sisters now." This simple sentence pasted to the bottom of a photograph of the *Miami Daily News* "rations squad" on the news room bulletin board tells the story of male appreciation for the splendid work done by

prejudices might have existed in the minds of newspaper men for women members of the staff.

At Moore Haven, Fla., where the waters of Lake Okeechobee swept over the dikes and brought death and destruction to the surrounding country, a newspaper woman, Miss Aileen Blanford, of

the bodies, for in her newspaper work she had built a wide acquaintance in every section of the town. She did this gruesome task for 12 hours until she was forced to rest.

But after a few hours of troubled sleep she again returned to relief work, and took charge of distributing clothing and supplies.

After the state troops arrived she continued to aid. She was on the verge of exhaustion, and when assured that ample food had been received for the survivors, she consented to leave the scene, and was taken in an automobile to Fort Myers.

Later, her heroic work was told in a column story in the *Fort Myers Press*. Valuable service to Florida newspapers was rendered by the *Atlantic City* (N. J.) *Press-Union* through the municipal radio station WPG. Both Associated Press and United Press news reports were broadcast by the *Press-Union*.

UTAH PRESS MAY HIRE FIELD SECRETARY

Advisability of Move to Be Discussed at Annual Meeting in Salt Lake City Oct. 10-11

Members of the Utah State Press association will consider the advisability of employing a field secretary or manager at the annual meeting in Salt Lake City, Oct. 10 and 11. The discussion on the subject will be led by A. B. Gibson, publisher of the *Nephi Times-News*.

The program follows:

Oct. 10.—Committee report on International Press Foundation, Burke McArthur, *Mt. Pleasant Pyramid*.

Report on conditions for awards for excellency in newspaper makeup and subject matter, Dr. M. Markus, *Richfield Reeper*.

Secretary's report and president's address.

Oct. 11.—Address of welcome, Malcolm A. Keyser, president, Salt Lake Chamber of Commerce.

Response, Charles England, *Logan Journal*.

"How to Build Up a Classified Page," H. W. Cherry, *Gunnison Valley News*.

"Building Circulation," L. W. Gaisford, *American Fork Citizen*.

"The Editorial Page," H. E. Blake, *Monticello Record*.

"Should Political Advertising Carry Extra Charge," W. P. Epperson, *Kaysville Reflex*.

"Co-operating with Advertisers," Dr. M. Markus, *Richfield Reeper*.

Luncheon by courtesy Western Newspaper Union.

"Are Taxpayers Entitled to Know Where their Money Goes?" John E. Holden, state auditor.

"Education and the Press," Dr. C. N. Jensen, state superintendent public instruction.

"Saving Taxes and Federal Aid," A. C. Rees, Utah Taxpayers association. Election of officers.



The "rations squad": (left to right) Mrs. Truman Felt, wife of real estate broker; Miss Norma Davis, reporter; Miss Clara Davis, reporter; Miss Mary Shrow, society reporter; Mrs. Carson Adams Arnold, society writer; Mrs. Ross A. Reeder, wife of publisher; Mrs. Hal Leyshon, wife of news editor; Mrs. May Brenz Meranda, society editor and Howard Reeder, son of publisher. Others who led the rations squad were: Mrs. J. J. McDermott, assistant librarian; Miss Emma Wickert, classified department, and Mrs. C. F. McInyre, wife of staff artist.

sob sisters," society writers and wives of newspapermen, who, by day and by candlelight, fed *Daily News* employees as they worked for long hours to "cover" the recent storm story in the Miami district.

Hands that jot down society notes at teas will be red for many a week from the effects of hot dishwater. For two days and nights the "women-ks" who dispensed cheer and a smile with each cup of coffee slaved in an emergency kitchen rigged up in the basement of the News Tower. Hundreds of meals were served. All *Daily News* employees, from carrier boys to high executives, were prompt, efficient service.

The men of the news room who were gazing away for 36 and 48 hours at a stretch without sleep now they never could have kept going without the aid of the "rations squad." They will never forget them. Among other things the hurricane wiped away are whatever

the weekly *Glade County News* is being proclaimed the outstanding heroine of the hurricane.

Miss Blanford doggedly refused to leave when the town was flooded under seven feet of water within 40 minutes. For four hours she aided in rescuing the townspeople, going from house to house, sometimes swimming, sometimes wading up to her shoulders in the flood. She rescued hysterical women and frightened children from partially submerged dwellings, helped them into boats, and saw them taken to safety.

After the rescue parties had done their work, she refused to quit, and assisted in recovering the bodies of the dead. Her next important work was in identifying

Home Circulation

Eighty-two per cent of The Sun's circulation is distributed after 3:00 o'clock in the afternoon when New Yorkers begin to go home with their newspapers.

The Sun
 280 Broadway New York

MERCHANT & EVANS CO. PHILADELPHIA

Producers of

SPARTAN TYPE METAL

Since 1866

LINO • MONO • STERO
 INTERTYPE
 COMBINATION

Stocks in Principal Cities

Parkersburg, W. Va.
 is growing rapidly

A new \$5,000,000 rayon plant and other new industries are now being constructed there.

The city and suburban territory is covered by

The News

Morning and Sunday

with a circulation of 7,500 daily and 9,000 Sunday at only 3 cents a line.

Member A. B. C.

Represented nationally by the
DEVINE-MACQUOID CO., Inc.
 New York Pittsburgh Chicago

First in Circulation

Leadership in news and prestige has won for

LA PRENSA OF BUENOS AIRES

leadership in Circulation

Since 1869 the public of Argentina has reposed in *La Prensa* a degree of confidence that is enjoyed by only a few of the world's great newspapers.

JOSHUA B. POWERS

Exclusive Advertising Representative,
 250 Park Avenue, New York

"South America's Greatest Newspaper"

NEW YORK STATE

Westchester County's

Fastest Growing Cities

Mount Vernon and
 New Rochelle and
 The Vicinity Towns

Are Covered Completely by
 THE DAILY ARGUS

of

Mount Vernon

THE STANDARD STAR

of

New Rochelle

Both Members of A. B. C.

Westchester Newspapers, Inc.

Franklin A. Merriam, Pres.
 Mount Vernon—New Rochelle

DO YOU NEED A TRAINED MAN?

The Personnel Bureau of Sigma Delta Chi, an organization of college trained newspaper, magazine and advertising men, wants to help you find him. The Bureau puts you in touch with experienced, energetic men—it saves you time by recommending only those who meet your requirements.

If you expect a vacancy, please write Robert B. Tarr, Director, Personnel Bureau of Sigma Delta Chi, P. O. Box 115, Pontiac, Michigan.

NO CHARGE TO
 EMPLOYERS



RISING TIDE OF LUNCHEON CLUBS IS CITY EDITORS' CHIEF MENACE

What to Do With a Staff of Six and a List of Ten Luncheon Meetings on Thursday Noon Giving Small Town Afternoon Newspaper Executives Pause

By JAMES R. HAWORTH

WHAT is the problem of the city editor today?

It is not national or local politics; it is not the good advertiser who wants stories in or out; it is not baseball or bathing beauties. These are grievous problems, as is the question of the raise in pay, but it is not the most grievous.

The biggest and most forbidding problem before the city editor today is The Luncheon Club.

I mean to say, for instance, the city editor has a staff of five men and a girl. All right. Along comes Thursday. On the schedule are these items:

Kiwanis club, noon. Exchange club, noon. Rotary club, noon. Fire prevention bureau of the Chamber of Commerce, noon. Civitan club, noon.

See prosecuting Attorney McSquirt about the Dillberry Axe murder. He will be at the Civitan club meeting, noon.

Crippled Taxi-drivers' Hospital executive board meeting, noon.

American Business Club, noon. Industrial Bureau of the Chamber of Commerce, noon. Fourth Ward Republican Marching Club, Mayor Glue to speak, noon.

Real Estate Board, noon. Lions club, noon. American Association of Engineers, noon. Altrusa club, noon. Business and Professional Women's club, noon.

Booster Tour from Pickleseimersburg, Kentucky, arrives noon.

The city editor pauses between interruptions to ponder.

It is 11:50. The deadline is 2 o'clock.

Cub Reporter Smith has almost finished calling the hospitals and undertakers; Cub Reporter Jones will have checked up the magistrates' courts pretty soon now; Mabel, the girl reporter, formally listed as the chief drawback of the reportorial force, is out debauching on a Coca Cola—

"Old Man Groggie, of Glen Alfalfa, will be in on the noon train," comes the voice of the Big Money on the telephone. "Have a man out at the train to meet him. Get his picture and an interview. I'm going over to the Rotary club. Be sure and give the meeting a good play. Old Man Aaronsonstein is going to make a speech on something. He's the best advertiser we've got. Good bye."

Then the city editor hums a merry stave and bawls the staff out one at a time with corroding zeal.

By use of a great deal of ingenuity and bitterness the city editor drives his staff so that it has gathered by telephone the stories of all but one of the noon meetings.

The result of an agglutination of rather bland and tasteless encomium on one thing and another of miscellaneous sort.

The meeting he fails to get is, say, the American Association of Engineers. At this meeting the president resigns after having invited the mayor of the city, the governor of the state, the President of the United States and the chairman of the entertainment committee to a duel with broadswords.

The opposition plays it up big.

I speak, of course, from the point of view of the afternoon paper in the relatively small town. For the morning paper city editor the problem is not so much one of time; it is a problem of space.

When the luncheon club first bobbed up, it was good stuff. It got columns and columns. Whether anything happened worth printing was aside from the point. It was a civic enterprise, and the paper, whose merit, by the way, is generally gauged in the small town by the volume of space and not the quality

of comment it devotes to popular causes, had to print drivel like this:

"Kiwanian Smiv stated in his brilliant and patriotic address that he thought the club ought to go on record as unalterably opposed to the brand of weather we have been having lately. His remarks got a big laugh. Kiwanian Smiv is one of the most, etc. etc. etc. etc."

I note in the metropolitan papers that luncheon clubs are apparently all but taboo.

How do they do it?

I know a small town paper which took on a roving reporter from Cleveland, I think he was. He was assigned to cover luncheon clubs.

He told me he was bored stiff:

"I confess that a good many luncheon club speakers have voices which carry all over the dining room. But one speech may be set up in type and used every noon they have a club meeting. They all say the same thing and its always about co-operation."

"Occasionally a good singer or an artist of some kind is somebody's guest at the luncheon. He gets up and sings for the boys and the president afterwards passes it off as, 'we-were-glad-to-have-you-with-us-now -we-have -with-us-today -a-speaker- who-needs -no-introduction.'"

"Still they tell me they have to be covered."

The only solution of the problem is to arrange with the secretaries so that the meetings can be covered by telephone. Assignment of a reporter to each luncheon club meeting is a downright imposition on any afternoon newspaper, and ought to be cut out.

TABLOID INCORPORATED

Employees to Have \$50,000 Interest in St. Petersburg Daily News

The *St. Petersburg Daily News*, established by Frank F. Pulver, has been incorporated. Fifty thousand dollars' worth of stock has been offered to employees. The present board of directors consists of: Frank F. Pulver, president; Bainbridge Hayward, Ralph M. Dillon, and Major Alfred Birdsall, all of whom own considerable stock in the paper.

Major Birdsall is publisher, Ralph M. Dillon, general manager, and R. H. Armstrong, managing editor.

TO DEBATE ON PUBLICITY

First of a series of Sunday evening meetings to be held during the fall and winter season at the Park Lane Hotel, New York, is scheduled for Oct. 24, with "Publicity" announced as the subject. Leaders of the discussion will be Bruce Barton, president of Barton, Durstine & Osborn, New York advertising agency; Louis Wiley, business manager, *New York Times*; Ivy L. Lee, press agent; Mrs. Ida Clyde Clarke, Jesse Lasky, Horace Liveright, and David Sarnoff.

WHAT AN AMERICAN EDITOR SAW IN EUROPE

(Continued from page 29)

work at the other end of a 3,000 mile cable.

"During the third week in September of this year the Berlin correspondent of one of America's leading news agencies received the following cable from his home office: 'Curtailed drastically.'"

"It worried him. He had not been sending over much. A little while before that he had received an equally curt in-

junction "Too much politics," and had taken that as a hint that perhaps he had sent too much of everything. Was he losing his news sense, he asked himself. Had he lost touch with American taste? He spent a miserable evening going over his despatches, trying to separate the wheat from the chaff on the basis of some new criterion which he sought in a helpless, uncertain sort of way to establish. He went to bed tired out, completely disgusted with himself and his job.

"The next morning's Berlin papers brought him the first news he had of the Florida storm and its disastrous consequences. Then he understood. But he could not help feeling just a little resentment against an editor who had failed to show sufficient regard for the man in the field to make his despatch read: 'Florida disaster reduce drastically.'"

"How to keep the correspondent abroad in close touch with the home office is a problem in itself. The *Chicago Tribune* wires each of its more important correspondents a daily summary of the Tribune's first page. Thus he knows just what is going on at home. Follow-up stories in his own field occur to him. He knows what stories are likely to attract particular attention and can play up or curtail with almost the same intelligent appreciation of the news situation of the day as the editor in charge at home.

"Of course this is an expensive procedure and in many cases unnecessary. But how many editors make a regular practice of dropping their correspondent a few lines each month giving him the home office reaction to the work he has done in the preceding weeks?

"Without exception foreign correspondents complain of a lack of intelligence on the part of the cable desk. Discounting some of this comment as due to the same happy cynicism in 'passing the buck' that marks the relations between newsroom and composing room there is still some merit in this universal criticism. There is too great a difference in the salaries of the men at opposite ends of the cable. The deskman is often not an expert in foreign news or personalities.

"One prominent foreign correspondent said to me: 'Unless I characterize and identify even the Premier and Foreign Minister in every despatch they are sure to get things twisted at home. I cannot depend upon their knowing anybody or anything. I am cabling my office hundreds of words each month that reasonably intelligent handling at the other end would enable me to omit.'

"The cable editor of every large newspaper ought to make the rounds of the principal foreign capitals at least once every two years. Many of them might be glad to go "on their own" if the home office gave them a long enough vacation. In the same way foreign correspondents ought to be brought home more often than they are. Few of them get home as often as once in two years, and some have been away so long they are almost afraid to go back.

"But even when it is impracticable bring a correspondent home the executive can keep him from going stale by giving him an occasional assignment outside his own capital. Most helpful in connection is an opportunity to cover Council and Assembly meetings of League of Nations at Geneva. For American newspapers have a regular at Geneva throughout the year and it usually the Paris correspondent who sent down for the big meetings.

"How about giving the man in Berlin or in Rome a chance at this assignment? He can meet more big people in a week than he can encounter in his own capital in a year. There is also a happy international atmosphere about Lac Leman that is a delightful change from the one-capital point of view. There is more optimism at Geneva than can be found anywhere outside of the United States and a little optimism will not hurt the average foreign correspondent."

"One other point. Newspaper owners and editors might ask their foreign correspondents how they are getting on with the American embassy or legation. They will be surprised to learn that some American diplomats consider it necessary to treat foreign correspondents as though they were cub reporters.

"There are no press attaches at American embassies and the private secretaries who deal with the press often lack taste and talent for this particular frequently there is a distinct feeling of hospitality between the American diplomats and the American correspondents in a particular capital. This is a disadvantage to American interests. The home office might exercise a media influence and perhaps the State Department itself might be persuaded to operate in creating a better modus vivendi. Some of our inexperienced diplomats should be made to realize that they are far less to fear from indiscretion than from inopportune silence."

DOMINANT!

in Pinellas County, Florida

Daily News

ST. PETERSBURG'S PICTURE PAPER

Owned by Frank Fortune Pulver
Edited by Major Alfred Birdsall

**America's Biggest Tabloid
Florida's Fastest
Growing Newspaper**

To be assured of Complete Coverage—

• **USE THE NEWS**

Represented by

GEORGE B. DAVID COMPANY

NEW YORK: 110 East 42nd Street

CHICAGO: 1900 Wrigley Building

creating Impression!

nearly half the 2013
national advertisers
using the Cleveland
Plain Dealer in 1925
used it exclusively.

The Plain Dealer
ONE Medium — ONE Cost **ALONE** Will sell it

J. B. Woodward
110 E. 42d St.
New York

Woodward & Kelly
360 N. Mich. Ave.
Chicago



**Cline-Westinghouse
Double Motor-Drive
with full automatic
push button control**

is used by

**Kansas City Star
KANSAS CITY, MO.**

Ask them about it.

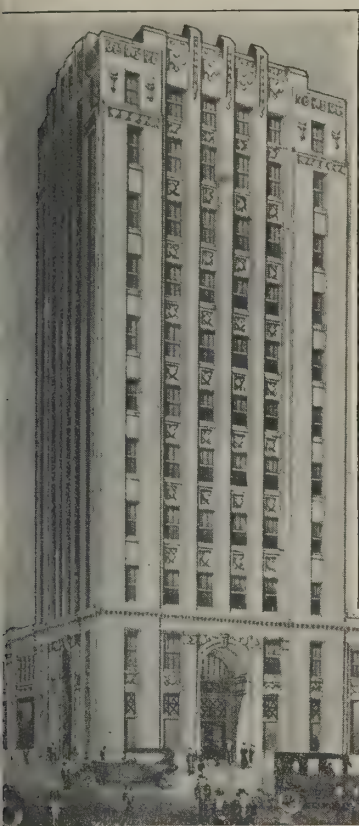
CLINE ELECTRIC MFG. CO.

Chicago: 111 West Washington Street

New York: 44 West 34th Street

San Francisco: First National Bank Building

HUNTSVILLE (ALA.) TIMES TO ERECT 10-STORY PLANT AND OFFICE BUILDING



state and city news departments and Mrs. Pierce's private office will be on the second floor. The composing room and type setting department will be conveniently located also on the second floor.

All of the modern conveniences in the best newspaper offices will be combined into the improvements being installed in the new home of the Daily Times.

There will be eight floors for commercial use in addition to several shops on the main floor. The building is being so erected to take care of any further expansion the publishers may need for a good many years.



MRS. J. E. PIERCE

CONTRACT has been let for the erection of a new 10-story \$200,000 office building for the Huntsville (Ala.) Daily Times.

In addition to the new building the Times has placed its closing orders for more than \$100,000 worth of new equipment.

The Times started publication on March 23, 1910. J. E. Pierce, editor and general manager, while his wife, Mrs. Nannie H. Pierce is president of the publishing company.

In 1916, the Times was first forced to move to larger quarters, which it has again outgrown. When the Times was established it was on the same property where the new building is going up, the newspaper having owned the property all that while.

The basement of the building will be one of the largest in Alabama, the dimensions being 164.5 feet by 91.2 feet. All of the heavy machinery, including the press will be on the first floor level. There will be the counting rooms, business office, circulation and advertising departments. Mr. Pierce's private offices, library, directors' room, Associated Press,



J. E. PIERCE

COMFORT FOR SPORT WRITERS

Press Box at U. of Missouri Stadium Enclosed in Glass

Sound-proof telephone booths, radio broadcasting booths, a plate glass front, electric lights, and contrivances making it possible to close the box entirely are among the features of the press box in the new University of Missouri athletic stadium dedicated Oct. 2.

Fifty telegraph lines run directly to the stand and 25 individual connections are possible for correspondents. Telephone wires from both teams run to the press box, in order that substitutions may be verified.

READING WEEKLY SUSPENDS

After having been published continuously for nearly 90 years, the *Reading (Pa.) Weekly Eagle* has been discontinued. The first copy of the *Reading Gazette*, the *Reading Weekly Eagle*'s progenitor, was issued May 9, 1840, by Jacob Knabb and J. Lawrence Getz.

From the Linotype Mailbag

"24-Hour Service from Chicago"

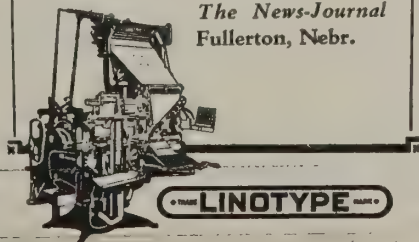
Permit us to commend you for the most excellent service you gave us on our telegraphic order for a vise locking screw.

Our telegram was filed at 2:30 yesterday afternoon and the part arrived in this afternoon's mail. 24-hour service from Chicago.

There are very few concerns that can do that.

We thank you.

The News-Journal
Fullerton, Nebr.



THE LINOTYPE

IDAHO STATE JOURNAL NOW REORGANIZED

James A. Ettinge Named Business Manager and Frank W. Brown Editor of Pocatello Daily—New Corporation Formed

Reorganization of the *Pocatello (Idaho) State Tribune*, now published by Bannock Publishers, Inc., a new corporation, was announced this week.

James A. Ettinge has been appointed business manager and advertising director of the company, while Frank W. Brown will take complete charge of the editorial activities of the newspaper.

Mr. Ettinge assumes a substantial interest in the corporation and will have complete charge of its production.

For two years he was advertising director of the *Dayton (O.) News*, and earlier in his career was foreign advertising manager for the *Washington (D. C.) Post*, and he has been general manager of newspapers at Portsmouth, O., and Springfield, Ill.

For six years he was with J. J. Gibbons, Ltd., Montreal, advertising agency.

PRINTING FIGHT CONTINUES

Another Injunction Granted in Missouri Action Over Legal Copy

Judge Henry J. Westhues has issued a second temporary injunction against Charles G. Becker, secretary of state of Missouri, restraining him from letting contracts to county newspapers for the publication of the referendum and initiative petitions to be submitted to Missouri voters for approval in the November election. Earlier in the day the supreme court knocked out the first injunction on the ground that Judge Westhues had exceeded his jurisdiction in failing to require bond of Rev. John Fugel, editor and publisher of the *Vienna Home Ad-*

viser, a weekly. The second order restrains Becker from auditing the contracts already let, thereby tying up payment of those papers which have already received their contracts until the case is settled.

The state is to let contracts amounting to approximately \$1,700 per county for all counties in Missouri and the city of St. Louis. The total amount of the contracts is expected to approximate \$175,000. One paper in each county will receive the contract. The maximum rate is 60 cents a column inch.

Rev. Fugel seeks to have the contracts let to the lowest bidder in each county and to prevent contracts being made at more than the maximum rate.

AD BUREAU ADDS TO STAFF

Harold A. Stephenson has been appointed assistant to Allen B. Sikes, director of research of the Bureau of Advertising of the American Newspaper Publishers' Association.

Buffalo, The Wonder City of America

Buffalo—a profitable Market for Advertisers

Sales in Buffalo are splendid for advertised goods. Employment conditions excellent, retail and other business thriving. One newspaper will put your story over to 83% of the people—that paper is the

BUFFALO EVENING NEWS

Read in 4 out of 5 Buffalo Homes

Edward H. Butler, Editor and Publisher
Kelly-Smith Company, Representatives
Marbridge Bldg. Tribune Tower
New York, N. Y. Chicago, Ill.
Atlantic Bldg. Waterman Bldg.
Philadelphia Boston

in Detroit—

Free Press circulation reaches 31,000 more than the total number of families owning their own homes.

The "Free Press"

"Starts the day in Detroit"

With a stable, uninfated, liberal purged circulation productive of greater advertising returns at lower cost.

Largest Newspaper West of Chicago

500,000 Copies DAILY

The KANSAS CITY STAR

MICHIGAN

is growing faster than any State in the Union.

Its increase in manufacturing products surpasses anything in the world.

BOOTH NEWSPAPERS

cover Michigan outside of Detroit—Eight principal cities with the only or leading Newspaper in its respective community.

The Grand Rapids Press
The Flint Daily Journal
The Saginaw News Courier
The Kalamazoo Gazette
The Jackson Citizen Patriot
The Bay City Times Tribune
The Muskegon Chronicle
The Ann Arbor Times News

National Advertising Representatives

I. A. KLEIN J. E. LUTZ
50 East 42nd St. Tower Building
New York City Chicago, Ill.

GRAVURE SECTIONS PRINTED

SPECIAL AND REGULAR EDITIONS. MAGAZINE INSERTS AND COMMERCIAL WORK

Standard Gravure Corporation

LOUISVILLE KY

The

Los Angeles EVENING HERALD consistently carries more paid advertising than any daily newspaper in the west

Representatives

New York Chicago San Francisco
7th W. Moloney John H. Lederer A. J. Norris Hill
104 Times Bldg. 910 Hearst Bldg. 710 Hearst Bldg.



OUR OWN WORLD OF LETTERS

By JAMES MELVIN LEE

TEXT books on journalism are becoming more practical as they become more specialized. In this respect no recent text surpasses "Graded Exercises in News Editing" (The Macmillan Company) by George C. Bastian, who was for many years a copy reader on the *Chicago Tribune*.

In "Graded Exercises in News Editing" may be found a course in newspaper methods and standards of copy reading both for news and feature stories. An introduction is contributed by H. F. Harrington, director of the Medill School of Journalism at Northwestern University, and John C. Carroll, a member of the editorial staff of the *Tribune*.

Perforated pages make it possible to tear out the exercises so that they become copy to be handled as in a regular news room. Professional copy readers may find this text useful by way of reference.

* * *

HARPER & BROTHERS announce for early publication "How to Draw Cartoons" by Clare Briggs.

* * *

FRED NEWTON SCOTT, Professor of Rhetoric at the University of Michigan and a pioneer teacher of Journalism, is the author of "The Standard of American Speech and Other Papers" (Allyn & Bacon).

* * *

THE best story in *The Trib* for September—the house organ of the *Chicago Tribune*—is "The Testimonial Benefit to 'Lame Johnny'" by John Kelley.

In this story Kelley paints a word picture of the old levee district. Especially vivid is his description of those sordid places which afforded material to that great English journalist, William T. Stead, for his book "If Christ Came to Chicago."

* * *

EDITORS of sixteen important magazines were asked by the *New York World* to select five of the stories they published during the year that they liked best. From the 80 stories thus submitted by the magazines a committee of newspaper editors headed by John O'Hara Cosgrave, Sunday editor of the *World*, selected the best in their opinion for each group of five.

Associated with the *World* in publishing these short stories were such newspapers as the *Atlanta Journal*, *Baltimore Sun*, *Birmingham News*, *Boston Post*, *Buffalo Times*, *Chicago Journal*, *Detroit News*, *Kansas City Star*, *Lancaster Intelligencer*, *Little Rock Democrat*, *Los Angeles Times*, *Memphis Commercial Appeal*, *Milwaukee Journal*, *Pittsburgh Sun*, *San Francisco Bulletin*, *Washington Star*, *Winnipeg Tribune*, etc.

These stories have now been put between board covers and a foreword has been contributed by William Johnston, idea editor of the *World*. An appendix gives biographical data about each author and the remarks of the magazine editor about the stories selected for insertion.

The authors represented in the volume include Booth Tarkington, Peter B. Kyne, Wilbur Daniel Steele, Achmed Abdullah, Mary Raymond Shipman Andrews, Maxwell Struthers Burt, Lois Montross, F. Tennyson Jesse, W. C. Tuttle, F. Scott Fitzgerald, Charles Saxby, Benjamin Richard Sher, Edgar Wallace, Richard Connell, Raymond S. Spears, and Honore Willies Morrow.

The magazine editors who cooperated in this anthology—called "The World's Best Short Stories of 1926" (Doran)—are Arthur Sullivan Hoffman of *Adventure*, Merle Crowell of *The American*, Anna Lord Strauss of *Century*, Grant Overton of *Collier's*, Ray Long-

of *The Cosmopolitan* and *Hearst's International*, Mrs. William Brown Meloney of *The Delineator*, Mrs. Gabrielle Allard Griswold of *The Designer*, Frank Quinn of *Everybody's*, William Frederick Bigelow of *Good Housekeeping*, Thomas B. Wells of *Harper's*, Harry P. Burton of *McCall's*, Arthur T. Vance of *Pictorial Review*, Charles Agnew Maclean of *Popular*, Karl E. Harriman and Edgar E. Sisson of *Red Book*, Harry E. Maule of *Short Stories*, and Gertrude B. Lane of *The Woman's Home Companion*.

Mr. Johnston in his foreword assured the reader that the volume excels any other selection of current fiction in at least two ways (a) Authority of judgment, (b) Variety of taste. The volume is in striking contrast to some anthologies compiled by academic and pedantic critics who indicate only their personal preferences. The anthology fathered by the *World*, however, has the endorsement of both magazine and newspaper editors.

Which is the best of the 16 stories no one can say, because each is in a different field from its competitor. The volume should be extremely helpful to those who teach short story writing in American universities. Members of the working press who dabble in short fiction may find that a study of this volume will aid to decrease the number of "dejection" slips and increase the number of checks sent in payment for manuscripts accepted. The chats by magazine editors printed in the appendix shed considerable light upon individual preferences in fiction fashions.

* * *

WHEN the Intercollegiate Newspaper Association of the Middle Atlantic States had a regional conference at the Newspaper Club of New York City one of the speakers was Harold deWolf Fuller. His address on that occasion, "Opportunities for College Editors," has now been issued in pamphlet form.

This pamphlet has interest not only for college editors, but also for those in other fields. Indeed, almost one-half of the pamphlet is devoted to tracing the history and background of the editorial.

Professor Fuller is sneaking of the historical background when he says:

Like any other literary type, the editorial has a history. Always it has been a vehicle for interpretation of life. But as other literary types are that, too, such a definition does not get far. It is valuable, though, as showing that the editorial did not spring suddenly into being, but is bound up with a great body of literary tradition. With the novel, the essay, the play, it grew out of a desire to take, and to enforce, a position on current happenings. The editorial being a short composition, its effect on its audience is direct and immediate. Its purpose—to influence or create opinion, and to lead it to action—is usually more definite than that of other literary types.

This suggestion, though offered to college editors, is not a bad tip for the professional editorial writer:

Manners and customs furnish as good subjects now as they did in the time of Steele and Addison. I herewith present editors with a promising lead:

By baby hunting,
Daddy's gone a-hunting,
To get a little racoon skin
To wrap the little freshman in.

The point is, to whom does the coat rightfully belong—the threadbare, under-salaried professor or the student who, on the average, pays about half the cost of his tuition?

Many will regret the passing of the short editorial which receives the following comment from Professor Fuller:

A successful short editorial—what used to be called the editorial paragraph—gives the impression of good talk—sublimated talk. There's the rub. Its art is concealed. It isn't really talk, in spite of its seeming spontaneity. It is the earnest of journalism, starting often with a striking thought, playing with various phases of it, gathering them together, and closing with a snan. It isn't talk, but good talk can easily be turned into an editorial. And this leads me to say that if college editors could write as they talk, they would be world heaters. Not that their talk as a whole is good, but it has bright

spots and a freshness which in editorial form would get the same large following that college humor has.

Copies of this pamphlet may be obtained upon application to J. Gordon Ridsdale, President of The Intercollegiate Newspaper Association, Lehigh University, Bethlehem, Penn.

* * *

IN the field of religious journalism the *Christian Advocate* is one of the oldest. On Sept. 9 it celebrated its one hundredth anniversary with a special issue of about 200 pages. This issue contains a facsimile of the first page of the first number, greetings from the various editors of the religious press of today, sketches of the thirteen editors who have conducted the *Christian Advocate* during the past century, and typical editorials written by these editors.

The first editor was Nathan Bangs, though Barber Badger had the title. He was the grandfather of John Kendrick Bangs who at different times edited *Harper's Weekly*, *Life*, *Puck*, and other periodicals. The man who sat in the editorial chair the longest was the late Dr. James M. Buckley. Of those who have conducted the *Advocate* none has made it wield a greater power in the religious field than the present editor—a layman, by the way—James R. Joy. Proof of his editorial ability may be found in the special anniversary number.

* * *

IN *The Outlook* for Sept. 15 may be found an appreciation of Charles Hopkins Clark, who until his death was the editor of the oldest newspaper to be published continuously in America—the *Hartford Courant*.

One of his characteristics is thus described:

Personally, he was a man of charm, with special turns for belaboring the memory of Dr. Samuel Johnson and going a-fishing.

* * *

REMINISCENCES of newspaper editors have, comparatively speaking, been rather frequent in recent years.

Magazine editors, however, have not the urge to take the reading public their confidence and to relate the experiences that have broken the monotony of the day's work. Consequently a certain interest attaches itself to "Adventure Editing" (D. Appleton & Co.) by Charles Hanson Towne who has been connected with the *Smart Set*, *The Delineator*, *McClure's Magazine*, etc. Recently was appointed editor of *Harper's Bazar*. This volume will be mentioned more in detail in an early issue of *EDITOR & PUBLISHER*.

* * *

A SPECIAL supplement commemorating the seventy-fifth anniversary of the founding of the *New York Times* a part of the Sunday issue for Sept.

The supplement stressed the growth and development of the *Times* and contained a sketch of the various editors who have molded the *Times* during the years of its existence. Many illustrations added to the interest of the supplement—especially those showing the homes in which the *Times* has housed from 1851 to 1926.

Valuable statistics were given about the present production of the *Times*. Annual gross income, for example, is down at \$25,000,000. The weekly roll amounts to \$135,000. The paper's assumption for the year ending August 1926, amounted to 180,746,000 lbs. (\$6,965,421.03.) Employees number 733.75. Taxes paid in 1925 amounted to \$733.75.

The supplement, however, says little about the present publisher of the *Times*—Adolph S. Ochs. Such omission need not concern the readers of *EDITOR & PUBLISHER*, as a sketch of Mr. Ochs was printed in this paper last week.

It may be noted in passing that advertisements in the supplement are from firms who had been in business 75 years or more. All those who are interested in the history of American newspapers will want to preserve this special supplement.

MECHANICAL SUPERINTENDENT

Publisher in the middle West with both morning and afternoon paper wants a mechanical superintendent capable of handling a plant employing more than two hundred and fifty people in its mechanical departments. Write fully giving your experience, past employment, etc.

Address Box A984
c/o Editor & Publisher

STATE PRESS GROUPS SHOULD HANDLE NATIONAL COPY FOR WEEKLIES

ing Burden of Forwarding Mats, Checking, and Billing From Agencies Would Promote More Business Publisher Declares

By A. EUGENE BOLLES

Publisher, Newark (N. Y.) Courier and Commercial

TE ASSOCIATIONS of country weeklies have, in my opinion, over-looked the one matter in which they can render the greatest possible service to their members.

Inventions of those associations fill programs with discussions on ways means of bettering publishing conditions "walk by on the other side" from the means within their hands regarding about the improvements, con-ting which they talk so much.

ing aside for the moment the short-ings of some country publishers in the r of producing readable papers, the ing they all need is more national ising.

ng side of that, it is a fact that al advertisers are coming more and to appreciate the unusual influence well-managed country weekly has g its readers. These advertisers to use the country weekly but it seem that the publishers of country s are following a course that tends ke the use of their papers by such isers a difficult matter.

e average country publisher is a salesman. He may know his readers ir front names, may carry 100 per of his local advertising prospects, but is miserably when it comes to the r of selling space to the far away tiser.

failure is due to his total lack of eration of the buyer.

's look on the other side a moment; at are the needs of the advertising ?

must have, first of all, truthful nts concerning the newspapers' cir-on, its territory, and its market's. After he has all that, there is still stumbling block standing in his way d buying space in that paper,—and is the expense of clearing the large r of orders required to cover any r territory with papers of small cir-on.

the advertiser, for instance, wants to is message right into the midst of the families of New York State by using ry weeklies, he must use space in thing like 100 newspapers. That s a hundred orders, a hundred mats ates, and the same number of check-copies to examine, bills to audit and tances to mail. Each one of these red orders, mats, etc. costs the ad-er or agency just as much when sent newspaper with a rate of 20 cents an as to one with a rate of \$1 an inch. e ease of the small paper the agency's mission is three cents an inch and in arger paper five times as much.

my opinion that is the crux of the e matter, and it will never be solved publishers of country weeklies be-awake to the difficulty of the buyer. ily newspapers have solved the situa- through special agencies handling of newspapers, but the solution of the ly situation, at least until such special cies are organized to handle weeklies, ithin the power of the state associa-

tions. I am even of the opinion that the associations can handle the matter in a more satisfactory manner than could any special agent.

Let the state association, first of all, make as an imperative qualification for membership, the acceptance and actual adoption of a creed of truth and clean business methods. Let it educate its mem-bers concerning the kind of information the advertising buyer must have. Then there should be compiled, in each associa-tion's central office, complete market and circulation data in all the counties covered by member papers. This information should be made available to all national advertisers and to all advertising agencies.

Then the association should say to the advertising buyer: "Pick the papers you want to use, send us one order and sufficient mats or plates for the lot. We will place the business, check the insertions and send you one bill for the whole busi-ness."

The association should not act as a salesman, but merely as a source of in-formation and a clearing house for orders and payments. A nominal clearing charge would be deducted by the association from each remittance sent to the newspaper.

Such a plan would compel the country publisher to clean house, and to furnish the needed information concerning his newspaper and its field,—or be deprived of national advertising. It would act as a constant stimulant to the publisher and a great convenience to the advertiser, be-cause it would save materially in their clearing expense and furnish them with a source for reliable information.

Maybe I am looking for the millennium in publishing, but I believe that the plan is entirely practical and would be wel-come by both publishers and advertisers.

OLD BOSTON PAPER FOUND

A well preserved copy of the *Colum-bian Sentinel*, dated Sept. 2, 1795, pub-lished "on Wednesdays and Saturdays by Benjamin Russell, in State street, Bos-ton," was placed on exhibition in Seattle, Wash., this week. The newspaper was salvaged when an old house was dis-mantled in Seattle. George Washington contributed a letter to the paper, com-plimenting certain tradesmen in the mat-ter of a treaty. William Coolidge, be-lieved to be an ancestor of the President, offered a reward for the arrest of a person, who "stole sundry pieces of calico" from his stock of merchandise. A full third of the four-page issue con-sisted of advertisements.

CHANGES IN TOLEDO

Staff Shake-Up on News-Bee—Ray E. Garrison New Managing Editor

General reorganization of the *Toledo News-Bee* staff has been effected by Harold C. Place, who recently succeeded Frank M. Heller as editor.

Fred L. Mollenkopf, managing editor, has joined the *Toledo Blade* staff. In his place Ray E. Garrison, formerly publicity representative of the Illinois Bankers' Association and previously of the *Chicago Tribune* and *Chicago Daily News*, is occupying the managing editor's desk.

Ralph O. Snyder, city editor, is now with the *Toledo Times*. Terrence Walsh, of South Bend, is the new city editor. Campbell Goldrick has joined the staff of the United States Advertising Corporation.

John Wing is doing suburban for the *News-Bee*. John Shields, formerly of the *Adrian (Mich) Telegram*, is super-visor of suburban bureaus.

The Rev. Jesse Smith is the new *News-Bee* church editor. He is also pastor of the Miami Church of Christ, Maumee, O. Paul Smith has been named night city editor. Bob Stanton, of Chicago, has replaced Earl Aiken as sports editor. Aiken remains with the *News-Bee*.

Ray Williams has been transferred to the night police beat.

TO DISCUSS FARM NEWS

Kansas Editors to Meet at State College October 14-16

Agricultural news will be discussed by Kansas newspapermen and county agents at a conference at the Kansas State Agricultural College, Manhattan, Oct. 14, 15 and 16. The editors and agents, numbering so far about 200, will be the guests of the industrial journalism department of the college.

On Thursday, Oct. 14, the county agents will confer. On Friday the edi-

tors will meet. Saturday both groups will hold a joint conference.

Friday night the editors and agents will be guests of the journalism depart-ment and the Manhattan Chamber of Commerce. Saturday afternoon they will attend the annual University of Kansas K. S. A. C., football game.

Speakers at the conference include: O. W. Little, *Alma Enterprise*, field secretary of the State Press Association; J. S. Bird, editor, *Hays Ellis County News*; George W. Marble, editor, *Fort Scott Monitor-Tribune*, former president, National Editorial Association; E. L. Hubbard, Kingman; Nelson A. Crawford, Washington, director of informa-tion, U. S. Department of Agriculture; W. E. Blackburn, editor *Herington Sun*; Maynard W. Brown, head of department of journalism, K. S. A. C.

Read EDITOR & PUBLISHER for the latest news of the publishing and adver-tising fields.

Regional Advertising

at
Regional Rates
in
The Christian Science Monitor

An International Daily Newspaper Publishing SELECTED ADVERTISING ATLANTIC, CENTRAL and PACIFIC Editions

Rates and Circulation Data Supplied on Request

ADVERTISING OFFICES

Boston	New York	Kansas City
Philadelphia	London	San Francisco
Chicago	Paris	Los Angeles
Cleveland	Florence	Seattle
Detroit		Portland

"Buy What You Can Use"

Better X-Words

late orders from

MIAMI DAILY NEWS
PROVIDENCE NEWS
DENVER EXPRESS

The International Syndicate
Baltimore, Md.

McCOY HEALTH SERVICE

a daily health talk that gets and holds public in-terest. The best circula-tion getter on the market.

GET THIS SERVICE

Write or Wire Today

McCOY HEALTH SERVICE
Brack Shops Bldg. Los Angeles, Calif.

See full page advertisement in Editor & Publisher for September 25th.

Peoria

The
Try-Out City

THE PEORIA JOURNAL Transcript

Puts Tryouts Over!

CHAS. H. EDDY CO.
New York - Chicago - Boston

HUCKLE LEAVES YPSILANTI

T. O. Huckle, business manager of the *Ypsilanti (Mich.) Daily Ypsilantian-Press*, has resigned and will move with his family this week to Cadillac, Mich., where he will assume management of the

Cadillac Evening News, recently purchased by Huckle from F. M. Church, publisher of the *News* for the past ten years. Mr. Church plans to re-enter the daily field after a vacation of a few months.

WEEKLIES TO CO-OPERATE

L. B. Yale of the *North East (Pa.) Breeze*, is preparing plans whereby the rural newspapers of Erie and Crawford, Pa., counties may have joint representation in the solicitation of national copy.

COMPLETING RADIO STUDIO

WEBC, Owned by Two Dailies, to Enter New Quarters Oct. 10

Work is rapidly being completed on the new studio in Duluth of WEBC, a radio station owned and operated by the *Duluth News Tribune* and the *Superior Telegram*. The studio will be opened Oct. 10.

WEBC is the only radio station in the twin-ports of Duluth, Minn., and Superior, Wis., which have a combined population of 155,000.

Through arrangements made by newspapers, Herbert Hoover, Secretary of Commerce, will deliver an address from WEBC on Oct. 23. The *News Tribune* is installing amplifiers in the lobby to insure Mr. Hoover the largest possible audience.

Reed Taft Bayne is president of the *News Tribune*.

TO REPORT ON NEWSPRINT

Reports on the current newspaper situation will be made at the fall meeting of the News Print Service Bureau, to be held at the Hotel Commodore, New York, Oct. 20. Following the usual luncheon there will be talks on "Newspaper Advertising Tendencies," by Arthur Robb, Jr., managing editor of the *Editor & Publisher*, and "The Business Situation," by Byron W. Holt, economist, Goodbody & Co.

COOKING SCHOOL REPEATED

The *Kansas City Journal-Post* Cooking and Homemakers' school, conducted with success last spring under direction of Mrs. Jessie M. DeBoth, was repeated Oct. 6 and 7 in Convention hall in Kansas City.

Supplies and Equipment

USED NEWSPAPER PRESSES

Scott 16, 24 and 32-Page Presses

Goss 24 and 28-page presses good for black or color work, also Goss Sextuple.

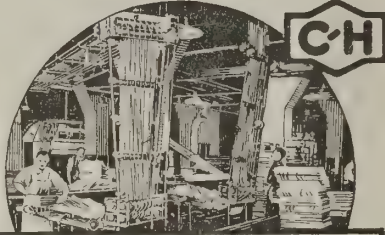
HOE Pony Quadruple, Quadruple, Sextuple, Sextuple color Press, Octuple and Double Sextuple Presses.

DUPLEX Metropolitan Quadruple stereotype presses—print up to 32 pages.

Available For Early Delivery

WALTER SCOTT & COMPANY

Main Office & Factory.....Plainfield, N. J.
New York Office.....Brokaw Bldg., 1457 Broadway
Chicago Office.....Monadnock Block

**Newspaper Conveyors**

take the papers in a steady stream, as fast as the presses can deliver them, up, overhead, around corners, through a ceiling or a wall to wherever they're wanted for mailing or delivery. Eliminating waste and delay by their speedy, dependable operation they are profitable equipment for papers large or small. Newspaper plants from London to Tokio have been using them for years.

Let us tell you how you can speed deliveries from your presses.

The CUTLER-HAMMER Mfg. Co.

Pioneer Mfrs. of Electric Control Apparatus

1203 St. Paul Avenue

MILWAUKEE, WISCONSIN

CUTLER-HAMMER

Don't "Pig" Metal It Wastes Money

Don't melt your metal twice to use it once. Write for trial offer. The Monomelt "Single Melting System." References gladly furnished.

MONOMELT
SLUG FEEDER

Eliminates the Metal Furnace

The Monomelt Co.

4509-19 Ravenswood Ave.

Chicago

Illinois

World Bldg., New York City

Rebuilt
GOSS & HOE
PRESS
BARGAINS
ALL TYPES
SEND for LIST
THE
GOSS PRINTING PRESS CO.
CHICAGO - NEW YORK - LONDON

32-Page Hoe Press For Sale

Takes eight 12½-em, 22-in. columns; prints 4 to 16 pages in multiples of two and up to 32 pages in fours; four decks, single width; in excellent running condition. Also

Complete Stereotype Outfit
to go with above

Owing to consolidation we have no further use for this equipment and will sell at a reasonable price to quick buyer. Sample of work sent upon application.

Address All Inquiries to

Frank D. Schroth
Gen. Mgr.

Times Newspapers
Trenton, New Jersey

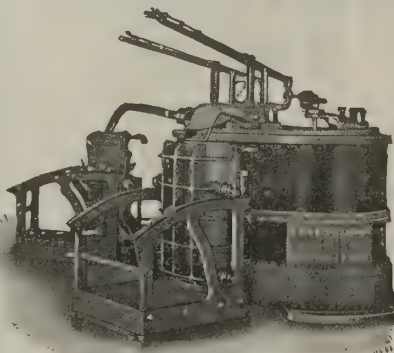
GOSS
STEREOTYPING
MACHINERY
Carried in Stock

Fastest, most easily operated, most accurate and durable flat casting box you can buy. Perfectly balanced. New design lock-up bar allows for quick change when regulating thickness of casts. Positive quick lock-up at four points on box with one lever movement. Write for complete catalog of Goss Stereotyping Machinery.

THE GOSS PRINTING PRESS CO., CHICAGO

The Quickest and Best Casting Unit

Hoe Stereotype Furnace with Hoe Equipoise Curved Casting Moulds and Pumps.



If it's a Hoe, It's the Best

R. HOE & CO., INC.
7 South Dearborn Street
CHICAGO, ILL.

504-520 Grand St., New York City
also at
DUNELLEN, N. J.
7 Water Street
BOSTON, MASS.

Modern Composing Room Furniture

as made by us will speed up production and reduce costs—a real saving in your Pay Roll. Are you interested? If so, consult your regular dealer in printers' supplies or write us direct.

Do it now!

HAMILTON MFG. CO.
TWO RIVERS, WIS.

Classified

EDITOR & PUBLISHER

**Classified Advertising
Information**

TRANSIENT RATES

SITUATIONS (Cash with Order)

1 Time — .40 per line

3 Times — .30 per line

ALL OTHER CLASSIFICATIONS

(Cash with Order)

1 Time — .60 per line

4 Times — .55 per line

White space charge at same rate per line insertion as earned by frequency of insert. Special rates quoted for 13, 26 and 52 insert. The Editor & Publisher reserves the right to classify, edit or reject any advertisement.

COUNT SIX WORDS TO LINE

ADVERTISING**General Promotion**

Advertising Promotion—If you want to do business, communicate with the International Publications Service, Incorporated, Suite 1118, 1841 Broadway, New York City.

BUSINESS OPPORTUNITIES**Brokers**

Will Stand the Acid Test—Evening paper, daily, exclusive growing field; most adequate plant; good circulation; earning net on price asked; \$50,000 cash required. B. Shale, Times Bldg., New York.

In Many Respects this is the best newspaper proposition in the country. Exclusive central west city of 12,000 with business district equal to average city of 25,000, embracing more than 100,000 population. Ad sales over \$60 a month; netting \$15,000 to \$20,000 a month. Housed in own building worth \$25,000. Complete for \$100,000; what terms will you require? Prop. 1390x. The H. F. Henrichs Agency, Litchfield, Ill.

Newspapers For Sale

Best Small City Daily on Florida East Coast can be bought October 1st. \$25,000 cash handle. Grossed \$90,000 fiscal year ending October 1. Long time lease considered. \$35,000 new equipment. Fine future for city and people. Shoe-stringers and curious save time, prove ability to buy required. Box A-966, Editor, Publisher.

Employment—Equipment—Services

BUSINESS OPPORTUNITIES

Newspapers for Sale

Experienced Newspaper Man wants to buy interest in small daily or weekly. Box 1, Editor & Publisher.

CIRCULATION

Promotion

Position—When quick, additional circulation becomes necessary, remember that our years in this one line of endeavor is proof against experimenting. Write or call Pacific Coast Circulation Service, Bell, Cincinnati, Ohio.

Publication Builders—Blair & Austin, 1504 Centre, Reading, Penn. Originators of Sales-Club Campaigns.

Produce in Philadelphia and through the rest half of eastern Pennsylvania. No city circulation too large. Our promotion service. The Albright China Co. Box 203, Wyra, N. J. (See our ad issue of 10-2-26).

EDITORIAL

Syndicate Features

New Paper This Week, Buffalo, N. Y., for sample of a live, alert, up-to-date service, write Graphic Syndicate, Inc., 25 Hall Place, New York.

Hard Brubaker's Inside Looking Out; sane, crisp comment, written to tickle your instincts, not to jazz your morons; 7-day serial page feature, or for Saturday or Sunday, 26 weeks starting Oct. 23-4, to page 1,500, not including Question Box and Editor's Operas. Address The Writers' Publishing Co., Inc., 9 W. 64th St., New York City.

EMPLOYMENT

Help Wanted

Advertising Salesman—Successful, experienced, advertising salesman with record as reference. Try and attractive commission offer. Must be at once. Give full details in first letter to photo. Cedar Rapids Republican. Cedar Rapids, Iowa.

Classified Salesman—Successful, experienced, classified salesman with good record. Must thoroughly understand building classified. Give full particulars, and photo in first letter. Cedar Rapids Republican, Cedar Rapids, Iowa.

Reporter who can write. New Jersey experience preferred. Managing Editor, Elizabeth, N. J.

Writer—Combination rewrite and reporter. who can write. State experience, age, and salary. Morning paper in Pennsylvania. Box 82, Editor & Publisher.

Writer—Country circulation manager, to take charge of country circulation of Metropolitan Middle West Newspaper. Good opportunity for a wire. Write stating experience. A-987, Editor & Publisher.

Editorial—Experienced young newspaper man with editorial work with pronounced ability and imagination for preparation of illustrated news stories. Write fully to McNaught Syndicate, Times Building, New York.

Writer—Good advertising salesman and copy writer, not over 35, married preferred. Must be absolutely reliable and able to gain and hold confidence of advertisers. State experience, references and salary desired. W. M. Fuller, Advertising Manager, Truth, Elkhart, Indiana.

Situations Wanted

Advertising Man—Capable Manager or Solicitor copy writer seeks live newspaper connection, experience counts. A-993, Editor & Publisher.

Editor and News Executive of substantial background, training and experience desires change from major newspaper for reasons which need no discredit. He is capable of organizing and building good will. Standards of newspaper practice can lift sleeping journal from front rank. Can eliminate waste. Title and little. Salary must be commensurate with responsibility. References and detailed preliminary to interview supplied upon receipt of tentative proposition. Write A-981, Editor & Publisher.

Assistant Publisher, business manager, advertising manager, of wide experience and untarnished record as organizer and business manager seeks wider field with greater opportunity. Now employed as business manager Eastern city newspaper. Box A-942, Editor & Publisher.

EMPLOYMENT

Situations Wanted

Assistant to Publisher—Young man (Christian), seeks position with future as publisher's aid; university graduate (school of business administration). Can write, handle advertising; do research; understand accounting. Twelve years' experience medium and metropolitan dailies. Practical printer with executive experience. Now employed. Best references. A-995, Editor & Publisher.

Circulation Manager—I am a normal man forty years of age, married, steady, and a hard worker. Somewhat dignified but well liked by those under me, I know circulation through actual experience and successful operation, prefer morning paper in city of 100,000 to 500,000. Would consider country circulation on the right paper. Salary \$5,200. Address Box 1177, Norfolk, Va.

Circulating Manager—With record of accomplishment, know promotion, office routine, A. B. C. and Mailing. 7 years in last position. A No. 1 reference. Address Box A-948, Editor & Publisher.

Circulation Manager—Efficient and energetic young man now employed with ten years of actual working experience in every angle of circulation work, desires change due to paper now with is about to change hands. One who thoroughly understands delivery, promotion, branch systems, A B C requirements, mail room distribution from actual experience. Knows how to handle boys to great advantage. Mr. Publisher if you are looking for such a man, with best of references, answer to Box A-992, Editor & Publisher.

Circulation Manager desires new connection, available on reasonable notice to present employers; satisfactory references from past and present employers; 12 years experience in circulation work; past five years Circulation Manager, three years previous City Circulation Manager. Thoroughly understand men and boy carriers, all office details and the proper way to promote a newspaper. Can give you an efficient result-producing department at a minimum of expense; experienced on morning and evening papers. Have an enviable record for securing increase in circulation in exceptionally hard territory. Willing to go anywhere. Can arrange for personal interview in Chicago or New York. Box A-990, Editor & Publisher.

Circulation Manager or Assistant—Would like to make permanent connection with growing or mature daily. At present employed but desire further opportunities. Thirty years old, married, sober, good education. Thoroughly versed all branches practical and theoretical. Can produce the results. Best references. Box A-989, Editor & Publisher.

Circulation Promotion or Business Manager—Fifteen years' experience in executive positions, member of ICMA, have shown four thousand increase in last three months, experienced with morning and evening papers, independent and routemaster plan, surveyed and managed first motor routes, airplane service. References from leading Business Manager. Thirty-five years old, married, salary start one hundred a week. Address Box A-980, Editor & Publisher.

City Editor of small daily wants editorship of weekly. Box A-950, Editor & Publisher.

Classified Advertising Manager available. In present job developed a volume of less than \$3,000 a year to a total of more than \$30,000 annual cash received. Central West location preferred. Salary and percentage basis desired. 28 years old. Married. Highest credentials. Inquiries from publishers addressed to John English, Room 512, 250 Park Avenue, New York, will be forwarded promptly to the man in question.

Composing Room Superintendent wishes position where efficiency and ability are desired. Fourteen years in charge of one plant, now in charge of composing room of morning and afternoon paper. Prefer to go South on morning paper, but intend making a change, and would like to hear from manager or publisher desiring a reliable, permanent man. Can give reference. A-991, Editor & Publisher.

Editorial situation wanted on afternoon daily. Experienced telegraph editor and editorial writer. Western experience. Box A-970, Editor & Publisher.

Editorial Writer, 46; snap and human interest, vigorous style; widely experienced newspaper man, tireless worker. My record speaks. Address A-994, Editor & Publisher.

Foremanship in Florida by resourceful executive, expert in production of up-to-date daily at minimum cost; good makeup, adman and operator; Florida references. E. Bentley, 97 Chestnut Street, Nutley, New Jersey.

Hearst Editor—Copyreader, Experienced Every Position. Editorial department. Box A-978, Editor & Publisher.

Managing Editor—College man, 11 years' metropolitan and small-city experience; alert, aggressive. Effective organizer; hard worker; clean record. Moderate starting salary. "Worker," A-964, Editor & Publisher.

EMPLOYMENT

Situations Wanted

Mechanical Superintendent—Publisher in the middle West with both morning and afternoon paper wants a mechanical superintendent capable of handling a plant employing more than two hundred and fifty people in its mechanical departments. Write fully giving your experience, past employment, etc. Address Box A-984, Editor & Publisher.

Newspaper Woman—Twelve years' experience on New York newspapers as special feature writer and editor of women's pages—specialty interviews—syndicate preferred. A-974, Editor & Publisher.

Newsman, 52, references—reasonable salary. 12 years managing editor cities of 200,000, night editor, million city. Managed small paper. H. E. H., 17211 Clifton Blvd., Cleveland, Ohio.

Position as editorial writer or managing editor on paper near New York City wanted by newspaper man of wide experience. Box A-985, Editor & Publisher.

Press-Erector, thoroughly reliable, with expert knowledge of tubular and semi-cylindrical press work, wishes to get on as working mechanical superintendent, with newspaper plant, or will consider erecting any make of presses. Box A-988, Editor & Publisher.

Pressmen, 27 years' experience on newspapers and job work, executive ability desires connections. Address Mayo Blackwell, care Editor & Publisher.

Young Man with thorough knowledge of circulation desires change. 25 years of age. Single. Five years' practical experience as manager of circulation department of newspapers in towns of fifty to one hundred thousand. Address Box A-986, Editor & Publisher.

MECHANICAL

Equipment for Sale

Bankrupt Sale—I have for private sale the following machinery: 1 Cutler-Hammer Electric Control; 1 Skinner Gas Making Machine. Communicate with Frank Chapman, trustee, Box 2363, West Palm Beach, Fla.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912, OF EDITOR & PUBLISHER

published weekly at New York, N. Y., for October 1, 1926

State of New York, County of New York, ss.: Before me, a Notary Public in and for the State and County aforesaid, personally appeared Charles B. Groomes, who having been duly sworn according to law, deposes and says that he is the Business Manager of the EDITOR & PUBLISHER and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers, are:

Publisher, James W. Brown, 234 Valentine Lane, Yonkers, N. Y. Editor, Marlen E. Pew, Wading River, L. I., N. Y.

Managing Editor, Arthur T. Robb, Jr., 175 Linden St., Rockville Centre, L. I., N. Y. Business Manager, Charles B. Groomes, 343 Rye Beach Ave., Rye, N. Y.

2. That the owners are: James W. Brown, 234 Valentine Lane, Yonkers, N. Y.; Marlen E. Pew, Wading River, L. I., N. Y.

3. That the known bond holders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities, are: None.

4. That the two paragraphs next above, giving the names of the owners, stockholders and security holders, if any, contain not only the list of stockholders and security holders but also appear upon the books of the company, but also in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom the trust is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which the stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona-fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest, direct or indirect in the said stock, bonds, or other securities than as so stated by him.

CHARLES B. GROOMES, Business Manager.

Sworn to and subscribed before me this 29th day of September, 1926.

MARY E. SANTAMORINA, Notary Public,

Westchester County, Certificate filed in New York Co. No. 648, New York Co., Reg. No. 8661. Term expires March 30, 1928.

MECHANICAL

Equipment for Sale

Job Presses, Paper Cutters, Wire Stitchers, etc.—A complete line. Overhauled and guaranteed machines at bargain prices. Easy terms. Hoffmann Type & Engraving Co., 114 E. 13th St., N. Y. City.

Printers', Bookbinders' Outfitters—Modern cut-cost equipment, also rebuilt machinery. Conner, Fendler Branch, A. T. F. Co., New York City.

Photo-Engraving plant for sale. Ideal for one or two men. Miles Machinery Co., 409 W. 26th St., New York.

Practically New Daily Newspaper Equipment. 10 C. S. M. and Model B Intertypes, Tables, Chases, Saws, Cabinets, Proof Presses, Galleys, 32-page press. Tell us what is wanted without delay. Complete Engraving Equipment, screens for newspaper work, immediate delivery, \$2,000.

Thirty-two page Goss straightline, with equipment, will make good allowance for Duplex or Comet. Peckham Machinery Co., Plant Sale Specialists, 1328 Broadway, N. Y. City.

Used Goss Matt Roller for wet mats only, for sale cheap. The Goss Printing Press Co., 1535 So. Paulina St., Chicago, Ill.

We Are Offering from a New York City newspaper plant many bargains: Ten-ton Metal Pot, gas heat, \$150; Allis-Chalmers Air Compressor, for pneumatic seam tables, fine condition, \$500; Sprague one-ton Paper Hoist, \$250; 2 Proof Presses, West Electric, 18 x 24, self inking; Make-up Tables, Hardwood Mailing Tables, Ink Tank, Direct Current Motors, Blower, Monotype, Cabinets, other bargains. Peckham Machinery Co. Plant Sale Specialists, 1328 Broadway, N. Y. City.

Equipment Wanted

All Kinds of Photo-Engraving, electrotyping and stereotyping equipment wanted. We pay cash. Miles Machinery Co., 409 W. 26th St., New York.

Newspaper Properties

Bought, Sold and Appraised. All negotiations confidential.

PALMER, DEWITT & PALMER

350 Madison Ave., New York Business Established in 1899.

CONSOLIDATION

The merging of newspaper interests is a subject that has received special study and investigation by this firm for nearly 17 years. It is a big subject and requires considerable technical knowledge, both as to valuation and operating methods. When properly organized, the results are never disappointing.

We have been factors in many important consolidations, sales and appraisals.

HARWELL & CANNON

Times Bldg. New York

WE CONNECT THE WIRES

We Have Moved

Into new and larger offices in Springfield's finest office building. Please note our new address:

509-511 Security Bldg., 44 Vernon Street

FERNALD'S EXCHANGE, INC SECURITY BLDG. SPRINGFIELD, MASS

DOLLAR \$ \$ PULLERS

ONE DOLLAR
WILL BE
PAID
FOR EACH
IDEA
PUBLISHED

IN some cities the demand for back page position is so heavy that it is frequently the cause of much trouble with some advertisers. The *Columbus* (Ind.) *Republican* is now charging 25 per cent extra for back page position. Usually between 100 and 125 inches are carried on the back page in each edition. The *Franklin* (Ind.) *Star* doubles its rate for special position on the back page.—Davis O. Vandivier, Franklin, Ind.

Now is the time when owners of open automobiles would like to own closed cars. It might be a good plan to run a page or spread devoted to the ads of concerns that specialize in fixing open cars so that they can be practically all closed during cold weather.—Frank H. Williams.

Get a hairdressing, marcelling and permanent wave shop to run a series of ads in the paper. These ads depict ancient and modern styles in hair dress from early Chinese, Egyptian, etc., on up to the present time. On the last ad of the series, showing the latest style, run a coupon good for \$1 or \$2 or any amount the shop owner wishes. The coupon is to be good for its face value on any permanent wave purchased at the shop for the period of three days after the last ad appears. In a smaller city, where there is possibly only one such shop, and where the newspaper handles job printing, the material from the series of ads makes an attractive booklet for distribution from the shop and through the mail. Data on the hairdressing may be obtained from any good encyclopedia. Zincs made from pen and ink sketches give inexpensive illustrations of the various forms and styles of hairdressing.—A. L. Golay, Oak Park, Ill.

Newspapers might get more advertising support from sporting goods houses, especially in the matter of winter playthings, such as snow shoes, skis, skates, toboggans, etc., if they would get up a page on the first approach of winter entitled "WHEN THE SNOW FLIES." It could have a clever winter poem, a winter scene, and a little story about the joys of winter sports and their contribution to health. Then could follow advertisements of sporting goods houses. Of course, there are other articles beside those listed that could be offered, such as guns and ammunition, outdoor clothing, sweaters, and even indoor sports equipment.—Fred L. W. Bennett.

It's not too early to start making some layouts with headlines for Halloween! Take some of your advertisers (groceries, clothing, candy, book and novelty) and plan a series of several ads for each of them. Then sell the whole series at one time, starting the insertions a good week in advance. You'll find a series planned in this way will increase the space you sell, and it will lighten the work of calling each day during that season for a new

ad.—Ralph Gibler, Huntington, Ind.

A "Home Builders Clinic" is the special department of one Western paper that groups under this heading ads of lumber and building material dealers, paint men, roofers, shade and interior decorating stores, electric equipment dealers, and those handling house furnishings. The ads form a thick border about the page, while inside is interesting reading matter, architectural designs of houses, sketches and advice to home builders and owners, given by experts.—C. M. L., Seattle.

HUNCHES

ONE DOLLAR
WILL BE PAID
FOR EACH
"HUNCH"
PUBLISHED

THE *Evening Telegram* at Superior, Wis., is conducting one of the most popular campaigns the paper ever experienced. It is trying to find out what mother in Upper Wisconsin has the largest number of children attending school. Doctors of the city are being asked to give advice on the care of the children and mothers with big families are being interviewed. Pictures of all the kids in line, from the smallest to the largest. And the whole family is shod with free shoes from the *Telegram* when the contest ends.—Gordon MacQuarrie, Superior, Wis.

With school starting, parents will begin their annual worrying over the possibility of epidemics of measles, diphtheria, etc. Interview your health officer and get his suggestions on methods of preventing such epidemics.—B. A. T.

There is a paper that is using to good effect a week-end column under a box heading: "SOCIAL LIFE IN ———— 25 YEARS AGO—DO YOU REMEMBER—." Then follows a half or three-quarters of a column of carefully selected social items carrying plenty of well-known names. It is going over big.—C. F. Steele.

Check the courthouse marriage license records, determining through the returns from ministers, magistrates and other empowered to perform ceremonies who the "marriage-making champion" for your city and locality is. Interview him and get his photograph and you will

the best ready-print
color comics in
america. ask for
samples and rates.



NEA Service, Inc.,
1200 West Third Street
CLEVELAND, OHIO

COMPLETE WIRE REPORTS
FOR EVENING AND SUNDAY
PAPERS

International
News Service

"Get It FIRST but First Get It
RIGHT"

63 Park Row
NEW YORK CITY

GOVERNORS TALK FOR DAILY

Chicago Daily News Linking Photogravure With Radio Addresses

The *Chicago Daily News* and its broadcasting station WMAQ has inaugurated a unique venture to acquaint America with its 48 states. Using the combined mediums of newspaper and radio, the governors of all the 48 states will describe the beauties of their own states and the commercial and industrial importance and the historic background upon which each state has built its power. The talks of the governors are being broadcast over WMAQ on Saturday evenings, on the same day that the photogravure section of the *Daily News* is printed containing a full page of pictures illustrating the address of the governor speaking that evening.

Invitations sent to the governors have already been accepted by 27 state executives. Gov. Alfred E. Smith of New York opened the series with a talk about his state and its vast resources, Saturday evening, Oct. 2.

have a good heart interest yarn.—Roy F. Hendrickson.

City editors in need of suggestions for local stories should make it a daily task to look over the legal ads carried in the newspapers of the city or have, some member of the staff assigned to the job. More than once good tips on local stories can be obtained in these legal ads, some of which mean little in their classified advertisement form, but which furnish reporters with leads on stories. Many

How To Play GOLF

By JOHNNY FARRELL
Famous Teacher of That Game

24 LESSONS
Illustrated

For release daily

KING FEATURES
SYNDICATE, Inc.
New York City

True Confessions of a Former Chief of Police

Chief Severys, a college graduate, a lawyer and a student, for four years Chief of Police, of Seattle, writes for the first time the true story of GRAFT. Each chapter has a local angle in every city in America and a news hook is suggested for each installment. Highly sensational and interest commanding. But beyond all else, this feature can easily be given the strongest local interest and application.

COSMOS NEWSPAPER SYNDICATE INC.

Covering the World
NINE EAST THIRTY-SEVENTH STREET NEW YORK CITY

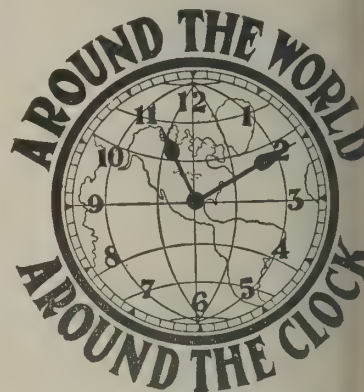
Herbert S. Houston,
President and
Editor-in-Chief

Myles F. Lasker,
Vice-President and
General Manager

times they lead to news items on important building projects.—T. J. B. Scranton.

Three little boys came in the *Asheville Times* one day and registered a complaint because the Asheville park zone didn't have an elephant in it. Everybody got a laugh but the M. E. also got an idea. He started an Elephant Fund, explaining just what inspired it. The kids in town ate the idea alive and then the grown-ups got enthusiastic. Contributions flowed in. Business houses donated heavily. Two circuses showing in Asheville help boost the project with the elephants and donated 5 per cent of the gate receipts. A fine young elephant was found available for \$2,700. The Elephant Fund mounted to more than \$2,000—the City and the Chamber of Commerce subscribed the rest and the deal was closed. Maybe your park needs an elephant, lion, or something? If so, here's the way to get it.—W. S. A.

BY UNITED PRESS



UNITED PRESS ASSOCIATIONS
World Building New York

Kerney's Story of Wilson

for the first time released for
NEWSPAPERS

is being bought by editors from
coast to coast

Territory closing rapidly

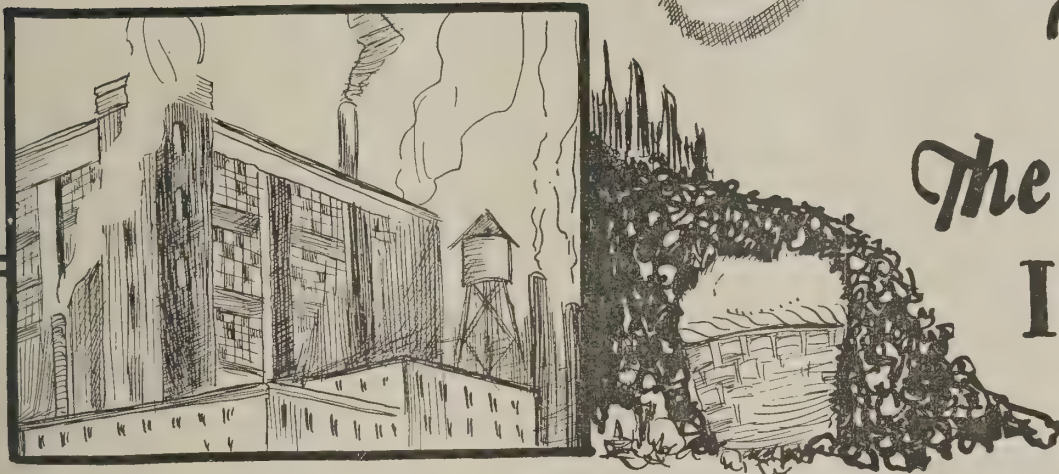
The McClure Newspaper Syndicate
373 Fourth Avenue New York

THE WELFARE COMMITTEE of the INTERNATIONAL CIRCULATION MANAGERS ASSOCIATION

Can supply you with competent circulation men of capacity and ability capable to take entire charge of your department or to fill important posts in the department.

Address the Secretary-Treasurer please, Mr. Clarence Eyster, care Star Building, Peoria, Ill.

The South's Prosperity



Third— The TEXTILE INDUSTRY

Cotton, the most widely used fibre in the world, with its constant broadening demand—and the South with its monopoly in producing the world's supply—has probably been the greatest factor in the South's prosperity and industrial development.

With cotton in its back yard, capital has created a great textile center through the entire South—today Southern textiles of every grade and quality are competing in all the world markets. So great has been this growth that some of the largest mills in the world producing special grades of cloths—fabrics—knitted goods have sprung up almost as if by the wave of a magic wand.

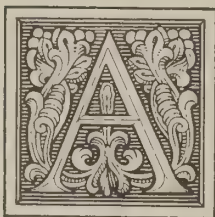
With the raw product at its door—with intelligent and satisfied labor plentiful, this industry is creating a greater and richer South—a greater buying power.

Can any advertiser stay away from this prosperous territory? Let these papers listed below send you additional detailed facts.

		Circulation	2,500 Lines	10,000 Lines
ALABAMA				
*Birmingham Age-Herald	(M)	34,994	.09	.09
*Birmingham Age-Herald	(S)	50,699	.11	.11
*Mobile News-Item	(E)	11,993	.05	.05
*Mobile Register	(M)	20,427	.08	.08
*Mobile Register	(S)	32,096	.10	.10
FLORIDA				
*Daytona Beach News	(ES)	6,302	.04	.04
*Florida Times-Union	(M)	49,903	.12(S.15)	.12(S.15)
*Lakeland Ledger	(E)	6,173	.03	.03
*Miami Herald	(M)	48,108	.11	.11
*Miami Herald	(S)	60,006	.12	.12
*Orlando Reporter-Star	(E)	8,502	.06	.06
*Orlando Sentinel	(M&S)	10,655	.07	.07
*Pensacola News and Journal	(E&M)	9,805	.04	.04
†St. Augustine Record	(E&S)	3,382	.05	.05
†St. Petersburg Independent	(E)	11,917	.08	.08
*Tampa Times	(E)	23,325	.10(.14S)	.10(.14S)
†Tampa Tribune	(M)	34,841	.06	.06
*West Palm Beach Post	(M)	12,243	.06	.06
GEORGIA				
**Augusta Herald	(E)	14,515	.05	.05
**Augusta Herald	(S)	15,254	.05	.05
*Macon Telegraph	(M)	24,035	.03	.03
*Macon Telegraph	(S)	24,439	.03	.03
*Savannah Morning News	(M)	21,220	.06(.07S)	.06(.07S)
KENTUCKY				
*The Lexington Leader	(E)	19,640	.06	.06
*The Lexington Leader	(S)	19,531	.06	.06
*Paducah Sun	(E)	9,266	.04	.04

		Circulation	2,500 Lines	10,000 Lines
NORTH CAROLINA				
†Greensboro Daily News	(M)	27,485	.08	.07
†Greensboro Daily News	(S)	31,505	.09	.08
*Salisbury Post	(E)	7,324	.04	.04
†Winston-Salem Journal	(M)	13,702	.05	.05
†Winston-Salem Journal	(S)	13,720	.05	.05
*Winston-Salem Sentinel	(E)	18,259	.07	.07
SOUTH CAROLINA				
*Columbia State	(M)	23,186	.07	.07
*Columbia State	(S)	24,870	.07	.07
*Greenville News	(M)	21,648	.075	.07
*Spartanburg Journal	(E)	4,613	.05	.05
*Spartanburg Herald	(M)	6,860	.05	.05
TENNESSEE				
*Chattanooga Times	(M)	29,184	.10	.10
*Chattanooga Times	(S)	28,942	.10	.10
*Memphis Commercial Appeal	(M)	100,934	.18	.18
*Memphis Commercial Appeal	(S)	129,219	.21	.21
*Nashville Banner	(E)	54,519	.11	.11
*Nashville Banner	(S)	56,007	.12	.12
VIRGINIA				
*Danville Register and Bee	(M&E)	14,313	.06	.06
*Danville Bee and Register	(E&S)	19,065	.07	.07
*Newport News Times-Herald	(E)	7,968	.05	.05
*Newport News Daily Press	(S&M)	5,413	.05	.05
**Roanoke Times & World News	(M&E)	25,246	.08	.08
**Roanoke Times	(S)	15,458	.07	.07
*Staunton News-Leader	(M), Leader	6,855	.035	.035
* A. B. C. Statement, March 31, 1926.				
† Government Statement, March 31, 1926.				
** A. B. C. Statement, Oct. 1, 1926.				

To The Financial Advertiser



So you may have noticed, they don't build Service Stations on bridle-paths. Paved highways are preferred.

The paved highway that is jammed with the Fords and Rolls-Royces of the investment world leads straight up to the financial pages of the newspapers serving their readers with the dispatches of The Consolidated Press.

These newspapers pioneered the field.

They were first to give their readers *clear-cut, understandable* dispatches that lifted their financial reports out of the rut of dry-as-dust routine.

They were first to substitute for cryptic technicalities, *complete, comprehensive financial news* that told the man in the street what he wanted to know, clearly, understandingly and helpfully.

These pages give their readers what they can get in no other paper in their city.

Today, the newspapers of The Consolidated Press stand, *dominant and efficient*, squarely on the paved highway where they give exclusive, comprehensive and helpful service to the "new ten million" investors whose needs they were *first* to meet.

POSTSCRIPT TO THE PUBLISHER:

In the last few weeks half a dozen new members have been granted exclusive Consolidated Press franchises thus leaving only a few important cities which are dominant market centers where this service is still available.

Only one newspaper in each city can secure this service.
A telegram will reserve your option pending negotiations.

The Consolidated Press Association

Executive Offices, Evening Star Building, Washington, D. C.

New York
Eighth Floor
World Building

Chicago
Third Floor
Daily News Building

San Francisco
Third Floor
Bulletin Building

Paris
Fourth Floor
19 Rue d'Antin



MEMBER A.B.C.

EDITOR & PUBLISHER

1884 The Oldest Publishers' and Advertisers' Journal in America 1926

SUITE 1700 TIMES BUILDING. NEW YORK
42ND STREET AND BROADWAY.



MEMBER A.B.P.

Original second class entry The Journalist, March 24, 1884; Newspaperdom, March, 1892; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Advertising, February 7, 1925; Revised entry, Editor & Publisher, May 11, 1916, at the Post Office at New York, N. Y., under the act of March 3, 1879.

Vol. 59. No. 21

NEW YORK, OCTOBER 16, 1926

By Mail in Advance \$4, U. S. A.
\$4.50, Canada; \$5, Foreign

10c Per Copy

JOURNALISM LIBRARY

Not to be taken from this room

Rich in Food Values

"Canned SALMON has an energy value equal to the popular hearty foods such as veal, milk, sirloin steak and baked beans."
—U.S. Bureau of Fisheries (Dept. of Commerce) Document No. 1000

CANNED PINK SALMON
"King of Food Fish"

"SALMON is the most important sea food canned. . . . The protein percentage makes it valuable." states this government bulletin. Canned PINK SALMON is available for shipment into any part of the world where fresh fish are not available. As the cooking has already been done the product can be eaten cold, as a salad, if desired. Canned PINK SALMON provides the essential food stuff—protein—at a REASONABLE COST.

For a really delicious treat—try Canned PINK SALMON mixed hot in creamed, baked or fried dishes. Ask your nearest food grocer to send you a few cans at once. ALL GOODNESS—NO WASTE!

ASSOCIATED SALMON PACKERS
Send for FREE Government Bulletin containing Canned PINK SALMON Recipes.
2806 L. C. Smith Building Seattle, Wash.

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Another Great Campaign

Exclusively in The Daily News in Chicago

THE Daily News is the only Chicago newspaper carrying the advertising of the Associated Salmon Packers, which is appearing in leading newspapers of about twenty-five American cities.

The campaign has resulted in the sale of more than 1,100,000 cases of salmon this year, as compared with 205,000 cases in the same period last year.

The advertising is placed by the Strang & Prosser Advertising Agency of Seattle.

Member of The 100,000
Group of American
Cities

THE CHICAGO DAILY NEWS

First in Chicago

Advertising Representatives

NEW YORK

J. B. Woodward
110 E. 42d St.

CHICAGO

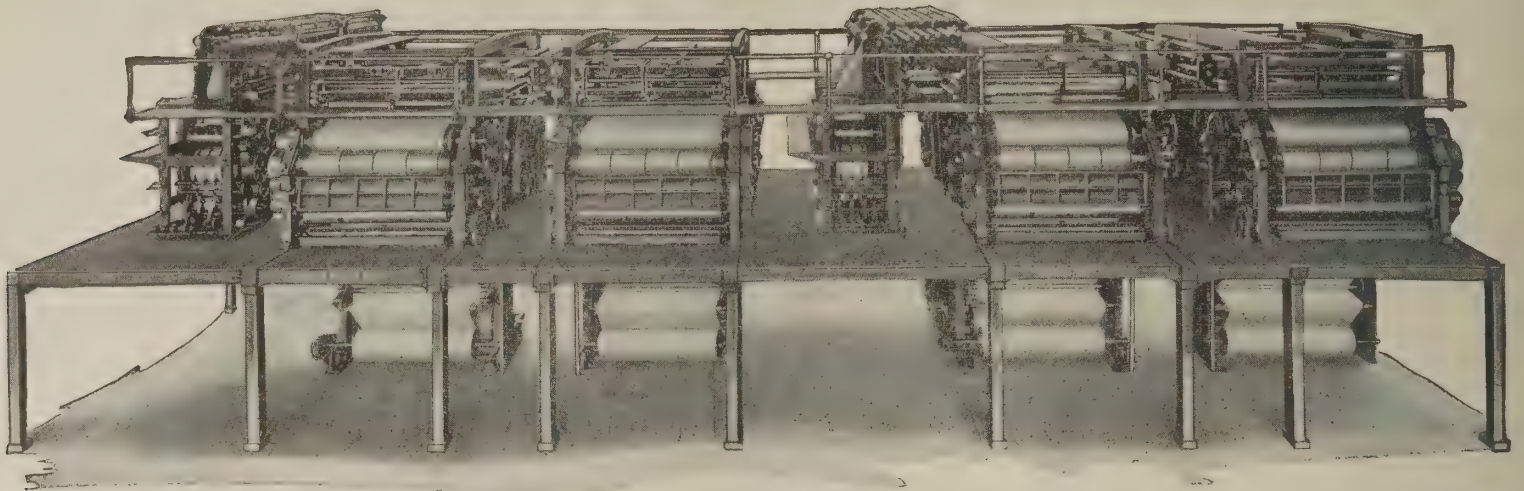
Woodward & Kelly
360 N. Michigan Ave.

DETROIT

Woodward & Kelly
Fine Arts Building

SAN FRANCISCO

C. Geo. Krogness
253 First National Bank Bldg.



SCOTT MEZZANINE-TYPE "MULTI-UNIT" DOUBLE-OCTUPLE PRESS

With Magazine Paper Feed from Paper Floor Below Press Floor
Composed of 8 Underfed Units and 4 "Heavy Duty" 64 Page Folders with Four Drives—End Folder Style

Two Sets of Knives Increase Production

Scott Folders are equipped with double size knife cylinders to carry two sets of knives.

This not only doubles the number of papers which can be cut with one adjustment, but allows a variation in the cut-off. By setting the knives off center, the cutting of "ribbons" is eliminated and a long and a short sheet may be cut while the sections are being collected.

The Scott Knife Cylinder is mounted in sliding boxes held by heavy steel springs. They are strong enough to stand up under any required work but will yield readily in case of a "choke."

For maximum production with greatest ease in operation use Scott High-Speed, Heavy-Duty Folders with—

Scott

"Multi-Unit" or "Straight-Unit" Presses

Cylinder Speed—400 r. p. m.

WALTER SCOTT & COMPANY

Main Office and Factory - - - Plainfield, New Jersey, U. S. A.
New York Office - - - 1457 Broadway
Chicago Office - - - 1330 Monadnock Block

Cable Address: WALTSCOTT NEW YORK



Baltimore's Greatest "Public Market"

- ¶ The fame of Baltimore's Public Markets has spread to the far corners of the earth.
- ¶ Every visitor to Baltimore—every writer recording impressions of the city—is impressed by this feature of Baltimore life.
- ¶ The public market system provides a most economical method of distributing the products of nearby farms to the homes of Baltimore—
- ¶ Just as the Sunpapers—Baltimore's greatest public marketplace—provide the most economical method of making your product known in the homes you want to reach!
- ¶ And while Baltimoreans have to "go to market," the Sunpapers are delivered at the front-door—morning, evening and Sunday!

Average Net Paid Circulation for Month of September, 1926

Daily (M. & E.) . . . 246,171

Sunday . . . 189,672

A Gain of 11,619 Daily and 6,614 Sunday Over September, 1925

JOHN B. WOODWARD
Bowery Bank Bldg.,
110 E. 42d St., New York

GUY S. OSBORN
360 N. Michigan Ave., Chicago

C. GEORGE KROGNESS
First National Bank Bldg.
San Francisco

Everything in Baltimore Revolves Around

THE

MORNING



EVENING

SUN

SUNDAY

Baltimoreans Don't Say "Newspaper"—They Say "SUNpaper"

The
National Advertiser
who now advertises
in
The Evening Bulletin
has every day

535,096
more chances

for doing a profitable
FALL AND CHRISTMAS BUSINESS
than his competitor
who does not use this newspaper

The net paid daily average circulation of The Bulletin for the six months ending September 30th, was 535,096 copies a day.

The Bulletin's circulation is far larger than that of any other Philadelphia newspaper, and is the third largest in the United States.

*"Nearly everybody reads
The Bulletin."*



EDITOR & PUBLISHER



Issued every Saturday, forms closing ten P. M. Thursday preceding Publication by The Editor & Publisher Co.,
J. W. Brown, Publisher; Marlen E. Pew, Editor; Suite 1700 Times Building, 42nd St., at Broadway,
New York. Telephone, Bryant 3052-3053-3054-3055-3056. Charter Member Audit Bureau
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L. 59

NEW YORK, OCTOBER 16, 1926

No. 21

Outraged G. O. P. Editorial Conscience Tore Mask From Indiana Politics

en Picture of Fiery Thomas H. Adams, Hoosier Editor Who Claims He Has "The Goods"—Correspondents Flock to Report Events Which May Lead to Major Scandal

By DUDLEY NICHOLS

New York World Staff Correspondent Writing for EDITOR & PUBLISHER by Request

INDIANAPOLIS, Oct. 13.—Two years ago Thomas H. Adams, owner and editor of the *Vincennes (Ind.) Commercial*, was appointed chairman of the transportation committee of the Republican Editorial Association in Indiana. From that unctacular event leads a long and slowly uttering fuse to the present political scandal in the Hoosier G. O. P. which, whether time will prove it a squib or can a cracker, belongs in the category of major fireworks.

In consequence of that forgotten incident twenty out-of-town correspondents have already invaded this city and more are reported on the way, all armed for a game, which is s'healthy in this state. The writer took the following poll of first-coming correspondents today:

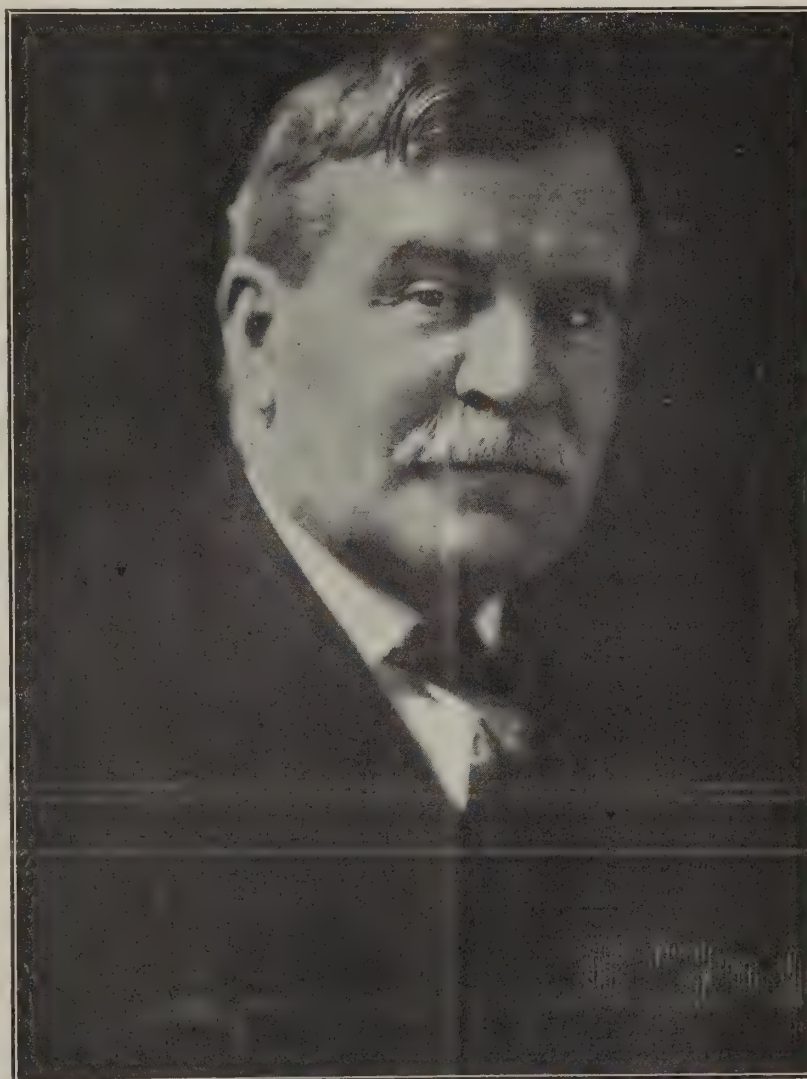
Paul Y. Anderson, *St. Louis Post-Dispatch*; Robert Barry, *New York Evening World*; Richard Oulahan, *New York Times*; G. Gould Lincoln, *Washington Star*; Alfred H. Kirchhofer, *Buffalo News*; Theodore G. Joslin, *Boston Transcript*; Robert M. Choate, *Boston Herald*; Henry Suydam, *Brooklyn Eagle*; D. L. Bartley, *Kansas City Star*; Paul R. Beach, *Chicago Daily News*; W. A. S. Douglas, *Baltimore Sun*; Robert Seltzer, *Cleveland Times*; A. J. Lorenz and Sam Fair, *Chicago Herald & Examiner*; Orville Dwyer and Philip Kinsley, *Chicago Tribune*; Garland Ashcraft, *Cleveland Press*; Ned Doyle, *Cleveland Press*; and Albert F. Baenziger, *Chicago American*; Forrest Davis, *New York Herald Tribune*.

Tom Adams is old in the ways of the typewriter and printer's ink is to him like powder smoke to a war horse, but never in his career has he instigated such a march of the newspaper craft as this.

Vincennes is the seat of Knox County, down in the southwest corner of the state. It sums something more than 15,000 and has more than 20,000 people. It was the location of a famous old fort and is rich in Indiana, French and British history. And the *Commercial* is one of the oldest papers in all Indiana. By report it has been a money-maker and Adams, while no man of wealth, has been free to fight the Ku Klux Klan and barge around in behalf of reform when he pleased.

But it was not as reformer that he became transportation chairman of the Editorial Association. Many country publishers had trouble getting proper circulation distribution and Adams had an idea that trucks might be used to great advantage, the publishers themselves building up a state-wide delivery service. In his investigations Adams became friendly with John D. Williams, director of the state Highway Commission, a political job which controlled the disbursement of about \$15,000,000 yearly, a nice plum.

Williams confided that he had certain enemies. Presently Williams was indicted on a paltry charge, the sale of \$173 worth of anvils or something like that, and Williams alleged he had been framed. The indictment is still pending and unpressed.



Thomas H. Adams

Contrary to expectation the indictment did not force Williams' resignation—"and that's when I got on the job," Tom Adams told the writer.

Adams' investigations led him into strange byways. He brought up a year later at Muncie, Ind., and fell in with George Dale, a fiery editor, who had been in hot water with the Ku Klux Klan and is even now appealing from a conviction for contempt of court for his editorial opinions.

"Dale's story amazed me," said Adams. "Through him I met Court Asher, who had been thick with D. C. Stephenson when he built up his super-government in Indiana. Asher made shocking revelations to me. I found out about the framing of Williams. Step by step I cor-

roborated these stories by nearly 50 men who had been in with Stephenson. We got the man's chauffeur, his butler, housekeeper, secretary, stenographer, his lieutenants and trustees."

Adams said he determined to houseclean his own party and set about it with quiet determination. He alleges he was rebuffed by every official from Governor Ed Jackson on down.

He says he then requested an investigating committee of the Republican Editorial Association which complied by simply converting the transportation committee as it stood.

From now on the story grows controversial and will be omitted as it has been amply reported in the country's press. But it is not treading prejudiced

ground to explain that for nearly four years graft and corruption have furnished topics for by-talk, rather cynical and caloused, in Indiana.

Now and again voices had been raised in arraignment. Evidently nobody could shout like Tom Adams. Finding his overtures rejected he went to his own medium.

The *Indianapolis Times*, a Scripps-Howard paper, backed him up.

Politicians laughed up their sleeves.

Old Tom kept shouting. Whether he had "the goods," as he claimed, remains to be proven. But everybody in Indiana seemed ready to admit the situation was just as bad as Adams painted it or a good deal worse and presently outlying papers began to catch the echoes of Tom Adams' roaring.

If there is one thing the old Vincennes editor can do it is roar. It may be that his polish, his perfection, his form in the decadent art of cussing exceeds his ability to roar, but that is debatable. He has twenty inflections for every oath to express twenty degrees of passion and he can permutate these infinitely by smacking the right fist into the left hand or the left fist into the right. When the "old man" (he is 66) cusses corruption in seven colors, the plaster falls upon the floor and the air goes splintering out the windows.

Yes, as indicated at the commencement of this report, Mr. Adams has drummed up some business. But if he proves more the ballyhoo than a showman the boys will only stand in front of his tent for a while and then move on back to Washington and their home cities.

Mr. Adams is a strapping, grizzled, deep-chested man whose temper bristles like his clipped gray moustache. He must have been a two-fisted editor in his day—and that day is not done. He talks as St. Paul must have talked when somebody stood up for Pontius Pilate. He denounces the "mad dogs of hell," and when his enemies attack him he is being "crucified," nothing less.

People admire him, not for his rural inascibility but for his downright honesty and impassioned desire for clean government. One would say not even his enemies can condemn him however much they damn him. His is a hard row to hoe. All has not been clear sailing even in the Republican Editorial Association. Five of the nineteen members tried to block him by getting together and announcing he was not authorized to conduct the investigation. This dissension has not been aired, but subsequently President J. Frank McDermond of the Association publicly backed him up.

Already Editor Adams has precipitated seven \$1,000,000 suits, with Mayor John L. Duvall of Indianapolis as plaintiff and the *Indianapolis Times* and the *Chicago Tribune* among defendants. These ensued from publication of photographs furnished by Mr. Adams which purported to represent pre-election promises made by Mayor Duvall to Stephenson in return for Klan support at the polls.

A. P. DIRECTORS ELECT SAN ANTONIO NEWS TO EVENING MEMBERSHIP

Admitted Over Objections of Hearst Paper—Express Holds Only Legal Protest Right—Two New Members in Lawrence, Mass.—Anthony Succeeds Clark

ASSOCIATED PRESS directors meeting in New York last week elected the *San Antonio News*, an evening paper, to membership, over the objections of the *San Antonio Light*, a Hearst evening and Sunday newspaper.



B. H. ANTHONY

The *Light*, according to Kent Cooper, A. P. general manager, holds no legal protest right. This right is held by the *San Antonio Express*, which owns the *News*, and was consequently waived.

No Hearst representative voicing the *Light's* objections appeared in person before the board when final action was taken last week. Bradford Merrill, general manager of the Hearst newspapers, and Victor Polachek both attended on other matters, but neither were instructed to speak on the *San Antonio* affair. A hearing on the case was first held a year ago, when objections were filed by D. E. Town of the Hearst general management.

No comment for publication was made either by officials of the Associated Press or by Hearst executives. It is understood that the objections raised last year by Mr. Town on behalf of the *San Antonio Light* were based on the lack of precedent for election of a new member to the A. P. in a territory and field already occupied.

The *San Antonio* situation differs radically from those in Baltimore and Rochester, where Hearst newspapers have successfully opposed election of opposition newspapers to A. P. membership. In Baltimore the *News* and in Rochester the *Journal* (through its purchase of the old *Post-Express*) possess protest rights dating from the Illinois charter under which the A. P. was operated prior to 1900.

No such right is vested in the membership held by the *San Antonio Light* nor in those of several hundred other A. P. members elected under the present charter and by-laws. Section 6 of Article III of the by-laws provides that by a seven-eighths vote of all the members, a member may be given a right of protest against the admission of new members by the board of directors and empowering the member holding it to demand a vote of the members of the corporation on all applications for the admission of new members within the district for which the right is conferred. This section has never been invoked.

The *Lawrence* (Mass.) *Tribune*, evening, and the *Lawrence Eagle*, morning, were elected to membership, an election held of considerable importance in New England. The *Lawrence Telegram* already holds an A. P. membership.

Plans for establishment of a picture distributing service by the A. P. was discussed by the directors and action postponed until the next meeting to be held on the fourth Wednesday in January.

Date for the next meeting of the A. P. executive committee was set for Nov. 29. B. H. Anthony, publisher of the *New Bedford* (Mass.) *Standard*, was elected to the executive committee, succeeding the late Charles Hopkins Clark, publisher of the *Hartford* (Conn.) *Courant*. The directors passed the following resolution paying tribute to Mr. Clark's memory: "The board of directors of the Associated Press records with deep sorrow the death of Charles Hopkins Clark, in continued service as a member since 1910. During that period Mr. Clark has been one of the most highly esteemed members

of this board, lending the wisdom of his counsel to all its deliberations in a measure of inestimable value, in that his active newspaper connection of more than half a century imparted an experience that gave unusual weight to his judgment.

"Born in Hartford, Conn., April 1, 1848, he was the patriarch of the Board. "Graduating from Yale in 1871 he entered the service of the *Hartford Courant*, steadily rising to the control of that great newspaper over which he presided for many years, until his death, and in which service he acquired a national reputation, as an editor, a statesman, and a patriot.

"Honored many times by the political party with which he was associated, and by the national administrations reflected in its success, he was at all times tolerant, fair minded and patriotic in his attitude on men and measures, placing country above party and the public welfare above expediency.

"In every section of the country he was esteemed for his virtues, respected for his ability, and honored for the eminent sense of fairness that characterized his attitude in all matters.

"As a member of this board his lovable disposition endeared him to all his associates. Until the past few months, when prevented by the affliction that resulted in his death, he attended every meeting of the board, and of its executive committee on which he served as a member since his election to the board. He was keenly interested in these meetings, and in the welfare of The Associated Press, with which he was connected since its organization, and for the development of which he largely shared the credit.

"The board directs that a page of its minutes be inscribed to his memory, and that a copy of this action be forwarded to his family and to the *Hartford Courant*."

Appointment of a successor to M. E. Foster, former editor of the *Houston* (Tex.) *Chronicle*, as chairman of the auditing committee was referred to the other committee members. They are E. E. Smith, *Meriden* (Conn.) *Record*; C. A. Morden, *Portland* (Ore.) *Oregonian*; and E. J. Fehn, *Evansville Journal*.

The directors commended the general management for the recent series of exclusive interviews, including those with President Coolidge and Bobby Jones. Installation of the new high-speed printer circuit from New York to Kansas City was approved.

The following employees were retired on half-pay: H. C. Milholland, former manager of the New York office; E. H. Wagner, for 36 years cashier in New York; A. A. McDonell, operator in Denver; and Eugene McCarthy, operator in Cleveland.

NEW SCRANTON SCALE

The newspaper printers of Scranton, Pa., have just signed a new scale with the publishers which is to run for a year and calls for a wage advance of \$1 a week. The union's demands had been for a \$6 a week advance, two weeks' vacation at pay and 7 hours a day.

FEARING HOST TO SALES STAFF

Joseph Fearing, vice-president of the International Paper Company, was host to the firm's sales agents over last weekend at Quogue, L. I. General business conditions were discussed. Mr. Fearing declared International's 1927 newsprint prices would be announced "in the near future." He declined to give the exact date or forecast whether there would be any revision in the present price charge of \$65 a ton.

EDITOR & PUBLISHER CALENDAR

- Oct. 17-20—Graphic Arts Assn., annual convention, Detroit.
- Oct. 18-19—Insurance Advertising Conference, Tuller Hotel, Detroit.
- Oct. 18—Employing Printers Assn. of Chicago, 15th annual convention, Chicago.
- Oct. 18-19—Carolinas' Circulation Managers Assn., 7th annual conference, Spartanburg, S. C.
- Oct. 19-22—Outdoor Advertising Assn. annual convention, Biltmore Hotel, Atlanta, Ga.
- Oct. 19-20—Inland Daily Press Assn., October meeting, Sherman Hotel, Chicago.
- Oct. 19-20—New York State Circulation Managers Assn., annual convention, Hotel Martinique, New York.
- Oct. 20—100,000 Group of American Cities, business meeting, Hotel La Salle, Chicago.
- Oct. 20-22—Direct Mail Advertising Assn., annual convention, Detroit.
- Oct. 21-22—Audit Bureau of Circulations, annual convention, Hotel La Salle, Chicago.
- Oct. 21—Agricultural Publishers Assn., annual convention, Hotel La Salle, Chicago.
- Oct. 21—American Association of Advertising Agencies, luncheon to publishers, Hotel La Salle, Chicago.
- Oct. 21—Assn. of Newspaper Advertising Executives, meeting, Morrison Hotel, Chicago.
- Oct. 21-23—University of Michigan Press Club, 8th annual conference, Ann Arbor, Mich.
- Oct. 21-23—American Society of Sales Executives, annual convention, White Sulphur Springs, Va.
- Oct. 21—Catholic Writers' Guild of America, Inc., meeting, Guild Hall, New York.
- Oct. 24—Fornightly Forum, Debate on Publicity, Park Lane Hotel, New York.
- Oct. 24-26—International Advertising Assn., 10th District annual convention, Beaumont, Tex.
- Oct. 26-27—American Assn. of Advertising Agencies, annual convention, Mayflower Hotel, Washington, D. C.

NEWSPRINT CONSUMPTION UP

Consumption 15 Per Cent Ahead of Last Year, Says A. R. Graustein

Newsprint consumption in the United States and Canada is running at least 15 per cent ahead of last year. A. R. Graustein, president of the International Paper Company, announced last week in connection with a call for a special meeting, Oct. 28, to authorize the issue of \$25,000,000 of six per cent debentures.

The new plant at Three Rivers, Quebec, will be producing at full capacity of 700 tons of newsprint daily in 1927, Mr. Graustein said. The new mill on the Gatineau River, near Ottawa, Ontario, should be at full capacity of 600 tons daily by July. Since October of last year the company has acquired more than 10,000,000 cords of pulpwood.

FLEES BANDITS; CAR OVERTURNS

Bloor Schleppey, secretary of the Chicago local of the American Newspaper Publishers' Association, figured in an automobile accident near Thornton, Ind., last week, in which Mrs. Schleppey was seriously injured. Schleppey was headed for Chicago when three bandits stepped out into the road, with revolvers drawn, and ordered him to stop. Instead he increased his speed and kept on his way despite the shots fired at him by the bandits. At a curve in the road his car overturned in the ditch and his wife was seriously hurt. She is now in a hospital in Indianapolis.

COSTS FORCE ADVANCE IN UTICA PRICES

Press, Observer-Dispatch and Rome Sentinel Raise Circulation Rates 33 1/3% After Printers Win Increased Wages

Stating the move was necessitated by rising production costs, the *Utica* (N. Y.) *Press*, *Utica Observer-Dispatch* and the *Rome* (N. Y.) *Sentinel* this week increased their subscription rates.

All three papers moved their price from two cents a copy, 50 cents a month and \$6 a year to three cents a copy, 18 cents a week, 75 cents a month and \$9 a year.

In its announcement the *Utica Press* laid particular stress on advances in composing room wages, explaining the situation as follows:

"Before the war printers were content with \$22.50 for day and \$25.50 for night work, for 48 hours a week. Under the spur of increased living costs * * * they got advances which eventually increased the scale to \$43 and \$46 a week. In 1924 they asked for a substantial increase. The evidence was submitted local arbitration and the printers were awarded an advance of \$2 a week. The *Utica* publishers appealed to a committee representing the printers and publisher hearing appeals at Indianapolis. The award to the printers was set aside and the existing wage scale continued, it being held that no increase was justified. Almost a year was consumed in the proceedings.

"Immediately the printers started another movement for more pay, as they had the right to do under their contract with the publishers. This was late 1925. Another local arbitrator awarded them an increase of \$2 a week, effective May 1, 1926. Not considering this satisfactory, the printers appealed to the headquarters at Indianapolis and on August 31, 1926, its decision confirmed the local arbitrator's increase but made it retroactive to Nov. 15, 1925, instead of May 1, 1926. The back pay thus handed over to the printers on the two *Utica* newspapers amounted to more than \$8,000. Their current wages were fixed at \$48 for day and \$48 for night work per week of 48 hours, with overtime at price of a half per hour.

"Within two weeks after this decision was received the printers' union, on September 15, submitted another demand for a further increase in pay and a reduction in working hours. This demand is now under consideration and discussion. As has been peaceful and pleasant, but cost for the *Utica* publishers. Adjustment with the stereotypers and pressmen is yet to be made."

The *Sentinel* said: "The cost of newspaper production today, on account of increased prices, enlargement of service, is three times what it was 10 years ago. The expansion through added service, through augmented features, through enlargements, and increased value to the public has been and continues to be a constant growth."

ACTION AT CANTON

Mellett Defendants Must Stand Trial Home City and Gangster Goes to Prison

An attempt to obtain a change of venue for the two men Ben Rudner and Louis Mazer, charged with the first degree murder of Don Mellett, editor of the *Canton* (O.) *News*, failed this week as their trials will start on November 8.

Carl Studer, former associate of Rudner and Mazer, pleaded guilty to charge of keeping a disorderly house and on Wednesday was sentenced to the penitentiary for a year to three years.

GEORGE R. DALE FUND

EDITOR & PUBLISHER appreciatively acknowledges receipt of \$5.00 for the George R. Dale Defense Fund from the Brenham Banner Publishing Company, Brenham, Tex.

A. B. C. MEMBERS LINE UP FOR PROXY BATTLE

Chicago Will Witness Lively Contest Next Week—Clague's Eleventh Hour Letter Says Theory of Bureau's Foundation at Stake—New York Publishers Organize Opposition

THE "battle of the proxies" on questions of policy of the Audit Bureau of Circulations will enter its final phase with the annual meeting of the Bureau Oct. 21 and 22 in Chicago. New York City newspaper publishers, whose spokesmen are J. F. Bresnahan, business manager of the *New York World*, and F. A. Walker, managing director of the *New York Telegram*, have gathered many proxies, unofficially spoken of as "several hundred," among publishers all over the country in support of their opposition to publication of rate cards on circulation statements, and in advocacy of representation for newspaper publishers on the bureau's board proportionate to the amount of dues paid, and also for readjustment of the dues schedule.

In addition to the proxies, which have been gathered also by Stanley Clague, managing director of the Bureau, from members who favor the Bureau's present organization plan and policies, both parties to the dispute have received assurances of personal attendance from an unprecedented number of members. The meeting of 1926, unlike most of those since 1920, when the newspaper publishers last protested against "taxation without representation," promises to provide plenty of vigorous and thorough discussion of fundamental questions.

While the New York City publishers have been active in support of their proposals, their campaign has been made by personal letters. Publicity has been a little-used weapon.

It has been employed without stint, however, by Mr. Clague, who last week announced a 7½ per cent rebate on 1926 dues to all members, emphasizing that the board had been considering the action for many months, and had authorized it at this time not because of any movement by members for reduction of dues, but because the annual audit of the Bureau's funds for the fiscal year ending Aug. 31, 1926, showed the possibility of the remission.

This week Mr. Clague, utilizing the Napoleonic advantage of interior lines, issued a long statement "re-selling" the A. B. C. idea to the membership. Some members, several of the New York committee included, the statement broadly hints, disclose ignorance of the Bureau's concept and purposes by their proposal of a larger representation for newspaper publishers on the controlling body. Such a step, the statement implies, would either mean domination of the board by the newspaper publishers or, by giving increased representation to all classes of membership, would make the body unwieldy if not impracticable.

The New York publishers declared that no answer would be made to Mr. Clague's letter prior to the meeting.

Mr. Clague's statement in full follows: On the eve of his departure for Europe in September, Walter A. Strong, publisher of the *Chicago Daily News*, in an interview reported in EDITOR & PUBLISHER, made some plain and wholesome statements regarding the proposed plan of a small group of metropolitan newspaper publishers seeking larger newspaper representation on the Board of Directors of the A. B. C.

"The theory of the Bureau's foundation is at stake," he stated. "The original conception of the Bureau provided that majority control of the Bureau be in the hands of the advertisers. Let the publishers gain 51 per cent of control if they wish to destroy the A. B. C."

"The A. B. C.," continued Mr. Strong, "has entered a new decade, during which it must be resold to the newspaper publishing field. A new generation of newspaper executives has grown up who do

not understand the fundamental purposes of the Bureau. Frank discussion is needed to resell them and opportunity for such discussion will be afforded at the annual A. B. C. convention to be held in Chicago Oct. 21 and 22. I have no doubt in the world that those objecting to the A. B. C. theory will be convinced at this convention that they are wrong."

In order that all members of the Bureau shall have complete information on which to base consideration of this subject, the following is an outline of why and how the A. B. C. was founded.

In the fall of 1913 it became evident that the various attempts to form a substantial organization for the purpose of

circulation verification had failed. The Association of American Advertisers had made a valiant effort to establish such an organization, but the national advertisers who had previously been willing to bear the burden were obliged to admit that through lack of sufficient funds the service was wholly inadequate.

The advertising agents felt that they could not assume the responsibility.

Prior to that time the comparatively few reports issued by the Association of American Advertisers were confined to its members and were available only to advertising agents who, through very confidential relationship with one of their clients who was a member of the A. A. A.

could secure such meager information as was then available.

Then came the suggestion that all three factors—Advertisers, Advertising Agents and Publishers—get together and form an association which would accomplish what each factor individually desired.

It was said that the theory was ideal, but impossible of attainment.

In a prospectus issued at that time it was stated:

"All are agreed that a plan should be evolved whereby the advertiser shall be able to know, when he buys space in a publication, exactly what he is buying. And the honest publisher desires to be able to demonstrate to the satisfaction of all of his customers, exactly what he is selling.

"This being the genuine desire on the part of the Advertisers, Advertising Agents and Publishers, quibbling as to methods of procedure to determine results will not bar the way to the consummation of this desired end, because no one factor will seriously jeopardize the interests of the other, if all are sincere."

But the objection was raised—how can such a plan be successful if majority rule prevails—and majority rule would naturally rest with publishers. And majority rule in such an association would also naturally rest in the hands of newspaper publishers, for they would have the largest individual membership.

"Might just as well place bank examinations in the hands of an association controlled by votes of the banks themselves," said the objectors.

It is to the credit of those publishers who joined in the formation of the association that they recognized this possible weakness and they agreed unanimously that to be successful they must allow the ultimate control to rest in the hands of the advertiser members.

After many months of consideration it was decided that a board of control be formed in which the majority vote would rest in the hands of advertiser members; but for the purpose of securing advice in the consideration of the technical problems peculiar to their branch of the industry, there should also be on the board equal representation of Advertising Agents, Newspapers, Magazines, Farm Papers and Business Papers. Two representatives from the advertising agents and two representatives from each of the publishing divisions were decided upon, thus requiring eleven representatives from the advertiser division who would devote the time necessary to the successful evolution of the idea.

To carry out this plan it was provided in the original agreement that "the power to in any way alter the constitution of the association, shall be vested in the board of directors and this confirmed by Class A (advertiser) subscribers." This confirmation was obviously carried out by confirmation of the board of directors on which there was a majority of Class "A" members.

In June, 1914, this "theory" was enthusiastically confirmed at the first convention of the A. B. C. held in Chicago.

For over twelve years it has stood the test of experience and the association has become recognized as an important factor, not only in the success of publishers, but in the saving of an immense sum of money to advertisers. It has also been of substantial service to advertising agents through the elimination of controversies regarding circulation, thereby enabling agents to devote the time (heretofore wasted) to the interest of their clients and the study of fields for successful marketing.

Once before in the history of the
(Continued on page 46)

SEPTEMBER LINAGE GAIN 4.4% IN NEW YORK

NEWSPAPER advertising for September, 1926, in New York City newspapers increased 4.4 per cent over the total for September, 1925, the respective totals being 14,661,922 lines and 14,042,550 lines. Gains were made by 11 of the 15 newspapers listed in setting a new high record linage for the month. Total pages printed during the month increased from 15,434 to 16,070, or 4.1 per cent. The figures are compiled by the New York Evening Post Statistical Department, Inc.

According to analysis by classifications, foreign advertising in morning and morning and Sunday newspapers increased from 1,427,608 lines to 1,695,884 lines, or 18.7 per cent. Classified advertising in morning papers increased from 1,647,496 lines to 1,761,706 lines, or 6.9 per cent. Local display advertising in morning papers decreased from 4,434,412 lines to 4,306,384 lines, or 2.8 per cent. Three morning newspapers show total gains in local display advertising. All surpassed last year's figure on foreign advertising and classified advertising. Dry goods advertising, the largest single element in local display, shows a noticeable drop in all morning papers. The net gain in all morning advertising is 3.3 per cent.

Evening papers increased their foreign total from 1,175,378 lines to 1,454,000 lines, or 23.7 per cent. Local display

dropped from 4,275,244 lines to 4,215,660 lines, or 3.9 per cent. Classified advertising increased from 1,082,244 lines to 1,228,456 lines, or 13.5 per cent. The largest single element in the local display decrease results from a dispute over a rate increase between several local stores and the *Evening Telegram*, although gains in dry goods advertising are shown by only two of the nine evening papers listed. The *Telegram's* linage on women's specialty shops showed an increase for the month from 752 lines to 19,722 lines. The net gain on evening paper linage is 5.5 per cent.

Large gains in various classifications are noted as follows:

Morning and Morning & Sunday Newspapers			
	Sept., 1926	Sept., 1925	Gain
Tobacco	94,688	65,228	45%
Newspapers	100,002	56,550	76%
Railroads	52,472	28,506	84%
Automobile display..	371,386	294,584	26%
Book publishers.....	128,078	101,914	25%
Musical instruments.	127,484	104,034	22%

Evening and Evening & Sunday Newspapers			
	Sept., 1926	Sept., 1925	Gain
Tobacco	105,110	41,624	152%
Automobile display..	348,336	275,940	22%
Boots and shoes.....	89,618	69,148	29%
Musical instruments.	102,574	76,242	34%
Radio	224,294	189,832	18%
Railroads	48,266	25,942	86%
Newspapers	62,574	13,110	377%

Comparative total figures for the month follow:

Pages—		Percentage of					
1926	1925	1926	1925	Gain	Loss		
1,258	1,274	American	6.8	1,003,636	1,063,654	60,018
1,588	1,554	Herald Tribune	11.1	1,624,056	1,458,012	166,054
2,120	1,928	Times	18.0	2,642,898	2,580,816	62,082
1,378	1,334	World	11.0	1,607,872	1,507,690	100,182
828	888	Mirror (Tabloid).....	1.9	277,742	362,984	85,242
1,340	1,128	News (Tabloid).....	4.1	607,592	536,528	71,064
932	918	Evening Graphic.....	1.9	278,860	199,688	79,172
1,136	1,222	Evening Journal.....	7.7	1,126,472	1,181,606	55,134
758	698	Evening Post	2.7	395,460	392,940	2,520
772	732	Evening World	5.5	805,358	765,118	40,240
1,024	968	Sun	8.9	1,299,230	1,253,426	45,804
566	578	Telegram	3.2	462,632	523,032	60,400
1,168	1,106	Brooklyn Eagle	10.3	1,514,034	1,370,366	143,668
736	568	Brooklyn Times	3.8	555,162	394,970	160,192
466	538	Standard Union	3.1	460,908	451,720	9,188
16,070	15,434	Totals		14,661,922	14,042,550	619,372
*No Sunday edition.				Net gain			

	1926	1925	1924	1923	1922	1921	1920
American	1,003,636	1,063,654	1,206,792	913,642	891,362	788,818	815,126
Herald	1,624,056	1,458,012	1,333,986	736,322	982,604	967,058	1,041,284
Herald Trib.	2,642,898	2,580,816	2,531,332	628,436	724,190	753,188	799,570
Times	1,607,872	1,507,690	1,376,226	1,433,464	2,074,500	1,851,767	1,897,614
World	277,742	362,984	359,010	1,126,548	1,527,720	1,176,962	1,524,068
Mirror (Tab.)	607,592	536,528	500,636	285,886	252,596	257,694	181,804
News (Tab.)	278,860	199,688	620,378	938,506	919,910	793,936
Eve. Graphic	1,126,472	1,181,606	1,223,742	402,084	468,138	490,212	500,280
Eve. Journal	395,460	392,940	367,900	397,288	316,930	378,494	416,094
Eve. Post	805,358	765,118	680,406	419,044	636,952	737,182	723,496
Eve. World	565,798	645,092	563,202
Globe	1,299,230	1,253,426	1,139,532	601,640	756,480	706,318	737,914
Sun	462,632	523,032	748,592	540,070	584,950	542,536	540,294
Telegram	1,514,034	1,370,366	1,377,046	1,049,342	1,250,910	1,112,568	1,097,764
B'klyn Eagle	555,162	394,970	392,468	339,500	253,154	296,588	316,538
B'klyn Times	460,908	451,720	565,492	517,458	610,826	559,572	698,786
Stand. Union
Totals	14,661,922	14,042,550	14,003,160	10,021,602	12,835,616	12,813,959	12,647,770

†Figures not recorded.

‡Sun and Globe combined June 4, 1923; name changed to Sun March 10, 1924.

††Telegram and Mail combined January 28, 1924; name changed to Telegram May 18, 1925.

A. N. P. A. DIRECTORS COMPLETING PLANS FOR NEW MECHANICAL DEPARTMENT

George M. Rogers, Cleveland Plain Dealer, Expects Bureau in Operation Within 30 Days—Prof. Wines Probably in Charge—Arrangements Being Made for Fall Meet

ORGANIZATION of a mechanical department, second of two membership service plans of the American Newspaper



GEORGE M. ROGERS

will be given complete details of the two new service departments, traffic and mechanical. W. J. Mathey, formerly connected with the Erie Railroad, now heads the traffic department, organization of which was announced previously by Editor & Publisher.

While the chief of the mechanical department has not yet been named, the directors are favorably considering appointment of Prof. W. E. Wines, now with the extension department of the University of Wisconsin. Prof. Wines was at one time on the mechanical staff of the *New York Times*, and has also been connected with the *Chicago Tribune* and the *Minneapolis Tribune*.

"We hope to have the mechanical department formally set up within 30 days," George M. Rogers, *Cleveland Plain Dealer*, informed Editor & Publisher, following the directors meeting. Mr. Rogers is chairman of the A. N. P. A. mechanical committee. "The initial move of the new department will be in the direction of gathering and correlating all available mechanical statistics. Then we hope to be able to take steps toward standardization of newspaper press room equipment and be in a position to assist and advise A. N. P. A. members on mechanical problems.

"Above all the mechanical department, as well as the traffic department, will be a service station for the A. N. P. A. members. There has been a general re-awakening on the part of newspaper publishers to the importance and efficiency of the A. N. P. A. as an organization devoted to the services of its members. "We are adding to the present service facilities, because we want to serve our members better than we have hitherto. We have more than 500 newspaper members now, and we want about 1,000."

William B. Bryant, publisher of the *Paterson (N. J.) Press-Guardian*, and chairman of the program committee, presented plans for the French Lick convention, for consideration by the board. Speakers have not yet been named, but sufficient progress has been made by Mr. Bryant to show that this year's fall meeting will be every bit as interesting as last, which was proclaimed one of the most successful in the association's history.

The theme of this year's convention will be methods of increasing newspaper revenue and speakers will stress promotion, various phases of advertising, and the best methods of adding and maintaining cir-

ulation.

John Stewart Bryan, publisher of the *Richmond (Va.) News-Leader* will open the convention with an address of welcome. A member will also pay tribute to the late Frank G. Bell, *Savannah (Ga.) Morning News*, and an A. N. P. A. director. E. M. Antrim, of the *Chicago Tribune*, will introduce Mr. Mathey as head of the new traffic department, while Mr. Rogers will introduce whoever is chosen to take charge of the mechanical bureau.

As was the case last year, golf will be an important feature of the fall meet. Business sessions will be held in the morning, and the afternoons will be devoted to the playing of the A. N. P. A. annual tournament. Elzey Roberts, publisher of the *St. Louis Star*, is chairman of the golf committee.

Ways of co-ordinating the work of the postal committee and the traffic department will be outlined by Jerome Barnum, publisher of the *Syracuse Post-Standard*, and chairman of the postal committee, when he makes his annual report. Labor

conditions will be discussed by Harvey J. Kelly, chairman of the special standing committee.

On the motion of Mr. Rogers, the directors voted to permit representatives of the trade press to attend sessions, an innovation in A. N. P. A. history. Contrary to custom, presidents and secretaries of all inter-state press associations, whether or not they are A. N. P. A. members will be invited to attend the convention.

HARVEY SELLS REVIEW

Disposes of North American to Mahony After 28 Years as Editor

Col. George Harvey has sold the *North American Review*, which he has edited for 28 years, to Walter Butler Mahony.

Col. Harvey became editor of the *Review* in 1899. For many years he also edited and published *Harper's Weekly*. After giving up editorship of the latter magazine he founded *Harvey's Weekly*, a wartime publication.

The new proprietor of the *North American Review*, like his predecessor, is a Vermonter by descent. He was graduated, cum laude, from Amherst College at the age of 20, and since his graduation has practiced law, more particularly in the field of public utilities and plantation rubber companies. In 1909 he married Miss Mary Murray Butler, a sister of President Butler of Columbia University. He has written on economic subjects.

ADVERTISERS TO PROBE PRESS CIRCULATION

J. M. Schmid, Indianapolis News, to Represent Newspapers in Triangular Debate at Atlantic City Convention Set for Nov. 8-9-10

John M. Schmid, business manager of the *Indianapolis News*, will represent the newspaper point of view at a



JOHN M. SCHMID

circulation clinic, which will be a feature of the annual convention of the Association of National Advertisers to be held at the Ambassador Hotel, Atlantic City, Nov. 8-10. His subject will be "How Newspapers Get Circulation."

Representing the advertisers will be Verne Burnett, secretary of the advertising committee of the General Motors Corporation, while John H. Fahey, of John H. Fahey & Co., speaking on "Tendencies Good and Bad in Newspaper Circulation Methods," will complete the triangular debate on the newspaper topic.

The convention will open Nov. 8 with an address by Edward T. Hall, vice-president of the Ralston Purina Company, St. Louis, and association president, and by the report of Robert K. Leavitt, secretary-treasurer.

The first outside speaker will be L. D. H. Weld, recently manager of the Commercial Research Department of Swift & Co., now with the H. K. McCann Company, an advertising agency, who will discuss new tendencies in marketing.

During the afternoon session of Nov. 8, speakers will be William M. Zintl, director of sales, paint division, of the E. I. du Pont de Nemours & Co., on "National Distribution for a New Product in Ninety Days"; W. T. Grant, chairman of the board of the W. T. Grant chain stores on "Chain Store Distribution"; and O. B. Westpfal, vice-president and general sales manager of the Jewel Tea Company, Inc., on "Selling Direct to the Consumer."

There will be three talks on the psychology of advertising and selling, delivered on the morning of Nov. 9, the afternoon of the same day, and the morning of the 10th, by John B. Watson, Ph.D., vice-president of the J. Walter Thompson Company, New York advertising agency, and the author of "Behaviorism."

Other speakers on the last day will be N. S. Greensfelder, advertising manager of the Hercules Powder Company, on "New Tendencies in Industrial Selling"; P. B. Zimmerman, advertising manager, National Lamp Works, on "How We Sell Advertising to Salesmen"; and F. W. Lovejoy, sales manager, Vacuum Oil Company, on "Gaining Distribution by Overcoming Substitution."

Speakers at the annual dinner scheduled for Nov. 9 will be Dr. W. E. Lingelbach, chairman of the History department, University of Pennsylvania, and Robert C. Benchley, of *Life*.

FILIPINO PAPER IN HAWAII

The only Filipino language newspaper in the United States and its possessions is published at Hilo, Hawaii. *Ang Bituin* is its name and it is printed weekly by Bonifacio Balingat, as an eight-page tabloid. There are 50,000 Filipinos in the Hawaiian Islands. It is printed in the plant of the *Hilo Daily Tribune-Herald*. News of national and foreign interest is rewritten from the *Tribune-Herald* and translated into the two principal Filipino dialects.

ISSUES MINIATURE DAILY DURING FLOOD

FLOOD

EXTRA

Lincoln Evening Courier AND LINCOLN HERALD

VOL. 69

MONDAY, OCTOBER 4, 1926

NO. 277

CITY WATER AND LIGHT PLANT FLOODED

BATTLING RECORD HIGH WATER WITH SAND BAGS

With the city's electrical power shut off when flood waters poured into the plant of the Lincoln Water and Light Co., over a hundred workmen were fighting a desperate fight this afternoon to save the city's water supply.

Their weapons were sand bags, and working in water over waist deep they were piling tier on tier of bags on top of a coffer dam thrown up around the plant Saturday night.

The water at 9 o'clock this morning was over two feet higher than the record high water mark of 1913

Inside the plant, with two feet of water on the plant floor, doors and windows were barricaded with planking, clay and straw. C. E. Steinfort, superintendent and Ben Hallock, chief engineer,

were working side by side with scores of worn, water soaked men, calking up holes as the rising water broke through fresh loop holes. From time to time water spilled over the coffer dam.

Water will continue in the city's mains as long as the boilers can be fired. The flood was within inches of the boiler grates this forenoon. Pumps were busy every minute pumping water out of the inside of the plant, and only the I. T. S. tracks at the east side of the plant, acting as a dam, prevented another foot of water from sweeping in on the plant.

The plant's pumps, working submerged, handicapped the steam pressure.

A score of trucks and teams, the horses wading in water up to

(Continued on page 2)

WEATHER FORECAST

ILLINOIS—Cloudy and cooler tonight; Tuesday fair and cooler.

When flood waters deprived the *Lincoln (Ill.) Daily Courier* of its power for presses and linotypes, last week, it issued the above miniature hand-set newspaper to keep its readers informed on local conditions. The paper measured 6½ inches by 9. The *Lincoln Star*, the other local daily, also printed a miniature edition to keep its continuity of publication unbroken. Allyn V. Carpenter is publisher of the *Courier*. N. L. Gordon is editor of the *Star*.

RADIO MEN APPROVE PROGRAM PUBLICITY BAN

Stewart-Warner, Operating Chicago Station, Eliminate Trade Names From Its Time-Tables—Listeners' Interest Not Served by Publication of Detailed Distant Programs

By BENSON K. PRATT

FIFTEEN years of experience in the editorial departments of metropolitan newspapers leads me to applaud many of the conclusions and opinions in the article by Arthur Robb, published in *EDITOR & PUBLISHER* for Oct. 2, under the caption "Cutting Free Publicity from Radio Programs."

The net result of this article is that the next programs to be sent out by WBBM, the radio station controlled by the Stewart-Warner Speedometer Corporation, will contain no direct or indirect advertising in the form of advertising or trade names.

Nevertheless, I do believe that the argument as a whole, can be carried too far in some of its details. For instance, the thought was that radio stations could advertise as do theatres. This is impossible. Radio stations today are heard all over the United States. They are not local amusement enterprises. Consequently, to be consistent, if this thought were carried out, each radio station would be forced to advertise in thousands of papers scattered from California to Maine.

Personally, it is not my belief that there is a conflict between newspapers and the radio. On the contrary, I believe they are partners, not antagonists. At first it was anticipated that radio, which carries the story of many great events into the homes of millions of people, would have a tendency to cut down the circulation of newspapers.

As exhibit A in my argument, I would draw your attention to the recent Dempsey-Tunney fight. This fight, as you know, was broadcast through a large number of radio stations. The ringside account was heard on the night of the fight by millions of people all over the United States. I cannot speak generally, but here in Chicago, the *Chicago Tribune*, on the morning after the battle, had a circulation that neared the million mark, whereas its average circulation, according to this morning's issue, is between seven and eight hundred thousand. Advertising space in newspapers is today more valuable than ever before. Radio is merely another channel through which the attention of the public may be gained. That advertiser who would be foolish enough to believe that he can rely entirely on broadcast advertising, could soon find himself in the hands of the receiver.

It seems to me that these two mediums are intended to work side by side. Through the microphone a corporation enabled merely to stamp from time to time, the name of its brand or product, into the minds of the public. Such advertising, however, is wholly ineffective, and loses a great part of its value if it is not followed up by visual display in the paid advertising columns of newspapers.

As a concrete example, the Stewart-Warner Speedometer Corporation may mention through its station that it manufactures a matched-unit radio receiving set. This, however, will not result in any sales, unless this air advertising is followed up with space purchased in newspapers in which a more extended explanation of the qualities and claims, together with other information about the receiving set, is made.

The preacher who does not practice what he preaches, and I may say in passing, that this corporation practices what it preaches.

At the present time, we do call attention to our products over the air. In addition to that, we utilize newspaper space in some 55 or 60 cities in the United States, to follow this up. Insofar as indirect advertising is concerned, I am therefore of the belief that it should

Mr. Pratt is director of publicity of the Stewart-Warner Speedometer Corporation, Chicago. Mr. Felix has been associated for several years with various phases of the radio business. He has been connected with the publicity staff of WEAf and has also written advertising for receiving set accessories.

EDITOR & PUBLISHER presents their views as informed and reputable spokesmen for the radio industry. It should be said that their arguments in general were considered prior to publication of the article in the issue of Oct. 2.

not be included in the programs. On the other hand, I am thoroughly convinced that the radio studio has created and aroused as much interest in the minds of the public as have the theatres, motion pictures, baseball leagues, race tracks, and other forms of recreation and amusement.

Consequently, if we are to shape an editorial policy from the viewpoint of reader interest, I believe that every newspaper should conduct and maintain a radio department much more extensive than is found in many of our leading newspapers of today. By that I do not mean that it should devote a page or so to the usual hokum of the press agent, but I think that there are many actual news stories of public interest that find their origin in radio studios. * * *

Thus far I am inclined to believe that the managements of newspapers have not taken radio seriously enough. There are, of course, many exceptions to the opinion, but today how many newspapers in the United States provide for a column of constructive criticism of air programs? I am thoroughly convinced that one of the positions that is to become prominent in the newspaper world, is that of radio critic. Thus far, in many cases, this work has been delegated to someone who has no fundamental understanding, and in some instances, insufficient education, for the position. I believe that the position of radio critic will become as important a factor in newspaper life as the position of theatrical critic or music

critic. Certainly this will be the case if reader interest is to be considered.

When I use the phrase "radio critic," I am literal and not figurative. I do not believe that such a column should be filled with flamboyant praise or insincere flattery. Radio broadcasting is in its formative period. It needs help.

Insofar as revenue is concerned, it seems to me that radio will follow the general lines of the theatre. In the latter case, the newspapers have, to a certain extent, been the most important factors in the upbuilding of the stage as a business. As a result, revenue has accrued to the newspapers, but it came afterward, not before. So it will be with radio. If the newspapers will lend their assistance now, revenue from a number of sources is sure to follow.

We will have, first of all, the advertising inserted by the retail dealers in the various cities. This will be augmented by advertising on the part of the manufacturing companies, such as the Stewart-Warner Speedometer Corporation.

Today we find newspapers devoting millions of dollars worth of space to such things as prize fights, horse races, and other recreations and amusements, without hope of financial return. Referring again to the recent Dempsey-Tunney fight, I should like to ask, the various advertising managers of newspapers throughout the United States, how much money they received from Mr. Tex Rickard?

By EDGAR H. FELIX

TO newspaper publishers, radio is like a week-end guest who stayed for four years. Apprehension is natural, after previous experience with such overgrown parasites as baseball and automotive news. Like radio, they have their news value and an ability to attract a certain amount of advertising, but the news space which they demand has exceeded the advertising return. Is radio to grow into another Colossus, demanding valuable space and returning little revenue?

In the Oct. 2 issue of *EDITOR & PUBLISHER*, Arthur Robb presents some sound arguments against the publication of free publicity in connection with radio programs. One of his arguments is that, in 15 New York papers, during the first six months of 1926, a total of about 730 pages of radio advertising was carried as against 833 pages of editorial space in the form of programs, with an additional 200 pages of technical material and broadcasting station news.

If the acceptability of news must be judged on the basis of the advertising which it brings in, it may look bad for radio, but it is a lot worse for baseball, and still worse for politics and foreign news. Nevertheless, it is obvious from Mr. Robb's figures that a huge amount of newsprint is used to print radio programs.

The accepted basis for judging the amount of space which any subject deserves is its news value. If radio is worthy of 833 pages of space because of its news value, it deserves that space whether it brings in a single line of advertising or not. As a matter of fact, intelligent discrimination has not been used in the publication of radio programs. Mr. Robb is right in his charges that they take too much space in some of the metropolitan newspapers. Many smaller newspapers are serving their readers with apparent satisfaction and using considerably less space than some New York papers do. Some syndicated programs, for example, are models of brevity—consistent with completeness.

First, we must admit that there is news value in radio programs. Every attempt to leave them out has resulted in ample evidence that readers miss them. If all the New York papers cut out radio programs for a month, somebody with a radio program sheet would reap a fortune.

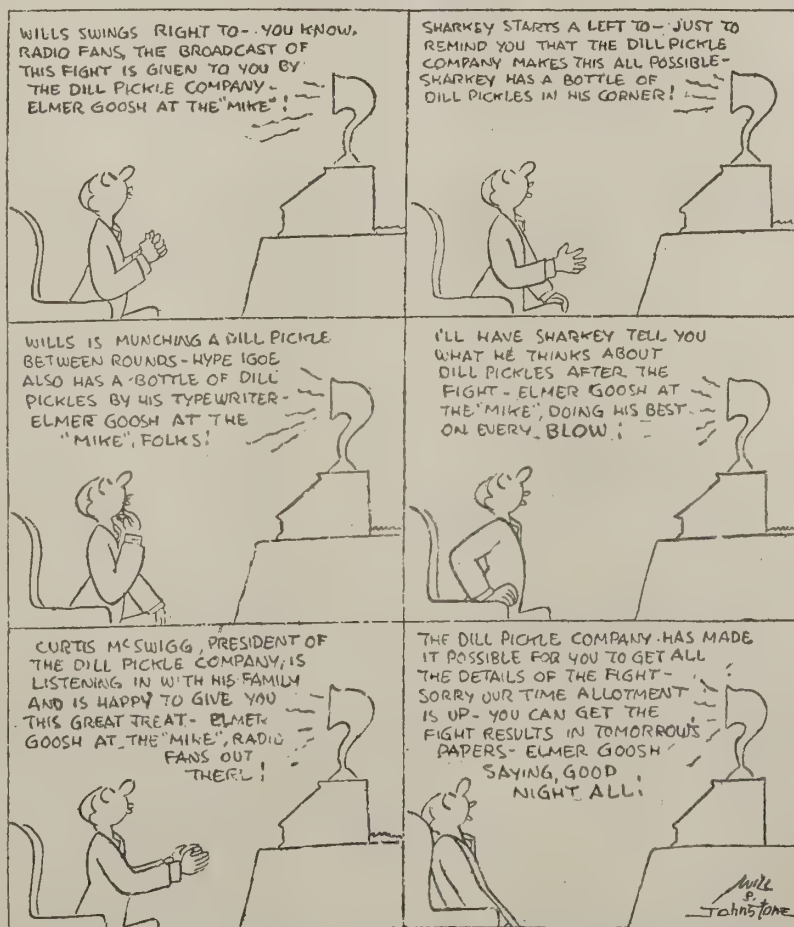
It's not a question of programs or no programs. There is something wrong, and it is the fact that a lot of program material published has no news value.

Most newspapers publish not only the detailed programs of local stations, including the insignificant tail-enders to which no one listens, but also the programs radiating from cities 200, 500 and 1,000 miles distant. The long distance hound does not care whether Abraham Jones, baritone soloist, is singing at Chicago or whether a symphony concert is going on in San Francisco or an announcer is sneezing at Honolulu; all he wants is to identify the station which he hears. It isn't *what* they are broadcasting, but *who* they are and *where*, which makes the distant program interesting.

The *New York Times* on October 8 devoted 50 inches of space to the publication of the programs of 55 stations, plus 3 inches of space to a box of outstanding features radiating from local stations. Other New York papers use even more space. I cite the *Times* merely because I happen to have a copy before me as I write. Just what the local stations are broadcasting interests the listener because he selects his eve-

(Continued on page 46)

"BLOW BY BLOW"



Radio sports announcing, according to Will Johnstone in *New York World*, October 14.

NEWS MAN HELD FOR PLACING FAKE STORIES IN RIVAL'S ENVELOPE

H. B. Goode of Piqua Charged With Sending False Items to Dayton News to Discredit Piqua Call City Editor— Detective Unravels Plot

AN amazing story of newspaper faking was made public in Piqua, O., last week with the arrest on Friday of Harold B. Goode, Piqua correspondent of the Dayton Journal and Herald and former member of the Piqua Call staff, charged with "furnishing false news items," a misdemeanor punishable in Ohio by a \$500 fine or six months' imprisonment.

Goode was indicted by the grand jury, released on \$500 bond and on Wednesday of this week pleaded not guilty to the charge. He will be tried soon.

Goode, on Sept. 14, is alleged to have taken a news letter mailed to the Dayton Daily News by Ray H. Heater, city editor of the Piqua Daily Call and Piqua correspondent of the News, from the local traction office, inserted two false news items, and re-mailed it. Enmity for Heater was given by Goode as the motive for his act.

Both stories were printed by the Dayton News. The longer item purported to be a report of a damage suit filed in Xenia, O., by a Kenneth Burke against Charles B. Upton, prominent Piqua business man and member of the city council. No specific basis for the suit was carried in the story, but in its entirety it reflected seriously upon Mr. Upton's character. The second item, which appeared in the "Piqua Column" of the News quoted Contractor J. M. Hennessey to the effect that paving of Main street, Piqua, would be stopped at once, not to be resumed until next spring. Both stories, when read in Piqua, created much comment.

The Upton story, standing as it did without a vestige of truth, created, from a newspaper angle, one of the strangest situations in Ohio newspaper history. It dealt with an attempt to tamper with news in a way that had never been tried before, so far as there is any record. Aside from the malicious attempt to damage the character of Mr. Upton and discredit Mr. Heater, the story questioned the honor of newspaper men in Dayton.

Within a few hours of the appearance of the Upton story in the Dayton News, the falseness of both stories was proved.

It was found that no suit of any kind had been filed in Xenia naming Mr. Upton or any other man, such as quoted in the story.

The main street paving story was laughed at by city officials and Contractor J. M. Hennessey.

City Editor Heater, from whom the stories ostensibly came to the Dayton News was interviewed by Mr. Upton, but he could tell nothing of their origin. He declared he had seen the Upton story in the News but presumed it had been sent by the Xenia correspondent, and put in the Piqua column by the state editor of the News on the theory that it would be of more interest in Piqua than in Xenia.

A check was immediately made by Mr. Heater on his own initiative. He called the Xenia correspondent of the Dayton News and learned that that person had never heard of a man named Kenneth Burke, knew nothing of Mr. Upton, and had not sent in a story using their names.

This development threw a new angle on the case. Early the next morning the Dayton News state editor, Thomas Wilson was brought into the case. Informed that the News had printed a story without foundation, and that the story could be used as the basis of a libel action, Wilson said that he had received the articles on both Main street and on Mr. Upton, in the regular letter sent to Dayton by Heater. He further said that the articles as far as he could see, had been written in the regular way, on the same typewriter, and had come in with the rest of the Piqua news. Mr. Heater was dumbfounded at this revelation. He immediately asked that the original

copies of the articles be saved so that he could examine them.

Before noon on Sept. 15, a group met in Dayton at the office of the Dayton News and went over the facts unearthed so far. C. F. Ridenour, publisher of the Piqua Daily Call; Mr. Heater, city editor of that paper, Mr. Upton, George W. Berry, August Coluse, Mr. Wilson, state editor of the Dayton News and Dan Mahoney, son-in-law of former Governor Cox and business manager of the News, were those who began the investigation.

They found that the stories about Mr. Upton and the Main street paving had come in at the regular time, and as far as Mr. Wilson could state, in the regular letter. The stories were offered in support of this statement, and found to have been written on regular newspaper copy-paper, and on a typewriter almost exactly like that used by Heater. Even the style of the date lines leading the stories had been copied exactly.

To solve the mystery Detective Joe Wilcox, who aided in clearing up the Nesbitt murder in Ohio, was employed by the News, while Chief of Police Frank Gehle of Piqua entered the case for the Call.

The investigation centered upon the office of the traction company where the insertion of stories was believed to have taken place. It was the practice of the correspondents to send their items via the interurban line to Dayton, in the hands of the conductor. A conductor was found who remembered that Goode had delivered a news envelope to him on Sept. 14, a rather unusual proceeding, since mail was usually taken care of by a traction official.

Goode was immediately questioned but stoutly maintained his innocence, declaring that the envelope he had given the motorman was his own, addressed to the Dayton Journal and Herald.

Many days of fruitless search followed during which Goode maintained his composure. Then one evening he came to C. F. Ridenour, publisher of the Call, and after saying that he had written out his story of the case, proving his innocence, revealed that he had taken apart his typewriter and thrown it in the river. He had done this because he felt he was "being railroaded," he said, and wished to prevent anyone from getting into his

office and using it during his absence. When it became known that Goode had disposed of his machine, pressure upon him was redoubled, and the alleged confession followed.

Mr. Ridenour denied Goode's claim that he had been discharged from the Call by City Editor Heater two years ago.

"Goode quit on two days' notice to take another job," the publisher said. "He had my good-will and I offered him a recommendation. I cannot explain his attempt to discredit Mr. Heater by sending the faked story."

GRAPE GROWERS TURN TO ADVERTISING

Californians Seek to Revive Wine Industry with Judicious Newspaper Campaign—"Why Deprive Yourself?" A Slogan

California's wine grape industry, supposedly crippled by prohibition, is attempting to stage a come-back by judicious use of newspaper advertising.

"Why deprive yourself any longer?" a liberal display ad in the leading daily papers asks "Mr. and Mrs. Householder." "Avail yourself of the privilege granted you by the law. Italian, French and other people of foreign extraction are enjoying their grape juice daily with their meals. Why shouldn't you?"

Then follows the statement "that the vintage season" is in "full swing" and details of service, varieties and prices. The display closes with the statement that a "long, cold winter is ahead."

The reference in the advertisements to "privilege granted you by the law" is problematical, but probably is based upon the attitude of local judges in liquor violation cases. The householder is protected by the inability of enforcement officers to obtain a search warrant without evidence of a sale and by the dismissal of cases where officers have entered a private home without a warrant.

MEMORIAL TABLET FOR WATERS

County farm agents of Missouri will erect a bronze tablet to the late H. J. Waters, former editor of the Weekly Kansas City Star, according to John Howat, secretary of the agents' organization. The tablet will be 32 by 40 inches, and will be placed in Waters Hall, a building in the Missouri College of Agriculture at Columbia, Mo., where Mr. Waters was dean of agriculture at one time.

HOW MANY SOLICITORS DOES A PAPER NEED?

Ad Salesman Should Handle at Least 15 Different Accounts and 100 the Most, R. J. Breckinridge's Survey Shows

A newspaper advertising solicitor should handle at least 15 different accounts, according to a survey recently completed, Robert J. Breckinridge, general manager of the Lexington (Ky.) Herald. Sales on some papers handle as many as 20 different accounts.

The Breckinridge survey is confined to newspapers with circulation ranging from 15,000 to 25,000. Dailies of this class employ an average of five solicitors each. The largest sales staff in a list of 20 papers was one with a circulation of 23,784, which found it necessary to employ eight solicitors, and declared each of them should be able to handle 90 accounts.

The following table gives in detail the figures gathered by Mr. Breckinridge in his survey:

Circulation	Solicitors	Av. No. Ac. Per Solicitor
D-20,479; S-22,072	4	50
D-16,097; S-17,748	4	20 Act., 20 In.
D-21,031; S-19,000	7	15
	18,021	45-50
D-17,563; S-18,349	3	25
	21,371	40
	24,000	18
D-19,254; S-26,266	5	15
D-20,164; S-20,713	5	60
D-19,478; S-23,643	4	20 Ex.
D-21,673; S-21,076	5	60
D-20,164; S-20,713	6	34
	17,644	40
D-20,949; S-19,235	6	100
D-20,278; S-19,930	5	30-80
D-24,028; S-22,275	8	50
D-24,657; S-25,287	3	15
	17,901	50
D-14,811; S-17,616	5	35
D-13,719; S-17,825	3	40
D-20,058; S-32,301	5	60
D-19,316; S-17,858	5	40
D-24,020; S-16,757	3	90
D-23,784; S-23,271	8	60
D, ex. Sat.-16,584		
Saturday-13,802	5	25-30
Sunday-16,592		
D-20,743; S-20,571	6	45
	16,051	40
D-15,297; S-14,856	5	20
D-19,356; S-20,029	7	?
D-22,314; S-31,040	4	24-28
	15,763	
	16,345	4
		25

SARASOTA CLAIMS RECORD

Morning Herald Prints 108-Page Edition Without Adding to Staff

What is claimed to be a record established Sunday, Oct. 3, by the Sarasota (Fla.) Morning Herald when a 108-page Sunday paper was put out without augmenting the force of composing room, press room, editorial or advertising departments.

With a force of 10 men in the composing room, Charles Morgan as foreman, the paper was put out just 10 minutes late, although a battery of only 51 types was used. The regular daily edition had been put out during the week previous, for a total of 184 pages.

The advertising department, under the direction of A. W. Malone, obtained 10,000 inches of advertising for this issue, which was the Herald's birthday annual, celebrating one year in the newspaper field. Malone and his two assistants, Charles Bryant and Russell G. Gwyn, obtained this additional advertising in less than ten days' time.

The Herald composing room force is said to be the youngest in the United States, the average age being twenty-four years. The oldest man in the room is 32 years old and the youngest is 18.

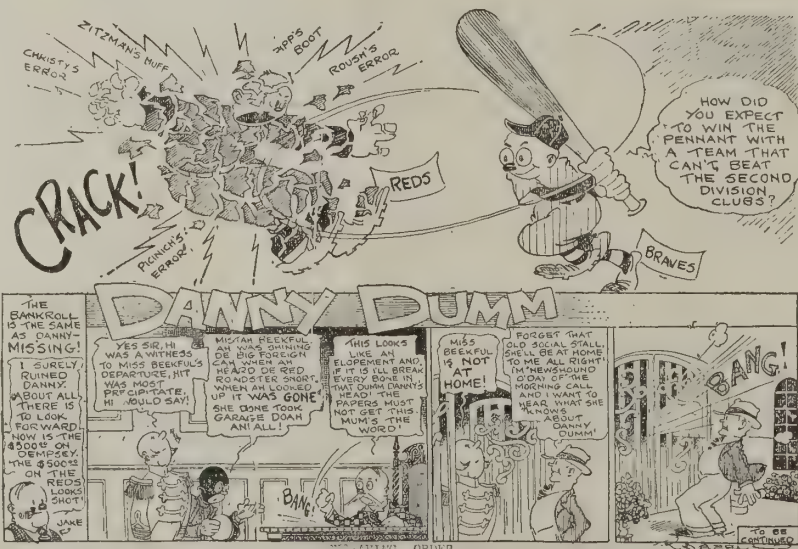
The editorial department is supervised by Floyd L. Bell, managing editor, and Finley Tynes, city editor. A. W. Malone is circulation manager.

George D. Lindsay, owner and general manager of the Herald, is also one of the owners of the Marion (Ind.) Chronicle. His son, David Lindsay, is one of the publishers of the St. Petersburg Times.

Richard E. Lindsay, another son, is business manager of the Sarasota Herald.

COMBINES COMIC STRIP WITH SPORT CARTOON

DID HE CRACK? WOW!



Harold Russell, baseball and sport cartoonist of the Cincinnati Enquirer has developed a combination of the sport cartoon and the comic strip, as shown above. The strip introduces "Danny Dumm," while the upper space is used for current sport events.

RALPH STOUT, KANSAS CITY STAR M. E. DIES, ENDING 35 YEARS SERVICE

Passing of Veteran Editor Sudden—Long Active Career—Once Saved Nelson's Life, Hurling Armed Intruder Down Stairs

(Special to Editor and Publisher)

RALPH STOUT, a member of the Kansas City Star staff for 35 years and for 21 years managing editor, died unexpectedly early Sunday morning, Oct. 10, at Sni-A-Bar Farms just outside Kansas City. He had been in poor health for the last two years. In the winter of 1924-25 he went to Hawaii to recuperate. He returned much improved, but became ill again last fall and in the winter took a protracted journey to Japan, China and the Philippines.



Ralph Stout

After his return in April he was far from well, and in July his illness took an acute turn, with high blood pressure and an impaired heart. A few weeks ago he was removed to Sni-A-Bar Farms in the hope that the country air and the rest might help him.

He spent a good day Saturday and went to bed in a cheerful frame of mind after an evening of reading aloud by Mrs. Stout. She was awakened at 4:30 yesterday morning by the sound of running water in the bath room. Mr. Stout was lying on the floor. Apparently he had sunk down without a struggle. His physician who arrived within a half hour pronounced death due to a heart attack. He believed Mr. Stout had been dead for an hour when found.

Mr. Stout was the owner of 1,000 shares of stock in the Kansas City Star Company. Under the Kirkwood plan of operation, the holdings of Mr. Stout, par value \$100,000 must be sold back within the active members of the organization. Six months is allowed under the trust agreement for the stock to be purchased by the organization members. After that time it may be offered to outside buyers. The stock will be readily subscribed inside the organization since the original stock was greatly oversubscribed when the company was formed.

Mr. Stout was born in Adrian, Mich., July 11, 1866. He was the son of Jared Comstock and Mary Montgomery Stout. His parents moved to Wyandotte (now Kansas City, Kan.) in 1859. His father was master painter for the Kansas Pacific Railroad, now the Union Pacific, in charge of the local shops. As a young man Ralph worked in the shops in vacations. In later years he often spoke of this as one of the valuable experiences of his life.

"It gave me an insight into the feelings and viewpoint of the man who works with his hands, that I have never forgotten," he would say.

Jared Stout, his father, became one of

the substantial citizens of Kansas City, Kan. He was a member of the Board of Education, and its treasurer. Later he was elected treasurer of the city. He died in Horton, Kan., in 1910.

After two years at the University he became restive and anxious to get to work. He began on the Wyandotte bureau of Col. R. T. Van Horn's *Journal* and showing aptitude, attracted the attention of James A. Mann, managing editor, who gave him a place on the regular reporting staff. A few months later he joined the staff of the *Kansas City Times* as a reporter. A powerfully built, athletic young man, Ralph Stout was always interested in sports, especially baseball and boxing. Alfred Henry Lewis, author of the "Wolfville" Tales, was living in Kansas City at that time and they often put on the gloves together.

Mr. Stout naturally gravitated to the sports department of the Times and he became sports editor, and later city editor. His keen interest in affairs, his instinctive judgment of news values, his broad grasp of situations and his driving energy made the local news service of the Times stand out. And so in 1892, W. R. Nelson sent for him to come to the Star as city editor.

An incident that occurred shortly after Mr. Stout came to the Star cemented the friendship between the owner and his city editor. A disgruntled politician came up to the Star office one morning to "lick the editor." He found Mr. Nelson in the small office he used in the building on Wyandotte street, near Ninth. The visitor leaned over the desk and struck at the seated editor, who upset most of the things in the room as he struggled to his feet.

Mr. Stout heard the commotion, rushed into the room, seized the politician, who was carrying a revolver, and threw him down stairs. There was no more trouble from men wanting to lick the editor.

Mr. Stout's life was that of the active, energetic newspaper man. After 13 years service as city editor he became managing editor in 1905 in succession to T. W. Johnston. As a news man he showed unusual capacity. His handling of such outstanding events as the San Francisco earthquake, the Titanic disaster, the opening of the World War, the sinking of the Lusitania and the Armistice was a source of pride to the staff.

Politics was an absorbing subject to him. Nothing delighted him more than to supervise the handling of a national convention. He began attending conventions in 1900 and with the exception of the Democratic national convention of 1920 in San Francisco, he attended all the national conventions of both parties from 1900 through 1924.

But he was more than a news man, like Nelson, his chief, he regarded city and national problems in no neutral way. To him they were vital matters.

He saw clearly the nature of the problems and their importance. Always he measured them by high standards.

If he started a campaign for a better garbage system, for city improvements of any sort, for decency in policies, he was concerned with accomplishing things.

In the early part of the World War, he became especially concerned with the unpreparedness of the United States. The Middle West was pacifist. It wanted to keep out of the war. Preparedness was unpopular but Mr. Stout was convinced the United States would finally be dragged into the struggle and it must be ready. He would go over to the editorial department every few days and say:

"Don't you think we ought to have another editorial on preparedness? We've got to keep pounding to get this country in shape. Our readers may not like it, but it's our job."

Naturally he was a tremendous admirer of Theodore Roosevelt. When the arrangement was made for Roosevelt to contribute editorials to the Star during the early part of the war, he went to Oyster Bay to discuss plans with the Colonel and came back telling with much amusement how Colonel Roosevelt had introduced him to Mrs. Roosevelt:

"Edie, I want you to meet my boss."

After the war the Star published the Roosevelt editorials in a substantial volume, to which Mr. Stout contributed an elaborate introduction.

As an executive official he had no time for writing. But his visit to the Philippines last winter resulted in a series of articles on conditions there that attracted wide attention. They were written with that vigor and lucidity that characterized his thinking and conversation.

As he outgrew his early joy in active sports he found nothing to take its place, until a dozen years ago when he bought a 160-acre farm 30 miles east of Kansas City on the Sni-A-Bar road adjoining the Nelson farms. This became his one great recreation. He was especially interested in cattle and he made his place a live-stock farm. Nothing delighted him more than to drive out there for the weekend. Put on his old clothes, work around the place and fraternize with neighbors.

"When you fellows get to be old stiffs," he would say to his associates, "you will be glad to come out and hoe potatoes for Farmer Stout."

A driving managing editor, he was always kindly and sympathetic in his personal relations. Men went to him with their troubles and always found in him an understanding listener and a wise counselor.

One day at his desk he opened a letter and a check for \$10 fell out.

"That ends a pleasant surprise," he remarked to a man who was talking with him. "Years ago I knew this chap on the old Times. He wrote to me from San Francisco last year, with a hard luck story. He said he had to have \$100. I kissed it goodbye and sent it to him. But now he has paid up. He has helped my faith in human nature."

In 1898 he married Miss Mary McCabe, who was then in charge of the reprint department of the Star. Two children were born to them. Martha and David. Martha was married last year to Franklin Wright Gledhill of New York. David is in a New York School. A sister, Miss Helen Stout lives in Chicago.

Funeral services were held at 2:30 o'clock Tuesday afternoon at the home, Forty-fourth and Locust streets, and were conducted by the Rev. Robert Nelson Spencer. Burial was in Mount Washington Cemetery.

Pallbearers were: Irwin R. Kirkwood, A. F. Seested, George B. Longan, Henry J. Haskell, D. Austin Larschaw, Fred C. Trigg, H. L. Nicolet, Edwin G. Pinkham, John T. Barrons and Earl McCollom, all associated on the Star.

Hundreds of messages of condolence from all section of the United States were received by the family.

PRESS GROUP TO VISIT N. Y.

Alabama Editors to Hold Annual Outing in Gotham Next Summer

The Alabama Press Association, at a meeting held in Birmingham, Oct. 8, voted to hold the next summer meeting and annual outing in New York City. The decision for the outing lay between Cuba and New York and the majority voted for the latter place.

The meeting was called by F. W. Stanley of the *Greenville Advocate*, president of the association. Horace Hall of the *Dothan Eagle*, secretary, was appointed to make reservations and plans for the trip.

Under a plan adopted last year the Alabama Association holds its winter business session in two sections the one for North Alabama in Birmingham and the one for South Alabama in Montgomery. The Birmingham meeting will be held on Jan. 8 and the Montgomery meeting Jan. 22.

CANADIAN PRESS BOARD MEETS IN QUEBEC

Robinson Succeeds Ellis as Director—Daily Group Also Convenes—Pay Tribute to Marson

Directors of the Canadian Press held their semi-annual meeting at the Chateau Frontenac, Quebec, on Thursday, Oct. 7, under the chairmanship of J. H. Woods, *Calgary Herald*, president of the Association. Following the meeting, which was private, a statement was issued announcing that the *Progres-du-Saguenay* had been admitted to membership. It was also announced that F. B. Ellis, *St. John Globe*, second vice-president, had resigned from the directorate and that H. B. Robinson, *St. John Telegraph-Journal*, had been elected a director in his place. Henri Gagnon, *Le Soleil*, Quebec, representative on the directorate of the French-Canadian newspapers, was elected second vice-president.



J. H. Woods

The directors were entertained at luncheon at the Garrison Club, Quebec, by Mr. Gagnon.

On Friday, Oct. 8, directors of the Canadian Daily Newspapers Association held their semi-annual meeting in the Chateau Frontenac, under the chairmanship of Hon. Frank Carrel, president of the Association. Several reports were presented, all of which showed that the affairs of the Association were in a satisfactory condition.

To fill the vacancy created by the death of W. S. Marson, *Montreal Star*, V. E. Morrill, *Sherbrooke Record*, was elected to the directorate. A resolution of sympathy with the widow and family of Mr. Marson was adopted. It was decided that the next annual meeting of the Association would be held in Toronto in April, 1927.

Directors of the C. D. N. A. and also the directors of the Canadian Press were entertained at luncheon at the Garrison Club by Hon. Frank Carrel, while in the evening the three local members of the Canadian Press, *L'Evenement*, *Le Soleil* and the *Chronicle-Telegraph*, tendered a banquet to the visiting publishers in the Chateau Frontenac.

On Saturday evening, Oct. 9, a reunion of the surviving members of the Canadian Press expedition to the Western front in 1918 was held at the Chateau Frontenac, following which several of the visiting publishers left for the hunting camp in New Brunswick of T. F. Dummie and Howard P. Robinson, of the *St. John (N. B.) Telegraph-Journal*, where they spent several days.

UNION TO VOTE ON SCALE

Typographical Union No. 6 will meet Oct. 17 at the Star Casino, New York to vote on the scale proposed by the New York newspapers.

SEATTLE DRUGGIST INCREASED SALES BY BOOSTING DOCTORS IN HIS COPY

"Consult Your Physician" Slogan Stressed—\$1,250 "Thrown Away" in Goodwill Advertising Before Newspapers Were Used—\$2,000 Budget Increased Volume \$20,000

By MANDUS E. BRIDSTON

IT is generally assumed that one of the prerequisites of a successful prescription drug store is location in a doctors' building. Braley, Inc., prescription drug store in Seattle and Portland, has never been favored with such a location, but despite this handicap the firm's assets have increased from \$1,200 to more than \$50,000 since 1918. Most of this gain has been made during the past three years, or since Edward R. Braley, president, conceived and executed an advertising campaign, unique in its inception and methods, but remarkably effective, as results indicate. Though the idea back of it is particularly applicable to the drug business, it can readily be adapted to almost any line in the local field.

About 85 per cent of the volume of Braley, Inc., comes from the doctors, and since the number in the field is limited, it would seem that the best way to reach them would be through direct mail or personal solicitation. Braley decided that both were ineffective, because overdone and for various other reasons. Then he went into the daily newspapers with quarter-page ads, but not until he had almost exhausted his assets in other diverse forms of advertising. However, he did not address his message to the physician, but to the public at large, though only an insignificant minority of the people could be regarded as prospects.

Braley played a trump card; he did something for the doctors which they could not do for themselves—advertise their business, regarded by the medical profession as unethical. However, coming from a druggist it was well and proper and received official approval of the American Medical Association. The doctors, in turn, reciprocated in a definite way by extending patronage.

"When I started the business in 1918 with a broken down show case and a stock that could almost be put in a shirt," Mr. Braley put it, "I took it for granted that I would have to advertise in order to build a business. Like a good many other suckers, I went into every theatre program and women's club bulletin that came along—pirates on the sea of advertising, I now call them. One year I spent \$1,250 in this so-called 'goodwill' advertising, and at the end of the year discovered that my gain in volume was only \$870. Of course, I concluded that my advertising budget had been literally thrown away, for I had a right to assume that the meager gain was only the result of natural growth of a small business.

"Then I began to give the matter of advertising some serious thought. I must do something different—get out of the beaten path. I did not want to drop advertising and depend solely on personal solicitation, for doctors do not like to be interrupted during office hours. Even though they listen courteously, what you tell them goes in one ear and out the other, for their minds are on their waiting patients.

"I determined that I would find out if there is anything in advertising, if it broke me; and so I contracted for six quarter-page ads in a Seattle daily newspaper—enough to break me if the campaign didn't deliver the goods."

But it did, and the campaign has continued to date. The resulting chain of branch stores in the Pacific Northwest—the one in Portland, said to be the finest on the Pacific Coast—bear witness of the fact.

However, it was not the mere fact that Braley, Inc., used display space in the newspapers that turned the trick—it was the nature of the message.

One of the first quarter-page ads read as follows: "Your Physician will guide you from sickness to Health. Your

physician holds the key to your future. Upon him depends whether you are physically fit to compete with other men and women. Good health is the essence of every man's success. You should consult your physician regularly and have a thorough analysis of your physical condition. You may have some slight ailment, and through neglect might develop something serious. Safeguard your most sacred asset—your health. Consult your physician at first symptom of illness."

The ad was graphically illustrated by picturing a horde of people crawling on hands and knees from the dark valley of "sickness" to the bright hill-top called "health." This, like several ads, was in two colors.

Braley coined the slogan "Consult your Physician at the first symptom of illness," and featured it in all the advertisements; in fact the entire advertising program is built around this slogan.

"We sell only through your physician," explains an announcement, "as we have found that policy the best—for you to consult your physician before using or taking medicine. An examination by your physician often discloses contributing factors. You will always save yourself time, money and sometimes suffering if you only consult your physician at the first symptom of illness."

Another advertisement stated: "We will not carry patent medicines or 'cure-alls,' and, as many of you know, we will voluntarily sacrifice many sales rather than sell the public something we believe worthless." A convincing evidence of good faith, that appeals to the casual reader, and of course, pleases the doctors.

Note that in this institutional advertising there is no specific mention of the wares sold by Braley, Inc., and prices would be as out of place as fish out of water. But the ads sell merchandise!

But not all the ads are general. Some are specific. In August an ad was run concerning tonsils—a reminder that infected tonsils should be removed before the cold weather sets in, backed by "reason why copy" to the effect that infected tonsils cause many bodily ailments. Under a caption, "What are tonsils?" was an informative paragraph.

It would seem that this type of advertising strikes at the very heart of the prescription business, as Braley pointed out in the ad: "My business is filling prescriptions. The more diseased tonsils that are NOT removed, the more prescriptions I will have to fill this winter." But that's what makes it good advertising. Such obvious unselfishness is bound to have a favorable reaction.

And Braley is sincere in his altruistic propaganda in behalf of the public health, even though it has its financial reward. He feels that advertising of this character should certainly serve the public by distracting attention from the fraudulent pretenses of organized quackery, which spends large sums of money to sell services to prospective patrons. The medical profession is bound by tradition, but appreciate the benefits, none the less.

Braley's sincerity is again evidenced in his exploitation of Diphtheria-Toxin Antitoxin Mixture, a relatively cheap compound use to immunize against the disease.

"If I supplied all the Diphtheria-Toxin Antitoxin Mixture sold in this territory, my profits would not be as large as those on only my share of the Diphtheria Antitoxin sold. The former has a small margin of profit, due to its relative cheapness, while the latter runs into real money. But it is eminently better to encourage the public to guard against this dread disease than to wait until the disease has been contracted," Mr. Braley declared.

The merchant who can convince his

trade that he is sincere in promoting the customer's best interests, need not worry about increasing his volume. The other day the writer went into a haberdashery and inquired for a certain type of "slicker" introduced to the trade last year.

"Yes, we have some left, but I'm afraid we'll have to give them away—just a fad that didn't deliver the goods." He might have sold one, at least, at a profit, but he chose to be frank. This merchant sold me a top-coat, and he'll probably sell me several suits of clothes. But let's get back to the story.

The first year Braley, Inc., adopted this program of advertising the firm spent \$1,250 in eight months—the same amount that had been spent the previous year in haphazard program or "good-will" advertising. Whereas the gain in volume during the previous year was only \$870—about \$400 less than the amount spent for advertising—the following year showed a gain of approximately \$5,000 during the eight months. The next year, with the advertising appropriation doubled, the firm showed a gain in volume of approximately \$10,000, and last year with a slightly smaller advertising budget, the gross volume increased over \$20,000.

The exact figures follow:

	Adv'g. Appn.	Volume	Gain
Twelve month period "goodwill" advertising	\$1,254	\$39,564	\$870
Eight month period newspaper advertising	1,250	44,785	5,221
Following year of newspaper advertising.....	2,400	55,284	10,499
Last year (1925).....	2,224	75,957	20,673

These figures speak for themselves.

Do the physicians take kindly to this plan? Besides expressing their opinions by increased patronage, when the new Medical and Dental Building was opened in Seattle, Braley, Inc., received more than half the votes cast by the physicians to select a druggist to serve them in the building, among ten or more contestants. Through no fault of the doctors, the plan didn't materialize, and Braley is doing business at the same old stand.

As was said in the beginning of this article, the idea behind this campaign can be varied to fit almost any line. Lawyers, dentists, restaurateurs, realtors, and even ministers of the Gospel, would not object to having an enterprising haberdasher, furniture dealer, ad infinitum, tell their story to the public. Much business would result directly from these people, and by virtue of being "different," such a campaign would create considerable attention and interest from the general public. A haberdasher, for instance, might exploit a variety of professions and businesses, varying his copy from week to week.

A variation of this was the advertising campaign of Martin & Eckmann, Seattle haberdashers, who ran a series of "dress for success" ads, featuring the photographs of prominent Seattle businessmen, with signed statements from them relevant to the importance of dressing well.


"I'll scratch your back, if you'll scratch mine," may be a rather homely way of putting the idea—but very expressive. Particularly applicable to those, who, like the physician, can't "scratch their own backs."

SQUIRES RE-ELECTED

Second I. A. A. Clubs Again Name Correspondence Schools Man President

H. C. Squires of the International Correspondence Schools, Scranton, Pa., was re-elected chairman of the Second District of the International Advertising Association (New York, New Jersey, Pennsylvania, Delaware and Maryland) at the closing session of the annual district convention in Lancaster, Pa., last week. Schenectady was chosen for the 1927 meeting.

Other officers are S. Roland Hall, Easton, Pa., vice-chairman; Mrs. Florence Beidelman, Bethlehem, Pa., secretary-treasurer, and Mr. Squires, Lester Mueller, Baltimore; W. W. Heidelbaugh, Lancaster, and Miles R. Frisbie, Schenectady, representatives of the district on the Advertising Commission.



YOUR DOCTOR HOLDS THE KEY

MISSING
KEY FOR
HEALTH

See Your Doctor

At the First Symptoms of Illness

EVERY fifty seconds a life is lost in the United States from ignorance or neglect of curative measures. Every year over 1,500,000 sick beds are kept filled unnecessarily. Every year the loss cut off from earnings by disease and premature death is \$1,500,000,000.

The medical profession, using every scientific method available to mankind, is slowly but positively diminishing the sufferings of millions, but **DESERVE** your cooperation. Here's how you can help stamp out sickness and suffering. If you are ailing in any way, don't wait until you get down sick in bed, but **SEE YOUR DOCTOR** the minute you feel poorly. That's a duty you owe humanity to prevent contagion, and incidentally it will keep you in good health and happy.

When your Doctor gives you a prescription ask him about our service, our quality, our price and our interest in humanity.

ED. R. BRALEY

Prescription Druggist

308 UNION ST.
EL lot 3173

Motorcycle Delivery

OPPOSITE THE POSTOFFICE
Open All Night
E lot 3106

To win good-will of the local doctors, Ed. R. Braley is buying newspaper space for copy such as appears above—two-color copy distinctly off the trodden drug store path.

TOUGHEST STREET" CLEANED UP BY ELMIRA EDITOR'S BRAVE FIGHT

Gambling and Vice Resorts on Railroad Avenue Closed When Public Realized Their Menace to Youth—Official Apathy Hindered Fight

By PAUL M. WILDRICK

RAILROAD AVENUE in Elmira, N. Y., has been termed "one of the toughest spots between New York and Chicago."

Gambling and vice flaunted openly there, until a fighting editor shocked the city with revelations of existing conditions and succeeded in enlisting the support of decent citizens and capable officials in removing the social menace.

Matthew D. Richardson, editor of the *Elmira Telegram*, a Gannett newspaper, is the man whose crusade made Elmira a safe place for young men and women. For several months he exposed conditions there, until at the same time many of the gambling houses and vice resorts are closed.

The *Sunday Telegram* conducted a stubborn fight before it was able to induce the officials in the sincerity of its efforts and the determination behind the crusade to clean up the town," he said. He asked to outline the conditions he encountered in his fight. "We invited the chief of the police department to join us in our work, but he declined with the statement, often repeated that he was doing his duty and would continue to do so. Thus we were compelled not only to wage war against the underworld, but to police as well.

Even the patrolmen, as a whole, were in sympathy with the movement, we said, and with their chief luke-warm and little heed to a really dangerous situation, a constant menace to the community.

However, due to the relentless newspaper attack the gamblers and proprietors of dives harboring girls and women became frightened and sought to clean up the premises before their trafficking involved them in criminal procedure."

Editor Richardson was sincere in his efforts to clean up Elmira's underworld. It took time for people of the better class to awake to the realization that his campaign was not "just a newspaper stunt." Churches of the city finally began to endorse his efforts. And then the police commission felt compelled to call a meeting to discuss the situation.

At the meeting of the police commission Corporation Counsel John J. Crowley came forth as a champion of the Telegram. He first quoted various laws concerning legal methods of suppressing gambling resorts and houses of ill fame. Then he delivered what the *Sunday Telegram* declared to be the "hottest tip" ever delivered the Elmira police department. He

said: "If the police department, from its position, desires to suppress gambling and vice, it can do it; and it can suppress disorderly houses as well. If I were the chief of police and I knew that a disorderly house existed in any part of the city and I did not comply with my command, I would station enough men around that particular place to suppress it, or until I was compelled by some court to do differently."

Even though the *Telegram* from then on made Corporation Counsel Crowley's campaign one of the big points of its campaign, it was some time before the paper was able to arouse public opinion sufficiently to get results from official sources. This was after it devoted even more space to

fighting the mild methods used by the city's police department. The staff of reporters was successful in obtaining inside facts which were used in articles. The only additional help necessary was furnished by a private detective who was hired for a time to aid in investigating underworld conditions.

And through it all an outstanding feature was that although the *Sunday Telegram* carried accusations galore, every accusation was apparently backed up by the truth. At no time were libel suits so much as threatened against the Richardson edited paper.

The charges made by the *Telegram* were greatly strengthened when at the height of its campaign a fire broke out in an "athletic club" managed by the self-styled Lackawanna Athletic Association. Photos of the partially destroyed structure were taken after the fire. These photos showed it to be entirely used as a gambling resort. The place was protected by the use of a heavy bar across the entrance and the installation of an electric bell on the exterior which must be rung before one might enter. The *Telegram* in the course of its investigation of the property found that the "club" was owned by an election commissioner, well known in local politics.

Railroad Avenue, the headquarters of vice in Elmira, is recognized as one of the toughest spots between New York and Chicago. Police were told by proprietors of so-called cafes on the avenue either to leave their joints alone or lose their jobs on the police force. Many proprietors reigned behind barred doors which were fitted with electric locks. Others threatened uniformed officers with civil actions if they inspected their places and boasted of their political contributions to obtain protection, so it was stated in the columns of the *Telegram*.

When the *Telegram* made its fight still stronger, the Railroad Avenue gang and others of the city's underworld became frightened at the exposures being made. Editor Richardson expresses it thus:

"Political interference was openly charged. And this class of politician was attacked by the *Telegram* with the result that places that had felt confident of protection up to that time, closed up shop and the girls disappeared from Railroad Avenue resorts, Elmira's underworld retreat.

"The battle continued until practically every public gambling resort was closed."

Previous to the *Telegram's* investigation, there seemed little hope of anyone attempting to buck the interests behind organized vice in Elmira. Perhaps the main reason was that it had been more than whispered that politics and vice were, to a certain extent, pulling together.

In a specific instance, the newspaper

outlined its stand by making a statement of the reason for the large amount of publicity given certain conditions, heading it with "What Is It All About?" The statement follows:

"A very well-meaning citizen suggests to the *Telegram* that the things that are being revealed in these columns every week are things that 'always have been and always will be.

"The *Telegram* wants to make one point definitely clear. This newspaper is in this task of throwing the light of day on some of the things which are taking place under the very nose of the police and the good people of the city for the single and sole purpose of protecting a rapidly increasing number of young people who think it is smart to go the way of the rioters.

"We know what we are talking about when we say that somebody just simply must take notice of these things—the tenth of which can never be printed. Somebody must make it unsafe for the situation to continue. Somebody must broadcast the truth that boys and girls will be afraid to take the chances that get them into such places and such habits.

"You can not know because you have not seen. You must not misjudge the motives of this newspaper. You owe your support to this job. You are not sure, maybe it is your own very boy or girl the *Telegram* is fighting for—anyway it is for thousands of them who are getting away with all manner of subterfuge which gets them free of the home ties long enough to meet the kind of men and boys or girls or women who do youth no good.

"Is it true that 'it always has been and always will be'? It is not! What used to be was nothing like this. What 'used to be' had some semblance of respect and responsibility for youth—mere children. This has not.

"For God's sake, parents, police, MEN don't just sit back, read and say 'interesting.' This situation is real."

Despite the statement that the newspaper's campaign was for the younger generation, it has been pointed out that it was a big aid to others. For it was necessary to drive out those gaining illegal spoils from the youngsters' parents in order to help the youngsters themselves. The object was to keep Elmira clean no matter who was affected and to make it a safe place for the present and future.

As many as 25 professional gamblers have been known to await outside the publication quarters of the *Telegram* in order to obtain copies of the paper from the newsboys when they first made their appearance on the streets. The gamblers never knew what was to come until they read the contents of that portion of the paper given over to vice conditions. It was thought by many that the charges of the *Telegram* would bring the Grand Jury into the case. Editor Richardson was in fact called before that body to testify as well as members of his reportorial staff. But although the Grand Jury started to investigate on two occasions, the huge expense necessary for carrying on an investigation, acted as a

barrier against such action. The Elmira case, with the exception that there was no actual bloodshed, offered fully as much to contend with as did that which brought about the murder of Editor Mellett in Canton, Ohio. In connection with the latter tragedy Mr. Richardson of the *Telegram* states:

"In the Mellett murder at Canton, I see there is much strategy, bickering, and dealing embroiling the press, bar, and political system in a quarrel as to who shall solve the murder. If they had quarreled before the murder as to who should take a hand in cleaning up the town, and then had united in the effort, the killing would have been averted. This laxity in Canton on the part of the police is an accurate example of what Elmira contended with in a similar cause. Those who have endeavored to clean up a community without the aid of men empowered with the authority and paid by the taxpayers to act, readily realize what Mellett was up against. Surely we do here in Elmira."

Like the late Editor Mellett, the staff of the *Telegram* has been threatened by underworld characters. Speaking of this phase of his struggle, the editor of the Elmira paper spoke as follows:

"In the midst of the crusade there came open threats from a prominent gambler through an underworld agency that the exposures must stop or there would be reprisals; reputations would be assailed and bodily harm result, too. These threats were printed in the next issue of the *Telegram* and served only to aggravate our attack."

Although it is owned by the Gannett group, the *Telegram* is edited as an independent newspaper. In fact Elmira's two dailies (morning and evening) are also controlled by the Gannett interests, yet they took no part in the *Sunday Telegram's* campaign.

Editor Richardson in speaking to the EDITOR & PUBLISHER correspondent was very emphatic in saying that circulation gain was a minor feature of the campaign. He declared that he and his staff were heart and soul in the task of making the city a safe place in which to live. The big object was to drive out gamblers and bootleggers who were a menace to the youth of Elmira. And now that this has been accomplished the *Telegram* is contenting itself with the job of seeing that its work remains permanent.

MEXICO EDITOR FREED ON COURT ORDER

Charge of Inciting Rebellion Dropped—Terrazas Allowed Bail Following Press Congress Protest

MEXICO CITY, Oct. 11.—Silvestre Terrazas, proprietor and editor of *El Correo de Chihuahua*, who was under charges of inciting rebellion against the Mexican government has been ordered freed by the Federal Circuit Court in Saltillo, Coahuila. Mr. Terrazas has made a public acknowledgment in his paper of the interest taken in his case by the Press Congress of the World, through James W. Brown, former secretary-treasurer.

Terrazas was arrested on order of the local authorities. The matter was called to the attention of the Mexican Federal Attorney General by Mr. Brown and the editor was released on bail. An appeal was then taken to the Third Circuit Court at Saltillo. The ruling of Judge Agustin Urdapilleta MacGregor says:

"First.—The order issued on Aug. 5 of this year by the supernumerary District Judge of Chihuahua in the prosecution of Silvestre Terrazas for the crime of openly inviting rebellion through the press, an order by virtue of which the accused was declared under arrest and presumably guilty of the aforesaid offense, is repealed.

"Second.—With the legal reservations, place Silvestre Terrazas in absolute liberty, cancelling the bond which he deposited when order for his release on bail was given."

REPORTER IS KEY-MAN OF THE PRESS

By William Preston Beazell

Assistant Managing Editor, *New York World*.

THE reporter is the key-man of the newspaper. His are the eyes, the ears, the mind, indeed, that fashion it. It is from his ranks that the executives are drawn. The editors, great or small, who did not begin as reporters are almost non-existent. What makes a reporter? Practice chiefly. He needs, first of all, curiosity, as the scientist must have it, for no "story" is complete that does not answer every question it provokes in the reader's mind. He must be a lover of truth and fairness for their own sakes; there is no excuse for inaccuracy or injustice that is purposely or carelessly permitted. He must have judgment, lest superficial estimates of men and facts lead him, and his newspaper, on to humiliation and disaster. He ought to have personality, though that lack may be overcome. He ought to take himself and his work seriously; the esteem in which he is held and the success he achieves will be determined chiefly by his own standards.

Lastly, and firstly, he must know how to write—too many newspapermen can't, or don't! He should know his tools as does the engraver. Writing is not merely the use of words. It is the sure, effective presentation of facts. It requires background and a sense of values as well as craftsmanship.

HARVEST OF LINAGE WAITS DAILIES AMONG SPORT GOODS STORES

**Publisher of Outdoor Magazines, Himself a Newspaper Advertiser, Says Sporting Equipment Under-advertised—
8,000,000 Hold Hunting Licenses**

By HAMMOND EDWARD FRANKLIN

AN opportunity to sell thousands of extra agate lines of space is being overlooked by newspapers as a whole, in the opinion of H. L. Tilton, veteran publisher of magazines for the sportsman, himself a user of many newspapers.

"Newspaper publishers do not realize the interest now being taken in the sports of hunting and fishing," Mr. Tilton declared with vigor. "At least, it would not seem so from my observation of their advertising columns.

"Latest figures show there are 8,000,000 men who have licenses to hunt and fish. Pennsylvania has 700,000 alone, California is second and other states follow with surprising numbers. These men are interested in all phases of the open and buy a huge quantity of equipment from sporting goods dealers. A newspaper can figure that at least 10 per cent of its readers are hunting and fishing enthusiasts.

"Right now the woods are calling. Many men are going or are about to leave on the annual trip they have looked forward to for a year. Whether or not they get any game, they are prospects for a thousand and one articles which their sporting goods store ought to be selling them."

Before I chronicle Mr. Tilton's views on how the newspaper can get more linage from the sporting goods store, a few words about his radical departure from the conventional in publishing are apropos.

After running several sporting goods stores, this Boston man nursed into life the *National Sportsman*, in those days a slender little sheet published monthly. It thrived and grew under the treatment, finally becoming one of the leaders among outdoor magazines.

Newsstands sales were handled through routine news company sources. Then a new magazine, designed to sell for 5 cents, was launched. This was known as *Hunting & Fishing*. This, too, was marketed in part in the routine news company way.

Mr. Tilton "cut loose" and formed his own independent magazine wholesaler connections. He also evolved the plan of selling magazines in the sporting goods field direct to sporting goods dealers. Today more than 2,100 dealers are selling *Hunting & Fishing* over the counter. They display and push it. The magazine helps sell merchandise advertised in it to and for the dealers. This magazine under the present development plan is growing in circulation every month.

In connection with circulation work for the magazine, Mr. Tilton has offered various premiums, such as knives, of appeal to the sportsman. Year before last he spent upwards of \$80,000 in compiling lists of hunters and fishermen in the various states and circulating direct mail material among them to get subscriptions. It produced a great many, but this past year newspaper advertising has "beaten it all hollow."

This past year these two magazines have used, in addition to certain large-circulation national farm papers, mail order magazines, boys' magazines and other outdoor publications, a total of 900 newspapers. The expenditure has been under \$30,000. Copy has been divided among many agencies.

"The thing about newspaper advertising which has appealed to me is its flexibility," Mr. Tilton stated. "Anywhere our subscription list needs additions we can get them by our controlled newspaper advertising. For every dollar we

put into space, we have to get back a certain predetermined amount from each insertion or we cross the paper off our list. All copy is keyed and a careful record is kept.

"This plan has brought in thousands of desirable subscriptions from readers who are unusually responsive to advertising because they answered our own. In addition to subscribers, we consider the advertising a decided boost to newsstand sales as we know we cannot bring *Hunting & Fishing* before practically every family in the country without making many want it. Newspaper advertising goes quickly into every nook and corner."

Space runs 100 lines, run of paper, sport page requested, in Saturday or Sunday issues when men have a chance to think about their week end trips. Evening papers are given the preference.

"Our advertising has been a liberal education as to the pulling power of newspapers," Mr. Tilton commented. "Dollars received are our basis for judgment. We keep all our advertisements in a big scrap book and credit all orders received. Usually the key number is given. Why one leading newspaper in a town will pay and another, supposedly equally good, is often a mystery. In some cities, every paper in the town pulls well for us—in other cases, in big cities near big game regions we have tried every paper without finding one which will do the job.

"Publishers lose a great deal of good will from the way they make up their papers. They pay fancy prices to star salesmen to go out and sell newspaper space. The copy comes in and falls into the hands of someone with no judgment on makeup. The result is he does not position copy at all to best advantage and this makes a big difference in pulling power. In the outdoor field of magazines, positioning is done with infinite care and the advertiser benefits.

"Another way the newspaper publisher hurts himself is in failing to follow directions to insert key number in the mat. Literally dozens of our advertisements have been inserted without the key number put in, and so the newspaper has lost its chance for a second insertion automatically. We can't give credit to the paper for returns when we can't trace 'em."

Because *Hunting & Fishing* is very friendly with the sporting goods retailer, it has made a study of his needs. It finds that the average dealer knows little of newspaper advertising, and is "too busy," but ought to be using it all the time, so the magazine is furnishing timely suggestions which already have encouraged many to go to their newspapers with orders for space.

A service of seasonable cuts at considerable less than cost of making originals has been prepared with the co-operation of a newspaper cartoonist. These cuts do not in any way advertise *Hunting & Fishing Magazine*, but show in a bright way sportsmen catching big fish, etc. The publishers state they will be glad to extend this service to many readers of *EDITOR & PUBLISHER*, who address *Hunting & Fishing*, 215 Newbury Street, Boston. Proofs of the cuts have been mailed to leading sporting goods stores.

"Whenever the newspaper prints an article on hunting and fishing or plans some special editorial feature on this subject, it ought to go out and sell dealers and local sporting goods manufacturers on using some display space.

"The space solicitor should help the sporting goods store become a weekly user of space. I believe Friday night is the best time, because of the approaching week end. The copy should be timely,

JUDGE ELBERT H. GARY AND THE NEWSPAPERS

PRAISE of the treatment accorded him by newspaper reporters was paid Oct. 8, by Judge Elbert H. Gary, when he was interviewed on his 80th birthday. He also linked newspaper reading with his success in life.

"Every morning of my life I get up at six o'clock, and, having dressed and shaved, I read thoroughly at least three morning newspapers," he declared.

"I might say that I am an omnivorous reader of the newspapers, reading at least three evening papers between late afternoon and bedtime."

chatty, even slangy. It can tell of specific merchandise as well. Some dealers put on contests, or offer to get licenses.

"I recall how a sporting goods store in Chicago used to advertise a cut-price leader every Friday and have hordes in Saturday to buy. The advertising appeared just when men's minds were turning toward where they would go and what they would do for week end fun.

"Newspapers could do considerably more with special pages devoted to sporting goods than they do. All the stores in town should be willing to go in on a special page proposition if it is the right kind."

DAILY SUES TO PREVENT RADIO INTERFERENCE

Chicago Tribune Gets Temporary Injunction Against Station Which Seized Unauthorized Wave Lengths

The *Chicago Tribune*, representing radio broadcasting stations WGN and WLIB, filed suit Oct. 9, in the Circuit Court, Chicago, against the Oak Leaf Broadcasting station, the Coyne Electrical School, and J. L. Guyon, owner of Guyon's Paradise ballroom, owners of Station WGES, charging that station was using a broadcasting wave length which interfered with WGN's and WLIB's broadcasting.

Circuit Judge Francis S. Wilson issued a temporary injunction after argument by Attorney Weymouth Kirkland. The order restrained the defendants from using any meter length which will interfere with the broadcasting by WGN and WLIB.

Last Sept. 7, the Guyon station began using a wave length which interfered with the complainants' broadcasting, their petition for an injunction charged. This caused a serious loss to the Tribune station, they declare, as listeners were unable to tune out WGES and listen to programs upon which the Tribune has spent \$135,000 since the first of the year according to the bill.

The Florida Times Union
Gained

11,220

in circulation from October 2nd,
1925, to October 2nd, 1926.

The Florida Times Union
JACKSONVILLE, FLA.

*Again we take pleasure
in calling attention to the*

Growing Popularity of The Baltimore News

September, 1926* showed
an increase in circulation
of 22,953 net paid daily
over September, 1925----



September, 1926 showed
an increase of 39,404 agate
lines of local advertising
over September, 1925.

Draw Your Own Conclusions!

* Average net paid daily
Circulation for September, 1926

126,252

NEWSPAPER MAKERS AT WORK

By HAROLD EVERETT HUNT

MARSHALL N. DANA started out a quarter of a century ago to be a Baptist minister. The pulpit, however, lost him to the press, but his predilection to be a preacher never deserted him.

For most of that 25 years since his boyhood, Dana has preached daily to audiences that have reached into the 100,000 class; preached sermons founded on the great undeveloped West and its almost limitless possibilities.

Led by that urge to make known to the world what his chosen field of operations, the rich Pacific Northwest, had to offer to the worker, the homemaker and the man of wealth, Dana became a leader among those to whom advertising means more than mere displays, bought at so much the inch. Today, as a result of his years of persistent preaching, he stands at the head of one of the most potent organizations for the good of the commonwealth in the Western world.

At a recent convention in San Francisco, Dana was chosen president of the Pacific Coast Advertising clubs, a position coveted by men of many cities.

Dana, after a brief career at the Southern Baptist Theological seminary in Louisville, Ky., found the call of the news world stronger than the appeal of the church. He had tasted the joy of seeing his efforts in print as a child, contributing to the county paper, the *Matamoras Times*, in Washington county, Ohio, where he was born in 1885. After his college days he gained experience as a reporter on the *Dayton (O.) Herald*; the *Huntington, (W. Va.) Advertiser*, *Herald Dispatch*; the *Charleston Gazette* and the *Kansas City Star*.

In 1909 he decided to go West and become a reporter on the *Portland Oregon Daily Journal*.

His first assignment was to the railroad and federal court beat. It was about this time that a man made the statement that milk from his sick cows, which he was delivering to customers in Portland, killed his cats and he wondered if it would "hurt" children. He said that he had asked the then dairy and food commissioner, who replied that milk from cows suffering with tuberculosis would "kill pigs but fatten babies."

Wide publicity given this unusual state of affairs led to Dana's being taken from his "beat" and turned loose on the pure milk crusade which followed. The crusade became history and Portland's milk supply was cleaned up.

This ended Dana's career as an average reporter, for C. S. Jackson, late publisher of the *Journal*, and George M. Trowbridge, its late managing editor, soon recognized in the young reporter a trend in the very direction the *Journal* was seeking an outlet for its energies—the upbuilding of the Oregon country. Mr. Trowbridge also found in him an unusual bent; Dana actually enjoyed "covering" luncheon clubs. He also thrived on Chamber of Commerce junkets, the bane of the average reporter.

This trend of Dana's soon led to his specialization in the field of what might be termed "boost" news. Before long he began to be an authority about the office on questions of land settlement, power projects, irrigation, reclamation and the like.

Attending civic club luncheons regularly led naturally to Dana's taking an active part in the affairs of these organizations, for his abilities and his willingness to take much of the onerous work of such bodies on his own shoulders were soon recognized. His participation was not without its selfish side—selfish in the interests of his paper and his desire to spread the work in which he delighted—as he found that, by taking advantage of the opportunities thus offered, he could frequently create even greater news than those who originated the ideas and ideals for which the organizations stood ever dreamed.

Thus he became president of the Umatilla Rapids Association, vice-president of



Marshall N. Dana

the Oregon Reclamation Congress, trustee of the Columbia Basin Irrigation League, chairman of the hospitalization committee of the Portland Chamber of Commerce, member of the land settlement committee of the Oregon Development Fund, and an executive in many other projects.

During the World War he was made director of publicity for the War Loan drives in Oregon, for the Red Cross war aid appeals and for other drives.

While it has been Dana's typewriter and Dana's forceful work that have brought about many of the big things in the Pacific Northwest, he does not take to himself the undivided glory for his accomplishments.

"In all this I would have been wholly ineffective without the cordial backing of the *Journal*, and the leadership of men like C. S. Jackson, George Trowbridge, Frank Irvine, present editor; Donald Sterling, managing editor, and John L. Travis, former news editor," he said. "It has been, however, my discovery that if a thing is needed, if it will advance human welfare, and you keep at it long enough with organization outside and writing inside the office, it will come to pass."

As Dana's work grew, his place with the paper also advanced, first to that of special writer and then to an associate editorship. At present, in addition to his numerous articles along his chosen lines, he is writing many editorials each week.

An interesting campaign in which Dana took a leading role was Portland's fight for a veterans' hospital. This campaign led to appropriation of \$1,350,000 for the institution and donation of a splendid site near the new Multnomah county hospital and the University of Oregon medical school on the heights back of Portland.

While the written word has been largely his main *modus operandi* in years past, more recently his fame has grown as an interesting, forceful speaker, with the result that he is constantly in demand where men, woman and children gather. Thus he has been able to fulfill his early aim in life, for he has been called upon repeatedly to speak from pulpits throughout Oregon.

Speaking of his work, for it his voice that speaks through the columns of his paper, he said: "To serve public welfare through civic enterprise is a proper contribution and activity on the part of a newspaper, and to do that in a state which is, after all, merely completing the first chapter of its pioneer development, is especially logical. That is the *Journal's* policy."

Many of the new garages are being built with houses attached.—*Columbus Ohio State Journal*.

NEWSPAPER CAMPAIGN BOOSTED SHOE SALES

Volume of Business in Local Store Increased 45 Per Cent Following Drive

Prepared by J. M. Mead, of Columbus Dispatch

A newspaper campaign conducted by a local shoe company, resulting in a 45 per cent sales increase, won second place in the A. L. Shumann trophy contest for J. M. Mead, of the *Columbus Dispatch*. The trophy contest is conducted annually by the Association of Newspaper Advertising Executives. As made public this week, Mr. Mead's prize-winning campaign was described as follows:

"This is the story of how an advertising salesman and copy writer, by selling an idea to a shoe merchant, increased the merchant's business 45 per cent between Feb. 9 and April 3, 1926.

"The Petot Shoe Company of Columbus, retailers of \$5 shoes, had up until this time used small 10-inch copy written for all stores in the chain and, therefore, of a general nature.

"Firm in his belief that specially designed copy with 'Style' as the keynote would increase the Petot store's business, J. M. Mead, advertising salesman and copy writer on the *Columbus Dispatch*, suggested a pre-Easter campaign to start Feb. 9 and continue until Easter Saturday.

"To sell the idea he designed and wrote several ads in advance, which met with the approval of the Petot management.

"A week in advance of the campaign he used a clearance sale ad telling the public that every winter shoe would be sold at two pairs for \$5.

"This ad was for the double purpose of clearance and to 'get across' the idea that no old stocks would be offered during the coming campaign.

"Beginning Feb. 9, the quarter page advertisements a week were used dwelling on the exclusive styles of Petot shoes and calling the women's attention to the fact that they could buy two or three pairs of different colored shoes to match their various gowns for the usual price they had been paying in other stores for one pair.

"From the start the ads pulled, although the weather was cold and dreary this year and warm and bright in the same period of 1925—and, although the 1925 volume was a record-breaker, the campaign increased the business over 1925 to the extent of 45 per cent.

"Eight hundred and ten pairs of shoes were sold in one day, the Saturday before Easter, and more than 2,000 pairs during the week before Easter.

"So successful were the advertisements that the same schedule has been maintained since Easter with like results.

"Although handicapped by an institutionalized border and signature which do not lend themselves to the designing of good looking ads, Mr. Mead, through

careful type effects made the campaign remarkably successful.

"It is probable that at the beginning of the autumn season all Petot stores use the larger copy which will bring many newspapers throughout the country.

"The following letter, written to Mead by H. B. Zavitz of the Petot Shoe Company formed a part of the exhibit:

"Dear Mr. Mead: "This letter is written as an appreciation of the tremendously successful campaign you have prepared for us during the past eight weeks.

"Although our volume of sales before Easter, 1925, was very heavy, our record shows an increase of 45 per cent.

"So enthusiastic are we over the success of your copy that we hereby authorize you to continue the same schedule until further notice."

ENWRIGHT HELD FOR GRAND JURY

Boston Publisher Gives \$100 Bail Criminal Libel Suit

Frederick W. Enwright, publisher of the *Boston Telegraph*, was ordered held for the November grand jury in \$100 bail by Chief Justice Bolster in municipal court, Boston, Oct. 8, on the charge of criminal libel brought by ex-Mayor James M. Curley of Boston.

The action was the result of a cartoon printed on the first page of the *Boston Telegraph* which depicted Curley as a convict in striped suit with ball and chain attached to his leg, behind prison bars and labeled "Curley the Thug."

Enwright's counsel, Michael J. Sullivan, waived the reading of the complaint and the publisher was released upon bail being furnished by Mrs. Enwright.

G. O. P. TO ADVERTISE

Kansas Republican Committee to Use 265 Newspapers in State

The Kansas Republican State Central Committee will advertise in some 265 Republican newspapers in Kansas the last two weeks of the political campaign. O. W. Little, Alma, executive secretary of the Kansas Press Association has announced.

"After careful consideration the members have decided they can reach the voters in the state through their newspapers better than in any other way and at the smallest expense," Mr. Little said. "The papers in every county in the state will be used."

Advertising matter will be distributed through the press association.

BIGELOW PICTURE PRESENTED

A portrait of William Poultney Bigelow, owner of the *New York Evening Post* with William Cullent Bryant from 1849 to 1860, was last week presented to the New York State Chamber of Commerce by Grace Bigelow and John Bigelow, daughter and son of the former publisher. Feodor Encke painted the portrait from life in 1901. Mr. Bigelow was a member of the Chamber.

HAIRBREADTH HARRY



Take advantage of the new motion picture releases of this great comic and wire your order now.

LEDGER SYNDICATE

Independence Square

Philadelphia, Pa.

First in National Advertising

THE NEW YORK TIMES leads all New York newspapers in volume of national advertising. In nine months of this year The Times published 5,209,210 agate lines under this classification, an excess over the second newspaper of 1,064,486 lines.

The Times leads all New York morning newspapers in national advertising on weekdays as well as Sundays, having published 199,488 agate lines more than the second New York morning newspaper on weekdays so far this year.

In September The New York Times printed 314,538 agate lines of national advertising in week-day editions, a greater volume than any other New York morning newspaper. The excess Sundays and weekdays in national lineage in September was 81,224 lines.

The Record

	Nine month 1926		September 1926	
	Weekday	Total	Weekday	Total
THE NEW YORK TIMES.....	2,745,644	5,209,210	314,538	553,752
Second New York morning newspaper	2,546,156	4,144,724	303,638	472,528
TIMES EXCESS	199,488	1,064,486	10,900	81,224

The Times leads all New York newspapers in total volume and in high quality of advertising. Despite the exclusion of much advertising by its careful censorship, in nine months of 1926 The Times printed 21,821,480 agate lines, 1,906,182 lines over the corresponding period of 1925 and an excess of 8,132,480 lines over the second New York newspaper.

The average net paid daily and Sunday circulation of The New York Times, as reported

to the Post Office Department for the six months ended September 30, 1926, was 391,465 copies—the highest figure ever reported by The Times for a corresponding period of any year. The daily and average daily and Sunday circulation of The Times is greater than that of any other New York morning newspaper of standard size. The present weekday net paid circulation of The Times exceeds 370,000 copies, and the Sunday edition, 625,000 copies.

The New York Times

CRAB APPLE TREE ASSOCIATION GROWS IN QUAGMIRE OF HALL-MILLS CASE

Newspaper Workers Covering Famous Murder Story Organize Group for Recreation Between Bootless Clue Chasing—Wild Rumors Make New Jersey Anything But Pleasant

By MAZIE CLEMENS

Staff Writer for the New York World.

(Written Exclusively for EDITOR & PUBLISHER)

THE CRAB APPLE ASSOCIATION, composed of newspaper representatives and writers who have worked on the case of the murder of Dr. Edward Hall and Mrs. Eleanor Mills under a crab apple tree on the Phillips farm on the outskirts of New Brunswick on the night of Sept. 14, 1922 was formed recently.

It sprang from a desire on the part of the newspaper writers who have passed through the storm and strife of the investigation with its quagmire of falsehoods, its maze of misleading statements and rumors, to form some kind of connecting link.

Relaxation and recreation of some kind are necessary especially after the wild bootless chases that have marked the Hall-Mills murder from the beginning. Like all mystery stories of its kind it has juttied out rumors like the spark of a Roman candle. Every reporter on the job, in his heart knew at times that the sparks would sputter out into nothings, but there was always a chance that one might live and mean something which must be found out. The result was that each spark had to be chased. That meant hard and arduous labor. It meant wild auto rushes from Somerville to New Brunswick to Lavallette to Philadelphia to Trenton and to the uncharted and unmapped points on the New Jersey landscape, which have figured in the story. Ninety per cent of the cases have been without results beyond the loss of sleep and temper to the pursuers. Sometimes an entirely new angle to the case was dug up in just such a fashion.

City editors who hold that when there isn't any news, that that is news, might have learned a lot by following some of the free and untrammelled rumors that swarmed around reporters when the bonafide leads were scarce. In the early hours of the morning, several times the gang was called out on rumors that had to be run to earth.

Word passed like wildfire one night that Mrs. Hall, widow of the slain rector, had taken her life in her palatial home in New Brunswick. The morning papers had but 20 minutes to check the rumor. Shortly after 1 A. M. Mrs. Hall's home was called on the telephone. By some chance Mrs. Hall answered the phone and in a sleepy and hurt voice said to a disgruntled reporter who questioned her: "No, I'm not dead and I don't intend to kill myself!"

Twenty voices hurled a trite reminder of Mark Twain at the embarrassed reporter when he turned from the telephone.

It was because of the instinctive desire for social relief that the Crab Apple Association was formed. Several of the reporters chipped in together and rented a house in order to have a few of the comforts of home. The house, vacated by its owner, a minister, was named Crab Apple Villa. Here the association has met and discussed their troubles, planned strategic moves to get from officials new developments of the case or to listen over the radio to a prizefight. The association's functions have been few because the opportunities to get the crowd together have been scant. But there have been a few instances when the reporters were able to shed the sense of tragedy which surrounds the Hall-Mills crime and live their own lives for an hour or two.

Four years ago 85 reporters were at work on the case and in the recent revival of the story city editors dispatched eight of these veterans, who proved invaluable both to the investigators and the greener reporters. At no time while the story was making columns for Europe and

America were there less than 20 leading dailies and news services represented.

The dean of the veterans on the story is Frank Roth of the *New York Evening World*. Other veterans are Wilbur Rogers of the *Brooklyn Daily Eagle*; Ishbel Ross, *New York Herald Tribune*; Bruce Rae, *New York Times*; Ray Daniell, *New York Evening Post*; Edward Reiss, *Brooklyn Times*; Frank Walton, *Herald Tribune* and the writer.

Officers were elected at the first meeting of the association. Martin McEvilly of the *New York Daily News* was elected president; Wilbur Rogers of the *Eagle*, vice-president, Richard Crandell of the *Herald Tribune*, secretary and Frank Roth of the *Evening World*, treasurer. The writer was elected unanimously as hostess.

The members of the association include at present the following representatives: New York Herald Tribune, Ishbel Ross, Richard F. Crandell, Frank Walton.

New York Times, Bruce Rae, John Eddy, Frank Adams, Edward R. Hall, Alexander Sedgwick, E. J. Gordon, Laura (Deacon) Lyman, Charles Zerner, Ferdinand Kuhn.

New York Daily News, John Wallace, Grace Robinson, George Kivel, Lloyd Acuff, John Tresilian, Jack Rielly, Robert Acton, Eddie Jackson.

New York World, Edward O'Toole, Mazie Clemens, James Robbins, Joseph Costa, Earl Lewis, Frederick Sykes, Anthony Muto.

New York Daily Mirror: Herbert M. Mayer, Arthur Medford, Martin Halling, Ray Doyle, Theodore Hough, Thomas Flanagan, Edward Doherty, W. Pledge Brown.

Philadelphia Bulletin, Walter Capelli and Walter Long; *Philadelphia Public Ledger*, D. F. Dickson; Associated Press, Wallace Conover; *New Brunswick News*, Leslie Munn and George Kenny; *New York American*, Morton Parkinson, Robert S. Conway, John Hyatt, Evelyn Lee Boon, Louis Fehr.

New York Journal, Benny Markowitz, Julia McCarthy, James Aide, William Weiner, Frank Henry; *New York Evening Graphic*, Leo J. Casey, Charles E. Gregory, Jack Miley, Harry Denlinger, Arthur Robinson, Dick Rose; Standard News Association, Adolph T. G. Novak, W. F. Ritchie; *New York Evening Post*, Ray Daniell; *Brooklyn Daily Eagle*, Wilbur Rogers; *Evening World*, Frank Roth, M. Ollie; *New York Sun*, Edwin De Long.

OHIO GROUP ELECTS

Louis Brush Re-Elected President of Select List of Ohio Dailies

Louis H. Brush, publisher of the *Marion (O.) Star*, was re-elected president of the Select List of Ohio Daily Newspapers at the recent annual meeting. Fred W. Bush of the *Athens Messenger* has been re-elected vice-president and C. H. Spencer of the *Newark Advocate* secretary-treasurer.

Directors are Fred S. Wallace, *Coshoc-ton Tribune*; W. P. McKinney, *Marietta Times*; Frank Ridenour, *Piqua Call*; and James Hanna, *Chillicothe Gazette*.

SCRANTON TIMES' VETERANS

The 25-year club of the *Scranton (Pa.) Times* met on Oct. 9, and elected new officers for the coming year. B. B. Megargee, newspaper dealer in Scranton is the new president of this club. Three employees qualified for membership this year, F. Ash, W. J. Boland and George Daniels.

LONG ISLAND WEEKLIES SOLD

The *Glen Cove City Record*, the *Bayville Times* and the *Oyster Bay News*, all Long Island weeklies, have been sold by James F. Sullivan, editor and manager for the past five years, to Frank M. Dunbaugh, Jr., of Mount Vernon, N. Y., associate editor of the *Bronxville Review*. The sale was negotiated through Harwell Cannon, newspaper brokers, New York.

BROOKLYN DAILY 40 YEARS OLD

The *Brooklyn Citizen* on Oct. 10, published a special edition celebrating its 40th anniversary. Three sections were devoted to the Brooklyn of 40 years ago as compared with the Brooklyn of today. The paper was founded by Andrew McLean in 1886. David J. McLean is the present publisher.

More than 90 per cent of its total advertising appropriation is invested in newspaper space by the Studebaker Corporation.

STORE USES 15½ PAGES

The *Portland (Ore.) Journal* on Oct. 1 carried advertising copy aggregating fifteen and one-half pages for the Lipman-Wolfe department store, heralding "Lipman-Wolfe Day." It is claimed to be the largest volume of advertising from a single firm ever carried in a local newspaper.

EDITOR CELEBRATES 90th YEAR

J. West Goodwin, pioneer newspaper man of Sedalia, Mo., celebrated his 90th birthday Oct. 2. He now publishes *The Bazoo*, a monthly chronicle of items from the *Sedalia (Mo.) Daily Bazoo*, which he established in 1869 and ran for 30 years.

WEEKLIES NAME REPRESENTATIVE

The executive committee of the United Newspapers of Iowa has appointed Charles H. Clarke, Des Moines advertising man, to represent the organization in its expansion program. Mr. Clarke will soon open offices in Des Moines. W. C. Jarnagin is president of the organization, which is composed of weekly papers.

Largest HOME delivered circulation in Los Angeles!

Los Angeles Examiner

190,000 DAILY 400,000 SUNDAY

The DAILY OKLAHOMAN OKLAHOMA CITY TIMES

thoroughly and alone cover the Oklahoma City Market

Here is Oklahoma's 1926 production sheet—the official report of the State Board of Agriculture:

Growing Crops	\$373,357,000
Allied Agricultural Products	51,209,000
Livestock Surplus	39,046,000
Forestry	4,000,000
Oil and Minerals	480,610,000
Manufactured Products, Gross Profits and Labor	219,000,000
Gross Resources	\$1,167,222,000

Business is good in the Billion Dollar State.

E. KATZ SPECIAL ADVERTISING AGENCY

New York Chicago Kansas City Detroit Atlanta San Francisco

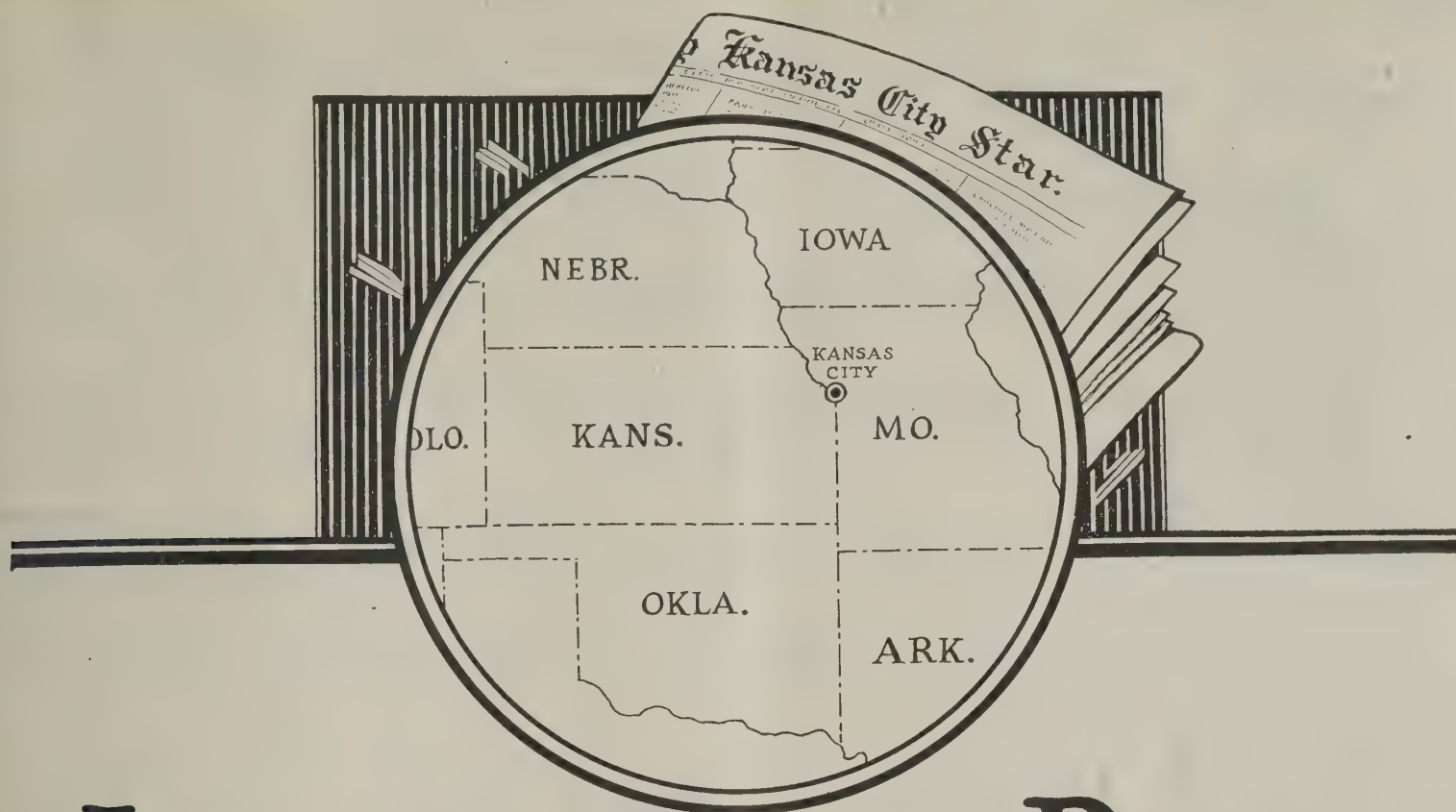
Finger Tips in the news every day



How do you read them?

A 3-stick daily feature

CURRENT NEWS FEATURES, INC.
EVENING STAR BUILDING
WASHINGTON, D. C.



Lowest Farm Paper Advertising Rate in America

THE Weekly Kansas City Star offers the lowest rate for farm paper advertising in America.

Likewise it offers the highest percentage of rural route subscribers of any farm paper in Missouri or Kansas.

A circulation three and one-third times greater than that of the largest weekly farm magazine published in Kansas!

A circulation two and three-quarters times greater than that of the largest farm magazine published in Missouri!

That is why The Weekly

Kansas City Star can sell more merchandise to farmers, at a lower cost, than any other publication.

Half-page or larger space in The Weekly Kansas City Star can be purchased for only 75 cents a line. This is a special low rate to users of space in either the daily or Sunday edition of The Star.

Think of it—a rural, paid-in-advance circulation exceeding 426,000 copies in the richest productive area in the world, at 75 cents a line!

Ask your advertising agent if it isn't the greatest farm paper advertising bargain in America.

The Weekly Kansas City Star.

426,000 Copies—75c a Line

New York Office, 15 E. 40th St.

Chicago Office, 1418 Century Bldg.

FALSE ADVERTISING IS BEING CURBED WITHOUT PUBLICITY, TRADE BODY SAYS

Agreements to Desist Such Practices Are Binding on Unscrupulous Concerns—Move to Make Actions Public Voted Down

MEMBERS of the Federal Trade Commission informed EDITOR & PUBLISHER this week they believe they have succeeded in placing an effectual check upon false and misleading advertising by unscrupulous concerns.

Where the practice complained of has been found unlawful its discontinuance by stipulation, and without the formal issuance of complaint, or resort to publicity, has been accomplished in a growing number of instances, it was stated.

Five stipulations accepted by the Commission this week brought the total up to 30. In each case the proceedings were dismissed after the respondent executed an agreement to cease and desist from the alleged unfair methods and practices with the further understanding that should the alleged unfair competition ever be resumed the stipulation may be used as evidence against the respondent in other proceedings by the Commission.

Before the recent retirement, upon the expiration of his term, of Huston Thompson as a member of the Commission, he joined with Commissioner John F. Nugent, in dissenting from the majority order, accepting the stipulations as a fixed policy of the Commission, on the grounds that "complaints should be issued against the respondents and the cases tried in order that the public might be informed of the unfair practices adopted by the respondents and their law-abiding competitors be benefited by increased trade."

The majority on the Commission overruled this view, and decided to proceed with the stipulations wherever and whenever warranted in accordance with the now well established policy of the Commission to avoid "pitiless publicity" as much as possible.

The five stipulations accepted this week were:

A corporation engaged in the manufacture of cereal products agreed to cease and desist forever the use in its advertisements of the representation of "Pancake Flour" and "Waffle Flour" as "All Wheat—It Keeps!" which "contained no corn meal or other substances which will attract the tiny bugs and worms that get into many cereals in the summer time," and from otherwise "using disparaging representations or comparisons to the effect that cereal products manufactured by competitors from corn flour have a greater tendency to spoil and to attract bugs and worms than cereal products manufactured by the respondent."

A corporation engaged in printing stationery by special process agreed to cease and desist forever from advertising their product as "Handgrav" and from the use of any other word or combination of words "as descriptive of said imitation engraving which have or may have the capacity or tendency to confuse said product with engraving."

Co-partners engaged in the sale and distribution of hosiery in wholesale and retail quantities agreed to cease and desist forever from the use of the word, "Fashioned," in their catalogs, order blanks or other advertising matter as representing and describing "Thread Silk With Art Twist" "when in truth and in fact the boot of said hosiery is not composed entirely of silk but is composed also in varying quantities of fabrics or material other than silk."

An individual engaged in making necklaces agreed to cease and desist forever from the use of the word and figures, "Price \$50" when "in truth and in fact the said product so advertised, labeled and sold with the aforesaid word and figures, 'Price \$50' marked thereon, was and is advertised and labeled greatly in excess of the prices at which the aforesaid respondent sells the said product, or contemplates the same to be sold by his

vendees, and greatly in excess of the actual price at which said necklaces sell in the usual course of trade."

A corporation engaged in compounding or manufacturing a chemical compound

which it designates, defines and describes as "Shellac," agreed to cease and desist forever from the use of the word, and also from the use of the words, "Strictly Pure" in connection with the word, "Shellac," in defining and describing its product, "when in truth and in fact the said product so labeled and sold was compounded or manufactured in accordance with a formula containing constituent elements, ingredients or substitutes other than contained in the product known to the trade and purchasing public as 'Shellac.'"

IF THEY HAD SAID IT WITH WANT-ADS

By W. P. ROWLEY

EDUCATIONAL

KIPLING'S SCHOOL OF FEMINE PSYCHOLOGY — "Learn about Women from Him." Write for free booklet of personal experiences. P. O. Box 24, London, Eng.

Gabriel School of Music—Trumpet blowing a specialty. Gen. Del., Paradise.

HELP WANTED, MALE

Young men wanted to assist chemists in proving new formulas; short hours; Permanent Position. Apply L. Borgia & Bros., Venice.

HELP WANTED, FEMALE

Widower wants attractive, neat appearing young woman to act as housekeeper. "Bluebeard," Box 3.

Several attractive young women to help entertain monarch; apply in person. Mme. du Barry, Versailles.

MISCELLANEOUS

Horse Wanted—Any kind; to exchange for kingdom, slightly damaged. Urgent. Richard III, London.

Cats and Dogs to rid city of rats; no pipers need apply. Ship C. O. D., Hamlin. Mayor.

Fiddle for sale; slightly damaged by fire. Nero, Rome.

Legal Notice. Attention, sea!—Hereafter tides shall cease between the hours of 6 a. m. and noon, Tuesdays, Thursdays and Fridays. Canute, Rex.

Mountain climbing and banner carrying done; glaciers no barrier. Write "Excelsior," the Alpine sandwich man, for rates.

Get in on the ground floor! Fortunes

COMICS!

Colors that stand
Out

Let us quote on your next contract

You may be surprised

**Missouri Agricultural
Pub. Co.**

J. E. NICHOLSON, Bus. Mgr.
2206 Pine St. St. Louis

EDITOR'S ASSAILANT INDICTED

**Man Who Attacked Pricer of Dallas
Dispatch to Stand Jury Trial**

Hilliard Brite, former Dallas County deputy sheriff, who, following a recent attack upon Glenn Pricer, managing editor of the *Dallas (Tex.) Dispatch*, was fined \$8.70 upon his plea of guilty to simple affray, has been indicted by the grand jury for aggravated assault.

When the district attorney attempted to dismiss a charge of simple assault the editor protested, demanding a public trial.

Brite's attack upon Pricer was the result of a story in the *Dispatch*. The former officer previously had attacked V. G. Kneeland of the *Dallas Times-Herald*.

NEW TYPE BOOKLET

American Type Founders Company, New York, has issued a booklet of new ideas in holiday ornaments and borders.

CIRCULATION CAMPAIGNS Get Big Quick Results

The largest and most successful circulation campaigns on the leading newspapers in U.S.A. have been for years conducted by our organization.

WIRE OR WRITE, Care
OHIO STATE JOURNAL
COLUMBUS, OHIO

Now conducting our second
campaign on above paper.

HOLLISTER'S Circulation Organization

717-718 Commercial Exchange Bldg.
Los Angeles, Cal.

FACTS ABOUT ALTOONA

1900—38,973	POPULATION	1920—60,331
1910—52,127		1926—68,000
Assessed valuation		\$66,674,995
Bonded debt, net		1,215,205

	TAX RATE	
City		7½ Mills
School		12 Mills
County		7½ Mills

	STREET PAVING	
Miles (including 1926 program)		94.47

	INDUSTRIES	
Major establishments		8
Minor establishments		67
Value of annual output		\$80,441,633
Output exclusive of P. R. R.		23,004,100

	MERCHANTS	
Retail		1,442
Wholesale		146

	Y. M. C. A.—Library—Y. W. C. A.— Gymnasium	
Churches		67
Schools		28

Transportation—On Pennsylvania railroad's main line. Altoona & Logan Valley Electric Railway Company operates 32.33 miles of trolley lines in city, and a system of 57.90 miles in the city and suburbs. Bus lines cover sections not reached by trolley cars.

Altoona Manufactures—Steam and electric locomotives, passenger cars, dining cars, freight cars, miscellaneous railroad equipment, silk products, bar iron, bricks, motor trucks, overalls and miscellaneous working garments, mattresses, caps, awnings, beverages, bread and bakery products, confectionery, ice, ice cream, meat packing products, and paper products and printing.

Altoona has one evening newspaper with a net paid circulation of over 28,000. It covers this progressive territory thoroughly alone.

THE ALTOONA MIRROR

Altoona, Pa.

Business Direct

FRED G. PEARCE, Adv. Mgr.

Editorial independence, by its very nature, must of necessity be based upon financial independence. The Scripps-Howard newspapers are completely owned within their own organization. The editor of every Scripps-Howard newspaper is a partner in the ownership of his paper. Financial independence is a guarantee against outside influence.

NEWSPAPERS FOLLOW MAZE OF MIXED COURSES IN PROMOTION METHODS

Few Dailies Have Standardized Department with Fixed Budget for Advertising Their Merits—"Hit and Miss" Idea Predominates

By J. P. DEWEY

Director of Publicity, Dallas Morning News

AS we go about our two-fold task of advertising our markets and our media we newspapers are following a maze of mixed courses. Just why this is so it's not easy to say. Are individual problems radically different, or are there many methods of accomplishing the same result or do we simply not know how to handle the all-important problem of applying our universal commodity to our own needs? I visited 15 eastern and middle western newspapers seeking the answer and I did not find it, but I learned some interesting facts. I found that this new scientific business of newspaper advertising promotion is passing rapidly through the early stages of its development, but not as rapidly as it should. Each of us is working along his own lines and apparently not paying much attention to what the rest are doing. It is as though all of the radio manufacturers went to building outfits according to their own ideas and without paying much attention to the developments of radio as a science.

I gained the general impression that the middle west is giving more serious attention to the possibilities of advertising promotion than is the east. Upon some middle western papers it has reached the proportions of a major activity, but in Philadelphia, for example, there is only one newspaper that has a department devoted to the job of advertising the paper as an advertising medium. In Pittsburgh there is no such department. In both Indianapolis and St. Louis, on the other hand, there are well-developed, efficient promotion units. There are some in New York, but their activities fall short of the things that are being done in Chicago. Of course some papers that do not have promotion departments are advertising themselves extremely well in an unorganized and month-to-month fashion.

Some of these actually seem to get down to brass tacks more effectively than some that are more carefully organized. Here is a paper whose "office ads" are written by some bright fellow on the staff whenever the spirit or the boss moves him and there is a paper with a carefully adjusted program, intricately planned, and the hit-or-miss chap seems to be registering more hits than the planner. This condition was pointed out by one executive to justify his lack of plan and system, but the paper with the plan is far ahead of him just the same. The plan will develop, along lines of efficiency, and while it is developing the hit-or-miss operator will be passing out of the picture.

The absence of organized promotion departments and of planned advertising campaigns built up through proper analysis of selling needs is only one of the opportunities for improvement that become obvious to even the casual investigator among newspapers. The absence of budgets and appropriations for advertising is another. Many newspapers, even the big ones, still think that the advertising budget is an excellent thing for department stores.

Such budgets as there are range all the way from 2 per cent to nearly 12 per cent of gross advertising revenue. The 12 per cent was an exceptional instance. It included the cost of a heavy schedule of space in the advertiser's own columns, and an appropriation for space in newspapers of other cities that was many times the total outlay of some other papers who believed themselves to be serving their own needs adequately.

The appropriation that seemed most nearly standard among papers that have begun to arrive at an efficiency basis is from 2½ per cent to 3½ per cent of the total advertising revenue.

Among the papers with fixed appropriations for advertising promotion there is a wide difference of opinion as to what the appropriation should be made to do. Some are spending it all in advertising to the national field. Others are buying elaborate advertising plans and services for classified and neglecting the needs of display. I found not one budget definitely subdivided among the three major advertising departments.

There is no standard definition for "advertising promotion." It means everything from merchandising co-operation to writing of want-ad pluggers. There are, however, three general classes of promotion systems as they now operate. First, there is the unit with the sole function of copy-writing, serving in turn the various advertising interests, the circulation manager and the editors; taking care of all the odd jobs of ad-writing that have to be done, and leaving the planning to the department heads who order the work. Then there is the department which combines the work of

advertising with the infinite variety of merchandising tasks, dealer co-operation, surveys, sometimes circulation premium drives, and in fact everything that comes up as reinforcement to the face-to-face selling of the things that newspapers sell. In such departments the job of advertising, in the printed salesmanship sense, is rarely given the careful thought and attention to which it is entitled.

Between these two is the kind of promotion department which seems most likely to become standard equipment. That is the department whose one great function is to sell advertising, local, national and classified, through the power of the printed word and picture; the department administered by a trained and experienced advertising executive, working closely at all times with the advertising staff and giving its services to others only when they can be spared from the big job. It is unquestionably the newspapers with service units of this character whose advertising has been accorded the greatest recognition and success.

Such a department receives its statistical materials from the national and local advertising managers and the merchandising department. It deals in facts about the paper and the market which the paper serves. It presents those facts to advertising patrons by effective means. It uses publications, printed matter, billboards and other media just as any other national advertiser does. It sometimes employs its advertising agency. It is to the newspaper what the advertising department is to any other industry, and it is hard to see why this sort of unit is not as good for ourselves as it is for our customers.

Executives are keenly interested in advertising promotion. They realize its value to them and of course they are going to use it. One of these days the mechanical operation of the promotion department will be as well standardized as the circulation and editorial departments are today, but no student of conditions at present can escape the fact that we will all profit if a few things are done to speed the day.

CHICAGO R.R. WINS FORBES CUP

The Chicago Rapid Transit Company was last week awarded the B. C. Forbes cup in the public relations contest conducted by *Forbes Magazine* among member companies of the American Electric Railway Association. Judges were James O'Shaughnessy, secretary, American Association of Advertising Agencies; Louis Wiley, business manager, *New York Times*; J. C. McQuiston, Westinghouse Electric & Manufacturing Company, and Mr. Forbes.

IOWA PRESS MEET OCT. 23

Three University Professors Named With Publishers on Program

The Iowa Press Association will hold its annual meeting at Iowa City, Ia., Oct. 23 and 24.

Speakers who are scheduled to appear on the program are: Prof. C. H. Weller, head of the school of journalism, University of Iowa, "The Professional Side"; James S. Farquhar, publisher, *Cedar Rapids Republican*, "The Market Value of Your Newspaper"; John Houston, circulation manager, *Ottumwa Courier*, "Circulation"; Quinted K. hart, advertising manager, *Cedar Rapids Republican*, "Advertising Copy"; Prof. F. J. Lazell, Iowa school of journalism, "The Editor and His Community"; Prof. W. S. Maulsby, Iowa school of journalism, "Reporting and Correspondence."

At the luncheon meeting, E. F. Tucker Ames, managing director of the association, will speak on "Benefits of Association." State Senator Charles M. Dutcher will also be a speaker at that gathering.

BRADFORD HERALD REORGANIZED

Reorganization of the *Bradford (Pa.) Herald*, a daily, has taken place through the purchase of an interest by Raymond S. Siff and Paul E. Tanner. Robert P. Habgood continues as publisher and retains an interest in the newspaper. Mr. Tanner will be editor and Mr. Siff, general manager.

HOUSTON TO ADVERTISE

The Houston Chamber of Commerce planning a \$35,000 advertising campaign

MR. EDITOR: You can increase circulation with Motion Pictures.

Bass has shown dozens of newspapers how to use motion pictures in conjunction with local events. Pulls big!

Write today for information

about the marvelous new B. & H. Eyemo Automatic hand-held camera for professional motion pictures. Also detailed data, cost of producing and free catalogues.

Bass Camera Co
109 North Dearborn Street
EYEMO DIVISION CHICAGO, ILL.

Parkersburg, W. Va.

is growing rapidly

A new \$5,000,000 rayon plant and other new industries are now being constructed there.

The city and suburban territory is covered by

The News

Morning and Sunday

with a circulation of 7,500 daily and 9,000 Sunday at only 3 cents a line.

Member A. B. C.

Represented nationally by the
DEVINE-MacQUOID CO., Inc.
New York Pittsburgh Chicago



"Boots"

NEA Service, Inc.
uses
Certified Dry Mats
Exclusively

For Clean and Clear Printing—Use Certifieds

Certified COLD stereotyping is not only SIMPLIFIED stereotyping.

It means cleanly and clearly printed half-tones as well as type matter.

Let us tell you all about it—there's no obligation on your part.



CERTIFIED DRY MAT CORPORATION

340 Madison Avenue

New York, N. Y.

for wet mat printing with DRY MAT facility—use Certifieds

MADE IN THE U. S. A.

Dave Gideon, Publisher Huntington (W. Va.) Herald-Dispatch

Wires—

TELEGRAM

Huntington, W. Va., Dec. 16, 1925

Duplex Printing Press Co.

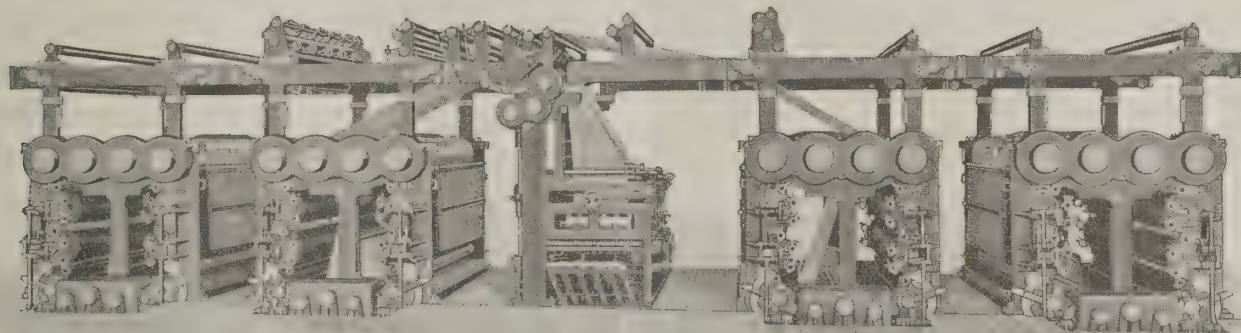
Battle Creek, Mich.

Have just signed contract with your representative for one Duplex Metropolitan Super Unit Octuple Press. This is the largest printing press ever purchased by a West Virginia newspaper. We were greatly influenced in our selection because of our observance in plant of New York World. Especially as regards smooth operation and solid substantial construction. Also our knowledge of, and confidence in, the great mechanical genius of your Mr. Henry Bechman to whom please convey my compliments.

Dave Gideon, Publisher

Huntington Herald-Dispatch

THE DUPLEX OCTUPLE NOW PRINTING THE HUNTINGTON HERALD-DISPATCH



This press left the factory August 26, 1926, arrived in Huntington September 1, 1926 and was put on the edition October 1, 1926. And then this wire—

TELEGRAM

Huntington W. Va., Oct. 1, 1926

The Duplex Printing Press Co.

Battle Creek, Mich.

Running Your Press Without a Hitch. Want to Congratulate you on this Machine.

Dave Gideon

DUPLEX SUPER DUTY

Interchangeable Unit Semi-Cylindrical Plate Press

The best press built for long runs and dependable daily use

"Our Customers Write Our Ads"

THE DUPLEX PRINTING PRESS CO. OF BATTLE CREEK MICH.

WELL, the biggest printing press in West Virginia whizzed off its first edition of The Herald-Dispatch yesterday morning. The great machine worked almost perfectly, and set up none of the difficulties which usually attend the breaking in of a new machine of such vast magnitude. To get satisfactory results the most delicate adjustments are required, both as to building and assembling the multitudinous parts. The Duplex Printing Press Company, of Battle Creek, Mich., have achieved a marvel in this new invention. The Herald-Dispatch can now print at a single run a paper of any size up to sixty-four eight-column pages. The issuance of the first edition from the new press was accomplished without any delay, the 9,000 out-of-town papers being put on trucks and trains in ample time.

WHY TURN STAR REPORTER INTO A POOR DESK MAN AND CALL IT "PROMOTION"?

Many Brilliant News Men Sidetracked for Sake of \$5 Desk Raise Because Reportorial "Top" Has Been Reached, Writer Declares

By CHARLES E. GALLAGHER

Night Editor, Lowell (Mass.) Courier-Citizen

IF that traditional efficiency expert who once told a newspaper publisher that he should "fire" his desk men and hire reporters "who could write their stories correctly in the first place," had had his way, the general average of writing ability in the newspaper field might have been materially increased. Not necessarily because this particular publisher would have been more careful in the selection of his reporters, but rather because he would have stopped creating desk men out of staff writers whom he or his managing editor wanted to reward for faithful or brilliant service at the typewriter.

In other words, if the market for desk men had been abruptly and completely wiped out, the news writing force would have been left free to develop to its greatest potential skill, without the Damoclean sword of a "promotion" to the desk constantly hanging over its head.

However, the efficiency expert whom Professor Norman J. Radder mentions in his helpful book, "Newspaper Make-Up and Headlines," failed to achieve his mission and the perspiring copy readers and slot men kept their posts. As Professor Radder pertinently remarks, "Few men write so well that their work cannot be improved by a critical revision." There is a definite and compelling need for good desk men on every newspaper, as any sagacious publisher well knows. My present purpose is less to defend the usefulness of the copy editor than to discuss the sources from which he is drawn—and, in many cases, drafted—for desk service.

In the average small town or moderate-sized town newspaper office, a desk job is held as a fetish, more or less—it is surrounded with a sort of supernatural glamour that persists until one actually drags a chair up to the desk himself, finds out what it's all about and then wonders what's been biting him.

The average cub reporter begins his work with one goal before him—to get on "the desk." There, one is called "mister" and there, one's weekly pay envelope is substantially bulkier than it is when one is pounding the streets in search of the elusive yarn. Instead of devoting his every effort to becoming a reporter supreme in his field, he dissipates his energy by attempting to learn the fundamentals of desk routine in his spare moments. His heart is not wholly in his work as a reporter, the business for which he was hired. And yet, as he develops, he becomes a good reporter in spite of himself. He can turn out a crisply written story with the best of them. In a few years he demonstrates all-around reporting ability and is rated

as a star man. Then—precisely then—does Humpty-Dumpty take the great fall.

Jones, the assistant telegraph editor, quits or is laid up by a long illness, and someone has to fill in. Who will get the job? An out-and-out desk man, imported from the outside? No. The star reporter, perhaps the most valuable man in the entire news department, is "rewarded." He's given the post with a \$5 increase in salary and his friends congratulate him on his becoming an "editor." In his place on the city staff a mediocre man—or perhaps even a cub—is put to work and immediately there is a perceptible decrease in the quantity and quality of local news in the paper. But the star reporter has been taken care of and his good work "recognized." What matter if he is a complete "dud" as a desk man? He's earned the place and he's kept there. And \$5 is \$5.

I'm willing to wager that this same sorry spectacle takes place in a hundred newspaper offices in the country every three or four months. It will continue to be enacted while managing editors labor under the delusion that the desk is necessarily the place for the reporter who has "performed." It will also continue to be enacted in those offices—and there are hundreds of them—where there is an arbitrary line drawn between the salaries of desk men and the salaries of news writers—wholly in the former's favor, of course.

"You can't expect to get more than \$40 a week here as a reporter no matter how good you are," I heard one managing editor tell a capable member of his city staff a few weeks ago in a New England town of 120,000 population—large enough to support a few first class writing men. "That is our maximum scale for reporters."

And yet this same managing editor is putting his O. K. on a payroll every week that gives mediocre desk men \$55 and \$50 a week, without a murmur. In his estimation—if one is to judge by the cold figures—a whirlwind of a reporter is worth \$15 or \$20 a week less than the ordinary copy reader and headline writer.

There are exceptions, of course. The larger cities have far more sensible practices. There, a reporter's salary is based on his value as a reporter and is not automatically brought to a dead stop when it approaches the salary paid some routine desk man.

But your average small-town publisher or managing editor can't see it. Tradition has built an impregnable wall between the remuneration of the "desk" forces and that of "street" men. Naturally, the ambitious reporter is going to let himself be

eased into a desk berth when the opportunity presents itself. If he can get \$50 there, why should he continue to pound the typewriter where his greatest expectation of compensation is \$10 a week less? Meanwhile, his paper suffers and his own inalienable right to the fullest development of his special gifts is taken from him. He no longer writes and he soon wearies of the drudgery and monotony of reading copy and writing the same old symbols for headlines night after night or day after day. His contact with the public is curbed, his social instincts begin to be cramped and he gradually sinks into his allotted groove never to make his way out.

Disregarding the obvious unfairness which this situation imposes on the good writing man, publishers and managing editors ought to recognize at least the harm they are doing their own papers by such a practice. They are mowing down in the prime of their powers reporters who could bring distinction and prestige to their newspapers as reporters, but who will never do so as desk men. After all, everything is pretty much standardized in American dailies today except the handling of local news and local features. The paper that seeks to stand out from the herd must develop its local department to the "nth" degree. And in this development, the services of topnotch reporters and other writers are imperative.

Briefly, then, why not let your star reporter stay in his chosen field even after he has earned what is quaintly called a "promotion"? Why not give him \$10 a week more and encourage him to persist in the department where he has shown his best work? Let him remain an individual and not a mere cog in the works, as so many transplanted reporter-desk men become. Then go choose your copy reader from the abundantly supplied field of men who are adapted primarily for that work, but who aren't worth a pinch of snuff as writers. Here's something, truly, to which newspaper executives may give profitable consideration and study.

GOSS ENLARGING PLANT

The Goss Printing Press Company, Chicago, is erecting a new four-story building, 100 by 160 feet, completing a continuous line of buildings two blocks long, on South Paulina street. The building is being constructed on a foundation suitable for an 8-story building, and is so designed as to be adapted for either offices or production departments.

CONTEST TO END AUTO PERIL

The New York Evening Graphic has started a prize contest as part of its campaign to reduce the automobile peril of the streets. A first prize of \$100 is offered for the letter containing the best safety first suggestions.

PAPER FROM BAMBOO

The Forest Research Institute and College at Dehra Dun, India, has announced a method has been perfected for using bamboo as pulpwood in the manufacture of white paper.

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Cannot give A. B. C. Circulation Figures—as there is no A. B. C. or equivalent organization in South America
BUT—

American advertisers, or agencies, through their representatives in Buenos Aires, are invited to verify the fact that LA PRENSA has the

LARGEST CIRCULATION IN SOUTH AMERICA

through an examination of its books, press runs and distribution.

In August, 1926, LA PRENSA issued a sworn statement of average net circulation

DAILY - - - - - 236,065
SUNDAY - - - - - 296,442

This represents an increase of more than one thousand daily and more than six thousand on Sundays since May, when the last previous statement was issued.

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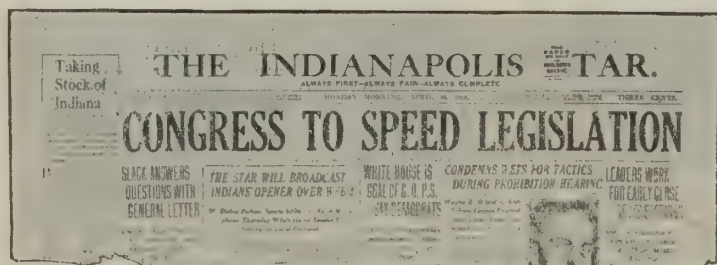
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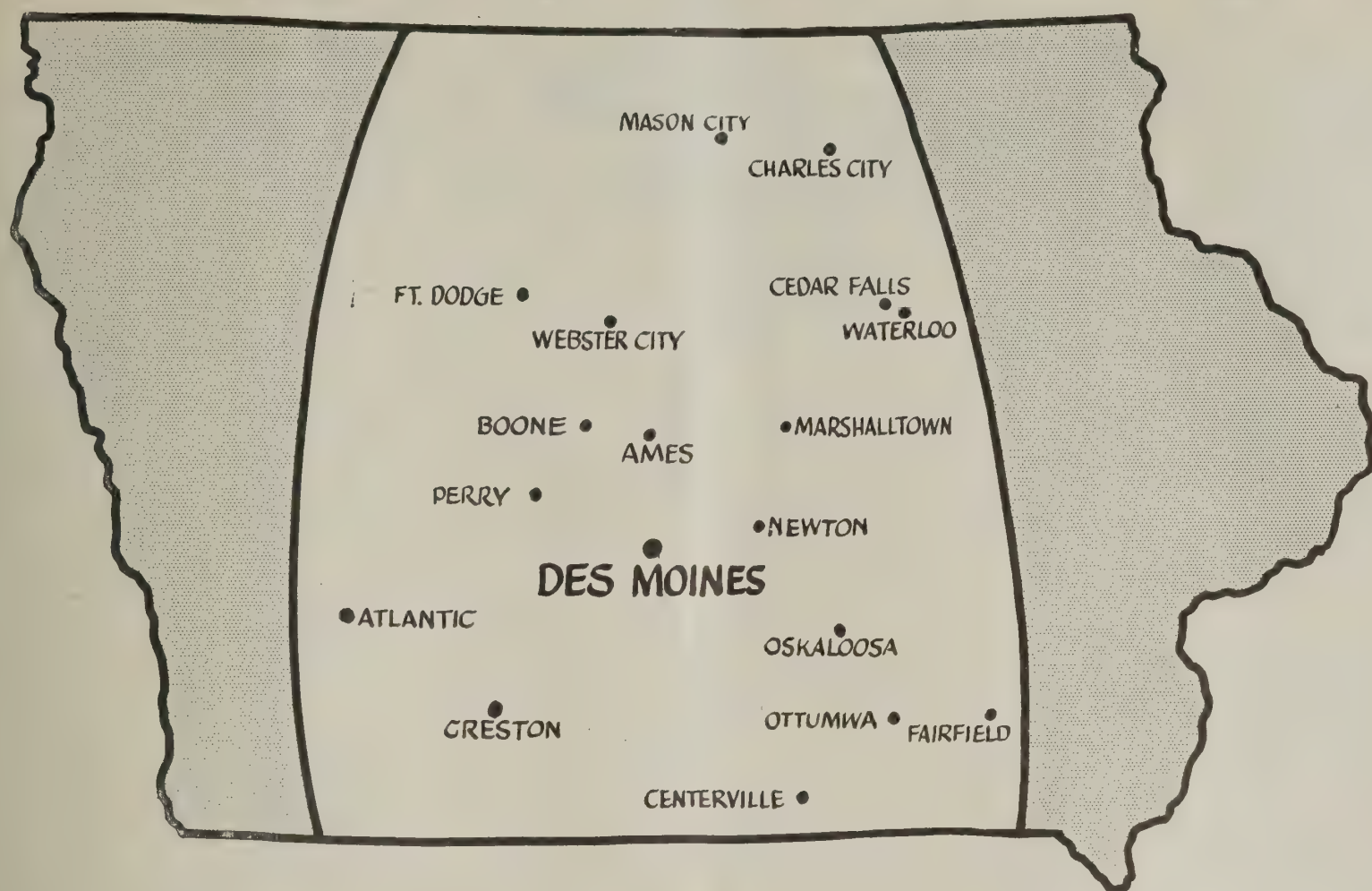
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26 INTERTYPES

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No Standardized Intertype has ever become obsolete



One Exceeds Nineteen!

The daily circulation of The Des Moines Register and Tribune now exceeds the combined circulations of all the 19 other daily newspapers published in the center two-thirds of Iowa.

Circulation of Des Moines Newspapers Net Paid Average 6 Months Ending Sept. 30, 1926

Daily Register and Tribune.....	180,260
Sunday Register	150,233
Second daily newspaper.....	48,553

The Des Moines Register and Tribune

EDITORIAL

CLEARING THE AIR

PRE-CONVENTION debate of the issues to come before the annual meeting of the Audit Bureau of Circulations has led the debaters off their original line and along several side-paths, some of which lead nowhere. The latest letter of Mr. Clague, "re-selling" the A. B. C. idea to the membership, is a case in point. In the thousands of words stirred up by the A. B. C. proposal to print rate cards on the back of publishers' circulation reports, that proposal has been lost to sight entirely and the talk has run off into two old and well worn channels:

1. Reorganization of the A. B. C. to give control to newspaper publisher members, who pay most of the cost of operation.

2. Reduction of membership dues.

Mr. Clague in his letter cites a recent statement by Walter A. Strong, publisher of the *Chicago Daily News* and an A. B. C. director, to the effect that "the new generation of newspaper executives do not understand the fundamental purposes of the Bureau," that a small group of metropolitan publishers proposed to fight for a larger newspaper representation on its directorate, and that, in their ignorance of the Bureau's concept, they were endangering its very existence.

Mr. Clague and Mr. Strong, we feel, express fear of a danger which does not exist. The New York City newspaper publishers, who objected first to the rate card proposal, do not seek control of the Bureau. They do desire, as EDITOR & PUBLISHER understands their position, that newspaper publishers, as the principal source of revenue, have a larger voice in the councils of the organization than is provided by two directors and an advisory board. They have sought and obtained an unknown number of proxies and promises of support at the meeting, but they have not sought and they could not hold proxies for a proposal to take the A. B. C. control from the space-buying interests and turn it over to a group under the dominance of New York City newspaper publishers. That extreme view aside, neither the New York City publishers nor any other group of publishers are so blind to their own interests as to believe that they would profit were audits to be conducted under the government of space-sellers rather than space-buyers. If Mr. Clague chooses this ground for the skirmish that seems certain to come, he wins for lack of an adversary.

Not so fortunate is the board's latest effort to solve the long controversy over dues. No publisher objects to paying dues to the A. B. C. if he is convinced that his money is necessary to enable the Bureau to do the work assigned. That all of his money has not been necessary for the day-to-day job of the Bureau he reads in the annual report showing a surplus, now probably about \$200,000. That fund, or the larger part of it, has come from the pockets of newspaper publishers, and the publisher is right in reasoning that if it is not doing useful work for the Bureau, it should be permitted to work for him. The Bureau's answer that it was needed to cover "liability to members" and "future exigencies" has been neither clear nor convincing, and the announcement that both of these nebulous needs have been met recently is suspect. The resultant announcement of a 7½ per cent rebate on dues cannot be expected to end the demand for a thorough discussion of the whole dues question, with such reduction as may be made without hampering the proper work in the proper spheres of the organization.

It is the latter phase, now forgotten in a cataract of words and postage stamps, that has provoked the present controversy. The prime question before the house is not one of having a few more voices in the board room, or saving a few dollars a year on dues. It is whether the A. B. C. shall confine itself to the purpose for which it was created—the auditing of circulation. Some publishers believe that the Bureau is departing from that purpose when it proposes to print rate cards on circulation reports. True, no publisher is now compelled to furnish a copy of his rate card; a regular service covering revisions and corrections is promised by the Bureau to keep the records up to date in the space-buyer's office; no coercion of publishers into changes of rate on a semi-annual basis only is even remotely considered by the present Board.

All of that begs the question, which is—Is the



Trust not in oppression, and become not
vain in robbery; if riches increase, set not your
heart upon them.

A. B. C. doing the job laid out for it so well that it can afford to put time, thought, energy and the publishers' money into a new line of service? One doubts it. The circulation backyard is a thousand times cleaner than it was a few years ago, but it has several corners that are still far from beautiful. The A. B. C. is spending more and more money per audit each year, but its files of current investigations grow no smaller. Its efforts have been worth millions of dollars to newspapers and other publications, and will be worth many millions more when a number of circulation situations and questions now untouched are cleaned up. In that job, the A. B. C. may encounter opposition of individuals interested, but it is assured of general publisher support. It cannot be sure and should not have support for enterprises beyond the original, and strictly construed, definition of its field.

Louisville Times says the White House Press Association should have shown the sportsmanship of Dempsey and said: "It's the old story. The best man won. We have no alibis. Give all the credit to Bruce. He's the champion interviewer."

A GOOD PRESS AGENT

SOME of our press agent friends say EDITOR & PUBLISHER is unjust in its attitude toward their business. We should announce that there are good and bad press agents and, to be constructive, should publish a definition of legitimate publicity work.

By all means, let criticism be constructive! Here, in our opinion, is what constitutes a good press agent: Through experience as a newspaper publisher or employee he understands newspaper methods and has liberal appreciation of newspaper ethics. He believes that a journalist who uses his power for selfish or unworthy purpose betrays his trust. Promotion of any private interest contrary to general welfare is dishonest journalism. News columns cannot be used to sell any article or service, or promote any private interest without violation of a fundamental principle. The reader looks to the news columns for truthful, sincere and wholly unprejudiced information, the product of writers who are responsible to the editor and no other person.

A good press agent will make available to reporters all the information they may seek, both favorable and unfavorable. He will hand out "news" which is authorized by his employer, subject to publication within "quotes" and with credit to a named official. Never will he stand as a shield between his employer and the inquiring reporter. When the good press agent's employer instructs him to induce a newspaper to publish an item which he, as a newspaper man, could not conscientiously hand to his city editor, or to get a news fact suppressed, he will point out that such an act would be subversive of impartial and independent news practice, and resign from the job if the employer insists.

Is this definition extreme? Is EDITOR & PUBLISHER "prejudiced" against the publicity craft? If so, the American Society of Newspaper Editors is extreme and prejudiced, for these rules of conduct are based upon the well-known "Canons of Journalism" of that responsible body.

If Miss Zoe Beckley persuaded the sprightly and interesting Queen Marie to visit America credit is due to that able newspaper woman for furnishing, particularly to her sex, one of the refreshments of the year.

INTENSELY LOCAL

A NEWSPAPER publisher who started his career with a two-dollar bill less than 20 years ago, possessing credit based upon personal integrity worth all that was needed to buy a local paper, and who is today earning in his relatively small field as much as most publishers in large cities, is authority for the following observations.

Our caller said: "Local interest is the first interest of the people of my community. We give it to them. Six columns of local news show on our first page daily. This is the proportion throughout the paper. There is no attempt to save money when reporters are needed. These young men and women bring into our office the product that our people desire us to produce, and we do not slight the responsibility. Yes, they want to know what is going on in the world, but their interest in local affairs comes first. We employ at salaries or at \$1 per column space rates, with bonuses for special services, 125 correspondents in our circulation territory. When the city editor comes to his desk daily he is faced by a huge stack of correspondence. The task is to get it edited and into print. We scatter it all through the paper, heading up the items of general interest. The city editor personally knows each correspondent. Most of them are school teachers. Once a year or oftener we have a rally meeting of some sort, perhaps a picnic. At least once a month a staff man will visit each correspondent, spurring action.

"Call this provincial journalism, if you will, but it is the kind of newspaper we like to make and which gives satisfaction to our readers. I do not know many newspapers whose roots are more deeply sunk in the lives and affections of the people. Such circulation is as staple as the grocer's sugar.

"There are plenty of journalistic responsibilities in our own little teacup without looking abroad. We take a lively interest in school problems. Our paper has boosted a small and struggling university in near-by town until it has become well known and thrives accordingly. We fight for good laws and their enforcement. We oppose misrepresentative men in public office. There is nothing that affects the welfare of our community which we do not tackle with bare hands. We seek to do good. We try to harm no one. I know almost everyone, and almost everyone knows me, and I am always available at my desk in the front office. I write my own editorials, and everyone knows exactly where I stand on public matters. I find the average man honest and open to reason. My daily contacts sustain my optimism. I believe in men. My life is a pleasure."

Congratulations are due to A. N. P. A. for active establishment of its bureau of mechanical standards, a crying need of the newspaper business for generations.

MASS PRODUCTION

SOME of the most astute economists have been predicting that the day would come when mass production would so far outrun the capacity of the American people to consume, regardless of money in circulation and the efficiency of selling machinery, that one of two steps would be necessary to avoid serious complications: (1) find adequate world markets, or (2) curtail mass production.

Henry Ford's introduction of the five-day week is at present being heralded in some quarters as a cautious step in the direction of inevitable curtailment of mass production, but the evidence appears to be that Mr. Ford's act concerns his own business, and is not typical of a general condition. According to the latest statistical reports issued by the National City Bank of New York, a dependable authority, the condition of industry was favorable throughout the month of September and "the feeling is one of continued confidence for the balance of the year." Production was substantially above normal with no indication of undue accumulation in inventories and the maintenance of distribution at high levels was shown by an increased volume of bank checks drawn and cashed throughout the country, by favorable reports of retail activity and by car loadings which broke all records in the week of September 18. There are a few doubts in agriculture, but in industry it is evident that mass production is not out of balance.

PERSONAL

R. JOHN H. FINLEY, associate editor of the *New York Times*, will be speaker at the assembly luncheon of the Boston, Mass., Chamber of Commerce on Nov. 11. His subject will be "Eight Years After."

David Town of the Hearst general management returned to New York this week after spending three months on the Pacific Coast.

Charles H. Dennis, editor of the *Chicago Daily News*, was a member of the delegation of representative citizens of Chicago at the Sesquicentennial Exposition in Philadelphia Oct. 9.

Cornelius F. Kelly, publisher of the *Fall River (Mass.) Herald News*, has presented the Fall River Boys' Club with a cylinder press once used by the *Fall River News* which was recently consolidated with the Herald.

W. M. Glenn, publisher of the *Orlando (Fla.) Morning Sentinel*, and Mrs. Glenn, sailed from New York on the S. S. France for Europe Saturday of this week.

Capt. Cranston Williams, manager of the Southern Newspaper Publishers Association, is suffering an attack of gallstones and will be carried to the home of his wife's family at Lynchburg, Va., where an operation will be performed. Capt. Williams had planned to attend the meetings of the Inland Daily Press Association and Audit Bureau of Circulations in Chicago next week. This is his first illness in many years.

George F. Booth, editor and publisher of the *Worcester (Mass.) Telegram-Gazette*, was the chief speaker Oct. 6 before a meeting of the Worcester City Club.

John H. Fahey, publisher of the *Worcester (Mass.) Post*, gave an address on "Greater Business Efficiency" Oct. 5, before the Lions Club of Worcester.

James G. Simpson, editor of the *Orleans American and Weekly News*, published at Albion, N. Y., is seriously ill in a hospital in that city, following an operation.

Dan R. Anthony, Jr., owner and editor of the *Leavenworth (Kan.) Times* and veteran member of Congress, must take an extended leave of absence for his health. He is leaving to spend several months in California and Arizona.

IN THE BUSINESS OFFICE

HAYES McFARLAND, advertising director of the *Chicago Herald and Examiner*, has returned from a month's hunting and canoeing trip in the Hudson Bay country with a party of four.

Raymond R. Beaudry, formerly a reporter for the *Worcester (Mass.) Post* and more recently with the local branch of the R. G. Dun & Co., has joined the advertising staff of the *Worcester Telegram*.

Sidney D. Long, business manager of the *Wichita (Kan.) Daily Eagle* and Mrs. Long returned Oct. 4, from a 17-day automobile trip covering the states of Oklahoma, Texas, Louisiana, and Arkansas.

H. Devore Gates, late of the *Glendale (Cal.) Press*, has become advertising manager of the *Montrose (Cal.) Herald*.

Frank Murphy, for several months county agent for the *Worcester (Mass.) Telegram*, has resigned.

James M. O'Neill has gone from the business department of the *Prescott (Wash.) Spectator* to the staff of the *Colfax (Wash.) Gazette*.

IN THE EDITORIAL ROOMS

JAMES J. DELANEY, former sporting editor of the *Milwaukee Sentinel*, has returned to that post from the managing editorship of the *Albany (N. Y.) Knickerbocker Press*.

H. G. Head is now night telegraph editor of the *Houston Post-Dispatch*.

Jeffrey Holmesdale, formerly of the ship news department of the *New York*

World, has been transferred to the dramatic department.

Walter L. Millis, formerly an editorial writer for the *New York Herald Tribune*, is now traveling in Spain, and contributing a series of articles to that paper.

Olaf Bue, reporter for the *Chicago Daily News*, is spending his vacation at his home in Montana.

Ward Morehouse, assistant dramatic editor of the *New York Herald Tribune*, has returned from a week's vacation.

Robert Hertzberg, former radio editor of the *New York American* has been appointed associate editor of *Radio News Magazine*, New York.

William D. O'Brien, for a number of years reporter for the *Bridgeport (Conn.) Post and Telegram*, has resigned to leave the newspaper field.

Herbert Asbury, a member of the night rewrite staff of the *New York Herald Tribune*, is the author of a new book "Up from Methodism" published by Knopf. Mr. Asbury's famous article "Hatrack" which appeared in the April number of the *American Mercury*, and which caused that magazine to be barred from the mails, is incorporated in the new book.

W. H. Robertson has rejoined the staff of the *Lafayette (Ind.) Journal and Courier* as managing editor of the morning edition, after an absence of several years. Robertson resigned the managing editorship of the *Olean (N. Y.) Evening Herald* to return to Indiana.

Harry A. Stroud, night editor of the *Shawnee (Okla.) Morning News* and president of the News Writers of Oklahoma has resigned to become secretary of the Shawnee Junior Chamber of Commerce.

Russell W. Whitney, Alameda county correspondent, *Oakland (Cal.) Tribune*, has returned from a two-weeks' vacation at Ensenada and Guadalupe in the state of Baja California, Mexico.

George Douthit, assistant sports editor, *San Antonio Evening News*, recently underwent an operation for appendicitis.

Allen M. Lacey has been made news editor of the *Colfax (Wash.) Commoner*.

Kenneth A. Schell has resigned as editor of the *Olympia (Wash.) Morning Olympian* and joined the staff of the *Hoquiam (Wash.) Grays Harbor Washingtonian*.

James Newton has joined the city staff of the *Worcester (Mass.) Telegram*.

Frank C. Emmerling, real estate editor of the *Columbus (O.) Dispatch*, has resigned to become advertising man for a local real estate firm.

Earle Van Brockland has left the city staff of the *Worcester (Mass.) Telegram* to accept a lieutenant's commission in the army. He is being sent to Japan.

FOLKS WORTH KNOWING

HARRY CHASE BREARLEY, as president and founder of the Brearley Service Organization, a New York



H. C. BREARLEY

advertising agency, has for several years been actively promoting the idea of a national co-operative advertising campaign to be conducted by stock insurance companies, utilizing every daily newspaper in the United States. Considerable progress on the plan has been made lately,

and Mr. Brearley announced this week he was confident success would be forthcoming.

Mr. Brearley first became interested in the plan of co-operative insurance advertising in the newspapers more than six years ago, when he was director of public relations, a position he created for himself, on the National Board of Insurance Underwriters, New York.

Born in a newspaper family, Mr. Brearley had considerable experience as a newspaper man before turning to advertising work. His father was William H. Brearley, who was associated with James E. Scripps in the founding of the *Detroit News*. With his father, Mr. Brearley later was part owner and assistant business manager of the *Detroit Journal*. On this latter paper he had editorial, circulation, and business office training.

Leaving the *Detroit Journal* in 1892, he went to New York, where he devoted himself to writing and advertising work, before founding the Brearley Service Organization. He is author of several books, including "Animal Secrets Told"; "Fifty Years of a Civilizing Force"; and "Time Telling Through the Ages." For the Bank of Manhattan Company, New York, he recently wrote a booklet called "News and Progress," which is now being reprinted by more than 800 newspapers in the United States.

William H. Brearley was one of the early advocates of the American Newspaper Publishers Association.

G. C. Armstrong of the *Chicago Daily News* copy desk is spending his vacation in the East.

HOLDING NEW POSTS

ARTHUR DAVENPORT, from *Tulsa (Okla.) World*, to *Shawnee (Okla.) Morning News* staff.

T. D. Higgins, from *Petersburg (Va.)* (Continued on page 28)



Remember—

"THE METROPOLITAN FOR FICTION"

The most readable short stories by the best-known authors specially chosen for newspapers.



Comic Strips

We are now in position to offer old and new clients more good comic strips of metropolitan caliber than any other similar newspaper service. Ask us about it.

The Central Press Association

V. V. McNITT
President

Central Press Bldg.,
Cleveland

H. A. McNITT
Editor and Manager

Metropolitan Newspaper Service

Maximilian Elser, Jr. Earl J. Hadley
General Manager Associate

150 Nassau Street, New York City

(Continued from page 27)

Progress-Index, to San Antonio Evening News reportorial staff.

William F. Holland, from copy desk, Worcester (Mass.) *Gazette*, to county editor, same paper.

Max Schafer, from Vancouver (Wash.) *Evening Columbian*, to Marshfield (Ore.) *Coos County Times* staff.

David Resnick, from St. Louis correspondent, Kent Press Service, to staff, *St. Louis Post-Dispatch*.

Calvin B. Houck, from news staff Winston-Salem (N. C.) *Sentinel* to editor, *Southern Furniture Market News*.

Clarence Dore, from Chicago City News Bureau to rewrite staff, *Chicago Daily News*.

MARRIED

CECIL G. MORRISON, editor of the *Independence* (Ia.) *Conservative* to Miss Marion Miller, Oct. 3.

Dwight H. Teter, editor of the *Elkins* (W. Va.) *Intermountain*, to Miss Mary S. Barron of Charleston, at Elkins on Oct. 9.

Torrey B. Stearns, reporter for the *Chicago Daily News*, to Miss Margaret Ryan of Chicago, Oct. 4.

Bernard Bruemmer of the composing room force of the *Rockford* (Ill.) *Morning Star*, to Miss Estelle Hemmer, Quincy, Ill., Oct. 4th in the rectory of St. John's Catholic church, Quincy.

Edwin Benedict Dooley of Brooklyn, N. Y., former special writer for the *New York Sun*, to Miss Harriette Marie Feeley of Long Beach, L. I., at Norwich Vt., Oct. 7.

Edward T. Stone, a reporter on the *Seattle Post-Intelligencer* and a graduate of the University of Washington School of Journalism to Miss Bertha Dewey of Seattle.

Harold T. Riley, advertising manager of the Westfield office of the *Springfield* (Mass.) *Daily News* and business manager of the *Westfield Valley Herald*, to Miss Josephine Hopkins of Great Barrington, in St. Peter's church in that city on Oct. 12.

Floyd Taylor of the night rewrite staff, *New York Herald Tribune*, to Miss Marian Lockhart of Ridgway, Pa., Oct. 9, at the Little Church Around the Corner, New York.

SPECIAL EDITIONS

MIDDLESBORO (Ky.) DAILY NEWS, 64-page Cumberland Empire edition, Oct. 2.

Galveston News, 92-page annual trade edition, Oct. 1.

San Angelo (Tex.) *Daily Standard*, 60-page edition Sept. 26, promoting the All-West Texas Exposition in San Angelo.

Albia (Ia.) *Union Republican*, Fall Festival edition, Oct. 4.

NEW PLANTS AND EQUIPMENT

DAVID CARLSON, publisher of the *Owensmouth* (Cal.) *Gazette*, has let the contract for the erection of an office building to be occupied by his publication. The structure will be of stucco, 25 by 50 feet.

Pawtucket (R. I.) *Times* has added a new four-unit Goss press. The *Times* already had a four-unit Goss machine.

New buildings have been completed for the *Cushing* (Okla.) *Daily Citizen* and the *Drumright* (Okla.) *Evening Derrick*.

CHANGES OF OWNERSHIP

MOUNT HOLLY (N. C.) CITIZEN, weekly, has been sold to H. C. Hamilton and Ural B. Murphy of Mount Holly. They have re-named the Citizen the *Journal*.

B. M. Schick, formerly publisher of the *Palouse* (Wash.) *Republic*, has purchased the *Columbia Chronicle* and *Columbia County Dispatch*, at Dayton, Wash.

J. W. Rutherford of Burlingame, Cal., has bought the *San Carlos* (Cal.) *Post-*

Inquirer and placed Dave H. Moore in the editorial chair.

Ben J. Pruess, who recently became half owner of the *Sac City* (Ia.) *Sun* has sold his interest in the *Ida Grove* (Ia.) *Record-Era* to Carl Brown of Atchinson, Kan., formerly associated with Ed Howe on the *Atchison Globe*. Stanley Meade retains his third interest in the *Ida Grove* paper and continues as head of the mechanical department.

Raymond Fields and E. C. McIntyre, publishers of the *Guthrie* (Okla.) *Leader* and the *Okemah* (Okla.) *Leader*, dailies, have purchased the *Capitol Hill* (Okla.) *Beacon*, a weekly at Oklahoma City, in connection with which four other weeklies are published for suburban towns.

Dow City (Ia.) *Weekly Visitor* established last May by J. F. Cooley, former publisher of the *Sloan Star*, has been sold to Carl Wolven and W. J. Shepherd of Woodbine for \$2,500.

George D. Borden recently sold his interest in the *St. Helens* (Ore.) *Mist*, to his partner, Ira B. Hyde, Jr., editor of the semi-weekly. Mr. Borden has gone to San Francisco where he will be affiliated with the Mergenthaler Linotype Company, with which he was connected before becoming associated with the *Mist* last March.

H. B. Cartledge of Oregon City and Sheldon F. Sackett, formerly equal partners with George C. Martin and Lynn C. Burch in the *McMinnville* (Ore.) *Telephone-Register* have purchased the interests of the latter two. Mr. Sackett has been editor for the past year and a half of the *Telephone-Register* and Mr. Cartledge has been superintendent of the *Morning Enterprise* plant at Oregon City.

W. A. Blair, owner of the *Oswego* (Kan.) *Independent*, has sold a half interest to A. E. Garvin, Erie, Kan.

Fred J. Demile has sold his interests in the *Paso Robles* (Cal.) *Press* to Fred J. Smith and his son, Fred W. Smith.

William Lemon and Edgar Smyser have bought the *Council* (Idaho) *Adams County Leader*.

Chapin Collins of Seattle, Wash., and Roy G. Rosenthal of Montesano, Wash., have purchased the *Elma* (Wash.) *Chronicle*.

PRESS ASSOCIATION NOTES

J. C. ROYLE, head of business service, Consolidated Press Association, covered the Investment Bankers Convention in Quebec the past week. M. S. Rukeyser represented Current News Feature at the convention.

WITH THE SPECIALS

G. LOGAN PAYNE COMPANY has been appointed to represent the following publications: *Fairfield* (Ia.) *Ledger*, *Washington* (Ia.) *Journal*, *Jamestown* (N. D.) *Sun*, *Marion*, (Ind.) *Leader-Tribune*; *Parkersburg* (W. Va.)

have
you been
following the
remarkable
growth
of the
Detroit Times

ASSOCIATIONS

COLUMBUS, (O.) ADVERTISING CLUB at its meeting last Monday was entertained with a film entitled "Secrets," produced by the Advertising Specialty Association of America. The film is a portrayal of merchandising and advertising suggestions.

"Outdoor Advertising" was the topic of discussion at a recent meeting of the SEATTLE ADVERTISING CLUB. R. S. Montgomery, general sales manager and Otis Shepard, general director of the Foster and Kleiser Company were the speakers.

SCHOOLS

ANNUAL gathering of South Dakota high school newspaper and annual publications will be held in South Dakota College, Brookings, S. D., Oct. 29.

An 83 per cent increase in the registration in the school of journalism at the University of Iowa, has been announced by Dr. Charles H. Weller, director of the school. In 1925 there were 175 registrations and this year 320 are taking the 15 courses offered by the school.

High school students of seven states attended the annual University of Iowa Journalism Institute at Iowa City, Oct. 15 and 16, the program also including the annual convention of Quill and Scroll national honorary society for high school journalists.

Carl C. Magee, known as "the fighting editor" of the *Albuquerque* (N. M.) *State Tribune* this week addressed students in the Department of Journalism at Syracuse University convocation on how to conduct a modern newspaper. His principal advice to young journalists was to "connect with some newspaper on which you are able to make a big enough impression." This is possible, he said, on the smaller papers more than on the larger ones.

Revival of the journalism assemblies at the University of Washington, which

once were a feature of journalistic work there, began Tuesday Oct. 5, with King Dykeman, publisher of the *Seattle Post-Intelligencer* as principal speaker.

Formation of the University Press Club was brought about last week with about 85 students in the department of Journalism, Syracuse University, as the nucleus for membership. This is the largest enrollment since the department was founded in 1919, according to Professor John O. Simmons of the journalism faculty. George Pring, formerly of the *Geneva* (N. Y.) *Times* and a senior in the department, was elected president.

State Journalism Conference of Ohio will be held Oct. 29-30 at Ohio State University. Speakers will include H. E. Cherrington, *Columbus Dispatch*; Kar A. Bolander, *Columbus Gallery of Fine Arts*; Lester C. Getzloe, department of journalism, O. S. U.; Dr. George Stern Lasher, department of journalism, O. S. U., and Miss Clara Ewalt, publication director, board of education, Cleveland.

NEWSPAPER

ENGINEERING AND CONSTRUCTION

PROBLEMS

Solved by specialist
eight years with
Boston Post

EDWIN S. PARKER
Structural Engineer

15 Exchange Street
Boston

Am. Soc. C. E. Boston Soc. C. E.

Have You Followed

the territorial campaigns on

NEW YORK STATE, PENNSYLVANIA, INDIANA, NEW ENGLAND STATES, ILLINOIS and the SOUTHERN STATE GROUPS.

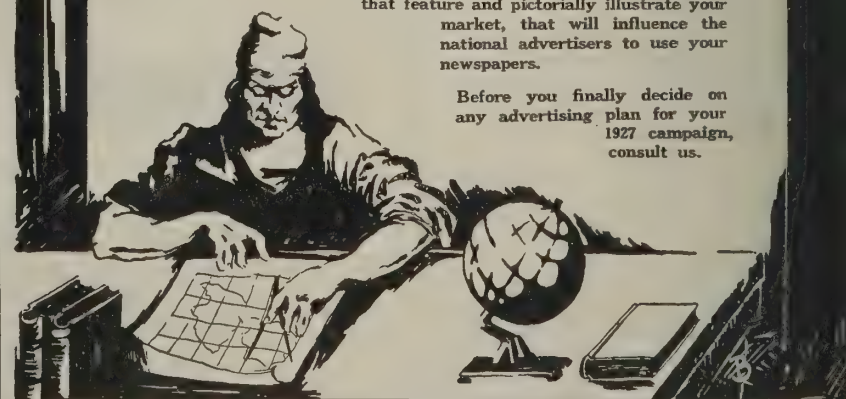
that we prepare which appear weekly in EDITOR & PUBLISHER?

Observe how we tie up the copy with the illustration, which graphically tells the story at a glance.

Chambers of commerce—of cities, states and industrial communities, we specialize in preparing copy and layout campaigns that graphically portray your field. We know how to write selling copy that will attract capital—labor and industries.

PUBLISHERS:—We prepare campaigns that feature and pictorially illustrate your market, that will influence the national advertisers to use your newspapers.

Before you finally decide on any advertising plan for your 1927 campaign, consult us.



PUBLISHERS SPACE SELLING SERVICE

49 West 45th St.

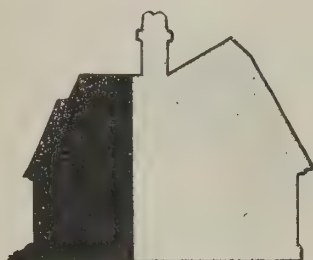
New York City.

Copy - Layout - Art - Typography -

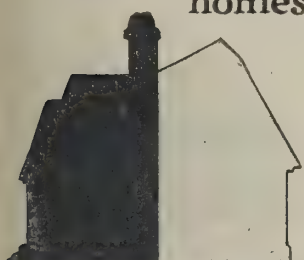
In this circle and the accompanying chart are shown the San Francisco Retail Trading Radius of 50 miles, with its 342,147 families, and the comparative number of its homes into which each San Francisco newspaper goes. The black on each home in the chart shows the coverage each medium offers to advertisers in this zone.



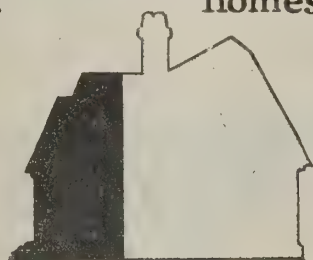
Sunday Examiner
1 paper to 1.46 homes.



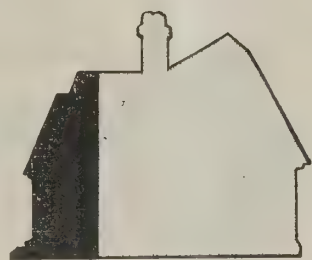
Sunday Chronicle
1 paper to 3.39 homes.



Daily Examiner
1 paper to 2.64 homes.



Daily Call
1 paper to 4.01 homes.



Daily Chronicle
1 paper to 5.32 homes.



Daily News
1 paper to 5.63 homes.



Daily Bulletin
1 paper to 6.46 homes.

One Paper Coverage of the San Francisco Retail Buying Area!

342,147 families (1,676,046 people) are included in San Francisco's 50-mile Retail Trading Radius. 233,838 of these families read the San Francisco Examiner every Sunday and 129,296 families read the Daily Examiner.

Tens of thousands of these people travel daily from every point in the circle to the City of San Francisco, which is readily accessible by automobile, train and ferry service. Many of these do part of their buy-

ing here, but a vast number depend entirely on the particular section in which they live.

It is therefore obvious that for a manufacturer to consider San Francisco only, either from the viewpoint of distribution or advertising, is to miss a large proportion of a closely knit buying unit. A complete selling campaign, to attain the maximum of success, must consider all the population of the adjacent area as well as the population of San Francisco.

In appealing to this rich market, the San Francisco Examiner, with its total Sunday circulation of 359,852 and its total daily circulation of 188,630, cannot be overlooked. (Net paid average for September.)

San Francisco Examiner
Monarch of the Dailies
REG. U.S. PAT. OFF.

There Is NO Substitute For Circulation

W. W. CHEW

285 Madison Ave., New York
Eastern Representative

W. H. WILSON

Hearst Bldg., Chicago
Western Representative

CONGER-MOODY

Higgins Bldg., Los Angeles
Los Angeles Representative

N. E. DAILIES MEET

Railroad Traffic Man Discusses Freight Rates at Springfield

A. P. Lane, traffic manager of the Great Northern Paper Company, Wednesday, addressed the fall meeting of the New England Daily Newspapers Association, the first session since the forming of the organization five years ago to be held outside of Boston, in the Noyasset Club, Springfield, Mass. There were 35 publishers present. Mr. Lane spoke on "Railroad Rates on Newsprint Paper in New England."

In the afternoon the publishers inspected the New England Printing School, started in Springfield in July under their direction and voted to authorize continuance of the school and expansion of the course in Springfield. The spring meeting of the association will take place in Boston.

PLACING RADIO CAMPAIGN

The Stewart-Warner Speedometer Corporation has launched an autumn campaign of radio advertising in newspapers throughout the country. The company is using 71 cities in the United States to carry a series of advertisements of the Matched-Unit Radio Products. The campaign opened on Oct. 10 and will continue until Christmas.

CHARLES PHILLIPS DEAD

Charles Phillips, an editorial and feature writer on the *New York Evening Graphic*, died Oct. 8 in New York. He had been connected with a score of newspapers in various cities and at one time was night editor of the *New York Evening Journal*.

Obituary

H. LYNN DAVIS, 30, railroad and commerce reporter on the *Portland Oregon Journal*, died Friday, Oct. 1, following an operation. He came to the Journal in 1919 from Pennsylvania where he had been connected with various newspapers.

SALEM ELY, 75, for 14 years editor of the *St. Anne (Ill.) Record* and since then lumberman and banker in the Iroquois, Ill., community died Sept. 30.

JAMES T. SPACKMAN, 22, newspaper man of Dubois Pa., died at the Cresson Sanitarium, Cresson, Pa., Oct. 9.

JAMES C. FLEMING, 65, died at his home in Shippensburg, Pa., Oct. 1. For many years he was the owner of the *Shippensburg News*.

FRED H. GOODWIN, 71, for many years foreman of the composing room of the *Biddeford (Me.) Journal*, died Monday, Oct. 4, in Sanford, Me.

J. EDWIN MALLORY, former editor and publisher of the *Dassel (Minn.) Dispatch* and later connected with Chicago and St. Louis newspapers, died last week at Dassel.

J. H. WILLEY, 73, editor and part owner of the *Independence (Ia.) Bulletin-Journal*, for 35 years associated with the paper, died Oct. 2 in his home after an illness of two years.

MISS MARY E. MCKAY, for 40 years on the editorial staff of the *Boston (Mass.) Globe* died at her home in Arlington, Mass. last week after a long illness. She was a native of St. John, N. B., where she first entered the newspaper business. In December, 1887, she joined the *Globe* staff.

GEORGE SCHLEY DAVIS, 42, vice-president of the United Fruit Company and vice-president and general manager of the Tropical Radio Telegraph Company, died Oct. 10 at his home in Brookline, Mass. Mr. Davis last December inaugurated a press service for ships at sea and Central American newspapers, news dispatches being broadcast daily by the company from its radio stations at Miami, Fla., and New Orleans, La.

REV. JOHN SOBIESCZYK, a director of the *Chicago Polish Daily News*, died October 11, after an operation.

OHIO PUBLISHER WEDS

C. F. Ridenour of Piqua and Miss Belle Lee Married in New York

C. Frank Ridenour, publisher of the *Piqua (O.) Daily Call* and the *Urbana (O.) Democrat and Citizen*, and Miss Belle Lee of Atlanta, Ga., were married at the Little Church Around the Corner, New York, Friday of this week.



C. FRANK RIDENOUR

The bride is the daughter of Mrs. Mitchell Lee of Atlanta, Ga. She is a graduate of Columbia University and did considerable free lance writing in New York City before becoming advertising manager of Burdine's department store, Miami, Fla.

Since Mrs. Ridenour just returned from a seven months' world tour, the couple will not take a wedding trip, but will spend their honeymoon at the Hotel Biltmore, New York.

STEWART GOLF WINNER

Defeats Mohler for Kansas Editorial Championship in Arkansas City

Ray Stewart of Topeka won the Kansas Editorial Golf Association championship in Arkansas City, Kan., recently, defeating J. C. Mohler in the final round.

Angelo Scott, *Iola Register*, defeated Wilfred Cavaness, *Chanute Tribune*, 2 and 1 for the Dick Howard flight; Will King, *Iola Register*, defeated H. J. Cornwell, *St. John News*, 6 and 5 in the Osage Hotel flight; Gray Levitt, Abilene, defeated John Gilmore, *Fredonia Herald*, 2 and 1 for the K. G. and E. flight.

Clyde Speer, business manager of the *Wichita Eagle* was elected president of the Golf Association at the annual business meeting. George Hausaman, *Hutchinson News-Herald*, was named secretary-treasurer.

Wichita was awarded the 1927 spring tournament, probably in May and Hutchinson the fall tournament, in October.

TEXAS PRESS GROUP MEETS

The executive committee of the Texas Press Association, meeting in Dallas this week during Press Day at the State Fair, set June 17, 18 and 19 as the dates for the convention next year in El Paso. Side trips to Juarez, Mexico, and Cloudcroft, N. M., will be made. President R. L. Baldrige of Clifton presided at the committee session.

A membership of 2,000 is the goal of the National Editorial Association before its 1927 convention next June.

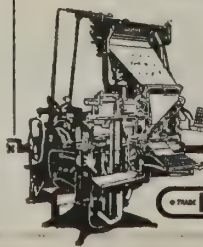
From the Linotype Mailbag

"Wonderful Service"

We want to thank you for your very prompt attention to our telegraphic order of July 22 for one distributor box front plate lower rail which we received via air mail at 8:15 the following morning.

This is wonderful service.

The Denver Post
Denver, Colorado



LINOTYPE

FLASHES

Americanism: Complaining about a yearly tax bill of \$9.75 while spending \$15 a month for moonshine liquor.—*Florence (Ala.) Herald*.

He: Let's get married.

She: But we can't afford it.

He: Nonsense. You can write your story of the honeymoon for the *Evening Scandalizer* and I can write my version of it for the *Morning Shameless-Gazette*.—*H. I. Phillips in New York Sun*.

Writer in the *Portland News* says: "Rumbling, grinding with here and there a shriller note, the kaleidoscope of the city grinds ponderously on."—Wonder what he thinks a kaleidoscope is!—*Harry Farmer in Edmonton Bulletin*.

A village is a place where four-tenths of the wives originally came from other towns to teach school.—*Vancouver Sun*.

Who remembers the old time clothing clerk who told you that the garment he

was trying to sell you was "genteel?"—*Oil City Derrick*.

A Chicago dietary expert says, "Measure the food you eat by a yardstick." Wonder if he thinks we're subsisting wholly on spaghetti?—*Canton (O.) Daily News*.

Among other things beauty contests indicate is that a lot of the prettiest girls are too proud to enter.—*Glendale Evening News*.

"The truth will make you free," some times, but oftener it would send folks to jail.—*Florence (Ala.) Herald*.

The Department of Commerce reports that America is now sending 29,000,000 false teeth abroad each year, instead of keeping them here and fitting up a few laws.—*Detroit News*.

If the "family wage" idea—under which a man would be paid in accordance with the size of his family—should prevail, the bachelor would always have a job.—*Louisville Times*.

Over 3,000 cities and towns
have streets paved with
portland cement concrete

Horse-and-Buggy Pavements Won't Do

Property owners in many towns and cities whose streets swarm with motor traffic are still wasting their money on horse-and-buggy "pavements" of bygone days.

These rough, bumpy streets are directly responsible for broken springs, cut tires, greater depreciation of cars, physical discomfort, loss of time, and many accidents involving loss of life or limb.

And the heavy expense of trying to keep worn-out, dangerous, horse-and-buggy streets in repair, added to their original cost, amounts to more than enough to pay for true, even, non-skid concrete pavement that has the maintenance built in.

So in the long run you are paying for concrete streets. Why not get them?

All of the facts are in our free booklet on "Concrete Streets." Ask for your copy

PORTLAND CEMENT ASSOCIATION

33 W. Grand Ave.
CHICAGO

A National Organization to
Improve and Extend the Uses of Concrete

OFFICES IN 31 CITIES

A RECORD— HARD TO BEAT!

1,721,622 LINES GAINED

**In First Nine Months of 1926—
As Compared With 1,305,308 Lines Gained in
Entire Year 1925**

PROVING THAT CONCENTRATED CIRCULATION—(and that means HOUSTON POST-DISPATCH) is obtaining RESULTS for an ever-increasing number of advertisers—both Local and National.

The following tabulation tells the story:

YEAR	LOCAL	NATIONAL	CLASSIFIED	TOTAL
NINE MONTHS—1926 . . .	5,398,092	1,348,648	1,957,718 =	8,704,458
NINE MONTHS—1925 . . .	4,354,812	1,130,990	1,497,034 =	6,982,836
GAIN	1,043,280	217,658	460,684 =	1,721,622

The circulation of The HOUSTON POST-DISPATCH is *concentrated* in the 150 mile zone from which Houston business firms draw their volume, and these firms represent YOU—the Manufacturer and National Advertiser.—Every advertising dollar spent in The POST-DISPATCH produces maximum returns at minimum cost for such concentrated coverage in this rich territory.

**YOU CAN NOT CONSISTENTLY OVERLOOK
THE FASTEST GROWING NEWSPAPER IN TEXAS**

Houston Post-Dispatch

Owners and Operators of Radio Station KPRC

R. S. STERLING, Chairman of Board

W. P. HOBBY, Pres.

C. C. MAES, Gen. Mgr.

R. J. MEEKER, National Advertising Manager

THE S. C. BECKWITH SPECIAL AGENCY

National Representatives

New York
Kansas City

Chicago
St. Louis

Detroit
Atlanta

Los Angeles
San Francisco

WITH THE GENERAL ADVERTISERS

International Silver Company Using Newspapers as "Selling Lever" on Dealers—Forhan Company Running Test Campaign for New Anti-septic—Milk Dealers Urged to Buy Space in Dailies

INTERNATIONAL SILVER COMPANY, a big user of magazine space, has turned to newspapers as a "selling lever" on dealers.

A campaign is being placed in newspapers in 46 cities to run from Nov. 1 to Nov. 22. The account is handled by Lennen & Mitchell, New York advertising agency. In an effort to impress dealers, the company is advertising its newspaper drive in jewelers' trade papers.

A test campaign is now being placed in newspapers in 16 cities for a new anti-septic, manufactured by the Forhan Company of New York. If this campaign is successful, a larger list of newspapers will be scheduled. Forhan's toothpaste is regularly promoted in newspapers. The newspaper appropriation of this firm in 1925, according to the estimate of the Bureau of Advertising of the American Newspaper Publishers Association, was \$550,000.

Addressing the International Milk Dealers convention held in Detroit in conjunction with the National Dairy show, L. S. Hellock, vice-president of the Northland Milk and Ice Cream Company of Minneapolis, Minn., strongly urged the use of newspapers for advertising milk and other dairy products. He told of the experience of his company in using both newspapers and billboards.

"When we have a short message we use the latter," Mr. Hellock, said. "When we have a longer story to tell about qualities, or the activities and service facilities of our firm, or the food and health value of dairy products, then the newspapers are our choice. We would not think of using billboards without liberal newspaper space to back them up."

Mr. Hellock urged milk dealers to stay out of irregular advertising mediums and to select only those that have a continuing and cumulative value, a standing and influence of their own.

A fund of \$20,000 has been obtained by the Hotel Men's Association of Southwest Washington of which Dave Boice of the Monticello Hotel of Longview, Wash., is president, and will be used for advertising in eastern papers, to attract tourists to that section of Washington.

Roy McKinney, for seven years head of the advertising department of the Baker-Hemphill Company, San Angelo, Tex., has joined *The Vogue*, San Antonio, as advertising director.

Thomas P. Comeford, director of sales and advertising at the Namm Store, Brooklyn, and also director of the store, has tendered his resignation to take place about the first of next year. He has made no definite announcement of his future plans.

Comeford joined the Namm Store five years ago as director of sales and advertising. He has been actively engaged in advertising and sales promotion work for the past 18 years—for seven years as advertising manager of Simpson-Crawford Company, New York.

Comeford is president of the Advertising Club of Brooklyn, a member of the Advertising Group of the National Retail Dry Goods Association, and of the Sphinx Club. He was also one of the leaders in establishing the Better Business Bureau in Brooklyn.

Newspapers and magazines will be used in a campaign for the Ground Gripper Shoe Company of Boston, now being planned by Frank Seaman, Inc., New York advertising agency.

H. Lee Bristol, advertising manager of the Bristol-Myers Company, New York, was elected president of the Window Display Advertising Association, which held its annual convention in New York last week.

ADVERTISING AGENCY AFFAIRS

H. E. Lesan Advertising Agency, Inc., Unites with Pacific Coast Group—G. N. Wallace Elected Secretary of Charles W. Hoyt Company, Inc.—Cowan Forms New Agency

A JOINT announcement was made this week by H. E. Lesan, president of the H. E. Lesan Advertising Agency, Inc., of New York and Chicago, and K. L. Hamman, of San Francisco, of the election of Mr. Lesan as vice-president of the Hamman group of agencies on the Pacific coast, and of Mr. Hamman to a similar office with the H. E. Lesan Advertising Agency, Inc.

This affiliation brings the following agencies together as a functioning unit: Johnston-Ayres Company of San Francisco, H. E. Lesan Advertising Agency of New York and Chicago, K. L. Hamman Advertising, Inc., of Oakland, Cal., Crossley & Failing of Portland, Ore., Lesan-Carr Advertising Agency of St. Petersburg, Fla., L. S. Gillham Company of Los Angeles and Salt Lake City, Utah.

While each agency will continue to operate under its own name, a nationwide service is now available for clients of each.

George N. Wallace has been elected secretary of the Charles W. Hoyt Company, Inc., N. Y. Mr. Wallace was formerly connected with the Hoyt Company for several years and has recently been with Alfred Wallerstein, Inc., as account executive and assistant to the president. He will make his headquarters in New York.

Harrison J. Cowan has organized a new advertising agency under his own name with offices in the Heckscher Building, Fifth avenue and 57th street, New York.

Louis H. D. Weld, for the last nine years manager of the commercial research department of Swift & Co., has joined the H. K. McCann Company, as an account executive. Mr. Weld was formerly assistant professor of economics at the Universities of Washington, Pennsylvania and Minnesota, and professor of business administration, Sheffield Scientific School, Yale University. He is the author of a book, "The Marketing of Farm Products."

H. D. Phillips, for the last two years space buyer of the Southwestern Advertising Company, has been made director of research. He is succeeded as space buyer by Harold Hendrick, who has been assistant space buyer for the past year.

M. C. Gaveka, former secretary to E. D. Hungerford, superintendent of the Chicago, Rock Island and Pacific Railway Company, between South Omaha and Denver, has joined Albert Frank & Co., Chicago office.

Byron Bruce, formerly with Metcalf & Little of San Francisco, has joined Honig-Cooper Company of Seattle.



Thousands of New Homes Need Furniture --in Florida

The furniture maker's best customers are the owners of new homes, apartments and hotels.

Nowhere else in the country are there so many new homes, apartment houses, hotels and business buildings being built (in proportion to population) as in Florida.

Nearly half a billion dollars were spent last year in Florida for new buildings. More—and much more—money will be spent during the present and coming years.

This means big business for furniture manufacturers, for Florida at present produces almost no furniture at all. Its demand must be met entirely from outside.

The manufacturer of home furniture or office furniture will find that an advertising campaign directed to the Florida market will be highly profitable. He will also find that he can cover this market most completely and at lowest cost by using the Associated Dailies.

ASSOCIATED DAILIES of Florida

510 Clark Building Jacksonville, Florida

Bradenton News
Clearwater Sun
Daytona Beach Journal
Daytona Beach News
Deland Daily News
Eustis Lake Region
Ft. Myers Press
Ft. Myers Tropical
News
Ft. Pierce News-
Tribune
Ft. Pierce Record
Gainesville News
Gainesville Sun
Jacksonville Florida
Times-Union
Jacksonville Journal
Key West Citizen

Kissimmee Gazette
Lakeland Ledger
Lakeland Star-
Telegram
Lake Worth Leader
Melbourne Journal
Miami Daily News
Miami Herald
Miami Tribune
New Smyrna News
Ocala Central Florida
Times
Orlando Morning
Sentinel
Orlando Reporter-Star
Palatka News
Palm Beach Daily
News

Palm Beach Post
Palm Beach Times
Pensacola Journal
Pensacola News
Plant City Courier
St. Augustine Record
St. Petersburg
Independent
St. Petersburg News
St. Petersburg Times
Sanford Herald
Sanford Times
Sarasota Herald
Sarasota Times
Stuart Daily News
Tampa Times
Tampa Tribune
Winter Haven Chief

Wonderful Market for Electrical Appliances

Iowa leads Nation in Electrification of cities and towns. 99% of urban population have Electrical Service.

HERE is a wonderful market, in fact, for any product or service that adds to convenience or enjoyment.

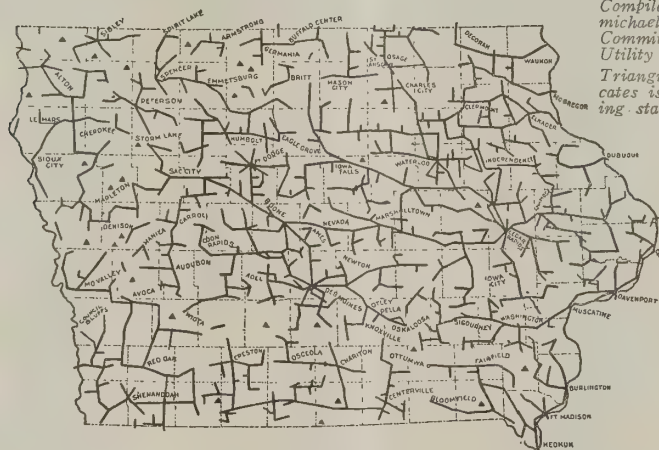
And note this startling fact about covering Iowa: The 28 leading daily newspapers comprising this association have combined circulation exceeding the number of families in the state.

NUMBER OF FAMILIES IN IOWA . . 550,000
CIRCULATION OF THESE NEWSPAPERS . . 571,151

UNIFORM MERCHANDISING HELP

Every member of this association pledges the following definite help, in connection with any campaign using 5,000 or more lines in his newspaper:

1. Make a study of local market and trade territory, as pertains to your specific product.
2. Supply complete and accurate list of retailers, in the newspaper's city and surrounding territory.
3. Introduce your salesmen to a number



Map shows service lines of electric light and power companies

Compiled by Joe Carmichael, Director Iowa Committee on Public Utility Information.
Triangular dot indicates isolated generating station.

of big retailers. Advise you as to relative sales standing of competing products.

4. Urge retailers to feature displays of nationally advertised products. Furnish you with names of stores that will make use of window displays.

5. Make market investigation for prospective

advertisers. (Identity to be made known first.)

6. Urge local retailers to mention your products in their own advertisements.

7. Send, on receipt of contract, a multigraphed letter to list of retailers in the territory, telling of the campaign.

Year after year this market is consistently worth while for you. Let this association help you deliver your message most effectively.

For further information, write to address below.

THE IOWA DAILY PRESS ASSOCIATION

DAVENPORT, IOWA

Ames Tribune
Boone News-Republican
Burlington Gazette
Burlington Hawk-Eye
Cedar Falls Record
Cedar Rapids Gazette
Centerville Iowegian & Citizen

Council Bluffs Nonpareil
Davenport Democrat
Davenport Times
Des Moines Capital
Des Moines Register and Tribune
Dubuque Telegraph-Herald
Dubuque Times Journal

Fort Dodge Messenger
Fort Madison Democrat
Iowa City Press-Citizen
Keokuk Gate-City
Marshalltown Times Republican
Mason City Globe-Gazette
Muscatine Journal

Oelwein Register
Ottumwa Courier
Sioux City Journal
Sioux City Tribune
Washington Journal
Waterloo Evening Courier
Waterloo Tribune

IOWA—WHERE EVERY FAMILY READS A DAILY NEWSPAPER

WOMEN IN ADVERTISING AND JOURNALISM

Mrs. Barbour Lyndon Reorganizing New York Evening Post's Statistical Bureau—Miss Sumner Made Society Editor of Worcester (Mass.) Gazette—Tribute to Julia Harpman

WOMEN are in exclusive charge of the reorganized statistical bureau of the *New York Evening Post*, which measures the advertising carried by Greater New York dailies.



MRS. BARBOUR LYNDON

Mrs. Barbour Lyndon, who organized the Publishers Information Bureau in 1915, is in direct charge of the reorganization. She is being assisted by Mrs. Mae Irving, who has succeeded W. J. Punch as bureau manager.

Lineage statistics of New York and Brooklyn daily newspapers, as they are published monthly by EDITOR & PUBLISHER are prepared by this bureau. As part of the enlarged service of the bureau, classifications of the lineage of individual advertisers will be furnished. There is said to be a list of approximately 20,000 different advertisers who buy space in the newspapers of Brooklyn and New York.



MRS. MAE IRVING

The Publishers Information Bureau, organized by Mrs. Lyndon, gathered lineage statistics for a list of 50 different magazines. Mrs. Lyndon headed this magazine bureau until three years ago, when her interest was bought out by Miss Anne R. Edgerly, the present owner. During the War, Mrs. Lyndon was secretary of the statistical department of the United States Shipping Board. She has prepared exclusive statistical reports for the Curtis Publishing Company and *Literary Digest*. A graduate of Barnard College, she took an M. A. degree from Columbia University. Mrs. Irving was Mrs. Lyndon's assistant on the Publishers Information Bureau, serving for eight years with that organization.

Porter Carruthers, of the *New York Herald Tribune*, is chairman of the committee on statistics, of the New York City Publishers Association.

Miss Muriel Sumner, reporter for the *Worcester (Mass.) Gazette*, has been named society editor, succeeding Mrs. Marion Hazelton, who has resigned to join a business house in Boston. Miss Dorothy Blair, formerly of Tulsa, Okla., has joined the women's department of this newspaper.

Miss Mary Blythe, who has been publishing the *Cook (Neb.) Courier* under a lease for more than a year, has purchased the paper from her father, R. B. Blythe.

The current number of *News Pix*, office publication of the *New York Daily News*, pays tribute to the work of Miss Julia Harpman, in private life, Mrs. Westbrook Pegler, who reported Gertrude Ederle's successful channel swim.

"Throughout the two months of training at Cape Gris Nez, it was Julia Harpman and Art Sorenson who offered encouragement, ironed out squabbles, kept the party in good spirits, made all the arrangements of whatever kind necessary—did the million and one different things small and large, which put Trudy in shape and kept her in shape for the supreme

effort," the tribute reads. "Julia was Trudy's official chaperone for the summer, but that doesn't start listing the duties she found.

"Through the two months Miss Harpman's stories were splendid. There are few instances of more delightful reporting or writing."

Miss Edith Friedman, formerly of Weymouth, has joined the women's department of the *Worcester (Mass.) Telegram*.

Miss Eleanor Meade, reporter for the *Worcester (Mass.) Telegram*, has joined the *Springfield (Mass.) Union*.

Nadine Robbins, a graduate of the University of Washington School of Journalism, has joined the staff of the *Seattle Post-Intelligencer*. She is assistant editor of the Homekeepers' Section.

Mrs. J. W. Schilling of Ada, O., holds a unique place among news writers of Ohio. For 52 years she has served as correspondent for the *Ada Record*. The Ohio Women's Newspaper Association has invited Mrs. Schilling to attend their meetings Oct. 29 to 31 at Akron.

Miss Mary Watkins has joined the music department of the *New York Herald Tribune*, as assistant critic with Francis D. Perkins, to Lawrence Gilman.

Miss Watkins has been free lancing for a number of years, and is the author of two books published by Stokes—one called "First Aid to the Opera Goer," and the other "Behind the Scenes at the Opera."

Previous to her writing career, Miss Watkins was secretary to Olive Fremstad, the Wagnerian singer.

Selma Robinson, formerly of the staff of the *New York Herald Tribune*, is now doing music publicity with the firm of R. E. Johnston.

FEMININE IDEAS TRIED IN NEWS EDITING

Women Take Charge of Sioux Falls (S. D.) Press for a Day—Ban Crime News But Play Sharkey Fight on Page One—No Stocks

For the third time in three years a staff made up exclusively of local women edited the Oct. 12th issue of the *Sioux Falls (S. D.) Press*, which was called the annual history club edition. The Press for three years now has permitted members of the Sioux Falls History Club to take charge once a year to put their newspaper making ideas into practice.

Women reporters "covered" all the regular beats, police headquarters, political meetings and theatres. Women also had charge of the advertising and circulation departments.

The account of the Jack Sharkey-Harry Wills fight was put on page 1. Mrs. R. D. Springer, manager editor for the day, said the victory of Sharkey "was bigger news than a win for Wills would have been."

Most crime news found the waste basket with the exception of the Chicago gangland feud, which was "buried" on an inside page. Mrs. Springer said the story was a "disgrace" to any city.

Because yesterday was a holiday there was no New York stock report, but if there had been it would not have been published, according to Mrs. Springer, who did not care to print accounts of what she termed a "gamblers' market."

An Opinion that Means Much

The sole owner of the most modern and finest newspaper plant in the world has had these pleasant words to say of the METROPOLITAN DRY MAT.

"Seven hundred and sixty-eight plates are required to equip the Inquirer's presses with thirty-two casts from each mat on a sextuple run and we have had no difficulty in getting the full complement of plates.

"With two moulding machines we handle two forms a minute regularly and have moulded seven forms in three minutes, when rushed, with a saving in time of ten to fifteen minutes in getting started in the press room.

"We have no hot forms to handle and there is a consequent saving in the composing room in making quick lifts.

"We use the same number of men in packing out as we did with wet mats but are able to get deeper and better printing plates than before.

"We have cut one inch off our full roll width, which is now 71½", and this brings a saving in excess of 1-1/3% in newsprint cost with a proportionate reduction in freight bills."

Excerpts from a letter written by an enthusiastic user of a device which has enabled him to make more efficient his wonderful plant—COLONEL JAMES ELVERSON, JR., Proprietor The Philadelphia Inquirer.

The METROPOLITAN DRY MAT costs a little more at the mill, but in its dependability, saving in time and physical labor, and its good printing it is much the cheapest dry mat to use.

WOOD FLONG CORPORATION

501 Fifth Avenue, New York City

TRADE **LINOTYPE** MARK

6½ pt. Ionic No. 5

COMBINES WORD COUNT AND LEGIBILITY

WORD COUNT of 6 point

The British delegation of trade-union representatives, who came here on Tuesday at the invitation of "The London Daily Mail" to study reasons for the disparity between the high wages and prosperous living conditions of the American worker and their own lower wage standards, gained considerable light in a tour of several industrial establishments in Brooklyn yesterday.

They were curious to know how it was that the average wage of the American toiler virtually doubled that of his British brother, and how it was possible for industries here to offer such fat envelopes to their employees and at the same time compete successfully in world markets.

American More Productive

After a study of the Brooklyn Edison plant and the factory methods of the Mergenthaler Linotype Company in Brooklyn, the delegates remarked that one of the vital reasons for the disparity was that the American worker was capable of producing and actually did produce more than the British toiler in a given time.

This he was enabled to do, they learned, because of the high standards of efficiency obtaining here, mass-production methods, the utter perfection of organization for which the American industrialist seems always to be striving, and labor-saving devices evident on every hand.

The comments of the delegates were voiced by Sir Percival Phillips, special correspondent of "The Daily Mail"; Fenton MacPherson, of the same newspaper, and William Mosses, J. P., who had a prominent part in the British Labor Ministry during the war.

Mr. MacPherson also noted that the welfare facilities offered by the American plant were much more elaborate than in England and that equipment and quarters were more beneficial. This was evidently the result, he observed, of the frequent scrapping of plants here to make way for expansion and development. His countrymen are

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LEGIBILITY of 8 point

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6 Point No. 2 with Bold Face No. 1.
Set on 7 point slug

6½ Point Ionic No. 5 with Bold Face No. 2.
Set on 7 point slug

8 Point No. 2 with Bold Face No. 1.
Set solid

MERGENTHALER LINOTYPE COMPANY

Brooklyn, New York

SAN FRANCISCO

CHICAGO

NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

CLASSIFIED ADVERTISING

"Colyumizing" the Little Want-Ad Idea—Daily Campaigns to Modernize Classified Columns—Should "In Memoriams" Be Solicited?—Introducing Seattle's "Bargain Bazaar"

A NEW idea in classified promotion is meeting with success on the *Albany* (N. Y.) *Times-Union*, according to A. B. Harris, classified advertising manager. Mr. Harris described it this week to EDITOR & PUBLISHER as a "personal appeal in the matter of obtaining reader interest for the classified pages." In effect, the usual promotion ideas are being presented in column form under the heading "The Little Want-Ad Man Says." A recent example makes the "colyumizing" plan clear.

The other day, for instance, "The Little Want-Ad Man" had the following to say to readers of his column:

"Ain't it funny what a difference just a few hours makes? Isn't that a familiar strain to you? No doubt you remember that famous comedian, Raymond Hitchcock, who made such a hit with that song in the popular musical comedy, 'The Yankee Consul.' No truer phrase could have been used had reference been made to the little Classified Ads.

"To-day, with the service that newspapers are able to offer advertisers, it is but natural that the *Times-Union* is the only newspaper offering Albanian service on the same day. Suppose your maid left you right after breakfast time—no need to worry. You'd naturally just call Main 6700, the ad-taker would set your Want working, and in 'just a few hours' you'd have another maid as good, if not better.

"If you wanted to rent that vacant room, the same principle would apply, and so on, all through the various captions of the Classified Section. Results are most certain through this exclusive Service of the *Times-Union*, and is proof positive of 'what a difference just a few hours makes.'"

Then, in the same chatty manner, he took up the subject of brides and brides-to-be, pointing out how the classified columns could supply their needs. Samples of several newsy advertisements in the paper of that day pertinent to present and prospective housewives were next reprinted with the names, addresses and telephone numbers omitted.

Other want ads which brought forth observations and wisecracks from the classified column conductor concerned offerings listed on the advertising page of pets for the kiddies, dancing lessons, furnace installations and a country home far from the madding crowd.

The *New York Herald Tribune* has changed the slug on its classified pages from "Situations wanted—Women" to "Positions wanted—Women." This, and its recent change from "Help wanted—male" to "Help wanted—men" are part of its campaign to modernize the classified columns.

While commenting on the change, L. L. Heaton, classified advertising manager exhibited a copy of an old *Herald*—back in 1846—which lists in its "Situations, &c. Wanted" columns the following item: "A young lady who has recently finished a thorough course of English education wishes a situation in a family, as teacher. References given."

And another, "Wanted—By a Woman, a situation. She is a first rate cook, washer and ironer; understands all work in general."

"When the phrase 'situation wanted' was first used in the classified advertising columns," said Mr. Heaton, "it meant exactly that—the applicant wanted a situation, a permanent place of residence. Nowadays when a girl advertises for a position, she wants a position, or even a job—and not a situation. The difference is a technical one, but there is no reason why the classified columns should not keep pace with modern development as well as any other department of a newspaper."

Should the "In Memoriams" be solicited?

Classified advertising men are asking this question since J. J. Tierney of the *Spokane Spokesman Review* originated and started to sell a system to develop the In Memoriam classification. Tierney has described his system as "unique and dignified."

Disapproval of the idea was this week voiced by Theodore N. Bates of the classified department of the *Cleveland Plain Dealer*.

"Have our organizations become so commercialized that we no longer respect the privacy or have consideration for the personal feelings of the public whom we are here to serve?" asked Mr. Bates. "It is true that there are some who feel it an act of respect and devotion to their departed ones to print a public expression of their sorrow from year to year. But countless others prefer to bury their sorrow in their own hearts and do not wish to be reminded of it, or at least do not wish to make public mention of a sorrowful event. And many of this latter class cannot but feel offended and subject to an unwarranted intrusion when they receive a 'reminder' from a newspaper, no matter how 'unique and dignified' the method of solicitation may be."

Mr. Tierney claimed that new business amounting to 72 ads for the first trial was created practically over night by his plan. He maintains a demand for the classification exists in every city and that the problem is only to make it easy for people to use it.

The *Seattle Post-Intelligencer* recently grouped the names of many Seattle merchants who have been using the classified columns daily in a large office display advertisement under the heading "Seattle's Bargain Bazaar."

Starting a fall campaign for want ads, the *Aberdeen* (Wash.) *Daily World* gave away a 60-cent brick of ice cream with every ad placed in the paper for three consecutive issues. In a front page announcement of the campaign, the paper asked its readers to telephone the copy in the morning and come down to the newspaper office in the afternoon to pay the bill and take home the ice cream for supper.

Glen DeForest Chow, classified advertising manager of the *Jackson* (Mich.) *Citizen Patriot*, is author of the textbook on classified advertising entitled "How to Say It," which was recently reviewed in this department.

The *Boston* (Mass.) *Herald-Traveler* has opened a centrally located downtown classified advertisement office at 264 Washington street.

"BILLIONAREA" SHOWS SPEED

Speed in linking its promotion advertising with the news was shown this week by the *St. Louis Post-Dispatch*, which on Monday, Oct. 11, placed a full page advertisement in New York morning newspapers congratulating "the St. Louis advertising agency of Rogers Hornsby, Grover Cleveland Alexander & Co., for winning the World Series." Copy was telegraphed to New York by the Yost-Gratnot Advertising Agency, St. Louis. The advertisement was part of the St. Louis paper's campaign promoting its territory as the "Billionarea."

CARSON TO BERMUDA

W. E. Carson, recently director of the Travel News Service, New York, will take charge of the press bureau, Hamilton, Bermuda, during the coming winter season.

A cable from Paris to the *Herald Tribune* says that there are 40,000 germs in a kiss, but it sounds like a plot to solve the already acute parking problem. —F. P. A. in *Conning Tower*, New York *World*.

PROOF AGAIN!

F. W. STRANG



W. T. PROSSER

STRANG & PROSSER
ADVERTISING AGENCY
L. C. SMITH BUILDING
SEATTLE

September 15, 1926.

The Record-Star-Telegram,
Fort Worth, Tex.

Dear Sir:

Re: National Advertising campaign
Associated Salmon Packers

When it came to placing the advertising for Canned Pink Salmon in the Fort Worth territory there was no hesitation as to the selection of the Star-Telegram and Record-Telegram to carry the message. And well was the confidence merited, for a recent tabulation showed the responsiveness of this newspaper's readers as exceeded by those of only one other newspaper in the United States, and leading by a large margin any other newspaper used in the Texas field.

Very truly yours,

STRANG & PROSSER

TTP:VJK

—that a good product *plus* sales effort *plus* a rich market *plus* intelligent advertising *equals* increased business for you.

West Texas is one of the richest
primary markets of the nation.

FORT WORTH STAR-TELEGRAM

(EVENING)

Fort Worth Record-Telegram

(MORNING)

FORT WORTH STAR-TELEGRAM

and Sunday Record

More than 120,000 Daily and Sunday

Charter Member
Audit Bureau of Circulations

AMON G. CARTER,
Pres. and Publisher

A. L. SHUMAN,
Vice-Pres. and Adv. Director

-There's only one Burbank
 -There's only one Edison
 -There's only one Brisbane
 -There's only one Dr. Frank

McCoy

DR. McCOY has a hold on his readers that is unequalled by any other health writer in the world. His original ideas and his plain, understandable way of presenting them awakens in the minds of his readers a new health consciousness.

"Time" magazine of Sept. 13th says:

"The teaching of health information to the public is a serious matter. People want to know about disease and how to cure those diseases."

No matter what HEALTH service you are now using you need Dr. McCoy's "different" health service. There is no substitute for the McCoy Health Service.

JOSEPH PULITZER

built the New York World on constructive service to his readers. There is nothing closer to a human being than health. There is no greater service you can render your readers than a genuine health service that does not simply say "Go see a Doctor" but tells them how to cure themselves in a definite, practical and natural way right in their own kitchen.

This service is open to one paper in each city. Write or wire now

McCOY HEALTH SERVICE, Brack Shops Building
 Los Angeles, Calif.

Health and Diet Advice

By DR. FRANK McCOY

Author of

"The Fast Way to Health"

Questions in regard to health and diet will be answered by Dr. McCoy, who can be addressed in care of this paper.

HERE'S HOW TO CURE ASTHMA

IN THE preceding article I explained to you how asthma is caused entirely by an excessive amount of stomach and intestinal gas, and the fact that the patient has poor control of the diaphragm.



The way to get the quickest results, if you are suffering from asthma, is to start at once to get rid of the gas pressure. The simplest way to do this is to start immediately on a fast, and expect to continue this fast for at least a week or ten days.

You may take a plain water fast, drinking only water, as much as you desire, but the orange juice fast is usually quite successful in quickly bringing about good results. You may change the water diet by the addition of the juice of one or two oranges every two hours during the day. Lemon or grapefruit juice may also be used in place of the orange juice.

A daily enema of one quart of warm water should be used, more if necessary, in order to remove a large amount of intestinal gas.

After the first day on this fast, if you are using adrenalin or smoking any powders, you should stop this so that the drugs you have been using can be thrown out of your system by the end of the fast and no more be added afterwards.

The heavy breathing will usually disappear in from twelve to forty-eight hours, and will never again appear during your lifetime if you will follow the rest of these instructions.

After you have fasted for ten days, start the following diet on the morning of the eleventh day:

Breakfast

One egg. (Prepared in any manner, except by frying.)

Three or four pieces of Melba toast. (Prepare the toast by cutting bread one-quarter of an inch thick and toasting in the oven until it is brown all the way through. Butter as desired at the table.)

Five stewed prunes, or an approximate amount of figs or raisins. (These to be prepared without sugar.)

Lunch

Choice of one of the raw acid fruits listed below: Apples, apricots, peaches, nectarines, pears, grapes, oranges, grapefruit, lemons, plums, loquats, cherries, berries, pineapple, tomatoes and melons.

Dinner

Choice of one of the following proteids: Lean beef, mutton, fowl, turkey, rabbit or fish.

Choice of two of the following cooked, non-starchy vegetables: Celery, spinach, small string beans, asparagus, summer squash, cucumber, egg plant, beet tops, turnip tops, small carrots, small parsnips, small turnips, pumpkin, lettuce, okra, chayotes, oyster plant (salsify), mallow, kale, zucchini.

Choice of one of the raw salad vegetables listed below: Celery, spinach, asparagus, cucumber, parsley, small beets, small carrots, small turnips, lettuce, oyster plant, mallow, nasturtium leaves and flowers, endive, alligator pear, ripe olives.

Take an enema daily for one month, at which time the enema may be discontinued and the bowels will move normally, if you will wait at least three days.

(Tomorrow's article, Dr. McCoy will tell how to develop a strong diaphragm.)

WHAT'S WHAT IN THE FEATURE FIELD

Dorothy Dix to Report Hall-Mills Murder Trial—L. P. Eickel Named M. E. of Central Press Association—King Features Syndicate Wins Crosby Suit

DOROTHY DIX will report the Hall-Mills murder trial for the Ledger Syndicate, Philadelphia, it was announced this week, following the writer's return Oct. 13, from a three months' European trip. The trial is scheduled to start early next month in Somerville, N. J.

Miss Dix has covered the trials of Czolgosz, assassin of President McKinley, Albert T. Patrick, Harry K. Thaw, Nan Patterson, Josephine Terranova, Father Schmidt, Florence Burns and many others in her newspaper career.

Leslie P. Eickel, for many years with the Scripps-Howard Newspapers, and at one time editor of the *Evansville (Ind.) Press*, was this week appointed managing editor of the Central Press Association, Cleveland. He will assume his new duties Oct. 18.

Judge Wasservogel in New York supreme court this week granted a motion to dismiss the complaint brought against King Features Syndicate, Inc., New York and Percy Crosby, artist, by the Johnson Features, Inc., seeking to restrain Crosby from drawing and the Hearst syndicate from distributing the Sunday comic page entitled "Skippy." The court granted counsel for Johnson Features 20 days in which to file a new complaint against Crosby. Johnson alleged that he had a contract with Crosby for the daily comic strip "Skippy" and providing for first opportunity to handle a Sunday page should the artist decide to prepare it. Crosby maintained he had offered first opportunity to Johnson, but had not received a satisfactory money guarantee, and had consequently accepted a contract with King.

The Post Syndicate, New York, has contracted for the original story by Wil-

liam Douglas Burden of his capture of the varanus komodoensis, a rare member of the lizard family popularly known as "dragons." They were caught on the Island of Komodo in the Malay Archipelago.

Famous Features Syndicate has obtained "Why I Left Daddy Browning," a confession story signed by Frances ("Peaches") Heenan Browning.

Queen Marie wrote for the North American Newspaper Alliance two articles on why she decided to visit the United States.

Ledger Syndicate, Philadelphia, has obtained second serial rights to "The Love Game" a novel by Suzanne Lenglen, the professional tennis star.

T. S. Stribling, author of "Teetallow," has sold the Merit Newspaper Service first serial rights on his latest novel "The Enigma." This syndicate is now installed in new quarters at 562 Fifth avenue, New York.

William H. Johnson, president of Johnson Features, Inc., left New York this week to make Cleveland his permanent headquarters.

J. K. Cowan is author of a new daily comic strip entitled "Here's to Your Health!", which will be distributed by United Features Syndicate, beginning Nov. 1.

Latest serials by Hazel Deyo Batchelor are entitled "The Spider Woman" and the "Million Dollar Wife." Her work is handled by Ledger Syndicate, Philadelphia.

WHAT THEY ARE SAYING

"**COURAGE**—if there's any one quality to build newspapers, it's editorial courage. Of course, there are all the other elements—news gathering, business and mechanical ability—but I think that if you analyze the history of the successful papers of this country, you will find that at one time or another in their careers, they won the respect of their community by at least one act of sincerity and courage."—David Stern, publisher, *Camden Courier*.

* * *

JOURNALISM'S RESPONSIBILITY

"**I**T is our responsibility to give people the facts, presented with a proper sense of proposition, and so afford them the only solid foundation for straight thinking. He who draws the daily picture with fidelity serves as it is given to few to serve. He who for his own selfish purposes falsifies the picture, causing a distorted vision and mental chaos, is in the smallest sense a traitor to the democratic form of government and in a larger sense the most dangerous enemy of society today."—Edward McKernon, superintendent, Eastern Division, Associated Press.

* * *

"OBVIOUSLY"

"**O**BVIOUSLY when the problem is one of reaching, in any given locality, a large number of people and of giving them an easily comprehended general message no medium is to be compared to the daily paper. Moreover, in these days of audited circulations, it is possible to know just how many people are being reached by any good paper. In addition to these facts about quantity, a good deal of knowledge can be had about the qualitative factors in circulation."—Paul T. Cherington, Director of Research, J. Walter Thompson Company, Before Financial Advertisers Association.

* * *

"NEWSPAPERS LACK REAL ISSUES"

"**I**F there is any trouble with the press today it is that the newspapers do not select clear-cut fundamental issues in their various communities about which they should shout. The newspaper which does not call public attention to public wrongs is just as bad as the individual who sees a person being murdered and does not call the police."—Carl C. Magee, editor, *Albuquerque (N. M.) State Tribune*, in address before School of Journalism, Syracuse University.

The Virginian-Pilot —at NORFOLK Virginia

**Dominates Eastern Virginia
and Eastern North Carolina
With a Quality Circulation**

NET PAID CIRCULATION

SUNDAY DAILY
44,110 41,708

NET GAIN IN PAST 12 MONTHS

2,402 Sunday—3,357 Daily

Only One Edition

NO DUPLICATION

ADVERTISING LINEAGE

**Six Months Ending June 30, 1926
DeLissar Bros. Audit**

SUNDAY—Virginian-Pilot

Local Display	Foreign	Classified	Total
1,558,269	315,890	109,597	1,983,756

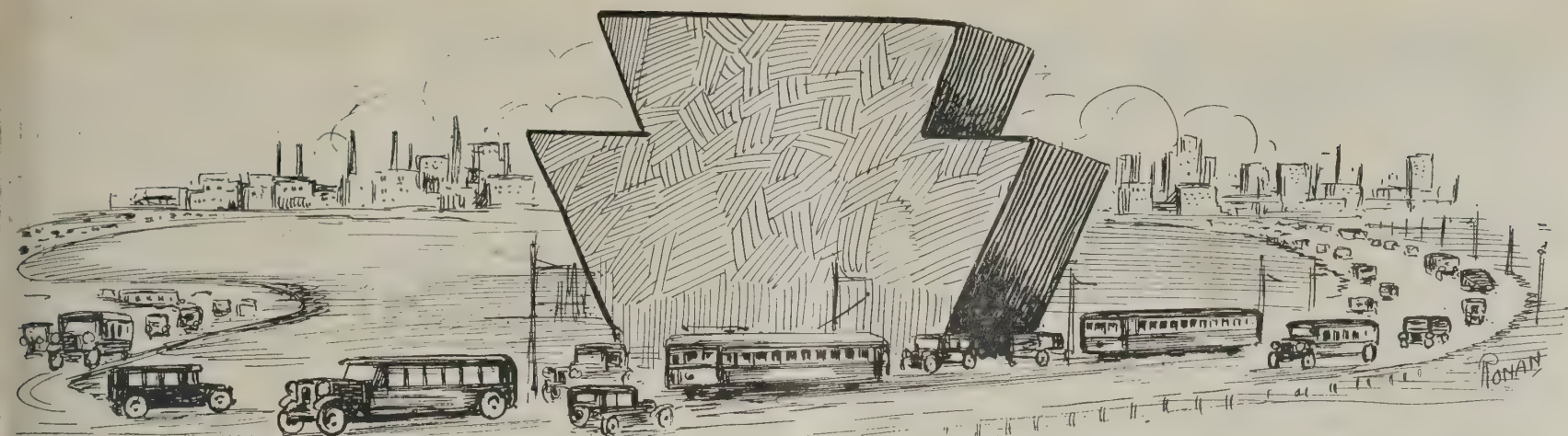
DAILY—Virginian-Pilot

1,683,184	436,602	226,402	2,346,188
Total Daily and Sunday	752,492	335,999	4,329,944

The Virginian-Pilot

**Covers a rich trading territory in
Eastern Virginia and North Caro-
lina, presenting to the advertiser
an immense buying power.**

MEMBER A. B. C.



PENNSYLVANIA'S

Highway Progress

\$220,000,000 on Highway Construction and Maintenance Being Spent

From January, 1923 to January, 1927, the Keystone state will spend about \$220,000,000 on highway construction and maintenance. During this period about 3,000 miles of new hard surface roads have been constructed, and about 1,200 miles of roads have been re-built, making a total of 4,200 miles for the four years.

With the completion of this road building programme, it will bring the state's hard surface mileage up to 8,000, while 4,000 miles will be of fine dirt or shale roads.

With this great net work of fine highways the buying power of the state is knitted closer together—the city and country have become one great community. A national campaign in the city papers reaches the suburbanite and farmer almost at the same time. Sales resistance is reduced to a minimum and buying power is increased.

What national advertiser can afford to overlook the great Keystone state as his logical market—study its population, wealth, and buying power—and then let these newspapers listed below help you reach Pennsylvania's great mass consumer.

	Circulation	2,500 lines	10,000 lines
†Allentown Call.....(M)	34,188	.10	.10
†Allentown Call.....(S)	23,207	.10	.10
†Beaver Falls Tribune.....(E)	6,821	.03	.03
††Bethlehem Globe Times.....(E)	13,272	.06	.06
††Bloomsburg Press.....(M)	7,673	.04	.04
*Chester Times.....(E)	18,612	.06	.06
†Coatesville Record.....(E)	6,834	.035	.03
**Connellsville Courier.....(E)	5,928	.02	.02
***Easton Express.....(E)	33,000	.10	.10
***Easton Free Press.....(E)			
**Erie Times.....(E)	28,596	.08	.08
††Greensburg Tribune Review... (EM)	14,883	.05	.05
††Hazleton Plain-Speaker.... (E)	19,582	.07	.06
††Hazleton Standard-Sentinel. (M)			
*Mount Carmel Item.....(E)	4,229	.0285	.0285

	Circulation	2,500 lines	10,000 lines
*Oil City Derrick.....(M)	8,191	.04	.04
**Pottsville Republican and Morning Paper.....(EM)	15,346	.08	.07
**Scranton Times.....(E)	43,230	.13	.12
**Sharon Herald.....(E)	7,236	.0357	.0357
*Sunbury Daily Item.....(E)	5,224	.03	.03
**Washington Observer and Reporter.....(M&E)	17,589	.06	.06
†West Chester Local News.....(E)	11,826	.04	.04
*Wilkes-Barre Times-Leader.....(E)	26,204	.06	.06
†Williamsport Sun and Gazette & Bulletin.....(ME)	29,890	.09	.09
††York Dispatch.....(E)	19,632	.05	.05

**A. B. C. Publishers' Statement, March 31, 1926.

††Government Statement, March 31, 1926.

***Consolidated Aug. 28, 1926.

†Government Statement Oct. 1, 1926.

*A. B. C. Statement Oct. 1, 1926.

SHOP TALK AT THIRTY



By MARLEN PEW

NO other profession or trade compares with newspaper work for range of interesting and profitable experience and contacts. Yet one of the commonest experiences is to hear newspaper men complain that life is dull, irksome and futile. These malcontents, one finds on investigation, fall into the following categories: (1) Lazy fellows, who would shirk any task; (2) Men without purpose or objective—the familiar “go-along guy”; (3) Procrastinators. Those in the first two classes may wake up, but the race is too fast and interesting to bother much about them. The procrastinator may need only a spur.

* * *

TOO many of us permit our finest thoughts to run off into thin air in “shop-talk.” The word that counts is the written word. It is a very old observation around newspaper offices that the best stories are not printed, but told in “after thirty” gossip. The advice the old editor gives the dispirited young newspaper man is: “Write your way out of obscurity. Your typewriter is the only tool of commerce in your life. All that is worthy in your heart and mind you may pour out in copy and in this day any earnest man can find markets for good material. Whatever it may be, do your stuff!”

* * *

JACK LONDON told an approximately true story of his own life in *John Barleycorn*. This writer knew him in his youth. Man never lived who took greater interest in life and its adventures than he. London was like a bumble-bee, whizzing everywhere, burying himself in every flower, ravenously searching in every corner of the field. He was no cold, calm observer, but a passionate participant in the affairs of men. All that happened to him or within the range of his penetrating eye was grist to his mill.

Jack London once told a party of his friends, gathered in New York to honor him, how he made copy. “The plot of a story flashes in my mind,” he said. “Presently I am obsessed by it, unraveling the details one by one. The important climaxes of the story become real in my imagination. I begin to like the story and everything I see and do becomes relevant to the plot. There is an incubation period of weeks or months and then I take my typewriter between my knees and sally into it. I tear up a dozen introductory paragraphs. I write the first chapter over and over again. I know no formula for such work. Every page is a novel experience. I love the job, but oh, God, it is hard work and I suffer a thousand births and deaths before I get a story into shape for the publisher. But there is one rule that I rigidly observe. Nothing must interfere. I write 1,500 words a day. I may do more, but never less. When I say ‘a day’ I mean every day, seven days per week, 365 days per year. Most of the stuff will not pass and I tear it up and write again. I can do 1,500 words of fiction every day because I am a reporter.”

* * *

THIS is a valuable tip for the writing fraternity, especially for dreamy souls who are always about to make a start, but seem never able to put a foot forward and keep walking. A man who writes 1,500 words every day has an annual product of 547,500 words per year, offering ample surplus for the waste basket if the object is to produce a novel a year, a newspaper column, a Sunday feature or sufficient article material to

assure a first-class livelihood. Starvation is no longer the synonym for authorship in this country.

* * *

MRS. LONDON, the charming Charmain, was Jack's best spur. After the way of good wives she knew how to steer the business of the day so that Jack might free himself from social and business duties and pound out the daily stint. But at Half Moon Bay she once said: “He is working himself to death.” Because he did so completely live the lives of his fiction characters, writing as a reporter rather than from sheer imagination, Jack London's career was a whirlwind of experiences and more than human strength could long endure.

* * *

VERY few men can write as well or as much as did Jack London. But every sincere professional writer may establish a word quota for his typewriter and make his life conform to this obligation. It is one sure way out for the procrastinator.

WHITE DEFIES BLUE LAW

Editor of *Emporia (Kan.) Gazette* Furnishes Fans with World's Series Returns

William Allen White, noted editor of the *Emporia (Kan.) Gazette*, stepped into local opposition over this last weekend, but held his ground firmly.

Preceding last Sunday's World Series game, the *Gazette* issued an invitation to fans to attend the game vicariously by means of a score board “a half hour after church services.” *Emporia* has air-tight Sunday blue laws. Ministers followed up the *Gazette's* invitation with a vigorous pronouncement, protesting the use “in the same breath” of the words “church service” and “ball game.” Mr. White countered in a typically biting and somewhat bewildering rejoinder, joshing the clergymen on their stand.

On Sunday, Mr. and Mrs. White had a ringside seat before the magnetic player board. About 2,000 fans watched the play-by-play returns.

On Sunday afternoon, two ministers announced they had voted against the ministerial protest.

INTERPRETING LAWSON'S WILL

Court to Decide Whether Tax Will Be Paid by Estate

Certain clauses of the will of the late Victor F. Lawson, publisher and owner of the *Chicago Daily News*, are being interpreted by Circuit Judge Hugo M. Friend as the result of a suit before the court, brought by Iver Norman Lawson, brother of the late editor.

Differences between heirs and the Illinois Merchants Trust Company, executor and trustee of the \$20,300,000 estate, caused the filing of the suit. The chief point of dispute concerned the disposition of profits of the newspaper for the period from Aug. 19, 1925, when Mr. Lawson died, to Jan. 1, 1926, when the *Daily News* was sold to a syndicate headed by Walter A. Strong, business manager of the paper.

Judge Friend was asked to decide whether the profits of the paper during this period were applicable to the payment of income to which the legatees were entitled. The sale price of the newspaper was \$13,671,704, the suit revealed.

Mr. Lawson also contended that he ought not to pay an inheritance tax of \$214,502 out of his own bequests. He declared the tax should be paid out of the body of the estate. He was made

the beneficiary of two trust funds, one of \$300,000 and a second of about \$1,000,000, while his two children were each left a trust fund of \$200,000.

If he has to pay the tax, Mr. Lawson's total income from the estate for the first year will be wiped out, he said. His lawyer proposed that the tax be taken out of the body of the estate.

COWLES PAPER FIRM TRUSTEE

W. H. Cowles, publisher of the *Spokane (Wash.) Spokesman-Review*, was elected a trustee of the Inland Empire Paper Company, succeeding John E. Alexander, of Port Edwards, at a recent meeting at the company's plant in Millwood, Wash. It was also voted to increase the company's stock by \$350,000, making a total of \$2,000,000. Production will be increased from 2,800 tons to 5,000 tons a month when contemplated plant improvements are completed.

N. Y. WEEKLIES CONSOLIDATE

The *Kingston (N. Y.) Ulster County News* this week absorbed the *Fleischmanns (N. Y.) Press*, Ira Warren is general manager of the *News*. Sydney Flisser was publisher of the *Press*.

CATHOLIC WRITERS TO MEET

The Catholic Writers Guild of America, Inc., will open the winter season with a meeting to be held in the evening of Oct. 21 at the Guild House, 128 W. 71st street, New York. Kent Cooper, general manager of the Associated Press, is scheduled to speak on the subject “Truth in News.” Hugh A. O'Donnell, assistant business manager of the *New York Times*, is president of the guild.

WESTCHESTER WEEKLIES ELECT

Thomas M. Kennett, of the *Pelham (N. Y.) Sun*, has been re-elected president of the Westchester County Weeklies, Associated. Frederick Dromgoole, of the *Mt. Kisco Recorder* and C. E. Lovejoy, of the *Bronxville Press* and *Eastchester Citizen Bulletin*, vice-presidents; G. Harris Danzberger, of the *Hartsdale Herald*, secretary, and Colin T. Naylor, Jr., of the *Peekskill Highland Democrat*, treasurer.

CELEBRATES 31ST YEAR

In connection with the 31st anniversary of the ownership of the *Scranton (Pa.) Times* two special editions were issued. One appearing on Oct. 11 consisted of 64 pages. The second edition appeared on Oct. 12 with 54 pages. The special editions were also published in connection with the official opening of the *Times'* new modern four-story plant. The special edition of Monday contained views of various parts of the new plant and was featured by an article in which E. J. Lynett, owner of the newspaper, traced the history of the *Times*.

NEW PUBLICITY DRIVE BOOSTS DOCTORS

Press Agent Bellows Puffing Medicos Whose Ethics Forbid Paid Advertising—Voluminous Handouts to Nation's Editors

The free publicity sensation of the week was furnished to newspaper editors far and wide by the great and honorable medical profession, through the “Medical Publicity Service,” operated by Reed and Carnrick, of Jersey City.

A green circular announced the plans of the service in the following extraordinary terms: “The doctors of this country—155,000 of them—are ethically bound by their oaths not to indulge in individual advertising or publicity. But editors know they are good material for editorials, news and feature stories. They are much misunderstood, underpaid and subject to unfair competition by quacks, without the means of getting their story before the public. Some day—in the not far distant future—there will be a great, co-operative medical campaign of education, paid space, in all newspapers. Until that time, and to speed its arrival, the use of material in this release is urged.”

Thus introduced the spirited publicity men proceeded to unload upon the press the following items: 8 short editorials, one entitled, “How Much Time Do Doctors Waste in Traffic”; 1 column article, “The Price of a Life vs. the Price of a Car”; feature story, “Doctoring the Opera House Songbirds”; one-half column article, “The Commissioner of Family Health”; 1 column article, “Are We Being ‘Doctored’ to Death?”; 1 column editorial, “Don't Call Him ‘Doc’”; 1 column editorial, “Doctors Express Yourselves.”

Any editor who uses this stuff may, it is announced, do so without carrying the copyright line, may edit the stuff as he may elect or give credit to the “Reed & Carnrick Medical Quarterly.”

An Illinois publisher who forwarded Reed & Carnrick's stuff to Editor & Publisher this week made the following comment:

“How soon do you suppose they'll be ready to advertise, if the newspapers of this country run this for them? And if it's unethical for an M. D. to run paid advertising isn't it also unethical for a newspaper to run free advertising for him?”

“If the ‘regular’ doctors are finding that the quacks and non-medical healers are cutting into their practices by using advertising, isn't it about time they were also finding that the best way to fight back is with paid advertising space over the signature of the American Medical Association?”

“If it's all right for religion to be advertised with paid space why isn't it all right for medicine to do so?”

Time and time again we have proved to the most skeptical that the complete checking proof service which we operate is the most practical and efficient method that any newspaper publisher can use for supplying his agencies and advertisers with ‘proof of insertion.’ The best proof we can offer of our ability to make good, is the results of our accomplishments—326 well satisfied subscribers.

The Advertising CHECKING BUREAU Inc.

538 So. Clark St.
CHICAGO



79 Madison Ave.
NEW YORK

MACHINE MEASURES ATTENTION VALUE OF COPY

(Continued from page 5)

ure frames were fastened in front of the openings, thus forming the "eyes" the face as seen in Fig. 1. These frames were large enough to take full the advertisements of the size appearing in the *Saturday Evening Post* and *Los Angeles Home Journal*.

by an ingenious arrangement the (—) x keys of a typewriter were connected with electric switches. When a passerby directed his attention to the left hand advertisement, the operator touched the switch which set the (—) key operating. This timing arrangement caused the key to be struck three times a second. When the passerby changed his attention to the right hand advertisement the operator pushed the left-hand switch and pushed the right, causing the x key to strike the paper three times to the second. A sample record obtained in this way appears as follows:

----- xxxxxxxxxxxxxxxxxxxx
----- xxxxxxxxxxxxxxxxxxx m 25.

Translated, this shows that a male, at 25 years of age looked at the first advertisement on the left for six beats (seconds), then to the right for 18 beats (seconds), back to the left for 4 beats, and again to the right for 15 beats. Mr. Nixon conducted three different experiments to test the value of color in attracting attention. In the first experiment two advertisements were exposed simultaneously to the view of the pedestrian who had stopped to look, attracted many cases by a newspaper black and white advertisement. Record was made of the length of time spent in looking at each of the two competing advertisements. One of the pair was colored, and one was white. The advertisements used were not necessarily of the same company or of a similar product. The investigator found in the experiment that neither the use of color nor the failure to use color made any difference in the length of time that the subject spent in looking at the advertisements. A group of 287 people spent an average (in thirds of a second) of 8.14 seconds looking at black and white while 284 people spent an average of 7.63 in looking at color.

In a second experiment a series of eight advertisements, four in black and white, and four exact duplicates except they were colored, were placed in the apparatus at a time and left in view while 50 people passed, a record being made of the number of people turning their heads to each. Exactly the same number of pedestrians looked at the black and white as the colored, while a slightly greater number stopped for a closer look at the colored group.

Mr. Nixon's third color experiment was comparing 54 black and white advertisements with 54 in color. The 54 in each were divided into sets of nine, representing pictures of men posing, men in

action, women posing, women in action, simple objects and complex objects. When the black and white advertisements were exposed 2,700 people passed, 1,034 looked and 127 stopped. Of the same number of people passing the color advertisements, 889 looked and 73 stopped.

Other findings resulting from Mr. Nixon's experiment may be summarized as follows:

Younger pedestrians showed a greater interest in the display than older ones.

Males and females showed about the same interest as measured by the tendency to turn the head in passing, but the men showed much greater tendency to stop.

Negro pedestrians were slightly less interested than whites.

No marked sex differences were found with regard to attention to advertisements having pictures of people or those having pictures of objects.

NEWS COMPANY INCORPORATED

Among the new Massachusetts corporations is the Saxe Agency, Inc., newspaper and magazine distributors, with a capital of \$50,000. The incorporators are Goldie Saxe, Myer Saxe and Samuel D. Saxe of Brookline and Harry Berger of Roxbury.

BLUE BOOK "SALE" ATTACKED

The National Better Business Bureau, Inc., New York, in its current bulletin attacks the "perpetual last call" of the advertisements selling "Little Blue Books," placed by the Haldeman-Julius Company, Girard, Kan. Following his announced determination to quit publishing the Little Blue Books, Mr. Haldeman-Julius, the bureau says, announced instead that he would raise the price of them from 5 to 6 and 7 cents. The most recent advertised quotations on Little Blue Books, however, the bureau adds, is at 4 cents.

Announcing 72-Point Now on the Ludlow

Ludlow 72-point in sluglines, a size long contemplated, is now ready in Caslon Bold.

This new size can be had by any Ludlow user from his present casting unit. To make any outstanding Ludlow caster available for delivering 72-point in sluglines, a slight change in mechanism is necessary. This change can be made by any Ludlow operator in a few minutes.

Cast in Sluglines on Your Ludlow Caster

With the Ludlow that is equipped for producing this new 72-point face, any size from 6-point condensed to full-width 72-point caps and lower case can also be cast at any time—without machine or mold changes.

Naturally, every newspaper executive contemplating the use of dry mats will ask: "Will these new 72-point Ludlow slugs stand up under the dry-mat roller?" The answer is contained in a special folder "How Ludlow Slugs Stand Up Under Dry Mat Pressure." Write for it today.

Ludlow Typograph Company

2032 Clybourn Avenue, Chicago, Illinois

San Francisco: Hearst Building, 5 Third Street
Atlanta: Palmer Building, 41 Marietta Street

New York: World Building, 63 Park Row
Boston: Cummings Building, 261 Franklin Street



Cline-Westinghouse
Double Motor-Drive
with full automatic
push button control

is used by

San Francisco Chronicle
San Francisco, Calif.

Ask them about it.

CLINE ELECTRIC MFG. CO.
Chicago: 111 West Washington Street
New York: 47 West 34th Street
San Francisco: First National Bank Building

EMPIRE CIRCULATORS TO DISCUSS RADIO

To Consider Effect of Broadcasting
News at State Meet Set for New
York Oct. 19-20—Bus vs. Railroad
Service Also a Topic

Effect on newspaper sales of radio broadcasting of elections, prize fights, world series or other big news events will be discussed by Fred S. Ohrt, *Niagara Falls Gazette*, addressing the annual convention of the New York State Circulation Managers Association, at the Hotel Martinique, New York, Oct. 19-20. Charles E. Blewer, *Binghamton Press*, is association president, and Alfred W. Cockerill, *Utica Press*, is secretary-treasurer.



C. E. BLEWER

Other speakers and their subjects will include: Glenn S. England, *Johnstown Leader Republican*, "Team Work Spells Success for Newspaper Circulation"; J. J. Allardice, *Brooklyn Eagle*, "Independent Carrier Delivery in Larger Cities"; P. L. Clar, *Norwich Sun*, "Street Sales in Smaller Cities"; J. S. Sullivan, *New York Daily News*, and B. W. Bloom, *New York American*, "Direct Delivery vs. Agency Operation."

Also: Martin A. Miner, *Syracuse Post Standard*, "Mail Promotion"; Dan W. Tanner, *Utica Observer-Dispatch*, "Suburban and Country Dealer Promotion"; Bernard Knight, *Syracuse Herald*, "Bus Service vs. Railroad Service"; W. F. Baldwin, *New York World*, "Effect of Tabloids on Standard Size Sales."

John T. Calkins, business manager of the *Elmira Star Gazette*, will discuss the value of circulation to the publisher.

Four past presidents of the International Circulation Managers Association will be introduced to the convention. They are R. S. Weir, *Buffalo Courier Express*; W. J. Argue, *Toronto Star*; J. McKernan, of Brooklyn, and A. E. MacKinnon, of New York City.

CIRCULATION ETHICS CODE PLANNED

Will Be Proposed to Carolinas' Circulation Managers' Association by Council, Durham Herald, at Spartanburg Convention, Oct. 18-19

A code of ethics for circulation managers will be drawn up and presented to members of the Carolinas' Circulation Managers' Association by C. C. Council, of the *Durham Herald*, at the association's seventh annual convention in Spartanburg, Oct. 18-19.

The convention will be opened Monday morning by Ben Hill Brown, Mayor of Spartanburg. Will X. Coley, acting president, will respond for the association.

Promotion of serial stories and other features will be taken up by H. L. Strickland, *Charlotte Observer*; R. M. Bynum, Jr., *Raleigh News and Observer*, will talk on the best methods of promoting street sales and handling sales boys.

J. L. Erwin, *Columbia State*; W. T. Corbin, *Greensboro News*; S. D. Bagwell, *Charlotte News*; J. M. Blalock, *Spartanburg Herald* and *Spartanburg Journal*, and V. L. T. Cooper, *Charleston Post*, will also speak.

MONITOR PLANS N. C. EDITION

Miss Ruth Sutton, of Kinston, N. C., is chairman of the "subject matter committee" to review copy for a special "North Carolina Supplement" to the

Christian Science Monitor, Boston, now being prepared.

GOLF DRIVING CONTEST

The *Chicago Tribune* will hold its second annual golf driving contest at Lincoln park October 17. The contest is open to both amateurs and professionals, with a 2-foot silver loving cup as the prize in the amateur division and \$200 in cash to attract those in the open contest.

10TH DISTRICT TO MEET IN BEAUMONT, OCT. 24

River Trip to Port Arthur to Mark
Opening Day—Progress on
\$500,000 "Advertise Texas"
Drive to Be Told

Members of the Tenth District, International Advertising Association, will hold their annual convention in Beaumont, Tex., Oct. 24, 25 and 26. Delegates en route to Beaumont will be entertained in Houston, Saturday night, Oct. 23, by the Houston Advertising Club and the Women's Advertising Club, James P. Simpson, Dallas, district chairman, has announced.

On Sunday, the opening day of the meeting, the delegates will take a trip down the Neches river to Port Arthur, where a dinner will be served in the evening.

General sessions will open Monday morning with Mr. Simpson presiding. One of the prominent speakers at the morning session will be J. R. Ozanne, advertising manager, Carson, Pirie & Scott, Chicago. In the afternoon L. A. Rodgers, secretary of the International Association of Display Men will give an illustrated talk on "The Value of Display to Retailers and to the Community."

One of the Tuesday speakers will be H. J. Kenner, manager of the New York City Better Business Bureau. His topic will be "Helping to Improve Retail Merchandising Conditions."

A newspaper man, C. B. Gillespie, vice-president of the *Houston Chronicle*, will talk on "The Newspaper, the Power Behind Advertising."

Progress to date on the campaign to advertise Texas will be told by John W. Carpenter, Dallas, president of the Advertise Texas Committee, Inc., under the subject, "Texas's \$500,000 Advertising Campaign."

Election of officers and selection of a place for next year's meeting will be the final business of the convention Tuesday.

KANSAS EDITORS TO MEET

Will Spend Two Days at State University, Lawrence, Oct. 22-23

Kansas editors will meet in Lawrence, Kan., Friday and Saturday, Oct. 22 and 23, for the annual round table conferences at the department of journalism of the University of Kansas. The round tables are the outgrowth of meetings which began some 15 years ago.

Prof. L. N. Flint, head of the department, announces the "order of events," as follows:

Oct. 22—Morning: Registration at journalism building; general sessions, lunch.

Afternoon: Round table for weekly newspapers, round table for daily newspapers; general session 3:30 p. m. with Irwin R. Kirkwood, editor of the *Kansas City Star* as the main speaker.

Evening: Dinner by the university to its editorial guests at University Commons, 5:30 p. m.

Saturday morning: Round table for daily newspapers; round table for weekly newspapers; 10:00 a. m., address "Better Business Methods," Alfred J. Graves, instructor in journalism, K. U., graduate and former head of the Tulsa (Okla.) Better Business Bureau; luncheon at noon to the visitors by the Lawrence Chamber of Commerce.

Afternoon: Homecoming game, Kansas vs. Nebraska, newspaper men as guests at the game.

PROSPERITY

Tune in on

INDIANA'S Prosperity Wave!

Indiana is always broadcasting its prosperity. Its strategic position in the heart of industry and commerce makes it the most desirable market for the national advertiser. A compact, unified state, with its rich farms, gigantic industries employing contented labor at high wages—where people live comfortably in their own homes—and who enjoy the best that life offers within their means.

A thrifty people who are interested in home-life, politics, sports, and who take pride in the enviable position of their state as a factor in the national life of their country.

Advertisers can make an intelligent appeal to Indiana's citizens as buyers. They will always listen to Reason, if your product is worthy of their attention—tell them your story through the papers listed below.

	Circulation	Rate for 5,000 lines
*Columbus Republican.....(E)	4,851	.03
†Connersville News-Examiner.....(E)	4,827	.025
†Decatur Democrat.....(E)	3,294	.025
*Fort Wayne Journal-Gazette.....(M)	36,070	.03
*Fort Wayne Journal-Gazette.....(S)	28,910	.08
*Fort Wayne News Sentinel.....(E)	43,021	.10
**Gary Evening Post-Tribune.....(E)	15,514	.06
**Huntington Press.....(M&S)	5,129	.025
†Indianapolis News.....(E)	127,079	.25
**Lafayette Journal & Courier..(M) 7,878 {	21,451	.06
(E) 13,583 }		
†La Porte Herald-Argus.....(E)	6,726	.04
**Marion Chronicle.....(E)	9,364	.04
†Shelbyville Democrat.....(E)	4,921	.025
†South Bend News Times.....(M) 9,751 {	26,788	.07
(E) 17,037 }		
†South Bend News Times.....(S)	25,980	.07
†South Bend Tribune ..(S) 21,874..(E)	22,755	.05
†Terre Haute Tribune.....(E&S)	22,273	.06

**A. B. C. Publishers' Statement, March 31, 1926.

††Government Statement, March 31, 1926.

*A. B. C. Statement, October 1, 1926.

†Government Statement, October 1, 1925.

95% of the NATIONAL LINAGE

carried by the daily newspapers
of the United States and Canada
is placed

by Advertising Agencies
and National Advertisers

whose equipment for the planning of campaigns and the
buying of newspaper space includes

EDITOR & PUBLISHER'S MARKET GUIDE

And they use it and consult it and rely upon it religiously
for the data that are so essential to them in choosing their
markets.

The Daily Newspaper Publisher
who wants to emphasize the
sterling coverage of his trading
area by his paper can get his story
across in no other medium so quickly,
so permanently, so dramatically, so logically.

The 1926 Edition will be issued in November. If you have
not already reserved your space, it is high time to attend
to it at once, for the forms will soon close.

A. B. C.
Charter Member

EDITOR & PUBLISHER
SUITE 1700 TIMES BUILDING NEW YORK

A. B. P.
Member

BUILDING NEWSPAPER CIRCULATION

Jack Estes on Dallas News Puts High School Boys to Work With Success—Gaining a Closer Relationship With Rural and Suburban Readers—P. A. Bloom Made Circulation Manager of New York Mirror

AROUND the slogan "A Paper at the Door is Worth Two in the Yard," Jack Estes, circulation manager of the *Dallas* (Tex.) *News*, has built up a sampling and sales campaign that has aided him considerably in solving problems coincident with a change from men to high school boy carriers in his city.

"The result of the first three months operation has been very satisfactory," Estes said this week. "We expect to solve what have hitherto been problems of service and solicitation with the new system."

The fact that the high school boys had to deliver their papers at an earlier hour than the men was turned into an effective sales argument by Estes. In notices to subscribers, the *Dallas News* made it plain that the new metropolitan delivery plan would "enable all our readers to get their paper at an earlier hour—each copy to be delivered flat on your porch, regardless of weather conditions."

On the day the new carrier system went into effect, Estes took care to introduce *News* subscribers to the boys delivering the route. On every home-delivered paper was pasted a small pink slip, headed "Good Morning" and reading:

"How do you like the way your paper is delivered today?"

"I am your new route carrier. I go to school and have this privilege of serving you each morning, rain or shine. The special early service—unrolled papers—my boss says, is just about the last finishing touch of service, and well becomes the *Dallas News*. Our editors tell us they are giving us the best newspaper possible. Now we boys realize that any improvement must come through our services from the presses to your door."

"I am proud of you as my subscriber. Thanks!"

Space was left for the carrier boy's signature.

In illustrated dodgers, left at the doors of present and prospective subscribers, Estes went into further detail about the new system. The picture, illustrating the slogan "A Paper at the Door is Worth Two in the Yard," showed a carrier carefully placing a copy of the *News* on a front porch.

"Our new system embodies the services of high school boys," the text of one dodger read in part. "These young men are in need of earning extra compensation to assist them in getting an education. We need the reliable service they are capable of rendering. Most of these boys are in business for themselves for the first time."

"The weekly collection plan eliminates bookkeeping and makes possible the reduction in subscription price. (The *News* is now being sold home delivered for 15 cents a seven-day week). The boys will appreciate your co-operation in rendering it possible to make collections each week at the home rather than necessitate calls at the husband's downtown address."

"More than 200 boys—the finest type of Texas youth—are serving *Dallas News* readers, making it possible for the subscriber to have each morning early an unrolled paper, flat, near, or in the door of your home, rain or shine, hot or cold."

When leaving sample copies at the homes of non-subscribers, another dodger is used, which reads in part as follows:

Dear Reader:

"Please accept the sample copy I am leaving for you."

"I am just starting in business for myself. The *Dallas News* has given me this territory, which includes several blocks, and your home is on my route. I buy my papers from the *Dallas News* at a wholesale price and sell them to my customers at retail, just the same as a merchant buys and sells goods. The more customers I have the more papers I sell, and the more money I make. As my

route includes only a few blocks, I must get every possible customer. To do this I must give the very best of service. My motto is 'Promptness and Courtesy.' Promptness means to deliver the paper at the same time early every morning. I can easily do this because my route is short and I can walk over it in about an hour. It is to my interest to start early, as I must return home, eat breakfast and get to school on time."

"Courtesy means to fold each paper neatly and place it right at your door, where you can reach it easily. When it rains I will take pains to place the paper where it will not get wet. If I had a big route and had to throw my papers from a moving automobile or other vehicle, I could not guarantee dry papers in wet weather."

By sponsoring rural baseball in its territory, the *Rochester* (N. Y.) *Democrat and Chronicle*, believes it has found a successful way to gain a closer relationship with its rural and suburban readers.

For the second year this newspaper sponsored several amateur baseball leagues in every city and village in its territory outside of Rochester. Invitations were issued in the spring.

"The response was beyond all expectations," Boyd E. Hart, member of the newspaper's staff wrote EDITOR & PUBLISHER. "Twenty-four teams, representing eight counties, sought entry and they were divided into four groups of six clubs each. Nearly 2,000 fans paid International League prices to see some of the final games."

Howard W. Kemp of the editorial department of the *Democrat and Chronicle* and the *Rochester Herald*, handled the organization work and direction of the leagues.

The *Scranton* (Pa.) *Republican* sent a number of its carrier boys to see world series games in return for good work performed in the interest of the newspaper. Circulation Manager Buck looked after the youngsters while in attendance at the games.

P. A. Bloom, formerly connected with the Macfadden Publications, Inc. and the *New York Evening Graphic*, has been appointed circulation manager of the *New York Daily Mirror*.

The *Seattle Star* held a county fair for children, Oct. 16. All garden products, fruits, flowers and vegetables were exhibited and the fair was open to all boys and girls in King county, city or country, under 15. Prizes were given for the best specimens exhibited.

The *Scranton* (Pa.) *Scrantonian*, a

creating
Impression!

nearly half the 2013
national advertisers
using the Cleveland
Plain Dealer in 1925
used it exclusively.

The Plain Dealer
ONE Medium—ONE Cost (ALONE) Will sell it

J. B. Woodward
110 E. 42d St.
New York

Woodward & Kelly
360 N. Mich. Ave.
Chicago

Sunday newspaper, is now putting out a Saturday night sport extra. It appears on the streets at 10 o'clock each Saturday evening.

Forty-seven carriers of the *Worcester* (Mass.) *Evening Post* left Worcester Sunday on a trip to Niagara Falls as the guests of the Post. The trip was offered to all carriers who obtained a certain number of new six-month subscriptions for carrier delivery. Those who did not make the trip received a commission. As another means of boosting circulation, the Post is giving coaster wagons to all those who obtain five new six-month carrier subscriptions.

The boys were accompanied on the trip by Harold H. Sloan, circulation manager of the Post, James T. Kelly, assistant circulation manager and Israel Isenberg, country circulation manager, as well as by several district men. Valuable assistance to the carrier party was given by George Erb, Jr., country circulation manager of the *Buffalo Evening News* and roadman Alfred L. Murbach.

"This carrier promotion stunt," Mr. Sloan said, "netted more than 1,200 subscriptions, representing an increase of 500 on the carrier circulation."

The *New Bedford* (Mass.) *Times* is offering footballs to those obtaining a certain number of six-month subscriptions in a campaign to boost circulation figures.

Minor Shutt, formerly editor of the *Sweetwater* (Tex.) *Daily Reporter*, has been named circulation manager of the *San Angelo* (Tex.) *Daily Standard*.

The *Chicago Evening American* recently awarded a \$100 first prize and a \$25 second prize in a contest for the best pictures taken by premium cameras given away for one subscription to the paper. Women won both prizes. The contest was conducted by the junior carrier department of the *American*.

"Radiographs," a new contest, is being run by the *Chicago Daily News* in con-

nection with its broadcasting station WMAQ. The paper every week will print a blank ruled into squares and numbered. Then instructions will be given over the radio for drawing lines which if properly followed will result in pictures of birds, animals and people. Cash prizes will be awarded every week for the best "radiographs" submitted—the outline drawing made by following the broadcast directions to be shaded or colored in as the contestant desires. There will be prizes for children up to 14 years of age, for youths and older boys and girls up to 21 years, and still other prizes for adults.

The *Chicago Daily Journal* will award \$750 in prizes to the prettiest bride of September or October, in connection with the radio show held this week. The *Journal* will present a console radio set and living room furniture to the prettiest bride whose name is registered at the *Journal* booth.

664 National Accounts out of a total of 898

—selected the Miami Herald as the medium in which to present their message to the Greater Miami Trading Territory.

492 Used The Herald Exclusively!

These figures apply to the first EIGHT MONTHS of the present year. And remember, The Miami Herald gives the National Advertiser GREATER HOME COVERAGE than any other Miami newspaper.

The Miami Herald

Florida's Most Important Newspaper
Frank B. Shutts, Publisher

Regional Advertising

at
Regional Rates
in

**The Christian Science
Monitor**

An International Daily Newspaper
Publishing SELECTED ADVERTISING
**ATLANTIC, CENTRAL and
PACIFIC Editions**

Rates and Circulation Data
Supplied on Request

ADVERTISING OFFICES

Boston	New York	Kansas City
Philadelphia	London	San Francisco
Chicago	Paris	Los Angeles
Cleveland	Florence	Seattle
Detroit		Portland

"Buy What You Can Use"

**HALF A STATE
COMPLETELY COVERED**
at one Combination Rate
EVENING MORNING
COURIER POST
Two Great Newspapers—Published at Camden, N. J.
National Representatives
STORY, BROOKS & FINLEY

in
Detroit—

Free Press circulation
reaches 31,000 more
than the total number
of families owning their
own homes.

The "Free Press"

"Starts the day in Detroit"

With a stable, uninflated,
liberal priced circulation
productive of greater adver-
tising returns at lower cost.

first! OHIO

14,882,648 Lines

Dispatch advertising record for the first eight months of 1926, exceeding other Columbus newspapers combined by 1,944,151 lines. The Dispatch led the second largest Ohio newspaper (first 6 mos.) by 2,047,726 lines.

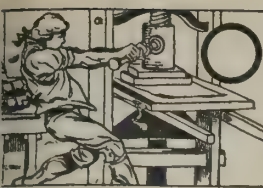
NET PAID CIRCULATION

CITY	55,812
COUNTRY	23,666
SUBURBAN	26,973

Total Daily Circulation, 106,451

Columbus Dispatch

OHIO'S GREATEST HOME DAILY



OUR OWN WORLD OF LETTERS

By JAMES MELVIN LEE

ME account of the part played by newspapers during the early days of War of the Revolution may be found in Samuel Adams—Promoter of the American Revolution" (Henry Holt and Company) by Ralph Volney Harlow, Assistant Professor of History in Boston University. Because this volume deals with the psychology and politics of the period it will help the editorial writer to understand the underlying causes of the situation of the colonies to Great Britain. Samuel Adams was much more closely associated with the papers of his period than previous histories have admitted. Early as 1747 Adams had organized a literary club dubbed by its opponents "Whipping Post Club" because of advanced ideas of its members. This was instrumental in starting the *Public Advertiser* which, while it lived only a short time, "put pep in the patriots," in the language of the street. Adams was a frequent contributor to this sheet though it has been impossible to trace his contributions.

The Stamp Act of course stirred Adams and his friends to action. Their medium was the *Boston Gazette*, a sheet that was to be known as the pet of the patriots. The *Boston Gazette*, published by John Gorton and Gill, had what might be called a sworn circulation of 2,000 copies—a remarkable achievement for the time. Its picric attacks upon the Stamp Act and its pointed demands for action on behalf of American "constitutional rights" brought this denunciation of Governor Bernard of Massachusetts, an infamous weekly paper which has been noted with Libells of the most atrocious kind.

Professor Harlow makes this comment on the press activities of Adams:

He does "public" opinion, so-called, not content to prove upon examination, to be the pet of a few self-appointed leaders, who take upon themselves the responsibility of deciding what the community shall be made to think and what shall be directed to act.

In the connection of Adams with the printing, Professor Harlow prints the following:

In addition to writing himself, Adams played an important role in directing what might be called the editorial policy of the *Gazette*. This of the Caucus Club was always full of propaganda, and Adams's own contributions formed but a small part of the virulent and dogmatizing and inflammatory material which appeared. From 1770 on the *Gazette* was edited by the new paper founded by Thomas, the *Massachusetts Spy*. If possible, the sheet outdid the other in its radicalism and violence of tone.

It may be noted in passing that Adams may sign his own name to his contributions to the *Boston Gazette*. As was the custom of his day he used such nominals as "Chatterer," "Vindex," "Idus," or "Valerius Poplicola," to name only a few of his pet pseudonyms. In this study of Samuel Adams so heavily on the columns of New England newspapers of the colonial period would strongly appeal to newspaper men of today. Indeed, the frequency of quotations is a fine tribute to the policy of the pioneer press of this country.

The book itself presents a personality of one of the most interesting characters in American history—Samuel Adams.

AR A. MOWRER, chief of the Berlin Bureau of the *Chicago Daily Tribune* contributes to *Harper's Monthly* for October an illuminating article on "How the Dawes Plan Works." Being the World War Mr. Mowrer is correspondent for the *Daily News* in Belgium, and in Italy. His brother, Paul Mowrer, is also connected with the *Daily News* as a foreign correspondent.

UNDER the somewhat striking caption "His Master's Voice," *The American Mercury* for October prints a personality sketch of Ivy Ledbetter Lee from the pen of Henry F. Pringle. Mr. Pringle, who was graduated from Cornell, is now on the staff of the *New York World*. In connection with this article the story is told of how a reporter on the *New York Herald* obtained an interesting interview with the late J. P. Morgan.

SIXTY-TWO newspapers in as many cities co-operated in compiling "A Study of 81 Principal American Markets." Copies of this book may be obtained from the 100,000 Group of American Cities, 19 South La Salle Street, Chicago, Illinois.

From this volume the *New York Times* has taken ten statistical pages for its booklet, "A Study of the New York Market." The other six pages of text tell about the *Times* and its distribution.

INTERESTING hours for newspaper workers may be found in "Adventures in Editing" (D. Appleton Company) by Charles Hanson Towne—even though the book deals with magazine rather than newspaper editing and making. Towne has had editorial connections with so many magazines that his volume has a remarkable catholicity in points of view. He began his editorial career, when only 11 years old, on a monthly periodical which he produced on his own typewriter. To this publishing venture he gave the very appropriate title, *The Unique Monthly*. He later had to bury it, but as he himself remarks "with no tears and few regrets." His latest editorial connection is as editor of *Harper's Bazar*.

In between these positions Mr. Towne edited a magazine for the Worthington Pump Company of Brooklyn. Then he assisted John Brisben Walker in putting out *Cosmopolitan Magazine*—at that time published at Irvington-on-Hudson. One of Walker's peculiarities was a distaste for telephones. Communications with the outside world had to be by telegraph. But Walker with the help of men like Towne produced a great magazine, until he became an automobile manufacturer. This change in interest undoubtedly explains the change in ownership of the *Cosmopolitan*—as Mr. Towne intimates in his book.

Whether Towne made the *Smart Set* or the *Smart Set* made Towne is a matter of debate. It would be safe to say that his association with that monthly is the one that will be the longest remembered by magazine readers. Handicapped by a limited exchequer he nevertheless did

wonderful work in developing new writers. To a new contributor he once sent a check for \$17 for a 1,700 word story. Small as this payment was, the contributor came back with another yarn at the same rates—only to come to New York a little later where he achieved literary fame under the nom-de-plume of O. Henry. Who discovered O. Henry is another matter of debate, but Towne was among the first to recognize the popularity of this great technician in the field of fiction.

It was while Towne was with the *Smart Set* that a compositor played a trick that still goes the rounds of editorial rooms. Ella Wheeler Wilcox sold Towne a poem which began:

My soul is a lighthouse keeper.

The printer put it into type as follows:

My soul is a light housekeeper

From the *Smart Set* Towne went to the Butterick Company as fiction editor of *The Delineator*, *The Designer*, and *The Woman's Magazine*. His adventures in editing while with these three magazines are told in detail and give the reader an interesting glimpse of how the wheels go round in a magazine plant. The next shift was to *McClure's Magazine* and then to *The Metropolitan*. The briefness of the latter connection cut short some interesting experiences. But Towne will have a chance to finish them on *Harper's Bazar*.

The editorial phrase "read with interest" exactly describes my perusal of "Adventures in Editing" by Charles Hanson Towne.

A VOICE that is well-known through radio broadcasting is that of H. V. Kaltenborn, associate editor of the *Brooklyn Eagle*. His chats over the air on current events have made his remarks almost a spoken newspaper.

His radio audience is familiar with how he was deprived by one of the broadcasting stations of any expression of editorial opinion. Consequently this au-

dience will find added interest in the article "On the Air" which he contributes to *The Century Magazine* for October.

This article takes up somewhat in detail the responsibility of the radio as a mold of public opinion. Both in subject matter and in mode of treatment this article in *The Century* is very similar to the address which Mr. Kaltenborn gave before the World's Press Congress at Geneva and which was reported at the time at some detail in *EDITOR & PUBLISHER*. Because the points covered in the article and in the address are the same no extended notice is needed in this department.

FUNK AND WAGNALLS COMPANY of New York City announces for publication this month "Dorothy Dix: Her Book." The advance notice says that the volume contains the best thoughts of "the little lady of New Orleans" as expressed in a life time of newspaper writing.

Largest Evening Circulation in Largest Market

For 26 consecutive years the Evening Journal has had the largest evening circulation in America—concentrated in New York and suburbs. More than DOUBLE the circulation of any other New York evening paper.

NEW YORK JOURNAL

America's Largest Evening Circulation and at 3c a copy

A paper with the people

The public decides the progress of a newspaper.

The continuous rising circulation of the New York Evening Graphic vividly demonstrates popular acceptance of this newspaper as a medium of unusual reader interest.

Advertisers daily realize the benefit of this power through achieved results from the advertising columns of the New York Evening Graphic.

With a constantly increasing circulation, plus a constant growth in advertising lineage, the New York Evening Graphic offers the advertiser an extremely profitable opportunity.

Published by BERNARR MACFADDEN

NEW YORK EVENING GRAPHIC

H. A. AHERN, Advertising Mgr.
25 City Hall Place
New York City

THE WELFARE COMMITTEE of the INTERNATIONAL CIRCULATION MANAGERS ASSOCIATION

Can supply you with competent circulation men of capacity and ability capable to take entire charge of your department or to fill important posts in the department.

Address the Secretary-Treasurer please, Mr. Clarence Eyster, care Star Building, Peoria, Ill.

Detroit

Fourth Largest City

Complete coverage with one paper.

The Detroit News

Offers advertisers unusual opportunities

LARGEST WEEKDAY CIRCULATION in the City

The Item Tribune

NEW ORLEANS

RADIO MEN APPLAUD BAN ON PROGRAM PUBLICITY

(Continued from page 9)

ning's entertainment from the radio program in the newspaper. But there isn't one fan in a thousand who listens to Chicago because of the musical entertainment which it offers him. Distance affects quality of reproduction so detrimentally that a program under ordinary conditions, more than 200 miles away, offers a very poor comparison to the most mediocre local station.

In New York, for instance, it is likely that WEA, WJZ and WHN engage the attention of 80 per cent of New York's listeners. There are two or three other stations for which space might be spared and there are half a dozen stations in New York which are listened to primarily by those so close to them that their superior volume forces them upon a neighborhood following. Programs from Chicago and Boston are as thrilling to the radio fan seeking entertainment as a cubist exhibition is to a colorblind bricklayer. Distant listeners would be satisfied if the only thing broadcast by out-of-town stations was uninterrupted repetition of their call letters. So twelve inches of detailed programs of the more important local stations would meet 90 per cent of the needs of local listeners. In that space, the program of five or six locals could be published in complete detail together with a list of outstanding features of stations within range of good reproduction.

The needs of most long distance enthusiasts are satisfactorily met by a complete list of stations, their wavelength and frequency, and the time that they are on the air for evening hours only.

If a newspaper wanted to do an especially good job for the long distance enthusiast, it could publish a time chart as well as a list of stations, indicating by a series of Ben Day shadings or different styles of rules, the nature of the program broadcast at various hours. If only five different designations are feasible, the following classification would serve: 1. Talks, 2. Dance Music, 3. Classical Music, 4. Soloists, 5. Entertainers. By devoting one line to each station, this information could be carried for fifty out of town stations in a total of four column inches of space. That's a lot better than 40 inches. In 16 inches, allowing 12 for locals and 4 for distant stations, the needs of most broadcast listeners would be met.

If more detail were desired for the long distance chart, here is a suggested list of classifications: 1. Educational Lectures, 2. Speeches, 3. Farm Information, 4. Weather and Time Reports, 5. Sporting Events, 6. Dance Music, 7. Classical Orchestras, 8. Bands, 9. Instrumental Soloists, 10. Male Vocal Soloists, 11. Female Vocal Soloists, 12. Male Quartettes, 13. Mixed Quartettes, 14. Drama, 15. Humorous Entertainers, 16. Bedtime Stories, 17. Chain programs from New York.

The objection might be raised that interpreting 17 different kinds of shades on a sheet would be difficult for a long distance enthusiast. Nothing is too difficult for a long distant enthusiast. He would work out a full page crossword puzzle to identify a single, long distance station and consider his time well spent. As a matter of fact, if he hears a dance program from a distant station at a certain time and can follow down a column designating that particular hour to obtain a list of stations which are broadcasting dance music at that time and, knowing from the position of his dials the approximate wavelength on which the program is broadcast, he can narrow down the station which he seeks to identify to one or two.

Of course, this would make much more work in editing radio programs, but, if the complaint is that valuable space is being wasted, cutting it by nearly 70% should justify the effort.

Another complaint is in regard to the mention of advertisers who buy time on

the air. By reducing the amount of space devoted to program publication, this abuse is proportionately decreased. How serious is the harm in mentioning such a feature as Eveready Hour? If it has news value, isn't it worth publication? Does the news read that a famous Detroit automobile manufacturer purchased antique furniture at a New England town or does the newspaper say that Henry Ford bought the Wayside Inn?

If you substitute for Eveready Hour, "classical orchestra," or anything else you please, the newspaper is wasting its space. In the last analysis, all news is advertising in the sense that it brings the names of individuals before the public. Newspapers discriminate against those who perform stunts in order to create news about themselves. On the same basis, the broadcaster who uses radio for the sole purposes of obtaining space in the newspapers, or stations which sell time on the air because of its newspaper publicity value, should certainly be discriminated against.

No reputable broadcasting station sells newspaper publicity space. It is too busy selling the value of its facilities as a means of gaining goodwill to that limited class of advertisers which can use it to advantage. A broadcaster who sells free newspaper space or who sells his medium on the basis that it performs the function of advertising is a poacher.

If the user of broadcasting is after newspaper space, it can be bought much more cheaply from the newspapers directly. The most successful users of broadcasting advertise with paid space in newspapers the feature which they are presenting. This practice will continue and grow because it increases the listening audience. They also advertise their products in the newspapers in order to present direct selling arguments because the radio audience is substantially the newspaper reading audience. They use the newspaper for selling purposes, for the presentation of selling arguments, and radio for the purpose of gaining goodwill and sympathetic attention to their advertising.

Since the newspapers sell goods and radio wins sympathetic name publicity, radio and the newspapers are non-competing. Winning favorable attention to trade names helps to make newspaper advertising more effective. As a competitor for the newspaper's dollar, radio is one of such small proportions that it is ridiculous to regard it with any apprehension. If the revenue from commercial broadcasting ever reaches a total of 1 per cent of the amount spent for newspaper advertising, it may be complimented on its tremendous growth.

The combined income of all the stations on the largest broadcasting chain in the country is smaller than the advertising revenue of many a newspaper in towns of less than 50,000 population. The number of concerns which can profitably use name publicity is limited to those having immense distribution, affecting every class of society. Naturally, such concerns are newspaper advertisers. As the limitations of the radio medium become known, it will be found to be inevitably associated with large newspaper advertisers and persistent newspaper advertising. It is a supplementary medium and not a primary one.

One of the things mentioned by Mr. Robb is the obligation of set manufacturers to support broadcasting. If the purchase of a radio set included its share of the cost of presenting the programs which are radiated during its useful life, the price would be prohibitive. The obligation of set manufacturers to support broadcasting is no greater than that of newsprint makers to publish newspapers or phonograph makers to give a perpetual supply of records. Of course, if newspapers were to suspend publication, newsprint makers would busy themselves with checking their discontinuance. If broadcasting stations are closed down, set manufacturers would take steps to keep a desirable number (less than half now operating) running.

Radio set manufacturers contribute liberally to broadcasting by maintaining stations and by presenting paid talent. The public will not pay for broadcasting

directly and the radio industry is in exactly the same boat on that score as newspapers are with regard to baseball and radio news. It's a shame that the persons who profit do not pay directly, but they do pay, in one form or another, in the end. Since other than radio set manufacturers can and do profit from broadcasting by the goodwill which it can secure for them, what valid objection is there to sharing the cost in proportion to the goodwill value which they obtain? Because that's one dollar that can't be spent directly on newspaper advertising? The same argument applies to every cent spent by every corporation for anything except newspaper advertising. The power of the argument will disappear when broadcasting's functions and limitations are fully recognized and understood.

Another abuse mentioned is the free publicity which set manufacturers secure in newspapers. This is an abuse in newspaper editing and not an abuse of radio. If newspapers publish publicity, of course set manufacturers cannot be blamed for giving it to them. The radio industry has demonstrated its faith in newspaper advertising by buying paid space liberally. If that advertising has been gained with publicity as a bait, it is time for the newspapers to realize it.

Apparently some newspapers prefer free publicity to radio features that cost money. I have observed a number of radio syndicate features which have starved to death because of free publicity competition. Possibly these features have not been an expert diagnosis of newspaper needs, but that difficulty would certainly be remedied if newspapers supported radio syndicate features.

A. B. C. MEMBERS LINE UP FOR PROXY BATTLE

(Continued from page 7)

Bureau has the soundness of this fundamental theory been assailed. Your board in its annual report for the year ending Oct., 1920, stated:

"Perhaps the most encouraging trend of opinion regarding the work of the bureau on the part of publisher members, has been the expression of desire from various classes of members and from various sectional bodies of members to secure direct representation on the board of directors."

"Various groups of publishers have felt that they individually should have representation on the board and the board views with pride this desire on the part of these sectional organizations for individual representation, because it evidences the growing recognition of the work of the bureau and the responsibility of its government."

"Nevertheless, the board passes this matter along to the convention at this time for its consideration, if it so desires; but the board desires to call particular attention in the consideration of this subject, to the fundamental principle on which the bureau is based, in regard to representation on the board of directors."

"It was regarded by the founders of bureau as being a rule which should be held inviolate, that the board should be composed of a majority of advertising members."

"But, as a matter of fact, in a meeting of the board of directors, a stranger would find it impossible to determine to which class an individual director belonged. Every member of the board uses his responsibilities and duties in the broadest possible manner, and the discussions the rules made are in the interests of the board and not in the interests of any individual section or class. The wonderful characterizing the meeting of the board has demonstrated the wisdom of the founders of the bureau, and any change that are made should be made with extreme caution."

"As a matter of fact, the only way which additions can be made to the board would be by proportional additions to advertiser membership on the Board. At the present time there are two advertising members, two newspaper publisher members, two magazine publisher members, two farm paper publisher members, two business paper members, making in all. It is necessary, therefore, to elect eleven advertiser members. In various publication divisions there is sectional consideration. A member is elected from the South, or the West, or from Canada, at the choice and discretion of the individual publication division, whose wishes are regarded almost as law in the convention when the election of Directors occurs."

"It is hoped that this broad, international character of Bureau's work will be perpetuated, that no sectional divisions occur in making up the membership of the board of directors."

After a thorough discussion at the convention the membership reaffirmed principles on which the bureau was founded.

This somewhat lengthy communication is in response to many requests for information in regard to this matter of fundamentals of the bureau."

"If larger representation is given to newspapers on the board of directors, may mean either domination of the board by one class of membership or a proportional increase of all classes of membership which would make that body unwieldy if not impracticable."

This is the argument advanced by the sections of the membership of the A. B. C. and should be taken into consideration in weighing proposals advanced for increase of representation in any class of the bureau's membership.

There are several members of the committee of New York newspaper publishers who may not have been or are not familiar with the fundamental principles on which the Bureau was founded.

It is hoped that with this information they will wisely execute the proxy power which they have solicited, so that at this convention of 1926 there may be a reaffirmation of the principles which have made possible the success of the Bureau in its work for the publishing and advertising world.

~FOR PROMPT SERVICE~

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BORDERS ~ ORNAMENTS ~ BRASS RULE

Printers' Supplies

KELLY PRESSES ~ KLYMAX FEEDERS ~ PAPER CUTTERS
HAMILTON WOOD AND STEEL EQUIPMENT, INCLUDING OUR
AMERICAN CUT-COST EQUIPMENT

Carried in stock for prompt shipment at the following Selling Houses of the

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BALTIMORE	PITTSBURGH	ST. LOUIS	DENVER	WINNIPEG
	CLEVELAND	MILWAUKEE	LOS ANGELES	

USE HEADS SEVENTH DISTRICT AD CLUBS

Business College Executive
 named President at Tulsa Sessions
 —St. Louis 1927 Conven-
 tion City

A. Guise, manager of the Tulsa Business College, was unanimously elected chairman of the Seventh District Advertising Clubs, International Advertising Association, at the sixth annual meeting in Tulsa, Okla., Sunday, Monday and Tuesday of this week. Attendance at the convention was hampered by heavy rains in the states comprising the district, Kansas, Oklahoma, Arkansas, Missouri and Louisiana. St. Louis was chosen as the place for the 1927 meeting, the date to be selected by the delegates.

The Tulsa Advertising Club was hostess for the delegates. Monday afternoon was devoted to an automobile tour of the city followed by a luncheon at the Mayo Hotel. Dr. John H. Evans spoke on "Some Creative Ideas in Advertising." General sessions began Monday. Gov. L. B. Trapp, Mayor Newblock of Tulsa and President Fred L. Foster of the Tulsa Advertising Club spoke briefly to the visitors. Monday's sessions stressed merchandising problems. A luncheon was held at noon at the Tulsa club. At night a dinner-dance was held at the hotel ballroom for the delegates and their wives. Golf was a special attraction for the visitors. Herman Lewis, president of the Advertising Club of St. Louis, spoke Monday on "The Greatest Force in the World."

MOTOR CYCLE REPORTING

ane Courier Reporter Covered
 23,000 Miles in 10 Months

tip to American editors may be found in the practice of the *Brisbane Courier*, which has furnished a staff writer with a motorcycle to get news and ranch copy for its "Man on the Road" page.

ix H. Hibberd, the writer, covered 23,000 miles in the last 10 months, riding a motorcycle with a side-car attached, in which he carried a portable typewriter, a camera, copy paper, spares, and his personal belongings. "The scenery is good," Hibberd writes in his experiences for the *Australian Journalist*. "There are stacks of hay in it all. If one feels poetic, there is no end to it. The variety and diversion make the ride a pleasure."

TERNITY HOST TO EDITORS

ma Delta Chi, national professional fraternity in journalism, took the lead part in observance of "Fall Press Week" in the Department of Journalism at the University of Wisconsin, Saturday, Oct. 9. Central New York Press Association was entertained by the Syracuse University chapter of the fraternity following the convention. President Hugh Parker of the association, editor of the *Oneida Post*, presided.

The Los Angeles Evening Herald
 consistently carries more paid advertising than any daily newspaper in the west

Representatives
 New York Chicago San Francisco
 W. Moloney John H. Lederer A. J. Norris Hill
 Times Bldg. 910 Hearst Bldg. 710 Hearst Bldg.

AD-TIPS

N. W. Ayer & Son, 308 Chestnut street, Philadelphia. Has secured the following accounts: Carbide & Carbon Chemical Corporation, "Paro-fax" and "Prestone" New York, and Clendenin, West Virginia; Carlton Hotel, Washington, D. C.; Gerber & Company, Knight Brand Gruyere Cheese, New York. Again placing orders with newspaper in various sections for Fownes Bros., Fownes gloves, New York.

Blackett & Sample, 58 East Washington street, Chicago. Placing account of the Northern Paper Mills, northern tissue, Green Bay, Wis.

Blackman Company, Inc., 120 West 42nd street, New York. Placing account of the Packer Manufacturing Company, Inc., New York, manufacturers "Packer's" tar soap and shampoo.

Calkins & Holden, Inc., 247 Park avenue, New York. Now handling account of Rogers, Lunt & Bowlen Company, silversmiths, New York.

Caples Company, 2402 Grand Central Terminal New York. Reported to be planning an extensive newspaper campaign for the National Tourists Commission, Havana, Cuba. Now handling account of the Great Western Railway, London, England. Now handling account of Delpark Inc., Newark, N. J., manufacturers of Delpark underwear, pajamas and soft collars.

Cecil, Barreto & Cecil, 12th and Bank streets, Richmond, Va. Has secured account of the Seward Trunk & Bag Company, Petersburg, Va.

Charles Advertising Service, 23 East 26th street, New York. Reported will place orders with farm papers for the Riverview Farms, Inc., asparagus roots, Bridgeton, N. J.

Dake-Johanet Agency, 1238 So. Hill street, Los Angeles. Has secured account of the Doraldina, Inc., cosmetics, Hollywood, Cal.

Foot & Morgan, 247 Park avenue, New York. Now handling account of the Morene Products Company, wall finish, New York.

Albert Frank & Co., 14 Stone street, New York. Reported to have secured account of the De Jur Products Company, radio, New York. Now handling account of the General Instrument Corporation, manufacturers of radio accessories.

Albert Frank & Co., 134 South La Salle street, Chicago. Placing accounts of the C. & E. Railway. A joint Florida campaign comprising the three lines: C. & E. L.; L. & N. and N. C. & St. L. will also be handled by the Chicago office of Albert Frank & Company.

Harry M. Frost Company, 101 Tremont street, Boston. Placing orders with newspapers in various sections for the Telephone Corporation of America, radio, New York.

Charles C. Green Advertising Agency, Inc., 450 4th avenue, New York. Now handling accounts of the New Mix Products Company, Inc., New York, manufacturers "New Mix" tooth paste and Oakite Products, Inc., New York, manufacturers "Oakite."

Charles W. Hoyt Company, Inc., 116 West 32nd street, New York. Has secured account of the Calorol Burner Corporation, New York, manufacturers of Calorol Oil Burner.

Klau-Van Pietersom-Dunlap-Younggreen, 417 Sycamore street, Milwaukee. Has secured the following accounts:

The Aeroshade Company, Waukesha, Wisconsin.

The Wisconsin Food Products Company, Jefferson, Wisconsin—manufacturers of margarine, nut butter, evaporated milk and other dairy products.

McLain-Simpers Organization, Stock Exchange Building, Philadelphia. Has secured the account of William Sellers & Company, Inc., Philadelphia, manufacturers of machine tools.

John O. Powers Company, 247 Park avenue, New York. Reported to have secured account of the Alden Mfg. Company, "Na-Aid" radio sockets and De Luxe dials, Springfield, Mass.

Reimers & Osborn, 285 Madison avenue, New York. Now handling account of Cordley & Hayes, "XX Century Water Coolers," New York.

F. J. Ross Company, 119 West 40th street, New York. Placing orders with newspapers in

various sections for the Lockwood Bracket Company, "Laco" castle soap, Boston.

Sackheim & Scherman, 218 West 40th street, New York. Now handling account for the American Electric Corporation, refrigerators, New York.

Frank Seaman, Inc., 470—4th avenue, New York. Reported to have secured account of the Ground Gripper Shoe Company, Boston.

Shankweiler Advertising Agency, Allentown, Pa. Placing orders with newspapers in selected sections for L. F. Grammes & Sons, "Prim" hair pins, Allentown, Pa.

Sheridan, Shawhan & Sheridan, 366 Madison avenue, New York. Placing orders with newspapers in selected sections for the Ward Baking Company, Ward Cakes, New York.

Spafford Company, 10 Arlington street, Boston. Reported to have secured account of Smith & Wesson, firearms, Springfield, Mass.

Street & Finney, Inc., 40 West 40th street, New York. Reported to have secured account of the Wm. L. Gilbert Clock Company, Winsted, Conn.

J. Walter Thompson Company, 244 Madison avenue, New York. Placing account of the Stanley Insulating Company, Great Barrington, Mass., manufacturers of unbreakable vacuum bottles.

Vredenburg-Kennedy Company, 171 Madison avenue, New York. Now handling account of the Mammela Corporation, "Ambrosia Milk," New York.

SHOPPING NEWS EXPANDS

Detroit Advertising Organ Now Circulated in 10 Nearby Towns

Beginning with the issue of Oct. 11 *Detroit Shopping News*, an advertising paper published by the leading merchants of that city, extended its delivery service to cover the outlying towns of Birmingham, Brightmoor, Dearborn, Ferndale, Mt. Clemens, Pontiac, Redford, Trenton, Wayne and Ypsilanti.

The circulation of this edition, including the above towns, was 275,000, the largest number of papers yet distributed in any one week. Delivery is by carrier. The *Detroit Shopping News*, of which Henry C. Veon is general manager, was started Feb. 8, 1926, by 21 of the leading Detroit merchants. The initial issue consisted of 150,000 copies, which were distributed by carriers. The paper consists

EVIDENCE

The October first Government Statement of the Tampa Tribune showed that the average daily increase in circulation of the Tribune over the preceding six months' period was

4053

The second Tampa paper showed an average increase during the same period of

235

Readers and advertisers in Tampa and the Tampa trade territory are coming more and more to appreciate the merit of South Florida's leading newspaper.

The Tampa Morning Tribune

S. C. Beckwith Special Agency
 Representatives in National Field

Now plan a big classified Christmas. The new Shop-o-scope is ready. See it—without obligation. Write us today.



THE BASIL L. SMITH SYSTEM, Inc.
 International Classified Advertising
 Counsellors
 Packard Building, Philadelphia

of 12 pages, but it is planned to increase this to 16 pages in the near future.

The advertising contracts entered into between retail merchants and Detroit Shopping News forbid the cutting down of any of the firms' regular newspaper advertising, and should such a cut be made the contract with Shopping News becomes void.

DAILY IN NEW HOME

The *McCook* (Neb.) *Daily Gazette*, which was launched as a daily about two years ago, this week is located in its newly erected \$30,000 building. H. D. Strunk is publisher.

DAILY ISSUES STYLE BOOK

The *Pasadena* (Cal.) *Star-News* has just issued a style book for members of the staff, compiled by Lowell C. Pratt. Under the heading "Some Facts About Libel," the book condenses for reporters the important rules governing libel.

The Evening World

These two newspapers offer the most powerful all-day service in New York available as a unit under a single contact. The 600,000 *DAILY WORLD*—*EVENING WORLD* readers constitute a highly concentrated force to be reckoned with in any campaign designed to effect distribution in Greater New York.

The Evening World

Pulitzer Building, New York
 Tribune Tower, Chicago

Thorough Coverage in One of the World's Richest Buying Centers—Coupled with the Ability to Produce Results

Pittsburgh Gazette Times

(Morning and Sunday)

AND

PITTSBURGH CHRONICLE TELEGRAPH

(Evening except Sunday)

These newspapers in News and Advertising have the confidence of their readers. Their readers have the power to purchase.

Sold Singly or Combined

URBAN E. DICE, Nat'l Advg. Mgr.
 Gazette Square, Pittsburgh, Pa.

E. M. BURKE, Inc.,
 1457 Broadway, New York.
 122 S. Michigan Blvd., Chicago.
 Constitution Bldg., Atlanta, Ga.

E. J. BIDWELL COMPANY,
 742 Market Street, San Francisco, Cal.
 Times Bldg., Los Angeles, Cal.
 White-Henry-Stuart Bldg., Seattle, Wash.

GRAVURE SECTIONS PRINTED

SPECIAL AND REGULAR EDITIONS, MAGAZINE INSERTS AND COMMERCIAL WORK

Standard Gravure Corporation

LOUISVILLE KY

1st in ALBANY NY
 for Over 73 Years

Oct. 16th—

To "Put Them Across"
 in Albany, N. Y.
 Advertisers
 Depend on

The Times-Union

Albany's Leading Newspaper

by every possible logical comparison

Vernon & Condit Inc.

New York, Chicago, Detroit, San Francisco

COLORADO JOURNALISM SCHOOL USING EDITOR & PUBLISHER IN CLASS WORK

Careful Index Kept for Four Years Yields Wealth of Material on Newspapers and Their Problems, Instructor Declares—Shows Power of Press

By A. GAYLE WALDROP

Assistant Professor, Department of Journalism, University of Colorado

THIS story tells how an experienced reporter or copy reader may make \$1,000, and how EDITOR & PUBLISHER is made use of by students in the journalism department of the University of Colorado.

Among the awards provided for in Joseph Pulitzer's will is one "for the best history of the services rendered to the public by the American press during the preceding year. One thousand dollars (\$1,000)." Only once—in 1917—so far as the writer knows, has this been given. Yet in any year since then and in the years to come, a reporter or editor might compile from a careful reading of EDITOR & PUBLISHER, a history that would win the Pulitzer award. It would be a job in editing—EDITOR & PUBLISHER brings together all the facts.

Such a trade journal should not escape the attention of journalism students. At the University of Colorado it has not. In 1922 advanced students were assigned selected stories and were held responsible for them in their final examinations. This system was continued in succeeding years, the results being highly satisfactory. But it soon became evident that a use of more than the current issues was desirable. Here was a magazine that should be indexed, made available for instant reference, for special assignment, for ready use by students this year and next year, and for students in all classes.

If the original purpose of assignments in EDITOR & PUBLISHER was to be conserved—if the history of journalism was to be made a thing of the present as well as the past, if ethics was to be shown as a real and pressing subject, if news writing was to be more than academic, if reporting was to rise above routine, if copy reading was to be charged with imagination and buttressed with experience, if editorial writing was to be more than filling the columns, if the newspaper's relation to law was to be clear, and if current problems were to be challenging and inspiring—then an index must be made.

Such an index, grouping stories under the courses in which they would be of most use, was made. Under these major heads there were subdivisions. The index is for the use of instructors to make assignments for parallel readings, to draw material for lectures, and for students to choose stories as they are interested. The index is not thorough in that it includes every story printed, but it is complete in listing the major stories—sometimes under several heads—so that they will be available for ready use.

And what a wealth of material useful not only to students but to all newspapermen and women is to be found in the past four years of EDITOR & PUBLISHER! First, under the major subject of "History," which is divided into these parts: Newspapers and Newspapermen, The Future, Criticism and Replies, Ethics and Problems, Comparative Journalism, and Advertising. "Chandler of the Los Angeles Times," the birth of the North American Newspaper Alliance, the obitu-

ary of Charles R. Miller and of Lord Northcliffe, Roy Howard succeeding Milton McRae, "The Life and Death of E. W. Scripps," "The Inside Story of the Herald-Tribune Merger," interviews with Cyrus H. K. Curtis, W. R. Hearst, Arthur Brisbane, the Springfield Republican centenary, the sale of the Dallas News, the Chicago Daily News and Kansas City Star, the complete story of Magee's fight in New Mexico, Coleman's history of the New York Herald—these are representative of the first subdivision.

Under The Future the tabloid press is discussed, the consolidation of newspapers recorded and Morley's Religio Journalistic, and Yost's Principles of Journalism and Flint's Conscience of the Newspaper are reviewed, to list nothing more.

Passing over a long list of stories on criticism and replies wherein figure the names of Butler, Villard, Bliven, Beck, Bellamy, Crowell, Bleyer, Mencken and Seitz, we come to Ethics and Problems. Crime news suppression and segregation bulk large, with privacy and free speech prominent.

Comparative journalism includes all references to the press of foreign countries, chiefly England, France, Germany, Russia, Spain, Italy, and Japan. There are many stories by native and American journalists in this division.

Under the major head of News are considered news values, special kinds of news, reporting, reporters and their experiences, foreign correspondence. Not less than fifteen articles discuss news evaluation, W. P. Beazell, Julian Mason and Kent Cooper standing behind stories. Ralph Pulitzer advises accuracy and fairness.

The writing of special business, sports, dramatic, musical, religious and scientific news is outlined by experts: S. S. Fontaine, Damon Runyon, Alexander Woollcott, Percy Hammond, Deems Taylor and other equally well known writers.

More than sixty stories tell of the life history or the stirring exploits of reporters who have achieved within the past ten to twenty years. W. P. Beazell tells of the days when the beat was the thing, Stackelbeck's expedition into Senator Fall's state is recounted, Covering the Bay With the Ship News Men is included, The Success Story of David Lawrence, The Weird Adventures of 200 Reporters at the Evolution Trial, Two Newspaper Men Braved Peril for Amundsen story, Newspaper Ingenuity Tested by Shenandoah Crash—these are a few of the titles in one of the richest divisions.

Smith's articles on Good Typography are of value in the course in Copy Reading and Make Up, and in Editorial writ-

ing. Under the first subject are these stories among many others: Editors on News Handling, Copy Desk is Weakest Link in Modern Newspapers, Stefansson Asks Careful Editing of Arctic Stories, The Influence of Headlines.

Stories grouped under Editorial Writing include interviews and articles by editorial writers, reviews of collections of editorials and related books, personality sketches of colyumists, and a series on cartoonists. Hamilton of the Wall Street Journal, Frank I. Cobb of the World, William Allen White of the Emporia Gazette, Walter Harrison of the Daily Oklahoman, Irving Brant formerly of the St. Louis Star—these are headliners. Books reviewed, among others, are: Lippmann's Public Opinion and The Phantom Public, White's The Editor and His People, Cobb of the World, and Kent's The Great Game of Politics.

Brown, F. P. A., R. H. L. Sullivan, Marquis and House are included among the colyumists. And Christopher Morley, who is represented by "Getting an Education and Getting Paid For It," Jay House's Odyssey of a Columist which appeared in the Saturday Evening Post is reviewed. "Our Own World of Letters" brings to the attention of journalists and journalism students everything of any importance in their field that is printed in any magazine, book, or newspaper.

The series on cartoonists is extended, including among many: Webster Kirby, McCutcheon, "Ding," Fisher, Roth, Briggs, McManus and Orr.

Philip Schuyler's series on Libel during the present year, containing the garnered wisdom of many editors, is of much value as a supplement to a course in The Newspaper and the Law. The stories have the advantage of personal experiences and of actual cases. Various stories about successful small city dailies are equally useful for students of community newspaper management.

For the final division of the index, Current Newspaper Problems, there is no dearth of material that is important and stirring. It is the story of newspapers "who through faith" subdued railroads,

wrought anti-gambling laws, checked estate slumps, improved local credit conditions, provided for the city's neediest, posed legal corruption, built better homes, caused more cotton to grow on five acres, put to rout the boll weevil, encouraged local art talent, and "seen those who needed it most, disregarding their own interests." If the indexing EDITOR & PUBLISHER did no more than call the attention of journalism students to America's crusading press and to convince them of its power, it would be inestimable power. It would delay if it prevented the coming of the correct cynicism that many newspaper men require, and would give the recruits confidence in their profession that would withstand "the wreckful seige of bading days."

Advertising results depend on more than the mere number of a publication's copies circulated. They are measured in the reader's attitude of mind toward the newspaper.

America's
Complete
Newspaper

NEW YORK

Herald
Tribune

Largest
Newspaper
West of
Chicago

500,000
Copies
DAILY

The
KANSAS CITY
STAR

If Quality

of circulation is your first consideration

The Evening Star

With Sunday Morning Edition
Washington, D. C.

will have your preference—same as it has the preference of practically everyone in the National Capital.

The Star's circulation is home circulation—both quality and quantity—the kind that counts most with advertisers.

N. Y. Office—110 E. 42nd St.
Dan A. Carroll

Chicago Office—Tower Building
J. E. Lutz

The Place
to Push Sales—

Kansas—made unusually prosperous this year by excellent crop yields—offers an attractive market to persistent advertisers.

The Topeka
Daily Capital—

thoroughly covers Topeka and its big trading radius. The only newspaper with a circulation throughout the state.

Included in primary distribution campaigns by leading national advertisers.

40,000 Guaranteed Circulation

Published by Arthur Capper
Topeka, Kansas

DOMINANT!
in
Pinellas County, Florida

Daily News

ST. PETERSBURG'S PICTURE PAPER

Owned by Frank Fortune Pulver
Edited by Major Alfred Birdsall

America's Biggest Tabloid
Florida's Fastest
Growing Newspaper

To be assured of Complete
Coverage—

USE THE NEWS

Represented by

GEORGE B. DAVID COMPANY
NEW YORK: 110 East 42nd Street
CHICAGO: 1900 Wrigley Building

DO YOU NEED
A TRAINED MAN?

The Personnel Bureau of Sigma Delta Chi, an organization of college trained newspapermen and advertising men wants to help you find him. The Bureau puts you in touch with experienced, energetic men—it saves you time by recommending only those who meet your requirements.

If you expect a vacancy, please write Robert B. Tarr, Director, Personnel Bureau of Sigma Delta Chi, P. O. Box 115, Pontiac, Michigan.

NO CHARGE TO
EMPLOYERS

BUILDINGS
PLANT LAYOUTS
PRODUCTION
OPERATION

An organization specializing solely in newspaper building design, manufacturing and production problems.

S. P. WESTON

Newspaper Buildings
Plant Layouts
Production, Operation

120 West 42nd Street New York

STORM PUBLICITY HIT BY FLORIDA PRESS

Three Groups Meeting in Daytona Beach Discuss Plans for Off-Setting "Exaggerated Statements"

Plans for off-setting "misleading and exaggerated" statements of the storm damage in Florida were discussed by Florida editors and publishers gathered in Daytona Beach, Friday and Saturday of last week. Three Florida press groups were in session, the Associated Dailies of Florida, the South Florida Press Association, and the State Press Association.



W. A. ELLIOTT

C. C. Carr, of the Lesan-Carr Advertising Agency, declared that the state's greatest need was to disseminate the truth about the storm and to assure the public that it would find fair prices in Florida this winter.

Major Alfred Birdsall, of the St. Petersburg News, proposed that editors and publishers of the nation be invited to Florida as Florida's guests to see the state for themselves and to write what they please.

D. H. Conkling, Palm Beach Post, said that Kenneth Roberts, journalist, was now in the state preparing a story for the Saturday Evening Post and that he had been impressed with the fact that Weather Bureau records show that no storm has struck Florida between December and May and that the last storm which did any considerable damage was 39 years ago.

Morton M. Milford, editor of the Miami News, said that the hurricane, despite its great loss of life and material damage, would accomplish three desirable things for Florida:

- 1—Better building restrictions.
- 2—Better sanitary conditions.
- 3—Drain off the dross and leave the gold in the population of Florida.

He declared that those who had left Florida because of the storm had come with nothing and expected to get rich overnight.

Appreciation of the efforts of Richard I. Edmonds, editor of the Manufacturer's Record, "to remove the slur placed upon Florida" by John Barton Payne, president of the Red Cross, was expressed by editors and publishers.

The newspaper men especially thanked Mr. Edmonds for his description of the splendid relief work done for storm sufferers by Florida leaders in every walk of life and condemned the statement of Mr. Payne that "Florida was more interested in its tourists and hotels than in the suffering."

"If any attempt has been made to minimize the damage from the hurricane, has been done because of that inimitable spirit of Florida which made her attempt first to take care of herself," the editors declared.

The communication was signed by Lew

B. Brown, St. Petersburg Independent, president of Associated Dailies of Florida; George E. Hosmer, Fort Myers Press, president of the Florida State Press Association, and Gilbert D. Leach, Leesburg Commercial, president of the South Florida Press Association.

A committee consisting of T. E. Fitzgerald, publisher, Daytona Beach News; C. C. Codrington, Deland News, and Mr. Milford was appointed to try to double the legal advertising rate at the next session of the legislature, the present rate having been in force for twenty-four years.

Gilbert D. Leach of the Leesburg Commercial led a discussion of foreign advertising for weekly papers, the gist of which was that the publishers will profit most if they act as their own agents and solicit business through personal letter.

The Associated Press Club elected W. A. Elliott, Jacksonville Times-Union, president; Lew B. Brown, St. Petersburg Independent, vice-president; and B. M. Mitchell, Miami, secretary-treasurer. Mr. Milford was chosen Florida director on the Southern advisory board. It was decided to establish a winter bureau at Palm Beach and it was urged that special staff men be attached to state bureau during the winter to cover sport events of national interest.

The proposal of W. A. Allan, managing director of the Associated Dailies, for amalgamation of the three press bodies did not meet with much favor and action was delayed.

The Dailies will hold their annual meeting in Jacksonville on Dec. 9.

KANSAS DAILY INCORPORATED

The Kansas state charter board has issued a charter to the Independence Publishing Company, publishers of the new Independence (Kan.) Reporter. The company is capitalized at \$120,000 with D. Clyde Knox, Charles Spencer, Kirke W. Dale, Oscar S. Stauffer and J. R. Porter as incorporators. The company purchased the Independence Free Press, a morning paper and the Reporter, the afternoon paper, merging them under the name of the Independence Reporter and Free Press. Clyde Knox formerly owned the Reporter and Mr. Knox the Free Press. The new paper is an afternoon publication.

PRESS CLUB 50 YEARS OLD

To observe its 50th anniversary the New York Press Club is inaugurating a series of entertainments, the first of which will be held Sunday, Nov. 14, at the 44th Street Theatre, New York. Proceeds will be devoted to the club's relief funds. Sidney W. Dean is club president.

CARTHAGE N. Y. PAPER GROWING

The Carthage (N. Y.) Republican-Tribune, appeared Oct. 7 in a new type dress, and a change from seven to eight columns a page.

Serials BUILT for Newspapers

LAILA
By JOHN NEWPORT
(New)

SECOND LOVE
By MALCOLM DUART
BEST SELLER OF THE YEAR

EUGENE MACLEAN
NEWSPAPER FAVORITE
827 FOLSOM ST. SAN FRANCISCO

COMMITTEE NAMED TO PLAN N.E.A. MEET

Large General Group Appointed at Omaha by Ole Buck, Nebraska Field Manager—Three States Represented

Plans to make the National Editorial Association convention in Omaha next June the most successful in the organization's history were made last week, when a state-wide organization was formed at Omaha with Ole Buck, Harvard, Neb., secretary of the Nebraska Press Association, as chairman.

The meetings, which were held at the Hotel Conant and Chamber of Commerce, were attended by representatives of railroads, press associations and chambers of commerce from Nebraska and Iowa.

Selection of an executive committee will be made soon by Mr. Buck.

The general committee, chosen by the executive body of the Nebraska Press Association, will include:

W. A. Brown, president Nebraska Press Association; H. D. Leggett, Ord, vice-president; C. L. Jones, Council Bluffs; B. J. Seger, Scottsbluff and Gering, Neb.; Lloyd Thomas, Hastings; John Curtiss, Lincoln; A. F. Buechler, Grand Island; High Brown, Kearney; Ira L. Bare, North Platte; J. J. McIntosh, Sidney; James Good, Chadron. Francis Case, Hot Springs, S. D.; Earl D. Morford, Deadwood, S. D.; I. L. Curran, Lead, S. D.; John B. Green, Rapid City, S. D.; R. L. Brownson, Belle Fourche, S. D.; F. G. Humphrey, Norfolk, Neb.; George Wolz, Fremont, Neb., and Harley Conant, representing chambers of commerce; E. B. Oddy, Woonsocket, S. D., president, South Dakota Press Association; Wil V. Tuford, Clinton, Ia., secretary-treasurer, Inland Daily Press Association; E. F. Tucker, Ames, Ia., manager Iowa Press Association; H. T. Brown, Grand Island,

Buffalo, The Wonder City of America

Buffalo—a profitable Market for Advertisers

Sales in Buffalo are splendid for advertised goods. Employment conditions excellent, retail and other business thriving. One newspaper will put your story over to 83% of the people—that paper is the

BUFFALO EVENING NEWS

Read in 4 out of 5 Buffalo Homes

Edward H. Butler, Editor and Publisher
Kelly-Smith Company, Representatives
Marbridge Bldg. Tribune Tower
New York, N. Y. Chicago, Ill.
Atlantic Bldg. Waterman Bldg.
Philadelphia Boston

MICHIGAN

is growing faster than any State in the Union.

Its increase in manufacturing products surpasses anything in the world.

BOOTH NEWSPAPERS

cover Michigan outside of Detroit—Eight principal cities with the only or leading Newspaper in its respective community.

The Grand Rapids Press
The Flint Daily Journal
The Saginaw News Courier
The Kalamazoo Gazette
The Jackson Citizen Patriot
The Bay City Times Tribune
The Muskegon Chronicle
The Ann Arbor Times News

National Advertising Representatives

J. A. KLEIN J. E. LUTZ
50 East 42nd St. Tower Building
New York City Chicago, Ill.

president, Nebraska Association of Realtors; O. H. Zumwinkel, Lincoln, Neb., director, Nebraska Utilities Information Bureau, and the governors of Nebraska, Iowa and South Dakota, honorary.

Mr. Buck appointed R. W. McGinnis, of the North Western, C. C. Bradley, of the Burlington, and W. H. Murray, of the Union Pacific, members of the committee on transportation.

Financing of the three-day convention, which begins here June 12, and the 11-day tour of Nebraska and the Black Hills which follows, will be left to the executive and finance committees, although tentative plans call for pro-rating general expense among business interests and towns visited.

IN some cities, the "leading" newspaper may have merely a few hundred more circulation than its competitor. The Press has 40,000 more net paid circulation in Pittsburgh than the other two evening newspapers combined—and 35,000 more net paid circulation in Pittsburgh than the other two Sunday newspapers combined.

THE PITTSBURGH PRESS

A Scripps-Howard Newspaper
Member of the A. B. C.

GROWING IN IMPORTANCE

The Inter-Mountain territory of Utah, Idaho, Western Wyoming and Eastern Nevada is rapidly developing and becoming more important to the advertiser whose merchandise has national distribution.

Don't overlook this rich section of the West.

The Salt Lake Tribune

THE S. C. BECKWITH SPECIAL AGENCY

—Sole Eastern Agents—
New York—Chicago—Detroit
St. Louis—Kansas City
Atlanta

M. C. MOGENSEN & CO., INC.
Pacific Coast Representatives
San Francisco—Los Angeles—Seattle

SERVICE

THE PARTLOWE PLAN CAMPAIGN.

IT IS KNOWN BY ITS ACHIEVEMENTS IN CIRCULATION BUILDING

Results Count

CHARLES PARTLOWE & CO.
6th Floor Occidental Bldg
INDIANAPOLIS IND.

COMPLETE WIRE REPORTS FOR EVENING AND SUNDAY PAPERS

International News Service

"Get It FIRST but First Get It RIGHT"

63 Park Row
NEW YORK CITY

NEW HOME OF SARASOTA (FLA.) TIMES FINE EXAMPLE OF SPANISH ARCHITECTURE



ABOVE is the handsome new home of the *Sarasota (Fla.) Times*, which was recently occupied by that newspaper.

The building was designed by New York architects, and the design is Spanish throughout. The tile used on the roof was imported from Spain, while other tile used in stairways was imported from Tunis, Africa. The unusual interior of the business office has attracted much attention. It duplicates some of the old business buildings of the ancient cities of Spain.

The building rears its three stories of tan stuccoed grace above Seventh street

at Broadway. It is one of the most efficiently laid out newspaper plants in the state as well as one of the most beautiful. Mechanical equipment installed at great expense is of the most modern construction.

The upper floor is devoted to the editorial offices and composing rooms. On the next lower floor, comprising a mezzanine to the first floor and a hanging floor above the mailing room, are located the advertising and job departments. On the ground floor are the business offices and the press room. Adjoining the press room is the mailing room.

SIR RODERICK SPEAKS ON CABLE RATES

Chairman of Reuters Says Establishment of Competitive Charges Between London and Canada Would Increase Volume of British News

By Telegraph to Editor & Publisher

Montreal, Oct. 14.—If governments of this Dominion and the United Kingdom would only see their way to establish a competitive rate on cables between London and this country, you would have to this country a direct service for British news declared Sir Roderick Jones, chairman of Reuter News Agency, in the course of an address before the Canadian Club.

"The establishment of a competitive cable rate between London and Canada which would enable a greater volume of British news to be brought to this country direct instead of by New York, would," stated Sir Roderick, "be a fine act of public policy and a very beneficial one from an imperial point of view."

"At present, he pointed out, it was an economic difficulty for newspapers of Canada to get a larger direct service for British news from London, Sir Roderick intimated that the matter might possibly come up at the Imperial conference which opens in London on October 19. He referred to his past efforts to have a competitive cable rate established between London and Canada, and declared that his attempts to have such a rate put into effect would be continued in order that

British news might be received in this country direct from London."

Sir Roderick briefly traced the establishment of Reuters as a news distributing agency over eighty years ago. In 1915, Reuters had been reorganized in such a manner as to insure that for all time its control as a British institution would be assured. Reuters was connected with the principal news agency in each country in the world for the dissemination of news. In Canada, its connection was with the Canadian Press, which in his opinion was a "fine organization." While in the United States, Reuters was linked up with the Associated Press. In its work as a news

Modern Composing Room Furniture

as made by us will speed up production and reduce costs—a real saving in your Pay Roll. Are you interested? If so, consult your regular dealer in printers' supplies or write us direct.

Do it now!

HAMILTON MFG. CO.
TWO RIVERS, WIS.

agency, working with the typical agencies in each country, it performed a duty in preserving the peace of the world, through bringing information about one country to another and about one race to another; its business as a news agency was not to interpret views but to collect facts and in-

formation and present them. The duty of interpreting news was the work of special correspondents, there was however no "unhealthy rivalry" between news agency and special correspondents and each was the compliment of the other in the newspaper world.

Supplies—Equipment

PRESS CONTROL

"Safest System in the World"

For large and
small plants

Cutler-Hammer Control-
lers for presses of every
size and for every type of
motor-driven machine.

Address all communications:

The CUTLER-HAMMER Mfg. Co.
Pioneer Manufacturers of Electric Control Apparatus
1203 St. Paul Avenue, Milwaukee, Wis.

CUTLER-HAMMER

Rebuilt
GOSS & HOE
PRESS
BARGAINS
ALL TYPES
SEND for LIST
THE
GOSS PRINTING PRESS CO.
CHICAGO - NEW YORK - LONDON

Don't "Pig" Metal It Wastes Money

Don't melt your metal twice to use it once. Write for trial offer. The Monomelt "Single Melting System." References gladly furnished.

MONOMELT
SLUG FEEDER

Eliminates the Metal Furnace

The Monomelt Co.
4509-19 Ravenswood Ave.
Chicago Illinois
World Bldg., New York City

GOSS
STEREOTYPING
MACHINERY in Stock
Carried

Fastest, most easily operated, most accurate and durable flat casting box you can buy. Perfectly balanced. New design lock-up bar allows for quick change when regulating thickness of casts. Positive quick lock-up at four points on box with one lever movement. Write for complete catalog of Goss Stereotyping Machinery.
THE GOSS PRINTING PRESS CO., CHICAGO

Hoe Patented Duo-Cooled Equipoise Curved Casting Mould

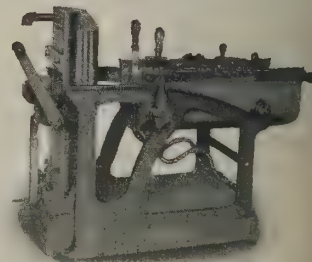
"It is essential to Success to be the first out with the news—and Minutes count."

This Hoe Curved Casting Mould is a time-saver, designed especially for Speed and Efficiency. Cold Water circulating through the stationary Lid and the concave Side, gives quick cooling for rapid Casting.

IF IT'S A HOE, IT'S THE BEST

R. HOE & CO., INC.
7 South Dearborn Street
CHICAGO, ILL.

504-520 Grand St., New York City
also at
DUNELLEN, N. J.
7 Water Street
BOSTON, MASS.



Employment—Equipment—Services

EDITOR & PUBLISHER

Classified Advertising Information

TRANSIENT RATES

SITUATIONS (Cash with Order)

1 Time — .40 per line

3 Times — .30 per line

ALL OTHER CLASSIFICATIONS

(Cash with Order)

1 Time — .60 per line

4 Times — .55 per line

Five space charge at same rate per line per insertion as earned by frequency of insertion. Special rates quoted for 13, 26 and 52 insertions. The Editor & Publisher reserves the right to classify, edit or reject any advertisement.

COUNT SIX WORDS TO LINE

ADVERTISING

General Promotion

Advertising Promotion—If you want more business, communicate with the International Publications Service, Incorporated, Suite 1004, 41 Broadway, New York City.

Attention Advertising Managers—Tie up with the most liveliest plus lineage stunt yet devised. 30,000 tra lines for Rochester Journal-American in three weeks. Only cost to newspaper is publicity cooperation. No commission. No expense. Address Daredevil Lockwood, care of Huber, Evening Journal, Rochester, N. Y.

BUSINESS OPPORTUNITIES

Brokers

October Bargains—Evening and weekly paper newspaper and job plant exclusive county at field, southwest; earning large dividends at price asked; initial payment \$15,000. Very desirable weekly and job plant in New Jersey. B. Shale, Times Bldg., New York.

Many Respects this is the best newspaper position in the country. Exclusive field, central west city of 12,000 with business district total to average city of 25,000, embracing more than 100,000 population. Ad sales over \$6,000 monthly; netting \$15,000 to \$20,000 a year. Owned in own building worth \$25,000. Complete for \$100,000; what terms will you require? Top, 1390x. The H. F. Henrichs Agency, Chicago, Ill.

Newspapers For Sale

Best Small City Daily on Florida East Coast can be bought October 1st, \$25,000 cash to include. Grossed \$90,000 fiscal year ending October 1. Long time lease considered. \$35,000 in equipment. Fine future for city and paper. Joe-stringers and curious save time, proof of ability to buy required. Box A-966, Editor & Publisher.

For Sale—Daily newspaper in California. Evening. Town of 15,000. High class residential community and growing rapidly. Only paper in town. Fine substantial property. Up to date plant in fine condition. Good circulation. Excellent future. \$85,000. Write Box B-503, Editor & Publisher.

Newspapers Wanted

Wanted—Weekly and job plant wanted in growing Eastern city. About \$15,000. B-505, Editor & Publisher.

Wanted, Daily Newspaper or controlling interest in same. Intermountain or coast region preferred. Ample capital to finance, no objection to run down property if cheap. Temporary address, Wm. H. Hornbrook, Provo, Utah.

CIRCULATION

Promotion

Circulation—When quick, additional circulation coverage becomes necessary, remember that our twenty years in this one line of endeavor is our proof against experimenting. Write or visit Pacific Coast Circulation Service, Bell Block, Cincinnati, Ohio.

Circulation Builders—Blair & Austin, 1504 Central Ave., Reading, Penn. Originators of Salesmanship Club Campaigns.

Don't Wait Until the Last Minute—A dish of starting now will get the full benefit of the holiday demand. Results surprised many publishers last year, "we were too." The Albright Co., Box 203, Palmyra, N. J. (See our issue of 10-2-26.)

EDITORIAL

Syndicate Features

New Paper This Week, La Prensa, Lima, Peru. For sample of a live, alert, up-to-date service, write Graphic Syndicate, Inc., 25 City Hall Place, New York.

EMPLOYMENT

Help Wanted

Wanted display advertising salesman. Must be able to create and sell new accounts in suburban metropolitan city. Write giving experience, age, religion, references and salary now receiving. Send snap shot. Pleasant modern office with exceptional living advantages. Position open now. Mt. Clemens Daily Leader, Mt. Clemens, Michigan.

Wanted reporter for afternoon daily of high standards. Must be energetic, resourceful, reliable, good writer. Prefer man with some college training. Position open now. Write giving experience, age, education, religion, married or single, references and salary now receiving. Send snap shot. Pleasant modern office with exceptional living advantages. Mt. Clemens Daily Leader, Mt. Clemens, Michigan.

Wanted—Good advertising salesman and copy writer, not over 35, married preferred. Must be absolutely reliable and able to gain and hold confidence of advertisers. State experience, references and salary desired. W. M. Fuller, Advertising Manager, Truth, Elkhart, Indiana.

Situations Wanted

Advertising—Sober, energetic young man now advertising manager Southern daily desires change; Good references. Box B-500, Editor & Publisher.

Advertising Salesman—Special Page and Special Edition. Experience. Now ready to handle such work, temporary or permanent basis. Prefer East. Box B-504, Editor & Publisher.

All-Round Newspaperman; country, metropolitan experience. Good writer, copyreader, make-up man. A-978, Editor & Publisher.

An Editor and News Executive of substantial background, training and experience desires change from major newspaper for reasons which reflect no discredit. He is capable of organizing staff and building good will. Standards of best newspaper practice can lift sleeping journal to front rank. Can eliminate waste. Title means little. Salary must be commensurate with responsibility. References and detailed record preliminary to interview supplied upon receipt of tentative proposition. Write A-981, Editor & Publisher.

Assistant Publisher, business manager, advertising manager, of wide experience and unbeatable record as organizer and business getter seeks wider field with greater opportunity. Now employed as business manager by Eastern city newspaper. Box B-506, Editor & Publisher.

Assistant to Publisher—Young man (Christian), seeks position with future as publisher's aid; university graduate (School of business administration). Can write, handle advertising; do research; understand accounting. Twelve years' experience medium and metropolitan dailies. Practical printer with executive experience. Now employed. Best references. Go anywhere. A-995, Editor & Publisher.

Business Manager or Assistant to Publisher, Accountant, College education. Experienced in Advertising, Circulation, Office Management, Purchasing, Credits and General Promotion. Located city 275,000 central south. Prefer opportunity in smaller field where applicant's qualifications will prove his worth. Go Anywhere. A-999, Editor & Publisher.

Circulation Manager desires position with paper in Eastern or Middle States very good references, experience in all lines of circulation and promotion. Ready to start immediately. A-997, Editor & Publisher.

Circulation Manager of proven ability, and twelve years' successful management is seeking new connection with any daily newspaper desiring substantial steady growth. Six years in present position with fifteen thousand increase on carriers, secured and held by boy promotion only. Other classifications increased in proportion. No flatter, no hurry to make change, finest references; and never a failure on any paper. Desires permanent home in any coast town 40,000 or over. Additional details on request. Write in confidence to Box A-996, Editor & Publisher.

City-Telegraph-News Editor—Now managing editor small daily. Desires connection larger paper with opportunity of promotion. Good executive. Married. Box A-945, Editor & Publisher.

Classified Advertising Manager—thoroughly experienced, desires position offering better opportunity for advancement. Writes good promotional copy, directs and develops sales of contracts, multiple ads and white space. Understands training of counter clerks and telephone operators. Familiar with bookkeeping systems and detail work. A loyal hard worker who is qualified to take charge of classified department on large newspaper. Neat appearing, clean habits, college education, age 29, married. Past record as steady and consistent producer. Best references. Box B-513, Editor & Publisher.

EMPLOYMENT

Situations Wanted

Composing Room Superintendent wishes position where efficiency and ability are desired. Fourteen years in charge of one plant, now in charge of composing room of morning and afternoon paper. Prefer to go South on morning paper, but intend making a change, and would like to hear from manager or publisher desiring a reliable, permanent man. Can give reference. A-991, Editor & Publisher.

Desk Man—Seeks position on daily. Reporting and rewrite also. Available at once. Box A-940, Editor & Publisher.

Desk Man—Thoroughly competent desk man, with 15 years of experience on leading dailies in Eastern cities, desires position where speed, accuracy and general ability in copy reading and headline writing bring satisfactory financial returns. References. B-501, Editor & Publisher.

Editorial situation wanted on afternoon daily. Experienced telegraph editor and editorial writer. Western experience. Box A-970, Editor & Publisher.

Editorial Man, 36, whose work meets the acid test in any desk job—city, news or managing editor; also slot on Universal desk. Credited with being high grade make-up editor. Sixteen years' experience metropolitan and small city newspapers. Can leave present post on or about November 1. Box B-502, Editor & Publisher.

Exceptionally Competent man (29) soon available invites applications for services as news or managing editor moderate-sized city. Salary must at least match local bricklayers' scale. Address B-511, care Editor & Publisher.

Experienced Editorial Writer, who desires to get away from New York is recommended by Publisher to moderate size newspaper, in need of reliable conscientious able managing. Editor or City Editor. Age 37, married. Write or wire Box B-510, Editor & Publisher.

Foremanship in Florida by resourceful executive, expert in production of up-to-date daily at minimum cost; good makeup, adman and operator; Florida references. E. Bentley, 97 Chestnut Street, Nutley, New Jersey.

Manager available, with many years' clean, successful work, salary moderate. Handle every department or such as desired. Materially increase advertising and circulation, reduce expenses. B-512, Editor & Publisher.

Managing Editor—Competent, experienced. Highly recommended by previous and present employers, forceful editorial writer, comprehensive knowledge of front office. Unquestioned executive ability. No territorial limitations. Box B-509, Editor & Publisher.

Managing Editor—College man, 11 years' metropolitan and small-city experience; alert, aggressive. Effective organizer; hard worker; clean record. Moderate starting salary. "Worker," A-964, Editor & Publisher.

Managing Editor-Editorial Writer—Now in city of 20,000. Desires change because of political disagreement with management. Good organizer, leader and disciplinarian. Best of references present and former employers as to ability, habits, personality. Married. Box A-944, Editor & Publisher.

Newspaper Woman—Twelve years' experience on New York newspapers as special feature writer and editor of women's pages—specialty interviews. A-974, Editor & Publisher.

News Executive—Long experience all positions cities up to 300,000. References. Moderate salary. A-998, Editor & Publisher.

Reporter and Editorial assistant, some feature writing, one year's experience, desires position with daily, small city preferably, go anywhere. Box B-508, Editor & Publisher.

Thoroughly Experienced Newspaper Man—Wants desk position afternoon daily, six days—\$50. Address Box B-507, Editor & Publisher.

Young Man with thorough knowledge of circulation desires change. 25 years of age. Single. Five years' practical experience as manager of circulation department of newspapers in towns of fifty to one hundred thousand. Address Box A-986, Editor & Publisher.

MECHANICAL

Equipment for Sale

Job Presses, Paper Cutters, Wire Stitches, etc.—A complete line. Overhauled and guaranteed machines at bargain prices. Easy terms. Hoffmann Type & Engraving Co., 114 E. 13th St., N. Y. City.

MECHANICAL

Equipment for Sale

For Sale—Hoe Observer Press, prints 16 pages, 7 columns, 13 ems, 23 3/4 inch cut off. Now printing the Bridgeport Evening Times at Bridgeport, Conn. Press is in excellent condition and is economical to run requiring only one pressman and an apprentice. A quick buyer may secure a rare bargain. Press must be sold at once. It may be seen in operation daily afternoons at office of the Bridgeport Times, 179 Fairfield Ave., Bridgeport, Conn. Cash or reasonable terms. Stereotyping equipment included. Reason for sale is that The Times has outgrown this size press. Phone, wire or write the Bridgeport Times, Bridgeport, Conn.

Photo-Engraving plant for sale. Ideal for one or two men. Miles Machinery Co., 409 W. 26th St., New York.

Printers', Bookbinders' Outfitters—Modern cut-cost equipment, also rebuilt machinery. Conner, Fendler Branch, A. T. F. Co., New York City.

Used Goss Matt Roller for wet mats only, for sale cheap. The Goss Printing Press Co., 1535 So. Paulina St., Chicago, Ill.

Equipment Wanted

All Kinds of Photo-Engraving, electrotyping and stereotyping equipment wanted. We pay cash. Miles Machinery Co., 409 W. 26th St., New York.

INTERNATIONAL PAPER COMPANY

New York, September 29, 1926.

The Board of Directors have declared a quarterly dividend of Fifty Cents (.50) a share on the Common Stock of this Company, payable November 15th, 1926, to common stockholders of record at the close of business November 1, 1926.

Checks will be mailed. Transfer books will not close.

OWEN SHEPHERD, Treasurer.

Newspaper Properties

Bought, Sold and Appraised.
All negotiations confidential.

PALMER, DEWITT & PALMER

350 Madison Ave., New York
Business Established in 1899.

CONSOLIDATION

The merging of newspaper interests is a subject that has received special study and investigation by this firm for nearly 17 years. It is a big subject and requires considerable technical knowledge, both as to valuation and operating methods. When properly organized, the results are never disappointing.

We have been factors in many important consolidations, sales and appraisals.

HARWELL & CANNON

Times Bldg. New York

WE CONNECT THE WIRES

We Have Moved

Into new and larger offices in Springfield's finest office building. Please note our new address:

509-511 Security Bldg.,
44 Vernon Street

FERNALD'S EXCHANGE, INC
SECURITY BLDG. SPRINGFIELD, MASS

DOLLAR \$ \$ PULLERS

ONE DOLLAR
WILL BE
PAID
FOR EACH
IDEA
PUBLISHED

AN industrial survey of your city can be used as the foundation of a weekly industrial page, the advertisements being sold to many industrial firms which cannot be brought in under the regular headings. A member of the reportorial staff can write the series of articles—a good general title for which is "The Industrial Romance of—." The idea has been used successfully on several dailies.—M. V. Briggs, Duluth, Minn.

The *Oakland* (Cal.) *Post Enquirer*, has worked up two full pages of used car advertising for the classified section under page headings: "Today's Best Buys in Good Used Cars." Most of the advertisements are in display, and half are single column. The sale of a used car involves enough money, ordinarily, to warrant more than a three or four line classified ad.—Fremont Kutnewsky.

Does advertising pay? An Indiana newspaper placed a reporter in a prominent drug store to listen to the inquiries of customers. A total of 100 customers was so checked. Out of the hundred, 87 asked for some advertised article by its proper trade name; four others "guessed" the name, and the remainder just asked for the article in general and accepted what was offered. A good stunt for promotion copy or feature story.—B. A. T.

A Paterson newspaper sometime ago put on a contest designed to boost trade in one of the city's many shopping sections called "The Mystery Man."

On a certain day the "Mystery Man"

was to appear in the stores of the 28 merchants who agreed to participate in the contest—and to each of six persons who happened to be in the store he would give \$1 in cash. All told, \$168 was distributed.

Six full pages was used and paid for and all the participating merchants turned an ordinary Wednesday into a good Saturday. Total cost to each merchant was \$20.—J. M. K.

If the advertising solicitor in making his daily rounds can give to the merchant some concrete reason for business optimism, he will be more likely to sell space. Increase of bank clearings and deposits are used effectively by some solicitors. The advertising manager of the *Bloomington* (Ind.) *World* is using a new one. He points out the increase in power consumption as an indication that manufacturers are busier and that pay checks will be larger. Most of the 30 stone companies in and around Bloomington use electric power and the advertising manager can have ready access to this information at the office of the Interstate Public Service Company.—Norman J. Radder, Bloomington, Ind.

As Children's Book Week will be held throughout the country from Nov. 7 to 13th, now is the time to line up book stores, stationery stores and gift shops for ads. Reading matter for a page layout of ads may be furnished by the children's librarian of your public library. Five thousand cities and towns celebrated this week last year.—C. M. L., Seattle.

HUNCHES

ONE DOLLAR
WILL BE PAID
FOR EACH
"HUNCH"
PUBLISHED

STALLED motorists who are financially embarrassed often leave various personal articles for deposits in lieu of cash at gasoline filling stations. A Kansas City filling station attendant recently received a gold tooth for payment. An interesting feature story can be obtained in your city by interviewing filling station attendants to discover strange articles pawned by motorists and to ascertain how many of these are redeemed.—W. R. A.

Each Monday night KMOX, the radio broadcasting station of the *St. Louis Globe-Democrat*, does honor to some town in the paper's mythical "49th State." An "Etherlogue" is dedicated to it and the village pride is swelled by having its name and fame heralded throughout the

Better X-Words

late orders from

MIAMI DAILY NEWS
PROVIDENCE NEWS
DENVER EXPRESS

The International Syndicate
Baltimore, Md.

Yessir!

There's a lot
in knowing
how!



NEA Service, Inc.,
1200 West Third Street
CLEVELAND, OHIO

(Ind.) *Times* is that run under the boxed caption, "Did You Hear That—," which consists of short news and personal items ranging from 2 to 6 lines long. The feature, which runs every other day on page 1, column 2, provokes interest and is unbeatable in a paper where community interest is paramount.—A. J. Mayo.

The *New York Sunday World* has a most interesting feature in a series of articles—interviews with leaders in various lines—on what the "professions" of medicine, dentistry, advertising, real estate, etc., offer a young man and woman. Usually if such articles are left to the laymen to write they too often become preachments, but if handled as an interview pertinent points are brought out, and a widespread reader interest is aroused both among younger and older readers.—L. G. D.

A Davenport paper made an excellent feature out of the assignment: "Queer and Unusual Calls for Western Union Messenger Boys Tax Ingenuity to the Utmost." An interview was obtained from the local W. U. manager.—D. A., Davenport, Iowa.

The *Cleveland Press* is running a series of editorials on the various departments and department heads that go to produce the daily paper. A caption such as "Know your paper and the men who make it possible" might be used. It causes greater interest in the entire paper.—Thomas McKee.

A crowd of football fans is always hungry for football results from other places. As a bit of promotion work supply the yell leaders with the scores from your newspaper office having them preface each announcement with, "Through the courtesy of (your newspaper), etc."—F. D. H., Rockford, Ill.

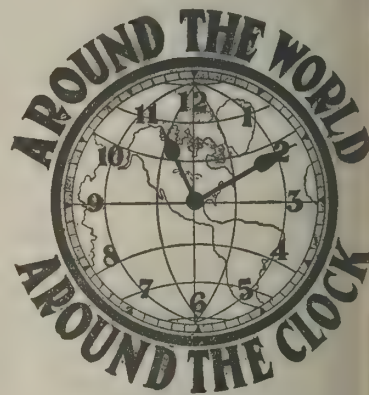
In practically every community the duck hunters activities are governed by

daylight or sunrise and sunset time. Secure from the state fish and game department a copy of the official sunrise and sunset time and make a daily feature it during the hunting season. The *Mass. City* (la.) *Globe-Gazette* is doing this now.—Anton Jeppesen.

Haunted houses in early fall seem even more haunted than usual. Most of the have disappeared, but you will find worth a feature story if one remains standing in your vicinity. Halloween drawing near, increasing the value of such a story. And a little mystery in the lead will put over the feature with a big kick.—Ralph Gible.

With winter fast approaching a little story on nature would not come amiss. Explain scientifically how the trees change colors. Also tell about bird migrations—where local species spend the winter. Here is a story that is sure to interest.—C. E. Pellissier.

BY UNITED PRESS



UNITED PRESS ASSOCIATIONS
World Building New York

E. F. S. Editors' Feature Service

Over 100 independent newspapers throughout the country subscribe to this fine daily service as a protection against rising feature costs.

Six Pages Daily
Illustrations in Mat Form

Write or wire for samples,
price and territory.

Editors' Feature Service, Inc.

1819 Broadway, New York
Allied with Johnson Features, Inc.

They Had to See Paris

By Homer Croy

Pike Peters of Oklahoma struck oil—and Opal and her ma had to see Paris.

A Serial
for
Americans
who

Like America Best

Territory Closing Rapidly
Order by Wire



The O'Dell Newspaper Service
55 Fifth Avenue, New York City

Kerney's Story of Wilson

for the first time released for

NEWSPAPERS

is being bought by editors from
coast to coast

Territory closing rapidly

The McClure Newspaper Syndicate
373 Fourth Avenue New York

How To Play GOLF

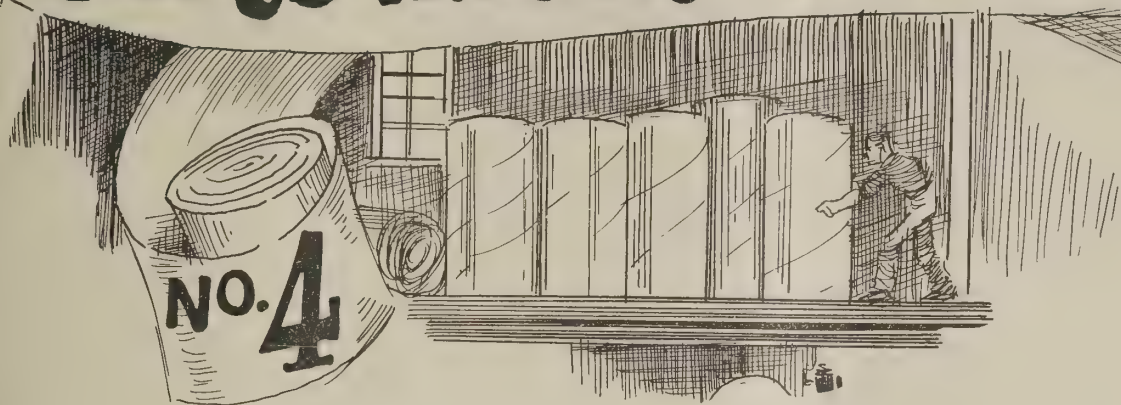
By JOHNNY FARRELL
Famous Teacher of That Game

24 LESSONS
Illustrated

For release daily

KING FEATURES
SYNDICATE, Inc.
New York City

Facts about New England



Leads in Paper Manufacture!

New England has always had the reputation as a producer of quantity and quality paper, the annual production totals well over \$250,000,000.

Closely related to paper production are the printing and publishing trades and allied industries. Probably more high class printing is done in this territory than in any other part of the United States.

You will find located in this compact little area two of the largest general publishing houses—and five of the ten largest school book publishing plants in the country.

These great manufacturing and commercial interests, of vast importance to national progress, employ the highest type of skilled labor. This class of people live more comfortably and enjoy more than the average luxuries of the families in moderate circumstances.

Can any national advertiser afford to overlook this market. Rich in earning and buying power—easily covered at very little investment cost,—it is always a prosperous market for business. Ask these papers listed below to show you the way to greater sales.

MASSACHUSETTS—Population, 3,852,356

	Circulation	2,500 lines	10,000 lines
**Attleboro Sun(E)	5,845	.03	.03
*Boston Globe(M&E)	278,988	.50	.50
*Boston Globe(S)	325,234	.55	.55
†Boston Transcript.....(E)	36,165	.20	.20
*Boston Post(M)	448,158	.60	.60
*Boston Post(S)	374,777	.55	.55
*Fall River Herald-News (E)	21,544	.08	.08
*Fitchburg Sentinel(E)	11,842	.06	.045
**Haverhill Gazette(E)	16,187	.065	.05
††Lynn Item(E)	16,699	.065	.05
††Lowell Courier-Citizen and Evening Leader... (M&E)	21,918	.07	.07
**New Bedford Standard Mercury (M&E)	33,321	.10	.10
**New Bedford Sunday Standard (S)	28,806	.10	.10
**North Adams Transcript (E)	9,918	.0425	.035
†Pittsfield Eagle(E)	18,202	.05	.05
*Salem News(E)	21,444	.09	.07
††Taunton Gazette(E)	9,279	.05	.04
**Worcester Telegram-Gazette (M&E)	92,314	.28	.25
**Worcester Sunday Telegram (S)	51,096	.21	.18

CONNECTICUT—Population, 1,380,631

	Circulation	2,500 lines	10,000 lines
*Bridgeport Post-Telegram (E&M)	44,446	.15	.15
*Bridgeport Post(S)	21,910	.10	.10
**Hartford Courant(M)	33,003	.09	.09
**Hartford Courant(S)	56,274	.13	.13
*Hartford Times(E)	53,665	.13	.13
**Middletown Press(E)	8,359	.0325	.03
††New Haven Register.(E&S)	46,218	.14	.13
*New London Day.....(E)	12,671	.07	.045
†Norwich Bulletin(M)	12,826	.07	.05
*Norwalk Hour(E)	6,196	.04	.04
†South Norwalk Sentinel.(E)	5,188	.03	.025
*Stamford Advocate(E)	10,619	.05	.04

* A. B. C. Publisher's Statement, Oct. 1, 1926.

† Government Statement, Oct. 1, 1926.

** A. B. C. Publisher's Statement, March 31, 1926.

†† Government Statement, March 31, 1926.

(B) Combination rate Daily Journal and Eve. Bulletin.

MAINE—Population 768,014

	Circulation	2,500 lines	10,000 lines
**Portland Press-Herald Express (M&E)	63,964	.18	.16
NEW HAMPSHIRE—Population, 443,683			
*Concord Monitor-Patriot (E)	5,309	.0375	.025
†Keene Sentinel(E)	3,934	.036	.023
*Manchester Union Leader (M&E)	32,032	.15	.12
RHODE ISLAND—Population, 604,397			
†Newport Daily News... (E)	6,442	.0336	.0293
*Pawtucket Times(E)	27,548	.07	.07
*Providence Bulletin(E)	69,039	.18 (B).25	.11 (B).25
*Providence Journal(M)	39,770	.11	.08
*Providence Journal(S)	70,186	.18	.18
**Providence News(E)	29,123	.08	.08
**Providence Tribune(E)	21,961	.10	.09
**Westerly Sun(E&S)	4,950	.025	.025
*Woonsocket Call(E)	14,680	.05	.05

VERMONT—Population, 352,428

	Circulation	2,500 lines	10,000 lines
†Barre Times(E)	7,001	.03	.025
†Bennington Banner(E)	3,155	.0125	.0125
Brattleboro Reformer... (E)	3,416	.03	.0175
†Burlington Free Press... (M)	13,621	.05	.05
*Rutland Herald(M)	11,539	.04	.04
††St. Johnsbury Caledonian-Record (E)	4,055	.03	.0175

TWO RECORDS

The present circulation of The Sun is the largest in its history—

—Net paid circulation

265,000 Copies

for the Six Months Ended September 30, 1926

A Gain of 8,766 Copies

Over the Corresponding Period Last Year

The present volume of advertising in The Sun is the largest in its history—

—Advertising Volume

11,572,792 Lines

for the Nine Months of 1926

A Gain of 1,662,038 Lines

Over the Corresponding Period Last Year

A Lead of 1,096,844 Lines

Over the Next Evening Newspaper

THE SUN is the home newspaper among the intelligent, prosperous people of New York. It is first in advertising among New York evening newspapers, because it is first in its ability to produce results.

The



Sun

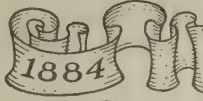
280 Broadway

New York



MEMBER A.B.P.

EDITOR & PUBLISHER



The Oldest Publishers' and Advertisers' Journal in America



MEMBER A.B.P.

SUITE 1700 TIMES BUILDING, NEW YORK
42ND STREET AND BROADWAY.

Original second class entry The Journalist, March 24, 1884; Newspaperdom, March, 1892; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Advertising, February 7, 1925; Revised entry, Editor & Publisher, May 11, 1916, at the Post Office at New York, N. Y., under the act of March 3, 1879.

Vol. 59. No. 22

NEW YORK, OCTOBER 23, 1926

By Mail in Advance \$4, U. S. A.
\$4.50, Canada; \$5, Foreign

10c Per Copy

TO NEWSPAPERS LOADED WITH MAT SERVICES

Acquire the Newspaper Advertising Service of the Chicago Tribune Without Disturbing Your Budget

To hundreds of newspaper publishers, business and advertising managers all over the country who are interested in increasing their advertising volume this is a dramatic announcement.

..... No matter how many advertising mat services you are now buying or the term of your unexpired contracts, we have a plan whereby the Newspaper Advertising Service of the Chicago Tribune may become available to you at once (Provided the rights for your territory are open) without undue expense on your part or any extraordinary inflation of your service costs.

..... A plan to help you share in the benefits of this lineage-building service at once, to secure for you the maximum of business for the heavy advertising months of November and December; to offer advantages that will be exclusive to your publication in your territory; to set in motion the principle that helped triple the Chicago Tribune's local lineage in ten years, so that it may write a similar story for you.

How The Chicago Tribune Newspaper Advertising Service Differs

The Newspaper Advertising Service of the Chicago Tribune is an advertising mat service produced by a newspaper from a practical newspaper standpoint; based on our success in increasing our local lineage from 5,582,211 to 16,153,941 lines. It contains reproductions of copy, artwork, illustrations, layouts, merchandising ideas and complete advertisements, most of which have appeared or will soon appear in the Chicago Tribune—material that every advertiser wants and every advertising manager needs to make the gains his publisher expects of him. Twenty-eight artists and ten copy and mer-

chandising men, stars of the retail advertising field, comprise the backbone of this service, directed by the vast resources and experience of the Chicago Tribune.

Each month more than forty pages of mats and proofs are shipped—more quantity, more completeness and more useability than ever offered a newspaper before. Mats come complete with type matter. Binder is furnished. There is no filing problem. Included free, also, is the Chicago Tribune's Classified Advertising Promotion.

Tribune Newspaper Advertising Service differs because—

1. Being scientifically prepared and of proven tested nature it has much greater pulling power.
2. Because of its high pulling power it creates advertising prestige and acceptance which are quickly translated into increased volume and profits.

Here's How

Return this coupon or a request on your own letterhead for non-obligating information on a plan to acquire rights to the Chicago Tribune's Newspaper Advertising Service without disturbing your budget.

Name

Publication

City and State

Judge Us By Our Company

To judge the worth of this advertising service, judge us by this partial list of users.

St. Louis Globe-Democrat	Philadelphia Bulletin
Indianapolis News	Buffalo Times
Portland (Ore.) Journal	San Francisco Bulletin
Los Angeles Examiner	New Orleans Item-Tribune
Toronto, Canada, Star	and scores of others

Whether your publication is small or large you can use us to equal advantage, for now with the announcement of a plan that makes our service available without boosting your budget, all barriers are swept aside.

November and December are Heavy Months

To learn how we may become a source of profit and a factor for business at once, fill in and mail the request on this page to the Chicago Tribune. You will be gratified, for our plan is feasible and practical, and it will be a decidedly fair effort to solve your problem.

Mail This Coupon To

Newspaper
Advertising
Service of

Chicago Tribune

The World's
Greatest
Newspaper

Buffalo the Wonder City of America

Some Facts About Buffalo

Buffalo's population is 538,016. (State census, October, 1925.)

Retail trading radius population exceeds 1,000,000.

Building permits granted in the Greater Buffalo area in 1925 represent a total value of \$225,000,000.

There are 122,276 homes in Buffalo. Of these more than 40 per cent are owned by householders.

Erie County has registered 138,400 pleasure cars, 115,187 commercial cars, 887 buses, 1,063 motorcycles, 543 trailers and 1,437 omnibuses.

Buffalo Savings Banks average \$810 per depositor. The per capita deposit in all banks is \$862.

The total deposits in Buffalo banks are \$517,451,035.

The total deposits in savings banks are \$138,077,371.

In the four savings banks there are in all 169,115 depositors.

In the metropolitan district of Buffalo there are 3,000 manufacturing establishments with a total weekly payroll of \$2,750,000.

Sixty-three per cent of the lines of manufacture recognized by the U. S. Census of manufactures are represented in Buffalo.

The twenty leading industries of Buffalo in order are—automobiles, bodies and parts; flour and grist mill products; slaughtering and meat packing; foundry and machine shop products; iron and steel; coal tar products; linseed oil; bread and bakery products; soap; railroad repair shops; rubber; printing and publishing; ship building; brass, bronze and copper products; leather, tanned and curried; malt; furniture; oil refining; lumber and planing mill products; airplanes and parts.

Buffalo has the largest grain elevator in the world. Its 28 elevators have a capacity of 39,000,000 bushels. It is the second largest flour milling center of the country, with approximately 10,000,000 barrels output annually.

At Buffalo nearly 70% of all air brake hose used in the United States is manufactured.

The Buffalo district is one of the most extensive producers of pig iron in the world, having over 20 large blast furnaces with a combined annual capacity of between 2,500,000 and 3,000,000 tons.

Buffalo leads the United States in the production of linseed oil.

Buffalo has a chemical plant devoted to the development of the aniline dye industry which is rated as the largest dye plant of its kind in the United States.

At Buffalo is the greatest development of hydro-electric power to be found anywhere in the world. The average cost of power is the lowest in the nation.

The Buffalo district is one of the greatest lumber markets in the world.

The Buffalo district produces 75 per cent of the world's wall board.

Buffalo holds the wonderful record of a gain of 472 new industries in a five-year period, which is a greater increase than is to be found in any other of the twenty-five first-class cities of the United States excepting New York.

During the year 1925, 757,092,599 kilowatt hours of electricity were consumed in Buffalo.

Summer tourists who visit Buffalo number more than 1,000,000 each year.

Buffalo is the eighth largest manufacturing city and the second largest inland port in the United States and one of the ten leading ports of the world.

Cover the Buffalo Market with the

BUFFALO EVENING NEWS

EDWARD H. BUTLER

Editor and Publisher

National Representatives

KELLY-SMITH COMPANY

Marbridge Building
New York City

Waterman Building
Boston, Mass.

Atlantic Building
Philadelphia, Pa.

Tribune Tower
Chicago, Ill.

Signaling the Officers of a Vast Buying Army

*T*HE buying habits of the nine millions in the New York metropolitan area are largely influenced by the purchases of the progressive leaders of the city.


These substantial officers of the metropolitan army have for years shown a decided preference for one morning paper—the New York Herald Tribune.

This preference is particularly marked in the residential suburbs, where thirty-two percent of the men listed in the Directory of Directors have their homes, and where the Herald Tribune is the preferred standard size morning paper on weekdays.

Its readers particularly enjoy the great Sunday Herald Tribune, with its new and enlarged magazine section, its eight pages of comics in colors, sixteen pages of gravure pictures, its Radio Magazine, its Junior Magazine, its famous literary review, "BOOKS".

A DVERTISEMENTS in the Herald Tribune attract the attention of readers who not only buy, and buy largely, for themselves; they also set a buying example that is followed by an army of others.

NEW YORK
Herald Tribune



Circulation	{	Weekdays net paid exceeds	. . .	290,000
		Sundays net paid exceeds	. . .	340,000

Quality and Quantity

At One Minimum Cost

The Bulletin enjoys the confidence of its readers to an unprecedented extent. In the radius of its circulation—the largest circulation in Philadelphia and the third largest in the U. S.—over 3,000,000 persons reside. U. S. Census averages 4.5 to a family. No other newspaper offers such complete coverage and domination at one minimum cost.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper “nearly everybody” reads—

The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER



Average daily net paid circulation for the six months ending September 30, 1926

535,096

copies a day

The circulation of The Bulletin is larger than that of any other Philadelphia newspaper and is the third largest in the United States.

New York—247 Park Avenue (Park-Lexington Building)
Chicago—Verree & Conklin, Inc., 28 East Jackson Boulevard

Detroit—C. L. Weaver, Verree & Conklin, Inc., 321 Lafayette Boulevard
San Francisco—Thomas L. Emory, Verree & Conklin, Inc., 681 Market St.



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No. 22

Newspapers Vote Down A. B. C. Rate Card Proposal; Would Increase Directorate

Divisional Meeting Rallies Round New York Opposition to Directors' Plan—Four New Directors Each for Newspapers and Advertisers Plan Presented to General Meeting—Would Limit Board's Powers

By WARREN BASSETT

CHICAGO, Oct. 21.—The expectantly awaited audit bureau "battle of proxies" has been fought and the rebellious New York city delegation and their backers, 477 strong, are in possession of the field as the 13th annual convention of the Audit Bureau of Circulations prepared for its second-day general session.

Today in the newspaper division meeting they pushed through three resolutions which in effect rebuke the board of directors for passing the rule permitting publication of rate cards on publishers' statements.

The resolutions not only knocked the rate card issue into a cocked hat, but also expressed the will of the newspaper members that no further rules not directly connected with circulation shall be passed by the A. B. C. directors and that no rules of any kind affecting the newspaper members be passed before they have been submitted to the full membership.

A fourth resolution increased the newspaper representation on the board of directors from two to six and the advertiser representation from eleven to fifteen, four each.

The board of directors on Thursday evening until midnight considered the New York resolutions in executive session. Managing Director Clague declined to forecast the result of their deliberations.

Although there was strong opposition in some sections to the combative program sponsored by the insurgents from New York, the majority of members were strongly behind them, and the loud "yes" records when votes were cast.

The New York group was on its toes for the struggle. Fred A. Walker, managing director of the *New York Telegram*, played the "Red Grange" role for them. It was he who introduced and examined each of the resolutions. He was supported by John F. Bresnahan, business manager of the *New York World* and E. G. Martin, business manager of the *Brooklyn Eagle*, fellow members of the committee representing the New York publishers.

Following are the four resolutions sponsored by the New York members which the newspaper group adopted:

1.—RESOLVED: That no facts or figures relating to any matter other than circulation shall be printed in any publisher's report or audit report of the Audit Bureau of Circulations.

2.—BE IT RESOLVED: That the newspaper members of the Audit Bureau of Circulations ask the board of directors to refer to the convention, together with the result of their action thereon, an amendment to section 4 of article VI of the by-laws, so that it shall be read as follows: "The board of directors shall have power to make, publish, and enforce such rules and regulations as they may deem necessary for the proper conduct of the business of the bureau, but the board of directors shall not make, publish, or enforce any rule or regulation affecting any

activity of a newspaper member not directly connected with circulation. Such rules shall be in full force and effect until rescinded by the board or by a majority vote of members voting at any annual or special meeting called for the purpose."

manager of the *New York Times*, was named to call the roll.

"Ayes" and "noes" ran neck and neck for a time until "J. F. Bresnahan" was called by Mr. O'Donnell.

"One hundred and fifty-five votes for



Smiles of Victory—The successful newspaper "battle of proxies" to keep the A. B. C. within the limits of its original field was led by "Generals" E. G. Martin, *Brooklyn Eagle*; Fred A. Walker, *New York Telegram*; and J. F. Bresnahan, *New York World*.

3.—RESOLVED: That no rules, regulations, restrictions of rights or extension of rights regarding the facts incorporated in any publisher's statement or audit report of circulation of newspaper members shall be put in force until such proposed rules, regulations, restrictions or rights or extension of rights, shall have been submitted to all newspaper members.

4.—That the board of directors be increased from 21 to 29 members, four additional directors to be nominated by the advertisers' section and four additional directors by the newspaper section, the representation of other sections to remain unchanged.

Other resolutions and other business came later in the afternoon, but when this program had been carried to victory the excited tension of the meeting fell so precipitately as to be almost audible. A hum of conversation hitherto absent, started up; members walked about the room; some left. From then on it was just a routine meeting. Not ten seconds elapsed from the time the advisory committee report was approved at the opening of the session Thursday morning until Mr. Walker was on his feet to present the first resolution, printed above.

This document was a direct and uncompromising attack upon the proposal to print rate cards, entirely eliminating this function as a bureau activity.

Vote was by roll call. Although many had backed it vocally, no one could foretell the strength for or against until the proxies had been voted.

Hugh A. O'Donnell, assistant business

It was immediately seconded by Mr. Bresnahan. Gardner Cowles, publisher of the *Des Moines Register-Tribune*, objected to the wording saying it would prohibit publication of population figures.

O. V. Fragstein, circulation manager of the *Milwaukee Journal*, was first to drop a bomb on the New York city group's hopes. He offered a substitute resolution authorizing the bureau to print rate cards at the option of the newspapers.

"Publication of rates would make it easier to sell newspaper advertising" he argued.

The fusillade was on.

Out of the discussion came a searching question from Jerome D. Barnum, publisher of the *Syracuse Post Standard*.

It was: Where did the suggestion to print rate cards emanate from—dissatisfied advertisers, or from around the table of the audit bureau board?

Mr. Clague was immediately on his feet and speaking with great emphasis, said:

"I am glad to answer that question. There have been a number of insidious suggestions in regard to this matter which are most unfair to the board. The idea did not come from the advertisers, but from publishers themselves who declared they were finding difficulty in getting pages two and three of their semi-annual statements read by the space buyers. The board of directors conceived the idea of printing rate cards to get these pages read, believing it to be a service to publisher members. Printing of rates was not made compulsory. It was purely a service idea for those who wished it."

After it was agreed to vote on Mr. Walker's motion rather than Mr. Fragstein's substitute, a question as to proxies arose. Mr. Bresnahan was told his proxies could not be voted inasmuch as they were not yet approved by the credential committee.

It was decided that no vote would be taken on any resolution until the proxies could be voted, which held the matter over until the afternoon session.

Following this triumph, the sentiment of the meeting was established and the other resolutions passed in quick order.

One of the New York group's resolutions, however, failed to pass. It provided for distribution to members of 75 per cent of the present \$180,000 surplus now held by the Audit Bureau. It read as follows:

2.—RESOLVED: That the board of directors of the Audit Bureau of Circulations be asked to authorize a distribution of 75 per cent of the surplus now maintained in the treasury of the Audit Bureau of Circulations; said distribution to take place on or before March 1, 1927; the amounts to be paid to each member to be in direct ratio to the dues paid by that member during the year 1926.

The meeting which had been enthusiastic in support of the New York delegation, immediately became frosty with antagonism.

Paul Block, New York special representative, who had made a long and effective speech opposing the printing of rate cards, was immediately on his feet to protest.

Mr. Clague also spoke advising strongly against such a move. He said it represented liabilities to members, that it was not in reality a surplus. The government has attempted to tax it as such, but had later ruled it was not a surplus.

Mr. Bresnahan then made a motion that the resolution be withdrawn, and thus it did not come to a vote, which would undoubtedly have been unfavorable.

Then Mr. Walker rose again to introduce the final resolution for the Manhattan delegation. Of four motions already introduced by him three had been passed, and the other withdrawn.

This measure urged that the newspaper representation on the board of directors be increased by four making a total of six, and that the advertiser representation also be increased by four making a total of 11 from that division. These increases would make the total number of directors 29, including the two directors each from the agency, farm paper, magazine and business paper divisions.

S. F. Thomason spoke strongly favoring the resolution as did F. Lansing Ray and others.

It was put to a vote and passed.

Then directors were named at the close of the meeting the members unanimously renominated David B. Plum of the *Troy Record*, who with Walter A. Strong of the Chicago Daily News has been one of the two newspaper section directors. Mr. Strong holds over.

The following four members were put into nomination as directors from the newspaper division provided the general meeting approved the plan for an expansion of the board:

W. B. Bryant, *Paterson Press-Guardian*; J. W. Magers, *St. Paul Pioneer-Press* and *Dispatch*. David E. Town, Hearst general manager, New York, H. C. Adler, *Chattanooga News*.

The clubbing question, which was presumably settled at last year's convention when it was the chief topic of discussion, was injected into the meeting near its close.

John M. Schmid, business manager of the *Indianapolis News*, after declaring that the new rule adopted by the directors in February is not only inadequate but conflicts with another bureau rule, introduced the following resolution covering the situation:

"When subscriptions for two or more publications are sold in combination, the price for such combination shall be the price of the highest-priced publication, plus not less than 50 per cent of the combined regular subscription prices of the other publications in the combination, provided that the number of the publications in any clubbing offer shall in no case exceed five. This rule to become effective July 1, 1927."

After much discussion it was decided that the resolution as it stood interfered with the farm paper and magazine members, and also that there was not time to discuss all its phases thoroughly.

On motion of J. D. Barnum, of Syracuse, it was referred to the advisory committee.

A survey on the question of the uniformity and equality of counting returns, presented by E. K. Gaylord, of the *Daily Oklahoman* and the *Oklahoma City Times*, brought a step toward an entire revision of the rules of the A. B. C. He found that 271 publishers sold their papers on the non-returnable basis, and that in the case of 256 of these the audit bureau had never deducted the left-overs.

"This means that the audit bureau has deducted news agent left-overs from the reports of 15 publishers," he continued, referring to the group under examination. "In the case of some of the publishers, deductions were made three or four years ago. In some cases the deductions were made only in one year and thereafter the publishers were allowed to count the left-overs as paid circulation."

"In every instance of deduction, there has been a complaint and a special audit."

He related the situation of a number of papers forced to make the deductions where out-of-town papers circulating in the same territory were not affected, but were permitted to count as paid circulation any left-overs in the field of the home paper.

In the case of his own paper, Mr. Gaylord related that an investigator had deducted papers, which carrier boys paid for to take into their own homes.

In order to work toward uniformity, Mr. Gaylord presented a resolution and also a recommendation to the directors for an amendment of the by-laws, both of which the section adopted. The resolution follows:

"Resolved, That the newspaper division request our board of directors to thoroughly revise all rules, regulations and rulings of this bureau and that they particularly define the terms, 'news agent' and 'news dealer' and 'independent carrier,' and, if possible, place them in one classification, subject to identical rule, and apply the present allowance of 5 per cent to all classes of dealers and agents."

"All rules and regulations of whatever character shall be published by the bureau and due notice of them given to all publishers, so that circulation will not be audited by rules of which the publisher has no notice. The section approved the proposal for amendment of the by-laws, Article 11, to read whenever and wherever audits are made of the circulation of any publisher and auditors find any deductions or changes are necessary in the publishers' circulation figures, it shall be the duty of the auditor to give the publisher full and exact information as to where and why deductions or changes are to be made."

"In the event the publisher challenges the accuracy of the auditor's figures, he shall have the right to present the matter to the managing director and in the event the managing director does not satisfy the publisher, the publisher shall have the right to file a brief with the board of directors, which brief may be considered by an appeal committee appointed by the board, consisting of at least three members, of which at least one member shall be a publisher in the same class as the one making the appeal. The decision of this board to be final."

A vital question which will undoubtedly loom large at the next session of the bureau was introduced in the closing moments of the newspaper meeting by Mr. Thomason, who asked the members to consider the question of pre-date Sunday newspapers, now certified by the bureau as bona fide circulation—whether some regulation should be made limiting the day of publication.

A resolution made attempting to cover the situation was referred to the advisory committee.

The meeting witnessed a complete victory for the insurgents from New York and their several hundred backers from other cities.

However, all of the reforms embodied in the resolutions passed at the division meeting may not be binding upon the board of directors. The board is not forced to act upon such recommendations from members, but in general it shapes its policies to conform with their expressed wishes.

Four of the members of the newspaper members' advisory board were renamed and a fifth was named to fill a vacancy. George M. Rogers, *Cleveland Plain Dealer*, succeeds E. Lansing Ray, *St. Louis Globe-Democrat*, who declined renomination. The other members are: David E. Town, of the Hearst general management, New York; Hugh A. O'Donnell, assistant business manager *New York Times*; Gardner Cowles, publisher *Des Moines Register-Tribune*; T. R. Williams, *Pittsburgh Gazette Times* and *Chronicle-Telegraph*.

The convention broke all records in point of attendance and interest. More than 1,000 members came from all sections of the United States and from Canada to witness and to take part in what was heralded in A. B. C. circles as "The Battle of the Century." Last year's attendance, then a record, was about 900.

The impending struggle over the rate

card issue was the chief preconvention topic of conversation. All members had been circularized by both factions weeks before the meeting. Proxies had been sought by both sides. The publisher and advertiser delegations began arriving Tuesday, chiefly Inland Press Association members who met Tuesday and Wednesday.

On Wednesday the Audit Bureau hosts began to arrive. Registration started Wednesday noon on the mezzanine of the LaSalle and continued through Thursday morning. Stanley Clague's admonitions to "register early" in order to participate in the division meetings Thursday afternoon were well heeded.

The LaSalle was practically taken over by the Audit Bureau members. A huge A. B. C. flag floated over the entrance to the hotel. Inside, the lobby was crowded with publishers; advertising managers of great national concerns whose advertising budget run into six figures; agency men; magazine and farm paper representatives. About the lobby large placards told the time and place of the various division meetings.

There was, however, none of the carnival atmosphere of which surrounds the annual convention of the American Newspaper Publishers Association each spring at the Waldorf in New York. No jovial celebrities from the comic strips grinned down from the walls of corridors; no clank of machinery came from supply and machinery booths. The atmosphere of the Audit Bureau convention was strictly business.

The New York group went into action fast. They steamed into Chicago on the Century at 9:30 Wednesday morning and by 10:30 they were holding a pre-convention session in room 409 of the LaSalle. Meeting with them were more than 50 publishers from other cities sympathetic with the aims of the Gotham group.

The four resolutions, presented at the newspaper session Thursday, were discussed in detail and minor changes made in the wording.

In the New York group were: J. F. Bresnahan, business manager, *New York World*; Hugh A. O'Donnell, assistant business manager, *New York Times*; E. G. Martin, business manager, *Brooklyn Eagle*; F. A. Walker, managing director, *New York Telegram*; Victor Ridder, *New York Staats-Zeitung-Herald*; L. L. Jones, of the New York City Publishers Association.

Accompanying them, representing the New York State Publishers Association were: Jerome D. Barnum, publisher of the *Syracuse Post-Standard* and E. H. Butler, publisher of the *Buffalo News*.

John C. Martin, general manager of the *New York Evening Post* and business manager of the *Philadelphia Public Ledger*, arrived Thursday to cast his lot with the protesting group.

The group had powerful support. Among their backers were all of the Hearst newspapers, all of the Scripps-Howard group, the Gannett newspapers, the Paul Block newspapers, the *Chicago Tribune*, the *Springfield Republican*, *Cincinnati Enquirer*, *Washington Post*, *Louisville Herald-Post*, *Portland (Me.) Express*, *Syracuse Post-Standard*, and many others.

Before the convention opened Mr. Bresnahan said four hundred newspapers were lined up against the bureau's plan to print rate cards on publishers' statements.

Part of the ammunition brought to the convention by the New York group was a printed pamphlet entitled, "Audit Bureau of Circulations—Information from Annual Reports 1920-1925."

The pamphlet contained two powerful attacks upon the bureau, the one directed against its mounting expenditures, which have not resulted in greater service to members, according to the booklet, and the other concerning the membership, "which seems to be decreasing rather than increasing."

It has detailed tables of Audit Bureau expenditures as compared with earnings in the past five years, gleaned from the annual reports of Arthur Young & Co., auditors for the bureau, concerning expenditures.

The foreword of the booklet stated

that the reports of the auditors are so condensed that it is possible to make a comparison of only a few items of income and expenses. The reports are further complicated by their practice of deducting "charges to members" and sales and other incomes from the expense accounts instead of reporting them as income.

In the following pages, all items of revenue are shown under income and the full amount of all items of expense, under expense.

Comparisons of the financial reports for five years show an increase in expenses of \$76,452.22 and an increase in revenues of \$69,386.13.

The membership report shows that 17 fewer general advertisers are taking the reports than in 1921 and 12 more advertising agents. There has been an increase in the associate membership which is composed of those who take the reports of only one class of publications.

Expenses have increased 23 per cent in five years, the number of audits 15 per cent. In the year 1925, expenses increased \$35,630.08, and only 9 more audits were released than in the year 1924.

Comparisons of the treasurer's reports are included, for the reason that they are more fully itemized than the income reports.

The expenses of the audits have greatly increased during five years. The value of the reports to the publishers, as shown by the small number of advertisers and agents who take the full reports, has not kept pace with the cost.

Analyzing the present membership, the pamphlet said:

"The American Newspaper Publishers Association recognizes 526 advertising agencies in the United States and Canada."

"The names of 166 advertising agents appear in the Bureau's June 24, 1926, list of agency members. Of this number, 150 are recognized by the American Newspaper Publishers Association; 28 per cent of the agencies to whom the publishers allow commission. About one-half of these agency members are full members. That is, they take the full reports of the bureau. The other half are 'associate' agency members. Taking the reports of one division of publications only—news-papers, magazines, business papers or agricultural papers."

"McKittrick's Directory of Advertisers lists the names of approximately 10,000 advertisers. The bureau has a membership of 255 advertisers in the United States and Canada. Its June, 1926, list contains the names of 137 national advertisers and 118 local advertisers in the United States and Canada; 2½ per cent of the whole number of advertisers."

"The membership of advertisers and advertising agents seems to be decreasing rather than increasing. The value of the bureau's service to publishers depends upon the number of advertising agents and national advertisers who buy and use its reports."

Another A. B. C. record was broken Friday night when 1,000 A. B. C. members and their guests attended the annual banquet at the LaSalle, the closing event of the A. B. C. week. Speakers for the evening were United States Senator, Pat Harrison of Mississippi, former Congressman Frederick Landis, of Logansport, Ind., brother of Judge Kenesaw Mountain Landis, czar of baseball, and Dr. John L. Davis, humorist, of New York City.

Before the speakers were introduced, Edith Mason and John Marshall, both of the Chicago Grand Opera House Company sang.

President O. C. Harn, of the Audit Bureau presided at the dinner.

AID FUND DRIVE IN UTAH

The Salt Lake City Chamber of Commerce-Commercial Club will hold its fifth annual drive for a \$75,000 community advertising fund during the week of Oct. 25. The money will be spent next spring, according to present plans, on space in metropolitan newspapers, national magazines, billboards, booklets and pamphlets, conventions and a bureau of information at the Chamber of Commerce-Commercial Club.

N. Y. TYPO WAGE RISES UNDER NEW CONTRACT

Newspapers' Offer Accepted, Giving Increase of \$3 July 1, 1926, and \$1 Each in 1927 and 1928 After Long Fight

The three-year contract offered by the Publishers' Association of New York which was accepted this week by Typographical Union No. 6 calls for a \$3 a week increase retroactive to July 1, 1926, and \$1 a week increases on July 1, 1927 and 1928, and a 7½-hour day. The agreement will terminate June 30, 1929.

The present base scale of the union for a 7½-hour day is \$60 a week for day workers, \$63 a week for night workers and \$66 a week for the third shift. The union first asked on May 1 an increase of \$6 a week with a 6½-hour day.

A counter-offer of \$6 a week increase, with a 7½-hour day, and the elimination of the resetting by individual newspapers of matter which comes into one or more offices in matrix or plate form, was made by the publishers.

The union refused this counter-offer and then the publishers proposed the present agreement which was at first refused by the union. The International Typographical Union then asked the New York local to accept the offer or submit to arbitration and refused to sanction a strike as long as the publishers were willing to arbitrate. This was agreed to by the union membership.

HOW IOWA ADVERTISED

Publisher Tells Inland of Success Through Editor & Publisher's Columns

(By Telegraph to EDITOR & PUBLISHER)

CHICAGO, Ill., Oct. 21.—How the advertising of a state by its publishers was put across was graphically described by an Iowa member, Frank D. Throop, publisher of the *Davenport (Ia.) Democrat*, at the Inland Daily Press Association on this week. He told of his pride in the close association of 28 Iowa newspapers which finally became the working body from 33 responses sent in from 45 Iowa newspapers asked to join the campaign. The Iowa publishers at first tried song about tall corn to advertise the state but decided that the nation was misled into overlooking other Iowa interests. So they went in for paid advertising. They scattered their message among trade journals and newspapers but finally, in the last year, concentrated trade journal advertising in the *EDITOR & PUBLISHER*, with excellent results, he said.

A full page a week in *EDITOR & PUBLISHER* brought in new contracts from foreign advertisers at a rate heretofore unknown to the group, Mr. Throop declared. He cited figures to show the increased lineage in the papers represented by the advertising group in 1926. There has been a gain of 3,660,425 lines as compared with 1925, a gain of 21.39 per cent. The advertising volume from January 1 to September 1, 1926, was 6,907,790 lines, he stated, as compared with 15,949,365 lines for the corresponding period in 1925.

EDITOR & PUBLISHER, after a thorough test, has now been decided upon for concentration as an advertising medium, Mr. Throop said. When newspapers had been organized an agency was agreed on and copy prepared on a broadside. All the member papers used the same copy so that not only was the message spread nationally but Iowa sold to itself with pleasing results.

AIDING RED CROSS

John C. Martin, of the Curtis-Martin newspapers, Inc., and Frank M. Lawrence, George Batten Company, are firmen of the newspaper and advertising agency groups, respectively, in the annual Red Cross Roll Call.

SPONSORS RADIO SHOW

The Fairmont (Minn.) *Martin County Independent* sponsored the first radio presentation held by the Fairmont Radio merchants last week.

W. R. HEARST NOTES TENDENCY TOWARD TABLOID PRESENTATION OF NEWS

Noted Publisher, Answering EDITOR & PUBLISHER Questions, Declares Readers Have No Time to Separate Wheat from Chaff—Editors Must Do Winnowing

(Copyrighted 1926, by EDITOR & PUBLISHER)



William Randolph Hearst is here shown with Mrs. Hearst and their eldest son George, who is president of the *New York American*.

A TENDENCY of American journalism toward the tabloid in condensation and presentation of news was remarked on this week by William Randolph Hearst, answering questions asked him by *EDITOR & PUBLISHER* when he returned to New York following a summer spent in California.

Mr. Hearst was asked what the average man in the street wants to read in his newspapers, and he replied:

"He wants to read all the news of importance and all the items of interest. He wants to read features, some of which are important and some of which are merely entertaining. And he wants to read opinions which are illuminating and interesting."

"Furthermore, he wants everything presented to him briefly as well as brightly."

"There are so many things to occupy the time of every man, woman and child in America these days that no one has a great deal of time to give to any particular matter."

"Moving pictures take part of every modern person's time, the radio takes part, the various developments of the phonograph take part, and recreation in the open due to improved transportation takes quite a considerable part."

"If you want to obtain and retain anyone's attention, you must say something worth while and say it quickly. Hence the tendency of journalism towards the tabloid. I do not mean necessarily the tabloid in shape, but the tabloid in condensation and presentation of news."

"The reader has not time or inclination to separate the wheat from the chaff, to pick out the grains of information from a mass of words. It is the editor's business to do the winnowing for him."

"Lord Northcliffe was the originator of the tabloid form of newspaper, but not the originator of the intelligently condensed newspaper—the newspaper which makes the strongest circulation appeal in modern journalism."

"I think Charles A. Dana was the founder of that type of journalism, and I once heard Lord Northcliffe say he had modeled his *Daily Mail* largely on the idea of the old *New York Sun*. The *London Daily Mail* is a tabloid newspaper in content."

"The tabloid newspaper in its small form was something of an accident. Lord Northcliffe had an idea that he could print a daily newspaper for women and started the *London Mirror* as a woman's paper. It did not succeed, so he transformed the paper into a general newspaper without changing the small size of the page."

"This size gave him even a better opportunity for condensation than he had had in the *Daily Mail*; and the value of the condensation was speedily proved in the astonishing success of the *Mirror* as a condensed newspaper."

"When Lord Northcliffe was in America on one of his trips he got out a special edition of the *New York World* in which everything was printed very briefly, in order to illustrate his idea of the news in tabloid form."

"All of us newspaper men smiled patronizingly but continued to make our voluminous newspapers. It was not until years later that the success of the tabloid in England compelled its adoption in this country."

"Is there any justification for publication of private scandal?" Mr. Hearst was asked.

"None whatever if it is private and if

it is scandal. But news about the actions of private people ceases to be private when it gets into the public courts," he declared.

"I once sat next to a man in Washington at a dinner and he kept annoying me by complaining that some one of my newspapers had printed items about his brother's divorce."

"Finally I told him that it was deplorable and I would make a compact with him. If he would keep his brother out of the police courts and out of the divorce courts I would keep him out of my newspapers, because as far as I knew his brother had no other claim to newspaper attention."

"A good many people who object to the attention that newspapers give to their private affairs forget that their affairs have become of public interest and public importance through their own fault entirely, and through no fault of the newspapers."

"A newspaper's right and duty are to print public facts in which the public is interested, whether the individuals concerned are public or private."

"Do you think that the entertainment side of newspapers is being exaggerated or does the present age demand more entertainment?" was another question.

"I do not think the entertainment side of newspapers is being exaggerated," Mr. Hearst said. "I think the public demands in a newspaper both information and entertainment. That entertainment is not entirely supplied by features. It should largely be found in the news."

"Good writing is an important part of a newspaper's attractions. Every editor knows the value of human interest stories, the news item with a touch of humor or a touch of pathos, the news incident of a romantic character."

"News is not altogether hard facts. News is what the public wants to know about. Important facts are always news but they are not all the news."

"The human side of life interests the public in a newspaper as it does in a play."

"The romance and tragedy of life figure largely in the news and always will, just as they figure in literature and in the drama."

"In fact, they have the additional appeal in the news of being true."

NEWSPRINT PRICE UNCHANGED

International Announces \$3.25 Per Cwt., Contract Price for 1927

The International Paper Company, on Oct. 18, announced the 1927 contract price for newsprint at \$3.25 per cwt., the present rate charged by this company and other mills generally.

As sent out by Joseph L. Fearing, vice-president, the announcement stated in part:

"During the first half of 1927 we expect to bring into production another newsprint mill on the Gatineau River near Ottawa, with an ultimate capacity of about 600 tons per day. It is believed that this mill, together with our new mill at Three Rivers, Que., which is now producing at the rate of about 650 tons per day, constitute (with the vast areas of timber back of them) two properties second to none on this continent."

DEWART HONORED

Editorial Staff Gives Dinner to New Owner of N. Y. Sun and Telegram

Members of the editorial staff of the *New York Sun* gave a testimonial dinner, Oct. 14, to William T. Dewart, who recently purchased that paper and the *New York Evening Telegram* from the Metropolitan Museum of Art to which it was bequeathed by the late Frank A. Munsey. About 100 members of the newspaper's staff attended.

Short addresses were made by Mr. Dewart and by Frank O'Brien, present editor of the *Sun*. A telegram of congratulation was received from Edward P. Mitchell, former editor, now living in New London, Conn.

INLAND COST REPORTS NOW ON MONEY BASIS

Members Will Reveal Their Real Figures to Committee Confidentially—Thomason Says Newspaper Machinery Is 15 Years Behind Times—Inequalities in Railroad Tariff Revealed by Antrim

(By Telegraph to EDITOR & PUBLISHER)

CHICAGO, Oct. 20.—After nine years of research and study, members of the Inland Daily Press Association voted today for the immediate change to a unit cost finding system based on dollars and cents. The percentage system, long a local point of controversy because of its intricacy, was thrown into the discard at an executive session in the Hotel Sherman by a majority vote and what is a virtual cost-finding bureau came into existence. The inland meeting was the opening convention of "A. B. C. Week."

C. R. Butler of Mankato, Minn., chairman of the cost-finding committee and a member of the committee since its inception, led the fight for the adoption of the dollars and cents system and introduced this resolution putting it into effect:

"The membership of Inland Daily Press Association approves the recommendation of the cost-finding committee that the survey for 1926 and thereafter be made in dollars and cents, on forms to be prepared by the committee; that the individual reports be submitted to the cost-finding committee direct, and that the committee be authorized to enter into an agreement with a certified public accountant for the association under which the sanctity and privacy of all figures submitted shall be carefully guarded and that detailed reports, which shall not reveal the identity of the submitting members, shall be submitted only to those contributing."

Associated with Mr. Butler on the committee are A. J. Wilhelm, Huntington, Ind., and W. R. Donald, Mitchell (S. D.) *Republican*.

The new system is not obligatory upon members, but its immediate success seems assured by the hearty support it received.

Much debate has centered around the question of throwing open the books of a newspaper by putting down in actual figures the payrolls, editorial expenses, circulation department costs and the many other items that go into a newspaper. Thus the adoption of the system centered upon the ability of the committee to convince the members that their figures would be secret, that the results would be so couched as to conceal the identity of any single contributor and that no competitor would get information which he would be able to turn to his own advantage.

The efficacy of the cost-finding system is established, the committee reported, referring to the full explanation of the Inland's percentage system as made by Wil V. Tufford, secretary-treasurer, in last week's *EDITOR & PUBLISHER*.

This former system is the basis of the money-unit system adopted, which otherwise is the same. It has been modified to make it more appealing to the subscribing members and it will be more highly organized than its predecessor.

The new system is expected to give the small newspaper the advantages of an inexpensive method of determining the accuracy of balance as an index to profit and loss. Furthermore, he is able to compare his departmental costs with the departmental costs of other newspapers in his own circulation class, the classes being arranged as follows: Class A, under 3,000; B, 3,000 to 8,000; C, 8,000 to 15,000; D, 15,000 to 30,000; E, 30,000 and over.

The committee announced that the Southern Newspaper Publishers' Association and the Nebraska State Association had adopted the Inland's percentage system as a basis for evolving a system for its members, and that many inquiries received showed that the plan in general is sound and is needed by newspapers the world over.

Fine points in negotiating a wage scale were told the inland members Tuesday morning by Harvey J. Kelly of the special standing committee of the American

By LUCILLE BRIAN GILMORE



Joe Carmichael, director of Iowa Committee on Public Utility Information, Des Moines, finds pleasant the society of (left to right) T. O. Huckle, *Cadillac (Mich.) News*; Allyne V. Carpenter, *Lincoln (Ill.) Courier*; Verne E. Joy, *Centralia (Ill.) Sentinel* and Inland vice-president; and John C. Fisher, *Cairo (Ill.) Citizen*.

Newspaper Publishers' Association.

Publishers must know all the facts successfully to conduct a wage agreement, Mr. Kelly stated:

"You must have your objective definitely in mind, and drive straight for it from the very start," he emphasized. "Be so well informed you can meet any argument which may confront you."

The general practice of scale committees is to quote printing scales elsewhere to show that an increase should be granted.

"If this is allowed to weigh your decision, you will get a gradually increasing spiral," Mr. Kelly said. "The wage comparisons must be broadened to cover other industries requiring approximately the same amount of skill."

Mr. Kelly here cited a new use for *EDITOR & PUBLISHER'S MARKET GUIDE*.

"If your scale is compared with a higher scale in city of similar population, use the *MARKET GUIDE* to show differences in industries, in trade, and in markets, which may justify the higher scale in the other town and not in yours," he said.

Asked how to meet the stock argument that the printing scale should equal that of workers in the building trades, Mr. Kelly told the publishers to remember that work in the building trades was seasonal and that comparison should cover annual wages in the two fields, not daily compensation.

"Some statistics show that in several of the building trades the men work only 180 days a year," he declared. "These things should be kept in mind when wage comparisons are raised."

The ideal arbitrator for a wage dispute was pictured by Mr. Kelly.

"He is not a man who has lived in comfortable circumstances all his life, who has had his education paid for, and arrived at affluence without difficulty. He is rather a man now of comfortable means, who had to work hard in his youth, who knows what it means to labor with his hands, and who understands working conditions as they are, in fact rather than in theory. This man makes the ideal arbitrator."

The sport page is the best page in the modern daily newspaper, Prof. H. F. Harrington, director of the Medill School of Journalism, declared in his address Tuesday.

"It is the best-edited page and the most authentic in its coverage of news," he

stated. "It must necessarily be, because it has the critical scrutiny of a host of interested and informed readers. It interprets and criticizes the events it reports. If other sections of the paper were open to the same interested scrutiny, many faults would soon be eliminated."

Prof. Harrington stressed the value of school news in daily papers. He cited the *Cleveland Press*, *Des Moines Register*, and *Evanston News-Index* as papers that had emphasized school news with great success.

Will H. McConnell of the *Springfield (Ill.) State Journal* and chairman of the Inland Postal Committee introduced George C. Lucas, executive secretary of the National Publishers' Association, who discussed the present postal situation.

"I feel that a second-class rate reduction is coming," he said. "Last year the postal deficit was \$40,000,000. This year it is expected to be \$35,000,000, a decrease of \$5,000,000, and that is in addition to absorbing a \$70,000,000 wage increase granted postal employees last year."

Mr. Lucas said a rate reduction bill will be introduced in the coming Congress, and that the big fight will be to have it brought out of committee for vote. He urged the publishers to use influence with their Congressmen to line up support for the rate reduction drive.

The circumscribed territory in which a newspaper has its influence and support was taken up by Stephen Bolles, editor of the *Janesville (Wis.) Daily Gazette*, in a partial answer to four questions he propounded:

"What is the best news policy?"

"Are not many newspapers becoming mere press association and feature bulletins?"

"What proportion of news should be purely local?"

"How many front-page heads should be local news stories?"

Local news, he asserted, was the excuse for existence of many of the newspapers with which he came in contact. The regional paper with a strong wire service has come into its own, he believed, and the policy should be to publish every bit of news into a definite territory. All newspapers may be alike in pattern, but the local news they carry still keeps their individuality clear.

Features alive with human interest can be had, Mr. Bolles said, but "they differ materially from the sloppy stories written

in the region of sky-scrapers." He warned the publishers to avoid the "merely piffle." Often better features could be written inside the office, he said.

C. C. Marquis of the *Bloomington (Ill.) Pantagraph* made a plea for trained agricultural men to edit farm pages and pointed out a definite cash register value to rural articles. A survey of his paper showed that 71 per cent of the circulation read farm news daily or occasionally, and this fact was used to boost farm page advertising.

Good will advertising for the gas industry, unceasing over long periods, was recommended by Joe Carmichael, Iowa public utility information director. Mr. Carmichael explained that he was not suggesting that first to the newspapers. He had already urged a policy of continuous advertising at the convention of the American Gas Association, in Atlantic City, October 12. The way is now paved for the newspaper to approach the public utility, he said.

Among the arguments he used to the Gas Association were that advertising must be the means of fostering public good will and kindly consideration where gas companies want favors. That is open a wider market for security selling as it builds up the gas business by creating a demand for more service.

To approach the gas companies, he suggested several definite places to begin advertising: the economy of gas service the relatively low cost in comparison with other services, stability of the industry, its freedom from the retrenchments of depressed economic periods because use is necessary to cooking and heating. He has 16 subjects available for single ads or for development into series.

The Inland Press is in an excellent financial condition at present, Wil V. Tufford, secretary, stated in his annual report. By rigid administration economy a small deficit has been wiped out. President William Southern, Jr., has paid his own traveling expenses, Mr. Tufford said, and the secretary's office has been run on a budget totaling about one-fourth that of many smaller organizations.

Two newspapers were elected to membership, the *Marion (Ind.) Leader-Tribune*, E. H. Johnson, publisher, and the *Bicknell (Ind.) News*, F. F. McNaughton, publisher.

The fall business outlook for the Middle West is very good, Mr. Tufford said.

The newspaper industry is fifteen years behind in the development of the mechanical advantages which automatically should keep pace to offset the ever increasing labor costs was the statement of S. E. Thomason, business manager *Chicago Tribune*, in a talk before inland members Wednesday.

Mr. Thomason, who was former president of the A. N. P. A., was presenting to inland members the work which being done by the A. N. P. A. to meet this situation, together with the other lines of its promotional work in an effort to interest more inland members to become members of the larger group.

It was Mr. Thomason's opinion that the newspaper industry stood indicted for this gross neglect in development of better mechanical equipment for more efficient production. He stated that the *Tribune* found that stereotype equipment now 17 years old could be used as economically as the latest type of machine in that department.

Such lack of foresight in manufacturing efficiency militated against the newspaper when it came to meeting increasing labor demands of printers, stereotype and pressmen to keep pace with the change of living conditions which are being met possible by better wages to workmen in other crafts, where experimental institutes were being maintained to lessen the cost of operation in such industries.



C. C. Marquis, manager *Bloomington (Ill.) Pantagraph* and D. W. Grandon, editor and manager *Sterling (Ill.) Gazette*.

The speaker explained that the A. N. P. A. was behind a move to establish a school of newspaper mechanics at Cornell University where newspaper engineers could study these problems. This was one point which he brought out to prove the worth of an A. N. P. A. membership.

The fight for reduced postal rates for second-class matter, for the development of advertising through the association's bureau, and the great benefit of the newly organized traffic department of the association were emphasized also.

Mr. Thomason concluded his talk showing that the problems of the larger newspaper are identical with those of the smaller publications. He showed facts to disprove the argument that the contention of the larger newspaper to blanket the advertising field was a detriment to the smaller newspaper but a real benefit in that the work of development of the advertising accounts by the larger newspaper always resulted in local tie-up campaigns by which the smaller newspapers benefited in lineage otherwise unavailable. The postal rate fight of the American Newspaper Publishers Association was explained by J. D. Barnum, publisher of the *Syracuse (N. Y.) Post-Standard* and chairman A. N. P. A. Postal Committee. He warned the publishers of the possibility of a failure of the Congressional Postal Commission to afford any relief. In fact, if the commission, which is headed by Senator Moses, does not decide upon recommendations for legislation at a hearing scheduled for Nov. 10, the commission will expire of its own accord.

"It is clear that the Postmaster General is still adamant against second-class rate reductions that would help newspapers and readers," said Mr. Barnum. "Just what legislation Congress will consider cannot be determined until after the elections. Some believe that if the Republicans are successful in retaining control of both houses, there may be some kind of postal legislation advanced at this session. On the other hand, there are those who argue that there may be little legislation brought up in order that advance the tactics for bringing about a special session next spring."

In an address on "How freight rates enter into newsprint costs," E. Antrim, Chicago Tribune, told publishers to look forward to rate readjustments on newsprint from mills and on core returns, both in carload and less than carload lots.

The talk was illuminating to many publishers in showing how they unwittingly permitted a higher rate to be placed upon newsprint by not being familiar with the two systems of rating, the basic rate on shipments moving partly by Canada through a competitive move of the Grand Trunk to fill its empty west-bound cars, and the standard rate applying to the United States roads.

With the Canadian line sharing in more than 99 per cent of the newsprint movement, because the rate that way was 20

cents as against 23 cents over all-American lines, the Interstate Commerce Commission allowed various increases. "Now we will see what foxy gentlemen our friends, the railroads, are," continued Mr. Antrim.

"When the 15 per cent general increase was authorized they applied it first to the 23 cent rate of the standard lines—the rate that moved none of the business. That made a rate of 26.5 cents. Then they said, 'We will now proceed to maintain the "fixed relationship" of these rates by making the rate via the differential lines (Canada) three cents less.' This gave them an increase in the rate designated as the base rate from 20 to 23.5. In other words, they put one over on you publishers to the tune of one-half cent per 100 pounds.

"If they had followed the spirit of the Commission's order they would first have applied the 15 per cent increase to the base rate, which would have made it 23 cents. Right then was the time for the publishers to get up on their hind legs and holler. You would have won your case easily.

"When the 25 per cent increase came along, they hadn't heard a holler, so they proceeded to apply that in the same way, making the new rate 30 cents instead of 29. Then came the 40 per cent increase, and, of course, it was easy for the railroads."

Mr. Antrim presented a table showing that the ultimate result in this system was that at their peak the base rate should have been 40.5 cents, but was 43, while the standard was 46, where it should have been 43.5. The last reduction made the base rate 38.5, where it should have been 36.5, and the standard rate 41.5 instead of 39.5.

The rate of 38.5 today, thus 40 cents a ton higher than it would have been had the publishers been on their toes, he concluded, and it makes a pretty penny for the publishers when applied to millions of tons.

The adroit, frank, friendly approach to the space buyer was advocated by J. K. Groom, director of the National Advertising Section of the Northern Illinois group. Mr. Groom recalled many instances where ethics had been fractured in competition and also in the handling of a space buyer by a newspaper. Solicitors should be coached that friendliness is the best asset a newspaper can have and should not employ bragging, bullying or blustering to get business, nor forget that they are dealing with shrewd and sensitive people, he said. Mr. Groom recommended "friendly co-operation" between competing newspapers.

Sharp words were spoken at Wednesday morning's session about newspaper commercial enterprises employing the word "Inland" in their corporate names. The meeting was informed that a prominent Illinois person, name not revealed, had taken a trip through the east with expenses paid by representing himself to be an emissary of the Inland Daily Press

Association and that an advertising agency is using "Inland" in its business. The result was the adoption of a resolution warning against persons not members of the group who represent themselves as such, and forbidding the use of the Inland name to all who are not members.

Successful consolidations were taken up at Wednesday's session by A. O. Lindsay, president and director of sales of the Quincy Newspapers, Inc., publishing the *Quincy (Ill.) Herald-Whig* and the *Quincy Journal*, and D. W. Grandon, of the *Tribune-Post* of LaSalle, Ill. Mr. Lindsay expressed the belief that multiple newspaper service was unnecessary to a community, but that consolidation must be approached with a certainty of larger profits and an enlarged field for advertisers at reasonable rates.

A woman appeared on the platform in the person of Mrs. Allyne V. Carpenter, publisher of the *Lincoln (Ill.) Evening News*. She read a paper which was to have been delivered by Frank T. Carroll, advertising director of the *Indianapolis News* and president of the Newspaper Advertising Executives Association on "The Advertising Manager's Job."

"This is the age of specialization," said Mr. Carroll. "The advertising man who accomplishes most must concentrate on one class of advertising and develop that to its maximum. Even on the smaller papers, I believe it wise to have classified handled by a separate man. It's a business by itself, and the same is true of national advertising.

"As the paper grows it must have more salesmen. As the sales force increases the ability of the advertising manager as an executive becomes more important. On his ability to pick men, to develop them, and to get them to work with him, depends his success. The supervision of the sales force, the training of salesmen, getting increased business with a reduced sales force, holding regular inspirational meetings to develop morale—all these are of importance to the manager who is on the job.

"After all, the biggest part of the advertising salesman's job is training and handling salesmen in order to get the most out of them. In this way a good manager multiplies his own ability to secure business for his paper. The advertising manager must be allowed to select his own material. These men should be responsible only to their manager. In selecting salesmen there are several points that demand consideration. Appearance is rated almost 50 per cent by some salesmen. Then, too, the man whose conversation is cheerful and optimistic is welcome where the pessimistic whining fellow can not get a look in. Naturally, a knowledge of the mechanics of advertising is a great asset, yet my own experience indicates that we have better results with untrained salesmen who love their work than with men who have worked on many newspapers, but who expect to get by because of their greater knowledge of the tricks of the trade. After all, given a reasonable degree of intelligence, the advertising salesman reacts to the life insurance formula: 'Expose yourself to a lot of business and you are bound to get some.' Leg work, energy, perseverance—these are the greatest assets of the successful advertising salesman.

"I have no patience with the advertising manager who does not persistently and insistently demand that his efforts be supported through regular, intelligently planned promotion in his own paper.

"Many of the biggest publishers with rates from \$7 per inch up are using promotion matter on a schedule that demands rejection of paid advertising before promotion copy can be omitted. Classified promotion has every reader as a prospect. Display promotion has a smaller percentage of people who may be interested to the extent of becoming purchasers of space. But well-written promotion carrying an interesting story of the romance of business and the value of your paper as a builder of industry can be made so dynamic that every reader of your paper is given an additional reason for loyalty.

"The newspaper represents the only industry that publishes its sales records

every day. With this information available there is no reason why every dollar spent by every advertiser in your city in newspapers, should not be accounted for. That doesn't mean that the advertising manager should make his job one of statistics, nor that he should spend much of his time getting them out. Where there is more than one paper in a city, accurate, detailed statistics become increasingly important. The gains or losses showing on the report today were probably made six or eight months ago. But the daily, weekly or monthly report shows the trend for or against you or your competitor. It's the pulse of your business, and enables you to diagnose the health of your property.

"When the advertising manager realizes that he is, after all, a sales manager, newspaper advertising will grow even faster than it has in the past. One of the best sales managers among the advertising managers of my acquaintance has adopted this slogan as applied to his advertising department: 'If you need help ask for it—if you don't need help, prove it.'"

William A. Thomson, New York, director of the Advertising Bureau of the A. N. P. A., spoke and introduced the Chicago manager, F. Guy Davis, and the Pacific Coast manager, Walter Burn of San Francisco.

"In selling national advertising, it seems to me that you have two things of equal importance to offer the advertiser," said Mr. Thomson.

"The first is the value to him of the market which you cover and the second is the extent to which you cover that market. In other words, what you are offering is not only the circulation and influence of a medium of advertising but also a place in which advertising can be done profitably.

"If this is logical, I think it is equally logical to expect the newspaper which is selling national advertising to know its own market thoroughly and to be in position to give the advertiser the benefit of this knowledge.

"I believe you should be able to show an advertiser rather conclusively just what his opportunities for marketing a product successfully may be in your community. This means that your data should include a study of possible wholesale and retail outlets, a summary of the competition both local and general which he may have to face, an idea of the dealer attitude toward kindred products and some worth-while conclusions as to present or potential consumption of the article.

"I know of a recent case where an advertiser made the point he could not afford to spend \$1,000 in newspaper advertising in a certain city because his sales quota for that locality was only \$3,000. The service department of a newspaper made an analysis of dealer outlet and the like and was able to show him a report which caused him to raise his sales quota to \$10,000 and to go ahead with the campaign.

"This kind of data is useful also in soliciting advertising as well as in helping advertisers who are already considering a market.

"Once a newspaper has faithfully tackled the job of market analysis, it is bound to find many neglected opportunities for national advertisers.

"This suggests another prospect which I think most newspapers neglect and that is the local manufacturer. I have always been impressed by the fact that in most communities there are few contacts between the newspaper and the factory. The factory may be one producing a product which is sold all over the country. It may be turning out an advertised article but too often there is little or no sign of the product or of the advertising in the territory surrounding the plant. Any newspaper can tell you the names of all the local advertisers but in my experience very few advertising departments know much about the big chimneys that dot the horizon on the outskirts of the town, unless it happens to be the name of the man to see if you are getting out a special edition. The reason for

(Continued on page 52)

CIRCULATION OPERATION CAN SHOW PROFIT, ERWIN TELLS CAROLINIANS

His Paper, Columbia State, Is Sold to Agents and Carriers on 50-50 Basis—Coley New President—Value of Serial Stories Questioned

(By Telegraph to Editor & Publisher)

SPARTANBURG, S. C., Oct. 19.—With the election of officers for the ensuing year and the selection of Asheville, N. C., as the place of meeting in 1927, the seventh annual convention of the Carolina Circulation Managers' Association came to a close this afternoon, following a two days' session in this city.

As a fitting compliment to his ability and extreme activity as acting president of the association, Will X. Coley, *Raleigh News and Observer*, was chosen as president for the ensuing year, and J. M. Blacklock, circulation manager for the *Journal-Herald* of this city, was chosen for the position of second vice-president. Other officers elected were: First vice-president, S. G. Bagwell, *Charlotte News*, and C. C. Council, of the *Durham Herald*, secretary-treasurer; J. R. Marks, of Asheville, was chosen a member of the board of directors, and J. L. Erwin, of the *Columbia State*, and Miss C. McCaskill, *Fayetteville Observer*, were selected to fill vacancies in that body.

Discussion of timely topics calculated to advance and improve the circulation departments of the various papers represented in the organization occupied practically all of the time of the convention. Twenty-five of the 35 representative newspapers in the Carolinas were represented. Last night at the Franklin Hotel, the members were entertained with an elaborate banquet by the management of the Journal-Herald Company. Will Rogers, cowboy humorist and unofficial ambassador of America to Europe, was one of the principal speakers of the evening.

Co-operation between the circulation and editorial departments was stressed by Acting President Coley when he made his opening address. He urged unity among the various departments of the newspapers in the effort to get the best results, while the editorial policy of the paper, methods to meet competition in lowering subscription rates for the benefit of certain classes, effectiveness of sample copies and the handling of agents and solicitors were the principal subjects he desired to bring before the meeting.

Charles O. Hearon, of the *Spartanburg Herald*, spoke on the merits of the circulation men and what they meant to the newspapers, advancing his opinion as to the opportunities offered in the Carolinas for the furtherance of the newspaper interests.

The members of the association went on record as being opposed to the publication of serial stories, following a prolonged discussion, but agreed that these and other features had been taken up in many instances where there was a demand for them.

"The Code of Ethics for Circulation Managers" was one of the principal topics of the first day's session, which was presented by C. C. Council, of Durham, while the best methods of handling street sales and sales boys were advanced by Mr. Bynum, of the *Raleigh News and Observer*.

Mr. Council did not propose a definite code, but submitted a proposal which was accepted in principle by the association and a committee headed by J. M. Marks, *Asheville Citizen*, was named to re-draft the measure. The proposal in the main provided for a closer relationship between the circulation men with regard to the establishment of agencies, and the conduct of the circulation business upon higher and broader planes.

Discussion of the subject, "Does increase in Circulation Warrant the Cost of Making Deliveries by Special Automobiles to Individual Subscribers and Dealers?" advanced by C. Eador, of the *Winston-Salem Journal*, was one of the most interesting of the session. The promo-

tion of this plan, in one instance cited by the speaker, after a period of fifteen months, resulted in the government putting bus and mail service into the territory, which had hitherto been served at the expense of the newspaper. Another instance cited, in which two papers engaged in strong competitive efforts, resulted in financial losses to both. This point of discussion revealed there are certain territories that can be served both to the advantage of the subscribers and paper when the circulation is not made prohibitive by aggressive competition.

J. L. Erwin, of the *Columbia State*, discussed the subject, "Can a Publisher Produce a Newspaper and Sell to Agents on a Fifty-Fifty Basis?" During the course of his remarks, Mr. Erwin pointed to the success his paper was having in a venture of this nature.

"We put on the fifty-fifty basis some time ago in many of the cheaper sections of our town and smaller towns throughout South Carolina," he said, "selling routes to the carriers, and have been able to show a large increase, not only in Columbia, but throughout the State. While our percentage of profit is not large, we are taking in more money and in sufficient quantity to more than pay the increased expense; consequently, we can turn over more money to the general profit column. It is the duty of the paper to educate the people and the live circulation manager will figure just what the possibilities of a locality are and go at it the same as a farmer would a field. It costs more to cultivate some fields than others, but cultivation we must have."

An important subject and one which was heartily endorsed by the members of the association was that of "Mail Subscription Rates Based on Zones," presented by J. M. Blacklock, of the *Journal-Herald*. It was the opinion of the majority that newspapers coming under the Carolinas organization should take immediate steps to make the necessary increase in subscription rate beyond either the second or third zones of the respective localities to assimilate the increase in the postage rates prevailing on newspaper mail matter in these localities.

Several members have already taken the step in this direction, which, according to the reports made in the discussions, is meeting with much success and proving a material financial aid to the circulation departments.

Following the conclusion of the closing

session this afternoon, President Coley announced he would name the standing committees of the association within a very short time and immediately upon perfecting this part of the organization, steps will be taken toward perfecting arrangements for the eighth annual meeting in Asheville next year.

SEEK UNIFORM RATES ON ILLINOIS BUSES

Modern Newspaper Transportation Methods Reviewed by Central States Circulators at Chicago

(By Telegraph to Editor & Publisher)

CHICAGO, Oct. 19.—The adjustment of bus rates for newspaper hauling will be chief among the problems and activities before the members of the Central States Circulation Managers Association for the next few months. It was decided at the semi-annual meeting held here today that Illinois circulation managers will make a survey of the bus rates within their State and endeavor to reach some conclusion as to equitable costs and the availability of buses chartered exclusively for passenger carrying.

Indiana, it was pointed out, is the pioneer State in getting uniformity of rates. Outside of Indiana the bus driver or company charges what he will or drives the best bargain he can, and the rates were found to vary 50 and 75 per cent in various communities for equal service.

Clarence Eyster, *Peoria Star*, is conducting the Illinois survey. He discussed the entire problem before the circulation managers of Illinois, Indiana, Iowa, Kentucky, Michigan and Wisconsin at today's meeting at the La Salle Hotel. The completed survey will be used to make an appeal to the State Commerce Commission or the Legislature for a uniform bus order.

J. N. Eisenlord, *Chicago Daily News*, was the chairman of a round table discussion which occupied the entire afternoon session.

Among the speakers were: Paul Kinzel, *Springfield State Journal*, "The Evil of Making Agents Eat Papers"; Roy Parrish, *Decatur (Ill.) Herald*, "How Can Outside Agents and Carriers Be Urged to Get Circulation Without Awards Being Offered Them?"; R. S. Schmedel, *Indianapolis News*, who discussed "Rural Circulation"; Clarence Bevinger, *Terre Haute Post*, on "Prize Contests and How to Stimulate Reader Interest in Them"; and Charles Payne, *Indianapolis Star*, who spoke on "Advantages of Organization in Spreading Good Circulation Ideas."

A mail poll was ordered on a proposition to advance the meetings of the association from April to March and from October to September.

NEWSPRINT MILLS MAKE 18% MORE PAPER

Nine Months' Product of U. S. and Canadian Plants Totals 2,640,747 Tons—Mill Stocks 33,245 Tons

Newsprint production in the United States during Sept., 1926, amounted to 136,167 tons and shipments to 135,300 tons. Production in Canada amounted to 161,287 tons and shipments to 162,740 tons, making a total United States and Canadian production of 297,554 tons and shipments of 298,040 tons. The newsprint mills also made 1,409 tons of hanging paper in September, 227 tons of which were made in Canada. During September 16,525 tons of newsprint was made in Newfoundland and 1,345 tons in Mexico, so that the total North American production for the month amounted to 315,424 tons. For the nine months of 1926 the Newfoundland output of newsprint totaled 133,590 tons, an increase of 145 per cent over 1925, and the Mexican output 9,572 tons, an increase of 1 per cent compared with the previous year.

During September the United States mills operated at 95.7 per cent of rated capacity and the Canadian mills at 99.0 per cent.

The United States mills made 12 per cent more in the first nine months of 1926 than in the same period of 1925, and the Canadian mills made 24 per cent more than in the first nine months of 1925.

The combined production of the United States and Canadian mills in the first nine months of 1926 was 18 per cent more than in same period of 1925.

Stocks of newsprint at United States mills totaled 18,741 tons at the end of September and at Canadian mills 14,682 tons, making a combined total of 33,423 tons, which was equivalent to 2.7 days average production.

UNITED STATES MILLS

	PRODUCTION		Shipments	
	Tons	per Month	Tons	per Month
1926—First quarter.	138,519		136,771	
April.....	145,327		144,600	
May.....	141,032		142,294	
June.....	142,166		141,521	
July.....	140,516		142,690	
August.....	139,259		136,564	
September...	136,167		135,300	
Nine months.	1,260,025		1,253,282	
1925—Nine months.	1,127,436		1,120,350	
1924—Nine months.	1,109,246		1,103,547	
1923—Nine months.	1,126,192		1,118,581	
1922—Nine months.	1,069,619		1,074,743	
1921—Nine months.	910,870		905,392	
1920—Nine months.	1,139,300		1,130,076	

CANADIAN MILLS

1926—First quarter.	143,148	141,053	14,80
April.....	151,739	154,015	12,41
May.....	153,969	151,990	14,33
June.....	158,601	161,108	11,79
July.....	163,037	161,824	12,96
August.....	162,545	160,031	15,62
September...	161,387	162,740	14,66
Nine months.	1,380,722	1,376,868	14,66
1925—Nine months.	1,115,232	1,113,807	22,86
1924—Nine months.	1,015,793	1,008,079	21,54
1923—Nine months.	943,692	931,617	18,67
1922—Nine months.	794,848	794,137	14,08
1921—Nine months.	580,676	572,697	17,03
1920—Nine months.	661,021	659,847	8,14

UNITED STATES AND CANADIAN MILLS

1926—First quarter.	281,667	278,491	33,15
April.....	297,066	298,615	31,88
May.....	295,001	294,284	32,53
June.....	300,767	302,629	30,64
July.....	303,553	304,514	29,48
August.....	301,804	296,595	34,71
September...	297,554	298,040	33,41
Nine months.	2,640,747	2,630,150	33,41
1925—Nine months.	2,242,668	2,234,157	50,11
1924—Nine months.	2,125,039	2,111,626	45,61
1923—Nine months.	2,069,884	2,050,198	43,31
1922—Nine months.	1,864,467	1,868,880	32,81
1921—Nine months.	1,491,546	1,478,089	47,27
1920—Nine months.	1,800,321	1,789,923	32,71

MORE SPACE NEEDED

New York Newspaper Club Meeting to Consider New Quarters

William P. Beazell, assistant managing editor of the *New York World*, an president of the Newspaper Club, called a special meeting for the evening of Oct. 22 to consider proposals for new quarters for the club. The present clubrooms in the Bush Terminal Building on West 42nd street, which have been occupied since the establishment of the club four years ago, have been outgrown, many members believe.

ALL INLANDERS ARE HAPPY



A trio of them are here shown (left to right): W. O. Paisley, editor and manager *Marion (Ill.) Republican*; Emery A. Odell, publisher *Munroe (Mich.) Times*; F. G. Smith, secretary and manager *Waukegan (Wis.) Sun*.

NEW YORK STATE CIRCULATION MANAGERS IN CONVENTION AT NEW YORK



Members of the New York State Circulation Managers Association, attending the convention in New York City, pictured above, are: Bottom row (left to right) Fred Arn, *Gloversdale Leader-Republican*; Maurice Eisenman, Metropolitan News Company, New York; John T. Calkins, *Elmira Star-Gazette*; Glen S. England, *Gloversville Leader-Republican*; Charles Blewer, *Binghamton Press*; Charles Hertz, Metropolitan News Company; Bernard Knight, *Syracuse Herald*; William Baldwin, *New York World*; R. D. M. Decker, *Rochester Democrat & Chronicle*; A. E. MacKinnon, Advertising Club of New York; James McKernan, Kings County Delivery, Brooklyn. Second Row: (left to right) Earl Jones, *New York Commercial*; Frank Roberts, *Rochester Times-Union*; Alfred Brandon, *Long Island City Star*; R. E. Kurz, *Brooklyn Eagle*; Daniel W. Tanner, *Utica Observer-Dispatch*. Top Row: Charles Congdon, *Watertown Times*; M. Adams, *Watertown Times*; Louis Gautier, *New York Morning Telegraph*; Martin A. Miner, *Syracuse Post-Standard*; Abram Newman, *New York Evening Post*; John Sternicker, Kings County Delivery; Frank Conley, *Watertown Standard*; W. J. Mathey, traffic superintendent, A.N.P.A.; William W. Saxe, American Newspaper Promotion Service; A. Seagal, New York; L. A. Glacken, *Wall Street Journal*; Al Zimmerman, *New York World*; Michael Burke, Brooklyn; Howard J. Appley, *Binghamton Sun*; George Erb, Jr., *Buffalo News*; Charles Bailey, New York; Theodore Edson, *Rockville Centre (L. I.) News*; Louis Weinstock, Metropolitan News Company, New York; D. Bertrand, Shreveport, La.; Lewis Boller, *Hornell Tribune-Times*; E. Weisman, *New York World*.

CIRCULATION TECHNIQUE ENGAGES NEW YORK DISTRIBUTION EXPERTS

**Calkins Advises Thorough Analysis of Readers' Preference in News and Features and Interest in Advertising—
R. D. M. Decker Is Elected President**

A DEFINITION of a "good circulation manager" was offered this week by Edwin S. Friendly, business manager of the *New York Sun*, addressing the annual banquet of the New York State Circulation Managers' Association, held Oct. 19 at the Hotel Martinique, New York.

"The circulation manager who is alive and showing progress," Mr. Friendly said, "must be in constant touch with his editorial department. He should know news values in order to be able to judge how many extra copies a big story will sell as soon as it breaks. The best circulation manager for a metropolitan newspaper is one who has had small city experience, because he usually has served in all departments of a newspaper, and brings with him experience which men working only in the larger cities are never able to obtain."

The New York circulators, representing all larger cities of the state, met in New York on Tuesday and Wednesday this week. R. D. M. Decker, *Rochester (N. Y.) Democrat & Chronicle*, was elected president, succeeding Charles E. Blewer, *Binghamton Press*.

Another speaker at the annual banquet was Bernarr Macfadden, publisher of the *New York Evening Graphic*.

Mr. Friendly urged the circulation men to support their state association, because, he said, such a body enabled members to obtain valuable information concerning methods of building up circulation.

"The large city circulation manager should feel there are a great many things he can learn from the smaller city circulation man," he said. "For example, methods of transportation are the same

for a newspaper with big circulation as for the paper with a smaller number of readers. Last year, when Senator Moses made a tour of the country investigating newspaper postal rates in various cities, some of the most beneficial information for the publishers was brought out by the small-town circulation managers.

"The same fact holds true as regards new methods of transportation, the use

of automobiles for suburban and long-distance hauling, as well as state laws relating to news boys and news dealers. In fact, there are any number of problems in the solution of which the experience of a man in one town is of value to a man in another.

"Just as the publishers' association is a very helpful organization, so should your association be vital to all circulation managers of the state."

President Blewer opened the convention Tuesday morning, when papers were read by M. A. Miner, *Syracuse Post-Standard*; and Glen S. England, *Gloversville and Johnstown (N. Y.) Leader-Republican*. Considerable discussion followed Mr. Miner's paper, which was on methods for mail promotion.

"Road men, local subscription agents and postmasters make up the best organization for promotion of mail sub-

scriptions," Mr. Miner said. "The roadmen will work and re-work assigned territories, selling your paper to new and renewal subscribers and explaining any special offer you may have. They will travel in cars, preferably their own, and will be paid a salary to cover car upkeep, in addition to commission on business obtained and a bonus on new orders over a certain number each week.

"Local agents and postmasters, if they are your friends, will produce considerable business for you. Supply them with receipt books, order blanks and envelopes to make order-taking easy. They should be paid a flat commission, usually 10 per cent.

"A prospect list, made up from unexpired expirations and from other sources, will prove a valuable promotion medium. Keep it up to date, and 'hit it up' occasionally with circulars and any special offers you may have."

Argument following Mr. Miner's suggestions were concerned chiefly with whether road men and agents should be paid on a commission or salary basis. Mr. Blewer declared \$50 a week should be considered a reasonable salary for roadmen. He said he had found that by paying commission services could be obtained at a little lower rate.

Mr. Decker, the president-elect, cautioned members to analyze their mailing lists carefully, because, he maintained, national advertisers discount all mail subscribers beyond a certain radius.

"There is considerable danger attached to the payment of commissions to road men and agents," F. T. Conley, *Watertown Standard*, declared. He related how some smooth talkers had once put it over in his town, obtaining commissions for subscriptions paid for with checks dated in advance, which later proved worthless.

Don C. Seitz, former business manager of the *New York World*, now an associate editor of the *Outlook*, was the speaker at the luncheon Tuesday. He described what he termed "strange changes in the handling of papers in the last decade and curious shifts in the public attitude toward the press."



R. D. M. Decker, *Rochester (N. Y.) Democrat & Chronicle*, new president New York State Circulation Managers' Assn., receiving well wishes of C. E. Blewer, *Binghamton (N. Y.) Daily Press*, retiring president.

"The greatest improvement recently has been made by the country newspapers," Mr. Seitz declared, "while most metropolitan newspapers are chasing butterflies, creating great confusion in their circulation departments over a flood of nothing in particular."

"In the larger cities today there is such a flood of editions that the readers have become confused and don't get value for their money. The papers never catch up with the news. The whole news system is out of joint. Although the delivery organization and the handling of papers generally has been developed to the nth degree, the editors apparently have quit working."

Mr. Seitz blamed this situation on the war with its voluntary censorship. Because of the censorship, he pointed out, it became easy for the newspaper men not to do anything.

"The greatest danger confronting the newspaper world today," he concluded, "is that the newspapers are being taken out of the journalistic category and are rapidly coming into the hands of bankers, who see in the press only a money-making machine."

At the annual election held on Wednesday morning, other officers chosen in addition to Mr. Decker were: George Erb, Jr., *Buffalo News*, first vice-president and William F. Baldwin, *New York World*, second vice-president. Alfred W. Cockerill, *Utica (N. Y.) Press*, was re-elected secretary-treasurer.

New directors are: Edward Dobson, *Brooklyn Times*; Bernard Knight, *Syracuse Herald*; David Tanner, *Utica Observer-Dispatch*; and Charles Waterfield, *New York Times*.

Speakers on Wednesday included: J. J. Allardice, *Brooklyn Eagle*; Mr. Tanner and John T. Calkins, *Elmira Star-Gazette*. Mr. Allardice maintained that the "home delivery" or independent carrier method of delivery can be made as successful in a large city as it can in the smaller towns.

"Publishers have come to realize," he said, "that it is just as essential for a newspaper to control its own well-trained selling and distributing organization, as it is for any other big industry, and that with their own controlled carrier organization, their readers will be served every night, no matter what the weather conditions are, or what day of the week it may be. Circulation figures will not drop on holidays because newsdealers refuse to open their stores."

"We have been experimenting with home delivery in Brooklyn for the last few months, and the system seems to be working out well. We have experienced no trouble in making collections in any of our branches. Our boys are collecting the money for their papers, and we have no accounts in arrears. Our carrier organization is one that we are proud of."

"If a newspaper covers an entire city with independent carrier service, it is only natural to assume that newsstand sales will fall off. There is no way to get around this. In big cities, however, there are so many newspapers sold on newsstands that dealers are more independent than they are in smaller cities. If a newspaper in a large city breaks away from a newsdealer to establish home delivery, the newsdealer, as a rule, does not seem to take it very seriously. He simply tries harder to sell more of the papers he has on his stand."

Mr. Calkins, speaking on the value of circulation to a newspaper publisher, divided his subject into three groups for analysis. The three circulation groups he listed as: first, the breadth; second, the acceptance; and third, the depth.

"By breadth we mean the size of the circulation and its buying power," he explained. "By acceptance, we mean the intensity of reader acceptance of the news and advertisements; and by depth, we mean the reader's readiness to buy."

"A publisher wants to know how many families there are, not only in the home town of publication, but also in the suburban towns. He also wants to know the buying power of these communities, what kind of people live there, whether they spend money for advertised articles, how much they spend, and whether they are able to spend at all. Such an analysis

is very valuable in assisting the national advertising department of any paper to obtain a campaign.

"Another feature in circulation breadth relates to the coverage of magazines in any given territory. The advertising department is forever fighting the old, old story that complete coverage cannot be obtained without use of magazines."

"Go into the facts and find out for your publisher what magazines are circulated in your trading area. We did and to our surprise we found that only one magazine, a woman's journal, had as much as 10 per cent coverage in the city of Elmira against better than 98 per cent of our newspaper coverage, and only one general magazine has as much as 10 per cent coverage."

"Reader acceptance is a thing that every newspaper publisher should know exactly and without guess. Just because a newspaper is received in a home is no reason that the contents, news and advertising are accepted. An accurate survey should be made to find out what your readers think of your newspaper. Find out, for instance, how many readers actually read the advertisements, how many the news."

"Results are apt to surprise and educate you. We found, as an example, that 98 per cent of the readers of one of the newspapers read the advertisements regularly. More than 91 per cent expressed the opinion that this same newspaper was a direct benefit to them and they believed the news printed in it. These facts answered the question of reader acceptance, and they formed a powerful argument for the publisher."

Mr. Tanner said he had been convinced that the use of serial stories was one of the best ways to hold old readers and develop new ones.

The association members with their wives concluded the convention on Wednesday afternoon by taking a trip down the bay in a boat furnished for them by New York City.

"REDISCOVERING ILLINOIS"

Newspaper Men Plan Campaign to Tell State About Itself

(By Telegraph to Editor & Publisher)

CHICAGO, Oct. 19.—The tale of "Rediscovering Illinois," was told to fifteen members of the Publicity Committee of the Illinois Chamber of Commerce, meeting Tuesday in connection with various gatherings of publishers and editors. All the members of the committee are connected with newspapers.

The Committee's purpose is to "acquaint Illinois people with the long, spraddled-out State that has a range for climate nurturing everything from cotton to hard wheat, and producing minerals ranging from fluorspar to fool's gold."

Under the chairmanship of Seymour Oakley, editor of the *Peoria Star*, the series of articles covering the different regions of Illinois was explained. The writer once a week takes a representative community and turns it inside out so that its good points, those often overlooked by the community itself, are shown to the entire State.

"It is our job to sell Illinois to itself," said Mr. Oakley. "When we have shown Illinois to the Illinois people and have sold them their own State, we are going out and sell the State to the nation at large in the same way."

The Committee had all Inland Daily Press Association members from Illinois as guests at a dinner, Tuesday night. Later members attended a theatre party.

BIG PAPER IN MILWAUKEE

The largest daily newspaper ever published in Wisconsin came off the presses of the *Milwaukee Journal* October 15. With a 72-page paper, and 447 columns 9 inches of net paid advertising, the state record as well as the Journal record was broken. Previously, the record paper was the *Milwaukee Journal* of October 16, 1925, with 64 pages, and 415 columns 17 inches of net paid advertising.

An appropriate present for a girl is anything she can wear; for a boy, anything he can eat.—*St. Paul Dispatch*.

PRESS FIRM ELECTS HOUSTON DIRECTOR

Also Named Vice-President of International Intaglio Corporation—Plans to Develop Wide Scale Color Printing by Newspapers

Preliminary plans for development of color printing by newspapers on a large scale were disclosed with the election this week of Herbert S. Houston, member of the American Committee of the International Chamber of Commerce, as vice-president and a director of the International Intaglio Corporation, which represents printing press manufacturers of France and Germany in the sale of color gravure presses in the



H. S. HOUSTON

United States, Canada and Mexico. Frank M. Walsh is president of the corporation, which makes New York its headquarters. Mr. Houston retains his interest in the Cosmos Newspaper Syndicate, New York, of which he is president.

Announcing Mr. Houston's election, Mr. Walsh said:

"Now that the practical demonstration has been made as to the possibilities of color printing on fast rotary presses, we intend to co-operate with newspapers in developing full color advertising. Mr. Houston has been chosen to direct this work because of his high standing in the publishing and advertising field, and, in particular, because of his long association with the development of color advertising for magazines. It is our belief that a great development of color advertising is ahead for the newspapers. Until now this has been a field in which the magazine has had a virtual monopoly, but it is now possible for newspapers, as the *New York World* and the *St. Louis Post-Dispatch* are showing to become effective competitors."

Mr. Houston was interviewed by Editor & Publisher at his syndicate office in New York.

"We are bringing together a group of leading papers, so placed geographically that they will constitute a great national medium," he said, "and we shall then offer to advertisers full color, backed by all the powerful arguments that have gained for newspapers, in the past 10 years, such a large volume of national advertising."

"Mr. Walsh and I have just returned from a two weeks' trip together, during which we met a number of the most important newspaper publishers of the country, and, with hardly an exception, they expressed the greatest interest in our plans."

Mr. Houston quoted one publisher, whose name he withheld, as declaring:

"Color printing on a rotary press is no longer an experiment. It is here, and full color advertising should follow."

"I definitely believe there is a great opportunity for development in the color advertising field for the newspapers," Mr. Houston continued. "There are 500 national advertisers who use full color in the magazines. I have discovered by a survey. Very often magazines of today run as many pages in color as in black and white."

"As demonstrated in the laboratory experiment conducted by Howard Nixon, of Columbia University, and reported in Editor & Publisher last week, color has lost its attention value in the magazines, because, in that medium, it has reached a saturation point, and the law of diminishing returns has set in. Also, as Mr. Nixon stated, the reverse would be true in the newspapers, where color in advertising is a novelty."

"Unless some of the most far-seeing publishers are out of focus on the im-

mediate future, the newspaper is approaching one of its greatest triumphs."

Mr. Houston said there are now five color gravure presses in this country. He pointed out that new units are being installed by the *Philadelphia Inquirer* and *Montreal La Presse*.

Mr. Houston was formerly a vice-president of the Doubleday, Page & Co., where he was associated with the beginning of the growth of color advertising in *Country Life*. He was founder of and for many years publisher *Our World* and *Our World Weekly*. He founded the Cosmos Newspaper Syndicate in 1923.

In addition to his connection with the magazines, Mr. Houston has had considerable newspaper experience. From 1890 to 1892 he was city editor of the *Sioux City (Ia.) Journal* and was associated with the *Chicago Tribune* from 1892 to 1895. After this period he served successively with *Outing Magazine*, Doubleday, Page & Co., and *World's Work*. He was with Doubleday, Page & Co., from 1900 to 1921.

GORDON NAMED CHIEF

Succeeds Ford on Editor's Desk of Richmond Times-Dispatch

Robert D. Ford, after eighteen years in the employ of the *Richmond (Va.) Times-Dispatch*, under three ownerships, as news editor, telegraph editor, managing editor and editor, severed his connection with that newspaper organization October 16.

While a successor to Mr. Ford as editor has not been, and will not be appointed for the present, according to the management, Douglas Gordon, former police commissioner of Richmond, and for the last several years editorial writer and dramatic critic of the *Times-Dispatch*, following a period of several years as editor of the *Norfolk (Va.) Ledger-Dispatch*, will be the chief editorial writer. Assisting him will be Richmond Maury, who, up until his appointment as Mr. Gordon's assistant, has been agricultural editor.

Just before Mr. Ford bade farewell to his associates, some of many years' duration, others of less, Ernest C. Pollard, managing editor, called the members of the news department together, and Charles Phillips Hasbrook, the publisher and general manager, presented the retiring editor, on behalf of the news department, a magnificent golf set in a genuine full leather case. Mr. Ford responded feelingly. Later, Mr. Ford was the recipient of a silver loving cup from the composing room chapel of the *Times-Dispatch*.

Mr. Ford leaves the *Times-Dispatch* to become secretary of the co-ordinated Scottish Rite bodies of Richmond.

"100,000 GROUP" MEETS

CHICAGO, Oct. 20.—Members of the "100,000 Group of American Cities" who gathered here for the Audit Bureau Convention held an executive meeting in the LaSalle Hotel to-day, which was followed by a noon luncheon. George M. Burbach, business manager of the *St. Louis Post-Dispatch*, presided at the meeting in the absence of Walter Strong, publisher of the *Chicago Daily News*, who is in Europe. Leslie Barton, advertising manager of the *Chicago Daily News*, told of the progress made by the group in distributing market data to agencies and national advertisers. Details of the meeting, however, were not made public.

TO MARK ANNIVERSARY

The *Wilmington (Del.) Evening* will issue a 64-page anniversary number in rotogravure Oct. 28, combined with its regular edition. The number will present a pen and picture story of Wilmington and the Del-Mar-Va peninsula and their commercial and industrial activities. This will be the first rotogravure publication that has ever been produced in Delaware.

WHEN A QUEEN WRITES FOR THE DAILY PRESS

**Syndicates Row Over Rights, but Deny Intention to "Bottle Up" Story from Papers Not Clients—
Editors Will Greet Rumanian Majesty at N. A. N. A. Sunday Reception**

MARIE of Rumania in her queenly way has created a royal stir in American syndicate and newspaper circles, which she may or may not explain away at a reception to be given in her honor by the North American Newspaper Alliance at the Plaza Hotel, New York, Oct. 24, from 4 o'clock until 6.

Between 800 and 900 editors, publishers and distinguished newspaper writers of the United States and Canada have been invited to the reception, and Major Loring Pickering, general manager of N. A. N. A., announced on Wednesday of this week that he had received acceptances from publishers as far west as Seattle, Wash.

Who owns the newspaper rights to the royal literary output, became a perplexing problem immediately upon Queen Marie's arrival on the *Leviathan*, Oct. 18.

The North American Newspaper Alliance announced then that Her Majesty would write her "American Impressions" for its 60 member newspapers exclusively, an announcement which caused consternation in the office of Famous Features Syndicate, Inc., New York, which believed Marie was securely under contract to write for them for another year to come.

Famous Features is offering "Queen's Counsel," a daily column written by Marie, and Leslie Fulenwider, general manager, informed EDITOR & PUBLISHER this week that that feature would continue, arrangements with N. A. N. A. notwithstanding.

The contract with Famous Features expired Oct. 1, but contained an optional clause providing renewal to Oct. 1, 1927. The option, Mr. Fulenwider said, was executed.

Her Majesty, according to Major Pickering, will receive no remuneration for the "American Impressions" to be written for N. A. N. A. other than that the articles "may draw Rumania and the United States and Canada more closely together in friendship."

Zoe Beckley, a member of the Famous Features staff, who first interested Rumanian royalty in writing for the American press, has told EDITOR & PUBLISHER that Queen Marie is paid for the articles she writes for this syndicate.

Miss Beckley and Guy Jones, a member of the N. A. N. A. staff, were aboard the *S. S. Leviathan* on the last trip from abroad covering the Queen's passage. Both refused to talk about the trip.

Both syndicates denied stories published in New York to the effect that they had attempted to prevent the Queen from granting interviews on her arrival in New York. Her Majesty, it was reported, was under orders of the Rumanian government to grant only one interview in this country. She had not been a half hour in New York harbor, however, before American newspaper persistence prevailed, and she had submitted to three mass interviews, answering questions put to her by more than 200 newspaper men and women.

"Those who believe that the Alliance could impose a 'no interview policy' on Queen Marie don't know much," Major Pickering declared. "Her government impose such a policy, and I understand it has. Certainly we could not, nor could we want to."

"We observed the bad effect of the attempted bottling up of the King Tut tomb story. The more the Queen is interviewed and the more of a newspaper figure she becomes, the better it will be for the papers which carry her 'Impressions of America.'"

Those who believed that some syndicate was responsible for the Queen's silence during the trip over on the *Leviathan* were given warrant for their belief in an announcement made to correspondents shipboard Oct. 15 by the Queen's

business manager, Mme. Simone Lahovary, that the news writers would be allowed to see Her Majesty, but could not be permitted to print interviews because the Queen was under contract to do all her talking for a feature syndicate.

Major Pickering insisted to EDITOR & PUBLISHER that the only arrangement the N. A. N. A. had with Queen Marie was set forth in the following letter he wrote to Her Majesty on Aug. 15, and the reply written by Mme. Lahovary, and approved with Marie's signature:

"To Her Majesty

"The Queen of Rumania:

"The Board of Directors of the North American Newspaper Alliance which last year published Her Majesty's first series of newspaper articles, feels a special interest in the announced visit of Her Majesty to America, and believes that the people of North America would be interested to know Her Majesty's impressions while touring this continent. We therefore place our columns at Her Majesty's disposal.

"Through a membership comprising over sixty of the most prominent newspapers in as many cities of the United States and Canada, and associated member newspapers in fifty other countries, it is believed that Her Majesty will become better known to the people of North America and thereby draw Rumania and the United States and Canada more closely together in friendship."

The following is the reply to Major Pickering's letter:

"Her Majesty has received your invitation and is deeply touched by the spirit of co-operation expressed therein. Her Majesty desires us to say that she will, with pleasure, give you her *Impressions of America* during her coming visit, for you to convey to the people of America through your esteemed publications."

Both Famous Features and the Alliance silence those who insinuate that Her Majesty engages a "literary ghost" to do her writing for her by showing manuscripts written in longhand by the Queen. The exhibits seen in the N. A. N. A. office are written with a blunt pen on blue ruled linen, faintly scented with perfume. Her Majesty evidently writes rapidly, skipping over such unseemly barriers as commas, periods and semi-colons rather lightly. She makes few corrections. Her handwriting is very legible. On the back of each manuscript, she usually writes: "Kindly return this M.S. to me when you have finished typing it."

Granted, then, that Marie writes everything that appears under her signature in the press, the question as to what news-

papers have exclusive right to her articles remains as yet unsolved.

Mr. Fulenwider, representing Famous Features, told EDITOR & PUBLISHER he expected to have a private conference with the Queen late this week, when he hoped everything would be satisfactorily settled.

Meanwhile, Major Pickering continued preparations for his mammoth function for the press.

According to plans for the N. A. N. A. reception, those in the receiving line at the Plaza, when large numbers of the nation's newspaper men with their wives file past to bow at royalty will include: Mr. and Mrs. Edwin Cowles, *Spokane Spokesman Review*; Mr. and Mrs. E. J. Lynett, *Scranton (Pa.) Times*; Mr. and Mrs. Van Lear Black and Mr. and Mrs. Paul Patterson, *Baltimore Sun*; Mr. and Mrs. James E. Scripps, *Detroit News*; Mr. and Mrs. Edmond Booth, *Grand Rapids (Mich.) Press*; Mr. and Mrs. Newbold Noyes, *Washington Star*, and Major and Mrs. Loring Pickering, of the N. A. N. A.

Acceptances from those invited to attend the reception were being received rapidly this week, indicating that editors, publishers and newspaper writers of the land are as anxious as the proverbial cat for a peek at the Queen.

Major Pickering declared he understood that Chicago editors and publishers had engaged a private car for the New York trip. More than 300 are expected to attend from cities outside of New York.

Reports varied as to whether or not newspaper men would accompany the Queen when she starts her tour of the States. Early in the week it was announced in supposedly definite fashion that no newspaper men would travel with her on the special train, the only exception being Stanley Washburn, of Lakewood, N. J., a former war correspondent, who was listed as Her Majesty's official companion and liaison officer. Later in the week this announcement was reversed, and indications were that the usual large number of correspondents would draw a pleasant assignment as chroniclers of the royal trip.

Mr. Washburn's friendship with the Queen dates back to his work as a war correspondent in Rumania in 1916. The Queen personally requested that he accompany her on the American trip. When the Rumanian army was retreating from Bucharest in 1916 and Bucharest was being bombed, Mr. Washburn was the only American correspondent with the soldiers. Queen Marie, torn by the illness of her youngest son, who was afflict-

ed with scarlet fever and facing defeat on the field, rode out three consecutive days to rally her armies. Mr. Washburn rode out with her each time.

When in Rumania in 1916, Mr. Washburn was writing for *Colliers' Weekly*. He began his newspaper career as a police reporter for the *Minneapolis Journal* in 1901. Later, he worked for the *Minneapolis Times*.

His first experience as a war correspondent came in 1904, when he was sent by the *Chicago Daily News* to cover the Russo-Japanese war. He also reported the Russian revolution in 1906.

He went to Europe in August, 1914, as a correspondent for *Colliers'*. Later in the same year he was sent by the *London Times* to Russia, where he was attached to the Russian army for 26 months, and was the only American having access to the Russian front.

When the United States declared war, Mr. Washburn joined the 26th Division as intelligence officer in France, serving in the Toul and Chateau-Thierry sectors. In September, 1918, he was invalided home.

During the trip to Washington and Baltimore, reporters in her wake declared Queen Marie "cleverly, frankly and graciously made everything easy for what she terms her 'fellow scribblers'."

Dorothy Dayton of the *New York Sun* wrote that the reporters had the "shattering experience of being not only allowed, but encouraged to enter into every discussion of the whole day, beginning with the visit to Arlington Cemetery in the morning, followed by the trip to Mount Vernon, where the Queen's every word was purposely made audible to the dozen or so trailing reporters."

Miss Dayton quoted Mme. Lahovary, one of the Queen's ladies in waiting, with saying that Marie wakes up every morning at 6:30 to do her syndicate writing in bed. The proceeds from her syndicate writing go entirely to Her Majesty's charity fund.

Marie's first adventure with American newspaper men and women was not particularly favorable to this country's press. Robert Mountsier, of the *New York Sun*, who was among those who went down the bay to meet the royal visitor on the *Leviathan*, thus described the affair for EDITOR & PUBLISHER:

"Her Majesty!" announced Captain Herbert Hartley, and in the Square on C deck of the United States liner *Leviathan* 150 newspaper men and women, slightly seasoned with secret service men and heavily iced with Rumanian and

(Continued on page 55)

WHEN FLORIDA NEWSPAPER FOLK MET AT DAYTONA



Group of Associated Dailies of Florida members at recent annual convention.

AGENTS TO HEAR PRESIDENT COOLIDGE AT TENTH ANNUAL CONVENTION

Two-Day Program in Washington Next Week Marked by Many Other Noted Speakers—Sessions Open to Public

PRESIDENT COOLIDGE will address representatives of 133 advertising agencies assembled in Washington next week for the 10th annual convention of the American Association of Advertising Agencies. Sessions will be held at the Mayflower Hotel on Oct. 27 and Oct. 28. A meeting of the executive board of the association will be held the day preceding the formal opening of the convention. President Coolidge's address will be made at the dinner meeting.

The meeting this year is considered of special importance because of the wide variety of subjects to be discussed. Throughout last year the association has had 47 committees at work in the study of varied problems involving national advertising and advertising agencies. Reports covering these activities will feature the convention.

Roy S. Durstine, of Barton, Durstine & Osborn, Inc., New York, president, will formally open the convention at 10 o'clock on the morning of Oct. 27.

Various committees of the association will then present their annual reports, and there will be addresses by Willard S. French, of Brooke, Smith & French, Inc., Detroit; Henry T. Ewald, Campbell-Ewald Company, Detroit; H. H. Charles, Charles Advertising Service, New York, and Newcomb Cleveland, The Erickson Company, Inc., New York.

St. Elmo Massengale, of the Massengale Advertising Agency, Atlanta, will be toastmaster at the luncheon, scheduled for 12:45 o'clock on Wednesday. The speakers will be S. E. Thomason, of the *Chicago Tribune*, former president of the American Newspaper Publishers' Association; Frank Braucher, Crowell Publishing Company, vice-president of the Periodical Publishers' Association, and Malcolm Muir, McGraw-Hill Company, Inc., president of the Associated Business Papers, Inc.

Following the luncheon there will be an open session of the convention at which the speakers and their subjects will be: "Conducting an Advertising Agency Business with Profit," by John Benson, of Benson & Gamble, Chicago; "Where Advertising Agency Service Begins and Ends," by F. J. Ross, F. J. Ross Company, Inc., New York; "The Agency's Position in the Field of Business Economics," by Clarence D. Newell, Newell-Emmett Company, Inc., New York; "Work of the Research Department of the Four A's and Its Application to the Problems of the Individual Agency," by Stewart L. Mims and Stanley Resor, of J. Walter Thompson Company, and Dr. Daniel Starch, director of research for the American Association of Advertising Agencies.

At the conclusion of the open session there will be a dinner at the Mayflower Hotel, at which the speakers besides President Coolidge will be: B. Kirk Rankin, *Southern Agriculturist*, Nashville, Tenn., former president of the Agricultural Publishers' Association; John A. Park, *Raleigh* (N. C.) *Times*, president of the Southern Newspaper Publishers' Association; Kerwin H. Fulton, president General Outdoor Advertising Company, and Edward T. Hall, Ralston Purina Company, St. Louis, president of the Association of National Advertisers. James W. Young, of the J. Walter Thompson Company, Chicago, will be the toastmaster.

Thursday's sessions will be devoted largely to the discussion of reports of various committees, with addresses by T. E. Moser, Moser & Cotins, Utica, N. Y.; S. W. Page, George Batten Company, Inc., New York; Earnest Elmo Calkins, Calkins & Holden, Inc., New York; Charles W. Hoyt, Charles W. Hoyt Company, Inc., New York; Richard S. Humphrey, H. B. Humphrey

Company, Boston; William H. Johns, George Batten Company, New York, and Louis Honig, Honig-Cooper Company, San Francisco.

Edgar D. Mason, Albert P. Hill Company, Inc., of Pittsburgh, is chairman of the committee on convention plans. His associates comprise John A. Dickson, Mitchell-Faust Advertising Company, Chicago; Ernest E. Dallis, Johnson-Dallis Company, Atlanta; C. L. Eshleman, Griswold - Eshleman Company, Cleveland; Willard French, Brooke, Smith & French, Inc., Detroit; Louis Honig, Honig-Cooper Company, San Francisco; Richard S. Humphrey, H. B. Humphrey Company, Boston; Eugene McGuckin, Eugene McGuckin Company, Philadelphia; T. E. Moser, Moser & Cotins, Utica; C. D. Newell, Newell-Emmett Company, Inc., New York; Rossiter Holbrook, Nelson Chesman & Co., New York.

Frank J. Reynolds, Albert Frank & Co., New York, heads the committee on hotel arrangements.

The entertainment committee comprises Winthrop Hoyt, Charles W. Hoyt Company, Inc., New York, and Clarence W. Scully, Lord & Thomas, and Logan, Washington.

"KATY" AGAIN IN DAILIES

Successful Railroad Advertising More Than Doubles Space

Newspaper advertising was conducted so successfully in 1925 by the Missouri-Kansas-Texas Lines that in June of this year the railroad resumed its campaign on a more extensive basis.

During five months in 1925, the road placed more than 10,000 lines in forty newspapers in Missouri-Kansas-Texas territory. The space so far used this year has aggregated more than 20,000 lines.

According to Walter Johnson, publicity agent, the purpose of this advertising was twofold: to present railroad facts to the public in an effort to create favorable public opinion, and to direct attention to the "Katy" personnel.

The advertising is of a character that is attracting widespread attention. Display layouts showing Katy engines and in an inset a closeup of the engineer, with a character sketch of that engineer, have appeared in many of the newspapers.

In addition to citing the performances of the Katy personnel, the advertisements also inform the public in regard to the railroad situation as a whole.

"Of course we were pleased with our 1925 advertising campaign, or we would not have increased our appropriation this year," Mr. Johnson said. "It has been distinctly effective in accomplishing the results at which we aimed. A friendlier public attitude towards railroads in general exists than before this advertising campaign began."

WIRELESS RATE LOWERED

The Ministry of Communications in Tokio has announced that from Nov. 1 wireless press messages from Japan to San Francisco will be 18 cents, with rates to other centers lowered accordingly. The rate to New York will be 21 cents. Recently the Japanese government offered a 20-cent press rate. The Radio Corporation of America immediately consented but the Continental Telegraph and the Commercial Pacific still did not consent. Therefore, the Ministry decided to reduce the wireless rate, which it controls independently of other companies. The reduction resulted from demands for cheaper trans-Pacific press communications made by newspapers in both Japan and America.

EDITOR & PUBLISHER CALENDAR

- Oct. 24—Fortnightly Forum, Debate on Publicity, Park Lane Hotel, New York.
- Oct. 24-26—International Advertising Assn., 10th District, annual convention, Beaumont, Tex.
- Oct. 26-27—American Assn. of Advertising Agencies, annual convention, Mayflower Hotel, Washington, D. C.
- Nov. 3—International Advertising Assn., executive committee meeting, New York.
- Nov. 7-13—Children's Book Week.
- Nov. 8-10—Assn. of National Advertisers, annual convention, Atlantic City, N. J.
- Nov. 9-10—International Advertising Assn., 1st District, annual convention, Worcester, Mass.
- Nov. 10-12—American Newspaper Publishers Assn., fall convention, French Lick, Ind.

DEWART INCORPORATES NEW YORK SUN

Employees Asked to Tell How Many 8 Per Cent \$100 Shares They Can Buy for Cash—Mutualization Plans Still Hazy

Employees of the *New York Sun* were this week asked to signify how many shares of eight per cent cumulative preferred stock with a par value of \$100 they would like to purchase for cash.

The request, made to members of various departments of the newspaper, which employs more than 1,000 men and women, by Edwin S. Friendly, business manager, furnished a possible hint on how William T. Dewart, recent purchaser of the paper, plans to carry out his announced proposal of mutualizing the property, according to the wishes of the late Frank A. Munsey.

Questioned by EDITOR & PUBLISHER, Mr. Friendly declared that the mutualization plans were still too indefinite for comment.

Incorporation papers of the Sun were filed Oct. 16 in Albany by Mr. Dewart. The capital stock includes 30,000 shares of first preferred and 20,000 shares of second preferred stock, each of \$100 par value, and 100,000 shares of no par value. Mr. Dewart, A. R. Watson and C. T. Dixon were named as the incorporators. The papers were filed by Watson, Lehman & Willgus, attorneys for the Sun.

The corporate name is New York Sun, Inc. Mr. Watson is a member of the law firm which represents the Sun, and Mr. Dixon is secretary of the newspaper.

The Sun, the *New York Telegram*, and the chain store properties of the late Mr. Munsey were bought recently by Mr. Dewart for \$13,000,000. The bulk of the proceeds of the sale will go to the Metropolitan Museum of Art as residuary legatees under Mr. Munsey's will.

CHARGED WITH OBSCENITY

Harry Turner, editor, and Miss Alice Martin, publisher and business manager of *Much Ado*, an occasional publication in St. Louis, were arrested last week on the charge of sending obscene matter through the mails. The charge was based on the reprint in *Much Ado* of an article on the Aimee Semple McPherson case in Los Angeles from a San Diego newspaper, which also was suppressed and its editor arrested. They have been released under \$5,000 bond to appear before United States Commissioner Atkins on Oct. 25.

ADS FOR NORTHWEST STATES

Advertising of the Northwest states of Washington, Oregon, Idaho and Montana was advocated by chamber of commerce secretaries of these states meeting at the Hotel Davenport in Spokane, Wash., recently.

TOLEDO BLADE FLASHES AGAINST LOCAL VICE

Editorial Proclaims Widespread Crime, Gambling, Bootlegging, While Police Tag Traffic Violators

A vice crusade was foreshadowed in Toledo, Oct. 18, when the *Toledo Blade* cut loose with a two-column editorial on page one pointing to Toledo conditions.

"Gambling houses are open.
"Slot machines are operating.
"Bootleg saloons are prospering.
"Everyone who isn't hopelessly dumb knows it."

Those are some of the high lights of the editorial which is said to have been written by Grove Patterson, editor of the Blade.

The editorial caught the Toledo Police Department in the midst of a petty campaign on traffic violators and at a time when the police have before the voters an appeal for higher wages.

The editorial follows: BETTER CHASE CRIMINALS THAN TRAFFIC OFFENDERS.

"Within three days Toledo citizens have been held up and robbed by armed thugs in the best residence streets of this city. Irving, Putnam, Prescott, Delaware, Maplewood and Collingwood avenue have not escaped. These are not underworld sections of Toledo, into which citizens deliberately or ignorantly go at their own risk. They are the so-called safe sections.

"Every day's newspaper records new reports of stick-ups, burglaries, thugery.

"And there are criminal depredations more significant and serious than the rapidly increasing activities of footpads.

"Gambling houses are open.
"Slot machines are operating.
"Bootleg saloons are prospering.

"Everybody who isn't hopelessly dumb knows it.

"There is a big job in this town for a big police department, properly encouraged by a conscientious city administration and properly led by the right officials.

"And what answer are the citizens of Toledo getting to this problem?

"What service are the taxpayers getting?

"What are YOU getting?

"The answer today, as it was yesterday, is a fly-swattening campaign directed at busy men and women who park their automobiles ten minutes overtime in the wrong place.

"Anybody can escape in a sandstorm. And in the sandstorm created by this amazing playhouse activity against the picayunish violations of traffic law offenders, real thugs are getting in and out as neatly as they ever did in the history of Toledo.

"Organizations which do not sense the real situation in this city, and a police department which does not want to sense it, are not satisfying the good people of Toledo by sticking yellow tags on Fords.

"If the police department is so suddenly keen about law observance, if the police department is so eager to make arrests, let them go after big game. There's a bagful here."

TACOMA LABELS HELP CHURCH

An advertising contest which will benefit a church or some worthy charity has been started by manufacturers in Tacoma, Wash. Saving labels from Tacoma products offers the opportunity to local residents to cast votes for local churches, giving them the prizes which often go to individuals, thus helping the church, as well as the city in which local money is kept in local circulations.

NEW A. N. P. A. MEMBERS

The American Newspaper Publishers' Association has elected to active membership the *Morgantown* (W. Va.) *Post* and the *Daily Courier* of the Oranges and Maplewood, N. J.

LEADERS OF A. A. A. A. MEETING AT WASHINGTON NEXT WEEK



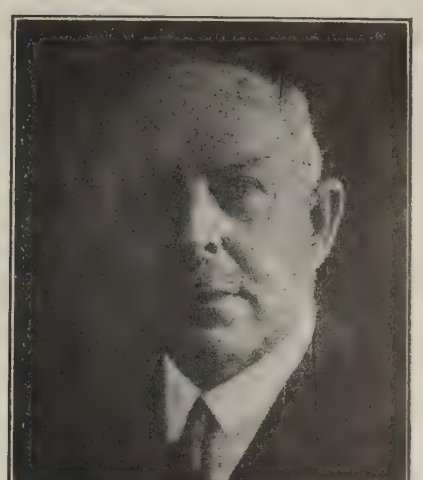
H. H. Charles, Prest. and Treas. Charles Advertising Service.



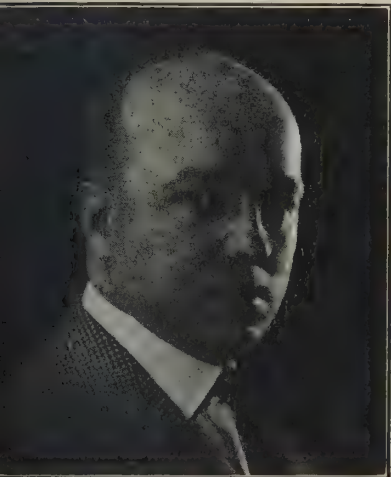
Jas. W. Young, Vice-Prest. and Direct. J. Walter Thompson Co., and Vice-Prest. A. A. A. A.



Roy S. Durstine, Prest. Barton, Durstine & Osborn, Inc., and Prest. A. A. A. A.



William H. Johns, Prest. George Batten Co.



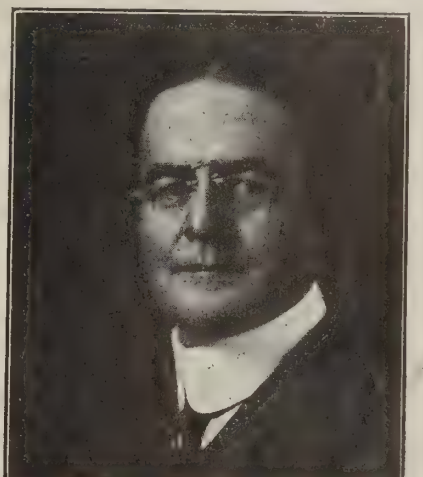
Willard S. French, Brooke, Smith & French.



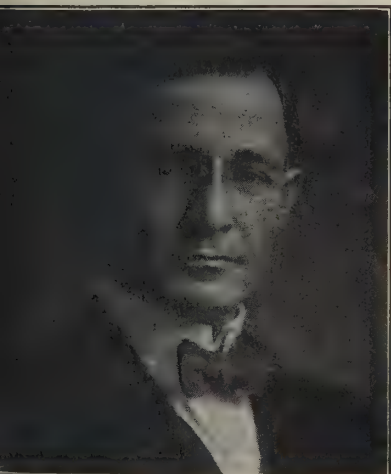
E. D. Mason, Vice-Prest. Albert P. Hill Co., Inc.



H. K. McCann, Prest. H. K. McCann Co., and Treasurer A. A. A. A.



Newcomb Cleveland, Vice-Prest. Erickson Co.



M. C. D'Arcy, Prest. D'Arcy Advertising Co.



R. S. Humphrey, H. B. Humphrey Co.



Chas. W. Hoyt, Prest. Chas. W. Hoyt Co., Inc.



James O'Shaughnessy, Executive Secretary



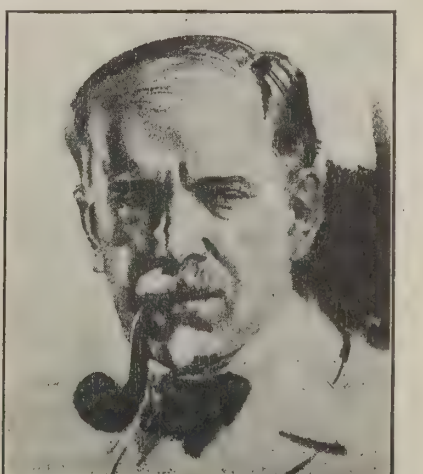
Louis Honig, Prest. Honig-Cooper Co.



Albert D. Lasker, Chairman Lord & Thomas and Logan.



F. J. Ross, Prest. F. J. Ross Co., Inc.



Earnest Elmo Calkins, Prest. Calkins & Holden

RADIO AN ADJUNCT TO NEWSPAPER NOT COMPETITOR, SAY WIRE SERVICE MEN

Bickel and Lawrence Address New York Publishers Banquet—Plans for State Promotion Campaign Discussed

SYRACUSE, N. Y., Oct. 20.—Some weaknesses of the modern newspaper and some of its strong points were emphasized before the Fall meeting of the New York State Publishers Association at the banquet, October 14, by David Lawrence, publisher of the *United States Daily* and head of the Consolidated Press Service.

Karl A. Bickel, president of the United Press Association, was also on the program.

Faults of the press were treated by Mr. Lawrence under the headings of (1) faulty headlines as they pertain to the facts in the news columns; (2) unfairness of the news columns, mainly with respect to the way the news is handled; and (3) inadequate proportion of news to advertising.

When the meeting was thrown open to the answering of questions, Mr. Lawrence maintained that there is better news going out of Washington to the newspapers today through the press associations and there is more public interest in it than ever before. With respect to the radio as a distributor of news in competition with the newspaper, Mr. Lawrence said one cannot deal with the public unless he deals frankly and the people are already tired of having advertising strung along with entertainment. The time is coming when the radio will take the place of

costly sport extras, said Mr. Lawrence, and it will act as an advance sheet in attracting newspaper interest. The two can work together. They are not competing, he said.

Mr. Bickel also answered questions following his address. He stated that it was his belief that the radio would come to act as the bulletin board for the newspaper. He said there were 50 per cent more newspapers on the Dempsey-Tunney and world series circuits than on the Dempsey-Firpo fight, despite the fact that the radio gave the complete report. He described at considerable length the intricacies of foreign news service.

"There has been a most curious and interesting tendency toward self-analysis and appraisal prevailing in the American newspaper industry during the last year," said Mr. Bickel.

"A great deal has been said about the ethics of journalism: the publisher's duty; and a somewhat hectic search has been conducted to ascertain the drift of the business and why.

"Naturally the outburst has had its reactions upon the men and women actually engaged in the hard and at times prosaic work of manufacturing the newspapers themselves. Newspaper associations have seen fit to give recognition to these expressions. The result has been a somewhat dreary and depressing re-statement of aged and quite incontestable platitudes to the general effect and point that honesty is admitted to be the best policy.

"American newspaper publishers and the self-appointed investigators into the national journalistic conscience need have no fear. American journalism has never

been so honest; never so efficient and never so effective as it is today. And it is solely because of these facts that it is more prosperous than it has been at any other time in its history.

"Our newspapers have not won all their battles. There are still menacing dangers to the free expression of fact and opinion. The forces of darkness are not yet conquered. But the newspaper industry was never so strong on its part to make its light and never so clear in its own mind as to its rights and its destiny.

"When the American newspaper was freed from the curse of partisan political control; when the day passed that an advertiser could influence an editorial policy with the threat of a withdrawal of patronage; when the day arrived that the publisher, in the words of the philosopher from the wide open spaces could 'look every man in the eye and tell him to go to hell,' the ability and capacity of the American editor to serve leaped a thousand-fold; his value as a factor of worth in business enormously increased and the world in turn came to him with money in its hands to secure his honest and impartial services."

Prior to the Friday morning session of the New York State Publishers' Association the New York State members of the Associated Press discussed wire service improvements, following a report by Edward McKernon, supervisor of the Eastern Division of the A. P. Frederick P. Hall, editor of the *Jamestown Journal*, was elected a member of the eastern advisory board.

A plan to advertise New York State as a rich market for national advertising was presented at the opening session of the publishers, presided over by President Frank E. Gannett, of Rochester. It is planned to have advertisements prepared for publication in New York State newspapers every week. Russell C. Harris, secretary of the Advertising Department of the publishers, reported on the development of this plan. He stated that 67 newspapers with a combined circulation of 1,308,000 in up-State New York has agreed to participate. Only two of the larger newspapers up-State have not joined, and it is expected that the number will total 75 in a few days, making a combined circulation of 1,500,000.

New York City newspapers are expected to enlist in the plan. Mr. Harris said more than 3,000 national advertising accounts are placed or controlled by men living in New York State. The plan will be started in the near future.

The remainder of the morning session was taken up with a discussion of the controversy over the Audit Bureau of Circulations' proposed extension of its activity beyond its present field. Lester L. Jones and Victor F. Ridder represented the New York City publishers. David B. Plum, of the *Troy Record*, maintained that the A. B. C. should not go outside of its main purpose of auditing circulation accounts. It was felt that the newspapers were not given enough representation on the board of directors of the A. B. C. It was brought out that only two of the 21 directors were representatives of newspapers, yet the newspapers pay more than 80 per cent of the expenses of running the bureau. A motion was passed approving the action of the New York City publishers to the effect that there should be more representation from among the newspapers on the board of directors.

Frederick H. Keefe, of the *Newburgh News*, chairman of the legislative committee, discussed proposed legislation to be brought up at the coming session of the legislature.

J. B. Pinkham, counsel for the association, was ill in the hospital, but his written report of the present situation with regard to labor was presented to the members.

Ross W. Kellogg, director of the Empire State School of Printing, stated that the enrollment was satisfactory and progress was being made with the school and its new branches.

Arthur D. Hecox, of the Albany Knickerbocker Press, made a report relative to baggage rates on newspapers and progress being made with negotiations with the railroads and others concerned.

GARSTIN BACK IN LOUISVILLE

Now Business Manager of the Herald-Post—Recently in Florida

Bert N. Garstin, who, some years ago, was business manager of the *Louisville Courier-Journal and Times*, has returned to Louisville to accept the post of business manager of the *Louisville Herald-Post*. He was formerly business manager of the *Detroit Times*, and more recently he served as advertising executive on the *New York Evening Post*.

Some months ago Mr. Garstin determined to give up newspaper work and went to Florida to look after interests there. He remained in the South until recently invited by James B. Brown, publisher of the *Herald-Post*, to return to Louisville as business executive.



BERT N. GARSTIN

PREDICTS NEW TAX SYSTEM

Jeffress Says Rich and Poor Must Share Cost of Tarheel Progress

"The next great fight in North Carolina will come in the next two years, and it will be over the question of reorganizing our system of taxation so that the rich and poor man will pay his just proportion and no more," declared E. B. Jeffress, publisher of the *Greensboro News* and mayor of Greensboro, speaking at Founders' Day exercises in commemoration of the 133d birthday of the University of North Carolina.

"We are facing a critical period in North Carolina today," Mr. Jeffress asserted. "We have pulled ourselves out of the bounds of poverty and are now in a materialistic age. Wealth in itself is a great thing for any State, but one great trouble about it is that after a while it gets to a point where it becomes selfish and doesn't want to do its part. We are now engaged in a struggle between those who say we have gone too far and those who say we haven't gone far enough.

"The State cannot afford to halt in its educational program. It must find the means to go ahead."

CREDITORS GET NOTHING

Creditors of the defunct *Champaign (Ill.) Evening Herald* will receive nothing, the final report of E. S. Swigart, trustee, filed in the circuit court there last week, indicated. The paper was in debt more than \$13,000 when the creditors closed it, and a balance of \$385 is left after expenses of administration of the receivership. Carrier boys were owed \$475, and Mr. Swigart, himself a carrier boy at one time, has asked the court for privilege to distribute assets among them.

INTERNATIONAL IN BIG DEAL

The International Paper Company has purchased the greatest part of the assets of the Chaleur Bay Mills Company, with headquarters in Sherbrooke, Quebec. The price is understood to be \$1,800,000, of which \$1,000,000 was paid in cash. Property owned by the company includes 465 square miles of timber.

DALE BROWN APPOINTED

Dale Brown, manager of the Cleveland Better Business Bureau, has been elected a member of the board of governors of the National Better Business Commission.

MOODY ADDS TRIBUNE TO GALVESTON NEWS

Morning, Evening and Sunday Papers of Gulf Coast City Now in Control of Old Business Family

Management and direction of the *Galveston Tribune*, afternoon paper, passed, Oct. 18, to Shearn Moody, publishing owner of the *Galveston News*, morning, who two days before had announced he had acquired control of the Tribune from Harry I. Cohen and Arthur L. Perkins.

Moody, who is a member of the wealthy pioneer Galveston family of that name prominently interested in banking, cotton and insurance businesses, said the Tribune would be merged with the *News* under single ownership. The Tribune will still be published as an afternoon paper, and for the present use of the Tribune plant will be continued.

Cohen, as president and publisher, and Perkins, as vice-president and managing editor, acquired the Tribune control in May, 1921, from C. H. McMaster, who had controlled the paper for 20 years before his retirement. The Tribune was established in 1880. In recent years it outgrew its old quarters at 21st and Post-office streets, and moved to a new home at 24th and Mechanic, where new equipment was installed.

The *Galveston News*, oldest daily in Texas, was owned by A. H. Belo & Co., publishers of the *Dallas News* and allied publications, until a few years ago, when it was sold to the Moody interests.

Moody desired to purchase the Tribune because, according to a statement published in the *News*, "he is convinced that well-conducted Galveston newspaper properties are a good investment."

"The owners of the Tribune," said a statement in that paper, "feel that the sale and a joint ownership of both papers is desired for the advancement of Galveston. During recent weeks the owners of the Tribune have received numerous attractive offers for the purchase of its property from outside interests, but in view of the circumstances decided that the sale as concluded was more advantageous to the general interests of the city."

SIGMA DELTA CHI ESSAYS

Undergraduates Will Discuss College Man in Journalism

"The College Man in Journalism" is the subject of this year's undergraduates' writing contest which is conducted every fall by Sigma Delta Chi, professional journalistic fraternity. All male undergraduates studying journalism in the 38 colleges and universities having chapters of Sigma Delta Chi are eligible, whether members of the fraternity or not. Three prizes, of \$75, \$50 and \$25, will be awarded.

"What about the college journalist after he leaves college?" asks the contest committee of the contest entrants. "How completely is he making good? What are his good points? His weaknesses? What do non-college journalists think of him? What does he need, in the way of preparation, that he isn't getting?"

Manuscripts may not exceed 1,100 words, and must reach Mark L. Haas, editor *The Quill of Sigma Delta Chi*, 2704 Rochester street, Detroit, not later than Nov. 15.

Judges will be William P. Beazell, assistant managing editor of the *New York World* and associate in journalism at the Pulitzer School of Journalism; Karl A. Bickel, president, United Press; James W. Brown, president, Error & Publisher. Prize-winners will be announced in December.

DAILY BUYS REAL ESTATE

The *Brooklyn Citizen* has purchased Woodhull Lodge, the 168-acre estate of the Sherman family at Mastic, L. I. The newly acquired property adjoins Mastic Beach, which the Citizen purchased and developed as a summer resort for the newspaper's subscribers.



DAVID LAWRENCE



KARL A. BICKEL

SESQUI'S ADLESS POLICY WROUGHT DISASTER

Gigantic Publicity Department Smothers Press with Free Releases in Effort to Show Record Stack of Clippings—Large City Papers Ignore Show—No Selling Campaign Planned at Any Stage

PHILADELPHIA has tried the press agent and found him wanting.

Blame for the complete financial failure of the Sesqui-Centennial Exposition is laid directly on the exposition management, directed by Mayor Kendrick of Philadelphia, because of its failure to advertise and merchandise the exhibition. The management argued at the beginning that since the show was staged in commemoration of the 150th anniversary of the birth of American freedom, and its appeal was largely patriotic, the managers and newspapers of the country would throw open their columns gratis for Sesqui propaganda—that no genuine advertising or merchandising campaigns were needed to sell the show. It would sell itself, they argued, despite all precedents to the contrary.

The net result today is that the exposition is a "flop" financially running behind approximately \$40,000 a week, with debts totalling about \$5,000,000 and creditors organized into a protective committee ready to demand redress through the courts unless the municipality meets their claims.

The administration, facing the necessity of providing this money and paying its debts, has been reported to be dicker with the Philadelphia Rapid Transit Company to lease a valuable subway-elevated franchise for funds enough to meet its exposition obligations. Citizens are forming protective committees and holding public meetings to prevent transfer of the lease, which they insist "robs the city."

So strong was the feeling of the administration and the exposition authorities against advertising that none of the local advertising agencies were consulted seriously concerning an active selling campaign for the exposition. An advertising committee was named, but it never actively functioned along this line, figuring, perhaps, "what's the use?"

It was a one-man show absolutely, dominated by Mayor Kendrick, who, officially, is president of the Sesqui-Centennial Exposition Association.

"Kendrick's Carnival" it was dubbed by the Shriners when they staged their annual conclave in Philadelphia to open the exposition officially last Spring. "Kendrick's Carnival" it has since remained.

Every bit of propaganda sent out by the exposition staff of hired press agents—except for some booklets and posters was free publicity, thrown as a sop, in the guise of patriotism, to the newspapers. A lot of them fell for it at the start, but they soon got tired of the reams of "press release" copy seeping through to the editorial departments.

The more tired the newspapers became, the more determined was the publicity department to put it over. A dearth in return clippings meant an added pressure from the propaganda-grinding machinery. More press agents, recruited from the newspaper offices and among ex-newspaper men, were hired at fancy salaries and the publicity staff at one time exceeded 80 employees, mostly press agents or near-press agents and their helpers. The publicity department at the exposition soon became a "soft snap" for former newspaper men. Ability to write a story was all the qualification needed to land a job.

The only money spent in advertising—aside from a batch of posters—was a total of about \$10,000 a week which is now going to Philadelphia newspapers to cover the cost of printing the daily program of events at the exposition. The psychology of the publicity department in this respect being that the press-release propaganda, spread all over the country, will bring the crowds here and the daily program is all the visitors are interested in after they arrive.

Unfortunately for the exposition, the

propaganda didn't bring the crowds, because worth-while newspapers didn't fall for it. Not that they were not in sympathy with the exposition as such, but because they had been so "fed up" on free publicity.

These newspapers were willing to go along, so long as the publicity was of news value concerning national and international participation in the celebration. But, again, because the exposition wasn't properly "sold" in advance, the number of nations that staged exhibits was smaller than during any previous so-called "world's fair."

The only bit of international selling was a feeble effort through the mails and the sending of a representative to Europe to "drum up trade." Except in only a handful of small nations, the representative was given the cold shoulder and repeatedly he was asked "what is it all about?"

Exposition interests figured the show would attract anywhere from 25,000,000 to 40,000,000 visitors. And prospective concessionaires were so informed. They were told that extensive advertising and publicity would put the show across in great shape and that a money "clean up"

would be "like taking candy from a child" for concessionaires and exhibitors. As a matter of fact, there is to date no record of more than about 5,000,000 persons attending the exposition—one fourth of them, Philadelphians.

These promises and the activities of professional showmen induced a large number of persons to take space at the show. The concessionaires waited for the cash customers—some of them patiently and others very impatiently. The patient ones still are waiting. The impatient ones got out—many of them, at least. Some of those who "stuck it out a little longer" went broke and in two instances the exposition authorities have had to take over concessions to "save the Sesqui."

It is a good show—yes. It could have been a better show, exhibitors say, had it been properly "sold" to the world on a sensible, business-like basis, the same as any other product is "sold". Nearly three years of squabbling and petty jealousies preceded the opening of the exposition and because of these dilly-dally tactics and personal and political jealousies, the show was only about one-third finished when it formally was

opened. As a matter of fact, it isn't finished yet and it's booked to close Nov. 30.

Concessionaires are complaining of having been induced to come here by false pretense and are seeking to recover some of the losses they have sustained on the basis that the authorities failed to live up to their promises about properly advertising the event. They recently demanded that the exposition remain open another year so that they might recoup some of their losses. But Mayor Kendrick said "no"—and it was "no".

Down in the publicity department at the exposition none of those in charge have any idea of what the free publicity is costing the administration. The department works without a budget—in fact, it has no financial system at all. Efforts were made by several members of the staff to get one up in advance of operation, but the press agents were told to "go ahead, shoot the stuff and count the cost after the job's done."

The only actual expenditure the department says it has any record of, aside from the salaries of its attaches, is an item of \$80,000 which was eaten up in three full-page publicity releases, in plate form and mats to about 10,000 newspapers served by the Western Newspaper Union. And the \$10,000 weekly that it is costing the municipality to tell the world, in Philadelphia's newspapers, "what's doing at the Sesqui today."

The page-plates cost the exposition \$2.50 each—\$25,000 for each page, leaving a balance of about \$5,000 which went for matrices that were shipped to small-town newspapers. On the walls of the publicity department are hundreds of newspaper clippings for which the department pays 5 cents each to three clipping bureaus. The excess clippings are bound in big bundles and when the show is over they are going to be taken to the city dump.

A batch of press agents sit day after day at the exposition grinding out propaganda that is shipped all over the country. It is a custom of the press agents to "help out" wherever possible the exhibitors who become too loud in their complaints about "false promises" and whose exhibits are not producing the cash. This they do by featuring these concessionaires in the publicity and in the daily program "ads" in the Philadelphia newspapers.

Tons of stories are written and multi-graphed by the press agents and near-press agents, seeking a bit of the "easy money" being passed out and on the exposition payroll. It's not a matter of quality in the publicity department. It's quantity that counts, the department taking exceptional pride in the great volume of stuff shipped out at the close of business each day.

Pride, too, in pointing to the batch of newspaper clippings at 5 cents each that come into the department from the country.

The Philadelphia newspapers have quit taking the Sesqui "handouts" and each has assigned its own man to get the news. Little in the way of propaganda is being used and only scheduled events of some importance are getting any space.

The end of November will wind up the show and then will come the finale—the summing up of exposition finances. No public record has been published to date of these expenses. So far as the publicity department is concerned, an effort to get down to the cost of operation brought out nothing further than the statement, "there's no way of telling; you've got to wait until the thing closes."

There have been resignations galore among prominent men associated with the executive committee in charge of the exposition. And, in the meantime—

The incessant grinding out of free publicity continues and with each story sent out goes a prayer that some newspaper, somewhere, will use it and add to the so-called "alibi collection."

BY ARTHUR JOYCE

I WILL REMEMBER

By L. N. Flint

Professor of Journalism, University of Kansas

Some of the rules of good newspaper practice worthy of a place in the code of any journalist.

THAT when I write for print I put myself under an obligation to other people. Publishing a newspaper, large or small, is not merely a commercial activity, nor a form of amusement, but a rather serious effort to satisfy certain needs of the public.



L. N. Flint

That when, as a reporter, I use my eyes or ears or mind, I must constantly ask myself, "Am I seeing or hearing or apprehending this thing as it really is? Am I getting at the truth?"

That when I write I must keep before me the reader, to be sure that I am giving him a true impression, satisfying his curiosity, holding his interest, adding to his knowledge or his happiness.

That as a journalistic writer I have the power to help good causes and to hinder bad ones and that having such power I must use it or admit a failure in the line of duty.

That I owe it to myself, as well as to my readers, to seek diligently for the right word; to economize effort, both on my part and his, by using the fewest words that will express my thoughts.

That I should not sacrifice sincerity for mere cleverness, nor fairness for flippancy.

That humor is too fine a quality in writing to be degraded by bad taste or maliciousness.

That a sense of proportion as well as an appreciation of reader interest, must be an active factor in judging news values.

That notwithstanding the fact that the readers of my paper have a right to expect me to give them the news, I must always consider the larger social interests in deciding what to print and what to omit.

That in matters affecting the feelings and rights of others my judgment is not as good as it might be, and I may, without humiliation, accept the guidance of judicious persons having the advantage of wider experience.

That courage and aggressiveness should be controlled by the spirit of fair play even to the point of admitting a mistake or changing a policy or showing impartiality where personal likes and dislikes are involved.

That I am an unofficial guardian of law and order.

That unless I like journalism better than anything else, and unless I am reasonably sure that what I can do is worth doing, I had better work at something else.

TWO ADVERTISERS FIGHT OVER COOKING SCHOOLS

Procter & Gamble, Makers of Crisco, and Southern Cotton Oil Trading Company Want Their Products Used in Demonstrations—Conditional Clause Put in Snowdrift and Wesson Oil Contracts

RIVAL foodstuff advertisers disputing over the question of alleged "special privileges" accorded by some newspapers are threatening the life of the demonstration cooking school as a newspaper feature, and have put many publishers in that position tritely known as "between the devil and the deep blue sea."

The fight is between the Southern Cotton Oil Trading Company, New Orleans, makers of Snowdrift and Wesson Oil, and Procter & Gamble, Cincinnati, makers of Crisco, in addition to several other well known products.

The Home Economics Service Corporation, a big cooking school syndicate serving some 200 newspapers, has solicited and obtained lineage from Procter & Gamble along with several other general advertisers, to be run in newspapers in conjunction with the cooking school feature. It has never approached the Southern Cotton Oil Trading Company for similar business. M. J. Brown, president of the corporation stated. In addition to the paid advertising given to newspapers subscribing to the cooking school service, lecturers employed by the syndicate make use of and endorse Crisco during the local demonstrations, usually staged under the newspaper's name over a period of a week or more. Mr. Brown said it was absurd to say that the life of the cooking schools was threatened by the dispute between the two advertisers.

Combating this arrangement, Calkins & Holden, Inc., New York advertising agency handling the Southern Cotton Oil Trading Company's account, has inserted a clause in its current newspaper contracts, making the advertising schedule conditional on the publisher's promise to use Snowdrift or Wesson Oil for demonstration purposes, if his paper is in any way connected with a cooking school.

The conditional clause reads as follows:

"We have no intention of asking you to run a cooking school demonstration in connection with this advertising. It is, however, made a condition of this contract that if a cooking school, that has any connection with your paper, is conducted during the life of this contract, that the products of this client, namely, Wesson Oil and Snowdrift, shall by virtue of the schedule of advertising which is a part of this contract, be used by such cooking school for all demonstrations of uses found for a shortening, cooking fat or salad oil."

The Blackman Company, the New York agency representing Procter & Gamble, immediately countered with the following letter sent out to all newspaper advertising representatives:

"We understand that the agents for Snowdrift and Wesson Oil are now placing contracts for next year's business and that in these contracts they are including a clause reserving to themselves first option to be represented in any cooking school promoted by the newspapers they intend using.

"We wish to go on record that we think it is wrong in principle for a newspaper to accept a contract from any advertiser giving them a special privilege which cannot be given to all advertisers. We have never included in any contracts placed by this agency any clause reserving any special privileges for our clients and we do not want to do so. However, in self-defense where papers accept contracts with such a clause in as referred to above, we shall be obliged to include a similar clause in contracts placed by us for Procter & Gamble advertising (this refers to all Procter & Gamble products, not merely Crisco)."

"If you accept the contracts for Snowdrift and Wesson Oil with this clause in it you will have made it impossible for you to accept the Procter & Gamble busi-

ness as you cannot give to two advertisers a 'first choice.'

"Please let us know immediately what action you are taking on any contracts which may be tendered to you for Snowdrift and Wesson Oil advertising."

Officials of Calkins & Holden, Inc., interviewed this week by **EDITOR & PUBLISHER**, stated that the Snowdrift and Wesson Oil contract with its conditional clause had been sent out to more than 200 newspapers. Of this number, it was claimed 88 per cent had accepted the contract with the clause unaltered, seven per cent had declined to accept, and five per cent had accepted with slight modifications in the clause. The modifications, it was asserted, were to the effect that should there be any cooking school the two fats would receive equal representation.

"We have been handling the business of the Southern Cotton Oil Trading Company for 12 years and we have never asked the newspapers to run a cooking school mentioning Snowdrift or Wesson Oil," H. G. Telford, of Calkins & Holden, Inc., declared.

"We believe in the value of newspaper advertising space. We believe that advertising space is the only legitimate product a newspaper has to sell. A newspaper ought to be a newspaper, not a cooking school. In other words, we want to confine our purchases to that product a newspaper has to sell, its advertising columns.

"When we buy space we pay the generally known rates, without asking for any gratuities, such as mention in the news columns or mention in a cooking school endorsed by the newspaper. We rebel when a competitor, paying the same generally known rate, obtains as a gratuity the special privilege of exclusive endorsement in a cooking school. The newspaper that grants such a special privilege vitiates our advertising. We have, therefore, in self-defense, decided to include the conditional clause in our newspaper contracts. We object to buying space from a newspaper which endorses a competing product.

"A great many newspapers have told us they have not and will not run a cooking school. We have no objection to a cooking school unless it is carried on under the newspaper's name and is at the same time allied with a competing advertiser."

L. T. Bush, space buyer for the Blackman Company, would not discuss with **EDITOR & PUBLISHER** the arrangement between its client, Procter & Gamble and the Home Economics Service Corporation, the cooking school syndicate.

An official of the syndicate, speaking in the absence of M. J. Brown, the president, declared the connection was of minor importance.

Procter & Gamble, he said, was one of several national foodstuff advertisers, which guaranteed a certain amount of lineage to newspapers agreeing to conduct the cooking school. Other advertisers include the Calumet Baking Powder Company and the Knox Gelatine Company. The lineage amounts to upwards of 25,000 lines.

"It is the local lineage obtained by newspapers that makes the cooking school so attractive in addition to the fact that it builds good will and prestige for the papers obtaining exclusive rights in their towns," the official said. The official read a letter from a publisher who stated he had been able to obtain 46,000 lines of local advertising as a result of the school.

When **EDITOR & PUBLISHER** called on Mr. Bush at the Blackman Company this week, he declared that some of the newspaper advertising representatives to whom the letter had been addressed had agreed to the sentiments it expressed 100 per cent, while others had referred the matter to the newspaper publishers.

"We do not want to put any clauses in our Procter & Gamble contracts," Mr. Bush declared. "We believe that a publisher shouldn't have his hands tied by any advertiser."

Mr. Bush said the Crisco advertising schedules ranged from 5,000 to 20,000 lines dependent upon different cities. Including Chipso and Ivory soap, two other

Procter & Gamble products, the lineage placed by this manufacturer in the newspapers runs, he said, from 5,000 to 60,000 lines.

The Home Economics Service Corporation, which is but one of several cooking school syndicates, was organized about three years ago. It sells its service chiefly in newspapers from Omaha, Neb., to the northern and southern Atlantic seaboard. While the experts engaged and sent to cities where newspapers have purchased the service use Crisco, Calumet Baking Powder, and Knox Gelatine in their demonstrations, syndicate officials insist these experts are instructed not to attack any other similar products.

"We use these products in our demonstrations chiefly because they have national distribution," an official said.

Mr. Brown, the syndicate's president, on his return to New York on Wednesday this week, issued the following statement to **EDITOR & PUBLISHER**:

"It is absurd to say that the life of the cooking school is threatened. We operate in the neighborhood of 225 schools, and I understand there are between 500 and 700 in operation in the United States at the present time. Virtually all of them are conducted on the same basis as our schools, and are proving very popular with newspaper publishers. Does that sound as if the institution was threatened?"

"The Home Economics Service Corporation was organized in October, 1924. We have had a great many repeat orders from newspapers since we started functioning.

"My proposition to the newspaper publishers is simply this: I'm in the business of operating cooking schools. If you want my cooking school, it must be run according to my policies. You need only either take it or leave it. I pay my lecturers and direct them:

"As for the tie-up with national advertisers, I solicit them for lineage to be run in conjunction with the cooking school, over and above whatever plans they may have for general advertising during the year. We have never approached the Southern Cotton Oil Trading Company to ask them to participate in our schools. We solicited Procter & Gamble, because we know Crisco has national distribution.

"Last Spring, in isolated parts of the country, I learned newspaper publishers were receiving Snowdrift and Wesson Oil contracts containing the conditional clause. I saw in it then no cause for worry. I analyzed the situation thoroughly and I still see no cause for anxiety. I realized that all I needed to do was to leave the matter to the good sense of the American newspaper publishers.

"They will never bow down to an advertiser."

EDITS WEEKLY FROM TIA JUANA BAR



BILLY SILVER, editor and publisher of the *Tia Juana Rounder*, weekly newspaper published in the Mexican border town, has his office in the corner of a barroom. His mural decorations do not take his mind from the job.

BUYERS SEEK SAVANNAH NEWS

Late F. G. Bell's Executor Would Keep Paper a Local Institution

It is reported that there have been a large number of offers for the *Savannah (Ga.) Morning News*. The late Frank G. Bell, the largest stockholder in the news, left his interests in the keeping of the Citizen & Southern Company as executors with directions to sell if it was thought advisable. Mills B. Lane, head of the Citizens-Southern Company and also of the Citizens and Southern Bank, is quoted as saying that he intends to sell the paper to some one representing interests that will go to Savannah and operate it. In other words, he does not wish to dispose of it to speculators or brokers. He wants the News to remain a genuine Savannah institution.

WELLS ANALYZES ADVERTISING IN NEW NOVEL

Noted English Novelist Finds "Assertive Veracity" the Most Necessary Quality in Compelling Copy—Says Advertising World Must Sacrifice Its Black Sheep

By J. MURRAY ALLISON

Reprinted from Advertising World of London, by special arrangement with EDITOR & PUBLISHER

THE second volume of "The World of William Clissold," comprising Book III and Book IV is published today, October 1. The opening words of the opening section are as follows:

"My brother Dickon was physically very like my father, but he had a sturdier quality of mind. His imagination was as bold, but his self-restraint was steadier. Both of us, indeed, were honest to a greater degree; our consciences were livelier and more watchful, the sense of an obligation incurred gripped us more firmly and did not so readily slip its hold. Some ancestor of marked integrity must have been latent in my father."

Dickon is the brother of William Clissold, who writes the book in the first person. In Book III, Dickon Clissold takes up advertising as a "profession" (the word is Mr. Wells'). William Clissold describes the progress of his brother in advertising and reports his terrances on that subject.

When Mr. Wells' characters express opinions we are left with the strong impression that the opinions are those of Mr. Wells himself. It is an impression difficult to avoid, notwithstanding the fact that Dickon does not speak to Mr. Wells' readers direct. Dickon's words are put into his mouth by William Clissold. But we cannot help feeling that it is Mr. Wells who is speaking to us.

Now Mr. Wells can make William Clissold make Dickon Clissold say anything he, Mr. Wells, likes. He can, through his chief character, make Dickon say things about advertising quite as unpleasant as Mr. Chesterton says without cherishing about inventing people in novels to say them. But Dickon does not say unpleasant things about advertising.

Dickon is a blazing enthusiast, and Mr. Wells, through William, makes him say things that many of us in the advertising business would have been proud to have said. Most novelists who introduce advertising men into their books give their readers the impression that advertising men are either bounders or charlatans, both. But Mr. Wells in the opening paragraph of Book III of "The World of William Clissold," the paragraph that starts this paper, makes it plain that his advertising character, Dickon Clissold, is neither a bounder nor a charlatan. Read again and you will see that Dickon is a man of imagination, character and integrity.

That is the kind of man Mr. Wells wants us to envisage, I think. It is fair to assume that Dickon's views about advertising are those of Mr. Wells himself. That is the reason of the sub-heading at the top of the paper, and that is why we have asked the Editor to allow me to write this paper, with an hour or so at my disposal, in place of another already disposed.

Dickon's first words to his brother are indicative of his vision. Here are the words that one might expect from a real "top sea" advertising man.

The brothers have been to an invention exhibition (first-class idea here for one to develop). Dickon says: "It is not so good inventing things if you don't get people to make use of them," adds:

"There's no money in anything until it has been told of it."

William asks: "The money?"

"O," replied Dickon contemptuously, "anything."

William is thinking of the money; Dickon thinks of the thing to tell the people about.

After a pause, Dickon says: "Advertising! Advertising is only selling, Billy—I see it! That is where the money is. Advertising."

So among us—and when I say us, I mean us of the advertising craft—does one recognize the glow of this remark?

Dickon soon throws up his job at the School of Mines.

"His first definite step was to go, after a very careful and elaborate preliminary exploration of the special field in question, to an advertising watchmaker in Cornhill, to get an interview with him,



H. G. Wells

and tell him why his watches were not selling nearly so well as they might do in the West End, in various suburbs, among the city clerks, in the East End, and what he thought might be done to stimulate their sale. He had brought notes and sketches of almost all advertisements the firm was using, and very politely and clearly he pointed out how stereotyped was their appeal, and how mechanical their distribution. He convinced his hearer of advertisements going to waste and reaching nobody here, and of areas neglected there, and in the end he was allowed to make a scheme for a more scientific campaign. Hitherto the work had been done in an almost routine fashion from the office. His scheme was accepted. It succeeded, and his path in life was open before him."

The name of the watchmaker was Milton, with whom Dickon at the ripe age of one and twenty "fixed up his first contract."

Sales progress, Mr. Wells does not tell us how or why, but he gives us a hint of it.

"In the end Milton left the field of popular sales and became a professor of quality. Milton's, Limited, now sold 'watches that are beautiful and intimate,' but Dickon still steers the bulk of the output along the path of assertive veracity to the grateful customer."

The how and the why lies in the two words, "assertive veracity."

The noun is "veracity"; observe that. "Assertive" is the adjective—"assertive veracity." I for one have never heard a better description of what constitutes the elements of successful advertising.

Mr. Wells explodes in two words the moss-grown idea, kept alive by many ill-informed writers, that advertising will sell anything.

Milton's, Mr. Wells tells us, "was only Dickon's point of departure. A great light had come to him, and for a time he saw life wholly as a field of action in which he was to create appetites in people for commodities they had never in the least desired hitherto, or to direct their attention to the great superiority of common necessities when they are labelled distinctly with a proprietor's name. Immense wealth lay in convincing people

that an article could hardly be considered to exist unless it was vouched for by a respectable firm."

Dickon may have been wrong in creating appetites in people for commodities they had "never in the least" desired before. We are assured by the critics of advertising that it is wrong to do this, wrong to persuade people to want a piano, a wireless set, a new carpet, or a trip to the Continent. The critics of advertising would prefer the people to exist like turnips, in rows. Dickon thinks otherwise, but he qualifies the character of the new articles for which he proposes to create a desire by advertising: "It must be vouched for by a respectable firm."

We learn of the Clissolds' father, who sold as a grocer articles of food unnamed, measured out haphazard from barrels, taps and what-not, but his children William and Dickon remember: "But even in our childhood there was already a number of vigorous firms reaching their hands over the retail tradesman's shoulder, so to speak, and offering their goods in their own name to the customer."

Soap enters the picture.

"The great firm of Pears in those days had already thrust an individuality upon soap. Pears' soap marks an epoch; I hope history will not neglect it."

Pears does mark an epoch: Pears original advertising ushered in modern advertising. History will neglect it, but the deep sea advertising men like Dickon will remember it.

Dickon talks on and on about advertising. "Now why that O?" he demands, speaking of Owbridges lung tonic.

"It individualises. It is also probably on the bottle. If there is any other lung tonic going, it serves to make the other fellow seem an undistinguished nobody. But does it make people want to take the stuff much? Does it do anything to catch the eye of consumptive people? Think of anyone with lung trouble and a cough. Suppose he had this advertisement on one side, and on the other side one that said quietly, 'Clissolds' Lung Tonic soothes and gives peace, and in that peace you heal,' which would you want to try? Think of those words, Billy, not too big and noisy, but put where they seem to catch the eye almost by accident! Just whisper it. 'And in that peace you heal!'"

Dickon discusses Beecham's Pills, Eno's Fruit Salt, Cerebos Salt, Cod Liver Oil, Elliman's Embrocation, Liebig's, Bovril, Oxo. It is forty years ago, days when one needed enthusiasts like Dickon, days when he could say:

"When I was young, England was far in front of America in the process, but American advertising has long since overtaken and outstripped anything we do on this side."

He could not say it today. We in England can look American advertising straight in the eye. Mr. Wells is here historically correct. His sense of observation must have been always remarkably acute and his memory tenacious, or was he in his early youth a member of an advertising agency's staff?

Dickon does some unfruitful work for a boot firm and then turns his attention to bicycles. He starts a bicycling weekly (Mr. Wells loves bicycles), organizes the advertisement of wayside inns therein, and goes in for railway station advertising. How wise his dictum of that class of advertising:

"It must be witty, short and witty. I won't have them just yapped at."

And again, sneaking of Press advertising, how wise he is:

"Advertisement must be fresh and different each time."

Less wise when he doubted whether the "daily newspapers were very much good for proprietary articles. They were good for theatres and amusements of all sorts, but not for an advertisement that had to go on selling."

He makes up for this blunder, however, with this profound remark on newspaper copy:

"He declared it was possible to print a newspaper advertisement so big that it was totally invisible. People would not read type that was visible three yards away. Their eyes went through the gaps."

"Don't use newspaper space as poster space," should be but is not always adopted by newspaper advertisers as a cardinal principle.

Mr. Wells sketches Dickon's career as an advertising man with light touch. We can trace his progress step by step. We find him discussing the *Times* advertisement columns before Lord Northcliffe's proprietorship and after; we read of his adoration for Mr. Selfridge.

He organizes advertisers into a society for combined action, and envisaging a special university degree—Bachelors and Doctors of Advertisement.

Speaking of quack medicine advertising, he says:

"It's bad for advertising. The advertising world has to sacrifice its black sheep. *Has to*. Advertisement, Billy, is too big a thing for lying—too big a thing. Much too big a thing. It's the web of modern life; it's the call of the flock. No, I want the fellows (the charlatans) handled by the public prosecutor at the instance of a properly constituted advertisement society, and sent to gaol."

In page after page, Dickon talks to his brother about advertising. The chapter devoted to this phase of "The World of William Clissold" concludes:

"What were the twelve apostles? Drummers, just drummers. Traveling in salvation. Introducing a new line. Why did Paul raise his voice at Athens? Because he hadn't a megaphone. And the miracles they did? Sample bottles. To this day it's advertisement. What is a wayside crucifix? An advertisement of the faith. What is Christianity? An advertisement campaign. Tell 'em. Tell 'em. Tell 'em all you can. It's the method of social existence. A man, or a class, or a religion or—anything that will not advertise, isn't fit to exist in the world. It means it doesn't really believe in itself. To want to exist and not to dare to exist is something beneath vulgarity. That's why I have such a contempt for your rotten, shy, sit-in-the-corner-ask-the-dear-Prince-of-Wales-to-dinner-once-a-year Royal Society. If the soap boilers did no more for soap than your old Royal Society does for science, nobody would wash."

The first forty pages of Mr. Wells' new novel are devoted to the subject of advertising. It is one of the most important contributions to what I may call the literature of advertising that I have read. I cannot help accepting it as a statement, this opinion of Mr. Wells himself. I see in this opinion an acceptance of the principles of advertising. The shortcomings of advertising are admitted by Mr. Wells, as we all admit them. All of us know that advertising would be more profitable for those who foot the bill and for the people as a whole if the objectionable manifestations were eliminated. We deplore vulgarity and do our best to check it; we know that dishonesty in advertising limits the results of all advertising, and we go to great pains to detect it and stamp it out.

We advance the doctrine, "Truth in Advertising" to the utmost that circum-

stances allow. We want advertisers to tell the truth and refuse to insert in our newspapers those advertisements that deliberately lie. We protect our readers by guaranteeing the integrity of our advertisers (one of the journals with which I am associated has in the last few days paid nearly £2,000 winners of a crossword puzzle who were not paid by the advertiser).

Fortunately the great majority of advertisement needs no guarantee. The guarantee of integrity lies in the manufacturer's name or trade mark. Mr. Wells perceives that. He is aware that advertising could not exist without integrity. That is why he makes Dickon Clissold a man of integrity, and that is why he makes Dickon insist upon "truth in advertising." Mr. Wells is a man of vision (that is commonplace). He sees advertising as it really is—not as a device for "getting rich quick," but as a means of telling the people what they should know—it may be about safety razors or about Christianity. The full page, or the crucifix on the roadside.

"It is no good inventing things if you do not get people to know about them," said Dickon, coming up to the surface, so to speak, after a profound meditation.

The meditation of the great bulk of British manufacturers has been so profound for so many years, that we despair that they will ever come up to the surface as Dickon did, and have a look around and see what is happening in the industrial world.

Mr. Wells' chapters may meet their eyes and reach their brains. Well for them should it be so.

"SPECIAL" REORGANIZED

G. Logan Payne Co. Takes Over Payne, Burns & Smith—Spencer Joins Firm

The G. Logan Payne Company announces the purchase and reorganization of Payne, Burns & Smith, Inc., New York, and a change in the firm name from Payne, Burns & Smith, Inc., to G. Logan Payne Company, effective Nov. 1.

Egbert H. Spencer, for many years associated with John Glass, publishers' representative, and metropolitan papers throughout the United States, becomes a

general partner and has assumed active management of the New York and Boston offices.

George D. Smith, the retiring partner, is leaving the publishers' representative business.

Officers of the G. Logan Payne Company, New York, are: G. Logan Payne, George H. Payne, George J. Burns, William A. Small, Jr., Egbert H. Spencer.

PETERSON HEADS SUN CLUB

Einar O. Petersen, the *New York Sun* manager of local advertising, has been re-elected president of the Sun Club, an organization of Sun employees. The other officers elected were: Vice-president, Hans Muller; treasurer, Florence Meringer; secretary, Hilson Munsey; recording secretary, Louis A. Monaco. Delegates from the various departments were elected as follows: Editorial, James Fleming; publication, C. H. Albrecht; art, John Sennott; paper, John Hefferman; mail, Thomas Quinlan; circulation, H. W. Dietrich; press room, John Brady; engraving, Harry Schoer; classified advertising, Louis Monaco; display advertising, Fred Carrington; delivery, John De Rosa; composing and stereotype, Joseph Francis.

MATTESON JOINS HONIG

Stephen H. Matteson has joined the Portland, Ore., office of the Honig-Cooper Company, advertising agency.

HAND-TO-MOUTH BUYER STABILIZES BUSINESS

Banks' Survey Indicates Present Method Beneficial and Will Become Permanent—Banishes Over-Stocking

That "hand-to-mouth" buying has come to stay is the conclusion of most of the leaders in industrial and economic thought whose views are presented in a survey of the subject about to be issued by the Farmers' Loan and Trust Company, New York.

James H. Perkins, president of the Company, in commenting on the expressions that have reached him from manufacturers, department and chain stores, railroad executives, economists, and others, says:

"In my opinion the practice of current buying is one that will ultimately prove beneficial. It is an economic stabilizer that, instead of interfering with the prosperity of the country, directly adds to it in a most constructive way. It does away with speculative commitments, with overstocking, and with huge and unproductive inventories; it frees capital, letting it find its way into channels of the greatest usefulness. It will ultimately bring about a closer co-operation between manufacturer and distributor, and between manufacturer and the consuming public."

Jesse I. Straus, President of R. H. Macy & Co., who discusses the problem in great detail, points out:

"The producer has only his own lines to worry about; the distributor must take his chances on thousands of producers' lines. He has found that one of the cardinal principles in preserving a reasonable profit and affording the service demanded of him by the public is conservative buying—incorrectly dubbed 'hand-to-mouth' buying.

"Barring unforeseen changes in the character of consumer demand and producers' competition, I believe this policy represents a permanent change."

In general, the many railroad presidents whose comments are quoted agree with C. H. Markham, of the Illinois Central System, who states that current buying is valuable insurance against radical and upsetting changes in business conditions:

"If there arises the necessity for general retrenchment it can be accomplished with little disturbance and without serious losses, if there are not large stocks of raw materials and finished goods in the hands of manufacturers, distributors and retailers.

"In fact, the absence of such prospective losses should tend to prevent the spread of uneasiness, which has been one of the chief causes of changes in business conditions in the past."

Prof. F. W. Taussig of Harvard, Prof. E. W. Kemmerer of Princeton, and other economists agree that "current buying" is to be regarded as a permanent condition and that this practice will necessitate some readjustments, notably in manufacturing efficiency. They also stress the point that current buying makes it possible for the whole industrial structure to adjust itself quickly to changing conditions.

The emphasis of those who offer solutions which may tend to remedy whatever unfortunate effects have resulted from "current buying" centers upon three basic principles:

1. A greater standardization in the most staple articles of merchandising, such as clothing, shoes, underwear, hosiery, building materials, tires, etc.

2. A closer co-operation between the manufacturer and the distributor, jobber or retailer, so that the manufacturer, who is of necessity compelled to produce his goods far in advance of consumer demand, will avoid to as great an extent as possible the manufacture of such articles as will be unacceptable to the retail trade.

3. The adjustment by the manufacturer of his raw material purchases and manufacturing schedules to bring about an equalization of the peaks and valleys of his production program.

STOUT LEFT \$275,000

K. C. Star Editor's Estate Bequeathed to Widow—\$5 Each to Children

The will of the late Ralph E. Stout, managing editor of the *Kansas City Star*, who died Oct. 10, has been filed with the probate court of Jackson county.

In the will an estate estimated at \$275,000, of which \$150,000 was in real estate and \$125,000 in personal property, is left to the widow, Mrs. Mary Stout, named executrix. The son, David Stout, and the daughter, Mrs. Franklin Wright Gledhill, both of New York, are bequeathed \$5 each.

NEWSPAPER ADS SOLD NEW GRAYBAR NAME

Firm, Changing Title, Now Doing Biggest Business in History, Says Metz, Advertising Manager—Using Increased Space in Dailies

A change of name, far from being a detriment, has, with the aid of increased advertising, acted as an effective business tonic for the Graybar Electric Company, formerly the supply department of the Western Electric Company.

"After 10 months' operation using the new name, we are now doing the biggest business in the history of the company," Herbert Metz, advertising manager, declared in an interview with *EDITOR & PUBLISHER* this week.

"We give advertising full credit for this business increase, which has come despite predictions of loss, following the change of name.

"Newspapers," he added, "form the backbone of our advertising program."

The Graybar Electric Company, through Newell-Emmett Company, a New York advertising agency, is now using space in 70 newspapers, a new high record for this firm. Cities are added to the schedule as fast as the company opens branch offices in them. Latest additions are Dayton, New Haven and Cleveland. The company also started last month placing special appliance advertising in newspapers in Newark, Houston, Tex., Los Angeles, Pittsburgh and Philadelphia.

Mr. Metz is scheduled to address the national advertisers' group on newspaper advertising at a meeting to be held at the Advertising Club of New York on Oct. 21. He will speak on the same subject before the New England Industrial Advertisers' Association, meeting in Worcester, Mass., Nov. 8-9.

WORCESTER HOST

Prepares Impressive Program for New England Ad Club's Meeting

An impressive list of speakers has been arranged for the two-day convention of the New England Advertising Clubs to be held at Worcester, Mass., on Nov. 8 and 9.

Robert Lincoln O'Brien, editor of the *Boston Herald*, will be the chief speaker on the opening day. President George H. Johnson, of the Worcester organization, will deliver an address of welcome, and other speakers will be Marcus Urann, of the Cape Cod Cranberry Company; Herbert Metz, advertising manager of the Graybar Company of New York; Walter S. Ashby, advertising counsellor, of Manitou, Col.; C. K. Woodbridge, of New York, president of the International Advertising Association, and John W. Longnecker, of Hartford, Conn.

Speakers on the second day will be Allyn MacIntire, of Boston, New England manager of Barton, Dursine & Osborn Co.; Amos Parish, retail merchandising specialist; Harry Kirkland, of New York, advertising counsellor; Neil Borden, of Harvard University, assistant dean of the advertising department, and Joseph Ewing, of Edwards, Ewing & Jones, advertising agents, of New York.

George F. Booth, editor of the *Worcester Telegram-Gazette*, will be toastmaster at a banquet on Nov. 8.

"NEWSPAPER WEEK" IS PROPOSED TO A.N.A.E.

Business Good and Prospect Excellent for National Advertising Newspaper Executives Report—Reaffirm Standards of Practice

CHICAGO, Ill., Oct. 21.—Business is good and national advertising will hold up nicely for newspapers, with proper selling organization, according to reports made today to an all-day session of the Association of Newspaper Advertising Executives held at the Morrison Hotel.

The prospect for the next few months was gone over in detail. It will be a period of good space selling, if the newspapers are aggressive, reports to the directors indicated.

In the absence of President Frank T. Carroll, advertising director, *Indianapolis News*, W. E. Donohue, vice-president, and manager of the local display advertising of the *Chicago Tribune*, presided.

The members heard the outline of a plan for a "Newspaper Week" to be held with the assistance of 257 advertising clubs throughout the United States. A resolution was introduced and placed in the hands of Mr. Donohue who will later report on this project. The directors heard Earl Pearson, general manager of the International Advertising Association, explain how the clubs intended to boost newspaper advertising throughout one week of a year, bringing before potential advertisers in their territory the importance and advantages of newspaper space for expanding business and earning community favor.

At a round table discussion, the directors discussed a plan whereby newspapers might cooperate with agencies in the preparation of mats for national campaigns. A committee to go into the problem more definitely will be named.

The afternoon's session was given over to the discussion of local display advertising, emphasizing the point that salesmen in the local display sections should be persons of ideas and capable of developing new lines of business for retailers. Specific examples of this were related by Mr. Donohue who pointed out the Fanny May Candy Stores in Chicago. He said that when this company first started advertising only four small candy shops were being operated. Since advertising exclusively in the *Tribune*, Fanny May Candy Shops have opened 44 stores in the city. Other successful campaigns were described.

Harvey R. Young, *Columbus (O.) Dispatch*, told of the good accomplished by special sections bringing results to advertiser as well as newspapers.

The old Standard of practice of 1920 whereby specific merchandising service was offered by the newspaper to advertisers, was reaffirmed. "The meeting just closed has been one of the best and most constructive ever held," declared W. E. Donohue, at the conclusion. He added that while the fall meetings of the association are of a round table order, and no definite program arranged they brought members to study common problems freely.

A resolution was passed expressing deep sympathy for the family of Mr. Ralph A. Turnquist, formerly advertising manager of the *Milwaukee Journal* whose death occurred recently.

SCHOOL FOR MEXICO CITY

Journalism Instruction at National University Modelled on Missouri Plan

The National University of Mexico, a Mexico City, will establish a school of journalism next year organized along the lines of that of the University of Missouri, according to *El Universal*, Mexico City newspaper. Dean Walter Williams, of the Missouri School of Journalism, delivered a series of lectures at the Mexican university last winter. Last summer, Dr. Julio Jimenez Rueda, who delivered a series of lectures at the Missouri School of Journalism, studied the organization of the Missouri University school.

SEPTEMBER LINAGE GAIN IN 35 CITIES IS 4.1 PER CENT OVER 1925

NEWSPAPER advertising linage for 151 newspapers, published in 35 cities, carried a total volume in September of 139,262,093 agate lines, a gain of 5,555,169 lines, or 4.1 per cent, over the total for the same units in September, 1925, according to statistics gathered by the *New York Evening Post* and EDITOR & PUBLISHER. Gains are noted in the totals of 30 cities and 103 newspapers. The comparative totals follow:

35 cities listed 30 show gain 5 show loss
51 papers listed 103 show gain 41 show loss
7 no comparison

	1926	1925	
New York	14,661,922	14,042,550	619,372 Gain
Chicago	7,753,155	7,379,508	373,647 Gain
Philadelphia	6,639,448	6,927,589	288,141 Loss
Detroit	5,650,246	5,261,032	389,214 Gain
Cleveland	3,901,575	3,783,225	118,350 Gain
St. Louis	4,328,880	4,075,060	253,820 Gain
Boston	6,396,915	6,080,374	316,541 Gain
Baltimore	4,409,392	4,294,816	114,576 Gain
Los Angeles	6,664,786	6,476,612	188,174 Gain
Pittsburgh	5,204,721	4,908,974	295,747 Gain
Buffalo	3,270,390	3,619,452	349,062 Loss
San Francisco	4,473,405	4,308,375	165,030 Gain
Milwaukee	3,032,993	2,946,609	86,384 Gain
Kansas City	3,326,396	3,364,632	38,236 Loss
Washington	4,804,512	4,409,097	395,415 Gain
Cincinnati	3,382,500	3,267,000	115,500 Gain
New Orleans	3,688,107	3,497,204	190,903 Gain
Minneapolis	3,076,612	3,001,538	75,074 Gain
Seattle	3,034,444	2,791,110	243,334 Gain
Indianapolis	3,099,069	2,861,742	237,327 Gain
Denver	2,157,260	2,249,660	92,400 Loss
Providence	2,947,201	2,833,076	114,125 Gain
Columbus	3,485,809	3,139,417	346,392 Gain
Louisville	3,486,583	2,876,748	609,835 Gain
St. Paul	2,435,790	2,393,062	42,728 Gain
Atlanta	2,064,452	1,797,138	267,314 Gain
Portland	3,149,524	3,371,399	121,875 Loss
Memphis	2,445,464	2,338,938	106,526 Gain
Oakland	2,292,178	2,233,196	58,982 Gain
Omaha	1,844,878	1,823,388	21,490 Gain
Birmingham	2,693,586	2,430,694	262,892 Gain
Richmond	1,934,366	1,791,846	142,520 Gain
Dayton	2,857,652	2,852,710	4,942 Gain
Houston	2,770,306	2,399,908	370,398 Gain
Des Moines	1,897,576	1,879,245	18,331 Gain

Totals 139,262,093 133,706,924 5,555,169 Gain
†Figures supplied by individual publishers.

NEW YORK

	1926	1925	
American	1,003,636	1,063,654	60,018 Loss
Herald Tribune	1,624,066	1,458,012	166,054 Gain
Times	2,642,898	2,580,816	62,082 Gain
World	1,607,872	1,507,090	100,782 Gain
Mirror (T.)	277,742	362,984	85,242 Loss
News (Tab.)	607,592	556,528	71,064 Gain
Evening Graphic	278,860	199,688	79,172 Gain
Evening Journal	1,126,472	1,181,606	55,134 Loss
Evening Post	395,460	392,940	2,520 Gain
Evening World	805,358	765,118	40,240 Gain
Telegram	1,299,230	1,253,426	45,804 Gain
Brooklyn Eagle	462,632	523,032	60,400 Loss
Brooklyn Times	1,514,034	1,370,366	143,668 Gain
Standard Union	555,162	394,970	160,192 Gain
Totals	14,661,922	14,042,550	619,372 Gain

CHICAGO

	1926	1925	
Daily News	1,847,847	1,714,836	133,011 Gain
Tribune	2,853,615	2,747,523	106,092 Gain
Herald Examiner	1,042,392	966,378	76,014 Gain
Post	490,752	441,744	49,008 Gain
American	1,131,072	1,045,880	85,192 Gain
Journal	387,477	463,197	75,720 Loss
Totals	7,753,155	7,379,508	373,647 Gain

PHILADELPHIA

	1926	1925	
Inquirer	1,799,400	1,811,100	11,700 Loss
Record	701,400	736,800	35,400 Loss
Ledger	1,268,091	1,292,180	24,089 Loss
Evening Ledger	1,235,557	1,274,909	39,352 Loss
North American	605,000	1,812,600	177,600 Loss
Bulletin	1,635,000	1,812,600	177,600 Loss
Totals	6,639,448	6,927,589	288,141 Loss

North American combined with Ledger May 18, 1925.

DETROIT

	1926	1925	
News	2,993,312	2,828,070	165,242 Gain
Times	1,180,046	1,038,870	141,176 Gain
Free Press	1,476,888	1,394,092	82,796 Gain
Totals	5,650,246	5,261,032	389,214 Gain

ST. LOUIS

	1926	1925	
Post-Dispatch	2,089,080	1,933,960	155,120 Gain
Globe-Democrat	1,232,700	1,266,000	33,300 Loss
Star	656,100	546,000	110,100 Gain
Times	351,000	329,100	21,900 Gain
Totals	4,328,880	4,075,060	253,820 Gain

*No Sunday edition.

BOSTON

	1926	1925	
Herald	1,259,992	1,245,820	14,172 Gain
Globe	1,323,507	1,240,926	82,581 Gain
Post	946,987	936,186	10,801 Gain
Advertiser	496,572	376,560	120,012 Gain
American	482,736	394,860	87,876 Gain
Traveler	1,049,689	1,018,680	31,009 Gain
Transcript	628,000	616,619	11,381 Gain
Telegram	209,432	250,723	41,291 Loss
Totals	6,396,915	6,050,374	316,541 Gain

*No Sunday edition.

CLEVELAND

	1926	1925	
Plain Dealer	1,481,400	1,553,475	72,075 Loss
News-Leader	1,161,900	1,048,800	113,100 Gain
*Press	1,258,275	1,180,950	77,325 Gain
Totals	3,901,575	3,783,225	118,350 Gain

BALTIMORE

	1926	1925	
Sun	1,444,781	1,466,521	21,740 Loss
*Evening Sun	1,468,062	1,453,427	14,635 Gain
American	504,645	515,935	11,290 Loss
*News	646,378	607,461	38,917 Gain
*Post	345,526	251,472	94,054 Gain
Totals	4,409,392	4,294,816	114,576 Gain

LOS ANGELES

	1926	1925	
Times	2,030,196	2,025,338	4,858 Gain
Examiner	1,803,524	1,775,272	28,252 Gain
*Express	743,274	704,256	39,018 Gain
*Herald	1,467,643	1,375,556	92,087 Gain
*Record	416,402	390,726	25,676 Gain
*News	203,742	205,464	1,722 Loss
Totals	6,664,786	6,476,612	188,174 Gain

†News Sunday edition suspended publication May 2, 1926.

BUFFALO

	1926	1925	
Express	836,869	466,789	370,080 Gain
Courier	836,869	590,462	246,407 Gain
Post	836,869	89,949	746,920 Gain
Times	1,116,512	1,064,492	52,020 Gain
*Star	836,869	90,911	745,958 Gain
*News	1,317,009	1,316,849	160 Gain
Totals	3,270,390	3,619,452	349,062 Loss

Post discontinued February, 1926. Express and Star combined with Courier June 19, 1926.

SAN FRANCISCO

	1926	1925	
Chronicle	884,912	868,112	16,800 Gain
Examiner	1,506,721	1,427,231	79,490 Gain
Bulletin	523,124	647,178	124,054 Loss
*Call	923,412	725,284	198,128 Gain
*News	635,236	536,018	99,218 Gain
*Herald	104,552	104,552	0 Gain
Totals	4,473,405	4,308,375	165,030 Gain

Herald discontinued May 5, 1926.

MILWAUKEE

	1926	1925	
Journal	1,563,930	1,506,113	57,817 Gain
S. T. & A. M. Sun.	567,720	606,865	39,136 Loss
*Leader	280,613	263,239	17,374 Gain
*Wisconsin News	620,721	570,392	50,329 Gain
Totals	3,032,993	2,946,609	86,384 Gain

WASHINGTON

	1926	1925	
Star	2,385,245	2,229,070	156,175 Gain
Post	890,566	888,513	2,053 Gain
*Evening Times	691,952	706,844	14,892 Loss
Herald	592,430	412,841	179,589 Gain
*Evening News	244,319	171,829	72,490 Gain
Totals	4,804,512	4,409,097	395,415 Gain

CINCINNATI

	1926	1925	
*Post	773,100	711,600	61,500 Gain
*Times-Star	1,202,100	1,207,800	5,700 Loss
Enquirer	1,108,800	1,080,600	28,200 Gain
Tribune	298,500	267,000	31,500 Gain
Totals	3,382,500	3,267,000	115,500 Gain

NEW ORLEANS

	1926	1925	
Times-Picayune	1,591,388	1,486,149	105,239 Gain
Item	904,023	803,390	100,633 Gain
States	683,181	626,849	56,332 Gain
*Tribune	509,515	580,816	71,301 Loss
Totals	3,688,107	3,497,204	190,903 Gain

MINNEAPOLIS

	1926	1925	
Tribune	1,321,180	1,332,190	11,010 Loss
Journal	1,308,077	1,254,578	53,499 Gain
*Star	447,355	414,770	32,585 Gain
Totals	3,076,612	3,001,538	75,074 Gain

SEATTLE

	1926	1925	
Times	1,357,566	1,291,836	65,730 Gain
Post-Intelligencer	926,296	778,386	147,910 Gain
*Star	552,594	584,306	32,712 Loss
*Union-Record	197,988	135,982	62,006 Gain
Totals	3,034,444	2,791,110	243,334 Gain

INDIANAPOLIS

	1926	1925	
*News	1,527,228	1,413,669	113,559 Gain
Star	1,090,818	982,071	108,747 Gain
*Times	481,023	466,002	15,021 Gain
Totals	3,099,069	2,861,742	237,327 Gain

DENVER

	1926	1925	
News	528,444	575,064	46,620 Loss
Post	1,233,932	1,229,256	4,676 Gain
*Times	394,884	445,340	50,456 Loss
Totals	2,157,260	2,249,660	92,400 Loss

PROVIDENCE

	1926	1925	
Journal	902,087	876,255	25,832 Gain
*Bulletin	1,219,058	1,147,882	71,176 Gain
Tribune	423,997	408,591	17,406 Gain
*News	400,059	400,348	289 Loss
Totals	2,947,201	2,833,076	114,125 Gain

COLUMBUS

	1926	1925	
Dispatch	1,901,661	1,708,674	192,987 Gain
*Journal	621,965	592,861	29,104 Gain
*Citizen	962,183	837,882	124,301 Gain
Totals	3,485,809	3,139,417	346,392 Gain

LOUISVILLE

	1926	1925	
Courier-Journal	1,176,838	1,074,861	101,977 Gain
Herald-Post	722,185	541,645	180,540 Gain
*Times	1,035,348	884,600	150,748 Gain
*Post	552,212	375,642	176,570 Gain
Totals	3,486,583	2,876,748	609,835 Gain

ST. PAUL

	1926	1925	
*Dispatch	860,356	869,238	7,882 Loss
Pioneer Press	842,716	843,024	308 Loss
News	732,718	681,800	50,918 Gain
Totals	2,435,790	2,393,062	42,728 Gain

OAKLAND

	1926	1925	
Tribune.....	1,452,612	1,456,224	3,612 Loss
*Post-Inquirer.....	752,164	681,394	70,770 Gain
*Record.....		95,578	
*Times.....	87,402		
Totals.....	2,292,178	2,233,196	58,982 Gain
Record discontinued October 24, 1925.			
Times inaugurated October 23, 1925.			

HOW EFFICIENT ARE JOURNALISM SCHOOLS?

Records of Graduates and Their Value to the Profession Analyzed in Relation to Four Types of Instruction, Fully Organized School Making Best Showing

By LAWRENCE W. MURPHY
Director Courses in Journalism, University of Illinois

WITH the attention centering on the enrollment of some 6,000 students in 50 schools of journalism during recent weeks, the old problem of the efficiency of such schools is being debated in many newspaper offices. A recent study of the situation, in which the records of more than 5,000 college alumni were considered, reveals some interesting facts concerning the various devices and programs of study intended to prepare students for the profession.

Whether a student shall study journalism in college or in the newspaper office is for him to decide. If he chooses to study it in college he is faced with the problem of choosing from a variety of programs the one which will give him the best preparation for life and for newspaper or magazine practice. It is in the field of this formal education that the results of this study apply, and in this field will be found a difference in efficiency of the schools ranging from 5 to 95 per cent.

Obviously, the test of professional efficiency from the newspaper point of view is the number of journalism graduates who make good on newspapers and stick to newspaper work. The same is true in the other forms of journalism, such as magazine editing, correspondence and feature writing, trade and technical journalism, press and feature syndicate work, and certain forms of publicity and advertising.

To give a student a professional education and then have him take up work not related to the profession, is to be as ineffective as possible. The education may benefit the student, as it surely does, but it has not made newspapers better, has not advanced the interests of journalism (in the sense intended), has not replaced a product of the "old school" with a product of the new one, has not achieved the use of the things taught in the professional program. When a journalism graduate takes up the selling of bonds, becomes cashier in a bank, begins to manufacture paper boxes or automobiles, he may be regarded as one who is lost to journalism in the professional sense. It is understood, of course, that he may be a better citizen, a better newspaper reader, a better promoter of sales and good-will because of his journalistic experience, and it is further understood that he may have acted with the greatest wisdom in entering a new line of work, so far as his individual case is concerned.

But this does not confuse the issue. It is still proper to judge professional efficiency by success in journalism and loyalty to journalism after graduation. Our schools must produce graduates who make good and who "stick" if they are to be worthy of the confidence of the profession.

With alumni occupation as a criterion it becomes possible, then, to go back into the records of the schools and see what system of education produces the best record. On examination it will be found that there are various ways of making the comparisons: schools are organized in a number of ways; students take a varying number of journalism subjects; alumni have been out of school a different number of years. All of these things are important in determining what the schools are accomplishing.

To obtain results of sufficient weight to warrant the drawing of conclusions, I made a study of four systems of preparation for journalism all of which have been referred to, loosely, as schools of journalism. The first two of these were real schools of journalism, organized as schools offering their own degree and settling their own problems. The third was a curriculum administered by a section of an English department; the fourth was a general college course with opportunity for election of courses in journalism without reference to journalism organization or requirements. In addition,

observation was made of the regular arts college course which did not offer any chance for election of journalism subjects, such as reporting, copyreading and history of journalism.

The comparison of these systems must depend for its effectiveness on the similarity of conditions in various schools, because unusual conditions in one school might make the figures for that school abnormal. This point was kept in mind and the results for a large number of years and a large number of cases obtained to overcome possible variations.

That the type of organization, such as school, department, division, and scattered courses, plays an important part in the effectiveness of the work in journalism may be judged from the following table which shows that the school is producing from 20 to 95 per cent more journalists than any other college system.

TYPE OF ORGANIZATION

Professional Efficiency

No. 1 School (B.J.)	92 per cent.
No. 2 School (B. Litt.)	72 per cent.
No. 3 Curriculum (Division)	46 per cent.
No. 4 Arts Course (misc.)	5 per cent.

These percentages were figures on the following: graduate from 1909 to 1925 for School No. 1, a total of 800 alumni; graduate from 1914 to 1925 for School No. 2, a total of 350 cases; graduates from 1915-1925 from No. 3, a total of 436 cases; graduates of the general arts course with work in journalism for School No. 4, a total of 700 cases.

Here we have organizations with and without the same status as schools of law, medicine, education, engineering, etc. The records show that these organized in the same way, and having the same standing on the university campus have double, and triple the effectiveness of other systems in producing professional-minded graduates.

This quantitative measure of success is reinforced by the qualitative success of the same alumni. Those from the real schools of journalism make good in much larger numbers and to a greater degree, generally speaking, than the products of the third and fourth systems. Editors who have in mind the exceptions to this rule should not confuse it with the general run of experience. For every college man who makes good in journalism without learning something about journalism while in college, there are many who try it and drop out before they have even been noticed. Of those who learn something about it while in college the journalism school graduates, in terms of large numbers, are making the best records. This does not mean that the schools have reached the point of highest development, but that they have already become effective in a noteworthy way.

Comparison of the amount of college study of journalism with success after graduation offers another angle on the problem of the professional course. It will be found that the value to journalism of the graduate bears a direct relationship to the number of courses in journalism that he studied while in college. The courses in journalism here referred to are such subjects as reporting, copyreading, law of the press, feature writing, newspaper advertising, history of journalism, country journalism, agricultural journalism, trade and technical journalism, editorial writing, newspaper administration, critical writing, and research in journalism.

The following table shows very clearly, in the percentage column, that the num-

ber of courses taken is significant in professional education for journalism. It is based on present occupation of 434 graduates measured against the number of journalism subjects they studied in university:

U. Record No. Courses in Journalism	VALUE OF NUMBER OF JOURNALISM COURSES TAKEN		
	(No reference to registration)		
	Present Occupation		
	In Journalism	Out of Journalism	Pct. out of Journalism
1.....	11	149	.90
2.....	12	88	.88
3.....	19	19	.50
4.....	23	17	.40
5.....	20	6	.30
6 or more....	59	12	.21

It should be noted that the number of cases became so small where six or more courses had been taken that it was necessary to combine them to keep the record properly. If the number had been larger, according to the returns received, the effectiveness would have increased—up to nine courses, the increase being noticeably smaller for seven and eight courses. What is given in the foregoing tables, however, is sufficient to indicate that the number of courses taken is important, for it indicates as wide a difference as 70 per cent between the extremes.

If professional registration were considered independently in the above chart, and those in general courses who took one or two dips into the journalistic program were eliminated, it would be found that the figures were altered slightly. The professional school requires from six to ten courses and would, therefore, produce a figure, for the same cases, which approximated the .210 per cent of the last row and column. (The number of non-professionally registered students who take six courses is very small and would not disturb the .210 by more than two or three per cent.)

This means that the figures for schools given in the first part of the article are supported by the new count represented here, for the non-professionally registered students are largely the 1, 2, 3, and 4 course students. It might be worth noting that the non-professionally registered students taking six courses or more do not approach the record of journalism school graduates with six courses or more. The non-professionally registered students with six courses are lost to journalism within a short time after graduation in 75 cases out of 100 while the journalism school graduates are lost in only 25 cases out of 100.

A preliminary survey of the journalism alumni indicates that the greater number of those who leave the profession do so during the first five years out of college. The loss here seems, again, to bear a direct relation to how the student looked upon journalism while he was in college.

It will be seen that the number staying in and entering journalism is influenced by the organization of the work, those

from the school having the better record by an amount that approximates earlier figures.

Newspaper men are probably interested more in knowing the effect of the schools of journalism on newspapers than upon the magazines and special publication or advertising service field. For each of the general tabulations represented in this article there is a record for the newspaper world, exclusively. That record shows that the schools of journalism have 61 per cent of their alumni in newspaper and news service work; that the divisions and miscellaneous dependent programs of study have 18 per cent of their alumni on newspapers and in news service; and that non-professionally registered arts graduates taking three or more courses in journalism are on newspapers and in news service in 6 per cent of the cases studied. Thus we see that a division triples its effectiveness from the newspaper point of view up to 18 per cent, and the school or college of journalism serves the newspapers directly with 60 per cent of its graduates. Arts graduates with no journalism are almost a total loss.

The unfolding of this report has brought with it a consciousness of the way to bring about improvement in the record of the universities in their program of journalistic studies. That way is to establish the kind of school that is producing the best results.

Journalism can never be any better than its weakest link, and the weakest link is the beginner. That beginner must be prepared to take his place and must stay in the profession or it will always be a profession with too many beginners. He must know enough when he comes into a newspaper office to report news accurately and fit into the routine of the practice. He must have an appreciation of the traditions and ideas of the profession and a desire to co-operate in projects for its improvement. He must have the feeling that journalism is a profession of public service in which a mistake may be just as serious as the slip of the surgeon's knife.

Evidently, when journalism seem to be an after-thought in the academic world, when it seems to be a matter of minor import, when it has less standing on a campus than the school of medicine or law, the student gets the perfectly reasonable idea that it does not amount to much. The result is that he regards it as a stepping stone to something else and not as an end in itself. He takes up journalism to help him earn money to study law; he enrolls in editorial writing to get another course in English composition.

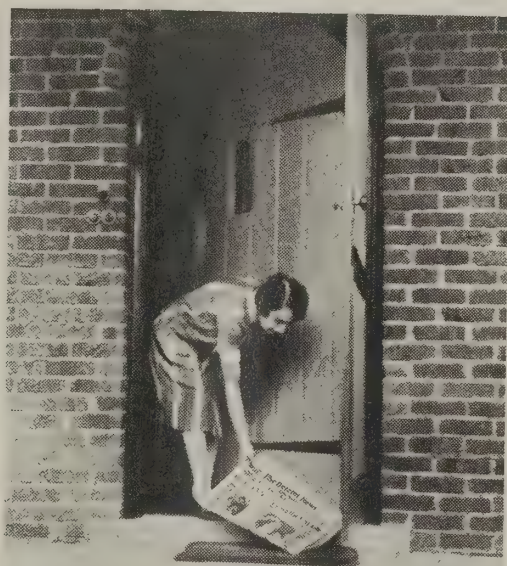
It should be noted that all these are worthy reasons for taking a course in journalism but that they are not the chief reason for the existence of the professional course. To shape the program of studies for the purpose of serving the side-show public is to reverse the order that will produce better journalism in America. The main tenet in the school of journalism should be devoted to turning out journalists first.

Graduates Leaving Journalism, by Years

Class	PRESENT OCCUPATION			Non-Journalism Registration Grads.		
	Professional School Grads.					
	In Journalism	Out of Journalism	Per Cent. Out of Journalism	In Journalism	Out of Journalism	Per Cent. Out of Journalism
1921.....	18	14	.425	5	15	.750
1922.....	17	11	.380	5	44	.444
1923.....	21	11	.343	3	17	.850
1924.....	19	11	.366	6	21	.777
1925.....	22	7	.250	5	15	.750
	97	54	...	24	71	...

In this compilation the records of non journalism graduates who took less than three courses in journalism subjects were eliminated. The record is that, then, of those students who made some effort to prepare for journalism by taking more than two courses bearing on practice. This cross section of a general situation represents 246 cases.

Detroit News City Circulation Is Practically As Great As Number of English Speaking Homes



*The Detroit News Carrier Scarcely Needs a Route Book
Practically Every English-Speaking Home Is a Customer*

Concentrate Your Detroit Appropriation

In The News and get the largest possible space to the greatest number of homes

DETROIT has always afforded the advertiser unique advertising value—first, because of the prosperity of the field—second, because of The Detroit News ability to cover it alone.

A survey of the city's population recently made by The Detroit Board of Education shows Detroit and adjacent communities to have 1,188,936 English speaking people, or 289,984 English speaking families.

The Detroit News in the city of Detroit alone sells upwards of 248,000 copies, thus showing almost complete coverage of the most likely responsive element of Detroit's population.

Advertisers have in the Detroit market a testing laboratory of unlimited opportunities, for here is America's fourth city easily coverable for any campaign by the use of one newspaper. Here is an ideal situation: a rich market, a home newspaper covering it singly, an economical rate and a big population! Test it out yourself.

The Detroit News

The HOME Newspaper

350,000 Sunday Circulation

320,000 Weekly Circulation

STUART WEST BEGINS THIRTIETH YEAR AS WRITER OF FINANCIAL NEWS

Recalls Vast Changes in Wall Street Since 1897—Fluctuations in Market Now Far More Violent—Began Career with New York Commercial Advertiser—With C. P. A. Since 1920

STUART P. WEST, head of the financial news department of the Consolidated Press Association, started on Oct.

19 the 30th year of his career as a Wall Street reporter and analyst of the financial markets.

Mr. West is one of two or three really notable newspaper financial writers of his time, and newspapers throughout the country which carry his stock market dispatches daily published



STUART P. WEST

his reminiscent story on "Three Decades in Wall Street," illustrating in a striking manner the vast changes that have taken place in the New York financial community since 1897.

On his first job with the old *New York Commercial Advertiser*, Mr. West says he soon found that even all the Harvard University economics courses did not equip him to start in immediately writing about the markets.

"The first day I got an awful attack of nerves and had to call in a man who was then a prominent financial writer, and who has since become high in government affairs, to help me out," he says. "It was a wonderful relief when he took over the dictation."

When the *Commercial Advertiser* became the *New York Globe* in 1903, Mr. West continued as financial editor for the paper until the *Globe* was erased from the metropolitan landscape in 1923 by Mr. Munsey. Since that time Mr. West's articles have appeared in New York in the *Evening World*. Mr. West's connection with the Consolidated Press Association dates from its inception in 1920.

Stock market reporting is much more strenuous than it used to be, Mr. West avers. Thirty years ago the market was running to 200,000 or as high as 500,000 shares a day. Now it is a market of 1,500,000 or even 2,500,000 shares and the number of issues traded in has increased between three and four times.

Since 1922 the main characteristic of the stock market has been the rapidity with which it has changed from a bull to a bear market and vice versa, without an intervening period of gradual change, as Mr. West views the market. Changes now are far more violent than they were thirty years ago, when a bull market had frequent interruptions during which prices would slip off, and then the advance would be resumed. At the culmination of an advance or decline, there would be an interval of uncertain fluctuations lasting sometimes for months.

Nowadays the market goes all one way or all the other, Mr. West says. Bull speculation, once checked, passes into bear speculation and the same is true inversely.

"In past years Europe was a big factor in the market," says Mr. West, "and the first question asked as Wall Street came down to business in the morning was 'How is London?' During the big markets, people used to sit up all night waiting to see what London, five hours ahead of New York, was going to do. If American stocks in London were up a point, our market would be up correspondingly, and if London was down our first prices would be low, too.

"Today there is only a small market for American stocks in London, because we bought back practically all of the floating supply and a large part of the investment supply during and just after the World War. There is no longer any

interest taken in the nominal quotations on American stocks in London and they have ceased to be a market influence."

The money market is not as important as an influence on stocks as it was thirty years and less ago, according to Mr. West. He says:

"Almost invariably, before the establishment of the Federal Reserve System, the fall of the year witnessed a money pinch which would upset the Stock Exchange. Now this contingency, if not impossible, is at least improbable, for under the Federal Reserve the banks have pooled their resources.

"In the old times it was a regular process for the interior banks to call in their Wall Street loans in order to meet the financial requirements of the crop moving. This would force liquidation and bring about a more or less severe decline, depending upon whether or not there had been much of a bull speculation in the preceding summer. Nowadays there is no worry about credit. Money is not apt to get above 6 per cent, whereas one fine day in December, 1899, it was quoted at 160. James R. Keene, the big leader at that time, was on top of the market that day.

"In the panic of 1907, on Oct. 28, when the Knickerbocker Trust Company failed, call money was simply unobtainable. One broker was instructed to go into the money crowd and borrow a half million—a very small amount—and pay the limit whatever it was. He could not get an offer after bidding 100 and 200 per cent.

"It is curious to look back to 1897 and recall what we used to write about at that time. There was a revolution down in Cuba and we used much space to discuss this. But more important than anything else was yellow fever. This dread disease (now a matter of history in the United States, thanks to the Public Health Service) used to appear regularly in the late summer and early autumn, and the market was terribly sensitive to the reports. Advices would come saying there were 'two more yellow fever cases in New Orleans,' and prices would break a couple of points.

"The weather map used to be studied with the greatest interest, for with the approach of colder temperatures the fever would be checked. Then we were accustomed to say, 'The market went higher today because of colder weather in the South and the absence of new yellow fever cases.'

"Two big industrial stocks at that time were American Sugar and Chicago Gas, the latter now known as the People's Gas Co. of Chicago. These stocks, along with the old American Tobacco, fluctuated wildly. American Sugar had a habit of always moving against the market.

"As to the rails, Northern Pacific paid three assessments and after these were tacked on to the price, sold as low as 2½. Four years later, in the famous panic, the same stock sold at \$1,000.

"It was an in-between-season time that we were writing about 29 years ago. The excited happenings lay behind and ahead.

"I was still a youngster when I wrote about the Maine explosion in Havana Harbor in the later winter of 1898. There was, of course, a wide open break, but it did not last more than a day. Then prices began to harden and to discount the inevitable American triumph.

"I shall never forget May 1, 1898, when word came of the victory of Manila Bay. This precipitated a headlong buying movement and the bull market kept up during the greater part of the following summer."

"HAY QUE LINCHAR AL JUEZ!"

Cuba So Demanded Umpire's Death, Says El Mundo Publisher

Twenty thousand Cubans followed the *World's Series* daily on a magnetic scoreboard operated by *El Mundo*, Havana newspaper, Antonio G. Mora, general manager of *El Mundo*, who has been visiting newspaper plants in New York, told EDITOR & PUBLISHER, in an interview this week. Hundreds of thousands of others "listened in" over the radio, while the population of five Cuban cities received the returns by direct telephone loops from *El Mundo*, Mr. Mora said.

The entire nation became delirious with enthusiasm, at the expense of lost hats and

collars and other articles of apparel, when Babe Ruth hit his historic homers. The Babe today rivals President Machado and Capablanca, the chess player, as the Cuban national hero, Mr. Mora asserted. "Hay que linchar al juez!" ("Kill the umpire!") is a national slogan.

"The interest of the Cubans in the American national pastime," Mr. Mora pointed out, "indicates the extent to which Cuba has become 'sold' not only on American ideas but upon American products. Cuba today is the sixth best customer of American advertisers. Eighty-five per cent of her imports are from the United States."

"Several Havana newspapers carry more advertising by leading American concerns than those of any cities in the United States, a dozen metropolitan centers excepted.

"With the first half of the funds for a \$200,000,000 road building program already appropriated," Mr. Mora pointed out, "the diversification of the island's industries will soon be under way. Sugar will no longer be the predominant crop. This diversification will bring opportunities for the manufacturers of American machinery and other advertisers."

FORM ALLEN ASSOCIATES

J. W. Allen, managing director of Associated Dailies of Florida, this week announced the formation of The Allen Associates, organized to do a general newspaper brokerage and commission business in the South, with offices at Jacksonville. The announcement states that Mr. Allen will continue with Associated Dailies of Florida until Jan. 1.

THE FLORIDA TIMES-UNION

Leads in Jacksonville Circulation

THE FLORIDA TIMES-UNION

Leads in Suburban Circulation

THE FLORIDA TIMES-UNION

Leads in Total Circulation

The Jacksonville home delivered (by carriers) circulation of the daily Florida Times-Union is 26,798; a lead of 13,000. The Jacksonville and Jacksonville suburban circulation (Jacksonville's trading territory) of the daily Florida Times-Union is 42,742; a lead of 22,000.

The total circulation of the daily Florida Times-Union is 54,423; a lead of 28,000.

There Is No Substitute for Circulation

(The above figures of our circulation were taken from our records of circulation of October 2, 1926, and refer to the daily net paid only. The Sunday circulation in each division is greater than the daily.)

The circulation of the daily and Sunday Florida Times-Union for six months ending September 30th, 1926, averaged 53,274. The net press run for Wednesday, October 13th, was 55,250. The net press run for Sunday, October 10th, 1926, was 71,575.

The
Florida Times-Union

Largest
HOME
delivered
circulation
in
Los Angeles!

Los Angeles Examiner
190,000 DAILY 400,000 SUNDAY

The Most Effective Advertising Medium in the Metropolitan Suburbs—

Suburban Rotogravure Sections

of

The New York Times

The combined circulation of The New York Times Suburban Rotogravure Tabloid Picture Sections published with the Sunday edition has increased over 20,000 copies since the issuing of the rate card. The larger circulation emphasizes the power of this advertising medium.

	Present Net Paid Circulation
Westchester and Connecticut Section—in Westchester, Putnam, Dutchess and Rockland Counties (New York) and Connecticut	61,760
New Jersey Section—throughout New Jersey	78,000
Brooklyn and Long Island Section—in Brooklyn and throughout Long Island	97,965
Bronx, Harlem and Washington Heights Section—in territory north of 110th Street, Bronx, Harlem, Morningside-Washington Heights	78,165
Total	315,890

Every section publishes only news photographs of people and events in its territory.

Advertisers in these sections have the strong advantages of local interest, the attraction of pictures, and the prestige of The New York Times. The sections are sure of the close attention of every reader in their areas.

Pioneer in the field of rotogravure printing, The New York Times has brought its process of rotogravure reproduction to the highest degree of perfection. The beauty of advertisements in The New York Times

rotogravure picture sections increases their appeal.

The New York Times carries a greater volume of rotogravure advertising than any newspaper in the world. In the nine months of this year The Times published 764,914 agate lines of rotogravure advertising, 170,096 lines more than in the corresponding period of last year and an excess over the second New York newspaper of 391,032 lines.

Advertisements in The New York Times are subject to censorship to exclude false, misleading or otherwise objectionable statements.

The New York Times

24

Editorial and Publisher for October 23, 1926

ESSENTIALS OF A SUNDAY FEATURE LISTED BY NEW YORK EDITOR

Should Be Based on News Says W. P. Beazell of New York World—Shun Adjectives and "Fine Writing" He Advises

By PHILIP SCHUYLER



W. P. BEAZELL

IT was in the days before typewriters. A young man sat in the city room of the *New York World*, feverishly filling sheet after sheet with scribbled longhand. Joseph Pulitzer, the chief, his eyes not yet blinded by constant editorial watchfulness, passed down the room between the rows of desks. He paused beside the young man and picked up the first sheet he had written.

"In one of the most sensational and mysterious murder cases of the age," the story began.

"J. P." dropped the paper in disgust. Turning to the boy, he made this observation:

"If that murder case is not sensational and mysterious in itself," he said, "all the adjectives in the world won't make it so."

William Preston Beazell, assistant managing editor of the *New York World*, who also teaches Sunday feature story writing at the Pulitzer School of Journalism, Columbia University, usually tells his students this anecdote to impress upon them his assertion that they must be "miserly with adjectives." For four years, Mr. Beazell has taught the feature writing course, which is known as Journalism 247 and 248 at Columbia. Early each year he tries to make plain to his students that the Midas touch is a handicap to future newspaper men and women, as far as "golden words" are concerned.

"Do the best writing that you can," Mr. Beazell says, "but not fine writing. I don't believe in fine writing, and by that I mean writing that has so-called sophistication, is smart-aleck, ornate, or high-flown."

"The English language should be to the writer what a kit of tools is to the journeyman. A woodworker doesn't use the same chisel for all his carving. He has a different chisel for each specific job. There are 250,000 words in our language. There is the right word for every thought, every phase, every mood."

"Of course there is a place for descriptive writing and for poetic writing."

But a writer is not a good journeyman unless he can tell his story in exactly the mood it should be told."

A result of this sound advice and other instruction given by Mr. Beazell, students in his class write features that sell. Last year one student sold enough articles in one term to pay his tuition for the whole year.

He follows the laboratory method of teaching, and assigns his students to stories as regular staff men of the *World* are assigned.

"My policy," he has said, "is to take my assignments for Sunday features from the current news. The ideal Sunday feature story, I believe, is the extension of the daily news story. There is always background and implications to every news event impossible to exhaust in the limited space allowed it in the daily edition. An outstanding story is always worth carrying on on Sunday into further detail, historical, analytical, or interpretive."

At regular intervals during the year, Mr. Beazell has his class members make up their own Sunday supplements from stories they have written in school. He has each student "buy" his or her own newspaper, wherever he or she pleases. They decide what policy they will follow, whether they will be sensational or sedate, entertaining or instructive. They are furnished with make-up blanks, and told to make their sections ready for their imaginary composing room foreman.

Last year, as an example, a girl who was taking Mr. Beazell's course chose to publish her supplement in Doylestown, Pa., a city of about 5,000 population.

"She knew her town; she knew what the people were interested in; and in consequence, did a first rate job," Mr. Beazell said.

Other students picked Brooklyn, Toronto, Boston, Des Moines and other cities, all seeking to furnish a paper that would appeal to residents of the respective cities.

"I don't like to ask anyone to write a Sunday feature to order," Mr. Beazell continued. "Naturally the editor of a daily must place a word limit on the stories he orders, but not so a Sunday

editor. The reporter himself must determine the length of a feature story."

Sometimes a straight-laced student will come to Mr. Beazell and say:

"I'm not going to print any crime or scandal in my newspaper."

To this assertion, Mr. Beazell always has a devastating reply.

"If you do away with crime in your newspaper," he will say to them, "you must do away with crime everywhere. You must do away with all sermons in the churches in your city, for if there were no crime, why should there be any preaching? You will have little literature left, if you insist on disregarding crime and scandal. Opera would be driven from the boards; since almost every one is based on some crime or scandal."

"What you mean is that rather than omitting crime stories from your columns, you will use good taste in your presentation of this type of news."

"Your ethics will be sound if you make your Sunday features as just, as true, and as accurate, as the editor of good taste insists his news stories be."

DINNER FOR SIR RODERICK

Reuter's Chief Given Luncheon by Cooper and Stone of A. P.

Melville E. Stone, counselor, and Kent Cooper, general manager of the Associated Press, were hosts Oct. 18 at a dinner given in New York to Sir Roderick Jones, chairman of the board and managing director of Reuter's, Ltd., British news agency.

Sir Roderick sailed for London Oct. 19, following a trip around the world.

Among the luncheon guests were: Frank B. Noyes, *Washington Star* and A. P. president; Elihu Root, George Palmer Putnam, Robert McLean, *Philadelphia Bulletin*; David Sarnoff, Charles Dana Gibson, Walter Sherman Gifford, Thomas Meighan, Newcomb Carlton, Dr. Nicholas Murray Butler, Will Hays, Elmer E. Brown, Ogden M. Reid, editor of the *New York Herald Tribune*; Julian S. Mason, editor-in-chief, *New York Evening Post*; F. Douglas Williams, New York manager of Reuter's.

FREHEIT OPENS CHICAGO OFFICE

The *New York Daily Freiheit*, Jewish language newspaper, has established a branch in Chicago and on Oct. 9 inaugurated a daily Chicago section of three pages. The Chicago editor is William Abrams. A. Ravitch is the western business manager.

GEORGIA SCHOOL TO BUILD

Henry W. Grady Journalism Courses to Be Housed at University

On the campus of the University of Georgia at Athens, Ga., ground has been broken for the erection of a building costing \$200,000 to house the Henry W. Grady School of Journalism, a branch of the University. The building is to be erected from funds subscribed by the alumni and friends of the University during a recent successful canvass for a \$1,000,000 endowment.

The new building is to be 3 stories and is to be thoroughly equipped for teaching all branches of journalism and commerce. Not only will the literary side of journalism be taught but the mechanical side also. Linotype machines and printing presses will be installed. It is hoped to have the building completed in time for the 1927 fall opening.

There was more than usual interest in the exercises preliminary to the erection of the building for the Henry W. Grady School of Journalism because the experience in connection with the operation of this school shows that it is doing practical work. Its graduates are located in many sections of the country and they are all doing well. Some of the graduates of this school who have found practical newspaper work and success include: Miss Ann Louise Moon, who is on the staff of the *LaGrange* (Ga.) *Daily Reporter*, Miss Louise B. Osborne, who is on the staff of the *Albany* (Ga.) *Daily Herald*, Dudley Hughes Milton, city editor of the *Hopkinsville* (Ky.) *New Era*; Samuel Hoyt Worley, Atlanta news editor of the *Industrial Index*, Columbus, Ga.; Murray Ellis Wyche, state news editor *Chattanooga* (Tenn.) *News*; M. P. Sullivan, *Waynesboro* (Ga.) *True Citizen*.

CHARTER FOR FREEPORT WEEKLY

The Long Island Chronicle Publishing Co., headed by Fred R. Jones, well-known for 20 years in New York newspaper work, organized this week with \$25,000 capital to acquire the *Long Island Chronicle*, a Freeport weekly.

NEWS MAN GETS CITY POST

Charles E. Keegan, for 20 years connected with the *New York Evening World*, was sworn in on Oct. 15 as aid to Aldermanic President Joseph V. McKee, of New York. His salary in the new position will be \$5,000 a year.

Noozie Says:

HOME RUNS ARE FINE IF YOU ARE 'BRINGING HOME THE BACON'



The International Syndicate
Baltimore

Uses Certified Dry Mats Exclusively

Bringing Home the Bacon With Certifieds

Certified Dry Mat COLD stereotyping stands for simplified stereotyping.

And with simplicity goes certainty which means well printed papers, not once in a while but all the time.

Let us tell you why so many of your fellow publishers are using Certified—there's no obligation on your part.



CERTIFIED DRY MAT CORPORATION

340 Madison Avenue

New York, N. Y.

for wet mat printing with DRY MAT facility—use Certifieds

MADE IN THE U. S. A.

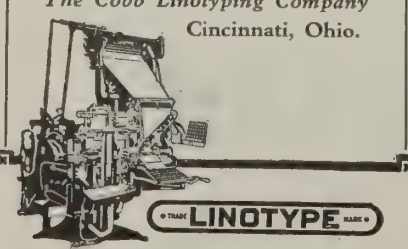
From the Linotype Mailbag

"That's What You Call SERVICE"

The following was taken from the above customer's order of August 17:

"We want to thank you for your rushing to us the part we wired for on last Monday. Same was received about 9:00 o'clock Tuesday morning. That's what you call Service."

The Cobb Linotyping Company
Cincinnati, Ohio.



The Cincinnati *Post*, a Scripps-Howard newspaper, has a lead over the second Cincinnati paper of more than 50,000 net paid circulation. The Post's total circulation is—

205,359

EDITOR SHARP, SAGE OF EVERGLADES STIRS THINGS UP AT CANAL POINT

His Bathtub Census Won Criticism and Praise—Prints Eight-Page Weekly in Town of 200—Knows Every Resident of His Section

"The enumeration of bath tubs in the Everglades goes on and six more real tubs have been discovered, this excluding a tin tub that a feller tried to ring in on the enumerator, although under the conditions of the contest, nothing but real tubs count.

"Tubs that 'are to be installed,' don't count. "A captious critic of the public service this enumeration is doing, complains that 'Sharp is knocking the Everglades.' Well, the lack of bathing facilities is a knock, but the lack can be overcome by making known the shortcoming. "Let's come clean."

THE above squib, which appeared in a box on the first page of the *Everglades News* some months ago is characteristic of Howard Sharp, sage of the 'Glades and editor and publisher of the weekly dubbed by newspaper men the most interesting in Florida if not in the entire country.

Canal Point, a little village on the eastern shore of Okeechobee where the Palm Beach Drainage takes its toll

from the lake and where Conners' Highway through the 'Glades strikes the huge body of water to begin its 34 mile stretch along the shore to Okeechobee City, is the home of the News. To the casual visitor it is a mystery how Canal Point can support a newspaper of any kind for its population is hardly more than 200 and settlements in the 'Glades are few and far between. Sharp, however, is publishing an eight page, six column newspaper as clean as a whistle typographically with big town make-up, chuck full of news and gossip and editorial observations and with a weekly average of five or six columns of legal and from fifteen to seventeen columns of display advertising.

Since the recent hurricane he has been hot on the trail of officials responsible for the Lake Okeechobee levees. Proper construction and care will present the lake from repeating its recent disastrous overflow, he declares.

Sharp's subscribers include virtually every family residing around Lake Okeechobee, their relatives in distant states and almost every owner of land in the 'Glades residing between Alaska and Key West and Labrador and San Diego, California. Sharp has been in the Everglades hardly more than eight years but he has made such an intensive study of the territory and conditions that he is regarded as one of the foremost living authorities on one of the strangest sections of the United States. The consequence is that his knowledge of the country and the manner in which he "covers" it from the news standpoint provides in his newspaper a moving picture of the 'Glades unobtainable even by visiting the territory.

The best description of the News is supplied by Sharp himself in a paragraph appearing recently in his editorial column bearing the standing head "In Lieu of Golf." There's no golfing in the vicinity of Canal Point and when the editor of the News feels the need of that exercise so popular with capitalists and people who find time heavy on their hands he obtains it by pounding the keys of a typewriter. Hence the standing head over this particular column.

"I would like to picture in every issue of this newspaper the state and attitude of mind of the residents of this region as well as record incidents and events—to give the atmosphere and to make the files of the paper a mine into which a historian may dig ten, twenty years from now or longer," he wrote. "Dozens of residents of the communities on Lake

Okeechobee pay me \$2.50 a year to send the paper to their relatives and friends at distant points and make the sending of the paper take the place of letter writing. For this reason I like it when correspondents at South Bay and Okeelanta and Belle Glade put comment as well as news into their communications; for that reason I write Community Gossip and Farm Talk and let the preachers go the limit in the church notices. I write many of the news articles with as much view to how they will read ten years from now as how they read in the week in which the subject took place. But I am not sure whether I get the effect I want."

Sharp knows by given name every resident of the 'Glades and of the territory about Okeechobee and when anything occurs worth printing the News gets it if someone has to swim the lake to reach Canal Point with the story. Sharp can be found in Canal Point on Thursdays and Fridays—the News goes to press Friday—but every other day in the week it is a hit or miss proposition if one journeys there to see him. He may be at Clewiston, on the south shore of the Lake, at Okeechobee, on the north side, in West Palm Beach, or miles out in the 'Glades inspecting a truck crop, looking over a drainage project or perhaps merely visiting the residents to learn what has happened since the last time.

It is no wonder the people of the Everglades district of Palm Beach county recently nominated him as their representative on the Board of County Commissioners. They desired a man who knew the 'Glades thoroughly and when Sharp finally did consent to go into politics his opponent was licked with the appearance of his announcement.

Sharp's bathtub census is only one of the things of this kind he has launched. The beautification idea struck him some time ago and to foster a general clean-up of premises and the creation of lawns he set out to conduct a lawnmower census, offering a six months' subscription to the News to every resident in the Okeechobee district who reported the ownership of such an implement of warfare against nature. It is needless to say that in his initial announcement Sharp declared "professionals," meaning gardeners, were barred. Now he has gone so far as to offer a year's subscription to newlyweds. There's a string tied to this offer, however, for the News must be advised of the wedding within one week after its occurrence, "with the correct spelling of the names of the couple."

"Frankly, it doesn't surprise me that the Everglades News is regarded as a unique publication," he told the writer recently. "This is a jazz age. I put jazz in the paper because the times call for it.

246,171

was the average net paid daily circulation of The Baltimore Sun (morning and evening issues) for the month of

September, 1926

The average net paid circulation of THE SUNDAY SUN per Sunday for the month of September, 1926, was 189,672.

Everything in Baltimore
Revolves Around

THE  SUN
Morning Evening Sunday



Unimpressive but efficient office of *Everglades News*

"The magazine *Life* has—or had—the right idea; make half of the readers so mad each week they will buy it next week to see what they can find to get mad at again. The McClatchys, in Fresno and Sacramento, have the secret—"Be audacious."

Sharp has worked either as a printer, reporter or editor in all but nine of the states in the Union. Born in 1875 in that part of Southern Illinois known as "Egypt" he was taken to New Madrid, Mo., by his parents when a year old, and to Charleston, Mo., the following year. At 13 years of age he ran away from home to go west and fight Indians but a stone-hearted brakeman on a freight train unloaded him at Humboldt, Tenn. There he met his Waterloo for, to keep from

starving to death, he got a job rolling forms on a Washington hand press, and he has smelled of printer's ink ever since. He finished his apprenticeship at Jackson, Miss., became a member of the I. T. U. at Vicksburg and was a tramp printer from one end of the West to the other until 1897 when he returned to Missouri and leased the *Scott County Newsboy* at Benton. He was working in St. Louis job-shops in 1899, was editor of the *Luverne* (Minn.) *Rock County Herald* from 1899 to 1905, with an interval on the *Sioux Falls* (S. D.) *Argus-Leader*, later editor of the *Shawano* (Wis.) *County Journal*, then went to Texas and the Indian Territory. In Bartlesville he was successively ad compositor, foreman, (Continued on page 53)

The INDIANAPOLIS

It is natural that a great evening newspaper should dominate the circulation field in the city of publication. The News does—decisively. And, through its own private motor delivery, The News gives superior and remarkably effective coverage of the surrounding territory, delivering individual copies as far as seventy miles away. That's dominance—of city and territory as well.

Dan A. Carroll
110 E. 42nd
NEW YORK

J. E. Lutz
Tower Bldg.
CHICAGO

NEWS

Frank T. Carroll,
Advertising Director

WEEKLIES MUST RESIGN "CINDERELLA" ROLE

**Manufacturers Need Their Co-operation
in Merchandising, Mitchell Says
—Must Smooth Path to
Advertising Columns**

The "Cinderella of the World of Journalism" was the term applied to the country newspaper by H. Z. Mitchell, editor of the *Bemidji* (Minn.) *Sentinel*, in his address before the Illinois Press Association at the University of Illinois last week.



H. Z. MITCHELL

"The editorial sanctum of a country paper might often be termed 'The Port of Misfit Men,'" he said. "It has been the haven of the unsuccessful minister, who, tired of fighting sin, decided to give the devil his dues; the disgruntled politician who seeks a vent through which to discharge his spleen; the lawyer who lacks a bar at which to practice, and the ambitious school teacher. The editorial chair has even been occupied by bankers, though usually not from choice.

"The country paper is today the Cinderella of the world of Journalism. For years we sat in the ashes of public tolerance, garbed in the rags of unpaid publicity with the smudges of unbusiness-like methods concealing our natural beauty. We were lorded over by our big sisters, the city daily and the national magazine, forced to accept the scraps from their table, sustaining ourselves by the business they did not want or could not get.

"The arrival of our Fairy Godmother, the War, changed our viewpoint, for the increased prosperity in all lines of business reflected itself in the country newspaper office. We adopted better business methods, Franklin price lists, proved ourselves most valuable in service to our country, and for the first time in our lives wore for a while the glass slipper of National Advertising. Our appearance improved, and, as might be expected, we then proved attractive to the Fairy Prince, the Ultimate Consumer, whose will is law and who is even now seeking his Cinderella. Cinderella of the Fairy Story sat demurely by the hearth, you will remember, waiting for the Heralds of the Prince to seek her out, but we are somewhat more brazen, and today the Country Paper is standing on one foot, the other extended through the doorway, asking for the slipper that will enable her to take her rightful place in society.

"It will be fatal if we ever resume our position by the hearth, where for so many years the country press gathered ashes.

"We must make ourselves so firmly a part of the merchandising system of this country that no introductory campaign will ever be attempted without taking into consideration the medium that is without doubt closest to the buying public—the home town paper.

"Manufacturers of nationally advertised goods are realizing that there is a missing link somewhere and are making frantic endeavors to locate it. So acute is the situation that Babson, the economist whose advice is regarded as most valuable, in his August report calls attention to the critical situation that manufacturers and small merchants are facing and urges a closer co-operation, a co-operation that will not only include advertising plans but suggestions for better merchandising and contact with the public, a work in which the progressive country paper must play its part.

"If I were a manufacturer I would see that every advertising proposition I worked out was presented to the newspaper as soon as it was sent out to the

dealer and even before. You would act as a constant solicitor for the manufacturer.

"Make a study of your home field. Learn merchandising methods as they apply to your stores; get acquainted with your advertisers until they seek your advice about advertising as they do their bankers about finances; let the people they are doing business with know that you are interested in helping solve the sales problem and let them know that your co-operation means something. If you are proud of your paper send copies to the manufacturers with a letter telling why you are proud of it. If you know something about your community that you think they ought to know, tell them about it.

"Manufacturers want to reach the buying public, and we admit that there is no better way than through the home town paper. But the path to the advertising column of that paper must be made as smooth as possible."

UNOFFICIAL SPOKESMAN

(From the *Milwaukee* (Wis.) *Journal*.)

EDITOR & PUBLISHER, a weekly journal for newspaper men, strikes at the root of a growing evil when it suggests that President Coolidge discontinue his "unofficial spokesman" interviews. As every discerning reader understands by this time, it has been the President's practice to give statements to newspaper men under condition that they be published as coming from the "unofficial spokesman" of the White House. But with disconcerting frequency, the President has then found it expedient to repudiate these statements in his own person.

As a device to enable a President to feel out the public, the "unofficial spokesman" may seem a handy man to have around. If the reaction to his first remarks is unfavorable, the Chief Executive is always able to say that his "spokesman" was misunderstood and that his position is really thus and so. Which is very nice for the President but rather hard on the reading public.

The public depends on the newspapers for accurate information about government affairs. Therefore the public has a right to expect that statements which on their face carry White House sanction are authoritative. The public does not want to be fooled and the newspapers do not want to appear as bunglers in a matter in which they have acted in good faith.

Other Presidents tried out the "spokesman" idea but found it wanting and soon ceased speaking at all, unless officially. Mr. Coolidge would find it to his advantage, too, to take the "unofficial spokesman" off his staff. The mystery has been rubbed from this character and the "spokesman's" usefulness is about gone.

For the dignity of his office, Mr. Coolidge should hand Mr. Spokesman his hat and show him the door. He's outworn his welcome.

Our Customers Write Our Ads

**GAINESVILLE, TEXAS,
REGISTER
Says—**

"Since we have installed the
DUPLEX FLAT BED PRESS
we can see our advertising patron-
age and subscription list growing."

**DUPLEX
PRESSES**

FOR ALL NEWSPAPERS

Duplex Printing Press Co.
BATTLE CREEK, MICH.

ADVERTISING'S BIGGEST TASK LIES AHEAD

**Stupendous Modern Production Will
Demand Greater Selling Aid, Bab-
son Executive Tells Con-
ference**

Emphasizing the importance of advertising in business today, C. N. Stone, director of sales territories of the Babson statistical organization, declared "Advertising of the future will be designed with the sincere purpose of rendering service to both producer and consumer," in addressing the annual national business conference at Babson Park, Wellesley, Mass., recently.

"Advertising will be called upon even more than in the past to take our stupendous production and find proportionate markets," he continued. "Advertising may follow to an even greater degree its present tendency toward truthfulness and education.

"During the years ahead, new products and new industries will appear with increasing rapidity as the result of scientific and technical progress. This means that advertising will become an educational force as never before.

"Business men today are concerned with advertising and selling, whereas those of the past generation were chiefly occupied with producing and manufacturing. The whole emphasis has shifted. The marvels of automatic machinery, quantity production and other modern methods have given enormous productive capacity. How can this overwhelming output, both actual and potential, be distributed so as to give the greatest possible service to the consumer and a fair profit to the producer?

"These are the central problems of business today, and they are pressing problems. Representative business men agree that distribution is the most urgent and important question which the business world is facing. Co-ordinated with this bigger and better job for advertising there will be a corresponding demand

upon the sales department. More progressive sales organizations always have recognized that a large part of the work of selling includes education and service."

CHANGES IN LOUISVILLE

Sid Gilroy, for many years foreman of the composing room of the *Louisville Herald* and more recently night foreman of the night composing room of the *Herald-Post*, has been promoted to mechanical superintendent of the *Herald-Post*. John N. Rees, general foreman of the *Herald-Post* composing room has resigned. Willard G. McCormick has been appointed night foreman.

GRAPHIC AND SKETCH MERGED

After an existence of 36 years, the *London Daily Graphic*, London's first picture paper, published its last issue Oct. 16. Its demise is due to the recent purchase by its proprietors, Allied Newspapers, Ltd., of the *London Daily Sketch*, with which the *Graphic* has been amalgamated.

CIRCULATION CAMPAIGNS Get Big Quick Results

The largest and most successful circulation campaigns on the leading newspapers in U.S.A. have been for years conducted by our organization.

WIRE OR WRITE, Care
OHIO STATE JOURNAL
COLUMBUS, OHIO

Now conducting our second
campaign on above paper.

HOLLISTER'S
Circulation Organization

717-718 Commercial Exchange Bldg.
Los Angeles, Cal.

The DAILY OKLAHOMAN OKLAHOMA CITY TIMES

thoroughly and alone—cover the Oklahoma City Market

Not only is the territory surrounding the state of Oklahoma now enjoying its greatest prosperity in history—

But the state of Oklahoma is the center of this great accumulation of wealth—

And the great Oklahoma City market, embracing the heart of this great state, is the territory covered thoroughly and alone by the *Okla-homan* and *Times*.

Selling where profits are greatest means sell it in the great Oklahoma City market.

E. KATZ SPECIAL ADVERTISING AGENCY

New York Chicago Kansas City Detroit Atlanta San Francisco

The Dempsey-Tunney Fight and the PONY AUTOPLATE MACHINE

Honolulu Star-Bulletin

LIMITED

ESTABLISHED 1882
EVENING DAILY EXCEPT SUNDAY

PRINTERS — LITHOGRAPHERS
BOOKBINDERS — PHOTO-ENGRAVERS

POST OFFICE BOX 3080
TELEGRAPHIC ADDRESS "STARBUL"

HARRY S. HAYWARD
GENERAL BUSINESS MANAGER

HONOLULU, HAWAII, U. S. A.

Sept. 24, 1926

Wood Newspaper Machinery Corporation,
Plainfield, N. J.

Gentlemen :

You will undoubtedly be interested in what we consider a record (at least for Honolulu) in getting out the Dempsey-Tunney fight extra yesterday.

The exact time from the delivery of the last form to the stereotype room to the press start was three minutes. This included the molding of the mat, scorching, casting two plates and plating press. We use dry mats.

We consider this a distinct triumph for the Pony Autoplate Machine, which we have used for something over a year.

As an example of the splendid Associated Press service and which seems almost unbelievable, it took just four seconds from the time the referee announced Tunney winner to the receipt of the news in Honolulu. From the time the decision was made, we had an extra on the street in just seven minutes, beating our competitor, who uses other equipment, by fifteen minutes. Our news service was sent by direct wire to San Francisco and to Honolulu by Radio Corporation of America.

The difference in time between Philadelphia and Honolulu enabled the Star-Bulletin to announce the winner at 4:03 in the afternoon

Yours very truly,

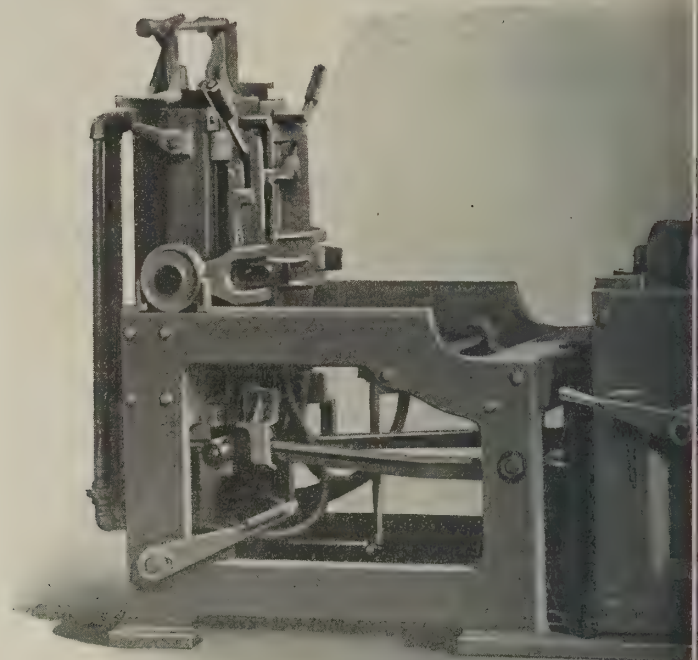
HONOLULU STAR-BULLETIN, LTD.

B. C. STEARNS, Mechanical Superintendent

Such service on an important news feature emphasizes the
emergency value of the PONY AUTOPLATE MACHINE.

No

SINGLE TWIN PONY



*With Every AUTOPLATE
Goes Perpetual Service*

The Spectator

Issued Every Week Day Evening

Established 1846

HAMILTON, CANADA,
September, 20, 1926.

Wood Newspaper Machinery Corp.,
Plainfield, N. J.

Dear Sirs:

We thank you for the services and recent inspection by Mr. Joseph F. Burke of our Autoplate machinery. It is our belief that such service, while rendered gratuitously, is wise policy on your part. We appreciate such thoughtful service.

Cordially yours,

HAMILTON SPECTATOR, LIMITED.
JAMES R. ALLAN,
Advertising Manager.

BELIEVING that newspaper making publisher's needs, we have built Machine.

This comprises one of the two casting mechanism of the TWIN PONY AUTO a second casting mechanism when it becomes Machine.

In mechanism, operation, and output the Second Twin Casting Unit with the popular Pony Autoplate Machine, but its simple expedient of adding a second casting mechanism.

The publisher who anticipates growth but does not want to replace his PONY AUTOPLATE Machine will appreciate the

PRICE

Second Twin Casting Unit
with operating mechanism \$2,800

Twin
Auto

All Prices

Machines may

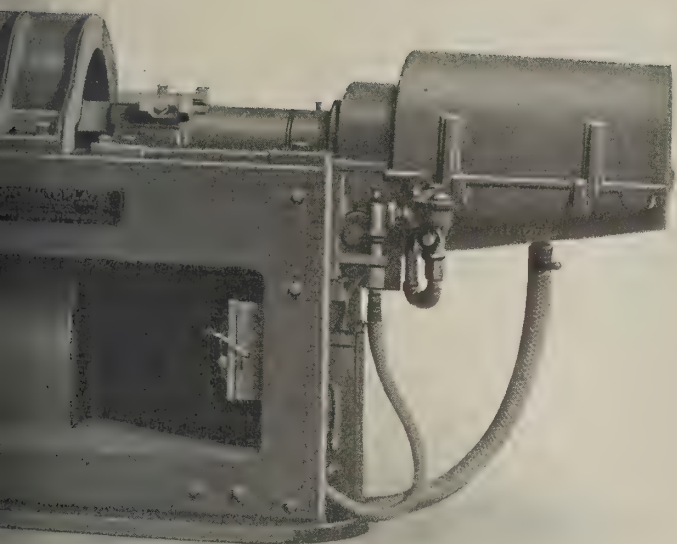
R. HOE & COMPANY, INC.

GOSS PRINTING PRESS COMPANY
THE GEORGE RUSSELL REEL

WOOD NEWSPAPER MACHINERY CORP.

the

AUTOPLATE MACHINE



ent should be designed to grow with the
SINGLE TWIN PONY AUTOPLATE

mechanisms and the finishing and cooling
Machine, to which may later be added
fact a TWIN PONY AUTOPLATE

TWIN PONY AUTOPLATE Machine is identical
g capacity may be doubled at any time by the
is may be had at a moment's notice.
quire immediately the full capacity of the TWIN
TWIN PONY AUTOPLATE Machine.

,250

ne \$8,750

eld, N. J.

red of us or of

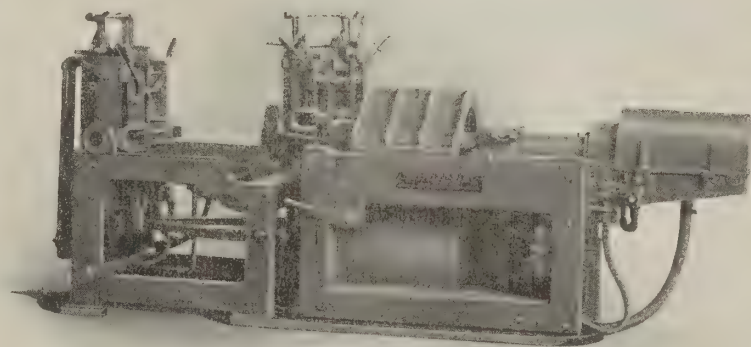
TER SCOTT & COMPANY
ANY of San Francisco, California

Pony Autoplate
Machine \$5,500

DUPLEX PRINTING PRESS COMPANY

TION, 501 Fifth Avenue, New York City

The TWIN Pony Autoplate Machine



It is, essentially, two machines in one—consisting of two complete casting mechanisms and a single finishing mechanism capable of finishing and delivering all casts. The finishing mechanism swings, at the will of the operator, into position to receive casts from either casting mechanism.

The Twin Pony Autoplate Machine is an efficient and economical production unit because it doubles output without doubling floor space or doubling investment.

EDITORIAL

INSTALMENT "SLAVERY"

THERE is not the slightest doubt that industry shall, in the not distant future, deal with the growing problem of instalment buying in this country. It is the liveliest subject of the day among far-seeing economists and the very fact that it is being debated so strenuously indicates the drift. During the week George F. Johnson, President of Endicott-Johnson, employing 17,000 persons in shoe factories, called instalment buying "a form of slavery" which is undermining the thrift of the nation, increasing the cost of living and creating a fictitious prosperity. Mr. Johnson was answered by Samuel J. Bloomingdale, New York department store proprietor and vice-president of the American Retailers' Association, who held that instalment buying permitted persons of small income to enjoy the luxuries. He thought Mr. Johnson expressed a selfish idea when he asserted that "freedom from debt, except for a modest home and its furnishings, constitutes the greatest blessing, next to good health, that the poor man may enjoy."

These statements present the field for interesting abstract debate, but this question will finally be decided by self-interest. No one will defend instalment buying when it ceases to be profitable to sellers, even as it is now wasteful for buyers. It is a banker's device, and few would charge that bankers have any deep concern for economic principles which tend to increase saving by decreasing borrowing. Industry will throw instalment buying a mile and a half when the natural reactions of over-extended credit begin to assert themselves, as they shall inevitably do, as day follows night.

If nothing else is accomplished fiery Thomas H. Adams and his associates have given refreshing proof that the spirit on which free press was founded still lives.

JAPAN'S RADIO RATE

STILL viewing the great objects of international communication through the wrong end of the telescope the Imperial Government of Japan announces that radio press rates across the Pacific are to be reduced after Nov. 1. Whereas this rate should not exceed ten cents per word the new price will be 22 cents. The reduction is from the almost prohibitively high rate of 34½ cents.

Perhaps the newspapers of Japan and the United States should congratulate themselves that the Imperial Government has at last taken notice of a seriously neglected matter and that there is to be some relief, but it is obvious that a 22 cent rate will not accomplish what is desired. Until there is a free flow of news across the Pacific the people of two great nations will flounder in misunderstanding of public affairs. The rate is still prohibitive for small papers and irksome for press associations. We are not even sure that the 22 cent rate is to apply to rapidly transmitted dispatches.

Opposition to a low press rate in Japan comes from the military authorities and the old regime, totally lacking faith in the principles of free press and democratic institutions, being committed to the theory of censorship and silence. As the fruits of that worn-out policy are sour for both nations the theory that free flowing news is the safeguard of peace and the forerunner of trade deserves a fair trial. When Japan permits news transmission at a ten cent rate correspondents will write news as it should be written and a thousand problems that lie between the Japanese and American peoples will fade away like mists before the rising sun.

A writer refers to "our monotonous prosperity," but most of us are willing to endure that kind of monotonous existence.

HIS PROUDEST BOAST

"IT is my proudest boast," wrote the late Lord Northcliffe, when at the height of his success, "that the changes and competition which I have introduced into English journalism have had the effect of increasing the remuneration of almost every class of newspaper writer, as well as greatly adding to the number of those engaged in journalism." He warmly endorsed organizations of newspaper men for serious co-operation, but expressed contempt for "cap-in-hand and beanfest" clubs.



God hath spoken once; twice have I heard this; that power belongeth unto God.—Psalm LXII; 10, 11.

QUEEN MARIE'S POPULARITY

FROM the newspaper point of view Queen Marie's visit is an event of peculiar interest. She makes excellent copy because of her engaging candor, womanly charm, sprightly intelligence and vim, but she is also a delight to the newspaper circle because she is notably an exception in the ranks of such celebrities in that she appears to appreciate newspaper people, value their work and trust them as individuals. The queen lends herself to the press with a smile, yet seems to be wholly devoid of the well-known objectionable thirst for publicity so common among distinguished propagandists. We can remember no woman celebrity who has received in this country such unanimous press approval and has been on such intimate terms with reporters and photographers. If Queen Marie can sustain throughout her journey on this continent the comfortable, hospitable, indeed loving relationship with the public, through the press, that has marked her first week in the East, her American visit will be a triumph extraordinary. As she is the type of woman that both men and women can admire the prospect is very favorable. We are a democratic people, but we know how to discriminate between human beings who happen to wear crowns and snobbish aristocrats of whatever station or nation.

When you have the imagination of fifty million saps juggling the mysteries of "Peaches" and "Woof-woof Bunny," wise-cracking about Aimee McPherson's private life and buying newspapers to decide bets on lotteries and prize-fights—well, would you rationally expect social progress or racial decadency?

RADIO AND CIRCULATION

THE following expression of belief is contained in an interview appearing in the current issue of *The Quill* with Edgar T. Cutter, Superintendent of the Central Division of the Associated Press: "Radio, I believe, will increase instead of decrease newspaper circulations. The Associated Press now permits the broadcasting of brief bulletins of the news it supplies. Listeners catching a brief note of an event of importance over their sets will go out and get a newspaper that they probably would not have purchased to get the full details."

This is a familiar abstract view, but EDITOR & PUBLISHER does not accept it because it runs against simple logic and certainly the evidence is that radio broadcasting of important news events has injured newspaper circulations. Take, for instance, two recent major sporting events that were calculated to produce immense circulation gains, the heavyweight championship fight and the world series ball games. It is incredible that the average person who listened to detailed radio accounts of these events as they progressed were not satisfied by the reports. When one is possessed of information concerning a news fact he does not need to be reformed. Indeed, repetition is a bore. The radio announcers did a sufficiently good job to warrant *New York Times* to reproduce their reports in full, furnishing running accounts that were so interesting because of spontaneity and authority that they challenged the best newspaper reporting. It is unreasonable to believe that the average person, unless he wished confirmation of technical points, would, hours later, care to go all through a running account in a newspaper to obtain the same facts.

Mr. Cutter affirms our often expressed view that radio broadcasting of routine news, such as market reports, does not and never can supplant the news-

paper for the simple reason that a person will not sit patiently while a long list of market quotations are being read on the air to get the news concerning one or two stocks that he may be interested in, when he may take his newspaper and turn to his particular interest without delay. But that is not the point. The point is that if the radio satisfies the natural interests of the public in major news events, the main fact being what most people want in their busy lives, the motive to buy newspapers is not stimulated, but is retarded. In instances a brief radio announcement of big news may induce newspaper buying. But only if it is inconclusive. If the fact is covered the job has been done.

Why is the newspaper extra on fixed events of importance on the decline? Circulation men know that it is because the flash interest has been covered by radio to such an extent that the extra is less profitable than heretofore. Too much of the cream has been skimmed from the pan. Radio news reporting presents a grave problem, which cannot be whistled away. That it should be encouraged by the press is doubtful indeed. It may be that this form of news service is inevitable and that if the press resists it the result will be to encourage independent initiative and the creation of much more dangerous rivalry. That, however, seems unlikely while radio is organized on its present basis of free service to the public.

Bulk of the newspaper material printed in New York and Chicago is over the heads of readers if it is true, as a Chicago health officer asserts, that the mental age of the average adult of those cities is 12 years.

AN EDITORIAL SUBJECT

COMES a neighbor with downcast, bewildered countenance, soliciting advice concerning his son, an upstanding American boy now in second year High School. The father does not believe the lad is "going to amount to anything." He just "squeaked" by his Fall exams and already his instructors are complaining of fundamental weaknesses in his educational structure. Listen to the unhappy father: "The boy has a mind, but it is cluttered with ragtag and bobtail nonsense. Life offers too many distractions to permit of serious study. He is wild for sports and as they seem healthy I have offered no objection, but they absorb time, interest and passion. He reads every line printed about the big fights and baseball and even talks knowingly of horse races. He will sit up half the night to get the reports of games over the radio. This Summer the boy spent a large share of his time in our car and if he missed a tennis match, a swimming race or any other athletic sport in this vicinity it was an oversight. I dread the approach of the football season for the effect it will have on my son."

"My wife enjoys the movies and the boy accompanies her at least once a week, often twice, and his head is full of that truck. He reads the trashiest stuff in the trashiest newspapers and has wise opinions about such characters as 'Peaches' Browning, the 'Crybaby Bandits' and current scandals. He will spend Sunday morning in his room reading stuff which has nothing to do with news or information. He has absolutely no interest in worthy books. Indeed, the boy knows nothing of standard fiction or history. I see no serious side to him. When the car is in trouble he drives it to the service station and I get the bill."

"There are, I dare say, boys who are studying and preparing themselves in the good old-fashioned way, but they avoid my home. My lad has plenty of company, however; boys who are following his foolish course seem numerous. Their talk is trivial and their humor vulgar. The dominant motive is play and the great virtue seems to be to win through luck. What shall I do?"

A few days after we had heard this father's complaint we read an address by John G. Sargent, United States Attorney General, wherein he said: "The boy of 30 or 40 years ago grew up in the habit of obedience. The present doctrine is that children should not be compelled to do distasteful tasks, but their lives be made smooth and pleasant. They do not acquire the faculty of study, but slip by their examinations by memorizing masses of facts. Parents provide too much entertainment and are lax in discipline."

PERSONAL

YRUS H. K. CURTIS is to present a pipe organ and a swimming pool to Bowdoin College, Brunswick, Me.

L. A. Thurston, editor of the *Honolulu Advertiser*, is visiting in New York.

Paul Block, newspaper publisher, and president of Paul Block, Inc., has been appointed chairman of the advertising committee for the 10th anniversary campaign of the Federation for the Support of Jewish Philanthropic Societies. Plans are being made to raise a fund of \$4,000.

R. E. Parr, auditor of the Sun Company of San Bernardino, Cal., has returned from a three months' trip through Middle West and East, where he visited newspaper plants gathering information on costs.

William F. Metten, publisher of the *Wilmington (Del.) Evening*, was awarded a testimonial luncheon in the hotel duPont, Wilmington, last week in recognition of his services as president of the Chamber of Commerce. He is completing his second term and saw fulfillment of his hope that the Chamber would have a membership of 2,000 before term expired.

Erwin R. Kirkwood, editor of the *Las Vegas City Star*, will be one of the speakers for the annual round table conference conducted by the department of Journalism, University of Kansas, at Lawrence, Oct. 22 and 23.

Hugh J. Powell, editor of the *Coffeyville (Kan.) Journal*, has been named chairman of the Planning Commission of Coffeyville.

N. Southam, of the Southam Press, publishers of the *Vancouver (B. C.) Province* and a chain of other Canadian newspapers, was a recent visitor to Vancouver.

J. Burd, managing director of the *Vancouver Province*, has left on a six weeks' business trip in eastern Canada and the United States.

W. C. Nicholas, editor of the *Vancouver (B. C.) Times*, has been appointed member of the board of governors, University of British Columbia.

George Robert Worth Bingham, publisher of the *Louisville Courier-Journal*, has returned from Europe. He has been abroad several months.

Charles E. Martin, editor and publisher of the *Cleveland Times*, has been appointed a director of the Cleveland Better Business Bureau.

Robert R. McCormick, co-editor of the *Chicago Tribune*, who was scheduled to address the Boston Chamber of Commerce at luncheon Oct. 14, was unable to postpone the engagement because of illness.

Robert MacDonal, formerly of Tacoma, Wash., has been appointed assistant publisher of the *Seattle Post-Intelligencer*. For several years Mr. MacDonal was advertising manager of the *Tacoma Times*, but resigned to publish a commercial journal.

Alfred S. Ochs, publisher of the *New York Times*, and Henry Morgenthau, United States Ambassador to Germany, have joined the motorcade which is to travel from Asheville to Atlanta, Ga., for ceremonies marking the opening of the Appalachian Scenic Highway, which traverses the mountain divide from the Gulf of Mexico, will be

White celebrated his 42nd anniversary as editor of the *Wyoming (La.)* on Oct. 14. He began as a typewriter in those years not an editor, but to press without some contribution from him.

Roland F. Andrews, editor of the *Worcester (Mass.) Telegram-Gazette*, has returned from his annual vacation in Nantucket.

W. L. Wilson, managing editor of the *Worcester (Mass.) Evening Post*, is recovering from a serious illness.

R. E. Delaplaine, co-publisher with his brother, W. T. Delaplaine, of the *Fredrick (Md.) News and Post*, who has been recuperating from illness at Atlantic City, N. J., has returned to his desk after a month's absence.

THE BUSINESS OFFICE

STEVE ARNETT has been placed in charge of the automobile advertising department of the *Seattle Times*.

John L. White, advertising manager of the *National Live Stock Reporter*, East St. Louis, has resigned to become associated with the sales division of the St. Louis office of the National Life Insurance Company of Vermont.

J. O. Parsons has joined the financial advertising department of the *New York Herald Tribune*. He was formerly with Albert Frank & Co. and previous to that was financial editor of the *Tribune*.

Erwin M. McEwan, St. Joseph, Mo., for the last three years on the advertising staff of the *Japan Advertiser*, Tokio, is returning home late in October after a tour through Siberia, Russia, China and a number of European countries.

Howard Smith, promotion manager of the *Syracuse (N. Y.) Herald*, has joined the United Press Association business department.

Max Brown, formerly of Chicago, has resigned as advertising manager of the *Louisville Herald-Post*. His successor has not been named. Mr. Brown succeeded Millard W. Ridenour as advertising manager several months ago. Ridenour is now general manager of a local furniture concern.

Porter Caruthers, assistant business manager in charge of circulation of the *New York Herald Tribune*, has returned from a two-weeks' motor trip in Canada.

Henry Chambers, assistant publicity manager of the International Mercantile Marine, has resigned, and on the first of November will join the New York staff of the *Boston Globe*.

I. W. Maier, formerly a solicitor in the city display advertising department of the *Milwaukee Journal*, has been appointed manager of that department.

IN THE EDITORIAL ROOMS

LEW WILLIAMS, former assistant city editor of the *Spokane Chronicle*, has been named managing editor of the *Olympia (Wash.) Olympian*.

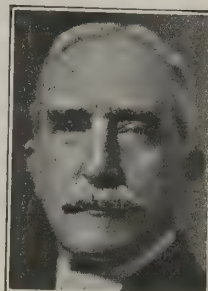
Mary Rennels has become dramatic and book critic of the *Cleveland Times*.

Carey R. Sutlive has become city editor of the *LaGrange (Ga.) Daily Reporter*. He has seen service on the *Waycross Journal-Herald*, the *Augusta Herald* and the *Macon Telegraph*.

Walter S. Adams, who has been state editor of the *Asheville (N. C.) Times*

FOLKS WORTH KNOWING

FOUNDER and president of the Frank Presbrey Company, advertising agency of New York and other cities, Frank Presbrey in forty-five years has achieved prominence, both as an agency executive and publisher. Today, at seventy-one, he is recognized as one of the deans of the advertising agency profession.



FRANK PRESBREY

Mr. Presbrey was born in Buffalo in 1855. After being graduated from Princeton in 1879, he became editor and publisher of the *Daily News-Register* of Youngstown, Ohio. In 1886 he founded *Public Opinion* at Washington, D. C., and continued to edit this publication for eight years, when he became publisher of the *Forum*, New York. Two years later, in 1896, he founded the Frank Presbrey Company, which is today one of the largest and most important advertising agencies in the world. One of its prominent clients is the American Express Company.

Mr. Presbrey has written widely for newspapers and magazines on business and other subjects. He is well known for his philanthropic work, and was chairman of the Advertising Committee of the National Red Cross during the World War. He is a member of the Executive Committee of the Boy Scouts of America and last summer was one of the two American delegates to the International Congress of the Boy Scouts in Switzerland.

His son, Charles Presbrey, is a vice-president of the Frank Presbrey Company.

for the past six months, has been made city editor.

Franklin Sprague, financial editor of the *New York Herald Tribune*, returned this week from the American Bankers' Association in California.

Gordon Wasson of the financial editorial department is covering the Investment Bankers' Convention in Quebec for the *New York Herald Tribune*.

Russell R. Walker, formerly political writer of the *Vancouver Province*, has joined the staff of the *Vancouver Sun*.

F. Norman Senior, for years political correspondent of the *Vancouver Sun*, has undertaken similar work with the *Vancouver Star*.

(Continued on page 34)

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Newspapers

Now Use

The

ELLA
CINDERS

COMIC STRIP



Metropolitan Newspaper
Service

Maximilian Elser, Jr. Earl J. Hadley
General Manager Associate
150 Nassau Street, New York City

Comic Strips

We are now in position to offer old and new clients more good comic strips of metropolitan caliber than any other similar newspaper service. Ask us about it.

The Central Press Association

V. V. McNITT
President

Central Press Bldg.,
Cleveland

H. A. McNITT
Editor and Manager

Michael Earl Kelly, desk man of the *Vancouver Province*, has returned from Toronto, where he represented the New Zealand government at the Canadian National Exhibition. Mr. Kelly spent several years on New Zealand and Australian papers before joining the staff of the Province.

Walter Miller, for some years photographer for the *Vancouver Province*, has gone to Seattle to enter business on his own account.

Valdemar Bendrodt, formerly city hall man on the *Victoria (B. C.) Colonist*, has been appointed copy reader, replacing C. D. Smith, veteran coast newspaper man who has gone to London, Eng.

Dilys Bennett, feature writer and artist for the *Victoria Colonist*, has gone to Paris to take a two years' art course.

Richard T. Freeman, city editor of the *Victoria Times*, has been in hospital several weeks with nasal trouble. Tom Merryman is filling in for him.

A. E. "Cap" Garvin, formerly of the *Kansas City Post* and the International News Service staffs, has purchased half interest in the *Oswego (Kan.) Independent* from W. A. Blair, who retains the other half.

Carl E. Morrison, Massachusetts State House representative for the *Boston Christian Science Monitor*, has been appointed executive secretary to Governor Brewster of Maine, succeeding Col. Charles E. Dustin. Mr. Morrison was formerly associated with the *Bangor (Me.) Daily Commercial*, the *Portland (Me.) Press Herald* and the *Worcester (Mass.) Telegram*.

Frank Harrington Clark, day city editor of the *Providence Journal* and Miss Pauline Grace Church of Worcester, will be married in December. They will live in Providence.

James Lee, formerly of the *Westfield Journal*, has joined the copy desk of the *Worcester (Mass.) Post*.

Roy C. Beckman, for the last seven years on the staff of the *Tacoma News Tribune*, recently serving as assistant city editor, has left for Los Angeles, where he will engage in commercial art work. Frank Lockerby, who has been on the *News Tribune* copy desk, is now transferred to the assistant city editorship, and B. W. Brintnall joins the copy desk. Mr. Brintnall was formerly on the *Seattle Post Intelligencer* staff.

George Lawrence Huff, sporting editor for the *Worcester (Mass.) Gazette*, is recovering from an operation for appendicitis at a local hospital.

James H. Newton, Jr., has joined the city staff of the *Worcester (Mass.) Telegram*.

Philip Steinbach has joined the copy desk of the *Worcester (Mass.) Post*.

F. H. Weinberg has succeeded Ruel R. Barlow as assistant day city editor of the *Minneapolis (Minn.) Tribune*.

Irwin F. Harrison, who has been city editor of the *Sioux City (Iowa) Tribune* for a number of years, has returned to the *Omaha World-Herald*.

Dal Dalrymple, formerly with the *San Antonio (Texas) Daily Light* is now news editor of the *Shawnee (Okla.) Morning News*.

Jack Frank has joined the photographic staff of the *New York Herald Tribune*.

Theodore B. Goetz of the *Buffalo Evening News* and the *New York Herald*, Paris edition, has joined the staff of the *New York Sun*.

Arthur Folwell, art director of the *New York Herald Tribune* Sunday magazine has returned from a two weeks' vacation.

Charles McLendon and Robert B. Peck of the *New York Herald Tribune* rewrite staff are spending a week's vacation at Mr. Peck's farm in the Catskills.

Mrs. Barbara Condon Murphy, a Toledo librarian, is in charge of the *Toledo News-Bee's* new book columns. Mrs. Murphy is the wife of Urban T. Murphy, assistant city editor of the *Toledo Blade*.

Philip Gibbs, city hall reporter for the *Toledo Blade*, has resigned to visit Europe.

James Taylor Robertson, formerly city editor of the now defunct *Richmond (Va.) Evening Dispatch*, has succeeded Robert Emmett Golden on the copy desk of the *Richmond (Va.) Times-Dispatch*. Mr. Golden resigned to accept the assistant managing editorship of the *Billboard*, Cincinnati.

L. B. Dilbeck, of Dallas, has been named correspondent of the Associated Press at Fort Worth, Tex., vice L. F. Hart, transferred to Dallas.

H. M. Glenn, of Kansas City, has been named correspondent of the Associated Press at San Antonio, Tex., vice T. R. Keniston, transferred to Denver, Colo.

Jim Killoran, former football coach of high school, college and professional teams, and Lansing business man, is now assistant sports editor of the *Lansing (Mich.) State Journal*.

WITH THE SPECIALS

THE *Pekin (Ill.) Daily Times* has appointed the Allen-Klapp Company to represent it, East and West, in the national advertising field.

La Razon, afternoon newspaper of Buenos Aires, has appointed Joshua B. Powers, New York, representative for the United States.

G. Logan Payne Company, special representatives, New York, have been appointed to represent the *Parkersburg (W. Va.) News*, east and west.

SCHOOLS OF JOURNALISM

AN historic stone lantern which has been called "one of the most enduring and representative objects of art Japan ever produced," will be presented to the University of Missouri School of Journalism at Columbia Nov. 9 by His Excellency, Tsuneo Matsudaira, the Japanese Ambassador to the United States. The lantern is the gift of the American-Japan Society through its president, Prince Iyesato Tokugawa, and will be formally accepted for the University by Judge James E. Goodrich of Kansas City, president of the board of curators.

The School of Journalism at the University of Washington is offering those who cannot attend the University an opportunity for instruction in all kinds of writing by downtown extension courses, given at night. Professor Leo A. Borah is offering short story instruction and has a class for beginners and another for advanced students. Professor Robert W. Jones teaches magazine and feature writing and another course on the fundamentals of advertising. Byron I. Christian, instructor in journalism, teaches news writing.

Josef W. Hall, University of Washington instructor and newspaper man, is being held a prisoner in Sun Chuan Fang's headquarters in Nanking, charges of being a spy having been filed against him. Mr. Hall, a lecturer at the University and who last year taught Foreign Correspondence, a journalism course, was obtaining material for a series of magazine articles when he was taken captive. He was charged with being a spy in the employ of the Cantonese, although he carried American passports. Mr. Hall has spent many years in China and has written numerous books and articles on China under the pen name of Upton Close. At one time he was the advisor of General Wu Pei Fu.

MARRIED

ANDREW J. PEASE of the advertising department of the *Glens Falls (N. Y.) Post-Star* to Wilda D. Forbes of the same city. Mr. Pease was formerly connected with the classified advertising department of the *Albany Knickerbocker Press* and the *Rochester (N. Y.) Herald*.

John S. Hubbell, *Wichita (Kan.) Eagle* reporter, and Miss Vera Saxon of Kansas City.

Amos Sawyer, Jr., instructor in the United Typothetae of America School of Printing, Indianapolis, Ind., to Miss Eloise Johnson of Indianapolis, Ind., Oct. 12, at Springfield, Ill.

Miss Mary Frances McLee, circulation department *Rockford (Ill.) Morning Star*, to Phillip Orvis Driscoll, Rockford, Oct. 12.

ASSOCIATIONS AND CLUBS

JOHN B. COOLEY, managing editor of the *Grand Forks (N. D.) Herald* was elected president of the NORTH DAKOTA ASSOCIATED PRESS ASSOCIATION at a meeting held at Bismarck. George D. Mann, publisher *Bismarck Tribune*, was elected vice-president, and N. B. Black, *Fargo Forum*, was re-elected the North Dakota member of the Associated Press regional advisory board.

The employment service of the ADVERTISING CLUB OF ST. LOUIS obtained positions for 61 advertising men and women during the fiscal year ending Oct. 1, the positions ranging from office boy to \$7,000 a year men. The work is in charge of the Club's educational committee, Daniel A. Ruebel, vice-president Chappelow Advertising Company, chairman.

Silver loving cups were awarded to the following for distinguished service to the ADVERTISING CLUB OF ST. LOUIS in 1926: Frank P. Gibbs, Britt-Schiele Advertising Company; R. E. Kane, advertising manager, Union Electric Light & Power Company; E. Julian Birk, advertising department, Southwestern Bell Telephone Company; S. Chichester Lloyd, Elliott Addressing Machine Company; and David F. Leavitt, artist. The idea of awarding the cups was that of Douglas V. Martin, Jr., director of publicity of the *St. Louis Globe-Democrat*. John Jay Johns, advertising manager of the American Trust Company, was chairman of the awards committee.

The PHILADELPHIA CLUB OF ADVERTISING WOMEN will hold a bal masque Oct. 28, 1926, in the North Garden of the Bellevue-Stratford Hotel.

Sixteen counties in northwestern Iowa were represented at the sectional gathering of the *Iowa Press Association* in L. Mars, Oct. 15. E. F. Tucker, secretary of the Iowa Press, and G. L. Caswell, former secretary, attended and P. J. Benjamin, editor of the *Nevada Evening Journal*, was a speaker. Justin Barry *Cherokee Times*, is president of the group and Otto F. Bartz, secretary.

The annual dinner dance of the *Pittsburgh Press Club* will be held Oct. 28 in the Fort Pitt Hotel. The program include dancing, a complete vaudeville bill and cards with suitable prizes.

HOLDING NEW POSTS

PAUL B. MASON from *Miami (Fla.) Herald* to state desk of the *Sandusky (O.) Register*.

M. J. Foreman from state desk to telephone desk of the *Sandusky (O.) Register*.

Fred Norris, from *Toledo News-Bee* to *Toledo Blade* copy desk.

Nelson T. Randall is doing city hall for the *Toledo News-Bee*. Richard Mealand covers city hall for the *Blade*.

Robert Montgomery, formerly managing editor of the *Louisville Herald* and now engaged in advertising and promotion work, is handling the advertising campaign of Judge Alben W. Barkley, Democratic nominee for U. S. Senator.

SPECIAL EDITIONS

DULUTH *News-Tribune* published annual closed car edition Oct. 10.

Boston (Mass.) Herald eight page special devoted to books Oct. 16.

Dallas News of Oct. 10, 230 pages.

EVERY ADVERTISING CAMPAIGN SHOULD INCLUDE



The Rich, Concentrated Trading Area of 250,000 Buyers...

Wilmington has many claims to distinction. It is noted as a great manufacturing center and occupies a preeminent place as the home of some of the largest industries in the world. Within its 25 mile concentrated trading area of 250,000 inhabitants lies a great buying power that no national advertiser can overlook.

Shoppers from Pennsylvania, New Jersey, Maryland and the entire state of Delaware come to Wilmington to do their trading. The logical mediums to cover this rich market are the *Evening Journal* and *Morning News*. With a combined circulation of over 31,000 that covers 60% of the families in this area, the *Evening Journal* and *Morning News* are the dominant papers.

If you are not familiar with this market, get the facts—you will be convinced.

EVENING JOURNAL MORNING NEWS

Zone Selling and Zone Advertising

Newspapers for the cities and towns.

State farm papers for the country.

Agricultural problems of production and marketing differ with local conditions the country over.

National magazines can no more compare in urban sales with Newspapers than can national farm papers compare in rural sales with state farm papers—sales meaning both circulation and influence.

Zone selling and zone advertising is the simple, sure way to largest sales at a profit.

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

DETROIT
ATLANTA

NEW YORK
CHICAGO

KANSAS CITY
SAN FRANCISCO

BUILDING NEWSPAPER CIRCULATION

How Do You Like the Title of Circulation Manager?—Employing Women to Obtain Mail Subscribers—La Verne Lewis, Ithaca Journal-News, Discusses Circulation Growth

HOW do you like the title of circulation manager?

The other day in a gathering of circulation managers in New York A. E. MacKinnon, for years a promotion manager of the *New York World* and a past president of the International Circulation Managers Association, rose to remark that the title was obsolete and should be cast out forever.

"There have been great strides made by circulation men of the newspapers in the last 25 years," Mr. MacKinnon, who is now a press agent, maintained. "Certainly they have outgrown the title of circulation manager, which flavors of newsboy tutelage. I think circulation men everywhere should advocate a change in title to that of sales manager. That is exactly what they are, the newspaper's sales manager. It is their duty to superintend the sale of the daily newspaper product."

To this manifesto, F. T. Conley, of the *Watertown* (N. Y.) *Standard*, took exception. Mr. Conley said he didn't think it was any more dignified to be known as a sales manager than it was to be called a circulation manager.

"If we make any change at all," he proclaimed, "let us all hereafter be known as circulation directors."

If you want to add mail subscribers to the list of your paper, look about for the right sort of woman and your problem is solved, according to D. Bertrand, for six years circulation manager of the *Shreveport* (La.) *Times*, who is now in business in New York. He told about Mrs. J. B. Rice, a woman employed by the *Times*, who goes about from city to city in an automobile, covering practically the whole state of Louisiana, getting mail subscriptions.

"Mrs. Rice has accomplished what men have been unable to do," he declared, "and what one woman has done, others can do."

The "right sort of woman," Mr. Bertrand explained, is one who is intelligent, who is a good talker, and who is energetic.

"It is easy to find women who possess these three virtues," he claimed. "And when you have found one, you have found a gem."

Charlotte (N. C.) newsboys under the age of 14 years will be registered and will wear a badge to be given them by M. M. Grey, welfare officer of Mecklenburg county. The registration is part of a system being inaugurated in North Carolina to prevent street loafing and truancy of boys within the age of the compulsory school law.

"A newspaper is like a child; it must

have a healthy growth to succeed." La Verne Lewis, of the *Ithaca Journal-News*, wrote to EDITOR & PUBLISHER this week.

"Premiums and cut-rates are as injurious to the paper as too strenuous work or insufficient nourishment is to the child.

"We have avoided premiums and cut-rates, and spent the money for good will and promotion instead, which we find more satisfactory.

"Along with good will, you must give the best possible service. We use all the bus lines out of Ithaca, and where we are not able to reach the town by bus, we find some one who lives in that town and drives here to work daily, who is glad to take the bundle out for us, and leave it in the corner grocery, if there is no post office."

Car cards which have been displayed in subways, elevated trains and street cars; posters used in stations and specimens of booklets, circulars and other printed matter—all advertising the *New York Times*—were exhibited this week at the Times Annex.

The *Times* has offered prizes to members of its staff for suggestions for improving the promotional material in the exhibit and for suggestions for new promotional literature.

The exhibit was open to the public without charge.

The *New York Evening World* is offering two dollars apiece for contributions of 100 words or less sent in by readers on odd things observed about New York. Contributors are asked to give location and time. Those printed are run under the heading "In Old New York." The same paper has started a "Peter Piper" contest, offering daily prizes for the best illiterative sentences.

The *Knoxville* (Tenn.) *Sentinel* concluded a "Know Tennessee" picture game contest on Oct. 16. Fifty pictures were published, a different one appearing each day, and contestants were asked to guess the name of the town or city represented. The sum of \$300 in cash prizes was awarded. Earlier in the year, the *Sentinel*, the *Nashville Banner*, the *Bristol Herald-Courier*, the *Clarksville Leaf-Chronicle* and the *Jackson Sun* conducted a state-wide "Know Tennessee" oratorical contest.

Although he lost the newsboys' Harvard scholarship awarded to the boy who broke the high mark record, Jack Moskovitz, who carries the *Boston Sunday Advertiser*, will realize his ambition to go to Harvard, and will continue to deliver the newspaper. Joseph Cohen, a

West Roxbury newsboy, led Moskovitz by a few points in the examination, but E. E. Keevin, director of the Newsboys' Harding Memorial Association, recommended that Moskovitz be awarded the Price Greenleaf scholarship.

The *Brooklyn Times*, which operates an independent carrier organization, believes it has found a way to overcome the handicap of serving large apartment houses by newsboy, when the no peddler and no solicitor signs are displayed. At a meeting of circulation department heads last week it was decided to appoint superintendents of several of the largest apartment houses as district managers, putting them on the newspaper pay roll. Some apartment houses in Brooklyn hold as many as 500 people.

YPSILANTI PLANT DAMAGED

The plant of the *Ypsilanti* (Mich.) *Daily Ypsilantian-Press* was damaged by smoke and water, Oct. 17, when fire broke out in the second floor of the Press Building, occupied by a clothing concern. A considerable quantity of newsprint paper was destroyed by being soaked, and rust forming on the linotype machines caused much work before the Monday edition. George C. Handy is editor and publisher of the *Ypsilantian-Press*.

PACIFIC CLUB'S NEW SECRETARY

Lindsey H. Spright, of the national advertising department of the *Portland Oregon Journal* has been named secretary-treasurer of the Pacific Coast Advertising Clubs.

MEDICAL PUBLICITY

British Doctors Relax Opposition to Newspaper Mention

The British Medical Association has for the first time in its history relaxed from its unbending opposition to publicity. Sir Thomas Horder, long a champion of the old order, speaking in London Oct. 13th declared that he has been converted to some extent to popularizing health matters through the press.

"The public has decided that it wants health talk and means to get it," he said. "The lay press is the most powerful medium of instructing the public in health matters. We must do our best to secure its co-operation."

He suggested the formation of a committee composed of prominent physicians and editors who would pass on medical articles before they are published. His purpose is two-fold:

First, to prevent physicians from using the press as an advertising medium through signed articles, thereby violating medical ethics, and, secondly, to guard the public against unscientific misinformation.

COAST AGENCY GROUP ELECTS

Herbert Carl Bernsten, vice-president of the Lockwood-Schackelford Company was elected president of the California Advertising Service Association, an organization of California agency executives, at the annual convention held last week at Del Monte, Cal. Robert Young of San Francisco, was designated secretary.

New England's Second Largest Market

GOOD COMPANY

We believe the value of an advertisement is greatly increased when it appears in company with other clean, honest and unquestionable advertising.

We exercise as rigid censorship over our advertising columns as we do the news. To conform to our policies, we refuse many thousands of dollars' worth of advertising each year.

It is gratifying to us that advertisers who desire good company are constantly increasing their space in Rhode Island's great newspapers.

The Providence Journal and The Evening Bulletin

Providence Journal Company
Providence, R. I.

CHAS. H. EDDY CO.
Boston New York Chicago

R. J. BIDWELL COMPANY
San Francisco Los Angeles Seattle

14 INTERTYPES

are being used by



No Standardized Intertype has ever become obsolete

Record Circulations Record Gains ~

Now

147,373

daily

120,149

Sunday

The Courier-Journal and The Louisville Times were the only Louisville newspapers making an uncamouflaged statement of their daily and Sunday circulations to the government for the period ending September 30, 1926. They have no reason or desire to confuse the circulation facts in Louisville.

Record Gains for a six months' period - Record Circulations for Kentucky Newspapers.

The Courier-Journal

THE LOUISVILLE TIMES

*Cover the
Louisville Market*

over
147,000
daily

over
120,000
Sunday

Represented Nationally by the S. C. Beckwith Special Agency

CLASSIFIED ADVERTISING

Nax Traces Want-Ad History—Directors of Classified Managers Association to Meet in Chicago, Nov. 17—Good Promotion Copy Used by Chicago Tribune

HISTORY of the classified ad was traced from Biblical days to the present time by Charles W. Nax, classified advertising manager of the *St. Louis* (Mo.) *Globe-Democrat*, and president of the Association of Newspaper Classified Managers, addressing the general sessions of the annual convention of the Seventh District of the International Advertising Association, held at Tulsa, Okla., Oct. 12. In part he said:

"It has been said that classified ads are as old as the human race, and may easily be found in the Bible through a little careful reading between the lines. Perhaps, the most far-reaching want ever published was on the idographed tablets of the Pharaoh dynasty, which directed the Israelites to appear in the thousands to make bricks without straw for the public buildings of Egypt.

"Classified advertising has often been referred to as the single column threads of destiny, directing the fortune and lives of millions, and also the parent of all advertising. It is claimed by some that the first advertisement appeared in a Dutch newspaper in 1626.

"It is claimed that during this century, that classified was the only kind of advertising. One authority claims that newspaper advertising in America dates back to 1704, and the *Boston News-Letter*.

"There are some historians who credit a certain Mr. Candish of Suffolk County, England, with writing the first Classified Ad to appear in an English newspaper. Mr. Candish's famous and original advertisement appeared in the first number of the *Impartial Intelligencer* of London, which was published about the year 1600. He offered a reward for the return of two of his horses which were stolen from his stables some days before.

"It was not until 1728 that any perceptible number of people became advertisers, and the real beginning is said to have been between 1788 and 1820. During this period, advertising, while not designated as such, was in the form of the present-day Classified Ad, and was limited to a few subjects, such as books, coffee and spice importations, sale of slaves, sailing vessels and for run-away slaves.

"From 1820 until 1833, there was very little growth. Beginning with 1833, however, the character of the reading matter in most publications, then in existence, was very materially developed, and with it advertising also began to expand.

"Classified Advertising, as we know it, however, is really a development of the last 25 or 30 years. It is called 'Classified' because all advertisements of the same kind are grouped under a classification or heading so that the reader will have no difficulty finding what he wants.

"At the convention of the Association of Newspaper Classified Advertising Managers at Atlantic City, June 1923, the name 'Classified' was adopted with the recommendation that all the newspapers use it. However, some newspapers are still using the terms, Want Ads, Liners, Ad-Lets, etc.

"Classified advertising is a great public service, which the newspaper performs because it fills a big public need. It grew and developed because it is a general meeting place of all who want to secure or want to dispose of anything no matter what it might be. It is today the most wonderful of any of the many developments of the newspaper."

Plans for a campaign of classified promotion advertisements will be worked out in detail by directors of the Association of Newspaper Classified Advertising Managers to be held Nov. 17 at the office of C. L. Perkins, *Chicago Herald-Examiner*. The campaign will be released exclusively to association members, beginning about Jan. 1.

Picking a few want ads at random from the paper, the *Chicago Tribune* developed

a striking classified promotion advertisement this week running under the headline "Rambling Through the Want Ads."

Text of the copy was illustrated by a pen and ink sketch of a traveling tinker-man and his wagon driving along a country highway, and with smaller drawings picturizing the various advertisements selected for mention.

The itinerant merchant was described as "but one of the many strange forms which the market place, as an institution, has assumed in the course of the human story." The next sentence read:

"But the most inclusive market place that the world has yet seen is the want ad section of a great metropolitan newspaper."

In support of this assertion, the great variety of ads in the current number were cited, including a request for an aged negro with white hair to pose as a model for advertising photographs; an announcement of a pair of antique wrought and irons for sale; an ex-British cavalry officer's offer to act as a companion-guide in a tour of England; and a terse little personal reading: "Mamie M. S. WE LOSE the flat building unless you come at once. BILL."

Advertisers who attempt to mislead prospects in the classified columns of New York papers are being dealt with harshly by the city's courts. Vincenzo Onerato, a former elevator operator, was sentenced to 60 days in the workhouse this week for placing a misleading ad in the *New York World*.

AD-TIPS

Auspitz, Lee & Harvey, 360 North Michigan avenue, Chicago. Sending out copy on Radio Specialty Co., Chicago, to Wisconsin papers.

Carpenter Advertising Company, Sloan Building, Cleveland. Placing account for the Falls Rubber Company, Cuyahoga Falls, Ohio.

Clark Collard Company, 30 N. Michigan ave., Chicago. Has been given the account of the King Pneumatic Tool Company, Chicago, manufacturers of pneumatic tools and supplies.

Frank M. Comrie Company, 2104 Straus Bldg., Chicago, Ill. Now placing the following new accounts: Campbell Transmission Company, Buchanan, Mich., manufacturers "Power Take-Off," and Moore Manufacturing Company, Waterloo, Iowa, manufacturers automotive accessories.

Erwin, Wasey & Co., 844 Rush street, Chicago. Has prepared a list on Full-O-Pep, Quaker Oats Company, Chicago. Also preparing a list on Musterole Company.

Albert Frank & Co., 14 Stone street, New York. Now handling account of the American Specialty Company, Bridgeport, Connecticut, manufacturers of automotive parts and radio accessories.

J. V. Gilmour Company, 28 East Jackson boulevard, Chicago. May use Chicago, New York, and perhaps one or two other metropolitan cities for the advertising of Richard T. Davis Company (Radio).

Charles C. Green Advertising Agency, Inc., Estey Building, Philadelphia. Now handling account of Fitch, Crossman & Company, investment bankers, Philadelphia.

Hemri, Hurst & McDonald, 58 East Washington street, Chicago. Has secured the account of G. I. Sellers & Sons Company, Elwood, Indiana, manufacturers of Sellers Kitchen Cabinets. Also preparing a list on Sherwin Williams Company, Cleveland.

Hicks Advertising Agency, 52 Vanderbilt avenue, New York. Has secured the account of Siegel-Levy Company, Inc., New York, manufacturers of dresses.

Hommann, Tarcher & Cornell, Inc., 25 West 45th street, New York. Has secured account of the Wilver King Mineral Water Company, New York, makers of "Silver King" ginger ale and mineral water.

Charles W. Hoyt Company, Inc., 116 West 32nd street, New York. Has secured accounts of the Riverside Boiler Works, Cambridge, Massachusetts, manufacturers of copper boilers and hot-water heating systems, and the Blaisdell Pencil Company, Philadelphia.

Hurja-Johnson-Hewen, Inc., Hearst Square, Chicago. Has secured account of the Star Realty Organization, Chicago.

Koch Company, Inc., 432 Broadway, Milwaukee. Will place account of the Walker Manufacturing Company, Racine, Wisconsin, manufacturers of Jacks.

C. P. McDonald Company, Inc., Fisk Building, New York City, are placing the following accounts: De Vion, Inc., French perfumes and

soaps, New York; Municipal Gasoline Stations, Inc., gasolines and motor oils, Long Island City; Mme. M. Yale, beauty culture, New York City.

Mattison Trading Company, Ambler, Pa. Placing account for the Asbestos Shingle, Slate & Sheathing Company, Ambler, manufacturers of asbestos building products.

J. H. Newmark, Inc., 250 West 57th street, New York. Will handle account for the Industrial Alcohol Manufacturers Association, New York.

Contracts and copy schedules are being issued on Piqua Hosiery Co., Piqua, Ohio, direct.

Prather-Allen Company, 307 East 4th street, Cincinnati, O. Will take up the 1927 list on Kenton Pharmaceutical Company, Covington, Ky., during November.

Robbins & Pearson Company, 390 East Broad street, Columbus, O. Has been selected to direct the advertising for The Thomas & Armstrong Company, London, O., manufacturers of steel

garages and furnaces, and The Ohio Valley Coffee Company, Portsmouth, O.

Spector and Goldensky, City Centre Building Philadelphia. Have secured the account of Charles Stoumen and Company, Philadelphia, importers of Oriental rugs.

Touzalim Advertising Company, 7 South Dearborn street, Chicago. Has issued schedule covering 300 lines four times, and 1,000 line copy once, on Stewart-Warner Co. (Radio) Chicago.

Wales Advertising Company, 250 Park avenue, New York. Will make up lists during the month of November for John T. Stanley Company, Inc., New York, manufacturers of "Mobo" automobile specialties.

Young & Rubicam, 235 Madison avenue, New York. Has secured account of the Sterling Silver-Ware division of the International Silver Company, Wallingford, Conn.

ADVERTISING AGENCY AFFAIRS

Roy C. Hayes Leaves Detroit Times to Join Campbell-Ewald Company—Appointments Announced by Street & Finney—Ring Now with Geyer Company

ROY C. HAYES, former automobile editor of the *Detroit Times*, has joined the staff of the Campbell-Ewald Company, Detroit advertising agency. In addition to his work on the Times, Mr. Hayes has for four years been automobile editor of Universal Service. With Campbell-Ewald he will direct the publicity interests of the Chevrolet Motor Company. Mr. Hayes is a graduate of the University of Detroit, where he founded and edited the *Varsity News*, student weekly.

H. J. Nagl, formerly with the Erickson Company, has been added to the staff of Street & Finney, New York advertising agency, as space buyer. W. J. Effler has been made assistant production manager of the same agency. He was formerly connected with the William R. Robinson Company, Inc.

E. D. Ring, formerly vice-president of the St. Paul Advertising Company, has joined the Geyer Company, Dayton agency, where he will be identified with

merchandising and sales promotion. Before going to St. Paul, Mr. Ring was chief of staff of Marquis Regan, Inc., advertising counsellors, New York.

William H. Johns, president of the George Batten Company, New York agency, has accepted the chairmanship of a team of workers in the advertising and publishing field, during the annual budget campaign of the Y. M. C. A. of New York, Nov. 9-19.

Articles of incorporation have been filed by the Advertising Corporation, Inc., of Minneapolis, Minn. The incorporators are F. G. Weston, W. H. Barber and Harry Kiester. The capital of the company is \$50,000.

Donald M. Bangs has withdrawn from the advertising agency known as Bangs & Hughes, Los Angeles, in which he was associated with Graham Hughes, and has started a new firm, the Bang's Advertising Company.

To You for Whom The Best is Not Too Good

The Dallas Morning News and its companion publication, The Dallas Journal, are not cheap newspapers. There is nothing cheap about them.

Their advertising rates are fair. No other paper offers equal value at a lower cost.

That's about all we can say about rates. Heaven knows it ought to be enough.

Circulation of The News and The Journal is the sort that accrues to newspapers of high character, whether they are sold in Dallas or New York or South Australia.

People in an advanced state of civilization and spending-power are not the only kind that read The News and The Journal, but there are not very many of the others.

Consider the best paper in your own city. Picture to

yourself its reader-family; alert, modern, progressive people. News and Journal readers are like that.

* * *

And they're not the same people, morning and evening. You can't buy these two papers in combination—to read. You can't even give a News subscription to a Journal solicitor. From press to porch they have nothing in common, and mighty little from pen to press—except ideals, and principles, and a sturdy allegiance to fair play.

* * *

That is why advertisers who utilize the optional combination rate for The News and The Journal not only save a substantial difference but actually receive the most widespread coverage that can be bought.

The Dallas Morning News The Dallas Journal

A. B. C. Members

An optional combination

DOROTHY DIX

TO COVER

HALL-MILLS MURDER TRIAL

THE world's greatest authority on love problems will report this trial involving the most baffling love mystery of our generation, in the same dramatic style in which she covered the Thaw, Czolgosz, Patrick, Nan Patterson, Josephine Terranova, Florence Burns, Orpet and Lambert trials.



Her one-column releases will be filed at 10 p.m. every week day for evening and morning papers.

For Terms for Your City's Rights Wire

LEDGER SYNDICATE

Independence Square

Philadelphia, Pa.

WOMEN IN ADVERTISING AND JOURNALISM

Alma Sioux Scarberry, of Amnesia Fame, Wakes Up in Pittsburgh—
Miss Francel Handling Publicity for Willys-Overland—Society
Editors Go in for, Society in Connecticut

ALMA SIOUX SCARBERRY, a newspaper woman of Indian ancestry, now a member of a wandering tribe



ALMA SCARBERRY

of itinerant feature writers, has settled down with a big front-page splash on the *Pittsburgh Chronicle Telegraph*, where she is writing a series of articles under the heading "Miss Today." Miss Scarberry first burst into prominence when, working for the *New York Daily Mirror*, she pretended to be an amnesia victim as a stunt to promote a serial by Elinor Glyn. While her memory was supposedly under a cloud, New York and other dailies gave her considerable space, believing she was some British noble woman in distress.

Leaving the *Mirror*, Miss Scarberry started out to earn her way to the Pacific Coast by working for daily papers en route. Her first stop was in Philadelphia, where she worked for the *Philadelphia Record*, and the publicity department of the Sesqui.

Arriving in Pittsburgh in August, she made arrangements with the *Chronicle Telegraph* to work on the "Miss Today" series, which started this week.

The *Chronicle-Telegraph* introduced its new staff writer to its public with 72-point type in an eight column front page streamer on Oct. 11. Miss Scarberry got a job with the local police force as a "flapper cop" and set out to see how many Pittsburgh males would try to pick her up as she strolled the streets with eyes front, and smile quenched. She was made the center of masher war mystery, which the "Tele" happily solved, but not until all other Pittsburgh papers had given their future feature writer front page space and had printed her picture in a variety of poses. Incidentally, 18 men in one night were arrested for trying to meet Miss Scarberry as she walked down Pittsburgh's Federal street. This fact formed the peg for a series of two articles which Miss Scarberry first wrote for the "Tele," entitled "Bringing in the Sheiks."

To obtain material for the "Miss Today" series, Miss Scarberry, using the name of Alma Berry, worked in a wide

variety of positions in Pittsburgh, to find out how the poor working gal gets along.

Miss A. B. Francel, formerly with the advertising staff of the Farm Trio—*Washington Farmer*, *Oregon Farmer* and *Idaho Farmer*—published by the Cowles Publishing Company of Spokane, is now in charge of handling advertising copy and publicity material for 139 western newspapers for Willys-Overland, Inc., through the United States Advertising Corporation.

Society editors of Bridgeport, New Haven and Norwalk Conn., have planned a series of Winter social gatherings, the first of which took place recently at the Pewter Bowl, Bridgeport. The next is scheduled for New Haven on Sunday, Oct. 31. Those attending were as follows: Mary J. McGuinness, *Bridgeport Post*; Marion Carter, *Bridgeport Telegram and Sunday Post*; Winifred Nicholas, *Bridgeport Star*; Katherine Brady, *Bridgeport Times*; Selma Schwartz, *Bridgeport Star*; Ellen Brady, *Bridgeport Times*; Mrs. George Troup Glynn, *New Haven Union*; Miss Florence Richter, *New Haven Journal-Courier*; Ruth Quint, *New Haven Register*; Harriet Fredericks, *New Haven Times-Leader*; Elsie Copeland, *South Norwalk Sentinel*; Alma Lycett, *Norwalk Hour*; Madelyn Farley-Santa, formerly of *Bridgeport Telegram*.

HAILS BUSINESS WOMEN

Sir Charles Higham, prominent British advertising agency man, speaking in London, Oct. 14, predicted women would in 20 years dominate all branches of the business world if men do not pull themselves together. He said he found women employees better than men. They are more energetic, more thorough and take a much keener interest in their work, he said.

COLLEGE EDITORS OUSTED

The student council of the University of North Carolina has requested the resignation of Julian S. Starr, editor, and R. K. Fowler, assistant editor of the *Carolina Magazine*, a student publication, on charges that the current issue contains a story regarded as "indecent and improper." Starr and Fowler have appealed to the faculty and President H. W. Chase has referred the matter to a faculty committee.

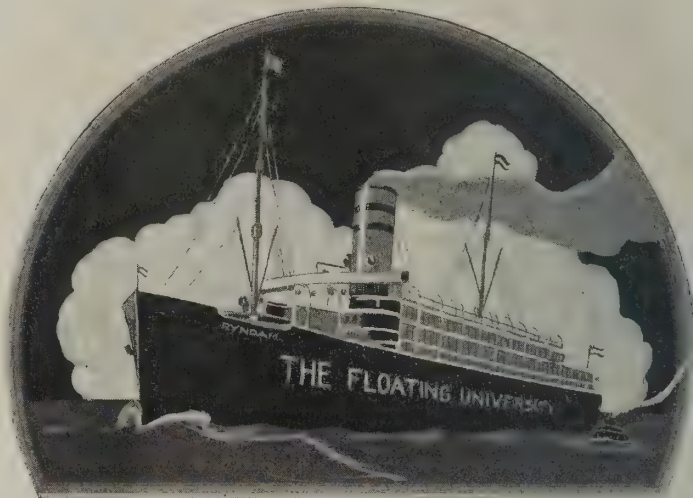
RECEIVER'S SALE

Illustrated Daily Herald Plant San Francisco

will be sold at auction November 10, 1926. Equipment includes two sixteen-page tubular Duplex presses; seven Intertype machines; complete composing, stereotype and photo-engraving departments. All in first class condition. For full particulars, write or wire

JOHN W. BRODIX, Receiver,
56 12th St.
San Francisco, Calif.

Imperial METAL



The Floating "U" takes Imperial along

WHEN the Floating University left New York on the S. S. Ryndam for its trip around the world it took Imperial Type Metal along.

Each day during the trip a daily newspaper will be issued by the class in journalism. This paper will contain daily announcements, doings on shipboard, sports and special articles by faculty members, students and prominent men in the countries visited.

We wish the faculty and members of the floating "U" a most pleasant and profitable trip.

It's a matter of pride with us that Imperial Linotype metal was selected for the trip. We have confidence that Imperial will give perfect satisfaction whether it is being used on the Atlantic or Pacific. Imperial Metal has the habit of giving economical, dependable service wherever it is used.

Special arrangements were made for the Metal for the "University Afloat" but all publications ashore will find that the Imperial Plus Metal Plan is the most dependable method known for taking care of type metal. Is your shop using it?

IMPERIAL TYPE METAL CO.

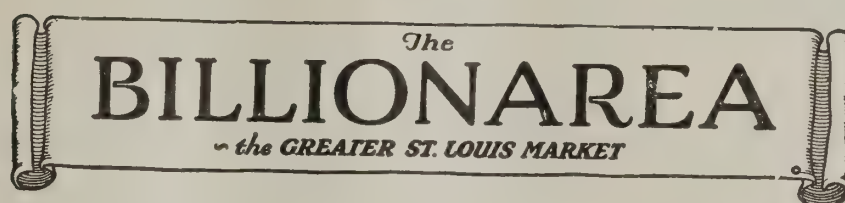
Manufacturing the following metals:

LINOTYPE	MONOTYPE	INTERTYPE	STEREOTYPE
ELROD	LUDLOW	LINOGRAPH	THOMPSON
Philadelphia	Cleveland	New York	Chicago



18,341,400 Lines of Paid Advertising

A Record of **9** Big Months in



The St. Louis Post-Dispatch carried more paid advertising during the first nine months of 1926 than during any previous similar period.

The Post-Dispatch has carried more local display advertising since January 1 than the Globe-Democrat, the Star and the Times added together.

The gain over the first nine months of last year was 1,576,400 lines—more than double the gain of all other St. Louis newspapers combined.

The Post-Dispatch is the only St. Louis newspaper to make consecutive gains every month both in local display and in total paid advertising.

The gain of the Post-Dispatch in local display advertising since January 1, was 682 920 lines. The Globe-Democrat's loss was 149,100 lines. The Star's loss was 109,500 lines

Advertisers **CONCENTRATE** in the Post-Dispatch Because Years of Experience Have Proved that the Post-Dispatch **ALWAYS** Brings Far More Profitable Results.

ST. LOUIS POST-DISPATCH

EASTERN ADVERTISING OFFICE: Murray Hill Bldg., New York
R. A. Fletcher, Manager, Telephone Ashland 1363

WESTERN ADVERTISING OFFICE: Tribune Tower, Chicago
P. L. Henriquez, Manager, Telephone Superior 7161-7162

DETROIT OFFICE: 424 Book Building, Telephone Cadillac 9085

KANSAS CITY OFFICE: Coca-Cola Bldg.

SAN FRANCISCO OFFICE: 564 Market St.

LOS ANGELES OFFICE: Title Insurance Bldg.

SEATTLE OFFICE: 212 Madison St.

WITH THE GENERAL ADVERTISERS

Why G. R. Elliott, Skelly Oil Company, Likes the Advertising Business
—Kansas City, Mo. Plans Newspaper Campaign—A. & P.
Stores Observe 67th Anniversary

IN the office of the advertising manager of the Skelly Oil company in El Dorado, Kan., sits a man who has come to a halt, physically speaking, in a life of adventure and color.

G. R. Elliott, the gentleman of discussion, conceived in 1917 the idea of making a grand tour of the world in seven years. Up to that date he had worked ten years as a reporter in Canada from coast to coast, and in Alaska, the Yukon, Mexico and 42 of the 48 American states.

"So you see the romance of the oil fields must be very compelling to hold me here," Mr. Elliott said.

Mr. Elliott wrote plays for Belasco in New York City that were never produced, knocked about with Robert W. Service in the Yukon and just missed being shot by Villa in Columbus, N. M., when that bandit raided the border town and killed 17 Americans.

During his seven year tour of the world, Mr. Elliott worked as a journalist in the following places: Honolulu, Fiji Islands, New Zealand, Australia, New Guinea, the Philippines, Japan, China, Java, Ceylon, India, Egypt and London. While in London he wrote feature articles for the *Pall Mall Gazette*. He visited France, Italy, Spain, Switzerland, Austria, Germany, Belgium, Norway, Sweden, Scotland and Ireland.

"Guess it's because I am always looking for something new that I like the advertising business," Mr. Elliott commented.

Lou Holland, twice president of the Associated Advertising Clubs of the World, recently announced on his reelection as president of the Chamber of Commerce of

Kansas City, Mo., a plan for advertising the advantages of Kansas City.

An executive organization, to which Mr. Holland submitted his ideas on municipal advancement, now is preparing a budget for advertising Kansas City in newspapers throughout the country.

The Thatcher Company, Newark, N. J., makers of Thatcher furnaces, has started a new campaign, using newspapers, magazines and business papers. The account is directed by the Redfield Advertising Agency, New York.

Net profits after reductions for depreciation and taxes for the nine months ended Sept. 30 of the William Wrigley, Jr., Company totaled \$7,609,022. The net profit for the third quarter was \$2,810,107.

Thomas J. Keresey has been appointed advertising manager of the International Mercantile Marine Company, New York, effective Nov. 1.

The New England Telephone and Telegraph Co. has started an extensive advertising campaign, utilizing the columns of the daily and weekly newspapers in each community to boom the advantages of telephone toll calls in building up business.

The Great Atlantic and Pacific Tea Co., established in October, 1859, by George Huntington Hartford, a Maine young man, is observing its 67th anniversary throughout the country this week and is advertising heavily through the newspapers its many anniversary offer-

ings. Today there are 40 large food depots distributed advantageously over the country supplying thousands of the "Red Front" stores which are known as "the little red school house of American retailing." The nation-wide concern has just established 41 meat stores in Boston, Mass., and vicinity, a new departure in the A. & P. business policy.

Under the auspices of the Associated Industries of Massachusetts, an October exhibition of the many products manufactured by its members is being held at the Copley Plaza Hotel, Boston, this week. The exhibit not only demonstrates what is beautiful but also what is useful and at the same time indicates the practical way that Massachusetts is a leader. The idea behind the affair is to educate the buying public.

An interesting headline contest with prizes totaling \$6,000 is being conducted through the advertising columns of American newspapers by the P. Lorillard Co., tobacco and cigarette manufacturers, to advertise and popularize their new Old Gold cigarettes. There will be three separate contests with \$2,000 in prizes for the best headlines to the picture in each contest.

NEW IOWA DAILY PLANNED

C. F. Skirvin and J. W. Halden this week announced plans to start a new daily paper at Creston, Ia. Mr. Skirvin formerly published the *Keokuk (Ia.) Gate City*, and prior to that the *Creston Advertiser*. Since selling his Keokuk property, he has been living at Santa Ana, Cal., but will return to Creston in the next few weeks. Mr. Halden is the owner of the Halden Printing Company, a Creston job printing concern. C. J. Skirvin, son of C. F. Skirvin, will be associated in the new venture. Contracts have been signed with the United Press for the full leased wire report.

MILLER HEADS LIBRARIANS

Alcott of Boston Globe, Unable to Serve as Chairman, Resigns

At a meeting of the executive committee of the Newspaper Group of Special Libraries Association, held recently in New York, immediately following the adjournment of the annual conference at Atlantic City, William Alcott, librarian *Boston Globe*, who had been named as chairman, announced that he could not serve.

John H. Miller, librarian, King Features Syndicate, New York, was named as chairman, and Miss Agnes J. Peters, librarian, *Milwaukee Journal*, was made vice-chairman. With Maurice Symonds, librarian, *New York Daily News*, the secretary-treasurer, they compose the executive committee.

20 YEARS OF ADVERTISING

California Fruit Growers Celebrate Anniversary with New Drive

The 1926-27 campaign of the California Fruit Growers Exchange marks the association's 20th anniversary as an advertiser. The 19 completed campaigns the management points out, have built up good-will and public acceptance of California Citrus Fruits.

A change in the present advertising program provides for special newspaper drives to feature the medicinal advantages of hot lemonade, during epidemics of colds and grippe.

NEW TYPE-SETTING RECORD

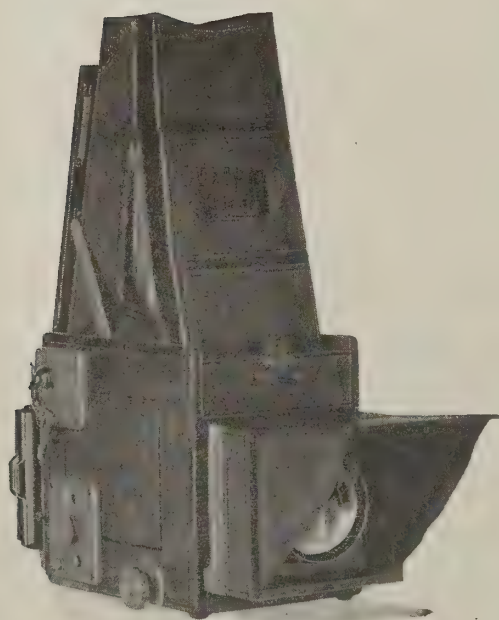
Setting a total of 24,428 ems in two hours, John F. O'Sullivan and William L. Welty, of the O'Sullivan Composition Company, New York, known as the "Intertype Speed Kings," established a new high record for type-setting at recent public exhibition in New York. In 1924 in the same time the two men set 24,372 ems.

If you're after circulation put this new Graflex to work

Pictures have a sure circulation appeal, as recent successes prove. Pictures vitalize the news, pictures give the written report an on-the-spot complexion that attracts readers.

Your supply of pictures will be easy if your cameramen carry the new Graflex. Its lens speed lets it make good under light conditions that were heretofore considered impossible—even for the Graflex.

Visit a dealer or write to Rochester.



3 1/4 x 4 1/4 Revolving Back Graflex, Series C, has a Cooke Anastigmat f.2.5, three times as fast as the fastest lens previously offered. This camera makes well-exposed negatives in poor light, an advantage that is especially valuable in winter. Price \$260.

Graflex cameras are now made by

The Folmer Graflex Corporation, Rochester, N. Y.

For sale by

Eastman Kodak Company, Rochester, N. Y.

WHAT OUR READERS SAY

COPS AND SCIENCE

To EDITOR & PUBLISHER:

A prominent manufacturer of automobile bodies recently ran what we consider an unfair and misleading sort of advertisement in one of the leading publications of the country.

It purported to represent a poll of 500 police chiefs, who were asked what in their opinion would bring about greater safety in motoring.

According to this advertisement, a majority of the police chiefs agreed upon all steel bodies as one of five necessities, if safer motoring were to be effected.

Here indeed is a tip for automotive and body engineers—put the nation's leading police chiefs on your staff! Standardization is assured if this plan is followed.

Just now there seems to be a difference of opinion. Some engineers believe in a valve in head motor, others in an L-head, still others in the sleeve valve type. Some design sixes, others eights and still others fours. There are various designs of carburetors, ignition systems, tires, etc.

And why? All makers need to do now is send out a questionnaire to these police chiefs who supposedly have thrown the keenness of their scientific and engineering knowledge into the breach. They'll settle the problem.

Manufacturers of whatever you may be building—fire your engineering department and let the police chiefs do their job.

Yours very truly,
CRITCHFIELD & COMPANY,
L. T. GOBLE.

Mirror Men Play Lone Hand

To EDITOR & PUBLISHER:

The statement in your current issue that several members of the *Daily Mirror* staff have joined the "Crab Apple Tree Association" is quite incorrect.

To the contrary, members of The *Mirror* staff have refused repeatedly invitations to join this association of some of the photographers and reporters assigned to the Hall-Mills case.

One reason for doing so is we do not feel that a murder, a solemn investigation and trial, are fit subjects for either jollification or jest. The other reason is, of course, that we of The *Mirror* have not had to engage in "all those wild auto rushes" in pursuit of rumors which might make such a means of solace necessary.

The *Daily Mirror* is responsible for the publication of matter which brought on the new investigation of this tremendous tragedy. At the coming trial The *Mirror's* work on the case is bound to play some part in the evidence.

Under such conditions it is felt it would be gross bad taste for any member of

The *Mirror* staff to join any such association. May I therefore respectfully request you to make the proper correction of this entirely erroneous report?

HERBERT B. MAYER.

"COMMERCIALIZED SPORTS"

EDITOR & PUBLISHER—I think that William J. McNulty's article which appeared in the *Editor & Publisher* Sept. 4, was correct in nearly every respect, especially in regard to college athletes being commercialized.

In the issue of Oct. 2, (*EDITOR & PUBLISHER*) I read another article by Telford Work which criticized Mr. McNulty on his stand in regard to athletics being commercialized.

I wish to say that in the southwest, there are very few colleges and universities indeed that do not give their athletes some sort of remuneration for their ability which surpasses that of an average athlete. In Texas, it really seems that every college is gradually putting in a bid for the star athletes every year. This is not an idle thought—it is the truth.

For fear of being sued for libel and slander, etc., I will not mention certain colleges in this state that pay their "star" football, basketball, track and baseball players. In this state there are two particular schools that are known to "buy" their athletes, but the question is how to prove it? Another college once had a chance to throw another sister member out of the athletic organization in the southwest, but they failed to do it, and of course, they were afraid to do it for fear of being exposed by the rival school.

There are certain high schools and especially academies in this state as well as the south where men are induced to come, and it is a well known fact that this is true. Unless some remedy is given, or some plan adopted, athletics in this state will be badly "tainted."

I might ask Mr. Work to give me a plan that would do away with this commercialization in athletics, for it is true, and any sensible person can see it. The schools are not fooling the public, but how is it going to be proven?

RAY D. JONES,
Assistant sports editor
Waco (Tex.) *Times-Herald*.

TALKS ON PRINTERS' SCHOOLS

Kellogg Speaks at Annual Convention of United Typothetae

American newspaper publishers soon will have schools throughout the country for the education of their employees, Ross W. Kellogg, director of the Empire School of Printing, Ithaca, N. Y., told delegates to the annual convention of the United Typothetae of America, meeting in Detroit, Oct. 18-19.

"Newspaper publishers at last are alive to the need of institutional training in printing," he said. "They are insisting on schools where all the arts and science of printing and publishing can be thoroughly taught."

Dr. Samuel E. Stratton, president of the Massachusetts Institute of Technology, another speaker, urged that printers seek greater development of the scientific phase of their craft.

"I know of no industry in which there are as many different allied matters as in your industries. When we consider the printing industry, including all of the processes, engraving and so forth, there is not a branch of chemistry, physics or engineering that is not involved," he said.

PULITZER NARROWLY ESCAPED DEATH

Charging Rhinoceros Brought Down in Nick of Time by Guide, World Editor Tells on Return from Hunt in Africa

A story of how he narrowly escaped death in a thrilling adventure with a rhinoceros was related by Ralph Pulitzer, editor of the *New York World*, who returned this week from a hunting expedition in Nairobi and Tanganyika, south-east Africa.

The rhino had been wounded in the neck, and was charging the *New York* editor. The chief guide brought down the enraged animal with a well-aimed shot in the nick of time.

Mr. Pulitzer brought back a huge bag of game, including lions, rhinos, hippos, and many rarer species. Also among the collection of wild animals was a rare kudu and many smaller animals and birds.

The kudu is a fleet species of antelope with spiral horns. It is so fast that the natives who hunt on foot are seldom able to approach near enough to bag one.

Next year Mr. Pulitzer plans to go hunting in Angola, Portuguese West Africa, along the Congo and across to the Nile headwaters. Returning with him to New York on the Olympic, Oct. 19, was his brother, Herbert Pulitzer.

Mr. Pulitzer had a newspaper adventure in Paris, which has, he confessed, made him rather reporter-shy. He was trying to explain the fleetness of the kudu to a French reporter, who was over-confident of his command of English. The French journalist completely misunderstood and the story as published was that the American hunter had captured his kudu by pursuing it on foot until it dropped of exhaustion.

"I did have a Ford car on the trip," Mr. Pulitzer said.

FLASHES

We fear that the distinguished gloomy dean would be a total loss as a bond salesman.—*Milwaukee Journal*.

Another rather disconcerting and saddening experience is to look up a prominent friend of about your age or perhaps a year or two older in *Who's Who* and find he's 13 years younger.—*Ohio State Journal*.

According to the British press, we are a nation of raving Rumanians.—F. P. A. in *New York World*.

Twenty-one guns were fired as Queen Marie entered New York harbor. "Goodness!" exclaimed Marie, who reads the papers, "this must be Chicago."—R. H. L. in *Chicago Tribune*.

It is said Mussolini does not permit his barber to speak while attending him. But the guess of the *Kansas City Star* is the next customer gets an earful.—*New Orleans Daily States*.

In some cities pedestrians have a right to step into the street to hail a trolley car 200 feet away. But most of them have discretion enough not to do it.—*Cleveland Times*.

A "tyrant," in Greece, is any dictator who has contrived to stick on the job for more than three months.—*Vancouver (B. C.) Sun*.

The press is the greatest educational factor of the age.—But featuring "Peaches" Browning on the front page doesn't help to prove it.—*Edmonton (Alta.) Bulletin*.

Talk about the patience of Job—he never had to wait for a haircut, with six women ahead of him.—*Atlanta Journal*.

Ludlow-Set Pages

Make Your Advertising Space Worth More

When your ads and heads are set with bright, clear typelines, your advertisers are impressed with the unusual attractiveness of your paper.

Choice Ludlow faces for ads and heads on every page make your newspaper more effective as an advertising medium and increase the worth of your space. The high quality and uniformity with which Ludlow faces print insures every advertisement getting favorable attention from the reader.

With a suitable assortment of new and distinctive Ludlow faces always available in unlimited quantities, the compositor also is given an incentive to express his craftsmanship most effectively. The large size range, 6 point condensed to full-width 72-point cast in sluglines on your present machine after a slight alteration is made, will give variety in size at any time without mold or machine changes. No time is wasted in hunting for sorts or distributing used forms. The time saved goes into better typography.

Your display lines are the most valuable lines in your paper. By setting them on the Ludlow you can increase their attractiveness and also add a handsome profit to your paper.



Ludlow Typograph Co.
2032 Clybourn Avenue, Chicago

San Francisco: 5 Third Street
Atlanta: 41 Marietta Street

New York: 63 Park Row
Boston: 261 Franklin Street

Many of our present Subscribers told us before accepting our two months trial test, that they were not interested because they did not think their own system could be improved upon, and could not see how any service could eliminate requests, controversies, held-up accounts, etc. The fact that they continued the service after the test period proves that a practical demonstration is our most convincing argument.

The Advertising CHECKING BUREAU Inc.

111 Clark St.
CHICAGO



79 Madison Ave.
NEW YORK

Blanket Iowa

this way

UNIFORM MERCHANDISING HELP

TO make your Iowa appropriation produce greatest possible returns, every member of this group pledges the following definite help, in connection with any campaign using 5,000 or more lines in his paper:

1. Make a study of local market and trade territory, as pertains to *your* specific product.
2. Supply complete and accurate list of retailers, in the newspaper's city and surrounding territory.
3. Introduce your salesmen to a number of big retailers. Advise you as to relative sales standing of competing products.
4. Urge retailers to feature displays of nationally advertised products. Furnish you with names of stores that will make use of window displays.
5. Make market investigation for prospective advertisers. (Identity to be made known first.)

Circulation of these 28 dailies.....571,151
Number of families in Iowa.....550,000

Think what that means: More circulation than the number of families in the state.

Deal with this group as with one publication, if you wish: one order, one plate, one billing. Note merchandising help outlined below.

6. Urge local retailers to mention *your* products in their own advertisements.

7. Send, on receipt of contract, a multi-graphed letter to list of retailers in the territory, telling of the campaign.

THIS ALWAYS GOOD MARKET NOW EASIER TO COVER EFFECTIVELY

The cooperation of these 28 leading Iowa daily newspapers works for your advantage in many ways. But possible jobber connections are assured, as the leading jobbers of the state heartily endorse this plan.

Jobbers and dealers are quick to get behind a campaign in the Iowa daily newspapers. That is the advertising they understand. It brings *quick, tangible* results.

*For any further information,
write to the address
below*



THE IOWA DAILY PRESS ASSOCIATION

DAVENPORT, IOWA

Ames Tribune
Boone News-Republican
Burlington Gazette
Burlington Hawk-Eye
Cedar Falls Record
Cedar Rapids Gazette
Centerville Iowegian & Citizen

Council Bluffs Nonpareil
Davenport Democrat
Davenport Times
Des Moines Capital
Des Moines Register and Tribune
Dubuque Telegraph-Herald
Dubuque Times-Journal

Fort Dodge Messenger
Fort Madison Democrat
Iowa City Press-Citizen
Keokuk Gate-City
Marshalltown Times Republican
Mason City Globe-Gazette
Muscatine Journal

Oelwein Register
Ottumwa Courier
Sioux City Journal
Sioux City Tribune
Washington Journal
Waterloo Evening Courier
Waterloo Tribune

IOWA—WHERE EVERY FAMILY READS A DAILY NEWSPAPER

WHAT'S WHAT IN THE FEATURE FIELD

Cosmos First with Queen Marie Fashions—James Mills Makes Rapid Rise from Church Sexton to Writer—Congdon Joins World Syndicate's Sales Staff

A VOCIFEROUS blast was added to Queen Marie's puffing publicity calliope this week by Cosmos Newspaper Syndicate, New York, which claimed to be first in this country with sketches of the gowns chosen by Her Majesty from the couturiers of the Rue de la Paix, Rue de Rivoli and other Paris streets of fashion. It was the first real test of the Paris Fashion Board, created by the syndicate under the direction of Herbert S. Houston, president.

Sylvestre Dorian, formerly of the *Detroit Free Press*, now bedecked with the euphonious title of "Director of the Paris Fashion Board" managed to get sketches of 12 of the queenly creations on board the *Leviathan* with Marie, and the set was ready for publication in New York and other cities by Oct. 20.

Thirteen couturiers comprise the fashion board. They are: Agnes, Boulanger, Cheruit, Doeillet, Doucet, Drecol, Jenny, Lanvin, Lelong, Martial et Armand, Patou, Premet and Redfern.

A rapid rise from church sexton to syndicate writer is credited to James Mills, husband of the slain choir singer in the famous Hall-Mills murder case, by the Famous Features Syndicate, which this week announced "Dr. Hall, My Wife and I," a first person series by Mr. Mills.

George C. Congdon, lately with the Ludlow Typograph Company, has joined the sales staff of the syndicate department of the *New York World*, F. B. Knapp, manager, announced this week. Congdon was formerly on the editorial staff of the *Atlanta Constitution*.

"Sister O'Mine" by Violet Dare is the latest serial offering listed by the O'Dell Newspaper Service, New York. It is illustrated by Marguerite Neale.

Francis J. Tietsort, once with the *New York American*, and widely known as a writer on aviation, is preparing a series on air progress for the McClure Newspaper Syndicate, New York.

The *Spokane Woman* is syndicating "Weakly Wanderings" by Lucile Crites, which has been appearing in that weekly for the last year and a half.

"The Days of Finish Fights," by Joe Choynski has been purchased by the New York World Syndicate. It is offered for release Dec. 5.

W. H. Heine, for more than 18 years with World Color, and later with the Ledger Syndicate, Philadelphia, is now on the sales force of the McClure Newspaper Syndicate.

John Held, Jr., the Westport (Conn.) farmer who draws "O Margy!" for the United Features Syndicate, is a candidate for state representative in the 4th Connecticut district. Mr. Held is already a constable.

J. P. McEvoy, creator of "The Potters," is author of "God Loves Us," which had its premier on Broadway this week.

Murray Korman is responsible for "Poor Paddy" a new weekly comic strip which is being distributed by the Universal Feature Service, New York.

The 150th anniversary of Washington's historic ferry ride on the Delaware will be celebrated by the Yale University Press with a full page feature it is offering to newspapers for January publication.

LIBEL CONVICTION UPHeld

Newburgh Editor-Politician Failed to Support Change

The conviction of Charles F. McKenzie, editor of the *Newburgh* (N. Y.) *Plaindealer* of criminal libel, was unanimously affirmed by a decision of the Court of Appeals. McKenzie was an independent candidate for mayor of Newburgh in the mayoralty election of 1923, opposing Roy W. Spencer, Republican and John Rothery, Democratic candidates. The alleged libel was published November 5, the day before election and was contained in a special campaign edition of the *Plaindealer* and was distributed free to the voters.

The statement was to the effect that the *Plaindealer* was in possession of a sworn statement, "which, if true, would prevent any decent woman from speaking to Roy W. Spencer and no man would uphold him." The article stated that it would not be printed but Mr. Spencer or his attorney could see it by calling at his office. The maker of the statement later admitted he was mistaken as to Mr. Spencer being identified with the alleged story.

Spencer was elected and instituted the criminal prosecution of McKenzie, who was found guilty after a trial and fined \$250.

On the appeal to the highest court counsel for McKenzie sought to introduce in evidence articles attacking him in the *Newburgh News*, a daily supporting Spencer, as a justification for the alleged libel, although Spencer was not shown to have instigated them or had any knowledge of them. The refusal of the trial court to admit this testimony was the basis for the argument for reversal, which was not found sufficient by the Court of Appeals.

Try Them All!

and eventually you
will come to the

METROPOLITAN DRY MAT

At last there is an absolutely uniform and thoroughly reliable dry mat. The variation in thickness, shrinkage and printing qualities of other dry mats (earlier Wood mats not excepted) has been a thorn in the side of the stereotyper and has made prompt editions an uncertainty. The necessity for *closely packing* dry mats has caused the loss of more time than is saved by the elimination of steam tables.

Since the METROPOLITAN DRY MAT was introduced in February, 1925 by The Philadelphia Evening Bulletin (the first big plant to use dry mats exclusively) there has never been complaint made of it. Although now used exclusively by many of the largest plants in the country it has never once failed.

It is dependable, requires little packing, saves *all* time previously consumed by steam tables, and its plates print beautifully.

No matter what dry mat you are now using you will eventually come to the METROPOLITAN.

Costs a little more at the mill but is the cheapest dry mat at the Autoplate—and that's the point where dry mat cost should be figured.

WOOD FLONG CORPORATION

501 Fifth Avenue, New York City

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KELLY PRESSES ~ KLYMAX FEEDERS ~ PAPER CUTTERS
HAMILTON WOOD AND STEEL EQUIPMENT, INCLUDING OUR
AMERICAN CUT-COST EQUIPMENT

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American Type Founders Company

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ST. LOUIS
MILWAUKEE

MINNEAPOLIS
KANSAS CITY
DES MOINES
DENVER
LOS ANGELES

SAN FRANCISCO
PORTLAND
SPOKANE
WINNIPEG

WANTED—THE BEST

NEWSPAPER MAN AVAILABLE

"A GOOD PRESS AGENT"

(An Editorial from EDITOR & PUBLISHER
October 16, 1926)

SOME of our press agent friends say EDITOR & PUBLISHER is unjust in its attitude toward their business. We should announce that there are good and bad press agents and, to be constructive, should publish a definition of legitimate publicity work.

By all means, let criticism be constructive! Here, in our opinion, is what constitutes a good press agent: Through experience as a newspaper publisher or employee he understands newspaper methods and has liberal appreciation of newspaper ethics. He believes that a journalist who uses his power for selfish or unworthy purposes betrays his trust. Promotion of any private interest contrary to general welfare is dishonest journalism. News columns cannot be used to sell any article or service, or promote any private interest without violation of a fundamental principle. The reader looks to the news columns for truthful, sincere and wholly unprejudiced information, the product of writers who are responsible to the editor and no other person.

A good press agent will make available to reporters all the information they may seek, both favorable and unfavorable. He will hand out "news" which is authorized by his employer, subject to publication within "quotes" and with credit to a named official. Never will he stand as a shield between his employer and the inquiring reporter. When the good press agent's employer instructs him to induce a newspaper to publish an item which he, as a newspaper man, could not conscientiously hand to his city editor, or to get a news fact suppressed, he will point out that such an act would be subversive of impartial and independent news practice, and resign from the job if the employer insists.

Is this definition extreme? Is EDITOR & PUBLISHER "prejudiced" against the publicity craft? If so, the American Society of Newspaper Editors is extreme and prejudiced, for these rules of conduct are based upon the well-known "Canons of Journalism" of that responsible body.

To assist in my work, I have need for one or more of the best newspaper men available.

The accompanying editorial from Editor & Publisher sets forth some of the qualifications which applicants should possess.

In addition the men desired must be American citizens, college graduates, of sound judgment, and able to write good English with scrupulous regard for accuracy of fact and expression. They must be not more than thirty-five years old and possessed of general ability of a high order.

For the work in hand it is also desired that applicants be men who have lived and worked in the territory between the Allegheny Mountains and the Rocky Mountains.

111 Broadway
New York City

IVY LEE

What is the distinction between news and advertising?

News is that which the people are willing to pay to have brought to their attention; while advertising is that which the advertiser himself must pay to get to the people's attention.—

—From a brochure entitled "Publicity: Some of the Things It Is and Is Not."

CYRUS H. K. CURTIS SETS ADVERTISING'S TASK

It Is Service and Preparation of Copy, He Tells Guests of A. A. A. Luncheon to Publishers in Chicago

(By Telegraph to Editor & Publisher)

CHICAGO, Oct. 21.—If you were to ask Cyrus H. K. Curtis, president of the Curtis Publishing Company, the primary factors in the advertising business—the attributes which appeal to the publishers—he would tell you that it was “simply a matter of service and the preparation of copy.”

But then he would go on to tell you as he did 867 guests of the Western Council of the American Association of Advertising Agencies at the luncheon they gave to publishers at the La Salle Hotel here today that these factors were not so simple after all—that they had much to do with the \$320,000 business which James O'Shaughnessy, executive secretary of the organization, reported had been done by the 134 affiliated bodies during 1925.

Incidentally this volume of business was an increase of \$20,000,000 over the total for 1924 and \$70,000,000 in excess of that for 1923.

“Copy must have that indefinable something which cannot be expressed,” said Mr. Curtis. “A man tells me what he is going to put into an advertisement and I order him to write it. But when it comes back it is not the same thing. It has had a hair cut and shave.”

Then he told of John E. Powers, who wrote magic copy in Portland, Me., where they both were raised. Powers' copy drew the attention of John Wanamaker, who brought him to Philadelphia, where he wrote material which brought about the situation that “the women of Philadelphia wouldn't take a paper that did not have Wanamaker ads.”

“They had that indefinable something,” said Mr. Curtis.

“The space buyer should be the highest paid man in your organization, but he should be worth what you pay him,” he said. “I once heard Rabbi Wise make a talk in which he decried the poor pay of ministers, but a minister who was present got up shortly afterwards and said that they were overpaid, that the right man in the pulpit would not suffer financially. So it is with the space buyers.”

“That man—your space buyer—should be intelligent enough to put my papers on his list,” he said smiling.

In a sort of benediction, he told them the words of the colored preacher:

“Oh Lord, use me, use me in any way you can; even if only in an advisory capacity.”

Merrill C. Meigs, publisher of the *Chicago Herald-Examiner*, whom Toastmaster James W. Young, vice-president of the association, introduced as “Babe” Meigs, with the added information that there had not been “a good football team in Chicago since he quit playing,” complimented the advertising men for the innovations they were bringing about.

“You are simplifying the problems of the publisher by cutting down the reading matter in what you send us,” he said. “Then, too, there are fewer trick clauses in the requests made of us—the top and front page tricks are things of the past.”

“It is unnecessary for the publisher to welcome the advertising agents,” he said, after doing that very thing. “They are always welcome, except”—and he smiled, “perhaps not as much those times they do not put us on their lists. But then,” he added cheerfully, “we generally manage to get a foot in when we talk to them awhile.”

Roy S. Durstine, president of the association, said that it was such meetings as the audit bureau of circulations' two-day session, of which the gathering was a feature, that would “bring about more intelligent and economic advertising.”

NEW U. P. CLIENT

The *Jersey Shore* (Pa.) *Herald* has added the full United Press leased wire service.

LUCIAN SWIFT DEAD

Lucian Swift, 78, former manager and at one time one of the owners of the *Minneapolis Journal*, died Oct. 14 after a short illness. Mr. Swift went to Minneapolis in 1876 as a surveyor. In 1885 Mr. Swift, with Alden J. Blethen and E. B. Haskell, purchased the *Evening Journal*. Mr. Swift sold his interests in Sept., 1908. He also acted as manager, secretary and treasurer of the *Journal* during this period.

IDEAS EXCHANGED BY MICHIGAN EDITORS

Managing Editors, Editorial Writers, Columnists, and Head of Woman's Page on Program of University Press Club Meeting This Week

(By Telegraph to Editor & Publisher)

ANN ARBOR, Oct. 21.—The value of exchange of working methods and theory among Michigan newspapers was the keynote of the round-table discussion which opened the eighth annual meeting of the University Press Club of Michigan at the University of Michigan union this afternoon.

A. R. Treanor, editor and manager of the *Saginaw News Courier* and president of the club, said that “the press profits most from honest and constructive criticism and that these annual conferences clarify many errors. Much tribute must be paid to Dr. Marion LeRoy Burton, late president of the University of Michigan, whose greatness we know of more and more. The Press Club was his aim, and he did more to establish the club on a basis of value than anyone else. He is generously missed by the members of the club. Its aims are to bring the university and the press into relationship of usefulness, increasing the appreciation of journalists, and for co-operation between newspaper workers and students.”

A. E. McRea, managing editor of the *Muskegon Chronicle*, declared that the managing editor is the goat on a newspaper and should bear the responsibility for everything, as he does. It is his duty to see that the various parts of a newspaper's editorial and mechanical forces are co-ordinated. Managing editors will be forever misunderstood, but very little of the criticism he receives from the readers is well directed, he said.

Lee M. Woodruff, editorial writer on the *Grand Rapids Press*, stated that editorial writers are no longer of the Henry Watterson type, but now merged with the paper and are “interpreting agents rather than oracles.” Mr. Woodruff advised that each newspaper invest about \$200 for a library with references on logic, history, political science and theology and science for its editorial work.

The columnists point of view was given by Burt C. Bradner, columnist of the *Detroit Free Press*, whose address was made highly entertaining by much keen humor.

Miss Florence Davies, women's editor of the *Detroit News*, spoke convincingly of the value of a women's page in a newspaper. Instead of regarding this feature as fill up, it should be considered important, she said. The material should not be entirely from syndicates, but should have an understanding woman in charge, so that there will be a personality back of this section of the paper.

George Hunter, suburban editor of the *Port Huron Times Herald*, explained how this paper has increased circulation by delivering its papers within a radius of 85 miles in the Thumb District of Michigan by motor truck. The news gathering organization which makes this circulation possible is directed by two young men stationed in centrally located cities.

A banquet was given for the visiting editors by university regents Thursday evening. Addresses were given by William A. Frayer, history instructor at the U. of M.; James O. Murfin, of Detroit, member of the Board of Regents of the University, and W. D. Henderson, of university faculty.

CLEVELAND MOFFETT DEAD

Author and Former Newspaper Man Was 63 Years Old

Cleveland Moffett, 63, an author and a former newspaper man, died in Paris on Oct. 14.

Mr. Moffett was a versatile writer, author of several plays and a dozen or more books dealing with a variety of subjects. He was a graduate of Yale, class of 1883. He was on the European staff of the *New York Herald* from 1887 to 1891, and was with the paper for an additional year in New York. After a year as foreign editor of the *New York Recorder*, he devoted the rest of his life to writing books, plays and magazine stories and articles, except for a brief period as Sunday editor of the *Herald*.

Among the titles of Mr. Moffett's books are “Real Detective Stories,” “A King in Rags,” “The Mysterious Card,” “The Conquest of America.” His plays included “Money Talks,” “Playing the Game” and “The Battle.”

Obituary

CHARLES H. HENRY, prominent realtor and former South Carolina newspaper publisher, died recently. One time half-owner of the *Spartanburg Herald*, in 1900 he founded the *Spartanburg Journal*, and sold it in 1913. Next he went to Atlanta with the *Georgian* as business manager.

CHARLES N. SAWYER, 68, long time newspaper man in northwestern Iowa, died Oct. 10 in Sioux Falls, Iowa. He

was a pioneer of the territory and had at various times been editor of the *Larchwood Leader*, the *Hull Index* and the *Lismore* (Minn.) *Leader*.

M. F. COCHRANE, editor of the *San Rafael* (Cal.) *Independent*, died recently.

HARRY UNCAPHER, 50, former cashier in the *Los Angeles Evening Herald*, circulation department, died recently after a lingering illness.

Miss MARY E. MCKAY, for 40 years a member of the *Boston Globe* editorial staff, died Oct. 10. She joined the *Globe* staff in December, 1887. William D. Sullivan, managing editor, was one of the honorary pallbearers and among active bearers were Anthony J. Philpo, Kenson E. Taylor, Frank J. Flynn and Willard F. DeLue of the *Globe*.

HARVEY LYNN DAVIS, 29, a former newspaperman of Altoona, Pa., died in a hospital at Portland, Ore., recently after a long illness. His widow and one son survive. Prior to his illness he was connected with the *Portland* (Ore.) *Journal*.

JUDGE JOHN EVANS McCOMB, 78, father of John E. McComb, Jr., assistant to the publisher of the *San Antonio Express*, died recently in San Antonio.

HOE SHIPMENTS

Recent shipments from the New York and Dunellen works of R. Hoe & Co. Inc., include a 16-page super-speed press unit and stereo machinery to the *Charlotte* (N. C.) *Observer*; a finishing, cooling and drying machine with other stereotyping machinery to the *Perth Amboy* (N. J.) *Evening News*, and another 16-page super-speed press unit to the *New Orleans Times-Picayune*.

After several years of investigation and experimentation, the Mergenthaler Linotype Company announces the introduction of a new newspaper body. The new Ionic is an exceptional face. The openness of the face—well ledged—and with a decided gain in the height of the letters—over the seven point faces. The first paper to adopt the new face was the *Evening News* of Newark, N. J. After a trial of several weeks, the management of the paper were enthusiastic. They never about it, and readers were quick to send in words of commendation. One of the most appreciative was Dr. Joseph H. Salov, a optometrist, and past president of the Jersey Optometric Association. Salov, addressing the editor of the *Evening News*: “It would be for me or any one else who has the amount of good that will result from your recent change in the style type you use in the makeup of the news if this is not recognized, appreciated and so acknowledged by every one in the collection of news. The eyes, due to the extremely small type used in many newspapers, the eyes strain the day when artificial aid must be

BETTER THAN GLASSES for your readers

Isn't it about time to give your subscribers a dress of type they can read easily and comfortably and save their eyesight?

The new Linotype 6½ Point Ionic No. 5 is a face especially designed to meet modern newspaper printing conditions. Its strong lines and sturdy serifs always reproduce clearly; its round, open counters will not clog up with ink. It gives the word count of 6 point with the legibility of 8 point.

Mergenthaler Linotype Company

Brooklyn, New York

San Francisco

Chicago

New Orleans

Canadian Linotype Limited, Toronto

Representatives in the Principal Cities of the World

Why the South's Prosperity

fourth—

CLIMATE



The climate of a state, country, or group of states is an influencing factor in its growth or development.

The South can partly trace its prosperity to its marvelous climate because not only is it highly conducive to agriculture but especially so to manufacturing. Southern winters are short and mild. Even in the mountainous districts the winter weather is not severe enough to curtail industry as frequently happens in the North and West. The Southern summer is more comfortable than in many Northern localities.

These favorable climatic conditions mean dollars to manufacturers. Heating costs are a negligible factor. Fuel supplies are not subjected to interruption by snow blocked railroads. Hydro-electric power is not shut down by frozen streams—outdoor operations are not delayed by cold and snow—living conditions are easier—and life much pleasanter.

With the realization of its vast natural resources—and its concentration on a programme of development and expansion, it is only natural that the South should prosper.

A great market has opened up for the national advertiser. To take advantage of it the newspapers listed below are ready to cooperate—they have all the available facts and will gladly send them on request.

	Circulation	2,500	10,000
	Lines	Lines	Lines
ALABAMA			
*Birmingham Age-Herald (M)	34,994	.09	.09
*Birmingham Age-Herald (S)	50,699	.11	.11
*Mobile News-Item (E)	11,993	.05	.05
*Mobile Register (M)	20,427	.08	.08
*Mobile Register (S)	32,096	.10	.10
FLORIDA			
††Daytona Beach News (ES)	5,560	.04	.04
*Florida Times-Union (M) 49,903 (S)	59,239	.12 (S.15)	.12 (S.15)
*Lakeland Ledger (E)	5,173	.03	.03
*Miami Herald (M)	48,108	.11	.11
*Miami Herald (S)	60,006	.12	.12
*Orlando Reporter-Star (E)	8,502	.06	.06
*Orlando Sentinel (M&S)	10,655	.06	.06
**Pensacola News and Journal (E&M)	9,590	.07	.07
†St. Augustine Record (E&S)	3,382	.04	.04
††St. Petersburg Independent (E)	9,708	.065	.065
**Tampa Times (E)	24,389	.08	.08
**Tampa Tribune (M) 38,622 (S)	59,412	.10 (.14S)	.10 (.14S)
**West Palm Beach Post (M)	11,339	.06	.06
GEORGIA			
**Augusta Herald (E)	14,515	.05	.05
**Augusta Herald (S)	15,254	.05	.05
**Macon Telegraph (M)	25,903	.08	.08
**Macon Telegraph (S)	26,198	.08	.08
*Savannah Morning News (M), 21,220 (S)	22,161	.06 (.07S)	.06 (.07S)
KENTUCKY			
**The Lexington Leader (E)	19,262	.06	.06
**The Lexington Leader (S)	19,266	.06	.06
††Paducah Sun (E)	9,391	.04	.04

	Circulation	2,500	10,000
	Lines	Lines	Lines
NORTH CAROLINA			
†Greensboro Daily News (M)	27,485	.08	.07
†Greensboro Daily News (S)	31,505	.09	.08
**Salisbury Post (E)	7,324	.04	.04
†Winston-Salem Journal (M)	13,702	.05	.05
†Winston-Salem Journal (S)	13,720	.05	.05
**Winston-Salem Sentinel (E)	17,832	.07	.07
SOUTH CAROLINA			
**Columbia State (M)	22,627	.07	.07
**Columbia State (S)	24,281	.07	.07
*Greenville News (M)	21,648	.075	.07
**Spartanburg Journal (E)	6,112	.05	.05
**Spartanburg Herald (M) 8,112 (S)	9,110	.05	.05
TENNESSEE			
*Chattanooga Times (M)	29,184	.10	.10
*Chattanooga Times (S)	28,942	.10	.10
††Memphis Commercial Appeal (M)	101,603	.18	.18
††Memphis Commercial Appeal (S)	130,794	.21	.21
*Nashville Banner (E)	54,519	.11	.11
*Nashville Banner (S)	56,007	.12	.12
VIRGINIA			
**Danville Register and Bee (M&E)	14,336	.06	.06
**Danville Bee and Register (E&S)	19,217	.07	.07
*Newport News Times-Herald (E)	7,968	.05	.05
*Newport News Daily Press (S&M)	5,413	.05	.05
**Roanoke Times & World News (M&E)	25,246	.08	.08
**Roanoke Times (S)	15,453	.07	.07
*Staunton News-Leader (M), Leader (E)	6,855	.035	.035
** A. B. C. Statement, Oct. 1, 1926. * A. B. C. Statement, March 31, 1926. † Government Statement, March 31, 1926. †† Government Statement, Oct. 1, 1926.			

SHOP TALK AT THIRTY



By MARLEN PEW

SPEAKING of "speed" in modern newspaper work the story of how some 25 years ago, we put on the press the detailed and lavishly illustrated account of a crime, hours before the crime had been committed, may be apropos and perhaps enlightening to youngsters of the day who confidently believe fast reporting is a late discovery. The stunt alluded to may have a duplicate in newspaper history, but if so, I have never encountered it in years of "shop talking" and will happily publish an account of it in this column if it lies in the experience of any reader.

NEWSPAPER men who are greying around the temples will readily recall "Dr." Richard C. Flower, the most audacious old scoundrel that ever sold patent medicines and fake mining stock to the eager American public. Venerable as a priest in appearance, with one of those pipe-organ voices that can break into a sob at any opportune moment, "Dr." Flower could gyp a widow out of her insurance money with a degree of tenderness that would leave her his uncompensated devotee for life. When he traveled in stately fashion in a private car to and fro across the continent thousands of miserable sufferers from incurable diseases waited upon him at every station and gave him all he asked (which was plenty) for his bottled nostrums, each one a fake, of course. Then, when the new century ushered in the get-rich-quick stock certificate method of exploitation, this patriarch of graft scented easy money in large wads and forthwith opened offices at 11 Broadway and hung up a golden sign bearing the refined enticement: "Lone Pine Mining Co., Richard C. Flower, fiscal agent."

THE Lone Pine Mining Co. proceeded to flood the country with direct-by-mail selling literature. To read its prospectus and continue to keep one's money in a savings bank at 6 per cent interest amounted to sheer lunacy. An estimated million dollars poured in upon the good "doctor" who, in turn, distributed one of the fanciest gold-embossed certificates of stock that had ever been seen at the time. The interesting fact that the Lone Pine mine was a hole in the Montana hills, long since abandoned by practical copper miners, seeped into the *New York Journal* news room by way of the office of attorneys representing the late Mrs. Phoebe Hearst, William R. Hearst's mother, then administering the mining properties of the Hearst Estate. The present writer was assigned to obtain the necessary evidence to warrant prosecution and present it to William Travers Jerome, then District Attorney. The trail was devious and far-flung, but in the course of time the venerable old fraud paid an unexpected visit to the Grand Jury and was released from the Tombs on the largest cash bail that had ever, at that time, been exacted by a New York judge. This bail, by the way, was ultimately forfeited and was found to have been posted by a widow whom the blessed old rascal had for years been defrauding.

IT WAS while "Dr." Flower was awaiting trial in New York county that the curious circumstance which is the subject of this tale occurred. At a meeting of the duped Lone Pine stockholders, held in Cooper Union Hall, a report was offered by a young lawyer stating that mining men still believed that copper would issue from the Montana hole in the ground and that what was needed was patient confidence on the part

of stockholders and a reorganized corporation. Faithful to their trust in the crooks, despite all we had printed on the subject, stockholders turned in their Lone Pine shares and received certificates in equal amounts in the Arizona Eastern and Montana Mining Company, Dr. Richard C. Flower, fiscal agent. To make this little hocus-pocus real George Edward Mills, the lawyer, whispered to a chosen few, that Dr. Flower would never be prosecuted since there was "a way of reaching the District Attorney." By good luck, more than management, the reporter learned of this threat or promise and informed Jerome who promptly called in Sergeant Nicholas Brindley, a detective under assignment to his office, and said: "Go with this reporter and give that lawyer all the opportunity he needs to bribe me."

FOR nearly a month Brindley cultivated the acquaintance of Mills who, by the way, was a man of some distinction, having once held a chair in Carlsyle University. Each day Brindley reported progress. Mills was determined in the cynical notion that every public official had his price, and he bargained closely with Brindley. It was his fixed opinion that \$2,500 was enough. That amount was finally agreed on and the day was set for the passing of the bribe. On Brindley's information, supported by frequent listenings-in on telephone conversations between the detective and the crooked lawyer, it was possible for the reporter to write a complete story of the trap. On a certain day Mills agreed to meet Brindley at noon at Hahn's cafe on Park Row and have the money with him in bills of large denomination. That morning the reporter wrote for the *Evening Journal* a "new lead" phrased in the past tense, describing the passing of the bribe. The story was put into type under an enormous headline and with pictures of all concerned was made up in a first-page extra and this form was put on a press, held subject to a run order. The reporter meanwhile took a stand behind a clump of cafe palms and saw Brindley and his victim eat a hurried lunch. Finally Mills took from his inside pocket a legal-size envelope and handed it to Brindley. Brindley opened it and permitted \$2,500 in bills to fall to the table. Standing and flashing his badge he told Mills he was under arrest and then called witnesses, some of whom, including a head-waiter, had seen Mills hand over the package. The reporter stepped over to Brindley and asked: "Is everything as was expected, Nick?" "Yes, go

ahead," he replied, and in a few seconds the press, down under Brooklyn Bridge, was running on an order which was flashed over a telephone held open at the cafe.

BRINDLEY took his prisoner down Park Row in the direction of Tombs Police Court. En route he surprised Mills by buying a copy of the *Evening Journal* containing a full account of the attempted bribery. At his trial Mills' counsel introduced this paper to support his plea that his client was a "victim of yellow journalism," but a jury sent Mills to Sing Sing for a long term. Dr. Flower jumped his bail and for years roamed this country and Canada in the garb of a priest. Ultimately he was captured in Philadelphia and he died in prison.

NEWSPAPER men who are familiar with the psychological processes of crafty and greedy crooks will be interested in a side incident in relation to Mills. When he came up for pleading, prior to his trial, he and the reporter had a frank conversation at the prisoner's bench. The lawyer said he felt that he was "in for it" and indicated a desire to turn state's evidence. When this was reported to Jerome the District Attorney said he would entertain a voluntary confession as he sought to indict others. The reporter saw Mills again. At this interview the lawyer cast aside all reserve in discussing his plight. He seemed about to confess when suddenly his face hardened and he said: "All life is a gamble and this is where I put my life and the affections of my family on the wheel. There is a chance that I can beat this charge in court. If so, I can live in luxury for the rest of my life. If I lose it will be equal to death. The chances against me are ten to one, but I'll take the chance; yes, I shall make the fight." When the jury found him guilty his aged father fainted in the courtroom. Mills turned angrily to the reporter and snarled, "Damn you, you did this!"

SIoux FALLS WOMEN EDIT CRIMELESS PRESS

Chicago Gang Feud, Called "Disgrace to City," Only Murder Story Used

—Fight Played on Page One

Banner lines were abolished and nearly all crime news censored or used on inside pages, when the *Sioux Falls Press* appeared Oct. 13 under the editorial direction of the Sioux Falls History Club, a woman's organization. It was the 100th annual edition of the History Club.

Stories of the Sharkey-Wills fight went on the first page, Mrs. R. L. Springer, managing editor for the day, explaining that the victory of Sharkey was bigger news than a victory for Will. If the negro had won she said, the story would have "played down" because the result would have been as expected.

The Chicago gangland feud was the only crime story to escape the wastebasket, but it was termed a "disgrace to any city" and banished to an inside page. The preceding day was a holiday, and there were no stock markets, but Mrs. Springer said that they would not have been printed because they were mere accounts of a "gambler's market." Other routine market news, however, was used.

TUNNEY HOST TO WRITERS

Gene Tunney, the heavyweight champion, was host at a dinner given Oct. 1 to the sports writers of Greater New York. Among the newspaper men attending were: Gene Fowler, King Features Syndicate, Inc.; Ed Van Every, Vincent Treanor, *New York Evening World*; Hype Igo and George Dale, *New York World*; Harry Cross, *New York Herald Tribune*; Jack Farrell and Harry Schumaker, *New York Daily News*, and Harry Newman, *New York Evening Post*.

NEW YORK STATE

Newspaper Publishers of the great Empire State—are you satisfied to tell the advertiser about your lineage gains only, when you have a real story for him?

New York State represents the greatest buying power in the world. Every city is a great market in itself, worthy of the utmost consideration of every national advertiser. Just think what a world of facts there is to offer the advertiser to influence him to use your newspaper.

If you are following the territorial campaign on New York State in EDITOR & PUBLISHER, which we prepare, observe how we portray the important facts that sell the New York State market.

We know your story, and we can sell your individual market and newspaper. Let us show you how.

"Tie Up Your Newspaper With Your Market"

PUBLISHERS SPACE SELLING SERVICE

49 West 45th St.

New York City

Copy - Layout - Art - Typography

**1st in ALBANY NY
For Over 73 Years**

To "Put Them Across"

in Albany, N. Y.

Advertisers

Depend on

The Times-Union

Albany's Leading Newspaper

by every possible logical comparison

Verne & Condit Inc.

New York, Chicago, Detroit, San Francisco

The List of Advertising Agencies and
National Newspaper Advertisers Daily Using

EDITOR & PUBLISHER'S

MARKET GUIDE

- in planning their campaigns
- in investigating their markets
- in placing their space contracts

Reads Like a Roll Call from a "Who's Who"
In Modern American Business

They are names to conjure with. Names that stand out from the crowd as doers of big things.

Practically every "top notcher" in the newspaper advertising world is on that list.

**The List of Daily Newspapers
using advertising space in the
1926 edition of the Market Guide**

**Rounding Out and Completing the Service to
National Newspaper Advertisers**

will also be a notable one. For it will include most of the newspapers whose national lineage is steadily climbing, right along—papers whose publishers sense the strategic advantage of CLINCHING THEIR SUPREMACY and keeping it up by tying their papers with their markets in this unrivalled meeting place of space buyers and space sellers.

Will YOUR paper be represented there?

Shouldn't it? And won't it? There is still time for you to get in your reservation and copy. But the time is growing short. The forms will soon close.

*A. B. C.
Charter Member*

EDITOR & PUBLISHER

SUITE 1700

TIMES BUILDING

NEW YORK

*A. B. P.
Member*

HEARD AMONG INLAND MEMBERS

THE nimble young fingers of sweet girl graduates of the *Ludington* (Mich.) *News* are proving an asset to G. H. D. Sutherland, publisher. "High school girl graduates in the commercial department make rapid, accurate linotype operators," he said. "I start them as private secretary and ease them into the shop. One of these girls set eight columns of solid six-point in seven hours recently."

THE *Vincennes* (Ind.) *Sun* recently purchased a site for a new building and is now planning the erection of an up-to-date publishing plant.

A FARM EDITOR has been added to the staff of the *Denton* (Tex.) *Record-Chronicle*, particularly for its semi-weekly edition. Farm news and news about farmers will be featured.

GEORGE W. PURCELL, former publicity manager of the Indiana Press Association, who sold his paper, the *Vincennes Sun*, several months ago and announced his intention of moving to Long Beach, Cal., surprised his many friends by appearing in an active role in the convention and reassuring them that he is finding it difficult to get out of the midwest. He may yet decide to remain, he said.

ROYALTY visiting in America is arousing much enthusiasm but not more so than the "royal" table at Wednesday's luncheon when an array of notables of newspaperdom gathered around one board and enjoyed an impromptu roundtable. Verne Joy of Centralia, Ill., acting president of the Inland, dubbed the gathering "royal" when he saw around him Edward H. Butler, *Buffalo Evening News*, vice-president of the A. N. P. A.; Jerome D. Barnum, *Syracuse* (N. Y.) *Post-Standard*; Walter C. Johnson, general manager of the *Chattanooga News* and past president and chairman of the board of the Southern Newspaper Publishers Association; Harvey J. Kelly of Indianapolis; Wiley L. Morgan, general manager of the *Knoxville* (Tenn.) *Sentinel* and secretary-treasurer of the Southern Newspaper Publishers Association; and Herman Roe of the *Northfield* (Minn.) *News*, president of the National Editorial Association.

BREAKING the ice for the first time in two years of membership, Ray W. Hammond, vice-president and general manager of the Hammond Printing Co., Fremont, Neb., attended his first meeting and found inspiration in it. Henceforth he will attend meetings, he said, with an expression of regret for missing the four which he has been eligible to attend.

LINWOOD E. NOYES, publisher of the *Ironwood* (Mich.) *Globe*, received congratulations of his friends. He and Mrs. Noyes are parents of a son born recently. Linwood Noyes and his father, Frank E. Noyes of the *Marquette* (Wis.) *Eagle-Star*, always attend meetings of the Inland, and now their friends are looking forward to the day when three generations of the Noyes family will come together.

LOREN D. UPTON, business manager of the *Kewanee* (Ill.) *Star-Courier*, made his first visit at the meeting.

JENS K. GRONDAHL, editor and manager of the *Red Wing* (Minn.) *Republican*, was among the interested visitors. He takes prominent part in all of the activities in his section, but despite his interest has been unable for a long while to attend Inland meetings.

ARTHUR PFANDER, business manager of the *Battle Creek Enquirer-News*, attended without his publisher, A. L. Miller. With the meeting of the

Michigan State Dailies in Ann Arbor the last three days of the week, a number of Michigan editors had to miss one or the other of the meetings. A new radio broadcasting station is being installed by the *Enquirer-News*; it will broadcast over a radius of 150 miles.

UTAH ETHICS FORBID HIGH POLITICAL RATE

Surcharge on Such Advertising Might Be Held as Subsidy, State Editors Feel—A. F. Dunn Named President

Alex F. Dunn, editor of the *Tooele Transcript-Bulletin*, was elected president of the Utah State Press Association at the annual convention last week. He succeeds W. R. Holmes, Brigham City publisher. Other officers chosen were, Dr. M. Markus, *Richfield Reaper*, vice-president, and Mrs. Grace Cooper, *Price News-Advocate*, secretary-treasurer. Mrs. Cooper succeeds James H. Wallis.

A resolution was adopted to the effect that the rate for political advertisements should be the same as the rate usually charged for other paid advertising. It was pointed out that ethics demanded this, as a higher rate might easily be made to appear as a subsidy. Another resolution called upon the Government to give the work of printing return addresses on envelopes, at present done by the Government printing press, to local printers.

One of the principal speakers was Senator Reed Smoot of Utah, who paid a tribute to the press as a great civilizing influence. He urged the editors to use their great influence during the next few weeks in the direction of getting the voters out to the polls. Senator Smoot said another great work they could do would be to "sell" the State's scenic attractions to the people at home while metropolitan papers are carrying advertisements acquainting the world at large with the beauties of the State.

The association appointed a committee with Mr. Wallis as chairman to consider the question of appointing a paid secretary, manager or field representative for the Utah association, if the two Idaho associations of country publishers will join with them.

AD BUREAU MEETS

Contest on Promotion Copy Meets Favorable Response, Rogers Reports

CHICAGO, Oct. 20.—The Bureau of Advertising of the American Newspaper Publishers' Association held an executive session at local headquarters, in connection with A. B. C. Week. The response to the bureau's prize contest for the best piece of advertising copy telling the advantages of newspaper advertising has been very satisfactory, William F.

Rogers, advertising manager of the *Boston Transcript* and chairman of the committee in charge reported.

The members attended a luncheon at the Chicago Athletic Club following the session.

Besides Mr. Rogers, there were present, William A. Thomson, New York, director of the bureau; F. Guy Davis, Chicago manager; Walter Burn, Pacific Coast manager; Frank Burgess, *Lacrosse* (Wis.) *Tribune*; Allison Stone, *Providence* (R. I.) *Journal*; David Plum, *Troy* (N. Y.) *Record*; Charles Atkinson, *Atlanta Journal*, and E. W. Parsons, advertising manager of the *Chicago Tribune*.

INLAND COST REPORTS NOW ON MONEY BASIS

(Continued from page 7)

this appears to be a kind of mutual complex, the manufacturer feeling that he ought to look for business away from home and the newspaper feeling that the manufacturer is too far out-of-town to be a local advertiser and too close to the town to be a national advertiser.

"Newspapers that make surveys of their own markets should, in my judgment, be in fine position to approach all their local manufacturers and show them distinctly the opportunities which newspaper advertising offers to them. Furthermore, in addition to creating advertising for themselves, these newspapers should be able to do some fine missionary work for the cause of newspaper advertising in general.

"The newspaper that is in position to give an advertiser a complete picture of market conditions as suggested above, should have little difficulty in finding a good excuse to turn down a large percentage of the unreasonable stunts which some advertisers ask us to perform under the name of 'co-operation.'

"In other words, if we can show ad-

vertisers that we are concentrating our energies on the real constructive side of co-operation, we have a very logical reason for declining the circus performances.

"There is one other thought that would like to express on this question of service to advertisers and that whatever service you offer be sure make it a real one. Do not make it maximum of promise and a minimum performance.

"If we are to believe the stories told us by some national advertisers, we must accept as true the assertion that a lot of so-called newspaper service consists of enthusiastic conversation born of a desire to outdo a competitor. There is difference between rosy promises made the heat of a fight for business and delivering the goods of service during the practical routine of a busy day.

"Don't let's make this service for advertisers the football of competition and go into it because we believe we are thereby keeping our competitor from getting some advertising. An ounce of real help given to an advertiser wishes to get an honest return for his money is far better for all concerned than many tons of pleasant promises given in the hope of getting on a high note.

James O'Shaughnessy, secretary of the "Four A's," also spoke.

The meeting closed late Wednesday.

Leadership

For fifteen consecutive months THE SUN has published a larger volume of advertising than any other New York evening newspaper.

The *Sun*

280 Broadway New York

Still Gaining!

The net paid average daily circulation for THE BALTIMORE NEWS for April was 124,636—the highest under its present management.

The net paid average for the American was 57,503.

You need these papers to cover Baltimore—they reach more than half the City.

Sold separately or in combination.

THE BALTIMORE NEWS

and

Baltimore American

ANNOUNCEMENT

To National Advertisers and Advertising Agencies

The National Advertising Department of


New York Evening Journal
Baltimore Evening News
Baltimore American
Washington Evening Times
Washington Herald
Atlanta Evening Georgian
Atlanta Sunday American
are combined with offices in New York—Chicago—Detroit

New York Office:
W. G. HOBSON, Eastern Manager
2 Columbus Circle

Telephone: Circle 5400

Chicago Office: Detroit Office:
F. E. CRAWFORD FRANKLIN PAYNE
Western Manager Representative
913 Hearst Bldg. 1351 Book Bldg.

All under direction of:
JAMES C. DAYTON, Publisher
NEW YORK EVENING JOURNAL



Cline-Westinghouse Double Motor-Drive with full automatic push button control

is used by

New York Daily News
New York, N. Y.

Ask them about it.

CLINE ELECTRIC MFG. CO.
Chicago: 111 West Washington Street
New York: 47 West 34th Street
San Francisco: First National Bank Building

GROWING IN IMPORTANCE

The Inter-Mountain territory of Utah, Idaho, Western Wyoming and Eastern Nevada is rapidly developing and becoming more important to the advertiser whose merchandise has national distribution.

Don't overlook this rich section of the West.

The Salt Lake Tribune

THE S. C. BECKWITH SPECIAL AGENCY

—Sole Eastern Agents—
New York—Chicago—Detroit
St. Louis—Kansas City
Atlanta

M. C. MOGENSEN & CO., INC.
Pacific Coast Representatives
San Francisco—Los Angeles—Seattle

creating Impression!

nearly half the 2013 national advertisers using the Cleveland Plain Dealer in 1925 used it exclusively.

The Plain Dealer
ONE Medium—ONE Cost

J. B. Woodward
110 E. 42d St.
New York

Woodward & Kelly
360 N. Mich. Ave.
Chicago

AIL REPORTER WHO CRASHED COUNCIL GATE

**Houston Post-Dispatch Man Yearned
to Know What Solons Did Behind
Closed Doors—Everybody Ar-
rested but Freed**

"Magnolia Park City Council held an executive session Monday night. I don't know what it was about—because they sent me to jail."

Thus wrote C. Curtis Munz, reporter for the *Houston Post-Dispatch*, under its by-line, following his resistance to efforts to prevent his presence at the executive session.

"My city editor sent me out to find out what they did at that council meeting. I figure we have several thousand readers who want to know what they did," continued the story of Munz, who was released on bond in time to write about two columns for Tuesday morning's city edition.

But Munz was not the only one arrested. City Attorney B. L. Palmer filed charges of assault against him. Munz himself filed similar charges against Mayor W. H. Wilson, Palmer and City Secretary Royal H. C. Shepherd. Palmer also filed charges of assault against City Marshal L. A. McCrory for striking M. Pooley, *Houston Press* reporter, who was with Munz.

When the trial of Mayor Wilson later came up in justice court it was testified that Wilson tried to close the door to the secretary's office and the reporter sought to prevent it. Both the mayor and Munz denied they intended to hurt each other. Wilson was found not guilty, whereupon charges against Palmer, Shepherd and Munz were dismissed. Similar action was taken in the case of Marshal McCrory when he exhibited receipt showing he had paid \$10 fine in Magnolia Park corporation court for assault.

Magnolia Park is a suburb of Houston, which its annexation has been voted into the "executive session" row.

EDITOR SHARP STIRS THINGS UP

(Continued from page 26)

Printer, reporter, city editor, assistant postmaster and Secretary of the Chamber of Commerce. Then came three years in California followed by a jump to the East where for a year he owned and published the *Edinboro* (Pa.) *Independent*. He couldn't kill the feeling for Oklahoma, however, and when he left Edinboro he landed again in Bartlesville. In the East, Sharp has labored from Springfield, Mass., to Key West and his wanderings in this country have been supplemented by three trips into Mexico.

Sharp happened to come to Florida because he couldn't stay out of the World War, as old as he was.

"In 1918 I was secretary of the Merchants Association at Bartlesville; the war was on and advertisements for recruits for the Quartermaster Corps made it appear that if another printer did not come to the rescue the cause of the United States and the Allies would be lost," is the way he explains it. "I had 300 invested in Liberty Bonds and was afraid if Germany won the war the bonds wouldn't be worth any more than Confederate money, and so I enlisted. As I was 43 years old the Quartermaster Corps was the only branch of the service I could enter. I got to Camp Johnston, at Jacksonville, in August. When the armistice came I decided to resign my job as room orderly in the office of Company No. 1, and so I disclosed to the top sergeant and the doctors at the base hospital that I was far-sighted, had a hernia, ingrowing toenails and a mean disposition and was discharged in December.

"That was a time of year when it was uncomfortable to stay in Florida. Having solved several years before never again to write copy I sought a job as a printer at when I had only \$5 left and no job, took a job with the *Palm Beach Post*.

"On the Post I was successively reporter, city editor, telegraph editor, editorial writer, development editor and managing editor—and every once in a while I was all of that simultaneously. Long a semi-invalid and always frail, it took five years of that work to build my health up to the point where I required a vacation and, during the vacation, having time to think of my own affairs instead of the public's and the Post's, I got the mad idea of establishing the *Everglades News*.

"About that time the Post was substituting one brand of line-casting machines for another and a three-year-old Model 14 Linotype was for sale. I gave a check for \$200 as the first payment and borrowed enough money to make the check good by the time it got back to West Palm Beach. With the rest of the money I had borrowed I made a payment on a Country Campbell press and some other stuff and got W. J. (Fingy) Conners, of Palm Beach and Buffalo, N. Y., to give me an old frame building at the canal bank at Canal Point his highway construction crew had abandoned. Thus the *Everglades News* was launched in March of 1924. The rest is history."

That's Sharp's viewpoint of it. The viewpoint of one who is familiar with the 'Glades and keeps in touch with the progress of the territory is that Sharp is writing history in every issue of the *News*. He is writing the history of that section week by week while events still are fresh, writing it in a form that will open the eyes of people who in later years examine the files of the *News* of today. When Sharp desires he can write in a manner that undoubtedly must cause the bearings of his typewriter to sizzle with the heat. Again the columns of the *News* will make the late lamented Dick Wick Hall's "Salome Sun, Where She Danced" resemble the rough draft of a Shakesperian tragedy.

Elinor Glyn claims there's an "It" which all movie actors should have but which only two or three possess. If there's an "It" in the atmosphere for lowly newspaper men to grab off, Sharp has already come into its possession for "It" permeates the *News*.

BOOSTING ST. LOUIS

Chamber and Municipal Campaign Executives in New Post

Guy V. Kenton, manager of the news bureau of the St. Louis Municipal Advertising Campaign, has resigned to become assistant to Walter B. Weisenburger, vice-president in charge of advertising and promotion of the National Bank of Commerce in St. Louis, and Tom Parry, formerly of the *St. Louis Post-Dispatch*, has succeeded him.

A. C. Mungenast, advertising manager of Greater St. Louis, the official publication of the St. Louis Chamber of Commerce, also has been made secretary of publicity of the Chamber. George Marklin, formerly of the St. Louis office of the Associated Press, has been made editor of Greater St. Louis.

Walter B. Weisenburger, vice-president of the National Bank of Commerce in St. Louis and in charge of the bank's advertising and promotion, has been made director of the fifth annual campaign of the Community Fund of St. Louis.

BILLBOARD LAW INVALID

The Texas Court of Criminal Appeals has held invalid Galveston's ordinance prohibiting billboards in certain areas of the city. In its ruling the court declared the law "without support in reason," and said that proof failed to show that safety, welfare, health or morals of the community were jeopardized by signs in question.

LONDON NEWSPAPER DEAL

The *London Morning Post* has acquired an important interest in a new company which has taken over the controlling interest in the *Financial News* and the *Argus Press*, one of London's largest printing plants. The arrangement will afford the *Morning Post* increased mechanical facilities, required by its rapidly growing circulation.

EMPLOYMENT holds steady in ILLINOIS



Employment in Illinois is continuing on the upgrade. As compared with recent years, aggregate factory employment in the state has been remarkably steady, and shows an increase of over 38,000 above a year ago. The farm implements factories, electrical apparatus, machinery, boot and shoe factories, brick kilns, drugs and chemicals, job printing, men's clothing, the meat packing plants—all these industries continue to add labor at good wages.

This is a good indication of continued good business in the state—that national advertisers should carefully consider as a present market for good advertising results. The papers listed below cover this great industrial state and enter the homes of the wage earners who are large consumers of the national brands. If you are not getting your share—let these papers help you.

	Circulation	Rates for 2,500 Lines	Rates for 10,000 Lines
††Aurora Beacon-News.....(E)	18,973	.07	.07
†Chicago Herald & Examiner....(M)	385,276	.55	.55
†Chicago Herald & Examiner....(S)	1,153,360	1.10	1.10
††Chicago Daily Journal.....(E)	123,469	.26	.24
*Evanston News Index.....(E)	7,631	.94	.04
*Freeport Journal-Standard(E)	9,545	.045	.045
*Joliet Herald News.....(E)	19,644	.07	.07
††Mattoon Journal Gazette.....(E)	5,837	.03	.03
*Moline Dispatch(E)	12,048	.05	.05
*Monmouth Daily Review Atlas... (E)	5,338	.035	.035
**Peoria Star(S) 22,497 (E)	29,874	.085	.07
††Rock Island Argus.....(E)	11,778	.05	.05
*Waukegan Daily Sun.....(E)	5,348	.03	.03

††Government Statement Oct. 1, 1926

*A. B. C. Statement Oct. 1, 1926

†Government Statement, March 31, 1926

**A. B. C. Statement, March 31, 1926

MAGAZINE, TRADE PAPER AND AGENCY MEN FAVOR A. B. C. STATUS QUO

**Advertisers Adopt Conciliatory Attitude Toward Daily Newspaper Program—Business Papers Want
New Renewal Method**

CHICAGO, Oct. 21.—Firm resolve to maintain "the fundamental principles of the A. B. C. was evidenced in the meeting of the advertiser's section, but the members were equally firm in suppressing any discussion that might be regarded distastefully by newspapers. Although the meeting was, as are all the sectional meetings, an executive session, a representative of EDITOR & PUBLISHER was permitted to hear the discussions and to observe the feeling of harmonious co-operation at the meeting.

The sense of the resolution providing for the retention of control by the advertisers was not in opposition to changes, provided the balance was maintained on the board and that no changes were made limiting the authority of the board of directors directly or indirectly.

When the question bobbed up a few minutes later regarding advertisers' feelings regarding morning-evening paper rate combinations, members squashed it vigorously.

"Leave that for the Association of National Advertisers," said a member.

Another member declared the newspapers would resent any action on combinations as an attempt to dictate their methods of business and that it was understood the matter of combinations would be taken up in at least one address at the A. N. A. convention.

Fred R. Davis, of the General Electric Company, presided and W. K. Towers of the Paige-Detroit Motor Company was secretary. Sitting close to chairman Davis was president Harn, a director from the Advertiser division, and he took a spirited part in the discussions.

The members greeted warmly the addition to their list of nominees of Edward T. Hall of the Ralston-Purina Company, St. Louis, president of the Association of National Advertisers.

He was offered in nomination to succeed W. S. Ashby, resigned. Ralph Starr Butler had been seated as a director the night before replacing E. E. Taylor, resigned, and thus, while one day on the board, was presented as a renomination. O. C. Harn, J. Murray Gibbon and L. L. King also were renominated.

A resolution was passed opposing any reduction in dues "at this time," and another, approving the action of the board of directors in the distribution of the excess of accumulated reserve. Regarding distributions of this kind, the section took the stand that there must be no reduction in the reserve beyond a sum established by qualified accountants, which may be equal to the liabilities of the bureau.

Separation of bulk sales figures from total net paid was asked for. The members suggested a change in the auditors report forms to eliminate the words "total net paid (including bulk)," leaving the total net paid to represent the total figure with the bulk sales average shown immediately below it but not added in to make a new total.

Chairman Davis explained a method of competitive analysis employed to determine the merit of an advertising

medium. Qualitative and quantitative surveys are undertaken on a percentage system the field of each publication is studied in relation to the article to be offered, editorial policies are examined as to their soundness and appeal, 25 per cent is given to mechanical features such as readability, uniformity, margins, printing and make-up, and a small percentage is given for rates.

Ten per cent is given for the A. B. C. figure and five per cent on the good reports of checkups.

The Farm Paper Division presided over by B. Kirk Rankin of the *Southern Agriculturalist*, Nashville, Tenn., attempted to throw light on the relative value of circulation figures separating or combining subscribers in towns of 1,000 or less with rural subscribers. It was felt that there was not enough uniformity in the postal system in various localities to make figures authoritative.

The division gave its endorsement to its director whose term expires, Marco Morrow of the Capper Farm Press, by renominating him.

Settling down to work in an earnest and enthusiastic fashion the business papers division of the Audit Bureau of Circulations first voted to ask the directors of their group to work out a standardized method of determining renewal percentages, to be applied to all members.

Paragraph 10 of the A. B. C. statement, it was held, should show circulation distribution by states, not for the bulk circulation but only for individual subscribers and news dealers.

The suggestion was also offered that the use of the word "salesman" instead of "canvassers" should be inaugurated in the A. B. C. statement.

In order that each member may have a program to study before the meeting hereafter the group passed a measure asking the A. B. C. to send them one in advance.

In another resolution, the business paper directors were asked to work out a method of showing the sources of subscriptions in a manner similar to the first page of the A. B. C. statement so that pages 2 and 3 will be as informative to advertisers as the initial one is. After approving the idea of printing rate cards on the A. B. C. statements the group went on record as opposed to the distribution of the A. B. C. surplus on the ground that there is no surplus over obligations and such action would mean that the bureau would be insolvent. The present rules and regulations regarding the machinery for changing the by-laws is to be left as it is, it was decided.

Mason Britton of McGraw-Hill Publishing Company, Inc., New York, was renominated as director.

The magazine section confined itself to the discussion of trade and technical problems of the magazine field. The members nominated F. W. Stone, *American Review of Reviews*, New York, as director to succeed himself. S. R. Lashaw, Butterick Publishing Company, New York, is the other director. His term does not expire.

Ernest R. Mitchell, of Mitchell-Faust Advertising Company, Chicago, was renominated a director at a meeting of the advertising agency divisional meeting.

The session was the largest divisional meeting ever held by the group being attended by 89 of the 130 members in person or by proxy. It was presided over by Walter A. Hine, president of Frank Seaman, Inc., N. Y.

The board of directors of the division passed a resolution in which they indicated that they were in sympathy with any changes in the functioning of the Audit Bureau of Circulations making for greater efficiency, but no such innovations having been presented, the constitution and by-laws were left intact.

STORE SEEKS INJUNCTION

**Would Force Lansing Paper To Print
Cut-Rate Battery Copy**

Seeking an injunction to force the *Lansing (Mich.) State Journal* to accept its advertising copy, the Collier & Lee Auto Supply Company has filed a bill of complaint in Ingham circuit court, alleging that such advertising is essential to the firm's successful disposal of a certain stock of radio batteries. Judge Leland W. Carr ordered the *State Journal* Company, publishers of the *State Journal*, to appear Oct. 21 in court to show cause why the injunction should not issue.

The hearing was postponed to permit investigation of precedent.

In its bill of complaint, the store cites the fact that it has a contract with the *State Journal* for advertising, that the publication named has the widest circulation of any paper in Ingham county, and

that access to its columns is necessary to prevent "irreparable loss and injury" to the plaintiff concern. It is charged the advertising matter was accepted under contract for some six months, but that Oct. 8 and again on Oct. 12, copy was refused because of objection voiced by the paper's management to the price which the company wished to sell its batteries, which are of a well-known make.

It is further claimed that a precedent advertisement of the same commodity at the same price was carried and that success attending that advertisement's appearance prompted the concern to lay a larger stock of batteries to be sold at the same price and advertised, under contract, in the defendant's newspaper. The injunction is asked on the ground that the paper's refusal to accept advertising copy was "arbitrary, unjust and unreasonable," and that great loss will follow unless court action for acceptance of the advertisement.

If Quality

of circulation is your first consideration

The Evening Star

**With Sunday Morning Editions
Washington, D. C.**

will have your preference—same as it has the preference of practically everyone in the National Capital.

The Star's circulation is home circulation—both quality and quantity—the kind that counts most with advertisers.

**N. Y. Office—110 E. 42nd St.
Dan A. Carroll**

**Chicago Office—Tower Building
J. E. Lutz**

EVIDENCE

The October first Government Statement of the Tampa Tribune showed that the average daily increase in circulation of the Tribune over the preceding six months' period was

4053

The second Tampa paper showed an average increase during the same period of

235

Readers and advertisers in Tampa and the Tampa trade territory are coming more and more to appreciate the merit of South Florida's leading newspaper.

**The Tampa Morning
Tribune**

**S. C. Beckwith Special Agency
Representatives in National Field**

A paper with the people

The public decides the progress of a newspaper.

The continuous rising circulation of the New York Evening Graphic vividly demonstrates popular acceptance of this newspaper as a medium of unusual reader interest.

Advertisers daily realize the benefit of this power through achieved results from the advertising columns of the New York Evening Graphic.

With a constantly increasing circulation, plus a constant growth in advertising lineage, the New York Evening Graphic offers the advertiser an extremely profitable opportunity.

Published by BERNARR MACFADDEN

**NEW YORK
EVENING GRAPHIC**

**H. A. AHERN, Advertising Mgr.
25 City Hall Place
New York City**

IN some cities, the "leading" newspaper may have merely a few hundred more circulation than its competitor. The Press has 40,000 more net paid circulation in Pittsburgh than the other two evening newspapers combined—and 35,000 more net paid circulation in Pittsburgh than the other two Sunday newspapers combined.

**THE
PITTSBURGH
PRESS**

**A Scripps-Howard Newspaper
Member of the A. B. C.**

*"Thanks for selling us
the Shop-o-scope" said
its last year's users.
Why not see it on ap-
proval - - unobligated?"*



THE BASIL L. SMITH SYSTEM, Inc.

International Classified Advertising
Counsellors

Packard Building Philadelphia

DO YOU NEED A TRAINED MAN?

The Personnel Bureau of Sigma Delta Chi, an organization of college trained newspaper magazine and advertising men wants to help you find him. The Bureau puts you in touch with experienced, energetic men—it saves you time by recommending only those who meet your requirements.

If you expect a vacancy, please write Robert B. Tarr, Director Personnel Bureau of Sigma Delta Chi, P. O. Box 115, Pontiac Michigan.

**NO CHARGE TO
EMPLOYERS**

BUILDINGS PLANT LAYOUTS PRODUCTION OPERATION

An organization specializing solely in newspaper building design, manufacturing and production problems.

S. P. WESTON

Newspaper Buildings
Plant Layouts
Production, Operation

120 West 42nd Street New York

WHEN QUEEN WRITES FOR THE PRESS

(Continued from page 11)

American officials saw for the first time Marie of the Rumania—granddaughter of Queen Victoria, grandmother of the errant Prince Carol's more or less royal children and "mother-in-law of the Balkans."

Here was the Queen who had talked and written herself into more space in the newspapers of the United States than any ruling monarch left tottering in Europe, and face to face with her was the most powerful battery of supposedly arboiled writers, headed by New York's famous ship news squad, ever ordered to Quarantine by this country's doctors.

And when this so-called interview was all over in eight minutes, it was Queen Marie on C deck in the old game of royalty and the public.

From a purely newspaper point of view there were three outstanding features of the meeting of press en masse held back by hefty stewards with a red rope and the Queen flanked by officials arrayed in a variety of dress ranging from white pants to yards of gold braid.

First came Queen Marie's appeal to the American press for fair treatment, and it was a plea voiced with deep feeling, in a rather pathetic way which had more of the woman and less of the Queen in it than anything Her Majesty said on the Leviathan.

Next came the stupidest question that has been asked in New York harbor in years. When the Queen had told the gathering how glad she was to be here, that she had taken us to her heart and wanted us to take her ditto, etc., etc., Captain Hartley picked out to question Her Majesty one of the "ship news boys," as he introduced them, but "ship news-boys" as one New York paper's proof-oom had it. This boy, a ship news veteran with a great reputation as an interviewer, said not a word, although he had announced beforehand in the privacy of the press that he had just one question to ask. His alibi, given later, was that he was sick, but the charge was made that the cat which can look at a queen had got his tongue.

His failure to respond to Captain Hartley's invitation opened the way to some unknown woman reporter's asking, "Your Majesty, what do you think of the New York skyline?" That was Queen Marie's first introduction on American soil, or rather water, to the intelligence of the American press. With the Leviathan still anchored at Quarantine and with Manhattan five miles away in fog and rain, it was impossible even for Her Majesty to save the questioner's face.

Then came the episode which made the third outstanding feature of the interview. Although it had been announced that political subjects were barred from the interview, there came a voice from the wilderness of the press: "I represent Jewish newspaper and would like to learn your government's attitude toward the Jews of Rumania."

Europe's cleverest woman politician was not at a loss for an answer. Instead of calling this indirect question out of bounds and before any official could

register an objection, Her Majesty was settling the matter skilfully.

Later it was learned that the voice belonged to Zvi H. Rubinstein, city editor of the *Day*, a Yiddish newspaper, and the same voice even called up various New York newspapers to say: "I'm the man who asked that question about the Jews. I just want to say I'm perfectly pleased with her answer. The policy in Rumania is much better than it was. That's all. Thank you."

The press deputation that greeted Her Majesty on the Leviathan had the largest number of women that ever went down the bay to meet celebrity, royal or common. In their stories the women reporters confined themselves largely to the apparel and personality of the Queen, also of Princess Ileana and of Prince Nicholas. And some of New York's star women writers were quite catty—perhaps because the men unanimously voted her "some Queen." One woman writer even went to such bitter absurdity as to say that Her Majesty was "quite the most colorless person I ever met."

But the big story of the Queen in the New York papers was written by men except in one case—Imogen Stanley wrote the leading story for the *Daily News*. The *Daily Mirror* played up Micheline Keating's write-up of the Queen's impromptu interview on the Macom.

Among the women who helped the men to cover the Queen on the Leviathan were Dorothy Dayton Jones, *New York Sun*; Jane Dixon, *New York Telegram*; Emma Bugbee, *New York Herald Tribune*; Evelyn Boone, *New York American*; Irene Kuhn, *Daily Mirror*, and Charlotte McLevidge, *Chicago Daily News*.

CANTON NEWS SUED

Louis Mazer, indicted for the murder of Don Mellett, publisher of the *Canton Daily News*, filed suit Oct. 15 against the Daily News Publishing Company for \$50,000 damages for alleged prejudicial statements published by the newspaper against him.

KERMATH NOW WITH TABLOID

George F. Kermath, formerly manager of the *New York Evening Telegram's* real estate department, has been appointed real estate editor of the *New York Daily Mirror*. He assumed his new duties Oct. 18.

STARBUCK HEADS BADGER A. P.

Wisconsin Associated Press editors in annual meeting recently at Janesville elected Frank R. Starbuck, *Racine Journal-News*, as president, and received the report of William T. Evjue, editor of the *Madison Capital Times* and Wisconsin member of the A. P. advisory board. Edgar T. Cutter, superintendent of the central division, heard suggestions for improvement of the service. He advised leased wire papers to install a secondary wire.

GASKELL RESIGNS

Vice-President in Charge of Intertype Production Announces No Plans

C. W. Gaskell, vice-president of the Intertype Corporation in charge of manufacturing, recently tendered his resignation to the board of directors, to take effect Nov. 1. He has not yet made any definite plans for the future, but it is known that he has several connections under consideration.



C. W. GASKELL

During Mr. Gaskell's administration, the Corporation has made marked progress both financially and in the design and production of typesetting machines.

H. R. Swartz, chairman of the board, said: "Mr. Gaskell joined the Intertype Corporation nearly nine years ago, and has been a very important factor in the rapid growth of the company. Although his foresight and sound judgment have been invaluable, his ability to handle men stands out as most prominent. He created a spirit of loyalty to himself and the product that was unusual. His resignation will cause regret to his many friends within and without the organization."

KANSAS CITY WEEKLIES UNITE

The *Kansas City Tribune*, weekly, has been purchased by Garrett L. Smalley, publisher of the *Kansas City News-Press*. The two papers will be issued from the News-Press plant, the Tribune on Fridays and the News-Press on Tuesday. Robert W. Bassett, formerly of the *Cleveland (O.) Plain Dealer*, was named manager of the Tribune. Mr. Smalley purchased the News-Press with A. H.

Tucker in 1920. Five years later he became full owner. Before coming to Kansas City Mr. Smalley was advertising manager of the *Muskogee (Okla.) Times-Democrat* for six years and connected with the Critchfield Advertising Agency of Chicago for several years. He was on the *Kansas City Journal* advertising staff before buying the News-Press.

KLAMATH FALLS HERALD SOLD

Bruce Dennis, one of the best known Oregon newspaper men, has bought the *Klamath Falls Evening Herald* from E. J. Murray, its publisher for ten years. Mr. Dennis formerly published the *La Grande Observer* and the *Baker Herald*. After selling these newspapers he was engaged as industrial representative of the Portland Chamber of Commerce. Mr. Murray expects to make his home in California, but otherwise his plans are not announced. The price paid for the Herald was not made public.

ARGENTINA Bought from the U. S. A. \$3,365,143 worth of HOSIERY in 1925 LA PRENSA of Buenos Aires

has a sworn average net circulation of 236,065 on week days and 296,442 on Sundays, the largest newspaper circulation in South America. Your advertisement in LA PRENSA will reach an intelligent, responsive audience in the wealthiest, per capita, country in the world.

A booklet on "Argentina as a Market for American Products" will be sent free on request to those interested.

JOSHUA B. POWERS

Exclusive Advertising Representative
250 Park Avenue New York
"South America's Greatest Newspaper"

DOMINANT! in Pinellas County, Florida

Daily News

ST. PETERSBURG'S PICTURE PAPER

Owned by Frank Fortune Pulver
Edited by Major Alfred Birdsall

America's Biggest Tabloid
Florida's Fastest
Growing Newspaper

To be assured of Complete
Coverage—

USE THE NEWS

Represented by

GEORGE B. DAVID COMPANY
NEW YORK: 110 East 42nd Street
CHICAGO: 1900 Wrigley Building

Largest Evening Circulation in Largest Market

For 26 consecutive years the Evening Journal has had the largest evening circulation in America—concentrated in New York and suburbs. More than DOUBLE the circulation of any other New York evening paper.

NEW YORK JOURNAL

America's Largest Evening Circulation and at 3c a copy

MERCHANT & EVANS CO. PHILADELPHIA

Producers of

SPARTAN TYPE METAL

Since 1866

LINO • MONO • STERO
INTERTYPE
COMBINATION

Stocks in Principal Cities

GRAVURE SECTIONS PRINTED

SPECIAL AND REGULAR
EDITIONS, MAGAZINE
INSERTS AND COM-
MERCIAL WORK

Standard Gravure
Corporation

LOUISVILLE KY

The Los Angeles EVENING HERALD consistently carries more paid advertising than any daily news- paper in the west

Representatives

New York Chicago San Francisco
Herb. W. Moloney John H. Lederer A. J. Norris Hill
604 Times Bldg. 910 Hearst Bldg. 710 Hearst Bldg.



OUR OWN WORLD OF LETTERS

By JAMES MELVIN LEE

E. W. HOWE, when he was running the *Atchison Globe*, knew human folk—their foibles and their follies. He had a passion for printing items that stirred the people to action. Anything that would arouse a controversy appealed to him. The controversy might be over so trivial a thing as how old a baby should be before it is spanked. He would set the ball rolling with a little item and then his women readers would pick it up and push it along for several columns of type.

The editor of the *American Mercury* seems to have adopted Howe's editorial policy in this matter. He, too, likes to start something and he is not very particular what subject furnishes the material. In the November issue he prints from the pen of Hugh Kent a controversial article which thus spans the press of New York:

The big New York newspapers, because of their size, seem to print everything they can get hold of. There are so many pages to fill and such a variety of tastes to appeal to that the job becomes like laying bricks for a skyscraper. The result is a perfectly colorless, dull and stupid product. About the only time they serve up anything with vitality and color in it is when the news is fool-proof. A man dies and leaves a will reading: "I leave to my wife Sarah, who has continually nagged me for twenty-five years, the sum of one dollar, with which she can buy a good rope and hang herself. The rest I bequeath to the Bide-A-Wee Home for Tomcats." That's amusing and all the papers print it. But the late harassed husband did the whole story himself, even to the writing. If enough persons with senses of humor don't clown, New Yorkers next day have to wade through a paper with as little piquancy as a dairy lunch.

News writing in the town is standardized to boredom. It is bromidic, hackneyed and mechanical, save on the big stories to which the most talented men on the staffs are assigned. Even then it often runs along in ruts. Many of the stories carried on the first page might be written by boys of twelve. You always know about what the speakers will say and how the headline-writer will caption the story.

If the newspapers of New York will only pick up this ball and roll it along a little in their columns, they will give the *American Mercury* a lot of free advertising which should result in an increased subscription list.

MORE magazine articles about present-day press tendencies come from the editorial rooms of the *New York World* than possibly from any other newspaper. Charles Merz, who is connected with the *World*, prints in the *Century Magazine* for November a story giving a summary of the changes in a quarter of a century under the head of "The American Press." It shows that newspaper styles have changed like fashions in fiction.

Mr. Merz begins his story with an account of how the Battle of Waterloo was handled by the *London Times*:

When Wellington smashed the armies of Napoleon Bonaparte the *London Times* took the news calmly and printed it without a headline. Down in the last column of the first page, under an advertisement headed, "Education—Ladies' School," began the first printed story of the battle of Waterloo as quietly as an uncle writing to his niece.

How the modern metropolitan paper

would cover a similar battle is described as follows:

With a new Waterloo to report, there would be headlines in our own press high enough and black enough to shout their news a city block. There would be bulletins flashed from the scene of battle, to accompany photographs of troop movements sent by telegraph. There would be eye-witness stories sent by cable and eye-witness stories sent by wireless, bulletins of Napoleon's arrival in Nivelles almost before he got there and a column of speculation on the woman's page as to how Maria-Louisa took the news.

Mr. Merz mentions the press changes that have taken place since 1815 in general and since 1900 in particular. He is speaking of the first quarter of the present century when he says:

No previous quarter-century since the original discovery of the art of printing has done so much as this last quarter-century to revolutionize the mechanics of newspaper publication. It is not only that new equipment such as the phototelegraph has been developed, and that enormous progress has been made in adapting such devices as electric-telegraphic typewriters and high-speed octuple rotary presses to the fine requirements of printing giant editions between midnight and early morning; but in addition, the whole business of gathering the world's news in a hurry and bringing it within reach of the hungry presses has been put upon a new and modern basis.

Mr. Merz then traces the reorganization of the Associated Press, mentions the development of the United Press and gives many facts about the increase in size of newspapers. He thus dramatizes his facts about the stories that went out from Dayton:

When Bryan and Darrow fought over John T. Scopes at Dayton, Tennessee, that small village was actually the shipping-point for two million words of telegraphic news within ten days—the equivalent of two full volumes of the *Encyclopaedia Britannica*.

To show that this same quarter of a century was an era of "absorptions," Mr. Merz prints the following:

Witness New York, where Mr. Munsey bought paper after paper, only to destroy the identity of each latest acquisition by merging it into a new combination. Witness Chicago, where the Record swallowed the Herald, and then Mr. Hearst ate both. Witness Cleveland, which at the beginning of this quarter-century had three standard morning dailies, and now has only one. Witness Philadelphia, where nothing is left of the Times, the Press, the Telegraph, the North American, except empty names.

What has happened in these cities is only typical of what has happened in the country as a whole. It is one of the striking but little known facts about contemporary journalism that while the size, the income, and the circulation of the press have all increased enormously in the last quarter-century, in numbers the press has just about stood still.

The growth of "strings" is then taken up. The figures collected by Arthur T. Robb of EDITOR & PUBLISHER for the American press as of January 1, 1924, are analyzed but the results need not be set forth in "Our Own World of Letters" because the survey for that year and for later ones have appeared in de-

tail in EDITOR & PUBLISHER. The lay public is doubtless unaware of the tremendous growth of "strings" since 1900. Mr. Merz, however, does print this note of caution:

To say that we are on the verge of a "press monopoly" is to overstate the case. But not to recognize the amazing growth of newspaper chains in recent years is to overlook one of the chief characteristics of the press since 1900. Like the merger, chain ownership tends toward centralization of control.

The sudden expansion in "syndicates" and the extensive use of "boiler-plate"—a word that is explained to the lay reader—next receive attention with some comment about "patent insides." The situation is summed up in the assertion that "ideas are crated and shipped F. O. B. in cargo lots." The effect of the wide use of syndicated material—"rubber-stamped from one end of the country to the other"—is not overlooked so far as they exert a tug and a pull on the newspaper page:

Circulations increase; it is more to the interest of the publisher to keep his news unprejudiced, lest, by coloring it with a partisan point of view, he scare off readers. The Associated Press, for instance, is a non-partisan organization with both Republican and Democratic clients. It must furnish both Republican and Democratic news. There was a howl from the Republican papers, in the last presidential campaign, because the Associated Press was furnishing more Democratic news than Republican news. Mr. Davis was making speeches, Mr. Coolidge was not. Huge circulations and syndicate methods make for non-partisanship, as far as news itself is concerned. But huge circulations also breed timidity on editorial pages. For the theory is, why tread on anybody's toes?

The story about the summary of changes in American journalism is thus concluded with a paragraph about 1900 and another about 1926:

1900—McKinley was president, the New York Times printed a thin paper of twelve pages, radio dispatches were unheard of, Mr. Hearst had not yet bought his first paper in the Middle West, bicycles were in vogue, news by cable came in nuggets, somebody was just organizing the Associated Press.

1926—there have been changes enough for any quarter-century, and among them these: a press more centrally controlled, more informative, more machine-made, more a necessary adjunct of the business of keeping pace with

life, and much stronger in its striking-power, both for good and bad.

Progress has been so rapid that even members of the working press need to be reminded of the changes, told of the dangers, and cautioned about their ethics. Consequently this article should have an extensive reading before it finds a final resting place in the newspaper morgue.

* * *

GOOD goods in a small container is just the phrase to describe the pamphlet "Development of the Cartoon" by Clifford K. Berryman, cartoonist on the *Washington Evening Star*. It is published by the School of Journalism of the University of Missouri at Columbia. Readers of the EDITOR & PUBLISHER can doubtless get a copy if they write or newspaper stationery to Walter Williams, Dean of the School of Journalism. Mr. Berryman has been a cartoonist at Washington for more than thirty years, first on the *Post* and now on the *Evening*

Largest
Newspaper
West of
Chicago

500,000

Copies
DAILY

The
KANSAS CITY
STAR

NEW YORK STATE
Westchester County's

Fastest Growing Cities

Mount Vernon and
New Rochelle and
The Vicinity Towns

Are Covered Completely by
THE DAILY ARGUS

of

Mount Vernon

THE STANDARD STAR

of

New Rochelle

Both Members of A. B. C.

Westchester Newspapers, Inc.

Franklin A. Merriam, Pres.
Mount Vernon—New Rochelle

The World

These two newspapers offer the most powerful all-day service in New York available as a unit under a single contact. The 600,000 DAILY WORLD—EVENING WORLD readers constitute a highly concentrated force to be reckoned with in any campaign designed to effect distribution in Greater New York.

The World

Pulitzer Building, New York
Tribune Tower, Chicago

in
Detroit—

Free Press circulation reaches 31,000 more than the total number of families owning their own homes.

The "Free Press"

"Starts the day in Detroit"

With a stable, uninfated, liberal pursued circulation productive of greater advertising returns at lower cost.

THROUGH
the HEART
COLUMBUS
of OHIO

16,784,309 Lines

Dispatch advertising record for the first nine months of 1926 exceeding other Columbus newspapers combined by 2,261,664 lines. The Dispatch also led the second largest Ohio newspaper by 3,168,433 lines.

Net Paid Circulation 106,814

The Columbus Dispatch

Better X-Words

late orders from

MIAMI DAILY NEWS
PROVIDENCE NEWS
DENVER EXPRESS

The International Syndicate
Baltimore, Md.

Peoria
The
Try-Out City
THE PEORIA
JOURNAL
Transcript
Puts Tryouts Over!
CHAS. H. EDDY CO.
New York - Chicago - Boston

He is also president of the Grid-Club. Development of the Cartoon" opens with a historical sketch that shows care-research on the part of Mr. Berry- One of the results of his researches given as follows:

found, too, that our respectable ancestors not the least notion of what we call decency. lay aside from the mass the obsolete and improper, there are not so many startling and a few of them tell their own story ly and pointedly. such of the ancients differed from ourselves ther particulars, they certainly laughed at another, just as we do, for precisely the reasons, and employed every art and device implement of ridicule which is known to us. is India which first arrests, and longest bs, our interest in antique cartooning. e, the fruitful mother of tradition—the ce of almost all the rites, beliefs and ob- nances of ancient nations; her brazen images combined forms show partly men, partly als. Surely it is possible that some of the e-makers may have been inspired, partly sence of the ridiculous, as well as partly eligion.

subject matter for the cartoonist was same in ancient Egypt as in gay nam. An illustration from the Egyp- art is "Servants Carrying Master ne From Banquet." The original is the Egyptian collection belonging to New York Historical Society. Mr. ryman is speaking of Egyptian cars- when he makes the remark, "It is nge to find cartoons in a tomb, but it ns as if death and funerals and ves, with their elaborate parapherna- were provocative of mirthful delinea-

f Grecian art which aimed to amuse, Berryman speaks as follows:

omic artists and cartoonists were not wanting Athens. Strange to say, it was the gods goddesses whom the caricaturists of Greece, ell as the comic writers, chiefly selected for ule. But all their works have perished, pting a few specimens preserved upon ry.

a Rome the Christians were the car- rist's special delight. Previous to 1720 cartoonist had a propensity to render objects of his satire odious to the id, not because they were immoral in r private life but because they held places under the government and sibly needed the chastisement of the cil.

he booklet must be seen to be appre- ed. It is quite impossible to show Hogarth made good his boast that could draw a sergeant carrying his , entering an ale-house, followed by dog—all in three strokes—without ac- ly reproducing the cartoon. Especial- valuable is the account of the begin- gs of "wordless journalism" in Ameri- Cartoons of Washington present him an entirely different light from that d on the pages of accepted school ories.

he influence of the cartoonist is ched in the words that follow:

here is nothing in our modern life so alarm- as the power which reckless and dissolute it has to make virtuous life seem provincial ridiculous, vicious life graceful and metro- n. The cartoonists' pencil cannot, however, at a good measure. Caricature is powerless nt an administration that is honest and com- nt. Powerless against a public official who his duty in his place. It is curious to also that cartoons and caricatures on the ing side of great public questions are never lent.

While "The Development of the Car- " will have its greatest appeal among members of the art staff on the paper, will amuse and entertain all members he staff, including the printer's devil

in the back office who not infrequently tries his hand on the editor's copy paper.

FRED W. ALLSOPP of the editorial staff of the *Arkansas Gazette* of Little Rock has published in a special pamphlet his "Rhymes of the Press." The verses found in this pamphlet were mentioned in "Our Own World of Letters" when Mr. Allsopp published his larger volumes from which the pamphlet is taken.

A BOOK containing current reviews of books is announced for early publi- cation by Henry Holt & Co. It will be edited by Lewis Worthington Smith, professor of English and Comparative Lit- erature at Drake University and author of "The Sky Line in English Litera- ture." The volume will receive addition- al comment upon publication.

IN A recent volume of the Home Uni- versity Library Series, Sir Charles Higham discusses "Advertising—Its Use and Abuse" (Williams & Norgate, Ltd., London, England). The volume ad- dresses itself to the lay reader rather than to professional advertising men. It opens with a general and historical sur- vey, talks about the advertising genius, has a chapter on commercial art, dis- cusses morality in advertising, classifies advertising media, mentions the influence of the dealer and concludes with some re- marks on civic advertising.

The author believes that French ad- vertising in general is inferior to Eng- lish, but that American advertising is in many ways superior to both. After men- tioning this fact he thus speaks about the direct influence of newspaper and maga- zine advertising:

In short, that country in which the newspapers and magazines with large circulations do most to promote an interest in dress by clever ad- vertising produces the greatest number of well-dressed women, whether the sum of money they spend on their clothes is large or small. The shopping announcements in every paper have had a widespread, educational influence which has revolutionized sartorial taste. And who is to say how far this democratization of beauty has affected morals as well as manners, and made for the greater refinement of speech, movement and feeling in classes that were once boorish and crude.

A little farther along in his general survey of advertising the author com- ments as follows about nationally adver- tised goods:

Although we cannot say that all unadvertised goods are fraudulent, it is a fact that none of the national advertisers sell goods that are below the standard they claim for them, more often than not they are better; while what is shoddy or adulterated is seldom advertised extensively, for if it were, either the sales would cease, or costly improvements would have to be made in the process of manufacture.

In his discussion of the little news sheets, technically called corantos, which were the precursors of modern newspa- pers, the author is not so sure of his facts and makes a number of slips which show that he has not followed recent re- search in the early history of the press. He is also in error about the appearance of the first trade advertisement. But from Addison and Steele's day on, the author is much more accurate.

Sir Charles Higham, as has been pointed out, writes this volume for the general public. On the whole he presents a comprehensive view of the general field of advertising. For the American adver- tising man the volume has some practical value, in that it shows the subject from the point of view of Great Britain. A timely section deals with the advertise- ments of political parties. It shows that the same conditions obtain in England as in America. The section on civic adver- tising is one of the best chapters in the volume.

The Home University Library of Mod- ern Knowledge is edited by Professor Gilbert Murray of Oxford University, Professor J. Arthur Thomson of Aber- deen, and Professor W. T. Brewster of Columbia University—not New York, as is stated on the jacket of the book.

WILLIAM PRESTON BEAZELL, who sits at the right hand of Her- bert Bayard Swope on the *New York World*, except when he goes up to the Pulitzer School to teach what he practices, chats in *The Quill* for September about "Those First Two Years." P. S. *The Quill* does not come from Green- wich Village but from Detroit, Mich., where it is edited and published in the interest of Sigma Delta Chi, a profes- sional journalistic fraternity.

Mr. Beazell implies that his first year on the *Pittsburgh Leader* was his hard- est. He pays the *Leader* a distinct com- pliment when he says he has never known a paper that was more wholly the achievement of its reporters and "re- flected the love we bore our craft." He does not review the history of his news- paper life, but he does give in some de- tail the story of his first two years, be- cause "they, or their present-day equiva- lent, are what every 'prentice newspaper- man ought to have."

Here is what Mr. Beazell thinks should

receive special attention during those critical years:

In his first two years, especially, the news- paper man ought to be concerned about his style. There is small place for *fine* writing on a news- paper, but there is no place for anything but good writing, and there is all too little good writing on them.

He ought, no less, to make it his second nature to regard every fact as a holy thing. An accurate story, though poorly written, is infinitely to be preferred to an inaccurate story, however brilliantly written. Carelessness and indifference are the shadows that hang over every newspaper office, and I know of no surer commendation a newcomer may offer than demonstration that neither weakness is his.

The article contains other practical ad- vice for the cub on the paper and for the student in the school from one who is both a teacher and a practitioner.

"ON THE AIR," by Graham McNa- mee, former St. Paul newspaper man and now one of the best known radio announcers in America, has been published by Harper & Bros. The book is written in collaboration with Robert Gordon Anderson.

664 National Accounts out of a total of 898

—selected the Miami Herald as the medium in which to present their message to the Greater Miami Trading Territory.

492 Used The Herald Exclusively!

These figures apply to the first EIGHT MONTHS of the present year. And remember, The Miami Herald gives the National Adver- tiser GREATER HOME COVER- AGE than any other Miami newspaper.

The Miami Herald

Florida's Most Important Newspaper
Frank B. Shutts, Publisher

MICHIGAN

is growing faster than any State in the Union.

Its increase in manufacturing products surpasses anything in the world.

BOOTH NEWSPAPERS

cover Michigan outside of Detroit —Eight principal cities with the only or leading Newspaper in its respective community.

The Grand Rapids Press
The Flint Daily Journal
The Saginaw News Courier
The Kalamazoo Gazette
The Jackson Citizen Patriot
The Bay City Times Tribune
The Muskegon Chronicle
The Ann Arbor Times News

National Advertising Representatives

I. A. KLEIN J. E. LUTZ
50 East 42nd St. Tower Building
New York City Chicago, Ill.

McCOY HEALTH SERVICE

a daily health talk that gets and holds public inter- est. The best circula- tion getter on the market.

GET THIS SERVICE

Write or Wire Today

McCOY HEALTH SERVICE

Brack Shops Bldg. Los Angeles, Calif.

See full page advertisement in Editor & Publisher for September 25th.

Serials BUILT for Newspapers

LAILA
By JOHN NEWPORT
(New)

SECOND LOVE
By MALCOLM DUART
BEST SELLER OF THE YEAR.

EUGENE MACLEAN
NEWSPAPER FEATURES
827 FOLSOM ST. SAN FRANCISCO

65 NET PAID 63

CIRCULATION
Cover Half a State
EVENING COURIER
MORNING POST
CAMDEN, N. J.
National Representatives
Story, Brooks & Finley.

THE WELFARE COMMITTEE of the INTERNATIONAL CIRCULATION MANAGERS ASSOCIATION

Can supply you with com- petent circulation men of capacity and ability capable to take entire charge of your department or to fill impor- tant posts in the department.

Address the Secretary- Treasurer please, Mr. Clar- ence Eyster, care Star Building, Peoria, Ill.

SERVICE

THE CHARLES PARTLOWE COMPANY

America's Largest Circulation Building Organization
-RESULTS COUNT-
6100 OCCIDENTAL BLD.
INDIANAPOLIS-IND.

FIND COMPOSING ROOM MEN NEAR SIGHTED

Milwaukee Journal Conducts an Optical Survey of Employees—Work of Some Is Changed as One Result—Some Remarkable Discoveries

With a view to obtaining mutual betterment—greater comfort for the employees and increased efficiency for the office—the *Milwaukee Journal* has permitted a local optical company to conduct an optical survey among the Journal employees. C. W. Morris, M. A., a graduate of Ohio State University in the department of applied optics, conducted the survey, with headquarters in the first aid hospital of the Journal building.

Employees, one by one, were given a thorough optical examination, with results more or less startling. In several instances, the work of employees was changed with a threefold result—greater ease, better work and a decrease of liability to the newspaper.

"Watch the eyes of the men in your composing room," the examiner told officials. "In spite of the ideal lighting and ventilating, the excellent working conditions, and the fact that the eyes of the employees as a whole are above the average, the survey showed that 66 per cent of the men in the composing room are near sighted." This situation might have been remedied, according to Mr. Morris, had it been taken in hand earlier, for practically all myopia, which comes as the result of close work, makes its appearance during the first year the victim is engaged in the work.

Sixty-four per cent of the employees examined are what is known as emmetropes, either naturally or artificially; that is, the vision of these employees is without defect naturally, or they are using corrective measures which are making their vision normal. Of this 64 per cent, 49 per cent are wearing no glasses and have normal vision in all respects, and 15 per cent are wearing satisfactory glasses. The remaining 36 per cent either needed glasses, or were wearing glasses which did not properly fit.

One outstanding case was that of a girl employed in the library. She was wearing no glasses, yet was doing work which naturally made great demands on her vision. This librarian had 15 degrees of left hypotropia. In other words, her left eye was focused 15 degrees lower than her right. By means of prisms, the examiner was successful in establishing binocular vision. According to Mr. Morris, had this state of affairs continued for another year, the sight of the left eye would have been completely destroyed.

When asked as to what he believed accounted for the fact that so high a percentage of the Journal employees had normal vision, Mr. Morris gave this explanation:

"Experimental data has proved conclusively that there is a direct ratio between the intelligence of a person and his powers of vision. In a group of imbeciles and idiots, the proportion of those having defective vision is amazingly high. In a newspaper plant, the intelligence of the employees is above the average; if it weren't, they wouldn't be in a newspaper office. This physiological fact, I believe, accounts for the high percentage of persons at the Journal having normal vision."

FIGHTS PRISON PRINTSHOP

Statement of Profit Rouses Officer of North Carolina Press Group

A vigorous protest against the operation at the State prison, in Raleigh, N. C., of a printing plant was voiced in a letter mailed last week to all members of the North Carolina Press Association, by B. Arp Lowrance, field secretary.

Mr. Lowrance called attention to a recent press dispatch, which quoted George Ross Pou, prison superintendent,

as saying that the printing plant earned a profit of \$148.99 the first week.

"Just because two printers are in prison is no reason for operating a printing plant. The prison does not operate a bank or jewelry store to give employment to bankers and jewelers who might be inmates," it was declared.

NEW CALIFORNIA DAILY

The *Graham* (Cal.) *Record-Review* has been purchased by the *Huntington Park Morning Sun*. It will be published as a daily.

RADIO CONFUSION SEEN

Advertisers using or planning to broadcast good will entertainment from New York stations are facing the problem of confusion in the air. Arthur Batcheller, radio inspector of the New York district, declared last week that 12 new stations had begun operation since July in the New York district, and that 12 more would probably be added in the next month. He said the new stations have already caused great confusion to radio listeners, and that those to be established would add to it.

STUDENTS DEBATE ADVERTISING

Columbia University, New York, and Cambridge University in a debate on importance of advertising on Oct. 21, New York. The Britishers championed the affirmative of the question, "Resolved that this house regrets the large part played by advertising in modern life."

NEWS TRUCK BURNED

Fifteen thousand copies of the *New York Daily News* and a truck were burned on Brooklyn Bridge, Oct. 9.

Supplies and Equipment



Fastest, most easily operated, most accurate and durable flat casting box you can buy. Perfectly balanced. New design lock-up bar allows for quick change when regulating thickness of casts. Positive quick lock-up at four points on box with one lever movement. Write for complete catalog of Goss Stereotyping Machinery.

THE GOSS PRINTING PRESS CO., CHICAGO

Rebuilt
GOSS & HOE
PRESS
BARGAINS
ALL TYPES
SEND for LIST

THE
GOSS PRINTING PRESS CO.
CHICAGO - NEW YORK - LONDON

AD WOMEN'S MEETING

The League of Advertising Women of New York held their monthly dinner Oct. 19 at the Advertising Club. They were addressed by Helen Arthur, business manager of the Neighborhood Playhouse; John Farrar, Editor of the *Bookman* and Helen Woodward, author of "Through Many Windows."

Modern Composing Room Furniture

as made by us will speed up production and reduce costs—a real saving in your Pay Roll. Are you interested? If so, consult your regular dealer in printers' supplies or write us direct.

Do it now!

HAMILTON MFG. CO.
TWO RIVERS, WIS.



Newspaper Conveyors

take the papers in a steady stream, as fast as the presses can deliver them, up, overhead, around corners, through a ceiling or a wall to wherever they're wanted for mailing or delivery. Eliminating waste and delay by their speedy, dependable operation they are profitable equipment for papers large or small. Newspaper plants from London to Tokio have been using them for years.

Let us tell you how you can speed deliveries from your presses.

The CUTLER-HAMMER Mfg. Co.
Pioneer Mfrs. of Electric Control Apparatus
1203 St. Paul Avenue
MILWAUKEE, WISCONSIN

CUTLER-HAMMER

Hoe Patented Duo-Cooled Equipoise Curved Casting Mould

"It is essential to Success to be the first out with the news—and Minutes count."

This Hoe Curved Casting Mould is a time-saver, designed especially for Speed and Efficiency. Cold Water circulating through the stationary Lid and the concave Side, gives quick cooling for rapid Casting.

IF IT'S A HOE, IT'S THE BEST



R. HOE & CO., INC.
7 South Dearborn Street
CHICAGO, ILL.

504-520 Grand St., New York City
also at
DUNELLEN, N. J.

7 Water Street
BOSTON, MASS.

USED NEWSPAPER PRESS

Scott 16, 24 and 32-Page Press

GOSS 24 and 28-page presses good for bi or color work, also Goss Sextuple.

HOE Pony Quadruple, Quadruple, Sextuple color Press, Octuple and Double Sextuple Presses.

DUPLEX Metropolitan Quadruple stereotyped presses—print up to 32 pages.

Available For Early Delivery

WALTER SCOTT & COMPANY

Main Office & Factory.....Plainfield, N. J.
New York Office.....Brokaw Bldg., 1457 Broadway
Chicago Office.....Monadnock Bldg.

Employment—Equipment—Services

EDITOR & PUBLISHER

Classified Advertising Information

TRANSIENT RATES
SITUATIONS (Cash with Order)
 1 Time — .40 per line
 3 Times — .30 per line
ALL OTHER CLASSIFICATIONS
 (Cash with Order)
 1 Time — .60 per line
 4 Times — .55 per line
 No space charge at same rate per line per
 as earned by frequency of insertion.
 al rates quoted for 13, 26 and 52 insertions.
 Editor & Publisher reserves the right to
 any, edit or reject any advertisement.
COUNT SIX WORDS TO LINE

ADVERTISING

General Promotion

Advertising Promotion—If you want more
 cess, communicate with the International
 ations Service, Incorporated, Suite 1004,
 Broadway, New York City.
Advertising Managers—Tie up with
 vest plus lineage stunt yet devised. 30,000
 lines for Rochester Journal-American in
 weeks. Only cost to newspaper is pub-
 cooperation. No commission. No expense.
 less Daredevil Lockwood, care of Huber,
 ing Journal, Rochester, N. Y.

BUSINESS OPPORTUNITIES

Brokers
Opportunity for Quick Buyer—Very de-
 ceptively and job plant; exclusive field,
 e Jersey; earning handsome dividends—will
 e the acid test. Reason for selling—owner
 publication in another state that requires
 is attention. Initial payment is \$10,000;
 . Shale, Times Bldg., New York.
Many Respects this is the best newspaper
 position in the country. Exclusive field,
 al west city of 12,000 with business district
 to average city of 25,000, embracing more
 a 100,000 population. Ad sales over \$6,000
 nth; netting \$15,000 to \$20,000 a year.
 ed in own building worth \$25,000. Com-
 e for \$100,000; what terms will you require?
 ra. 1390x. The H. F. Henrichs Agency,
 tfield, Ill.

Newspapers For Sale
Sale; expansion. Weekly newspaper in
 eiland. Also chance to expand daily. Box
 5, Editor & Publisher.
Sale—High-class, snappy Weekly
 eazine in solid thriving small city; cream of
 eading patronage; exceptional expansion
 e close. Publisher-owner entering other
 o. Immediate. Care B-529, Editor & Pub-
 e.
Sale—Daily newspaper in California.
 iving. Town of 15,000. High class resi-
 al community and growing rapidly. Only
 y in town. Fine substantial property. Up
 e plant in fine condition. Good circulation.
 xcellent future. \$85,000. Write Box B-503,
 dr & Publisher.

Newspapers Wanted
Florida Daily wanted by client; mail
 particulars, price, terms, H. W. Watts Co.,
 . Box 781, Miami, Fla.

CIRCULATION

Promotion

When quick, additional circulation
 eage becomes necessary, remember that our
 y years in this one line of endeavor is
 y proof against experimenting. Write or
 Pacific Coast Circulation Service, Bell
 o, Cincinnati, Ohio.
Builders—Blair & Austin, 1504 Cen-
 ye., Reading, Penn. Originators of Sales-
 hip Club Campaigns.

Will Have Time to start a china campaign
 eung phenomenal results during the holi-
 y. The Albright China Co., Box 203
 lbra, N. J. (See our ad, issue of 10-2-26.)

EDITORIAL

Syndicate Features

New Paper This Week, Staff News,
 ron City, Tenn. For sample of a live,
 rt up-to-date service, write Graphic Syndi-
 e, Inc., 25 City Hall Place, New York.

EMPLOYMENT

Help Wanted

Advertising Salesman. Must be experienced
 and able to create and hold new accounts on
 daily paper near New York. Write, stating
 salary desired, experience, age, etc. Enclose
 photograph to be returned. Box B-518, Editor
 & Publisher.

Advertising Salesman Wanted on new paper,
 20,000 circulation, city of 175,000 in Pennsyl-
 vania. Must be good copy writer. Excellent
 opportunity for man who wants to settle down
 with strong, new, fast-growing paper in one
 of the best cities in the country. Good pay to
 start and more as you develop. Address B-515,
 Editor & Publisher.

Competent Copyreader—Eastern evening daily
 has attractive desk opening for young man
 who can do good work editing copy and writing
 heads. Speed, accuracy and judgment required.
 Box B-527, Editor & Publisher.

Daily Newspaper in growing community, with
 great future assured, near New York City, has
 opening on display advertising staff for depend-
 able man. Must be good salesman; Must have
 own car. Excellent opportunity. Give com-
 plete information and salary wanted. Box B-
 534, Editor & Publisher.

Syndicate Feature Salesman, active in field,
 wanted to present excellent feature offerings;
 can be side line; commission; reply in con-
 fidence. Box B-521, Editor & Publisher.

Wanted, an experienced classified manager by
 Middle West newspaper with over 100,000 cir-
 culation. Seeking man now employed with a
 successful record of results. Applicant must
 have dignity, character and a forceful person-
 ality. Box B-530, Editor & Publisher.

Situations Wanted

Advertising—Efficient all-round man—salesman,
 copy writer, manager—seeks Canadian or
 Northwest connection. Box B-517, Editor &
 Publisher.

Advertising Man, twenty-three, experienced
 as Advertising Manager of small town daily,
 desires position of that nature with paper of
 5,000 circulation, or as assistant on larger
 paper. Writes convincing copy and makes
 attractive layouts. Can install classified sys-
 tem and co-operation bureau. B-522, Editor &
 Publisher.

Advertising Manager now employed and with
 seven years' experience, wants to connect with
 live organization where intensive effort and
 results will justify permanent connection and
 future. Can furnish best of references as to
 character and ability to produce. Prefer city
 over 50,000. Age 27, married. B-520, Editor
 & Publisher.

Advertising Salesman—Special Page and Spe-
 cial Edition. Experience. Now ready to handle
 such work, temporary or permanent basis. Pre-
 fer East. Box B-504, Editor & Publisher.

An Editor and News Executive of substantial
 background, training and experience desires
 change from major newspaper for reasons which
 reflect no discredit. He is capable of organizing
 staff and building good will. Standards of
 best newspaper practise can lift sleeping journal
 to front rank. Can eliminate waste. Title
 means little. Salary must be commensurate
 with responsibility. References and detailed
 record preliminary to interview supplied upon
 receipt of tentative proposition. Write A-981,
 Editor & Publisher.

Assistant Publisher, business manager, adver-
 tising manager, of wide experience and un-
 beatable record as organizer and business getter
 seeks wider field with greater opportunity.
 Now employed as business manager by Eastern
 city newspaper. Box B-506, Editor & Publisher.

Assistant to Publisher—Young man (Christian),
 university graduate (School of Business Admin-
 istration), seeks position as aid to busy pub-
 lisher in medium-sized city to learn manage-
 ment end. Can write, handle advertising and
 layout; understand accounting and auditing; 12
 years' experience on medium and metropolitan
 dailies. Practical printer with executive ex-
 perience. Now employed; best references; go
 anywhere. A-995, Editor & Publisher.

Builder—I want to meet a weekly publisher who
 is ready to switch to a daily but hesitates, not
 knowing machine costs, equipment needs, or-
 ganization methods or news costs. I can save
 him my salary and thousands more by careful
 supervision and selection only of actual needs.
 Have record of two successes with third under
 way. Address Box-526, Editor & Publisher.

EMPLOYMENT

Situations Wanted

Available at Once—Circulation Manager, 20
 years' experience, 5,000 to 23,000, thorough
 knowledge of circulation, promotion, office sys-
 tems, collections, A. B. C., etc. At liberty
 due to consolidation. References. Address B-
 514, Editor & Publisher.

Business Manager or Assistant to Publisher,
 Accountant, College education. Experienced in
 Advertising, Circulation, Office Management,
 Purchasing, Credits and General Promotion.
 Located city 275,000 central south. Prefer
 opportunity in smaller field where applicant's
 qualifications will prove his worth. Go Any-
 where. A-999, Editor & Publisher.

Circulation Manager and boy promotion expert.
 Read my ad in this column, Editor & Publisher
 of October 16, 1926; under Box No. A-996.

Circulation Manager—Consistent plugger; six
 years same firm; age 34; exceptional record.
 B-528, Editor & Publisher.

Circulation Manager—Available immediately.
 Thirteen years' active circulation experience on
 morning and evening metropolitan and smaller
 city dailies. Gilt-edge credentials from all past
 employers. Have specialized in circulation.
 Thoroughly conversant with the rules of Audit
 Bureau of Circulation. I want an opportunity
 with live publication where results count. Wire
 or write H. C. Brown, 1133 Burnett street,
 San Antonio, Texas.

Composing Room Superintendent wishes posi-
 tion where efficiency and ability are desired.
 Fourteen years in charge of one plant, now in
 charge of composing room of morning and
 afternoon paper. Prefer to go South on morn-
 ing paper, but intend making a change, and
 would like to hear from manager or publisher
 desiring a reliable, permanent man. Can give
 reference. A-991, Editor & Publisher.

Desk Man—Seeks position on daily. Reporting
 and rewrite also. Available at once. Box B-
 532, Editor & Publisher.

Editorial Writer—Young man, Washington cor-
 respondent, desires editorial position on southern
 Democratic daily; good writer—forceful, clear
 style; available Dec. 1; A1 reference. Box
 B-516, Editor & Publisher.

Executive—Former successful publisher experi-
 enced in all departments seeks wider field.
 Now engaged on metropolitan daily. Ready
 Nov. 15. Box B-532, Editor & Publisher.

Foremanship in Florida by resourceful execu-
 tive, expert in production of up-to-date daily at
 minimum cost; good makeup, adman and
 operator; Florida references. E. Bentley, 97
 Chestnut Street, Nutley, New Jersey.

Literary Worker, Editor, Proofreader, expert.
 16 years experience. See editors' Standard
 Dict.; \$75 week. F. H. Dewey, Laurel Springs,
 N. J.

Makeup Editor, metropolitan experience on
 tabloid and standard size newspapers. Thor-
 oughly reliable. At liberty Nov. 15. Box
 B-531, Editor & Publisher.

Managing Editor with wide experience de-
 sires position city of 30,000 up. Box B-519,
 Editor & Publisher.

Mr. Publisher—Capable Advertising Manager
 or Salesman, Copy Writer, will join your or-
 ganization immediately. A builder of consistent
 space users. Box B-524, Editor & Publisher.

News Executive, thoroly experienced. Now
 employed wants job as managing or news editor
 of paper in city under 100,000. Can rebuild
 staff, develop new news sources. Prefer paper
 in a rut. A-1, B-533, care Editor & Publisher.

Reporter—Desk Man, 24, wants position in
 South. Four years' experience in Alabama
 and Florida. B-523, Editor & Publisher.

Thoroughly Experienced Newspaper Man—
 Wants desk position afternoon daily, six days—
 \$50. Address Box B-507, Editor & Publisher.

Young Man with thorough knowledge of cir-
 culation desires change. 25 years of age.
 Single. Five years' practical experience as man-
 ager of circulation department of newspapers in
 towns of fifty to one hundred thousand. Address
 Box A-986, Editor & Publisher.

MECHANICAL

Equipment for Sale

For Sale—Hoe 24-page straight line, 3-deck
 press, 21½ cut-off, 12, 12½ or 13 ems, 8
 columns, 20" in excellent condition, and can be
 seen in operation. Can be used for color ma-
 chine. Has three color fountains, reversible
 cylinders. Have purchased press with larger
 capacity and can be bought right if sold at
 once. Winston-Salem Sentinel, Winston-Salem,
 N. C.

MECHANICAL

Equipment for Sale

For Sale: Practically new 24-page Duplex
 Tubular Press with complete stereotype equip-
 ment, turtles and chases; also motor drive and
 automatic control. Reason for selling—consoli-
 dation. The Plain Speaker-Standard-Sentinel,
 Hazleton, Pa.

Job Presses, Paper Cutters, Wire Stitchers,
 etc.—A complete line. Overhauled and guar-
 anteed machines at bargain prices. Easy
 terms. Hoffmann Type & Engraving Co., 114
 E. 13th St., N. Y. City.

Photo-Engraving plant for sale. Ideal for one
 or two men. Miles Machinery Co., 409 W.
 26th St., New York.

Printers', Bookbinders' Outfitters—Modern cut-
 cost equipment, also rebuilt machinery. Con-
 ner, Fendler Branch, A. T. F. Co., New York
 City.

Used Goss Matt Roller for wet mats only, for
 sale cheap. The Goss Printing Press Co., 1535
 So. Paulina St., Chicago, Ill.

Equipment Wanted

All Kinds of Photo-Engraving, electrotyping
 and stereotyping equipment wanted. We pay
 cash. Miles Machinery Co., 409 W. 26th St.,
 New York.

Newspaper Properties

Bought, Sold and
 Appraised.
 All negotiations
 confidential.

**PALMER, DEWITT &
 PALMER**

350 Madison Ave., New York
 Business Established in 1899.

CONSOLIDATION

The merging of newspaper interests is
 a subject that has received special study
 and investigation by this firm for nearly
 17 years. It is a big subject and requires
 considerable technical knowledge, both as
 to valuation and operating methods. When
 properly organized, the results are never
 disappointing.

We have been factors in many important
 consolidations, sales and appraisals.

HARWELL & CANNON
 Times Bldg. New York

WE CONNECT THE WIRES

OVER TWENTY-FIVE
 YEARS we have conducted
 a service bureau for employers
 and position seekers in Advertis-
 ing-Publishing field. Our lists
 include men and women fitted
 for positions up to highest re-
 sponsibility in all departments of
 newspapers, class journals, ad-
 vertising agencies and publicity
 departments of mercantile and
 manufacturing concerns. Regis-
 tration free. No charge to
 employers.

FERNALD'S EXCHANGE, INC
 SECURITY BLDG. SPRINGFIELD, MASS

A copy of **EDITOR & PUB-
 LISH** reaches practically every
 Publisher and his executives.
 Your advertisement in its col-
 umns is a salesman ever present
 —backed by the prestige gained
 and maintained by this publica-
 tion in every newspaper office.

DOLLAR PULLERS

ONE DOLLAR
WILL BE
PAID
FOR EACH
IDEA
PUBLISHED

SHOE stores might be induced to take extra space with a sales campaign that included a contest among users of their shoes in the writing of letters telling how well a pair of shoes, their shoes, stood up under the daily grind. Small prizes could be offered, either in money or shoes, for the best letters.—F. D. H., Rockford, Ill.

A window display of old files of the *Yakima* (Wash.) *Herald and Republic* in that city showed the progress of journalism in the last few decades, style of dress, make-up, etc., as the paper fell into step with modern trends. Even to laymen, the copies of the first issues, some 30 years ago, side by side with the new issues fresh from the presses, formed a striking contrast and an interesting window display.—C. M. L., Seattle, Wash.

Daily newspapers, especially Sunday papers, might find an index to advertising good promotion. I have heard many women complain that they can't find the ad they want in large issues.—Norman J. Radder, Bloomington, Ind.

December 12 will be the 25th anniversary of the first use of radio. Marconi signalled the letter "S" from England, and it was received in Newfoundland Dec. 12, 1901. Why not use the idea for a page layout of radio advertisements, stressing the progress made in the 25 years? The page could be gotten up easily and at that particular time would also be appropriate for Christmas advertising.—L. B. Edwards, Bloomington, Ind.

Inasmuch as National Apple Week will be observed Oct. 31 to Nov. 6 throughout the country, opportunity is afforded for advertising by not only apple men, produce and commission houses, but restaurants serving baked apples, apple dumplings, etc., and bakeries featuring apple pies and tarts.—C. M. L., Seattle, Wash.

One newspaper took this method of proving to its advertisers that it was read. It announced that the paper would be good for 25 cents in trade at the stores advertising in that issue. The paper had to be presented when the goods were bought. The stores laid in a stock of old papers that kept the baler busy.—A. B., Austin, Minn.

A page headed with: "A Gift a Week," and a talk about making it easier to remember everybody by starting early to buy gifts one at a time, ought to sell easily to commence in October and run once a week for ten weeks. It facilitates selling such a series to make a flat single charge to cover the entire run. Copy should be changed each week.—Fremont Kutnewsky, San Luis Obispo, Cal.

Massachusetts newspapers may take advantage of the new compulsory auto-

mobile law by securing a group of local insurance ads to run any time during the week or on their automobile page. The text accompanying ads may consist of a resume of the provisions of the new law or questions and answers as to many points arising from the law. Suggest that the automobile owner get in touch with his insurance agent and print a coupon for him to mail to his agent or broker.—Cole, Fall River, Mass.

HUNCHES

ONE DOLLAR
WILL BE PAID
FOR EACH
"HUNCH"
PUBLISHED

INTERVIEW leading auto dealers on how regular people are in settling for machines on the time-payment basis. What percentage of the sales go bad? Isn't it true that a great measure of the buyers carry out their agreements, so that the dealers have no trouble?—T. J. B., Scranton, Pa.

Football will be over within a month. Basketball gets going after Christmas. Bowling is the space-eater all the time. But what about ice sports? Have you a hockey team? Have you any fancy skaters—boys and girls? Begin now to list names and be ready to spring a contest of the former and exhibitions of the latter. Remember the screen news reels are already showing winter sports' pictures, last winter's, of course.—A. C.

A hotcake and waffle recipe contest is the novel Fall stunt undertaken by the *Seattle Post-Intelligencer* (Wash.) These are the beginning of real waffle days, and experiments with the waffle iron and neighborly *tete-a-tetes* over its aroma are producing some interesting and taste recipes for the women's section, and the prizes offered by the paper.—C. M. L., Seattle, Wash.

The *Rockford* (Ill.) *Morning Star* uses an original head on its break-over stories from page one, with the words "More About" forming the top line, while below, adequately spaced, in much larger type, are the first words of the front page head. It is different, at least.—R. D. F., Westfield, Mass.

With the idea of attracting more read-

"KNOW YOUR GROCERIES—"

And Tie Up With National Newspaper Copy, Armour Man Advises

Charles W. Meyers, director of trade relations for Armour & Co., Chicago, addressing the Iowa Retail Grocers' and General Merchants' Association at Des Moines last week, declared that every retailer should be a thorough reader of the daily newspapers and should co-ordinate his displays by "tuning in" on the national advertising campaigns of the goods they carry.

"By reading the newspaper, the retailer is enabled to sense the public pulse. The buying public today is an absolutely changed entity from a few years ago, and to make the proper appeal the grocer must be a constant and consistent advertiser of his business," he said. "There are plenty of opportunities in the retail business for the merchant who 'knows his groceries.'"

out a good feature story. Then, too, mous cases in which they have participated, if they do not touch on persons still living, will tend to give the out a "kick."—Jellison, Dubuque, Iowa.

"Meeting the Cameraman" is a d feature in the *Portland* (Me.) *Press Herald* that hundreds of readers may fail to look for every morning. It's a spicy chat underneath a two-column picture of two persons snapped on Portland's streets. The two are told at end of the comment that they will be presented with two tickets apiece to a particular motion picture house by sending that page of the paper.—Richwagen, *Portland* (Me.) *Express*

What is the chief point of interest the visitors to your city? Your man can get a few snappy interviews each day from visitors (not businessmen) regarding just what they thought that was interesting that day.—The McKee, Cleveland, O.

The Wife, the Home, the Job

Can a Woman Successfully Run All Three?

Seven Weekly Articles by Seven Different Women

FIRST ORDERS RECEIVED

Boston Globe
Detroit Free Press
Baltimore Sun
Louisville Courier-Journal



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By JOHNNY FARRELL
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24 LESSONS

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Editors' Feature Service

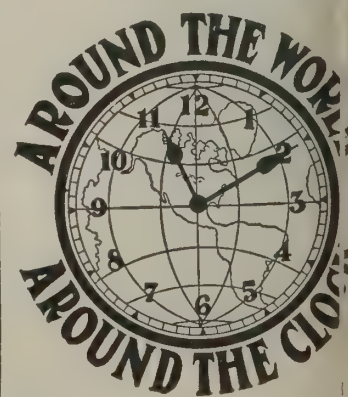
Over 100 independent newspapers throughout the country subscribe to this fine daily service as a protection against rising feature costs.

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UNITED PRESS ASSOCIATION
World Building New York

COMPLETE WIRE REPORTS
FOR EVENING AND SUNDAY
PAPERS

International
News Service

"Get It FIRST but First Get It
RIGHT"

63 Park Row
NEW YORK CITY



NEW YORK STATE

The World's Richest Market

Compare the markets of the world—in wealth—in industry and commerce. Study the buying habits of each class or group of people and you will always find New York State on top of the list.

In New York State the advertiser is not limited in buying or selling power. Every product that the world grows or manufactures can be sold in the Empire State. There is always a market awaiting the advertiser who has something worth while to offer to New York's eleven million consumers. There is no limit to quality, quantity or price. The best is not good enough for some of its buyers.

You can reach the world's greatest and richest market thru the newspapers listed below.

	Circulation	2,500 Lines	10,000 Lines		Circulation	2,500 Lines	10,000 Lines
**Albany Evening News.....(E)	34,444	.10	.10	**New Rochelle Standard-Star.....(E)	8,598	.04	.04
**Albany Knickerbocker Press.....(M)	34,018	.11	.11	*The Sun, New York.....(E)	265,000	.60	.56
**Albany Knickerbocker Press.....(S)	58,924	.16	.16	†New York Times.....(M)	358,350	.80	.784
*Amsterdam Recorder-Democrat.....(E)	7,824	.04	.04	†New York Times.....(S)	591,425	1.00	.98
†Auburn Citizen.....(E)	6,278	.065	.055	††New York Herald-Tribune.....(S)	345,484	.693	.672
**Brooklyn Daily Eagle.....(E)	73,764	.22	.22	††New York World.....(M)	287,682	.595	.58
**Brooklyn Daily Eagle.....(S)	84,997	.22	.22	††New York World.....(S)	582,929	.595	.58
{ Buffalo Courier-Express.....(M)	118,588	.22	.22	††New York Evening World.....(E)	294,442	.505	.58
*** { Buffalo Courier-Express.....(S)	154,046	.30	.30	*Niagara Falls Gazette.....(E)	21,508	.07	.07
**Buffalo Evening News.....(E)	138,294	.25	.25	*Port Chester Item.....(E)	4,695	.03	.03
†Buffalo Evening Times.....(E)	107,027	.21	.21	*Poughkeepsie Star and Enterprise.....(E)	12,974	.06	.06
†Buffalo Sunday Times.....(S)	127,231	.21	.21	*Rochester Times-Union.....(E)	70,660	.21	.20
†Corning Evening Leader.....(E)	9,098	.05	.05	*Syracuse Journal.....(E)	64,910	.16	.16
*Elmira Star-Gazette Advertiser.....(E&M)	34,370	.11	.11	**Troy Record.....(M&E)	22,679	.06	.06
*Freeport Daily Review.....(E)	9,011	.05	.05	†Watertown Standard.....(E)	18,220	.07	.07
*Geneva Daily Times.....(E)	5,292	.04	.04	*Watertown Times.....(E)	17,386	.08	.08
**Gloversville Leader Republican.....(E)	7,238	.035	.035				
*Ithaca Journal-News.....(E)	7,567	.05	.05				
**Jamestown Morning Post.....(M)	11,722	.04	.035				
*Middletown Times-Press.....(E)	7,145	.04	.04				
**Mount Vernon Daily Argus.....(E)	10,437	.05	.05				
*Newburgh Daily News.....(E)	12,130	.06	.06				

** A. B. C. Statement, March 31, 1926.

†† Government Statement, March 31, 1926.

*** Merged as Buffalo Courier-Express, June 14, 1926.

† Government Statement, Oct. 1, 1926.

* A. B. C. Statement, Oct. 1, 1926.

“FLASH”



LASH! A second's startled silence and—a short, sharp message that may hold a hundred tragedies.

Then the deluge! Stories “big” a second before are broken by breathless bulletins. Datelines are killed before they are copied. Streamered sensations scheduled for page one, sink into back-page oblivion. Brilliant leads hopelessly slugged “more,” perish abruptly on the dead-hook.

And meanwhile money is spent unchecked, lives are risked, records are broken as every resource of each of the great news-gathering agencies is strained to deliver the one big scoop of the day.

The Consolidated Press pays full tribute to these great achievements, **but it does not compete for their honors.** It has its own appointed task.

Through fire and flood, while champions battle or candidates compete, through wars and rumors of war, the steady flow of copy into each department of the newspaper from the writers of “the news behind the news” is **never interrupted.**

Sports, politics, finance, business, fashions, national affairs, radio, world news of human interest, come through each in its accorded time.

Thus each financial dispatch, each intricate financial table clears with the **rigid regularity** of the stroke of the gong on the “big board” on Broad Street.

Nothing short of an act of Providence can break the schedule of The Consolidated Press.

The Consolidated Press Association

Executive Offices, Evening Star Building, Washington, D. C.

New York
Eighth Floor
World Building

Chicago
Third Floor
Daily News Building

San Francisco
Third Floor
Bulletin Building

Paris
Fourth Floor
19 Rue d'Antin



EDITOR & PUBLISHER



1884 *The Oldest Publishers' and Advertisers' Journal in America* 1926

SUITE 1700 TIMES BUILDING, NEW YORK
42ND STREET AND BROADWAY.

Original second class entry The Journalist, March 24, 1884; Newspaperdom, March, 1892; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Advertising, February 7, 1925; Revised entry, Editor & Publisher, May 11, 1916, at the Post Office at New York, N. Y., under the act of March 3, 1879

Vol. 59. No. 23 NEW YORK, OCTOBER 30, 1926 By Mail in Advance \$4, U. S. A. \$4.50, Canada; \$5, Foreign 10c Per Copy

JOURNALISM LIBRARY
Not to be taken from this room

—and Publishing More Than 50% of the Goodyear Chicago Advertising

Pathfinder Tires can be had with Service at the following Goodyear Service Stations

Here It Is! A lower-priced good tire! We call it PATHFINDER, because it pioneers a new level of tire values

Long known as the best rubber tire in the world, the Pathfinder is now being sold at a lower price than ever before. This is because the Goodyear engineers have found a way to make a tire that is as good as the best, but costs less. The Pathfinder is a tire that is built to last, and it is built to give you the most service for your money. It is a tire that is built to give you the most service for your money. It is a tire that is built to give you the most service for your money.

PATHFINDER Made by Goodyear

AMONG the national advertisers who place more than 50% of their total Chicago newspaper advertising in The Chicago Daily News is the Goodyear Tire and Rubber Company.

Their advertising in The Daily News, placed by Erwin, Wasey & Company, totaled 4,880 agate lines in the first eight months of 1926, or 68.4% of their total Chicago newspaper advertising.

THE CHICAGO DAILY NEWS

First in Chicago

Member of The 100,000 Group of American Cities

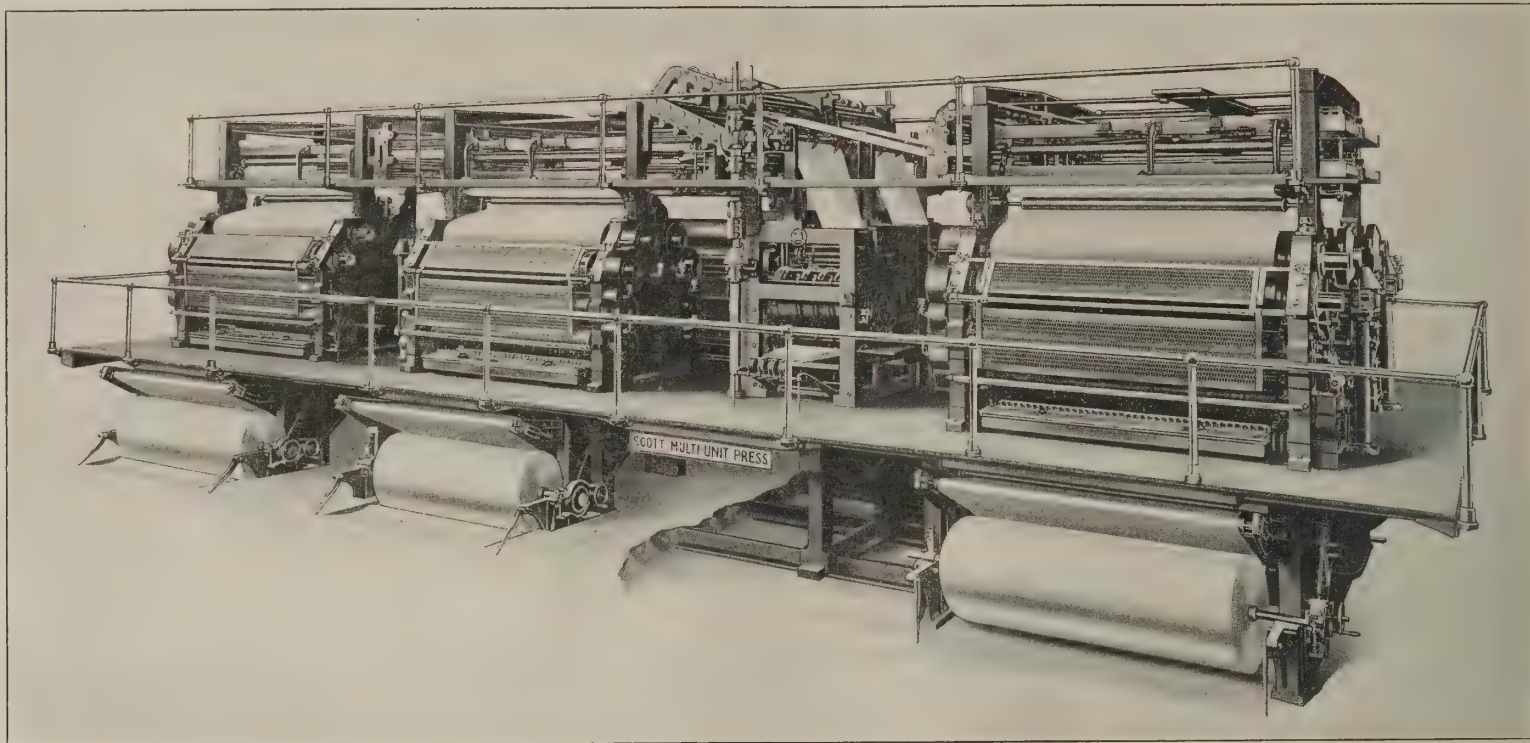
Advertising Representatives:

NEW YORK
J. B. Woodward
110 E. 42d St.

CHICAGO
Woodward & Kelly
360 N. Michigan Ave.

DETROIT
Woodward & Kelly
Fine Arts Building

SAN FRANCISCO
C. Geo. Krogness
253 First National Bank Bldg.



Scott "Multi-Unit" Balcony Type Double Sextuple Press. Atlantic City Press-Union Installation

The Scott "Multi-Unit" Balcony Type

—installed as a double sextuple in the plant of the Atlantic City Press-Union. This installation gives all the advantages of an under-fed press without calling for the building of pits or for the utilization of two floors. A solid foundation 10 inches below the finished floor line and a fourteen foot ceiling only are required. The Balcony Type Press, in fact, is an under-fed press installed upon one floor. It, therefore,

conserves valuable space while providing maximum accessibility to both the presses and the paper rolls. Pressmen can watch the paper rolls at all times and it is easy to change both rolls and plates.

The development of the Balcony Type "Multi-Unit" Press is still another step in Scott achievement. We will be glad to discuss the possibilities of this type of installation as applied to your particular press room conditions.

Scott

"Multi-Unit" and "Straight-Unit" Presses

Cylinder Speed—400 r. p. m.

WALTER SCOTT & COMPANY

Main Office and Factory

New York Office

Chicago Office

Plainfield, New Jersey, U. S. A.

1457 Broadway

1330 Monadnock Block

Cable Address: WALTSCOTT NEW YORK



To Correct The Record

The six months' lineage reports which appeared in the *Editor and Publisher*, issue of September 25, 1926, gave a very incomplete picture of The Baltimore Sun's position among the big newspapers of the country. ☐ The following corrections are made to show The Baltimore Sun's great advertising volume.

Listed newspapers which led in volume of total lineage included:

Detroit News (es)	17,427,326
Miami Herald (ms)	17,162,698
Chicago Tribune (ms)	16,830,261
New York Times (ms)	15,303,788
Washington Star (es)	14,381,594
St. Petersburg Times (ms) ..	14,065,898
Los Angeles Times (ms) ..	13,608,084
Pittsburgh Press (es)	12,921,958
St. Louis Post-Dispatch (es) ..	12,689,880
Los Angeles Examiner (ms) ..	11,746,572
Columbus Dispatch (es)	11,492,383
Chicago News (e)	11,274,931
Philadelphia Inquirer (ms) ..	11,231,200
Philadelphia Bulletin (e) ..	11,093,397
Newark News (e)	10,772,033
Cleveland Plain Dealer (ms) ..	10,214,089
Tampa Tribune (ms)	10,039,372

Baltimore
Sun (es)
13,477,485

LEADERS IN NATIONAL Morning and Sunday

New York Times	3,744,232
Jacksonville Times-Union ..	3,119,662
Chicago Tribune	3,116,976
Boston Herald	2,924,724
New York Herald Tribune ..	2,914,620
Cleveland Plain Dealer	2,569,189
Philadelphia Public Ledger ..	2,547,076
St. Louis Globe-Democrat ..	2,425,567
Detroit Free Press	2,358,076
Los Angeles Times	2,276,596
Miami Herald	1,988,722
Portland Oregonian	1,868,874

Baltimore
Sun (ms)
1,935,229

LEADERS IN LOCAL Evening and Sunday

Detroit News	10,653,720
Washington Star	9,726,499
Pittsburgh Press	8,476,636
Columbus Dispatch	7,690,555
St. Louis Post-Dispatch ..	7,677,040
Birmingham News	6,478,976
Dallas Times-Herald	6,128,470
Dayton News	5,552,010
Flint (Mich.) Journal	5,513,788
Buffalo Times	5,141,276
Milwaukee Journal	5,112,710
Oakland Tribune	5,019,686

Baltimore
Sun (es)
8,563,241

LEADERS IN NATIONAL LINAGE Evening and Sunday

Detroit News	2,721,418
St. Louis Post-Dispatch	2,480,240
Milwaukee Journal	2,465,142
Brooklyn Eagle	2,011,366
Seattle Times	1,888,264
Minneapolis Journal	1,804,064
Washington Star	1,742,824
Denver Post	1,708,056
Birmingham News	1,675,856
Columbus Dispatch	1,654,993
Atlanta Journal	1,566,138
Pittsburgh Press	1,562,708

Baltimore
Sun (es)
1,944,421

LEADERS IN LOCAL LINAGE Evening Six Day

Detroit News	8,375,500
Chicago News	7,260,217
Washington Star	7,068,407
St. Petersburg Independent ..	6,492,144
Philadelphia Bulletin	6,387,525
Pittsburgh Press	6,269,536
New York Sun	6,201,586
New York Journal	6,122,966
St. Louis Post-Dispatch ..	5,575,080
Baltimore Evening Sun	5,618,056
Los Angeles Herald	5,617,360
Newark News	5,448,463

Baltimore
Sun (es)
2,969,823

LEADERS IN CLASSIFIED LINAGE Evening and Sunday

Detroit News	4,052,938
Brooklyn Eagle	3,211,736
Washington Star	2,912,271
Oakland Tribune	2,845,094
Pittsburgh Press	2,601,746
St. Louis Post-Dispatch ..	2,532,600
Columbus Dispatch	2,109,160
Seattle Times	1,992,993
Milwaukee Journal	1,940,235
Houston Chronicle	1,840,202
Dayton News	1,557,010
Denver Post	1,338,288

JOHN B. WOODWARD
Bowery Bank Bldg.,
110 E. 42d St., New York

GUY S. OSBORN
360 N. Michigan Ave., Chicago

C. GEORGE KROGNESS
First National Bank Bldg.,
San Francisco

Everything in Baltimore Revolves Around

THE

MORNING



EVENING

SUN

SUNDAY

Quality and Quantity

In a Single Medium

PHILADELPHIA'S newspaper advertising situation is unique in its appeal to the national advertiser, in that one newspaper—The Bulletin—offers both quality and quantity.

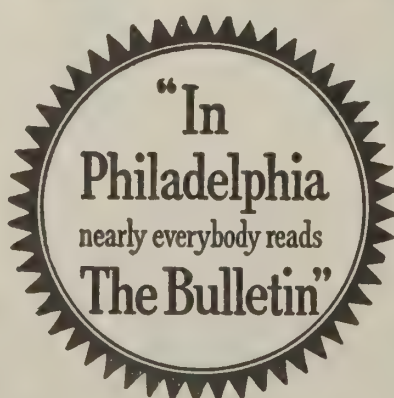
The Bulletin enjoys the confidence of its readers to an unprecedented extent. In the radius of its circulation—the largest in Philadelphia and the third largest in the U. S.—over 3,000,000 persons reside. U. S. Census averages 4.5 to a family. No other newspaper offers such complete coverage and domination at one minimum cost.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER



Average daily net paid circulation
for the six months ending
September 30, 1926

535,096

copies a day

The circulation of The Bulletin is larger than that of any other Philadelphia newspaper and is the third largest in the United States.

New York—247 Park Avenue (Park-Lexington Building)
Chicago—Verree & Conklin, Inc., 28 East Jackson Boulevard

Detroit—C. L. Weaver, Verree & Conklin, Inc., 321 Lafayette Boulevard
San Francisco—Thomas L. Emory, Verree & Conklin, Inc., 681 Market St.

EDITOR & PUBLISHER

Issued every Saturday, forms closing ten P. M. Thursday preceding Publication by The Editor & Publisher Co., J. W. Brown, Publisher; Marlen E. Pew, Editor; Suite 1700 Times Building, 42nd St., at Broadway, New York. Telephone, Bryant 3052-3053-3054-3055-3056. Charter Member Audit Bureau of Circulations. Member Associated Business Papers, Inc.

Vol. 59

NEW YORK, OCTOBER 30, 1926

No. 23

"VALUE OF ADVERTISING UNDERESTIMATED"—COOLIDGE

Complete Text of the President's Address Before Annual Convention, American Association of Advertising Agencies in Washington, October 27

SOMETIMES it seems as though our generation fails to give the proper estimate and importance to the values of life. Results appear to be secured so easily that we look upon them with indifference. We take too many things as a matter of course, when in fact they have been obtained for us only as the result of ages of effort and sacrifice. We look at our economic condition upon which we are absolutely dependent for the comforts and even the necessities of life, and forgetting that it all rests on industry, thrift, and management, dismiss it lightly as a matter that does not concern us. Occasionally our attention is directed to our political institutions, which have been secured for us through the disinterested exertion of generations of patriotism, and, going along oblivious to the fact that they are the sole guarantees of our rights to life and liberty, we turn away with the comforting thought that we can let some party committee attend to getting out the vote and that probably the Government will run itself all right anyway. Then perhaps we are attracted by the buildings erected for education, or the temples dedicated to religious worship, and, without stopping to realize that these are the main source of the culture of society and the moral and spiritual life of the people we pass them by as the concern very largely of schoolmasters and clergymen. We have become so accustomed to the character of our whole, vast, and intricate system of existence that we do not ordinarily realize its enormous importance.

It seems to me probable that of all our economic life the element on which we are inclined to place too low an estimate is advertising. When we come in contact with our great manufacturing plants, our extensive systems of transportation, our enormous breadth of agriculture, or the imposing structures of commerce and finance, we are forced to gain a certain impression by their very magnitude, even though we do not stop to consider all their implications. By the very size and nature of their material form they make an appeal to the senses, even though their import does not reach the understanding. But as we turn through the pages of the press and the periodicals, as we catch the flash of billboards along the railroads and the highways, all of which have become enormous vehicles of the advertising art, I doubt if we realize at all the impressive part that these displays are coming more and more to play in modern life. Even the most casual observation, however, reveals to us that advertising has become a great business. It requires for its maintenance investments of great amounts of capital, the occupation of large areas of floor space, the employment of an enormous number of people, heavy shipments through the United States mails, wide service by telephone and telegraph, broad use of the printing and paper trades, and the utmost skill in direction and management. In its turnover it runs into hundreds of millions of dollars each year.

When we stop to consider the part

which advertising plays in the modern life of production and trade we see that basically it is that of education. It informs its readers of the existence and nature of commodities by explaining the advantages to be derived from their use and creates for them a wider demand. It makes new thoughts, new desires, and new actions. By changing the attitude of mind it changes the material condition of the people. Somewhere I have seen ascribed to Abraham Lincoln the statement that "In this and like communities public sentiment is everything. With public sentiment nothing can fail; without it nothing can succeed; consequently he who molds public sentiment goes deeper than he who enacts statutes or pronounces decisions. He makes statutes and decisions possible or impossible to be executed." Advertising creates and changes this foundation of all popular action, public sentiment, or public opinion. It is the most potent influence in adopting and changing the habits and modes of life, affecting what we eat, what we wear, and the work and play of the whole Nation. Formerly it was an axiom that competition was the life of trade. Under the methods of the present day it would seem to be more appropriate to say that advertising is the life of trade. Two examples of this influence have come to me in a casual way. While I can not vouch for the details, I believe in their outline they are substantially correct. One relates to an American industry that had rather phenomenal growth and prosperity in the late eighties and early nineties, being the foundation of the one or two large fortunes. In its development it had been a most generous advertiser. A time came when various concerns engaged in this

line of manufacturing were merged and consolidated. There being no longer any keen competition, it was felt that it was now no longer necessary to explain to the public the value of this product or the superiority of one make over another. In order to save the large expense that had been made for that purpose, advertising was substantially abandoned. The inevitable result followed, which all well-informed trade quarters now know would follow. But the value of advertising was not so well understood 25 or 30 years ago. This concern soon became almost a complete failure. As I recall, it had to be reorganized, entailing great losses. This line of trade was later revived under the direction and counsel of some of its old managers, and with the proper amount of publicity became a successful enterprise.

But let us turn from the unfortunate experience of the loss that occurred through lack of advertising to an example of gain that was made through the shrewd application of this principle. In a somewhat typical American community a concern was engaged in an industrial enterprise. Its employees were not required to be men of great skill. Oftentimes they were new arrivals in this country who had been brought up to be accustomed to the meager scale of living abroad. Their wants were not large, so that under the American rate of wages they found it possible to supply themselves and their families without working anywhere near full time. As a result, production was low compared with the number employed and was out of proportion to the overhead expense of management and capital costs. Some fertile mind conceived the idea of locating a good milliner in that communi-

ty. The wares of this shop were generously advertised through window display, newspaper space, and circularization. I suppose that every head of a family knows that a new bonnet on the head of one of the women in the neighborhood is contagious. The result in that community almost at once was better wearing apparel for the women, which necessitated more steady employment for the men. The output of the plant was greatly increased, its cost units were reduced, its profits were enlarged, it could sell its product to its customers at a lower figure, and the whole industry was improved. More wealth was produced. But the reaction went even further. The whole standard of living in that locality was raised. All the people became better clothed, better fed, and better housed. They had aspirations, and the means to satisfy them, for the finer things of life. All of this came from the judicious application of the principle of advertising.

The system which brought about these results is well known to the members of this association. You have seen innumerable instances where concerns have failed through lack of advertising and innumerable others where they have made a success through the right kind and amount of publicity. Under its stimulation the country has gone from the old hand methods of production which were so slow and laborious with high unit costs and low wages to our present great factory system and its mass production with the astonishing result of low unit costs and high wages. The preeminence of America in industry, which has constantly brought about a reduction of costs, has come very largely through mass production. Mass production is only possible where there is mass demand. Mass demand has been created almost entirely through the development of advertising.

In former days goods were expected to sell themselves. Oftentimes they were carried about from door to door. Otherwise, they were displayed on the shelves and counters of the merchant. The public were supposed to know of these sources of supply and depend on themselves for their knowledge of what was to be sold. Modern business could neither have been created nor can it be maintained on any such system. It constantly requires publicity. It is not enough that goods are made, a demand for them must also be made. It is on this foundation of enlarging production through the demands created by advertising that very much of the success of the American industrial system rests.

It will at once occur to those who have given any thought to these subjects how important it is to the continuing success of the business which this gathering represents, and to the general welfare of the country, that the conditions under which these results have been secured should be maintained. It is our high rate of wages which brings about the greatest distribution of wealth that the world has ever seen and provides the enormous capacity for the consumption of all kinds of commodities which characterizes our country. With

HIGH LIGHTS FROM PRESIDENT'S SPEECH

"It seems to me probable that of all our economic life the element on which we are inclined to place too low an estimate is advertising."



"When we stop to consider the part which advertising plays in the modern life of production and trade we see that basically it is that of education."

"It is to be seen that advertising is not economic waste. It ministers to the true development of trade."

"There can be no permanent basis for advertising except a representation of the exact truth. Whenever deception, falsehood, and fraud creep in they undermine the whole structure."

"Advertising ministers to the spiritual side of trade. It is a great power that has been entrusted to your keeping which charges you with the high responsibility of inspiring and ennobling the business world."



Delegates to A. A. A. convention, photographed at the Mayflower for EDITOR & PUBLISHER. (Left to right): D. W. Henderson, New York; E. L. Triffitt, Detroit; William H. Johns, New York; James O'Shaughnessy, New York; Ralph H. Jones, Cincinnati; and Harry E. Lesan, New York.

our improved machinery, with the great increase in power that has come from steam and electricity, with the application of engineering methods to production, the output of each individual engaged in our industrial and agricultural life is steadily increasing. The elimination of waste through standardization has been another most important factor in this direction. If we proceed under our present system, there would appear to be little reason to doubt that we can continue to maintain all of these high standards in wages, in output, and in consumption indefinitely, and with our home markets as a foundation increase our foreign commerce by a greater exchange of those commodities in which we are peculiarly favored for the commodities of other nations in which they have a special advantage. But nothing would appear to be plainer than that this all depends upon the maintenance of our American scale of wages, which is the main support of our home market.

It is to be seen that advertising is not an economic waste. It ministers to the true development of trade. It is no doubt possible to waste money through wrong methods of advertising, as it can be wasted through wrong methods in any department of industry. But rightfully applied, it is the method by which the desire is created for better things. When that once exists, new ambition is developed for the creation and use of wealth. The uncivilized make little progress because they have few desires. The inhabitants of our country are stimulated to new wants in all directions. In order to satisfy their constantly increasing desires they necessarily expand their productive power. They create more wealth because it is only by that method that they can satisfy their wants. It is this constantly enlarging circle that represents the increasing progress of civilization.

A great power has been placed in the hands of those who direct the advertising policies of our country, and power is always coupled with responsibilities. No occupation is charged with greater obligations than that which partakes of the nature of education. Those engaged in that effort are changing the trend of human thought. They are molding the human mind. Those who write upon that tablet write for all eternity. There can be no permanent basis for advertising except a representation of the exact truth. Whenever deception, falsehood, and fraud creep in they undermine the whole structure. They damage the whole art. The efforts of the Government to secure correct labels, fair trade practices, and equal

opportunity for all our inhabitants is fundamentally an effort to get the truth into business. The Government can do much in this direction by setting up correct standards, but all its efforts will fail unless it has the loyal support of the business men of the Nation. If our commercial life is to be clean and wholesome and permanent in the last resort, it will be because those who are engaged in it are determined to make it so. The ultimate reformers of business must be the business men themselves. My conception of what advertising agencies want is a business world in which the standards are so high that it will only be necessary for them to tell the truth about it. It will never be possible to create a permanent desire for things which do not have a permanent worth. It is my belief that more and more the trade of our country is conforming to these principles.

The National Government has a large interest in all these problems, though many of them are confined in their jurisdiction to the States. The general welfare of the country, its progress and prosperity, are very intimately connected with the commerce that flows from agriculture and industry. Unless that be in a healthy condition, constantly expanding, securing reasonable profits, employment begins to fail, sooner or later wages begin to fall, markets are over-supplied, movements of freight decrease, factories are idle, and the results of all these are that want and distress creep into the home. You can easily draw the converse of this picture. It has been the almost universal experience in American life of late. Local conditions here and there have brought contrary results, probably unavoidable for a long time to come, but in the main the country has been and is prosperous. Perhaps the most creditable aspect of our present prosperity is that wages are high while profits have been moderate. That means that the results of prosperity are going more and more into the homes of the land and less into the enrichment of the few, more and more to the men and women and less and less to the capital which is engaged in our economic life. If this were not so, this country could not support 20,000,000 automobiles, purchase so many radios, and install so many telephones. From a recent fear of being exploited by large aggregations of wealth, the people of America are learning to make such great concerns their most faithful servants. This problem is not entirely solved yet. Here and there abuses occur, but business is gradually being taught that the only method of permanent suc-

cess lies in an honest, faithful, conscientious service to the public.

You are familiar with the efforts which the Federal Government has been making to contribute to peace and prosperity during the recent reconstruction period. We are steadily reducing our national debt, cutting down the interest charges. We have released hundreds of thousands of people from the unproductive field of Government employment to the productive field of business life. The burdens of taxation have been so far removed that they are now for the most part lightly borne, and the disproportionate charges formerly made to supply the public revenues have been released to flow into the avenues of trade and investment. We have supplied large sums for the rehabilitation of Europe and the financing of South America to the advantage of our foreign commerce, which now stands at a peace time record. Through international covenants limiting naval armaments we have reduced the cost of national defense and made large guarantees to the peace of the world. All of this has been a program of constructive economy, beneficial alike to ourselves and to other people. In making this economically possible, in spreading its benefits, in carrying its fruits into the homes of the land, advertising has supplied and will continue to supply a very important part. Without the advantages that accrue from that art these accomplishments would not have been possible.

But Americans are never satisfied with the past or present. They are always impatient of the future. Our history has been that of an increasing prosperity. There have always been fluctuations in trade, but with our present system of banking and our enormous capacity for consumption such fluctuations will apparently be much less violent and are unlikely to sink to the level of depression. We can not tell what a particular month or locality may develop, but over the broad face of our country seedtime will be followed by the harvest, the productive capacity will increase, and our people will become more prosperous.

These results, however, can not be considered as guaranteed by our material resources alone. They will accrue to us, not because of our fertile agricultural fields, our deposits of coal, iron, and precious metals, nor even from the present state of our development of trade with its accompanying supports of manufacturing, transportation, and finance. We can not rely on these alone. They could all be turned into instruments of destruction.

Our chief warrants for faith in the future of America lies in the character of the American people. It is our belief in what they are going to do, rather than our knowledge of what they are going to have, that causes us to face the coming years with hope and confidence. The future of our country is not to be determined by the material resources, but by the spiritual life of the people. So long as our economic activities can be maintained on the standard of competition in service, we are safe. If they ever degenerate into a mere selfish scramble for rewards, we are lost. Our economic well-being depends on our integrity, our honor, our conscience. It is through these qualities that your profession makes its especial appeal. Advertising ministers to the spiritual side of trade. It is a great power that has been intrusted to your keeping which charges you with the high responsibility of inspiring and ennobling the commercial world. It is all part of the greater work of the regeneration and redemption of mankind.

ST. LOUIS B. B. B. ACTIVE

Handled 3,415 Merchandising Cases, 4,681 Financial Inquiries

The number of merchandise cases handled by the Better Business Bureau of St. Louis during the twelve months ended Oct. 1, aggregated 3,415, an increase of 51 per cent over the preceding year, according to the report of Harry W. Riehl, manager, made at the annual meeting held last week.

There were 3,395 shopping reports covering the sales efforts of representatives of member firms, of which 2,393 evidenced exceptional service, 625 were fair, and 387 disclosed poor service. The financial cases docketed for investigation numbered 1,949 and 4,681 financial cases were handled, the latter representing an increase of 52 per cent.

William McChesney Martin, chairman of the Board of Federal Reserve, Bank of St. Louis, is president of the Bureau. Ten new trade group directors were elected for a term of three years.

LOAN GROUP AIDS 225

The Medill Building and Loan Association of the *Chicago Tribune*, in the four years since it was organized, has furnished financial aid to 225 Tribune employees who have purchased or built homes. At the close of business June 26, there were 750 members of the association.



(Left to right): Rossiter Holbrook, New York; Eugene McCuckin, Philadelphia; Howard R. Barnes, Philadelphia; Earl R. Trangmar, Cincinnati; S. C. Stewart, Chicago; William Reyndell, New York; Charles Blum, Philadelphia, and James W. Young, Chicago, new Four A's president.



(Left to right): W. M. Richardson, New York; Malcolm Muir, New York; Clarence W. Scully, Washington; Frank Brancher, New York; S. O. Landry, New Orleans; Edward A. McCay, Philadelphia, and J. Cecil, Richmond, Va.

PARK'S ATTACK ON TRADE COMMISSION THRILLS A. A. A. CONVENTION

James W. Young of Chicago Elected President—Coolidge Graces Annual Banquet—Agents Say Two Per Cent Cash Discount Protects All Advertising Interests

By J. BART CAMPBELL

(Washington Staff Correspondent, EDITOR & PUBLISHER)

WASHINGTON, Oct. 28.—Although the Federal Trade Commission "does not offer a single remedy or plan as substitute," it is threatening to "damage the present structure of handling national advertising," a business that "is the result of more than a half century of actual experience by all the advertising men of the nation."

This strong condemnation of the Commission's efforts to hold the advertising agency and the newspaper guilty of conspiracy to control national advertising, efforts which have been hanging fire before the Commission for months, was registered today before the tenth annual convention here of the American Association of Advertising Agencies by John A. Park, publisher of the *Raleigh* (N. C.) *Times* and president of the Southern Newspaper Publishers Association.

Mr. Park's stinging indictment of the Commission was read to the convention by James O'Shaughnessy, executive secretary of the Four A's, in the absence of the Southern publisher, who was unavoidably detained elsewhere.

"In view of the testimony given at the hearing before the Commission we feel that it is reasonable to hope for a dismissal of the case," was the conclusion reached in the report submitted on the Commission's complaint that the advertising agency and the newspaper are engaged in "an unlawful combination and conspiracy," which was submitted by Newcomb Cleveland, chairman of the committee of the Four A's in charge of the matter.

Mr. Park, in his statement of the case, handled the Commission without gloves and charged special manufacturing interests with having inspired the Commission's action.

These interests, Mr. Park declared, "want the same commission allowed direct on their own advertising that newspapers usually allow advertising agents, and, through the Federal Trade Commission, they are seeking to get the usual agency commission. They perform no service

whatever for the newspaper, neither do they assist in creating any advertising except for their own use. They will not solicit advertising for the newspapers; so why should they have commissions?"

Mr. Park's statement was entitled, "What Price Agencies? Southern Newspapers and Four A's Now Have Problems in Common."

The statement read, in part:

"It was probably at the time of the great flood when readers of the *Noah's Ark News* started the discussion, 'Does the advertising agent work for the advertiser, or for the newspaper?'"

"Now that the Federal Trade Commission has taken a hand in the matter, there comes forth more speculation as to what may become of newspapers if agencies become extinct. Naturally, all newspaper publishers and all agency managers have much in common at this time, and there is some conjecture as to whether they may congratulate or console each other when the courts render a decision."

"Certainly, the present serious problem should serve to bind closer these two great instruments of human endeavor—newspapers and agencies. There is a marked tendency now, in the face of a common menace, to overlook trivial matters, like extension of payments, time for taking discounts, full position, re-runs on account of changes in the weather, the beating down of rates and other similar indoor sports."

"Constructive work done by the Four A's in urging standard rate cards, uniform contracts, careful checking and modern accounting has taken the dark clouds from many newspaper offices, and they should certainly be very appreciative, whether they admit it or not."

"Lack of information, so far as it relates to advertising, is one of the obstacles daily newspapers of America in the conduct of business. I know of no better place to discuss the subject than in the great city of Washington, where one of the Government agencies is threatening to damage the present struc-

ture of handling national advertising, although that business is the result of more than a half century of actual experience by all the advertising men of the nation."

"The Federal Trade Commission is threatening to destroy that structure—and it does not offer a single remedy or plan as a substitute. I can speak from intimate knowledge of the situation, so far as the Southern Newspaper Publishers' Association is concerned, and I believe that what I say applies to every publishers' organization and individual publisher in America."

"The S. N. P. A. is charged with being in a conspiracy with the American Association of Advertising Agents and other organizations to control the advertising business of America against the best interest of the public welfare. The charge is ludicrous on its face, and would not be taken seriously if so many evidences of misinformation in official circles about this matter were not appearing. One serious side to S. N. P. A. members is that it costs thousands of dollars each year to retain lawyers, pay their expenses and attend hearings which, at this time, give no signs of abating. This suit, styled by the Federal Trade Commission as a complaint, was first issued in December, 1924, and today our small Association has paid out a substantial sum for actual expenses in defending ourselves. Attorneys' fees will be determined when the case is determined."

"We are not informed as to who our prosecutors are, who instigated the complaint which caused the Federal Trade Commission to act. We do know circumstances show that two individuals, manufacturers, have been active in getting the Trade Commission to act. An attorney of New York appeared before the Commission representing one of these two interests."

"Efforts were made, I have been informed, to induce the Department of Justice to act, on the grounds that newspapers and advertising agents were operating in violation of the Sherman Anti-Trust Law, not Inter-State Commerce, but a service, and the Federal Government did not have jurisdiction."

"Then persons, whose identities are withheld by the Federal Trade Commission, went to that body and the suit was announced publicly in December, 1924. This complaint was issued against the S. N. P. A. and its individual members, the Four A's and the American Press Association, charging an 'unlawful conspiracy' to control advertising against the best interest of the public welfare. The com-

plaint was denied in the answers of all the defendants, and a motion was made by the S. N. P. A. attorneys to discuss the complaint on the grounds that advertising was not inter-state commerce, that there were no unfair methods used and no public interest violated. The Federal Trade Commission overruled the motion and permitted the complaint to be amended to include the S. N. P. A. and the Six Point League."

"After a delay of 15 months, hearings were started before an examiner for the Federal Trade Commission in New York on April 29 and ran until May 7, with the result that 834 pages of testimony have been taken, all of which related, more or less, to the history of the present structure of handling newspaper advertising and the services provided by the agencies."

"I think it was shown that S. N. P. A. members ran their own business as they saw fit, and the S. N. P. A., as an organization, had no power over its individual members. Still, the attorneys for the Commission are trying to prove that some S. N. P. A. members have been coerced and threatened into refusing Firestone, Vick and other direct advertisers, the usual agency commission."

"The question is asked, 'What will happen if the Federal Trade Commission makes an order to cease and desist?' It is not clear, for the Commission has offered no suggestion about any desirable practice to take the place of the present advertising structure. However, if advertising is held to be inter-state commerce, it opens the way for Federal control of advertising."

"I am not one to join in the criticism of every Government effort to curb proper and needful regulations in the interest of public welfare, but I am impatient over endless delay, which is costing me money and costing my colleagues thousands of dollars. There is both consolation and compensation to be derived, however, through the knowledge that the American Association of Advertising Agencies stands shoulder to shoulder with Southern publishers in defending common standards of integrity and fair dealing which must be maintained and strengthened for the good of all of us."

The report of Mr. Cleveland's committee stated, in part:

"The charge by the Government is that the five respondent organizations are engaged in 'an unlawful combination and conspiracy' to various ends, among which are specified, that direct advertisers be constrained from obtaining national ad-



(Left to right): James W. Young, Chicago; Roy S. Durstine, New York; Robert K. Leavitt, New York; S. Roland Hall, Easton, Pa.; Edward T. Hall, St. Louis; H. K. McCann, New York, and S. E. Thomason, Chicago



Tenth annual convention dinner of the American Association of Advertising Agencies in Hotel Mayflower, Washington, Wednesday evening, attended by President Coolidge (left of microphone.)

vertising at less than gross rates and that all national advertisers be constrained to employ respondent agencies or such other agencies as agree uniformly to receive and actually do receive as their minimum remuneration from their activities from inter-state commerce the standard trade differential of fifteen per cent.

"The word differential is used in the complaint; our contention is that what is involved is not a differential but a commission, and that there is only one real rate, namely, the rate that the advertiser pays.

"Being engaged in interstate commerce is not strictly a charge against us; it is the preliminary condition without which the commission has no right to act. If there is no 'commerce' involved, the Commission lacks jurisdiction and the case against us falls. The Commission's position that distribution of so-called 'type-parts' (mats, electros, etc.) constitutes interstate commerce is held by us to be unjustified for the reason that type-parts are not essential to advertising (for example, in the case of an advertisement that is set up), and that the ownership of such type-parts does not change at any time, whether they are transported from one State to another or not; and further, that they are only incidental to the service given by an agency.

"An interesting circumstance in connection with the amended complaint was that only three of the five commissioners were present when it was voted to issue it. This procedure was somewhat unusual. A week afterwards Commissioner Humphrey, who had been prevented by illness from being present, filed a dissenting opinion. This has been published in full.

"Although all the witnesses at the New York hearings were called by the Government, the testimony of several of them was exceedingly valuable to our side of the case.

"Lincoln B. Palmer, manager of the American Newspaper Publishers Association, asserted positively that the commission system was the most economical and efficient of any within his knowledge for securing and maintaining the desired volume of advertising revenue for the newspapers. It was brought out further that the system had been in effect before any of the associations which are defendants had been organized.

"Major Floyd Y. Keeler, who has had wide experience in various fields, in finance as well as in advertising, and who was called by the Government as

an expert, testified that the agencies were of service to both publishers and advertisers.

"Whatever may happen further there has already been presented to the public, through the reports of the hearings in the daily press and the trade publications

and in other ways, a vast amount of information relative to the fundamentals of the advertising agency business.

"In view of the testimony that was given at the hearing we feel that it is reasonable to hope for a dismissal of the case."

RESOR REPORTS RESULTS OF QUALITATIVE CIRCULATION SURVEY TO FOUR A's

WASHINGTON, D. C., Oct. 28,

A report of an extensive analysis of the circulations of 74 national magazines was one of the outstanding features of the tenth annual convention of the American Association of Advertising Agencies. This survey is a classification of magazine subscribers and buyers into occupational and income groups. This is the first of a series of studies to be made by the association. The next study to be undertaken will probably be in the field of newspaper circulations.

Stanley Resor, president of the J. Walter Thompson Company, in explaining to the convention the reasons for the establishment by the association of a department of research to undertake work of this kind, said, in part:

"The amazing increase in the cost of business failure, due to the large scale of operations, has made any disregard of essential facts in business more than ever dangerous.

"The task of business research is to show what the facts are—to pick out the truth from many pieces of conflicting evidence and to formulate these facts in useable form. The use of the material is a matter for individual skill—the facts ought to be common property.

"Research is merely the process of ascertaining facts by careful and open minded observation."

The survey was conducted for the association under the direction of Dr. Daniel Starch, director of its Department of Research, who formerly was a professor in the Harvard School of Business Administration. It reflects the work of two years and a large expenditure by the American Association of Advertising Agencies in an effort to determine more accurately and scientifically the specific markets reached by these magazines.

Emphasizing the extent to which the

association has gone in the survey conducted by Dr. Starch, the committee stressed the fact that the report contains an occupational classification of 381,000 subscribers of 74 magazines in 29 cities and 30 rural towns. These magazines represent a combined circulation of approximately 43,000,000, it contains also the results of a house-to-house canvass in which personal interviews were had in nearly 20,000 homes in 20 cities and 17 rural communities. Every section of the country was covered in the survey, which represents the most complete analysis of its kind ever made.

"Publishers have for years made studies of their own to indicate the quality of their subscribers and readers," said Dr. Starch in his report to the convention, "the difficulty, however, has been that each publisher has made studies according to his own methods which, consequently, have not been comparable with those made by other publishers. There was, therefore, a distinct need of reliable methods applied in a uniform manner to all publications.

"The chief problem on which the Research Department has been engaged since its inception in December, 1924, may broadly be referred to as a study of the quality of magazine circulation. Quality of circulation is a general term which may have many different meanings. Some have suggested that quality is measured by the subscription price of a magazine, by its literary or editorial content, by the economic status of its readers, or by the race religion or occupation."

"All of those criteria have some value and, in a certain sense, indicate quality. However, for the purposes of this investigation, it was necessary to describe the problem specifically. Instead of using the general term 'quality' we have defined our survey as an analysis of the

occupations and incomes of the subscribers and buyers of magazines.

"There has been a decided need of a careful study of this problem. In 1914 the Audit Bureau of Circulations was established to provide reliable and comparable figures on quantity of circulation. This has been one of the outstanding forward steps in this field. We next needed, however, reliable information as to other aspects of circulation, namely, the kind of subscribers and buyers that national magazines have. In other words we wanted to determine what kind of a market is reached by each publication."

In the opinion of the Research Committee, the survey "will not to any marked degree change many conceptions which we have already formed of magazine circulations through observations.

JAMES W. YOUNG IS NEW A. A. A. PRESIDENT

FOLLOWING are the new officers of the Four A's elected Thursday:

President, James W. Young, J. Walter Thompson Company, Chicago; vice-president, H. K. McCann, H. K. McCann Company, New York; secretary, Richard S. Humphrey, H. B. Humphrey Company, Boston; treasurer, E. Dewitt Hill, H. K. McCann Company, New York.

Members of executive board, members-at-large, one year term—Stanley Resor, J. Walter Thompson Company, New York; Merle Sidener, Sidener Van Riper & Keeling, Inc., Indianapolis; two-year term—Herbert S. Gardner, Gardner Advertising Company, New York; H. T. Ewald, Campbell-Ewald Company, Detroit. Three-year term—R. S. Simpers, McLain-Simpers Organization, Philadelphia; Roy S. Durstine, Barton, Durstine & Osborne, Inc., New York.

Members representing councils—Robert Tinsman, Federal Advertising Agency, Inc., New York; A. King Aitken, Aitken-Kynett Company, Philadelphia; A. E. Greenleaf, Greenleaf Company, Boston; E. D. Mason, Albert P. Hill Company, Pittsburgh; Shelley E. Tracy, Southwestern Advertising Company, Dallas.

STANDARDIZATION OF METHODS A. A. A. A. TOPIC

New Era of Co-operation at Hand, Speakers Declare at Tenth Annual Convention in Washington—Thomason Foresees Better Newspaper Printing Through A.N.P.A. Efforts

By BART CAMPBELL

(Washington Correspondent, EDITOR & PUBLISHER)

WASHINGTON, Oct. 28.—Closer co-operation between the newspaper and the advertising agency in the betterment, development and standardization of advertising methods and mediums, was urged here Wednesday by S. E. Thomason, business manager of the *Chicago Tribune*, former president of the American Newspaper Publishers Association, before the tenth annual convention of the American Association of Advertising Agencies.

"The ultimate good of your business and ours is accomplished when we co-operate to make our work more easy and more honest," said Mr. Thomason. "And every step in this direction reduces the ultimate cost of marketing borne by the consumer."

The progressive ideas registered by Mr. Thomason were among a series of constructive suggestions made by representative publishing and advertising men whose exchange of viewpoint contributed much toward making the convention notable for its promise of national service.

In paying tribute to the leadership the Four A's "are taking in promoting a new era of co-operation among all branches of advertising," Malcolm Muir, president of the Associated Business Papers, Inc., declared to the convention that "the principles promoted by you, more than any other factor, have brought about a complete interchange of commodities throughout the entire country and a higher standard of living; they have made possible mass production by bringing about mass consumption, and have added a tremendous contribution to both the national wealth and to our present great national prosperity."

Of the 133 advertising agencies represented at the convention, with a membership handling 80 per cent of the national advertising in this country, James O'Shaughnessy, executive secretary of the Four A's, said:

"As creators and builders of advertising these advertising agencies today are one of the greatest factors in American commercial stabilization. Increased consumption, influenced by advertising, increases sales for the retailer, the jobber and the manufacturer. It increases production, and this larger production is reflected in greater efficiency in manufacture—hence, improved products and lower prices for the consumer."

"In a word, the whole fabric of national advertising revolves in a circle, with each interest benefited and with the general commercial scheme of the nation proportionately stabilized—a stabilization that is apparent, too, from the standpoint of the banker and the financial interests whose investments thus are given larger protection."

Appearing on the same platform with Mr. Thomason, as spokesman for the newspaper publishing interests, and Mr. Muir, as representative of trade journals, was Frank Braucher, of the Crowell Publishing Company, vice-president of the Periodical Publishers Association.

"As we all progress and as we travel toward a better day in business," Mr. Braucher told the convention, "and I think we are travelling very fast—in spite of the pessimists and the cynics—the time is coming when the advertising agent who regards recognition as meaning merely the collection of 15 per cent will find himself in the minority."

"Stated another way around, I think there is a growing conviction on the part of the advertising agents that recognition means more than just the collection of fifteen per cent. I think it is meaning to him more and more the privilege of contributing something to the business he is in, his contribution being the conduct of a clean, legitimate, lawful and honest business."

"The standards of practice of the American Association of Advertising Agents generally practiced and generally ad-

hered to will make the whole business more than just a 15 per cent operation. It will mean something that men will strive to uphold. And in this connection, let me say that it would hearten you a great deal if you knew the number of young and sometimes small advertising agents who in spirit and practice adhere to your principles and standards."

"It is not at all uncommon to have an applicant say to us, 'In principle and practice we are a Four A agency.' Having had a number of years' experience in passing upon agents for recognition, I can assure you that the high standards you have set and the ideals to which you aspire have influenced beyond your conception the whole advertising agency business, and in behalf of the Periodical Publishers' Association, I congratulate you for it."

In opening his address, Mr. Thomason remarked humorously that "in this atmosphere of friendliness and geniality, so foreign to those occasions when I have taken part in efforts to change the minds of some of you about listings and appropriations, I could almost be excused if I found myself expanding to the point where I discussed with you general rate reductions, accompanied by universal increases in commissions."

Mr. Thomason referred to the assembled advertising men as "fellow-defendants" as he touched upon the thus-far unsuccessful efforts of the Federal Trade Commission to hold the Four A's, the A. N. P. A., the Southern Newspaper Publishers' Association, and other organizations, guilty of conspiracy to control the marketing and placing of advertising.

Mr. Thomason then warmly commended Secretary of Commerce Herbert Hoover as one who "has been quietly and efficiently making a study to bring about better marketing methods, to reduce the cost of getting the manufactured product from the manufacturer to the consumer."

"You and we in the publishing business," continued Mr. Thomason, "are vitally concerned with that problem. As I see it, it is only through organizations such as yours, and such as ours of the American Newspaper Publishers Association that progress can be made in these broader purposes of our industries."

"You have an effective and capable Research Division. We have a Bureau of Advertising and a newly established Mechanical Research Division. I have in mind two bits of work that we might accomplish in co-operation."

"I know that your efforts to improve the quality of reproduction in printing have heretofore been confined to the higher grades of process work. We haven't given much thought, either of us, to improvement in the quality of newspaper printing. Newspaper printing has been 'just printing.' You don't expect high grade results in newspaper reproduction."

"Yet I venture to say that a most substantial amount of lost motion could be saved the members of your organization if you could be assured of uniform results in newspapers, having in mind that newspapers must be produced at high speed."

"The A. N. P. A. Department of Mechanical Research is just beginning to function under the direction of Professor Wines, of the University of Wisconsin, an experienced and capable printing engineer. By the elimination of antiquated methods in newspaper photo-engraving, stereotyping, and press room departments, and the standardization of modern practices in these mechanical departments, the whole level of newspaper printing can be raised."

"The result is going to be a saving on your part, and every saving in effort is

a movement in the direction of lower marketing costs. I hope that this movement on the part of the newspapers is going to have your complete co-operation and support."

"As you all know, there has been no standardization of newspaper advertising statistics, or statistical methods up to this time. In New York advertising data is compiled by the *New York Evening Post*. In Chicago we think we do the job better through the work of an independent company, The Advertising Record Company. In most other cities these figures are compiled by one or another of the competing newspapers, and sometimes they prove the truth of the epigram that 'liars figure.'"

"The Bureau of Advertising of the A. N. P. A. is turning its attention to the possibility of standardizing these statistical methods throughout the country. Here again there is the largest opportunity for successful co-operation between the research division of your organization and ours. The industry as a whole will make a big advance when you are able to regard statistical data of all metropolitan newspapers with the same confidence that you can have in the records of the Advertising Record Company. This, too, is another move toward better marketing methods."

"Of course, we can never hope to accomplish a complete accord between your organization and by one of the publishing organizations in this matter of the best and most economical advertising methods. Some of you will always lend an ear to the sweet strains of the periodical publisher's song. Some of you will always lend a helping hand to nature in establishing a spot of color against the background of autumn foliage with the aid of the American Posting Service."

"And the fact that personally I am persuaded that the only economical and effective advertising appropriation can be obtained by restricting the use of the advertising dollar to the purchase of newspaper space, with perhaps just a little 'Liberty' for a magazine expenditure, will be of small consequence to you. In these matters we will never quite agree. I may think that you are a little prejudiced. I might even confess to some bias in these questions myself."

"But the fact remains that the ultimate good of your business and ours is accomplished when we co-operate to make our work more easy and honest. And every step in this direction reduces the ultimate cost of marketing borne by the consumer."

Mr. Muir told the convention he appeared as an unofficial representative of a "great group of manufacturers whose products have a value of \$33,000,000,000 yearly." He said in part:

"Industry's problems largely have been confined to the science of production, which has now been developed to such a high state. We have, with the exceptions of a few short periods, always had an industry in this country, a sellers' market. Conditions are changing. Our productive capacity is now such as to bring about keener competition at home and abroad and the need for the creation of new markets for the products of industry. Our industrialists have been primarily production men. They are now developing a marketing consciousness and are awakening to the need for more efficient industrial marketing methods. There is, therefore, now developing a whole new industrial marketing system, in which advertising agents as a whole have taken very little part as yet."

"Industry needs the counsel of men who have had your background of experience, who have studied and evaluated the ebb and flow in markets, who have applied sound principles to the problems of dis-

tribution. Industry needs men like you, who with the background of your present experience in consumer merchandising, can bring to play your keen powers of analysis, can apply your vision and courage to the problems of industrial marketing, which are basically and fundamentally different to those of consumer merchandising, and which will be found to have principles all their own."

American industry has been so intent on selling its goods in the cities, stated H. H. Charles, of the Charles Advertising Agencies, New York City, that it has almost overlooked the enormous possibilities among the farmers and their families. The money spent in all forms of advertising in 1925 reached the astonishing total of \$1,391,000,000, but only \$30,000,000 of this staggering amount went into advertising appealing directly to rural population.

"You have sold the city and almost forgotten the farm," said Mr. Charles. "The farm population in 1925 was more than 31,000,000. You have overlooked the buying capacity of about 42 per cent of our total population. You have made no effort or only partial effort to secure some of the annual agricultural wealth amounting to nearly \$13,000,000,000 for 1925. You have expended only \$1 a year per capita to reach the farmer and nearly \$10 per year per capita to reach the city dweller."

Among the farmers' needs which advertising can play a part in meeting, Mr. Charles mentioned hundreds of thousands of buildings that need paint and the demand for water systems, electric light and power plants, iceless refrigerators and radio. He said that the farm home was the logical place for radio and that "sales have steadily increased in spite of only half-hearted advertising."

Roy S. Durstine, of Barton, Durstine & Osborn, New York, retiring president of the American Association of Advertising Agencies, presided. Other speakers were E. L. Triffitt, of Brooke, Smith & French, Inc., Detroit; Henry T. Ewald, of the Campbell-Ewald Company, Detroit, and Newcomb Cleveland of the Erickson Company, Inc., New York.

"We look to the advertising agency to develop and increase advertising through adding to its productivity," said Mr. Braucher at one stage of his address.

"Obviously it is necessary for us to determine which agencies shall represent us in this capacity and for this purpose we make our investigation through the medium of the Periodical Publishers' Association, and of course have set up standards to which an applicant for recommendation must be able to conform and live up to."

"I have no hesitancy in saying that the advertising agent is the agent of the publishers. Stated more directly, you are our agents. We have the right clearly fixed and established by the Supreme Court of the United States to appoint whom we will as our agents and for any reason that we see fit, to reject an application for agency recognition. Literally speaking, the publisher pays the agent for service to himself, the publisher."

"You can readily see that that is the thing which gives us our usefulness to the advertising agency business. In selecting our agents we try to use the utmost care and to act only when we are convinced that new agents have some contribution to make to the advertising business. Of course, we have to deal with human beings and many of them are subject to the well known frailties."

The grand climax to the convention was unquestionably supplied by the recognition given to the national economic importance of advertising by President Coolidge in his address at the dinner tendered by the association at the Mayflower Hotel, Wednesday night.

(The President's address will be found

elsewhere in this issue of **EDITOR & PUBLISHER.**)

Cyrus H. K. Curtis, newspaper and magazine publisher, occupied a seat of honor near the President.

Following the President, addresses were delivered by B. Kirk Rankin, *Southern Agriculturist*, Nashville, Tenn., former president of the Agricultural Publishers' Association; John A. Park, *Raleigh* (N. C.) *Times*, president of the Southern Newspaper Publishers' Association; Kerwin H. Fulton, president, General Outdoor Advertising Company; and Edward T. Hall, Ralston Purina Company, St. Louis, president of the Association of National Advertisers. James W. Young, of the J. Walter Thompson Company, Chicago, was toastmaster.

Mr. Rankin emphasized the importance of the farm markets to the national advertiser, stressing the fact that in a recent survey covering the circulation of one farm publication, 89 per cent of its subscribers were found to be located in territory now served by manufacturers who are national advertisers in magazines and newspapers other than farm publications. This new audience, Mr. Rankin explained, can be added "without increasing selling expense" on the part of the advertiser.

Mr. Rankin emphasized the stability of the South's industry and agriculture, explaining that the recent decline in cotton prices soon will be adjusted and adding that 98 per cent of the spindles throughout the South were in full operation in September. The world consumption of cotton, he said, is 28 per cent above the pre-war record, "in face of fashions which cut 66.2-3 per cent off the length of the skirt."

S. M. Holliday, representing the General Outdoor Advertising Company, spoke in place of Kerwin H. Fulton, president of the company, who was called to Boston. He spoke of the growth of the outdoor advertising business and referred to it as a necessary adjunct of advertising, "but one that can't stand alone," urging for the industry the sympathy and co-operation of the advertising agencies.

Thursday's sessions were devoted largely to the discussion of reports of various committees, with addresses by T. E. Moser, Moser & Cotins, Utica, N. Y.; S. W. Page, George Batten Company, Inc., New York; Ernest Elmo Calkins, Calkins & Holden, Inc., New York; Charles W. Hoyt, Charles W. Hoyt Company, Inc., New York; Richard S. Humphrey, H. B. Humphrey Company, Boston; William H. Johns, George Batten Company, New York and Louis Honig, Honig-Cooper Company, San Francisco.

Edgar D. Mason, of the Albert P. Hill Company, Inc., of Pittsburgh, was chairman of the committee on convention plans. His associates comprised: John A. Dickson, Mitchell-Faust Advertising Company, Chicago; Ernest E. Dallis, Johnson-Dallis Company, Atlanta; C. L. Eshleman, the Griswold-Eshleman Company, Cleveland; Willard French, Brooke, Smith & French, Inc., Detroit; Louis Honig, Honig-Cooper Company, San Francisco; Richard S. Humphrey, H. B. Humphrey Company, Boston; Eugene McGuckin. The Eugene McGuckin Company, Philadelphia; T. E. Moser, Moser & Cotins, Utica; C. D. Newell, Newell-Emmett Company, Inc., New York; Rositer Holbrook, Nelson Chesman & Company, New York. Frank J. Reynolds, Albert Frank & Company, New York, headed the committee on hotel arrangements. The entertainment committee comprised Winthrop Hoyt, Charles W. Hoyt Company, Inc., New York, and Clarence W. Scully, Lord & Thomas and Logan, Washington.

At the open session on Wednesday, John Benson, of Benson & Gamble, of Chicago, spoke at length on profitable methods of conducting an advertising agency, and in his introduction gave statistical proof that the present credit standing of the members of the Association is remarkably high, credit being given by the speaker to sound business conditions and modern agency efficiency. Collections, he said, are in excellent shape; for, out of \$7,819,315.97 receivables at the close of 1925 fiscal year, only

half a million was overdue and losses throughout the year were negligible.

Mr. Benson gave credit for this collection showing to "the cash discount allowed agents by the publishers." Of this he said: "The cash discount is passed on to the advertiser for prompt payment and not only expedites collections, and thus saves a large capital investment, but it also serves as a danger signal. When an advertiser fails to take advantage of a cash discount, his credit is not right, for any man who can borrow at the bank at five or six per cent per year will surely take a discount of two per cent a month.

"The cash discount granted by publishers is a big safeguard for their own credit; it enables the agent to secure prompt pay from the advertiser, and thus have the money in hand for payment of the publisher's bills. The tendency some publishers have shown to eliminate the cash discount is unfortunate indeed. If it became general at all, there would be a marked falling off in agency credit. This the publisher can not afford. No measures he might adopt to secure prompt pay from the agent could long be effective if the agent can not collect what is due him before he has to pay the publisher. Few agents can afford to provide a large capital investment in their business. The margin is too small and certainly cannot safely be reduced by allowing clients a cash discount out of the 15 per cent. In a period of depression there would inevitably follow financial failures among agents and serious losses to the publisher."

The speaker analyzed what became of the 15 per cent agency commission, saying that the average net profit in 1925 was 2.63 per cent of volume. The average gross was 14.29 per cent. The difference represented expense, being divided by copy service, art service, research, contracting, solicitation, placing, checking, accounting and administration.

Mr. Benson held that, considering the skill required and the hazard taken, a net profit of less than 3 per cent was inadequate.

"Our problem is to make a better profit out of the 15 per cent commission paid by the publisher," he said. "That commission cannot well be increased. It is often inadequate in individual cases, but on the total volume of commissionable business placed through agencies it is as much as should be included in the cost of advertising in this country. An immense amount of service is rendered for this commission, both to the publisher and to the advertiser. The cost of rendering it is moving up very fast, in larger salaries for talent, in greater and better equipped facilities, in higher taxes. Only the steady and material increase in individual appropriations has kept net profit from vanishing altogether. The time is coming when volume of advertising may stabilize and give no increased support to profit; then an inten-

sive effort will have to be made to hold down expense, without lowering the grade of service modern advertising needs. This is a problem upon which the agencies themselves are hard at work, guided and aided by the Association; but they cannot solve it alone. They are so intimately involved with the other two sides of the advertising triangle, the publisher and the advertiser, that only by close co-operation can the cost of advertising service be kept down. In maintaining the agency commission at a uniform rate of compensation, the publisher has done much to standardize agency operation and keep down costs. The advertiser has not yet generally realized how important a part he could play in eliminating waste effort and reducing expense. By his giving prompt decisions, quick and constructive criticism, ready co-operation, and cutting down useless or ill-advised work, more agency effort might be available for real service and a better net.

"We need a better definition of agency service. There is little standardization of the kind and extent of it to be rendered without extra charge. Clients differ in their needs. One wants pure copy service; another, a study of markets; a third, sales help in the field or by mail. Obviously the cost of rendering service varies accordingly. One account may break even; another pay a profit; and a third lose money for the agent. And still all may be valuable clients having equal access to the organized facilities for service which the agency commission uniformly supports.

"Some agency minds have been studying this problem and trying to work out a classified schedule of service to be presented to a client in graphic form, so that he could indicate the amount and kind of service needed, and an arrangement be arrived at in advance as to compensation not covered by the regular agency commission. Based upon that schedule, a system of accounting might be devised to show the agent what it costs him to do business for a given client and whether he makes or loses money.

"Some helpful developments are in prospect along this line which, we feel sure, both advertisers and agents will welcome. Mr. Lynn Ellis has been making a thorough study during the past year, giving all his time to it, and the Four A's have a committee at work in charge of Fred Ross. Another committee in charge of Earle Clark is studying a better system of cost accounting.

"The more thoroughly one studies the financial and service structure of the modern agency, the more convinced one becomes that, in building up and maintaining the agency commission system, the publishers have done advertising service a signal benefit. That has made possible the strides in agency skill, in agency organization and in agency facilities which have been made in the last

twenty years. There has been little or no price rivalry. Competition has been put on an ability-to-serve basis. The best, not the cheapest, wins. And the whole cause of advertising has been supported. The same organized service has been made available to all advertisers, large and small. The more substantial earnings on the larger appropriations have helped to make good losses sustained by the agency in developing new business and in nursing smaller business through the early and critical stages of growth. The agent has thus been assured of a later reward when volume would repay advertising, as a whole, has been benefited by increased results. When he stops to consider that the great bulk of advertising lineage is made up of relatively small advertisers, the importance of good service is apparent in developing and keeping them alive.

"This is especially important to the publisher, whose future market for space would be jeopardized by poor service. If advertising results were lacking, advertising volume would soon shrink. The large advertiser also would suffer. Any material shrinkage in volume would compel the publisher to raise his rates, lower the effectiveness of his circulation. Space would either cost more or become less resultful. Ineffective advertising appeal would also impair public confidence in it. The large advertiser would pay more and receive less for his expenditure.

"Economically speaking, who pays the agent is a small matter anyway. The main thing is to earn what you get. And earning what you get in the agency field is a much broader question than immediately applies to a particular employee. He can not take a narrow view. He is an inseparable part of a community of interest affecting all business. He is directly dependent upon the welfare of the advertising, how well it is done, how much confidence it inspires, how prosperous are all related factors engaged in it. The old theory of looking out for yourself at the expense of the other fellow no longer applies.

"There is no divorcing the three sides of the advertising triangle, the advertiser, the publisher and the agent. They are inseparably linked in a single-hearted endeavor to make advertising pay. That is the agent's sole function. Everything that he does for advertiser or publisher is reducible to just that. In making advertising pay, he serves both masters at the same time and in the same act. He helps the advertiser to cash in on his investment and he makes a future market for the publisher's space. There need be no conflict between them. In obtaining for his client the most advertising for the money, the agent is helping the publisher; and on the other hand, he is helping his client in refusing to obtain unfair advantage for him at the expense of the publisher or of popular confidence in advertising appeal. The agent is a servant of both and the arbiter between them. He serves the advertiser directly, the publisher indirectly; and both look to him for the effective use of advertising.

"The agency commission system, serving both seller and buyer is right from an expediency standpoint. It works. That is in itself a complete answer. But it is also in line with modern developments of selling effort. The modern salesman is a servant of the buyer, his customer as well as the servant of the seller, his employer. In serving the former, he serves the latter."

Another address of interest at the session of Wednesday was delivered by Clarence D. Newell, of Newell-Emmett Company, of New York, who discussed the advertising agency in the field of business economics. He declared that through the increasing experience of the professional advertising man and the efficiency of organized advertising the percentage of waste and failure of advertising expenditures is being steadily lowered and the hazard of advertising steadily reduced.

"This statement," he said, "will be readily endorsed by such publishers as are in a position to compare the mortality of advertisers today with that of twenty years ago."

PRESIDENT COOLIDGE GIVES HEARING TO PUBLISHERS ON POSTAL RATES

PRESIDENT COOLIDGE is giving careful consideration to a request made by a delegation of newspaper and magazine publishers at the White House Wednesday for a revision of the Post Office department's budget and cost-finding system.

The delegation was headed by Cyrus H. K. Curtis, including R. J. Cuddihy, of the *Literary Digest*; A. J. Baldwin and A. C. Pearson.

No member of the delegation would discuss what transpired at the conference. **EDITOR & PUBLISHER** was informed authoritatively, the conference hinged upon the practice of allowing religious and fraternal publications preferred rates.

Brig. Gen. Herbert M. Lord, director of the Budget Bureau, was called into the conference. It was pointed out to the President that publications not on the department's preferred list are paying what their publishers consider unreasonably high rates, and are not responsible for

the Post Office department's deficit which is held partly due to the preference given the religious and fraternal publications complained of.

The suggestion was advanced at the conference that the department's budget system could be so revised as to justify lower rates on publications other than those listed as religious and fraternal. It was thought if through the budget system a revision of postal costs can be effected, without conflict with the existing "stop-gap" law which is likely to remain unchanged at the coming session of Congress, some relief may be afforded those newspaper and magazine publishers who are carrying so much of the department's excess overhead.

One objection raised to the department's system is that it makes sweeping distinction between preferred publications and those it classifies as commercial, with the result its cost findings are frequently at the expense of the latter.

NEWSPAPERS WIN TWO NEW A. B. C. DIRECTORS

Also Victors in Fight to Eliminate Rate Card Printing as Bureau Activity in Historic Chicago Convention—Town and Bryant New Board Members—All Officers Reelected

By WARREN BASSETT



Brilliant scene at annual A. B. C. banquet, at the Hotel La Salle, Chicago, Oct. 22, attended by more than 1,200.

A HURRICANE which started in New York City and spread rapidly over a large portion of the newspaper field burst full upon the annual Audit Bureau of Circulations convention in Chicago last week, shook the A. B. C. structure to its base, levelled the rate card issue and cracked open the board of directors.

As a result the Bureau in the future will confine its activities to collecting and disseminating circulation data only, and the newspaper division, which represents approximately 50 per cent of the total membership of the Bureau, will have four directors on the board instead of two. A corresponding increase of two directors was made in the advertiser division, making the total for this section 13 instead of 11. These measures were sponsored by the New York City members of the A. B. C.

The increase in newspaper directors does not mean newspaper control of the Bureau. Control still rests with the advertisers' division, which has 13 votes on the enlarged board out of a total of 25.

The majority of newspaper members went to the convention in fighting mood and emerged triumphant after over-riding the board of directors in both of the two main issues.

The stiffest fight centered about the attempt to increase the newspaper members on the board. It was dramatically won, but not until the newspaper members withdrew from the general convention Friday morning and passed an ominous resolution which might have been interpreted as a threat by some members to withdraw from the Bureau if their wishes were not respected.

The board, meeting Thursday night in a session that lasted from 6:30 p. m. to midnight, refused to grant the petition of the newspaper division for four additional directors. The New York City group and their more than 400 supporters realized a bludgeon stroke was necessary to overcome this attitude.

There was something in the air where all sections of the Bureau met Friday morning for the general session. President Harn called the meeting to order and Managing Director Clague read the annual report of the board. He finished and before he had laid the document on the table David B. Plum, general manager of the *Troy (N. Y.) Record*, a director for the newspaper division arose and requested an adjournment for ten minutes to allow the newspaper members to meet across the hall in the Red room.

The newspaper members filed out leaving the rest to wonder at the meaning of the move.

Once assembled, Director Plum called upon J. F. Bresnahan of the *New York World* to explain the purpose of the meeting. The latter declared he had information the board had refused to increase the number of newspaper directors, and that this ignoring of the wishes of the newspaper division called for some action. A resolution had been prepared, he said, which Fred A. Walker, managing director of the *New York Telegram* would read.

A portentous silence fell upon the group as Mr. Walker stepped to the platform and read the following resolution.

"Whereas, the board of directors of the Audit Bureau of Circulations has refused to give favorable consideration to a request unaimously endorsed by a meeting in which more than 700 members out of a total newspaper membership of 828, participated, and

"Whereas, this request did not involve even a suggestion of any change in the

recognized and approved principle that the advertiser members should constitute a majority of the board of directors, and

"Whereas, this indicates the ineffectiveness of any attempt of the newspaper members which constitute approximately 50 per cent of the entire membership to gain the representation on the board of directors which because of their numbers, their wide geographical distribution and their multiplicity of technical problems, they conceive rightfully belongs to them, and

"Whereas, this attitude of the board of directors may logically be taken to indicate its future attitude on this and similar proposals,

"BE IT RESOLVED, that a continuance of the present attitude of the directors, with the accompanying impossibility of amending the by laws without their approval, is a dangerous condition, most destructive of the influence of the Bureau and fatal to its future."

Asked whether the concluding phrase

"fatal to its future" was to be interpreted as a threat, Mr. Walker denied this, declaring the whole resolution to be merely an expression of the feeling of the newspaper members at being denied additional directors by the board.

Mr. Bresnahan then explained that the resolution did not cast any reflections upon the work of Mr. Plum, who, as the newspaper representative on the board, had favored increasing the directorate.

John Francis Neylan, of the *San Francisco Call-Post* was next to speak. He urged adoption of the resolution, saying the newspaper request had been a fair one, aiming merely at better representation, and not at disturbing the control of the Bureau. He asked Mr. Plum if it would be possible for him to disclose the division of vote on the board when the newspaper request was vetoed.

"I am not at liberty to say how it was divided," Mr. Plum said, "but I will say it was the closest vote ever taken on any subject since I have been a member."

Mr. Neylan then declared this to be another instance of the need for more newspaper directors. The vote of Walter Strong, who was in Europe, might have decided the issue favorably, he stated.

When Mr. Neylan finished, the resolution was put to a vote and passed unanimously. The extraordinary meeting was then adjourned and the newspaper members returned to the general convention.

A technical question then arose as to whether this resolution should be placed before the full convention at that time, or held and submitted after the resolutions committee had formally reported the veto of the request for additional directors.

President Harn speeded matters by telling the meeting the unfavorable action of the board, and while every member listened attentively Mr. Walker read the document.

Here was not only a solemn warning, but also an intangible threat. What would the board do, was the question uppermost in the minds of advertiser, agency, farm and business paper members, who now heard the resolution for the first time. Speculation was cut short by adjournment for lunch, the meeting to re-convene at 2:15 P. M.

But it was nearer 3:30 when the session opened again, and in the meantime the board of directors had been considering this new proclamation from the rebellious newspaper members.

Cheers greeted the directors as they came into the room where more than 900 delegates had been waiting almost an hour. They responded with broad smiles. But the climax was not immediate. The



The Advisory Board of the newspaper division of the Audit Bureau of Circulations photographed in Chicago last week. Left to right: Hugh A. O'Donnell, assistant business manager, *New York Times*; T. R. Williams, *Pittsburgh Gazette-Times* and *Chronicle-Telegraph*; David E. Town, Hearst general management, New York; David B. Plum, general manager, *Troy (N. Y.) Record*, and A. B. C. director; Gardner Cowles, publisher, *Des Moines Register-Tribune*. Mr. Plum, being a director of the Bureau, is not a member of the advisory board. The fifth member is G. M. Rogers, *Cleveland Plain Dealer*, who succeeded E. Lansing Ray, *St. Louis Globe-Democrat*, who declined re-nomination.



W. B. Bryant

secretaries of each of the six divisions read their reports of the separate Thursday meetings.

Then P. L. Thomson, publicity director of the Western Electric Company, New York, and chairman of the resolutions committee took the platform and presented three resolutions, the first eliminating the printing of rate cards as a bureau activity, the second increasing the newspaper directors from two to four, and adding two directors to the advertiser group, the third referring all other resolutions passed by various divisions to the board for appropriate action.

Each was passed unanimously. The newspaper division rebellion had won.

The text of the first two resolutions follow:

"RESOLVED that Section 2, Article 6, shall be amended to read as follows:

"The control and management of the Bureau shall be vested in a Board of Directors consisting of twenty-five (25) members, who shall serve without salary, each to be elected for a term of two years. Any vacancy occurring shall be filled by the Board at any meeting of the Board to hold until the next annual meeting."

"The Board of Directors shall consist of:

"Thirteen Advertiser (Class A) Members,

"Two Advertising Agent (Class D) Members,

"Four Daily Newspaper Publisher (Class F) Members,

"Two Magazine Publisher (Class F) Members,

"Two Farm Paper Publisher (Class F) Members,

"Two Business Paper Publisher (Class F) Members."



T. F. Driscoll

"RESOLVED that the charter and By-Laws of the Audit Bureau of Circulations be, and the same are hereby amended:

"The objects of the Audit Bureau of Circulation shall be to issue standardized statements of the circulation of publisher members; to verify the figures shown in these statements by auditors' examinations of any and all records considered by the Bureau to be necessary; and to disseminate circulation data only for the benefit of advertisers, advertising agents and publishers.

"Each report issued to members shall embrace verified figures and facts bearing on the quantity, quality, distribution of circulation and circulation methods; thereby enabling quality as well as quantity to be established. Facts, without opinion, to be reported."

President Harn, in announcing the increase in newspaper directors, said that the board would give full consideration to similar requests from other divisions.

A resolution was then passed praising the board and the officers for their work.

Adjournment followed, and the newspaper and advertiser sections held brief meetings to name their additional directors.

David E. Town of the Hearst general management, New York, and W. B. Bryant, publisher of the *Paterson* (N. J.) *Press-Guardian* were named by the newspapers, and T. W. Driscoll, advertising manager of Armour & Co., Chicago, and Verne Burnett of General Motors Corporation, Detroit, by the advertisers.

The board of directors then met and re-elected all present officers of the Bureau. They are: O. C. Harn, National Lead Company, New York, president; J. Murray Gibbon, Canadian Pacific Railway Company, vice-president;



The speakers' table at the luncheon given last week to publishers attending the A. B. C. convention by the Western Council of the Four A's. Left to right: James O'Shaughnessy, executive secretary, American Association of Advertising Agencies; Roy S. Durstine, president A. A. A. A.; Henry D. Sulzer, Cyrus H. K. Curtis, James Young, M. C. Meigs, publisher *Chicago Herald-Examiner*, and O. C. Harn, president, A. B. C.

Ernest I. Mitchell, Mitchell-Faust Advertising Company, Chicago, 2nd vice-president; F. R. Davis, General Electric Company, Schenectady, N. Y., 3rd vice-president; Walter A. Strong, publisher *Chicago Daily News*, secretary; E. R. Shaw, Power Plant Engineering, Chicago, treasurer; Stanley Clague, managing director.

Misunderstanding of the aims of the newspaper division caused strong opposition to its plans in other divisions, as reported in *EDITOR & PUBLISHER* last week. Resolutions were passed opposing additional newspaper directors so as to, alter control of the Bureau; but backers of the enlarged directorate insisted that the advertiser section be also increased so as to maintain a majority on the board. At no time was any move to upset the present control made.

Objection to the annual report of the board was voiced by the newspaper section. The sentence in question had to do with rate card printing and read: "The propriety or necessity of this added service of the Bureau has been questioned by a comparatively few members of the Bureau."

It was decided to withhold distribution of the report until a correction saying that the change had been questioned by a majority of the newspaper members was sent out simultaneously.

The report showed the Bureau to be in excellent financial condition. The cash

balance on Aug. 31, 1926 was \$101,371.24 as compared with \$71,881.05 at that time last year.

The excess of earnings over expenses for the year was \$26,959.85.

Of this sum \$24,428.63 was distributed to members in the form of a 7½ per cent rebate on dues. The balance covering liabilities to members stands at \$188,399.18. Out of a total of \$430,626.71 received from dues and sales publishers paid \$372,824.72, agents \$41,347.36 and advertisers \$16,454.63.

During the year, the Bureau added to its membership 112 advertisers, advertising agents and publishers. As against this, 11 publications were discontinued; 4 advertisers and advertising agents ceased business; 22 publications and 2 advertising agents were consolidated; 10 publications and 1 advertising agent were dropped from membership; there were 58 resignations, 40 of which were local advertisers.

The net result, after taking into account applications rejected, etc., shows a total membership and applicants for membership in the Bureau of 1,919, as of Oct. 6, 1926.

During the 12 months 1,402 audits were made, an average of 117 per month. There are 22 applicants for membership at the present time, 12 of them newspapers.

"The meeting was one of the most important ever held," President Harn told *EDITOR & PUBLISHER* after the convention.

"I believe the decisions arrived at will result in increased usefulness of the Bureau, a greater appreciation of not only its benefits but also the problems which must be met every month.

"This in itself will be a great aid to



David E. Town

"My hope was that the fundamental basis on which the Bureau was founded would be preserved; and this was maintained. Especially in view of the acquiescence of the leaders in the newspaper division that if at any time other divisions of the Bureau desired an increase on the board of directors, along the same lines as was decided upon for the newspaper division, they would have no objection.

"In regard to the rate cards, the board was animated only by a desire to serve the membership in making the A. B. C. service of greater value, and at the time the annual report was written it seemed that this met with the approval of a majority of the members—over 800 newspaper publishers' rate cards having been received, of which more than 700 were later approved.

"However, the membership at the convention decided that the service was not desired—which, in the final analysis, will relieve the executive officers of a considerable amount of work which would have been necessary had the rate card proposal been approved.

"I think, in justice to myself, it is proper to make this statement in regard to the rate card proposal, in view of the comment made on one paragraph of the annual report of the board of directors."

More than 1,200 members and their guests attended the annual A. B. C. dinner Friday night, the largest number ever attending.

The chief banquet speaker was Senator Pat Harrison of Mississippi, who assailed Vice-President Dawes' campaign against the Senate's cloture rules. He declared that if it succeeded it would act as a throttle to discussion. He said the present Senate rules are a safeguard against



Ralph Starr Butler

the Board of Directors because it is always easier for a governing body to perform its functions effectively when it knows that the larger organization for which the Board acts is giving sympathetic accord.

"I believe that the increased representation of the newspaper division on the Board will be of distinct benefit to the Board because a large proportion of the specific problems which have to be met from time to time arise in the newspaper field. An increase in the number of minds available for solution of these problems should make their solution more easy and more rapid. The acquiescence of the other divisions in this innovation after the matter was thoroughly understood speaks well for the spirit of real interest in the success of the Bureau as a whole on the part of all members."

President Harn said he did not believe that the success of the newspaper division in increasing their representation on Board would be followed by attempts to do likewise by other divisions.

Stanley Clague, managing director of the Bureau, made the following statement:

"The decision arrived at in the general session of the A. B. C. convention to add two newspaper members to the board of directors was in line with sentiments expressed by me at a meeting of the board held on the evening prior to the general session.



The Board of Directors of the Audit Bureau of Circulations and Bureau staff members at dinner meeting in Chicago, Thursday night, following divisional meetings. They are (left to right) seated: Marco Morrow, Capper Farm Press, Topeka; Ernest I. Mitchell, Mitchell-Faust Advertising Company, Chicago; Mason Britton, McGraw-Hill Company, Inc., New York; P. L. Thomson, Western Electric Company, New York; E. W. Chandler, chief auditor, A. B. C.; W. K. Towers, Paige-Detroit Motor Car Company, Detroit; O. C. Harn, A. B. C. president; Stanley Clague, managing director, A. B. C.; E. R. Shaw, Power Plant Engineering, Chicago; L. L. King, Goodyear Tire & Rubber Company, Akron. Standing: W. F. Hoffman, New York manager, A. B. C.; A. R. Petterson, assistant chief auditor, A. B. C.; J. L. McNab, attorney; F. R. Davis, General Electric Company, Schenectady; Ralph Starr Butler, Postum Cereal Company, New York; F. W. Stone, American Review of Reviews, New York.

Socialism and must be left as they are. "There is a no greater percentage than one bill in a hundred that is harmed by filibuster," Senator Harrison declared. "This percentage could easily be reversed if Mr. Dawes' plans materialized."

He also urged the lowering of certain tariff laws in order to permit European business to expand, enabling debtor nations to pay their debts.

Other speakers were the Rev. John Davis of New York and ex-Congressman Frederick Landis of Indiana, who urged that American newspapers live up to the freedom of thought and expression upon which they are founded.

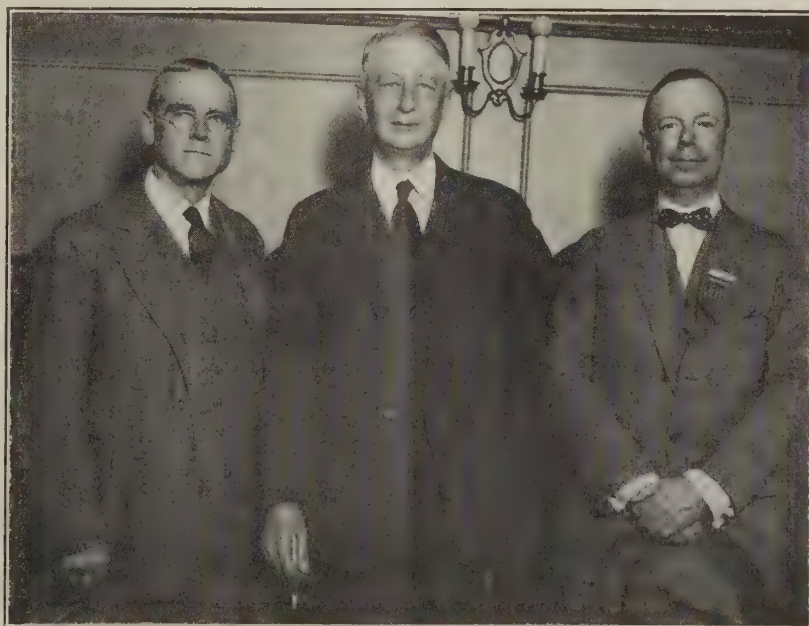
Leaders from every branch of the publishing and advertising fields were present for the convention.

Some outstanding personalities present were:

P. T. Anderson and W. T. Anderson, Macon (Ga.) *Telegraph*; Herman Black, Chicago *American*; Norman B. Black, Fargo *Forum*; Paul Block, New York special representative and publisher of several newspapers; John S. Brohm, circulation director of the Crowell Publishing Company; Homer J. Buckley, of Buckley-Dement Co., Chicago, who is chairman of the Advertising Division of the Chicago Association of Commerce; George M. Burbach, St. Louis *Post-Dispatch*; Frank J. Burd, of Henry Declerque, Inc., Vancouver, B. C.; Frank T. Carroll, Indianapolis *News*; W. G. Chandler, of Scripps-Howard Newspapers, Cleveland; Gardner Cowles, Des Moines *Register-Tribune*; James C. Dayton, New York *Evening Journal*; T. F. Drummie, St. Johns *Telegram-Journal*; C. F. Jenkins, Farm *Journal*, Philadelphia; B. A. Forsterer, Oakland (Cal.) *Tribune*; John B. Perkins, Sioux City *Journal*; A. L. Shuman, Fort Worth *Star Telegram*; Ed T. Hall, president of the Association of National Advertisers; M. F. Hanson, Duluth *Herald*; W. W. Hawkins, vice-president of Scripps-Howard Newspapers, Inc., New York; Gil Hodges, New York *Sun*; Allen Hoffman, Scientific *American*, New York; Walter C. Johnson, Chattanooga (Tenn.) *News*; Verne E. Joy, Centralia (Ill.) *Sentinel*, acting president of the Inland Daily Press Association; Eugene Kelly, manager of the Sioux City (Ia.) *Tribune*; Horace Klein, Webb Publishing Company, St. Paul; Malcolm Muir, president of Associated Business Papers, New York; Fredrick E. Murphy, Minneapolis *Tribune*;

Jesse H. Neal, secretary-treasurer of Associated Business Papers; W. Frank McClure, of Albert Frank & Co., Chicago; W. H. Neal, St. Paul *Daily News*; A. G. Newmyer, New Orleans *Item-Tribune*; Millar McKnight, Consolidated Press, Ltd., Toronto; Walter W. Manning, *Woman's World* Chicago; Hugh A. O'Donnell, assistant business manager, New York *Times*; John C. Martin, New York *Evening Post* and *Philadelphia Public Ledger*; E. T. Meredith, *Successful Farming*; former Secretary of Agriculture; John A. Park, Raleigh (N. C.) *Times*, president of Southern Newspaper Publishers Association; Paul Patterson, Baltimore *Sun*; Wiley L. Morgan, Knoxville (Tenn.) *Sentinel*; G. Logan Pagne, former publisher of the *Washington Times*; A. W. Shaw, *System, Factory*, and other periodicals; Carl C. Proper, president of *People's Popular Monthly*; Major John W. Sifton, Winnipeg *Free*

Press; William H. Rankin, William H. Rankin Advertising Agency, New York City; E. Lansing Ray, St. Louis *Globe-Democrat*; H. A. Sprague, St. Joseph (Mo.) *News-Press*; John C. Sterling, *McCall's Magazine*; Henry D. Sulcer, president of Vanderhoof & Co., Chicago; William F. Rogers, Boston *Transcript*; C. A. Taylor, Farm *Life*, Chicago; Gardner J. Thomas, Marion (Ind.) *Chronicle*; S. E. Thomason, Chicago *Tribune*; William A. Thomson, of the Bureau of Advertising of the American Newspaper Publishers' Association, New York City; J. M. Schmid, Indianapolis *News*; John F. Tims, New Orleans *Times-Picayune*; George E. Scroggie, Toronto *Mail and Empire*; T. R. Williams, Pittsburgh *Chronicle-Telegraph*; David E. Town, of the Hearst General Management, New York, and Richard M. H. Wharton, of the Harrisburg (Pa.) *Patriot and Evening News*.



A trio of New Englanders at the Audit Bureau of Circulation convention in Chicago last week. Left to right: William F. Rogers, advertising manager of the Boston *Transcript* and chairman of the committee in charge of the Bureau of Advertising, A.N.P.A.; Allison Stone, general manager, Providence (R. I.) *Journal*; James T. Murray, business manager, New Bedford (Mass.) *Mercury*.

KEY MAN IN MELLETT MURDER FOUND

Pat McDermott Arrested and Lodged in Canton Jail Under Murder Indictment—Believe He Can Clear Up Crime

By CHARLES E. MORRIS
(Publisher, Canton (O.) *Daily News*)

CANTON, O., Oct. 28.—Patrick Eugene McDermott, the elusive "key man" in the prosecution of the murderers of Don R. Mellett, crusading publisher of the *Canton Daily News*, is now in the Stark County workhouse here, held to answer to indictment for murder.

Resentful at the act of his relatives at Nanty Glo, Pa., who lured him to his home by news of his mother's critical illness and then surrendered him to the authorities last Sunday, McDermott has declined to tell his story unless he is promised complete immunity. He has, however, admitted that he could clear up the mystery, and as this dispatch is written there is a race between Prosecuting Attorney McClintock and the attorneys for McDermott's co-defendant as to which party shall get McDermott's story first. The race is being run at the court house through a series of motions by the other defendants, which the prosecutor charges are part of the attempt to have McDermott keep silent and take his chance with the others against the web of circumstantial evidence the state has to present.

It was learned today that during the three-month man hunt, McDermott was living in a luxurious apartment in Cleveland and the state is now seeking to learn who supplied his funds, and who was the "black haired man" living with him.

Relatives of McDermott are here working with the state authorities in the effort to get him to confess and throw himself on the mercy of the court.

They caused him to surrender only after they had convinced themselves of his complicity in the Mellett murder and because they believed his better course would be to tell his story.

The hunt for McDermott started shortly after the murder on July 16, when Steve Kascholk, who had entered a conspiracy to "beat up" Mellett and then withdrew when it came to murder, told his part of the story. Heretofore two other witnesses whose names are withheld told how they had been approached by McDermott to join in "the killing of an editor." The trail seemed lost and prosecution at a standstill when Mellett's newspaper brought in its own investigators, and they, starting with the underlying causes, brought the connection to McDermott and Kascholk, and presented a state of facts to the grand jury which resulted in the indictment not only of McDermott, but of Louis Mazer and Ben Rudner, alleged "go-betweens" in the employment of the killers. Following the indictment the trail for McDermott was again taken up until finally Detective Ora Slater convinced McDermott's relatives that "Pat" should be surrendered, promising that if he gave himself up he would be given "a square deal."

The trial of Mazer is set for Nov. 8, and that of Rudner immediately to follow. This procedure will continue if McDermott confesses, otherwise McDermott, as the "key man," will be placed first on trial. Whatever the procedure, the prosecuting attorney will reassemble the grand jury, asserting confidence that he not only has evidence that will convict the three men, but sufficient to secure additional indictments.

Meantime District Attorney Bernstein of Cleveland is pursuing his investigation of the conspiracy to violate the liquor laws, out of which the Mellett murder grew. He has already held Mazer and Rudner to the Federal grand jury along with Carl Studer, their chief, who since has been sent to the state penitentiary for operating houses of ill-fame.

The Federal authorities also look upon McDermott as a "key man" who will involve certain officials.

W. E. WINES NAMED TO DIRECT NEW A.N.P.A. MECHANICAL BUREAU

Will Be Introduced to Membership and Develop Plans for Press Room Standardization at Association's Fall Convention at French Lick, Ind., Nov. 10-12

W. E. WINES, now assistant professor of mechanical engineering, extension division, University of Wisconsin, will be the manager of the new mechanical department of the American Newspaper Publishers Association, L. B. Palmer, managing director, announced this week, confirming reports previously published by EDITOR & PUBLISHER that Mr. Wines was being favorably considered for the position.

Mr. Wines, together with W. J. Mathey, manager of the recently organized traffic department, will be formally introduced to the A. N. P. A. membership at the second annual fall convention to be held at French Lick, Ind., Nov. 10-12. Present indications are that this convention will draw a record crowd.

Plans for making these two new membership service departments of the A. N. P. A. of utmost benefit to the members will be discussed in detail. Mr. Mathey has already been able to protect members against excessive railroad rates and will be available for consultation regarding any individual traffic problems.

"The first efforts of the mechanical department will be directed to gathering and disseminating among members all available mechanical statistics," Mr. Palmer told EDITOR & PUBLISHER this week. "Later the efforts will be directed toward standardization of press room equipment."

"The department is really intended to be a service station for the use of the membership and will at all times be ready to assist and advise members in mechanical problems."

Mr. Wines received his education in Chicago public schools and at the Armour Institute of Technology, after which he spent two years doing mechanical construction work and drafting. Later he became connected with the mechanical department of the *Minneapolis Tribune* where he remained eight years. Subsequently he was connected with the mechanical departments of the *New York Times* and the *Chicago Tribune*.

In addition to consideration of mechanical and traffic questions, the French Lick convention will be a trading post of ideas for creating greater newspaper revenues. "Greater Revenue" is the keynote of the convention and W. B. Bryant, *Paterson* (N. J.) *Press Guardian*, chairman of the program committee, is choosing as speakers men who have proved their expertness in successful newspaper management. Increasing revenue from advertising and circulation departments will be two of the topics discussed.

That the membership is expecting that this year's meeting will duplicate the White Sulphur Springs success of 1925 is indicated by the fact that reservations so far received are far ahead of last year. Because of the large numbers planning to attend, there is a possibility that a special section of the St. Louisian, will be taken over by the A. N. P. A. delegates leaving New York at 4:50 P. M., Nov. 8. E. P. Adler, publisher of the *Davenport* (Ia.) *Times*, has chartered a special car to carry executives of the Lee Syndicate of Newspapers to French Lick from Chicago. Other special cars may be made up at other points.

Golfers among the A. N. P. A. are promised a paradise at French Lick. Each afternoon during the convention will be given over to this sport, with a qualifying round the first day, handi-

cap, the second, and special events for the final afternoon. Prizes will be awarded winners in each event. There are two golf courses at French Lick and both will be thrown open for A. N. P. A. delegates.

Elzey Roberts, *St. Louis Star*, is chairman of the golf committee, which consists of E. J. Fehn, *Evansville* (Ind.) *Courier-Journal*; E. K. Gaylor, *Oklahoma City* (Okla.) *Oklahoman*; Hilton U. Brown, *Indianapolis News*; and J. L. Mapes, *Beaumont* (Tex.) *Enterprise*.

A schedule for increasing the membership of the A. N. P. A. will be mapped out at a special meeting of the membership committee under the chairmanship of E. H. Butler, *Buffalo Evening News*.

G. B. LONGAN SUCCEEDS STOUT ON K. C. STAR

New Managing Editor Has Served 26 Years on Daily—Was Assistant M. E. Under Late Executive

KANSAS CITY, Mo., Oct. 28.—With the death of Ralph Stout, George B. Longan, news editor and assistant managing editor, who has been acting managing editor practically for the last two years, becomes managing editor of the *Kansas City Star*.

The *Star*, fortunate in its organization, has retained at the end of a dozen years from William R. Nelson's death, practically all of the executives who were trained under that great newspaper chieftain. When Ralph Stout dropped out the organization was prepared. Mr. Longan, who had been with the *Star* 26 years, 15 years during the lifetime of Mr. Nelson, already had the operating reins in his hands, so there was not a ripple in the *Star* office except that occasioned by the personal loss of managing editor who had been there 21 years.

George B. Longan is a Missourian, born 47 years ago, just outside Kansas City. Both of his great-grandfathers on his father's side came from Virginia to Missouri 100 years ago. Both grandfathers, George W. Longan and Moses E. Lard, were pioneer preachers of the Christian Church. The father of the *Star*'s new managing editor was in the Kansas City school system for 30 years, being assistant superintendent at the time of his death.

George Longan became a reporter of the old *Kansas City Times* 28 years ago. Two years later, he went to the *Star* and later held the positions of telegraph editor, city editor, news editor, and assistant managing editor.

Mr. Longan is married and has two children, both girls, one of whom is the wife of Dale Beronius, Kansas City artist who established himself in New York two months ago and is now with the *New York American*.

RECEIVER APPOINTED

Three Stockholders of Atlantic City Times Take Case to Court

Vice-Chancellor Robert H. Ingersoll last Saturday appointed Leonard D. Algar, banker and merchant, temporary receiver for the News Publishing Company, publisher of the *Atlantic City* (N. J.) *Times*, an evening and Sunday newspaper which began publication April 11, last.

The company was ordered to show cause on Tuesday why the receivership should not be made permanent. Application for the receivership was made by Frank Gravatt, Charles I. Lafferty and Newton W. Spence, stockholders.

The application lists the company's liabilities as \$167,000 in bills payable,

\$87,000 in promissory notes, and a \$62,000 mortgage on the newspaper's plant at North Carolina Avenue and Absecon Boulevard, having an appraised valuation of \$340,000, including the equipment. According to the petition, \$500,000 in stock was authorized, and only \$210,000 was sold.

The Vice-Chancellor authorized the receiver to continue publication. George F. Goldsmith, Sr., formerly of Philadelphia, is president of the News Publishing Company. Francis C. Richter is managing editor.

AN INVESTMENT IN HARMONY

Moline (Ill.) Daily Dispatch Unites Dividend Business Organizations

What Merritt W. Campbell, associate editor, calls "a good investment, although a novel one," has just been made by the *Moline* (Ill.) *Daily Dispatch*, the city's only daily. It might be called an investment in harmony. Local business was in the throes of a civil war. There was no commercial organization common to all. "The very fact that the community was so divided along business lines presented the basic problem of who should lead them to a point where there should be unity," said Mr. Campbell.

The paper arranged a dinner in the leading hotel, attended by nearly 400 business and professional men, at which jealousies were forgotten. The 400, according to Mr. Campbell, are "now on their way to give new life to the Chamber of Commerce or the rejuvenated body, whatever its name may be."

H. P. WARRINGTON BUYS LAWRENCE TELEGRAM

Business Manager of Wilmington (Del.) Sunday Star Takes Control from F. W. Enwright—Will Divide His Time Between Two Cities

Horace P. Warrington, for the past 11 years business manager of the *Wilmington* (Del.) *Sunday Star*, has purchased the *Lawrence* (Mass.) *Evening Telegram* and *Sunday Sun* from Frederick W. Enwright. The consideration was not disclosed. The transaction was closed by Palmer, Dewitt & Palmer, New York.

Mr. Enwright acquired control of the *Lawrence* papers last June from the estate of the late Benjamin S. Pouzzner of Lowell, Mass. The new owner, Mr. Warrington, will divide his time between *Lawrence* and *Wilmington*.

Announcing the transfer the *Telegram* stated:

"Mr. Warrington's many intimate contacts with banking and industrial enterprises, together with his present extensive newspaper interests, bring to the *Telegram* a publisher of the highest repute and one in whom the tradition of the two papers will meet a sympathetic support and an energetic promotion."

ADDS SPORT PICTURE PAGE

The *New York American* this week added a page of sport pictures as a new daily feature.

The Florida Times Union

Gained

11,220

in circulation from October 2nd, 1925, to October 2nd, 1926.



The Florida Times-Union

JACKSONVILLE, FLA.

915 "Main Streets"

—IN—

SEVEN STATES

Will read your advertisement in

—THE—

WASHINGTON, D. C.

SUNDAY HERALD

This map shows how The Herald each Sunday circulates from Pennsylvania to South Carolina to 67,729 readers in this section on farms and villages.

Let The Washington Herald on Sunday cover this territory for you at a low cost.

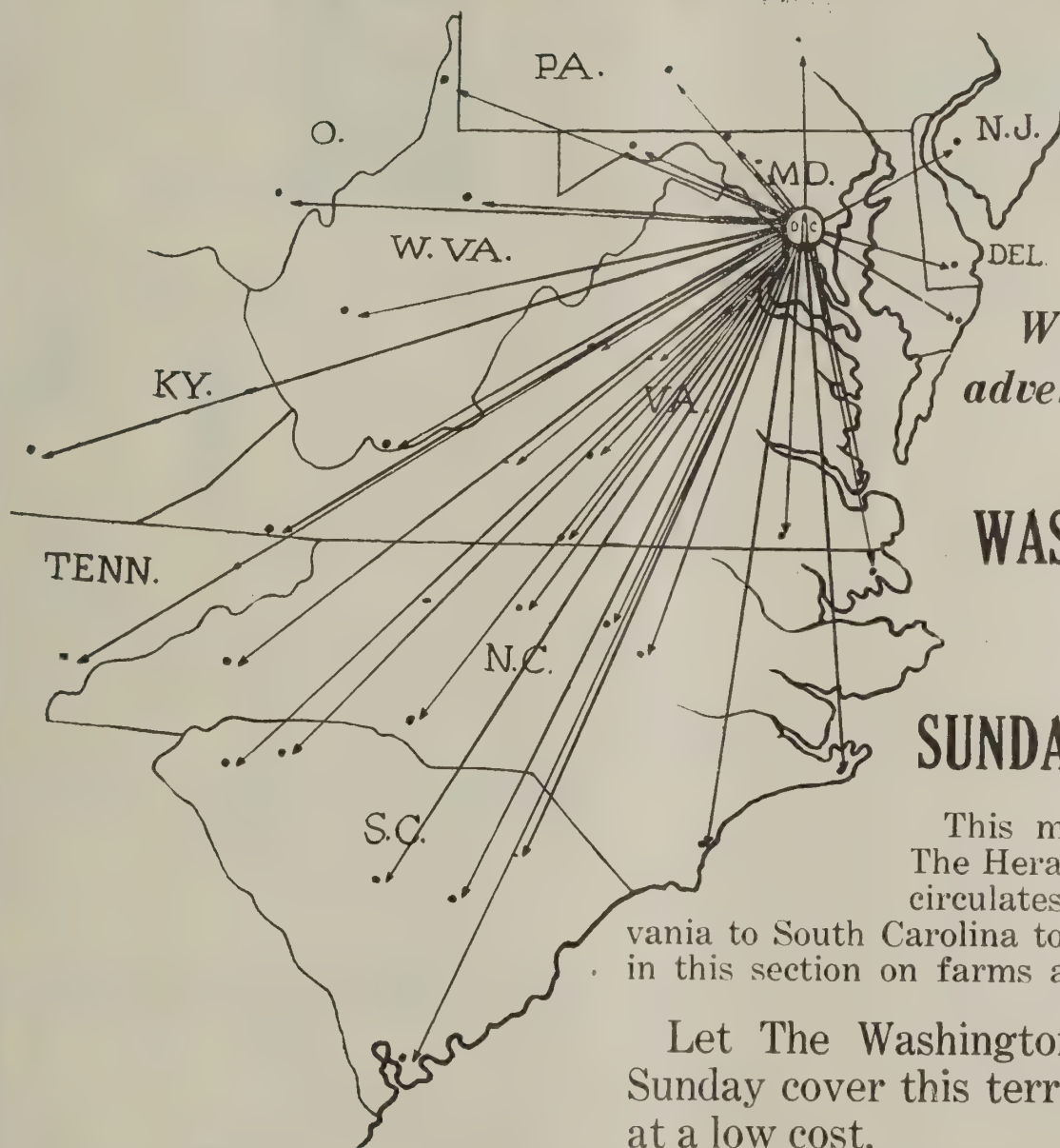
Circulation Washington Times and The Washington Herald, 106,649 Net Paid Daily

W. G. HOBSON,
2 Columbus Circle,
New York City.

The Big Sunday WASHINGTON Herald

F. E. CRAWFORD,
913 Hearst Bldg.,
Chicago, Ill.

FRANKLIN PAYNE, General Motors Bldg., Detroit, Mich.



FIRM FORCES DAILY TO PRINT ITS ADS

Lansing Auto Supply Dealer Gets Court Injunction When Paper Rejects His Copy—Dealer Had Year's Contract

(By Telegraph to EDITOR & PUBLISHER)

LANSING, Mich., Sept. 27.—An injunction order has been issued by Judge Le-lan W. Carr, of Ingham County Circuit Court, compelling the State Journal Company, publishers of the *Lansing State Journal*, to accept the advertising copy of the Collier & Lee Auto Supply Company under that concern's contract. Hearing in the matter late last week failed to bring out citations of any parallel cases on which the court might base its decision.

It was shown that the accessory company had a year's contract with the defendant newspaper, that the contract did not specify that the newspaper had a right to edit or reject advertising copy, that certain copy advertising a certain well-known make of radio batteries at a price said to be but a cent over wholesale was rejected by the paper after a similar advertisement had once been accepted.

Counsel for the advertiser argued that, because the company possessed an unexpired contract which had no provision for rejecting copy, the injunction should be issued to prevent the company from sustaining a loss on the stock of batteries which, it was claimed, could not be sold without the use of Journal advertising.

Defense counsel tried to maintain the position that a newspaper always has the right to reject or demand changes in advertising copy. Charles N. Halsted, president of the State Journal Company, said the case will probably not be carried to Supreme Court, but the newspaper will accept the plaintiff's copy in compliance with the injunction order, for violation of which a penalty of \$10,000 may be collected by the court.

The copy had not been resubmitted up to Wednesday of this week.

Mr. Halsted said that all contracts now being entered into by the paper with advertisers contain the proviso that the publication shall have the privilege of passing on all advertising matter submitted. The old local contracts omitted this clause, although foreign advertising contracts contained such provision.

CORRECTION

In a recent picture caption in EDITOR & PUBLISHER it was erroneously stated that Marshall N. Dana was associate editor of the *Portland Oregonian*. He is associate editor of the *Portland Oregon Journal*.

CANADA PAPER EXPORTS HIGH

Bureau Reports Increase of \$15,570,-856 in Nine Months Period

The Dominion Bureau of Statistics in Ottawa this week reported that exports of pulp and paper from Canada during September were at a high level, being valued at \$15,219,210, an increase of \$1,268,389 from August, and of \$1,544,204 over September of last year.

For the nine months to Sept. 30 they were \$127,090,721, an increase of \$15,570,856 from the corresponding period of last year. Pulp accounted for \$38,371,467, as against \$34,181,917 in 1925, and paper for \$88,719,254, as against \$77,337,948.

For the twelve months ended on Sept. 30, 1926, the combined exports showed an increase of \$22,165,806 over those of the preceding twelve months. News print was the largest single item. In September exports of this product were 143,523 tons, valued at \$9,460,633, as against 149,935 tons in August, valued at \$9,865,830, and 116,277 tons in September, 1925, valued at \$8,190,000. In the twelve months the exports totaled 1,646,494 tons, against 1,330,137 tons in the preceding twelve months.

86-PAGE REGULAR ISSUE

St. Louis Post-Dispatch Sets Record—560 Columns of Advertising

With an 86-page issue, containing 560 columns of paid advertising, the *St. Louis Post-Dispatch* on Friday, Oct. 22, established what is believed to be a new world's record for a regular week-day issue of any newspaper published in any of the leading cities. This is the fourth time in two years that the Post-Dispatch established a similar record.

Retail merchants' advertising was largely responsible for the Post-Dispatch establishing its new record. Famous & Barr Company used an entire section of 16 pages to advertise one day's selling on Oct. 23. Stix, Baer & Fuller Company used 10 pages in the issue also for that day's selling only. Nugent's used four pages, and Scruggs, Vandervoort & Barney 2½ pages. These are department stores.

200 SEEK TO REPORT HALL-MILLS TRIAL

And Court House Press Section Can Seat Only 74—Newspaper Bill Estimated at \$600,000 Exclusive of Salaries

More than 200 applications have been received from newspapers for seats in the press section of the Somerville, N. J., court house during the Hall-Mills murder trial scheduled to open Nov. 3, and there are only 74 seats available, according to James Kevin McGuinness, of the *New York Evening Post*, who reported preparations for the trial for his paper last week. He wrote in part:

"There will be telegraphers, photographers, celebrities, editors, common and extraordinary nuts and mere reporters flowing steadily into town soon; all of whom, except the nuts, will be a considerable expense to the newspapers of the country.

"Estimates are notoriously inaccurate trifles, and never can they include such items as retaining fees to gentlemen, or lady authors who have written murder and mystery tales, but the cold facts of telegraph tolls, expenses for lodgings, and sundry items—exclusive of salaries—will total, during the four weeks of the first trial, more than \$200,000 for thirty representative papers. If you have a flare for figures, you can add salaries, multiply the whole sum by three and have something approximating the cost to the newspaper world at large of seeing an acknowledgedly backward male, his sister, brother and cousin brought to justice.

"Momentarily, there are thirty-odd newspaper correspondents in town who flow languidly in and out of the dazzling marble County Court House. In that monument to justice, by the way, is assembled pretty nearly all the marble in the county, except for a few headstones, and the majority of even those are granite."

BOOK LOVERS

Want distinctive Stories,

Novels, books on Social, Economic, and Political problems, History, Biography, Travel, Adventure, Essays, Poems serious and humorous, etc. We examine and publish any work you may have. Your free copy BOOKS THAT GET PUBLIC HEARING explains our service to Authors. Send for it now.

THE CO-OPERATIVE SERVICE CO.

PUBLISHERS

507-10 Spring Garden Bldg., Phila., Pa.

TREANOR AGAIN HEADS MICHIGAN PRESS

Saginaw News-Courier Man Re-elected President at Ann Arbor Meeting Closes—McNitt, Lawrence and Hopwood Speak

The University of Michigan Press Association brought its eighth annual meeting at the Michigan Union, Ann Arbor, to a close last week by re-electing the officers which have served the organization during the past year. They are:

president, A. R. Treanor, editor, *Saginaw News Courier*; vice-presidents, Louis Wild, *Port Huron Times-Herald*; George Averill, editor, *Birmingham Eclectic*; Frank Russell, *Marquette Miner*; secretary and treasurer, Prof. John L. Brumm, head of the school of journalism, University of Michigan. In pursuance of the association's desire to promote co-operation between the Michigan Press and the University school of journalism the press club authorized the appointment of a committee of Michigan newspaper men to co-operate with the journalism department in an advisory capacity.

The relation of the press to various outside enterprises was the main topic discussed at the session on Friday morning. The speakers and their subjects were Fred Newton Scott, Professor of Rhetoric, "Standards of English and the Newspaper"; Wilbur R. Humphries, Assistant Dean of the College of Liberal Arts, "The Bible and the Newspaper"; Lawrence H. Conrad, Instructor in Rhet-



A. R. TREANOR

oric and author of "Temper," "The Way It's Written"; Virgil V. McNitt, president, McNaught's Syndicate, "Standardization"; John B. Waite, Professor of Law, "Crime Waves."

The program Friday afternoon followed the same policy and was as follows: "Michigan's First Greenland Expedition," William H. Hobbs, Professor of Geology; "The Newspaper and International Relations," Thomas H. Reed, Professor of Political Science; "Experiences Abroad with the Associated Press," S. B. Conger, Detroit correspondent for the Booth newspapers; "A Half-Century of Newspaper Work," G. V. Adams, publisher of *Fowlerville Review*.

The annual press club dinner was given for about 200 members and guests Friday evening. The speakers were David Lawrence, Washington correspondent and publisher of the *United States Daily*; Erie C. Hopwood, editor, *Cleveland Plain Dealer*, and Fielding H. Yost, football coach at the U. of M. Mr. Treanor was toastmaster.

WEEKLY COMIC STRIP

In mat form, 3 x 10 inches or 4 columns. \$3 per month. "POOR PADDY," a sparkling comic strip by Murray Korman, offered at lowest feature rates. This cartoon is now appearing in many newspapers; territory going fast. "Poor Paddy" is one of our best features, and has won many readers. —H. Abramson, Wmsbg. News.

UNIVERSAL FEATURE SERVICE
109 W. 49th St. New York City

PEJEPSCOT PAPER COMPANY

Manufacturers for Over Fifty Years of

NEWSPRINT

Combining the Three Essentials of Quality
Strength • Cleanliness • Color

Colored Newsprint a Specialty

Daily
Capacity



160
TONS

MILLS IN THE STATE OF MAINE, U. S. A.

Sales Office: • 42 Broadway • New York, N. Y.

FIRST *in* New York

Weekday and Sunday

THE WEEKDAY EDITIONS of The New York Times are the greatest influence on the purchasing power of the New York metropolitan area on the business days of the week.

The average net paid circulation of The New York Times weekday editions for the six months ended September 30, 1926, was 358,350—a gain of 7,944 over the corresponding period of the previous year.

<i>Six months ended September 30, 1926.....</i>	<i>358,350 copies</i>
<i>Six months ended September 30, 1925.....</i>	<i>350,406 copies</i>
<i>Increase.....</i>	<i>7,944 copies</i>

The present circulation of The New York Times weekday editions is 370,000 copies—larger than that of any other New York morning newspaper of standard size.

The New York Times advertising columns are consulted every morning by men and women purchasers in hundreds of thousands of homes of Greater New York and the surrounding suburbs.

In ten months of this year The New York Times has published approximately 14,480,000 agate lines of advertising in weekday editions only, about 4,730,000 lines more than the second New York morning newspaper. The Times weekday editions showed a gain of 700,000 lines over the corresponding period of last year.

The quality of The New York Times circulation is not equalled by that of any other newspaper. The Times advertising censorship has established the strongest confidence of its readers.

The average net paid weekday and Sunday circulation of The Times is 391,465 copies.

The New York Times

*** The advertising columns of The New York Times are as clean and free and fair as its news columns. The Times stimulates the desire for honest goods. ***
William Allen White, Emporia, Kansas.

WILLIAMS REPORTS ON WORLD MEETING

Press Congress Plans Conference to Attack Government Censorships—Would Have News Services Identified

A resolution calling for a world conference sponsored either by the League of Nations or various world powers to consider international news communications with the view to abolishing many of the governmental and dictatorial restrictions which are now imposed upon news services was one of the outstanding accomplishments of the Press Congress of the World at its Third Assembly in Geneva-Lausanne, Switzerland, Sept. 14-18, Dean



DEAN WILLIAMS

Walter Williams, the new Honorary President of the Congress, declared upon his arrival in New York this week. A committee will be appointed to promote the conference.

Another important accomplishment was the decision to appoint a committee on freedom of the press to function for the Congress whenever cases arise involving freedom. Another committee on journalistic education will be named.

The Congress also provided for the formation of a World Press Council, to be composed of 50 leading journalists of the world, which will give counsel on subjects of journalistic interest. Dean Williams has been named chairman of the council, the other members to be named later. The Congress also laid plans for a paid secretary with headquarters in New York.

New officers of the World Press Congress are: Robert Bell, of Christchurch, New Zealand, proprietor of the *Littleton* (N. Z.) *Times*, president; Wallace Odell, publisher of the *Tarrytown* (N. Y.) *Daily News*, secretary-treasurer. Mr. Bell succeeds Dean Williams, while Mr. Odell succeeds James W. Brown, of

EDITOR & PUBLISHER. The new president is a member of the British Empire Press Union and was chairman of the New Zealand delegation to the Press Congress. It was on his motion that the Congress was formed in 1915 at a meeting of representatives of the press in San Francisco. Mr. Odell is a past president of the National Editorial Association.

Another resolution passed at Geneva called for the identification of news agencies, to indicate whether they are privately owned or government controlled.

Speaking of this resolution Mr. Williams said: "It means a great deal to the newspaper reader to know the source of the news he is reading, to know whether it has been reported as straight news or sent out in behalf of a specific government."

More than 30 countries were represented at the Congress, Mr. Williams said, and delegates were from all branches of the newspaper profession.

While in New York, before returning to the University of Missouri where he directs the journalism school, Dean Williams was tendered a dinner by former students of the School of Journalism of the University of Missouri.

FRIENDS SEEKING T. C. COULTER

Two old-time friends of Todd C. Coulter during the time he was in the Pacific Northwest nearly twenty years ago would like to hear from him or learn of his whereabouts. In 1907 Mr. Coulter was in the classified advertising department of the *Tacoma Ledger*, but since his departure no word has been learned concerning him. Those desiring the information are James E. Macpherson and Woodburn McDonald, then associated with Coulter

on the *Ledger*. Mr. McDonald is now assistant to the publisher of the *Seattle Post Intelligencer* and Mr. McCaperson is comptroller and assistant treasurer of the *Tacoma News Tribune and Ledger*. Information communicated to either would be appreciated.

RADIO PICTURES PRAISED

Bartholomew, London Daily Mirror, Reports Progress

Considerable progress has been made in development of the machinery for transmitting pictures by radio, telegraph and cable, H. G. Bartholomew, art editor and a director of the *London Daily Mirror*, declared when interviewed prior to his return to London last week on the S.S. Olympic.

"Sending pictures across the Atlantic or the Pacific ocean will always be expensive," he said, "but it is worth it. The new methods of rapid picture transmission developed recently have come to stay."

Mr. Bartholomew is often called the "dean of picture editors." He is a frequent visitor to this country, studying the picture angle of American newspapers.

Another passenger on the Olympic was Sir Pomeroy Burton, former managing director of the Associated Newspapers in London, who, with Lady Burton, spent three weeks in the United States visiting friends.

CATHOLIC WRITERS MEET

With Kent Cooper, general manager of the Associated Press, as principal speaker, the Catholic Writers Guild opened its winter season of regular monthly meetings Oct. 21 at Guild Hall, New York. Mr. Cooper stressed the importance of "selective news," urging those present to take more interest in foreign affairs. Melville E. Stone, counselor of the Associated Press, spoke briefly in praise of Mr. Cooper.

JEWISH DAY TO CELEBRATE

The *Day*, a Jewish Daily published in New York, will celebrate its 12th anniversary Nov. 7, with a concert at Carnegie Hall. Proceeds of the concert are to go to a fund to be used in aiding the destitute Jewish writers of Europe, especially in Russia.

NEW MEMBER OF AD BUREAU

The *Ottawa* (Ont.) *Citizen* has become a member of the Bureau of Advertising of the American Newspaper Publishers Association.

MICHIGAN

is growing faster than any State in the Union.

Its increase in manufacturing products surpasses anything in the world.

BOOTH NEWSPAPERS

cover Michigan outside of Detroit —Eight principal cities with the only or leading Newspaper in its respective community.

The Grand Rapids Press
The Flint Daily Journal
The Saginaw News Courier
The Kalamazoo Gazette
The Jackson Citizen Patriot
The Bay City Times Tribune
The Muskegon Chronicle
The Ann Arbor Times News

National Advertising Representatives

I. A. KLEIN J. E. LUTZ
50 East 42nd St. Tower Building
New York City Chicago, Ill.

ELGIN DAILY MOVES TO NEW HOME

Courier-News Now Printing from Remodelled Building—Col. Ira C. Copley Is Editor and Publisher

The *Elgin* (Ill.) *Courier-News* this week occupied its new home at South Spring and DuPage streets, transferring its activities from the publication and editorial rooms in the Odd Fellows building over the week-end. The new publishing plant site was purchased last Spring and has been completely remodeled and equipped until the paper now claims the finest newspaper plant in northern Illinois. Colonel Ira C. Copley is owner and publisher.

Two modern Duplex tubular presses, with 24-page capacity print the paper. Cutler Hammer conveyors carry the papers to the circulation and mailing rooms 65 feet distant. Beside the press and circulation departments the stereotyping room is also located on the basement floor. Temporary business offices have been located at the rear of the first floor, but will eventually be extended to occupy the entire first floor with the main entrance at the corner now under lease to a fashion shop.

The composing room is on the second floor, rear, with 12 linotypes, two matrix making machines, 50 makeup tables and proportionate mechanical equipment. The editorial rooms are on the southeast section of the second floor.

D. A. McKenzie is president and general manager of the *Courier-News* company, representing the consolidation with in the last year with the *News*. John E. Thompson is managing editor; Raymond Long, advertising manager; Howard Jones, circulation manager; Paul E. Jacoby, city editor; Wallace Stericker, head pressman and Alex M. Clark, superintendent of the composing room.

WOULD DEPORT EDITORS

U. S. Brings Action Against Three Portuguese Tabloid

Diamantino Teixeira, Antonio Di Costa and Antonio Alves Perriera, publishers of *A Luta*, a Portuguese tabloid in Fall River, Mass., will be given hearings in Providence, R. I., Thursday to show cause why they should not be deported by the government which alleges the publication by the men in their tabloid of articles advocating the overthrow of organized government.

Deportation proceedings were temporarily halted by the securing of habeas corpus writs from the Federal Court on Oct. 14 by their attorneys.

JAPANESE DELEGATION ARRIVES

A party of Japanese business men organized by the *Osaka Mainichi* of Tokyo, to make a study tour around the world, was scheduled to arrive in New York Oct. 25. Shiro Nagaoka, staff correspondent of the newspaper, is with the party.

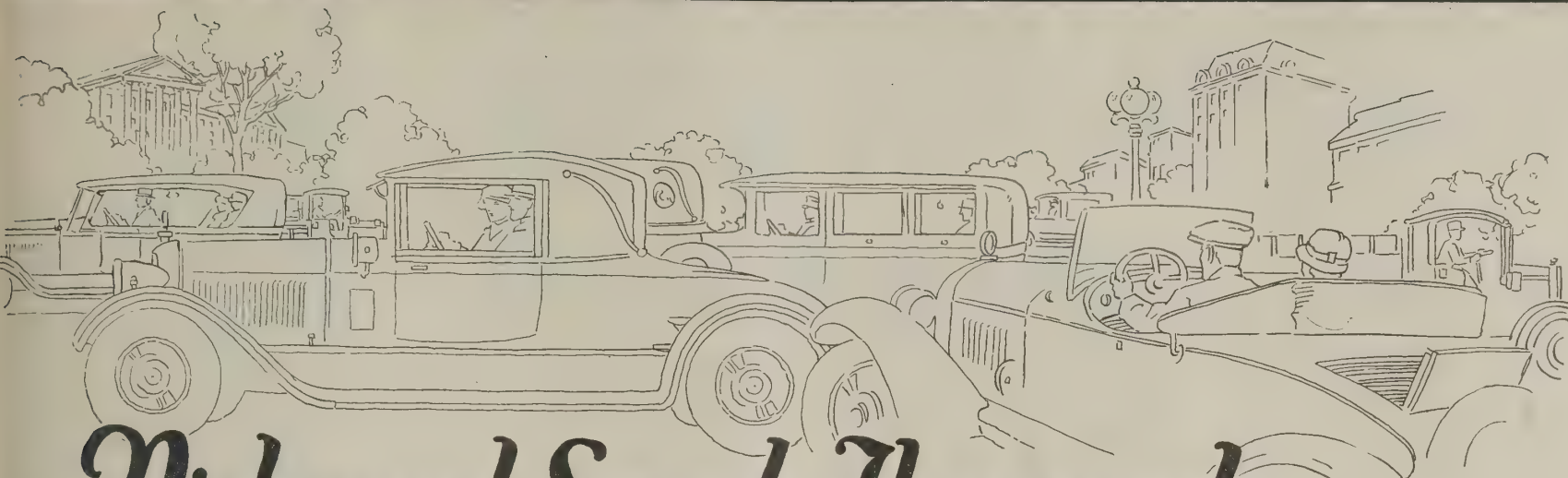
Government statements of circulation six months ending September 30, 1926.

Brooklyn
Standard Union 80,862
Brooklyn Times 78,533
Brooklyn Eagle 76,711

The Standard Union has the largest circulation of any Brooklyn newspaper.

R. J. R. Hunsiman
President

LARGEST DAILY CIRCULATION IN BROOKLYN OF ANY BROOKLYN NEWSPAPER



Richmond Spends Thousands of Dollars for Automobiles and Accessories

Richmond enjoys continuous and general prosperity. As a result her citizens own and maintain many passenger automobiles and a large number of business trucks.

The tremendous amount of money spent annually in Richmond for the purchase and upkeep of these automobiles not only gives employment to hundreds of citizens—it also means that as an automobile market Richmond has tremendous purchasing power.

And because Richmond's prosperity is a continuous thing, it is always a good automotive market. Richmond does not go through periods of deflation. Its business interests are too diversified to permit of marked business fluctuation.

Richmond is always ready and able to buy the necessities and luxuries of life.

National Representatives

KELLY-SMITH COMPANY

Marbridge Bldg.,
New York City.

Waterman Bldg.,
Boston, Mass.

Atlantic Bldg.,
Philadelphia, Pa.

Tribune Tower,
Chicago, Ill.

J. B. KEOUGH, Atlanta, Ga.

If you have anything to sell—Tell Richmond about it in

Richmond Has

17,739 Passenger Cars

3,500 Trucks

392 Dealers

**One In Every Ten
Richmonders Owns
An Automobile**

**Richmond Is a Steady
Permanent
Non-Fluctuating
MARKET**

The Richmond NEWS LEADER

"ON NEWS LEADER SQUARE"

Covers Richmond Like a Roof

SALES EXPERT TELLS HOW TO USE NEWSPAPERS TO MOVE GOODS

Outstanding Feature of Sale Advertising Should Be Newsiness, Says T. K. Kelly—Declares Newspaper Space His Company's Greatest Ally—Describes Best Selling Copy

By HAMMOND EDWARD FRANKLIN

THE Judith Hardware Company of Lewiston, Mont., had a heavy overstock.

It was during the post-war inflation. The Judith Basin, which is the name of the Lewiston territory, had been hard hit by low prices and poor weather. The store felt it necessary to cut its stock down from a war-time basis to that in keeping with the new times and to realize all the cash possible, but there was a serious question as to the buying power of the territory—whether it could be done.

The stock of farm implements was selected for a special campaign, with hardware incidental. The representative of a nationally known selling organization took charge, and a striking campaign in the *Lewiston Democrat-News* was mapped out.

Within 10 days, the store had obtained \$16,000 cash from a population at the time reputed to be "broke." Newspaper advertising, used in the right way, had had much to do with this result.

Newspaper advertising managers and local solicitors are being called upon for sound advice as to how to put across sales. Sometimes, the newspaper executive even writes the copy and plans the details. If the effort falls down, the newspaper is blamed. If it proves a success, "glory" is reflected on all concerned.

Thomas K. Kelly of Minneapolis, head of the Kelly Sales System, has spent a lifetime in the conduct of quick sales and in the solution of retail problems for all sorts of stores. He himself has staged successful clearances in towns as small as 25 inhabitants as well as big cities. He has between 200 and 300 associates who are working with dealers, and who in many cases are demonstrating how newspaper advertising should be used by a store the year 'round, as well as on drives.

For the benefit of EDITOR & PUBLISHER readers, Mr. Kelly has set down some observations on what to do and what not to do.

"Newspaper advertising is our greatest ally in carrying on our work of conducting sales throughout the United States," he brought out after citing dozens of cases of success.

"The outstanding feature of sale advertising should be newsiness. That is what our people work for. Each item presented in the advertisement is put forward not merely as an article to be sold, but as a news event. Each item is big news to someone, for it is merchandise that someone needs, that will fill long-felt wants and is available at money-saving prices. That is certainly important news.

"The headlines, or flash lines, and sub-heads might well have come from a newspaper copy desk.

"Whenever prices that discount prevailing retail prices for the article advertised are quoted, a logical, clear reason is given for these prices. We lay the reason for these prices before them in a way that secures their confidence and obtains a proper response.

"In addition to the printed word, illustrations are used to describe the merchandise, and we insist on thorough description of the merchandise offered. No advertisement worthy of the name can be simply a catalog of prices. It must contain description in detail. This should deal not only with quality and style, but also uses and advantages, for a person must understand the wants it is able to satisfy and the uses it will perform before he can have a definite idea of its value to him. This kind of advertising gets a better average of prices than can be obtained in any other way.

"As to the price leaders—they are se-

lected from the stock that the merchant is most anxious to sell. They must be items in general demand and whose established retail price is known—otherwise there is no standard of comparison by which the public can judge. Every piece of copy has certain preferred positions, and these should be devoted to those items that bring in the most money.

"I have seen the best space in advertisements used up in playing 10 cent handkerchiefs for 5 cents, which illustrates a mistake commonly made. That space should be devoted to either a leader that will attract a large number of people or else to merchandise that amounts to something, of sufficiently high unit value to bring in a good volume of money.

"In long years observing merchants in putting on sales, I have found ten main reasons why so many merchants fail to put over successful sales. They are:

"1. They try to get their sale ready in a few days, because their competitor is going to have a sale.

"2. They fail to use sufficient time to prepare good advertising, they fail to have cuts drawn by commercial artists and to have the advertising distributed over a broad territory with enough thoroughness.

"3. They copy advertising that has been used before.

"4. They permit inexperienced advertising writers to prepare their sales advertising.

"5. They fail to give complete description of the merchandise offered.

"6. They fail to be specific in their advertising, depending upon mere generalities to produce the needed selling force.

"7. They show reductions in advertising that appear unreasonable to the public.

"8. There is a lack of confidence on the part of the clerks that the sale will be a huge success.

"9. The store and stock are not properly arranged for a special merchandising event.

"10. Indifference on the part of the sales people due to lack of ability, lack of education in scientific selling or absence of loyalty to the store in selling trade.

"Of course, just the reverse of these things produces resultful campaigns."

More than 700 newspapers have used a series of six mat advertisements furnished without cost by Mr. Kelly as part of his attack on house-to-house sellers. He will send this series to any reader of EDITOR & PUBLISHER on request.

"Whether our customer's problem is

mainly one of quick stimulation of business, counteracting activities of house-to-house firms, speedy disposal of merchandise which is becoming rapidly out of date, selling a new location to the public or reselling a store's old location, building up the name and standing of a firm in its community or even reducing overhead costs," Mr. Kelly said, "newspaper advertising is our first aid."

These briefed stories from his experience show how some of these problems were met:

The Shields Clothing Company of Fort Wayne, Ind., was getting a good volume of business from its regular advertising in 1923 and 1924, but it was getting this on about 60 per cent of the stock.

They had changed gradually their system of special purchases to meet rapidly changing style requirements. The newest in men's wear were stocked immediately. Rapidly their business shifted away from staple merchandise to style and novelty stock. Their staples on hand began to depreciate, selling so slowly that it did not pay to carry them.

A special sale to fit this condition was mapped out, with newspaper space as its backbone. Practically every dollar of the slow-moving stock was cleaned out, bringing in over \$25,000.

The McCullough-Ashton Furniture Company, Cincinnati, established the latter part of 1923, had a retail location which was not especially good and had started in business just when there had been months of unsatisfactory business conditions. After 15 months, they had made little headway. Advertising had seemed to have little effect.

An analysis by Mr. Kelly's representative showed the advertising had been spasmodic. It had lacked a real message to the buying public and had not served to give the public an idea of how well equipped they were to handle demands of the public for home furnishings.

A campaign to sell the location to the public and the members of the firm as exceptionally capable furniture men who

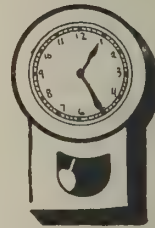
could advise judiciously was evolved. It included also attractive prices, which were especially essential in a German community. Ten days of selling brought in \$15,000 cash business and consistent follow up has brought good business since.

George E. Homer, Boston jeweler had always catered to the highbrow trade, which limited his circle of patrons. Instead of a series of ultra-dignified direct mail pieces he had been considering, he was induced to use newspaper advertising, which, although dignified, carried a sales punch. Results proved this wise.

In New Orleans, Mr. Kelly's organization gave newspaper advertising a thorough test in two campaigns for A. P. Schiro. First, space helped market close to \$25,000 worth of merchandise which Mr. Schiro was saved from having to move from his old location. Then when he was in his new store, the new location was sold by a second campaign which moved about \$15,000 more of foot-wear.

Largest
HOME
delivered
circulation
in
Los Angeles!
Los Angeles Examiner
190,000 DAILY 400,000 SUNDAY

Save Precious Time with FLEXTYPE Dry Flong

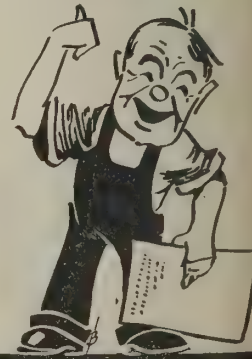


When a special extra is waiting for the last form—that's the time the speediest mat counts.

Time is always the important factor with the newspaper publisher and FLEXTYPE is the publisher's time saver, because the mats are easily handled, they are speedy and dependable and produce a clean cut reproduction and much finer printing than can be obtained from the ordinary mat.

We have a mat especially adapted for syndicate use.

Let us send you samples, and then compare results.



Buffalo, The Wonder City of America

Buffalo—a profitable Market for Advertisers

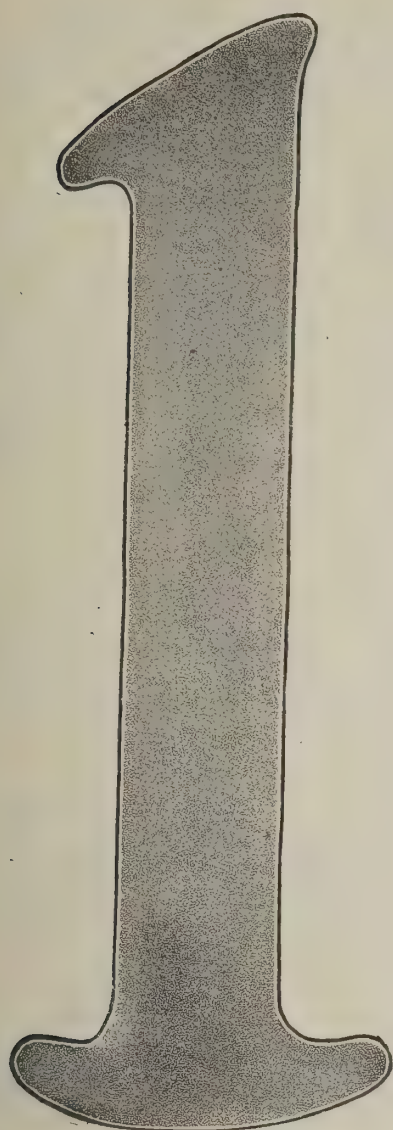
Sales in Buffalo are splendid for advertised goods. Employment conditions excellent, retail and other business thriving. One newspaper will put your story over to 83% of the people—that paper is the

BUFFALO EVENING NEWS

Read in 4 out of 5 Buffalo Homes

Edward H. Butler, Editor and Publisher
Kelly-Smith Company, Representatives
Marbridge Bldg. Tribune Tower
New York, N. Y. Chicago, Ill.
Atlantic Bldg. Waterman Bldg.
Philadelphia Boston

BROOKS PAPER COMPANY
SECURITY BLDG. ST LOUIS, MO.



1st in Buffalo

The Sunday Courier-Express

CIRCULATION OF BUFFALO NEWSPAPERS

SUNDAY COURIER-EXPRESS.	154,046
DAILY COURIER-EXPRESS...	118,588
EVENING NEWS.....	145,648
SUNDAY TIMES.....	127,232
EVENING TIMES.....	107,017

The figures are taken from publishers' statements to the Government for the period ending September 30, 1926. The Courier-Express figures are from June 14th, the date of the merger, while the others are six months' figures. The figures of the Courier-Express correspond to those which this newspaper will report to the Audit Bureau of Circulation should be checked against this bureau's audit reports.

And Buffalo's Only Morning Paper is Second in Daily Circulation

The figures above show that with an unduplicated circulation of 118,588 copies, the Morning Courier-Express is a logical buy for any advertiser. It enables him to cover the Buffalo market through one medium, at one rate, and with no waste circulation

Courier  **EXPRESS**

Lorenson & Thompson, Incorporated

Publishers' Direct Representatives

CHICAGO

NEW YORK

SAN FRANCISCO

SEATTLE

**She Calls Them "Her Most Critical Audience"—Introduced by
Melville Stone—N. A. N. A. Host—Syndicate
Snarl Unchanged**

The actual presentation to the Queen was made by Judge R. W. Bingham, of the Louisville (Ky.) *Courier-Journal*, and Mrs. Bingham, who stood at the end of a receiving line of 30 and nearest to Her Majesty. Others who received were: Major and Mrs. Loring Pickering, of the Alliance; Edwin Cowles, *Spokane Spokesman-Review*, and Mrs. Cowles; E. J. Lynett, *Scranton Times*, and Miss Elizabeth Lynett; Mr. and Mrs. Paul Wooten and Mr. and Mrs. James L. Houghteling, *Chicago Daily News*; H. S. Scott, *Detroit News*, and Mrs. Scott; William E. Scripps, *Detroit News*, and

An agency man this week came in contact with Marie's impulsive temperament. He was Sturges Dorrance, president of Dorrance-Sullivan & Co., New York advertising agency. Mr. Dorrance, with others of his staff, had worked 69 hours without sleep to arrange to have Her Majesty broadcast a speech through a

It is understood the Royal Typewriter Company paid upward of \$4,200 for the use of the broadcasting stations to reach listeners whom Her Majesty disappointed.

The Canadian Government took objection to the awarding of a contract by the Pacific Cable Board for the duplication of the cable between Fiji and Bamfield, British Columbia, on the ground that the project had not been sufficiently investigated in the light of radio-beam developments, and that Canada had not been consulted or its consent obtained before the contract was awarded. Canada took the stand that it would withdraw from its partnership in the Cable Board and would refuse to grant permission to the Board to land the cable unless its position in these respects was recognized.

Lord Rothermere, British newspaper proprietor, and Rudyard Kipling, were charged with creating hard feeling between England and the United States, by Hugh Campbell Wallace, former American Ambassador to France, when he was interviewed on his return to this country this week on the *Majestic*.

Linotyped in the Cloister Family

Advertisers Increasing Iowa Linage

In first 8 months of 1926, these Iowa dailies gained $3\frac{2}{3}$ million lines over same period of 1925.

From January first to September first of this year, these 28 leading Iowa daily newspapers gained 3,660,425 lines of national advertising over the same period of last year.

Every one of these papers made a substantial increase. Percentages range from 8.9 to 34.7. Fifteen of the 28 newspapers gained over 20%. Seven of them—over 30%.

UNIFORM COOPERATION

The following outline gives the *minimum* of help offered by each individual newspaper of this group, in connection with a campaign of 5,000 lines or more:

1. Make a study of local market and trade territory, as pertains to *your* specific product.
2. Supply complete and accurate list of retailers, in the newspaper's city and surrounding territory.
3. Introduce your salesmen to a number of big retailers. Advise



Circulation of these 28 newspapers.....585,091
Number of families in Iowa.....550,000

These figures present the story in most condensed form. They indicate the wonderfully effective coverage of the state.

Deal with this group as with *one* publication, if you wish: One order, one plate, one billing.

Note merchandising help below.

you as to relative sales stand of competing products.

4. Urge retailers to feature your advertised products. Furnish you names of stores that will make use of window displays.

5. Make market investigation for prospective advertisers (Identity to be made known first).

6. Urge local retailers to mention your products in their own advertisements.

7. Send, on receipt of contract, a multigraphed letter to list of retailers in the territory, telling of the campaign.

These Iowa daily newspapers provide unusual coverage of this unusual market.

We will be glad to send further information upon request.

Write to the address below

THE IOWA DAILY PRESS ASSOCIATION DAVENPORT, IOWA

Ames Tribune
Boone News-Republican
Burlington Gazette
Burlington Hawk-Eye
Cedar Falls Record
Cedar Rapids Gazette
Centerville Iowegian & Citizen

Council Bluffs Nonpareil
Davenport Democrat
Davenport Times
Des Moines Capital
Des Moines Register and Tribune
Dubuque Telegraph-Herald
Dubuque Times-Journal

Fort Dodge Messenger
Fort Madison Democrat
Iowa City Press-Citizen
Keokuk Gate-City
Marshalltown Times Republican
Mason City Globe-Gazette
Muscatine Journal

Oelwein Register
Ottumwa Courier
Sioux City Journal
Sioux City Tribune
Washington Journal
Waterloo Evening Courier
Waterloo Tribune

IOWA—WHERE EVERY FAMILY READS A DAILY NEWSPAPER

I. N. S. NAMES THREE REGIONAL DIRECTORS

Mason, Elwell, and Parker Appointed by Koenigsberg to Head New Divisions Created Because of News Agency's Growth

Appointment of three regional directors to assist the general management of the International News Service in administration of the service in the United States was announced this week by M. Koenigsberg, president.

The new executives are: Capt. Frank E. Mason, eastern division; Hector H. Elwell, central division; and William Parker, western division. Heretofore the entire operations of I. N. S. were handled by general headquarters in New York. New headquarters of the eastern zone will be in New York; the central zone in Chicago; and the western zone in San Francisco.

The appointments, Mr. Koenigsberg said, were necessitated by the growth of I. N. S. in the last two years. Mr. Koenigsberg also announced that Timothy P. Beacom has been appointed mechanical advisor to I. N. S. clients.

"Newspapers that have stereotype, press or engraving problems may have the advice and assistance of Mr. Beacom," he said.

Mr. Mason joined I. N. S. in 1919, when he was attached to the American Commission in Berlin as an intelligence officer. Prior to entering military service he was engaged in newspaper work in Milwaukee and Detroit, and had wide experience on middle western newspapers. He is a graduate of Ohio State University.

In 1921 Mason was relieved in Berlin by S. Dunbar Weyer and went to London to assume the management of the I. N. S. London bureau. After a short period in London, he was transferred to the management of the Paris bureau.

While in Paris, Mason covered the long series of Inter-Allied conferences which were held throughout Europe and he made frequent trips to Geneva where he covered the early meetings of the League of Nations.

Mr. Elwell started his newspaper career on the City News Bureau of Chicago in 1897 as a copy boy. Ten years later he went to the *Chicago American*, covering the Federal building during which time the famous Beef Trust case, the John R. Walsh bank case, and other famous cases were tried. Later he became assistant city editor, and supervising city editor of the *Chicago Evening American*. In 1921, Elwell became managing editor of the *Wisconsin News*, a Hearst newspaper at Milwaukee, and about four years later he was sent to Chicago as managing editor of the *Chicago Herald & Examiner*.

Mr. Parker began newspaper work as a typesetter on his father's newspaper,



FRANK F. MASON



H. H. ELWELL



WILLIAM PARKER

the *Walla Walla* (Wash.) *Statesman*. He was employed in various capacities on Pacific coast newspapers until 1905 when he went to Nevada and worked for a year as a miner. Returning to newspaper work in 1906 he served with the news department of the *Chicago Tribune* and *Record Herald*, and in 1907 came to New York and was employed successively on the *World*, *Sun* and *Globe*.

The following year he went to San Francisco and worked a half year each on the *Daily News* and *Examiner*. From 1908 until the present he has been with the Hearst newspapers except for one year which he spent abroad, studying European politics and economics. He was recalled from Europe to take the regional directorship of the Pacific coast for I. N. S.

INTERTYPE ELECTS CHAIRMAN

R. H. Swartwout Heads Directorate, Resuming Position Held Previously

R. H. Swartwout was this week elected chairman of the board of the Intertype Corporation, a position he held from March, 1916, until last July 1, when he became chairman of the executive committee.

In resuming his position as chairman of the board Mr. Swartwout succeeds H. R. Swartz, who has resigned as a director of the corporation. Neal Dow Becker, president of the corporation since July 1, was elected to the vacancy on the board created by Mr. Swartz's resignation.

The resignation of C. W. Gaskell, who for some years has been vice president in charge of manufacture, was accepted as of Nov. 1. D. R. Salisbury, who has been assistant to the president and general sales manager since Aug. 1, was elected a vice president. H. G. Williams, secretary since 1923 also was elected a vice president. He will continue to act as secretary.

The company reported a net to surplus after taxes and depreciation of \$103,725 in the quarter ended Sept. 30, against \$215,570 in the same quarter last year. Net to surplus in the first nine months of this year was \$382,220, against \$616,650 in the same period last year.

SEES GAME DESPITE FLOOD

L. G. Schaeffer, editor and publisher of the *Beardstown* (Ill.) *Illinoisian Star*, who hasn't missed a home-coming game at Illinois University in the last decade, was hard pushed to make the trip this year but overcame all obstacles. The streets of Beardstown were still so flooded that he was unable to drive his car out of the garage, but procuring a small barge the night before the game, he floated it to his garage, running the machine up on it by a small incline. He towed the car and barge to the levee road and ran the auto off. Then he ran the barge back to his home, trundled up the family, towed back to the road and went on to Champaign.

HOLLISTER Is Now Conducting

Third Successive Circulation Campaign on Cleveland Plain Dealer. Also Second Campaign on Columbus State Journal.

WRITE OR WIRE
C. B. HOLLISTER
Care CLEVELAND PLAIN
DEALER, CLEVELAND, O.

Let Hollister Solve Your
Circulation Problems

HOLLISTER'S
Circulation Organization

717-718 Commercial Exchange Bldg.
Los Angeles, Cal.

NEW MOVE FOR DUTY ON U. S. MAGAZINES

Canadian Advisory Board on Tariff Hears Plea This Week—Dominion Publishers Claim Their Business Is Hurt

Publishing interests in Canada concerned with the production of magazines and other periodicals have for several years been advocating the placing of a duty on imported publications, in order to give them a better opportunity to succeed in the limited Canadian field. Up to the present time, their efforts to obtain a measure of protection have not been successful. The recent appointment by the Canadian Government of an Advisory Board on Tariff and Taxation, charged with the duty of investigating applications for the raising or lowering of the tariff on various articles, has, however, given them new hope, and shortly after the Board was appointed a formal application was placed before it for the adoption of some measure of protection for domestic periodicals. A hearing in connection with this application was held on Thursday, Oct. 28, when advocates and opponents of a duty on United States magazines presented their arguments before the Board.

The principal arguments advanced by the advocates of a duty are as follows:

The paper, ink, engravings and other component parts of the magazine are dutiable, whereas the finished magazine enters Canada duty free. This, it is claimed, is not fair to the Canadian publisher. In the second place, advertising matter, in the form of catalogues, booklets, circulars, etc., is dutiable, whereas advertising in the pages of magazines enters duty free. In view of the tremendous circulation of United States periodicals in Canada with their advertising of United States products, it is claimed that not only is the business of the Canadian magazine publisher injured, but also the gen-

eral business of the Canadian producer. In the third place, a good deal is made of what is described as the Americanization of the Canadian people through circulation of such large numbers of United States publications. These are advanced as the principal reasons in favor of a duty.

On the other hand, there are not wanting opponents to this proposal, who argue that nothing should be done that would hamper in the slightest degree the dissemination of literature, much of which is of an educational character.

Whatever decision may be reached, the Tariff Board will be communicating to the Government; and action, if will presumably be taken by the Government at the forthcoming session of Parliament.

DAILY BUILDING MODEL HOME

Ground has been broken for the "Economy Home" to be built in East Amarillo by the *Amarillo* (Tex.) *News-Globe*.

Largest
Newspaper
West of
Chicago

500,000

Copies
DAILY

The
KANSAS CITY
STAR

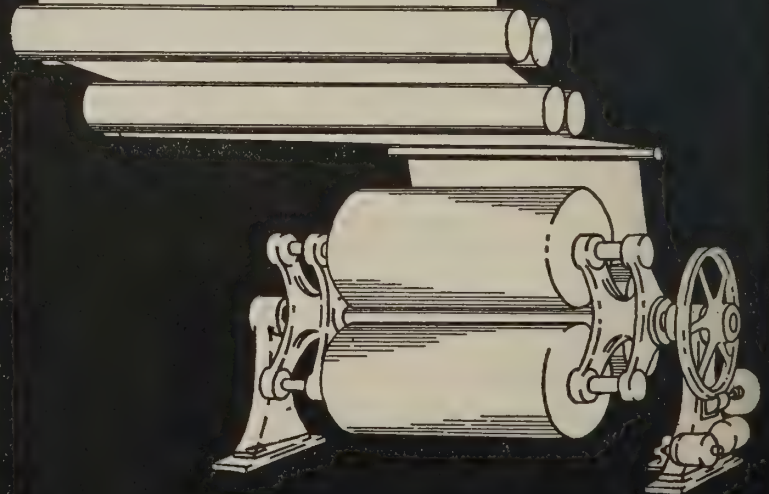
KOHLER MAGAZINE REELS

(PATENTED)

INCREASE PRODUCTION
DECREASE WHITE WASTE
REDUCE WEB BREAKS
SAVE TIME AND MONEY

KOHLER BROTHERS
ENGINEERS AND MANUFACTURERS

-CHICAGO- -NEW YORK-
WRISLEY BLDG. NORTH EVENING POST BLDG.



How many evening newspapers have as much as 200,000 circulation? Are there as many as *ten* in the United States?

The Cincinnati Post, a Scripps-Howard newspaper, now has a total circulation
of **205,359**

STAFF HONORS PAPE OF WATERBURY

**Publisher of Republican and American
Given Surprise Party Celebrating
His 25th Anniversary—Asso-
ciates Present Chair**

William J. Pape, publisher of the *Waterbury* (Conn.) *Republican and American*, was given a surprise party, Oct. 21, by his employees celebrating his 25th anniversary as a newspaper publisher in Waterbury, and celebrating the completion of a new plant for the newspapers.



WILLIAM J. PAPE

Mrs. George Benjamin, formerly Caroline Dikeman, assistant treasurer of the American-Republican, Inc., was also honored by her associates in recognition of her 25 years' connection with the Republican. Mr. Pape was presented with a tapestry-covered reclining chair, and Mrs. Benjamin with a platinum wrist watch.

E. Robert Stevenson, editor of the Republican and managing editor of the American, presented the chair to Mr. Pape, saying:

"We are here in an intimate friendly gathering to do honor to you, Bill Pape, at the passing of the milestone that marks 25 years of your period in newspaper work in Waterbury. Next week this fine new building will be thrown open and dedicated to a period of greater newspaper service in behalf of the people of Waterbury and the region around it. "Tonight this group of close newspaper associates in all departments of the newspapers which you head wishes to express to you the esteem with which they have long regarded you as their publisher. It was you who laid the foundations on which has been built the consolidated newspaper making of this plant."

Referring to the fact that Mr. Pape has been pursuing a course of studies at the Department of Drama in the Yale University School of Fine Arts, Mr. Stevenson said that this was an evidence of the full vigor of youth still with the man to whom the chair was presented.

In speaking of the new newspaper plant about to be thrown into operation, Mr. Stevenson noted that, just as at Yale, it was ever borne in mind that fine buildings, even the remarkable Harkness group, do not make the greatness of the institution, but a spirit of service to mankind and the developing of worth-while character, so it was here; that the building, excellent as it was, was secondary in the making of worth-while newspapers with which this community is to be served.

BRITISH AD MEN ELECT

**C. A. McCurdy Named President—
Plan Exposition for Next Year**

Lieut.-Colonel E. F. Lawson presided over the annual general meeting of the Advertising Association, held at the Hotel Cecil, London, recently. C. A. McCurdy, K.C., was elected president for the ensuing year, Philip Benson treasurer, and W. H. Hartley, secretary, and the following were elected members of the executive committee: A. Milne, T. B. Lawrence, Mrs. Ethel M. Wood, Alderman Charles Pascall, Thomas Russell, Sir William Veno, Philip Emanuel, Gerald France, S. H. Perren and Stuart A. Hirst.

It was proposed that the British Advertising Convention of 1927 should be held in London, in conjunction with an advertising exhibition, the theme of the convention and exhibition being "The Development of Imperial Trade." It is hoped to hold the convention and the exhibition at Olympia, in July, 1927.

STAMP ADS BANNED

**British Withdraw Scheme to Sell Space
On Letters**

British business men were practically unanimous in their protests against the proposed introduction by the Postmaster-General of a scheme whereby commercial advertisements were to replace the "Buy British Goods" slogan in the cancellation stamp for letters, and it was officially announced, on Oct. 15, that the scheme was to be withdrawn.

It is understood that an alternative proposal is under consideration by the postal authorities, which will be free from the objections raised against the original plan.

MACFADDEN BUYS NEW \$4,000,000 PLANT

New York Evening Graphic and Magazines Will Be Housed in Nine-Store Building on Property Owned by Trinity Church

Soon after the end of the current year, the *New York Evening Graphic* will be issued from a new \$4,000,000 nine-story plant on property owned by Trinity Church.

The new home of the Graphic will also be used by the several magazines and the *Automotive Daily News* published by Macfadden Publications, Inc., of which Bernarr Macfadden is president. The building to be completed in January covers the west side of the Hudson street block, between King and Charlton streets in Greenwich Village.

About half the structure will be utilized by the Macfadden interests at the outset. The centralization of the publications will begin early next year, when the Graphic will be moved up from 25 City Hall Place, the old home of the *New York Evening Mail*, and the magazines will be moved down from the Macfadden Building at 63rd street and Broadway.

The Graphic, according to present plans, will occupy the two lower floors of the building and the basement. The pressroom, large enough to hold eight presses, will be on the ground floor and fed from reels in the basement, where paper will be stored. The six presses now printing the Graphic will be moved into the new plant and for the present, one second-hand Hoe press recently purchased by Macfadden will be added to the battery.

Space occupied by the Graphic will total 90,000 square feet.

Guy Harrington, treasurer of Macfadden Publications, Inc., closed the deal for the new home this week. Negotiations had been in progress for two years and the fact that 51 per cent of this particular area of the city is not troubled with traffic congestion was one of the factors which influenced the decision to locate in Greenwich Village.

N. E. A. APPOINTMENTS

Roe Appoints New Advertising Committee for National Group

W. H. Bridgman, of the *Stanley* (Wis.) *Republican*, has been appointed chairman of the advertising committee of the National Editorial Association by Herman Roe, association president.



W. H. BRIDGMAN

The purpose of this committee is to act as a clearing house for advertising problems which arise among association members, such as the cost of production and what constitutes a remunerative advertising rate.

Other members of the committee are H. Z. Mitchell, *Bemidji* (Minn.) *Daily Pioneer* and O. J. Benjamin, *Nevada* (la.) *Journal*. Mr. Bridgman was a member of the same committee in 1925 and 1926. He is a past president of the Wisconsin Press Association. Mr. Mitchell formerly served as president of the Minnesota Editorial Association.

HEARST THANKED FOR RELIEF

The Mayor and City Commission of Miami, Fla., passed a resolution Oct. 26, thanking William Randolph Hearst and the *Chicago Herald and Examiner* for relief sent to the city following the recent storm.

NEW A. N. P. A. MEMBER

The *Morgantown* (W. Va.) *New Dominion* has been elected to membership in the American Newspaper Publishers Association, L. B. Palmer, manager, announced this week.

IOWA DRUGGISTS TO ADVERTISE

Seventy-five members of the Northwest Iowa division of the Iowa Pharmaceutical Association in annual session in Sioux City, Ia., endorsed plans for a state-wide advertising campaign to emphasize the public service performed by the druggist. R. E. Broholm and R. H. Carey of the Chicago Advertising Agency, Des Moines outlined the project, which will use space in Iowa dailies, farm journals and the class weeklies of the state.

SOUTH DAKOTA A. P. ELECTS

Fred Christopherson, *Sioux Falls* (S. D.) *Press*, was elected president of the South Dakota Associated Press at a membership meeting, and W. C. Lusk, *Yankton Press and Dakotan*, was chosen vice-president. Edgar T. Cutter, superintendent of the central division, Chicago was speaker at the meeting and R. Z. Henle, Pierre office head, also spoke.



**Cline-Westinghouse
Double Motor-Drive
with full automatic
push button control**

is used by

ERIE TIMES
ERIE, PA.

Ask them about it.

CLINE ELECTRIC MFG. CO.
Chicago: 111 West Washington Street
New York: 47 West 34th Street
San Francisco: First National Bank Building

NEW ENGLAND PUBLISHERS

Are you following the territorial campaign on NEW ENGLAND now appearing in EDITOR & PUBLISHER? Have you noticed how we portray the importance of each industry and show how vital it is to the wealth and prosperity of New England?

In this area with more cities of 25,000 and 100,000 population than any other section in the United States, every newspaper publisher has a big story to tell to the national advertiser. He can prove how his newspaper dominates his own market and how quickly distribution can be obtained at very little cost.

We know your market thoroughly. We know how to prepare surveys and plan complete copy and layout campaigns that will sell your market and the value of your newspaper to the national advertiser. Let us show you how we do it.

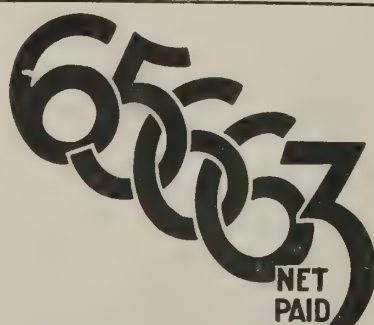
"Tie Up Your Newspaper With Your Market"

**PUBLISHERS SPACE SELLING
SERVICE**

49 West 45th St.

New York City

Copy - Layout - Art - Typography



CIRCULATION
Cover Half a State
**EVENING COURIER
MORNING POST**

CAMDEN, N. J.
National Representatives
Story, Brooks & Finley.

The Evening World

NEW YORK

Breaking Records in The Evening Field

ON Friday, October 15th. THE EVENING WORLD carried 269½ columns of advertising—the largest volume it has ever printed in a single issue. The best previous record was 262½ columns, printed just a year ago, so that this growth represents a consistent performance.

During the first nine months of this year THE EVENING WORLD has gained 919,302 lines of advertising. Of this increase, 632,906 lines represented Dry Goods lineage—an expression of confidence on the part of the city's great merchants.

In fact, THE EVENING WORLD'S increase in Dry Goods advertising—amounting to 20% over the corresponding period last year—was more than double the increase of The Sun, the only other evening paper to gain in this classification.

PULITZER BUILDING
NEW YORK

TRIBUNE TOWER
CHICAGO



The Favored Evening Newspaper in the New York City Home

The Pace Increases!

THE EVENING WORLD rounded out last year with a gain of 993,294 lines, so that it will be seen, from the statement above, that it has accomplished in the first nine months of this year almost as great an increase as it registered during all of 1926. The increased pace is convincing proof of its value to the merchants of New York as an established mover of merchandise!

The Evening World

Pulitzer Building
New York

NEW YORK

Tribune Tower
Chicago

NEWSPAPER STANDARDIZATION STILL DISTANT

More Than 70 Different Sizes of Paper Rolls Needed to Print Newspapers of 20 Varying Page Arrangements, Editor & Publisher Census of U. S. and Canadian Dailies Demonstrates

STANDARDIZATION of newspaper equipment and with it standard dimensions of the raw and finished product are further from realization in 1926 than at any time during the past quarter century.

According to statistics gathered by **EDITOR & PUBLISHER** during the past two months and presented in this issue, all of the pronouncements of Mr. Hoover and his Department of Commerce in favor of simplification in industry have been just words to the newspaper publisher. The idea is an old one in newspaper circles. Approval of efforts to reduce the myriad minute differences in the equipment that every newspaper office must employ has long been a subject of A.N.P.A. conventions, resolutions, and special bulletins. Press manufacturers have tearfully pointed out the waste incidental to building machinery to suit every individual—less of time, capital and useful space tied up in patterns designed for one or a very limited number of presses, unnecessarily high prices caused in part by both of these elements. Paper manufacturers long ago lost track and count of the roster of roll-widths, which range, almost by eighth-inch steps from 16 inches to 83 $\frac{3}{8}$ inches.

A key to the situation is available in the variety of column widths in daily use by almost 2,000 daily and Sunday newspapers. There are 20 different arrangements of columns to the page and column widths, starting at four 14-em columns and ending with nine 12-em columns to the newspaper page.

Most popular is the page having eight 12-em columns, which is preferred by 693 newspapers.

Next in esteem is the old favorite, seven 13-em columns, which still has 585 adherents.

Third in rank is the compromise between these two, the page with eight 12 $\frac{1}{2}$ -em columns, with 324 papers.

Three different pages thus serve 83 per cent of the 1,900-odd dailies, and the remaining 17 various page arrangements are distributed among the remaining 17 per cent of the daily newspaper publishing industry.

Leading in this group is the old-style country format of six 13 em columns, which numbers 110 papers.

Then we find the newspapers, some of them distinguished in the business, which make up an eight-column page with 13-em columns. They number 29.

Economically-minded publishers, 16 in number, seek the other extreme of seven columns, 12 ems wide. Only eight use a seven-column page with 12 $\frac{1}{2}$ -em columns. Six prefer a seven-column page with 13 $\frac{1}{2}$ em columns and one paper used an eight-column page with 13 $\frac{1}{2}$ ems between the column rules. Two publishers, both noted in the field, prefer a page of seven columns, 14 ems wide. Three eight-column papers compress their space between rules to 11 $\frac{1}{2}$ ems—a width which none of the tabloids has adopted.

The tabloid papers give a majority to the five-column page with 12-em columns, 11 papers having this makeup. Two use five columns of 12 $\frac{1}{2}$ ems, and 9 five-column papers, few of them metropolitan tabloids, use the 13-em measure. One tabloid uses four 14-em columns and one uses four 13-em columns.

Three six-column papers, published in small towns, use 12-em columns.

One business daily uses five columns 20 ems wide and another uses five 18-em columns.

Ten newspapers use the nine column page with 12-em columns. Apparently no dailies of the old blanket-size nine 13-em columns are now published.

Column rules are more nearly standardized than any other of the mechanical elements. The six-point rule is used by

almost all publishers, fewer than 50 stating another calibration. The dissenters, however, start at 1-point rule, step to 1 $\frac{1}{2}$ points, then 2, 3, 4, 5, and 5 $\frac{1}{2}$ point, and a few even use the old style 8-point brass rule for the purpose.

Page margins, one might think from a rapid inspection of the ensuing tables, are determined by picking lottery or picking number combinations out of a jury wheel. One or two newspapers report their margin in decimals carried out to three places, but the majority reports in-

passing the two-foot length. The 22, 22 $\frac{1}{2}$, and 22 $\frac{3}{4}$ -inch cut-offs are favored by the majority of publishers whose printing machinery has been modernized since the war.

Twenty-five different makes of presses are indicated in the tabulation, and an unknown number of types and combinations of types of the trade-marked machines. Statistics are incomplete for a number of newspapers, for the stated reason that their plants are undergoing extensive alterations, including the installa-

pliance that he has demonstrated ability to dispense with.

Another field which shows evidence of intensive cultivation, as well as the need for continued and more intensive tillage is that of the dry mat. Many metropolitan and other large city dailies are on the dry-mat basis entirely, especially in the Southern states, where summer heat in the stereotype moulding room can be made unbearable by steam-tables. Most of the small offices which use flat-perfecting presses are now using the dry mat solely for flat casts, and the office with the small rotary press is also represented strongly in the dry-mat ranks. The convenience and speed of the dry mat and its excellent printing results in the hands of competent and adequately-equipped stereotypers, plus the paper economy afforded by shrinkage, point to its almost universal adoption within the next few years.

Possibly, also, the universal use of the dry mat may lead to tacit agreement upon a more limited number of page and column arrangements, with simpler and cheaper press specifications and a greater reduction in the now bewildering number of paper-roll sizes.

About a third of the daily papers in the country now print from sheet paper which has a wide range of dimensions peculiar to itself. The remaining two-thirds print from rolls—and a fairly complete check of the roll sizes given in the tabulation shows their number to be not less than 70. It is quite possible that the eye of the checker failed to catch some of the fractional variations. The smallest reported is 16 inches wide, the next is 17 inches, followed by eighth-inch gradations to 19 inches. Then there are the 21 $\frac{1}{2}$, 22 $\frac{1}{2}$, and 23 $\frac{1}{2}$ -inch rolls. Multiplying each of these narrow rolls by two, three, and, in the narrower widths by four, and you get a slight idea of what the paper manufacturer and the factory which builds the mill machinery face in furnishing adequate and accurate tools. There is little doubt that some part of the cost that adds to manufacture of newsprint paper comes out of the newspaper cash-drawer. It is a branch of the newspaper industry that merits renewed attention from the organized publishers, among whom detailed knowledge of the economics of the business is much more widespread than it was a dozen or more years ago when well-informed leaders of the American Newspaper Publishers Association made it a topic of prime importance at the annual meetings.

Two columns of the tabulation are of considerable interest both to supply manufacturers and to publishers—the columns showing the annual consumption of paper and news ink. This is the first effort ever made to gather such data on a nation-wide scale, and the accuracy of the reports cannot be checked or guaranteed. The indicated consumption of paper, about 2,500,000 tons by the 1900-odd daily newspapers and their Sunday editions, is difficult to set any estimate on the ir consumption. One might expect a reasonable proportion to be maintained between amount of paper and ink consumed, but such a proportion is hard to find in the reports—indicating that a great many newspaper offices keep lax records of their ink especially.

For instance, a publisher reporting an annual consumption of 500 tons of paper reports an ink consumption of 24,000 pounds. His ratio is 48 pounds of ink to each ton of paper. Another publisher reports a paper tonnage of 4,000 and an ink poundage of 124,000—or a ratio of 31 pounds of ink to a ton of paper. Another publisher shows 700 tons of paper and 18,000 pounds of ink, and still another shows 400 tons of paper and 20,000

(Continued on page 70)

EXPLANATION OF KEY LETTERS IN TABULATION

Printing Presses

A.T.F.—American Type Founders	H.P.—Hoe-Pancoast
B.—Babcock	H.H.—Huber-Hodgman
Bul.—Bullock	K.—Campbell
Cen.—Century	M.—Miehle
C.—Cottrell	O.S.—Ostrander-Seymour
C.D.—Cox Duplex	Tf.—Tiefdruck
Cr.—Cranston	P.—Potter
Cin.—Cincinnati	S.—Scott
D.—Duplex	Sw.—Swink
G.—Goss	W.—Whitlock
H.—Hoe	

Printing Press Types

A.B.—Angle-bar	S.R.—Semi-rotary
Ac.—Acme	Sex.—Sextuple
Com.—Comet	Sim.—Simplex
4D.—Four-deck	Sl.—Straightline
De.—Decuple	Tub.—Tubular
Fb.—Flat-bed	Qu.—Quadruple
Oct.—Octuple	Qui.—Quintuple
R.—Rotary	SS.—Superspeed

Mailing Machines

A.—Addressograph	M.—Mustang
Ac.—Acme	Mer.—Mercantile
Aut.—Automatic	Mon.—Montague
B.—Belknap	McF.—McFatridge
Ch.—Challenge	P.—Perfection
C.M.—Cox Multimailer	O'M.—O'Malley
C.—Cobb	P.A.—Pollard-Alling
C. & P.A.—C. & P. Addressograph	N.—Nonpareil
D.—Dick	R.A.D.—Rapid Addressing Machine
Dix.—Dixie	S.—Standard
Dex.—Dexter	Sc.—Scott
D.F.—Dixie Flyer	Sp.—Speedautomatic
E.A.—Elliott Addressograph	Sx.—Simplex
F.—Franklin	T.—Typadresser
Fl.—Fastinal	U.—Universal
G.—Goldenrod	V.—Vossler
H.—Horton	W.—Wing
H.M.—Home-made	W.H.—Wing-Horton
Hb.—Hobbs	Wt.—Winhoyt
K.—W.—King-Wingate	

indicate that the old campaign in the days of the war paper scare against the waste in wide margins has borne no permanent fruit. Comparatively few publishers have taken full advantage of the potential paper saving afforded them by using dry mats—even though the tabulation shows that the dry mat is coming into ever-increasing popularity. Margins of an inch or more on all sides of the printed page contribute not inappreciably to the paper cost, as the dry matrix manufacturers have long argued in their selling efforts, but the realization of this truth is either still vague or the saving may be considered of little consequence by the small-city publisher. Its importance to numerous metropolitan publishers is evidenced by the tightly-trimmed marginal measurements and the small spread in the roll-widths between type-page and overall measurements.

Cut-off, or overall lengths of pages, demonstrate again and even more forcefully the individualistic notions of publishers regarding the appearance of their journals, notions which have been fostered by the makers of printing machinery. On standard sized dailies, the cut-off length ranges between 19 $\frac{1}{2}$ and 24 inches, with one or two papers even sur-

passing the two-foot length. The 22, 22 $\frac{1}{2}$, and 22 $\frac{3}{4}$ -inch cut-offs are favored by the majority of publishers whose printing machinery has been modernized since the war. Twenty-five different makes of presses are indicated in the tabulation, and an unknown number of types and combinations of types of the trade-marked machines. Statistics are incomplete for a number of newspapers, for the stated reason that their plants are undergoing extensive alterations, including the installation of new presses, and these, taken in conjunction with the number of modern installations now noted, apparently warrant the view that five years from now will see the end of many old-fashioned and uneconomic newspaper operations. The press manufacturers' advertising in the past few years has stressed the unit machine, which can be expanded as a publisher's operations grow by the addition of duplicate units. This is an old story in metropolitan fields; it has been read and carried into effect in many of the smaller cities, but any number of newspaper plants in both of these classes are still issuing papers in 1926 competition with equipment that might have been young in the 'nineties. The age of printing presses, like that of the elephant, is still undetermined, according to the number of ancient machines still noted as doing a daily stint.

More than 40 branded types of mailing machines are reported in newspaper service throughout the country, and hundreds of small newspapers state that they use either a home-made mechanism or none at all. The sales field for the mailing machine manufacturer is still large and obvious, although the publisher of the small daily newspaper is not easily sold any ap-

PAGE AND PAPER SIZES AND OTHER MECHANICAL DATA OF 2,000 DAILIES

Press and Mail Room Equipment—Paper and Ink Tonnage Consumed—Type of Electrical Current—
All Dailies of U. S. and Canada Listed

(Copyright 1926 by EDITOR & PUBLISHER)

Page Dimensions				Margin Measurements				Paper Roll Widths (Inches)		Annual Paper Consumption (Tons)	Use Mats	Reproduce Photos	Name Printing Presses	Type of Printing Presses	Annual Ink Consumption	Kind Mailing Machine	Print on Wrappers	Print on Papers	Type Electrical Current	Job Printing Department		
City	Newspaper	No. Columns	Depth	Column Width (Pica)	Outset Length	Column Rule (Pts.)	Top	Bottom	Side												Crotch	
ALABAMA																						
Abany-Decatur	Daily	8	20½	12	..	6	1	¾	¾	2	70, 52¾, 35	90	Dry	No	D.	Fb	3,500	W.	Yes	A.	Yes	
Andalusia	Star	7	22	13	..	6		
Anniston	Star	8	21½	12	22	6	¾	¾	¾	1	34, 14	175	Dry	No	D.	T.	6,000	W.H.	Yes	..	No	
Birmingham	Age-Herald	8	22½	12½	..	6	¾	¾	¾	1	72¾, 54¾, 36¾, 32, 18¾	10,000	Wet	Yes	3G.	2 dec. 1 quad	297,692	C.W.	Yes	Yes	A.D.	
Birmingham	News	8	22½	12½	..	6	¾	¾	¾	1		
Dothan	Post	8	22½	12	22½	6	¾	¾	¾	1¾	35, 17½	2,500	Wet	Yes	2G.	W.	Yes	A.D.	No	
Enterprise	Eagle	7	21	13	22	6	70, 52¾, 35	60	..	No	D.	E.	1,000	W.	No	A.	No	
Florence	Citizen	7	21½	13	..	6	C.		
Montgomery	Times-News	7	20	13	..	6	1½	1	1	2	70, 52¾, 35	100	..	No	D.	A.	4,250	W.H.	Yes	Yes	A.	Yes
Montgomery	Star	8	20	12	22½	6	1¾	1¾	1	1	70, 53, 35	No	D.	Fb	..	W.H.	..	Yes	..	No
Montgomery	Times	8	20	12	..	6		
Montgomery	News-Item Register	7	20½	13	22	6	1	1	1	1½	70, 52¾, 35	240	..	No	D.	Fb	10,000	W.H.	Yes	No	..	No
Montgomery	Advertiser	7	22	13	23½	6	¾	¾	¾	¾	70, 52¾, 35	1,800	Wet	Yes	H.	Oct.	40,000	C.W.	Yes	No	..	No
Montgomery	Journal	7	21	13	..	6	66, 49¾, 33	1,250	Wet	Yes	G.	Oct.	30,000	H.	Yes	Yes	A.	No
Montgomery	Times	8	20	12	..	6		
Montgomery	News	7	19¾	12	22	6	1	1	1	1¾	70, 52¾, 35	27	..	No	G.	Com.	600	W.H.	Yes	Yes	A.	No
Montgomery	Times-Journal	8	22	12½	..	6		
Montgomery	Tri-Cities Daily	7	20	13	..	6		
Montgomery	Home Star	7	19	13	..	6		
Montgomery	Messenger	7	20	13	22½	6	1	1	¾	1½	72, 52¾, 35½	30	Dry	No	G.	Com.	..	W.	Yes	..	No	
Montgomery	News & Times-Gaz.	8	20¾	12	..	6	1	1	¾	1	70, 52¾, 35	125	..	No	D.	Fb	3,000	A.	No	
ARIZONA																						
Flagstaff	Ore	7	19½	13	..	6	A.	..		
Flagstaff	Review	7	20	13	..	6	A.	..		
Douglas	Dispatch	7	20	13	..	6	70, 52, 35	78	..	No	D.	..	1,200	..	Yes	Yes	A.	Yes
Phoenix	Arizona Record	7	21	13	..	6	A.	..		
Phoenix	Bulletin	7	20	13	23	6	1½	1½	1½	3	..	18	Dry	No	Hub	Fb	700	..	Yes	No	A.	Yes
Phoenix	Silver Belt	7	20	13	..	6	A.	..		
Phoenix	Herald	7	20½	13	..	6	A.	..		
Phoenix	Arizona Gazette	7	21	13	23	6	1	1	1	1	33	522	Wet	No	D.	Tub.	21,000	C.W.	Yes	Yes	A.	No
Phoenix	Ariz. Republican	8	21½	12½	22¾	6	1	1	1	¾	71, 53½, 35½	1,500	Dry	Yes	H.	Quad.	30,000	Sp	No	Yes	A.	Yes
Phoenix	Courier	8	21	12½	22	6	1¾	¾	¾	¾	55	50	Dry	No	D.	Fb	650	M.	Yes	Yes	D.	Yes
Phoenix	Journal-Miner	7	20	13	..	6	A.	..		
Phoenix	Arizona Citizen	8	21	12½	22¾	2	1	¾	¾	1	35½	200	Dry	No	D.	Tub.	5,000	E.	Yes	Yes	A.	No
Phoenix	Arizona Star	8	21	12	22½	6	¾	¾	¾	1	70, 52¾, 35	240	..	No	D.	Fb	4,000	W.H.	Yes	..	A.	No
Phoenix	Independent	8	22	12	..	6	A.	..		
Phoenix	Herald	6	20	12	..	6	A.	..		
Phoenix	Sun	8	20½	12	..	6	¾	¾	¾	1	70, 52¾, 35	20	D.	A.	500	M.	Yes	Yes	..	Yes
ARKANSAS																						
Fayetteville	Siftings Herald	5	18	13	..	6	A.	..		
Fayetteville	Courier-News	8	20	12	21½	6	1	¾	¾	1	70	276	..	No	G.	Com.	2,500	W.	Yes	No	A.D.	No
Fayetteville	News	7	20½	13	22½	6	1	1	1	2	70, 52¾, 35	25	..	No	D.	Fb	500	M.	Yes	Yes	..	No
Fayetteville	Log Cabin Democrat	6	20	13	22	6	1	1	1	1½	..	15	..	No	B., Cr.	..	400	D.	Yes	Yes	..	Yes
Fayetteville	News & Times	8	22	12	23½	6	¾	¾	¾	1	35, 17½	250	Dry	No	H.	..	9,000	W.H.	Yes	No
Fayetteville	Times-Echo	6	20	13	..	6		
Fayetteville	Democrat	7	20½	13	..	6		
Fayetteville	S.W. Am. & T's Rec.	8	20	12	21½	6	¾	¾	¾	1	36¾, 18¾	900	Wet	Yes	2-G.	..	26,000	W.H.	Yes	No	A.	No
Fayetteville	Times	6	19¾	13	..	6	A.	..		
Fayetteville	World	7	20½	13	22	6	70, 52¾, 35	100	Dry	No	D.	A.	..		
Fayetteville	Star of Hope	6	19¾	13	..	6		
Fayetteville	New Era	7	20	13	..	6		
Fayetteville	Sentinel-Record	7	20	13	..	6		
Fayetteville	Sun	7	20½	13	22½	6	1¾	¾	1	2	70	50	Dry	No	D.	B.	2,000	Mer.	Yes	Yes	..	Yes
Fayetteville	Tribune	7	21	13	33	5½	1	1	1	1½	70, 52¾, 35	40	Dry	No	D.	M.	Yes	Yes	..	No
Fayetteville	Arkansas Democrat	8	22	12	23½	6	1	1	1	1	70, 52¾, 35	1,800	Wet	Yes	1G. 1S.	..	60,000	D.	No	No	A.D.	No
Fayetteville	Arkansas Gazette	8	21½	12½	..	6	1	1	1	2	72¾, 54¾, 36¾, 18¾	2,500	Wet	Yes	2-G.	..	110,000	D.	No	No	A.D.	No
Fayetteville	News	8	21	11½	..	6	A.D.	..		
Fayetteville	Record	6	20	13	..	6		
Fayetteville	Star	7	21¾	13	23½	6	¾	..	20	..	No	B.	..	500	M., T.A.	Yes	Yes	A.	Yes
Fayetteville	Independent	7	21	13	..	6		
Fayetteville	Press	7	20½	13	22	6	1	1	1	2	52¾	No	D.	W.	Yes	Yes	A.	No
Fayetteville	Commercial	8	21 1/7	12½	..	6		
Fayetteville	Graphic	8	20¾	12	22	6	¾	¾	¾	1¾	35, 17½	135	Wet	No	G.	..	3,000	..	Yes	No	A.	No
Fayetteville	News	5	18	13	22	6	1	1	1	2	..	11	..	No	Yes	Yes	..	Yes
Fayetteville	Post	6	19¾	13	22	6	¾	¾	¾	1¾	..	10	..	No	Cr.	..	175	W.	Yes	Yes	..	Yes
Fayetteville	Courier-Democrat	7	20	13	22	6	1	1	1	¾	70, 35	15	..	No	D.	A.	400	A.	Yes	Yes	A.	No
Fayetteville	Citizen	6	20	13	22	6	12	..	No	B.	M.	Yes	Yes	..	Yes
Fayetteville	Register	6	20	13	22	6	1	1	¾	1½	..	4	..	No	B.	..	75	

PAGE AND PAPER SIZES AND OTHER MECHANICAL DATA OF 2000 DAILIES

CALIFORNIA—Continued

		Page Dimensions		Margin Measurements																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																</	
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CERTIFIED STEREOTYPING IS SIMPLIFIED STEREOTYPING

Our Policy:

One Size
all mats 20" by 24"

One Quality

only the best we can make—
used by

THE NEW YORK TIMES
CHATTANOOGA TIMES
CLEVELAND PLAIN DEALER
DETROIT TIMES
HARTFORD COURANT
HOUSTON POST DISPATCH
KANSAS CITY JOURNAL POST
LOS ANGELES EXAMINER
MILWAUKEE SENTINEL
PEORIA JOURNAL TRANSCRIPT
SAN FRANCISCO EXAMINER
SAVANNAH NEWS
SYRACUSE POST STANDARD—
and several hundred others

One Price

15 cents
on standing order

Mechanical staffs do not have any trouble installing the Certified Dry Mat COLD process of stereotyping. There is no loss of time or interruption to schedules.

While so-called experts are NOT needed to install Certifieds, our practical men are always available to answer any questions that may arise, and to give our customers the benefit of our daily experiences with more than 300 newspaper plants. This is a part of Certified service and there is no charge to the customer for either the time or expenses involved.

The fact that Certifieds have replaced wet mats and steam tables in some of the very largest newspaper plants in the country (*a few names are listed in the column to the left*) is the best proof that our mats meet the requirements of the larger as well as of the smaller papers.

We are particularly pleased to say that it has NOT been necessary for us to make special mats at special prices for any of our customers. They all use our regular mats taken from regular stock and selling at 15 cents per mat on standing order.

Certifieds have won their way on their MERITS. We invite you to TRY them; COMPARE them; and PROVE to yourself that they can meet your every requirement.

Our booklet "The Certified Road to Simplified Newspaper Stereotyping" tells our story. A copy will be gladly mailed to you upon request—there's no obligation on your part.

CERTIFIED DRY MAT CORPORATION

340 Madison Avenue

New York, N. Y.

for wet mat printing with DRY MAT facility—use Certifieds

MADE IN U. S. A.

PAGE AND PAPER SIZES AND OTHER MECHANICAL DATA OF 2000 DAILIES

COLORADO—Continued

City	Newspaper	Page Dimensions		Margin Measurements				Paper Roll Widths (Inches)	Annual Paper Consumption (Tons)	Use Mats?	Reproduce Photos?	Name Printing Presses	Type of Printing Presses	Annual Ink Consumption?	Kind Mailing Machine	Print on Wrappers?	Print on Papers?	Type Electrical Current				
		No. Columns	Depth	Column Width (Pica)	Cutoff Length	Column Rule (Fts.)	Top												Bottom	Side	Crotch	
Cripple Creek	Times-Record	6-7	20	13	..	6				
Denver	Express	8	20	1 7	12				
	Post	8	22	12½	23	3/7	6	¾	¾	½	1	72½, 54, 36¾	21,500	Both	Yes	5-G.	Oct.	480,000				
	Rocky Mtn. News.	8	20	12½	21	6	¾	¾	¾	1	35½, 31½, 17¾	3,600	Dry	Yes	3-G.	..	113,637	D.	Yes	Yes	A.	
Durango	Democrat	6	20	13	..	6				
	Herald	6	19¾	13	..	6	1	1	1	1	2/3	..	25	..	No	M.	..	500	W.H.	Yes	No	A.D.
	Citizen	6	19	5/7	13
Florence	Express-Courier	8	21	12½	22¾	8	¾	¾	¾	1
Fort Collins	Times	7	20	13	..	6
Fort Morgan	Times	7	20	13	..	6
Grand Junct.	Sentinel	8	19	5/7	12
Greeley	Tribune-Republican	7	20	13	21½	6	¾	¾	¾	1½
La Junta	Democrat	7	20¾	12	22	6	1	1	1	1
Lamar	News	7	19¾	13	..	6	1	1	1	1
Leadville	Herald-Democrat	7	19¾	13	22½	6	1½	1¾	¾	1½
Longmont	Call	8	24	13	..	6
	Times	8	24	13	..	6
Loveland	Reporter-Herald	7	19¾	13	..	6	1¾	1¾	1	2
Montrose	Press	7	20	13	..	6
Pueblo	Chieftain	8	20	12¾	..	6
	Star-Journal	8	21	12½	22¾	6	¾	¾	¾	1¾
Salida	Record	6	20	13	..	6
Sterling	Advocate	8	20	12	..	6	1	1	1	1
Telluride	Journal	6	19¾	13	22	6	1¾	1¾	1	1½
Trinidad	Chronicle-News	7	20	13	..	6
	Picketwire	7	20	13	22	6	1	1	1	2	70, 52¾, 35	100	Dry	No	D.	Col.	3,000	D.	Yes	A.

CONNECTICUT

[illegible]

DELAWARE

Wilmington	...Every Evening	8	21 3/14	12 1/2	..	1/2	1/2	1/2	1 1/12	Dry	No	20 C.	48,000	W.	No	No	A.D.
	Eve. Jnl-Morn. News	8	21 1/4	12 1/2	23	6	5/8	5/8	1/2	1	72 1/4, 54 3/8, 36 1/4	1,800	Both	No	H.	Quad			No	No	A.D.
	Sunday Star	7	21 1/4	13	22 7/8	6	5/8	5/8	5/8	1 1/4	66 1/2, 50, 33 1/4	325	Wet	No	H.				No	No	A.D.

DISTRICT OF COLUMBIA

[illegible]

FLORIDA

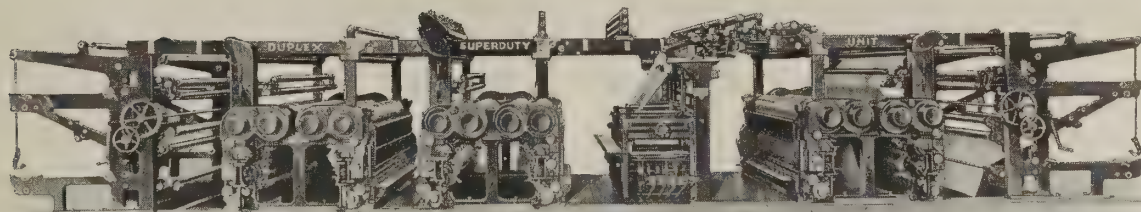
Avon Park...	Twin Cities Sun...	8	21	12	6	1	34	34	5%	1	69	150	Dry	No	H.	6,000	W.H.	No	Yes	...	Yes		
Bradenton	Herald	8	21 1/4	12	22 3/4	6	1	34	34	5%	1	69	150	Dry	No	H.	6,000	W.H.	No	Yes	...	Yes	
Clearwater	Sun	8	20	12	21 5/8	6	1	34	34	1%	1	69	150	Dry	No	H.	6,000	W.H.	Yes	No	A.D.	No	
	Herald	8	20	12	21 1/2	6	1	34	34	1%	1	69	165	Dry	Yes	H.	10,000	W.	Yes	No	A.D.	No	
Datona Beach	Journal	8	21	12	21 3/4	6	1	34	1	5%	7/8	69	165	Dry	No	H.	10,000	W.	Yes	No	A.D.	No	
	News	8	21	12	23	6	1	34	1	5%	1	69	165	Dry	Yes	D.	9,600	W.	Yes	No	...	No	
DeLand	News	8	21	12	22	6	3/4	34	3/4	5%	1 1/4	70	400	Dry	No	D.	12,000	A.	Yes	No	...	No	
Eustis	Lake Region.	6	20	13	22	6	1	34	3/4	5%	1	500	500	Wet	No	G.	2,500	M.	Yes	Yes	D.	Yes	
Fort Lauderdale	News	8	21 1/2	12	23 1/2	6	1 3/4	1	1 1/2	5%	9/8	35	296	No	No	A.	2,500	W. H.	Yes	Yes	A.	Yes	
Fort Myers	Press	8	20 1/2	12	22 1/2	6	1	1	1	5%	1	70	120	No	No	D.	2,500	W. H.	Yes	No	A.	No	
	Tropical News.	8	20 1/2	12	22 1/2	6	1	3/4	3/4	5%	1	70	150	No	No	D.	2,500	W. H.	Yes	No	A.	No	
Fort Pierce	News-Tribune	7	22	13	22 1/2	6	1	3/4	3/4	5%	1	70	150	No	No	D.	2,500	W. H.	Yes	No	A.	No	
Gainesville	News	7	19 3/4	12	22	6	1	3/4	3/4	5%	1	70	150	No	No	D.	2,500	W. H.	Yes	No	A.	No	
	Sun	8	22 1/2	12	22 1/2	6	1	3/4	3/4	5%	1	70	150	No	No	D.	2,500	W. H.	Yes	No	A.	No	
Haines City	Herald	8	20	12	22 1/2	6	1	3/4	3/4	5%	1	70	150	No	No	D.	2,500	W. H.	Yes	No	A.	No	
Hollywood	News	8	21 1/2	12	22 1/2	6	1	3/4	3/4	5%	1	70	150	No	No	D.	2,500	W. H.	Yes	No	A.	No	
Homestead	Leader	8	20 1/2	12	22	6	1	3/4	3/4	5%	1	70	150	No	No	D.	2,500	W. H.	Yes	No	A.	No	
Jacksonville	Fla. Times-Union.	8	21 1/4	12 1/2	23	6	3/4	1	3/4	5%	1	72 1/4	7,800	Both	Yes	H.	7,800	Sp.	Yes	No	
	Journal	8	22	12	22	2	1 1/4	1 1/4	3/4	1	70	70	Dry	No	D.	70	70	Sp.	Yes	No	
Key West	Citizen	8	20	12	22 1/2	6	1 1/4	1 1/4	3/4	1	70	70	Dry	No	D.	70	70	Sp.	Yes	No	
Kissimmee	Gazette	8	21	12	22	6	1	3/4	3/4	5%	1	70	70	Dry	No	D.	70	70	Sp.	Yes	No
Lakeland	Ledger	8	21	12	22	6	1	3/4	3/4	5%	1	70	70	Dry	No	D.	70	70	Sp.	Yes	No
	Star-Telegram	8	20 1/2	12	22 1/2	6	1	3/4	3/4	5%	1	70	70	Dry	No	D.	70	70	Sp.	Yes	No
Lake Worth	Leader	7	21	13	23	6	1	3/4	3/4	5%	1	70	180	Dry	No	1G.1D.	7,000	...	Yes	...	A.	Yes	
Miami	Herald	8	22	12 1/2	23 3/4	6	1 1/2	1 1/2	3/4	1	72	6,300	Wet	Yes	2H.1S.	6,300	...	Yes	...	A.	Yes		
	News	8	22	12	23 1/2	4	1 1/2	1 1/2	3/4	1	72	6,300	Wet	Yes	2H.	6,300	...	Yes	...	A.	Yes		
	Tribune	8	20 1/2	12	23	6	1 1/2	1 1/2	3/4	1	72	6,300	Wet	Yes	2H.	6,300	...	Yes	...	A.	Yes		
New Smyrna	News	7	20	13	23	6	1 1/2	1 1/2	3/4	1	72	6,300	Wet	Yes	2H.	6,300	...	Yes	...	A.	Yes		
Ocala	Star	6	19 3/4	13	23	6	1 1/2	1 1/2	3/4	1	72	6,300	Wet	Yes	2H.	6,300	...	Yes	...	A.	Yes		
Orlando	Reporter-Star	8	21	12	22	1 1/2	1	1	1	2	34 1/2	700	Dry	Yes	2D.	700	...	Yes	...	A.	Yes		
	Sentinel	8	21	12	23	6	3/4	5/6	3/4	1 1/4	69	925	Wet	No	D.	925	...	Yes	No	...	No		
Palatka	News	8	21	12	23	6	3/4	5/6	3/4	1 1/4	69	925	Wet	No	D.	925	...	Yes	No	...	No		
Pensacola	News & Journal.	8	20	12	21 1/4	6	1	3/4	3/4	5%	1	34	325	Dry	No	G.	12,000	W.H.	No	No	...	No	

“OUR CUSTOMERS WRITE OUR ADS”

W. B. BRYANT, Publisher
Paterson, New Jersey
Press-Guardian

Writes—“We have the most modern bit of printing press machinery in the entire state. It is all that you claim for it.”

**The Duplex Super Duty Interchangeable Unit
Semi-Cylindrical Plate Press**



The Duplex Super Duty Sextuple now printing the Paterson Press-Guardian

Printing units and folder
units occupy same space
—hence may be inter-
changed at will, to meet
future page requirements

**THE DUPLEX
PRINTING PRESS
COMPANY
OF
BATTLE CREEK
MICHIGAN**

**The Paterson Press-Guardian
The Paterson Sunday Chronicle**

W. B. BRYANT
Publisher

Paterson, New Jersey
August 12, 1926.

Duplex Printing Press Co.,
Battle Creek, Mich.

Gentlemen:

The Duplex Metropolitan Super-Speed Interchangeable Unit Sextuple Press, which we ordered last December, is now in operation daily printing the Press-Guardian and Sunday Chronicle. We are congratulating ourselves that we were not swerved from our preconceived ideas of your press. It is all that you claim for it and we are very proud of it. The material and workmanship of the press have been favorably commented upon by expert machinists who have visited our plant to view the press, which by the way was very carefully and efficiently installed.

We turned over from our old press to the new press with confidence. Our confidence was not misplaced. *We are printing a very satisfactory product.* The first day's edition was the equal of any paper that we have ever printed in all our many years' experience. We have the most modern bit of printing press machinery in the entire state.

We feel satisfied that the Duplex Printing Press Company has delivered just what we ordered. If you have any prospects in view who desire to see a practical demonstration of this press, don't hesitate to have your salesman bring them to our plant at any time they desire. If you will submit us a complete statement of our account, we shall be very glad to send you our check for the balance due.

With kindest regards to Mr. Stone, Mr. Bechman, and Mr. Farley, whose personal interest in the development of this press has been thoroughly appreciated by all of us here, I beg to remain

Yours most sincerely,

W. B. BRYANT,
Publisher.

PAGE AND PAPER SIZES AND OTHER MECHANICAL DATA OF 2000 DAILIES

FLORIDA—Continued

[illegible]

FOR EXPLANATION OF KEY LETTERS SEE PAGE 26

(Continued on Page 34)

Wood Dry Mat Equipment

As the pioneer in the development of the dry mat stereotyping process in America Wood Flong Corporation invented certain equipment which has brought dry mats into such successful use.

Wood Flong equipment is necessary to get best results from all makes of dry mats and, excepting humidors, is also best with wet mats.

WOOD GAS HEATED HUMIDORS FOR DRY MATS

These humidors are made in three sizes, to condition in 24 hours or less 100-200 and 500 dry mats. They are made either of galvanized iron or copper, and a complement of metal storage boxes accompanies each humidor. WOOD HUMIDORS of larger capacity will be built upon request. Where gas is not obtainable electrical heating units may be arranged for.

More than 800 WOOD HUMIDORS now in use.

THE WOOD CURVED SCORCHER (Patented)

is the most efficient piece of small apparatus used in the foundry. It is unquestionably the best scorcher for roasting either wet or dry mats. WOOD CURVED SCORCHERS, gas heated and asbestos lined, are made for both single and double page mats. Electrically heated if preferred.

Every newspaper stereotype room should have one or more of the scorchers.

More than 1,000 in use.

WOOD FLAT MAT DRIERS are made in two sizes, for half or full page mats.

WOOD CORK MOLDING BLANKETS

We were the originators of the cork blanket which is now almost exclusively used for molding dry mats—and in many plants for wet mats. WOOD CORK MOLDING BLANKETS are resilient and durable.

For single or double page mats.

Sold in packages of four. Size 20" x 25".

Newspapers that are not getting satisfactory and uniform results from dry mats will find the purchase of WOOD EQUIPMENT a profitable investment.

If preferred, WOOD DRY MAT EQUIPMENT may be purchased through your press builder.

WOOD FLONG CORPORATION

Stillwater, New York

PAGE AND PAPER SIZES AND OTHER MECHANICAL DATA OF 2000 DAILIES

ILLINOIS—Continued

City	Newspaper	Page Dimensions		Margin Measurements								Paper Roll Widths (Inches)	Annual Paper Consumption (Tons)	Use Mats	Reproduce Photos	Name Printing Presses	Type of Printing Presses	Annual Ink Consumption †	Kind Mailing Machine	Print on Wrappers †	Print on Papers †	Type Electrical Current	Job Printing
		No. Columns	Depth	Column Width (Pica)	Cutoff Length	Column Rule (Pts.)	Top	Bottom	Side	Crotch													
Evanston	News-Index	8	21	12½	23	6	1	1	¾	¾	35¾, 18	500	Dry	Yes	D.	Tub.	2,000	D.	No	No	A.	Y	
Freeport	Journal-Standard	8	21	12	22¾	5½	1	¾	½	1	34¾, 17¾	400	Dry	No	D.	Tub.	11,000	W.	No	No	A.	Y	
Galena	Gazette	7	21½	13	23¾	6	1½	¾	1	1½	36	36	Dry	No	W.	1,500	W.	
Galesburg	Mail	8	21½	12½	23	6	¾	¾	¾	1	46, 23	420	Dry	No	P.	11,000	H.	Yes	Yes	
	Republican-Register	8	21 11/14	12	22	6	1	1¾	¾	1	70, 52¾, 35	75	Dry	No	G.	Com.	4,000	W.H.	Yes	Yes	A.	Y	
Harrisburg	Register	8	19¾	12	22	6	1	1¾	¾	1	70, 52¾, 35	75	Dry	No	G.	Com.	4,000	W.H.	Yes	Yes	A.	Y	
Herrin	Journal	7	20 3/14	13	23	6	1	1¾	1	2	70	60	No	D.	Fb A.	1,000	W.H.	Yes	Yes	
Hoopestown	Chronicle-Herald	7	20½	13	20½	6	1	1¾	1	2	70	42	No	G.	Comet	W.H.	Yes	
Jacksonville	Courier	8	20¾	12	22	6	1	1¾	¾	1	70, 52¾, 35	75	Dry	No	G.	Com.	4,000	W.H.	Yes	Yes	A.	Y	
	Journal	8	21	12	22	6	1	1¾	¾	1	70, 52¾, 35	75	Dry	No	G.	Com.	4,000	W.H.	Yes	Yes	A.	Y	
Jerseyville	Democrat	6	19 5/7	13	22	6	1	1¾	¾	1	70, 52¾, 35	75	Dry	No	G.	Com.	4,000	W.H.	Yes	Yes	A.	Y	
Joliet	Herald-News	8	22	12½	23½	4	¾	¾	¾	1	71, 53¾, 35½, 17¾	1,167	Dry	Yes	2-G.	Q. Oct.	38,600	W.H.	Yes	No	
Kankakee	News	7	21	13	23	6	1	1¾	¾	1	70, 52¾, 35	75	Dry	No	G.	Com.	4,000	W.H.	Yes	Yes	A.	Y	
	Republican	7	21	13	23	6	1	1¾	¾	1	70, 52¾, 35	75	Dry	No	G.	Com.	4,000	W.H.	Yes	Yes	A.	Y	
Kewanee	Star-Courier	8	21	12½	23	6	1	1	¾	1	35¾, 18	145	Dry	No	D.	Tub.	W.H.	Yes	Yes	
La Salle	Post-Tribune	8	21	12	22	6	1	1¾	¾	¾	35¾, 18	145	Dry	No	D.	Tub.	W.H.	Yes	Yes	
Lawrenceville	Record	7	20	13	22	6	1	1¾	¾	¾	35¾, 18	145	Dry	No	D.	Tub.	W.H.	Yes	Yes	
Lewistown	Record	6	19¾	13	22	6	1	1¾	¾	¾	35¾, 18	145	Dry	No	Cot.	250	D.	No	Yes	
Lincoln	Star	7	20	13	22¾	6	¾	¾	¾	¾	67	50	Dry	No	G.	Comet	1,000	W.	No	No	
	Courier	8	20½	12	22	6	1	1¾	¾	1	67	50	Dry	No	G.	Comet	1,000	W.	No	No	
Litchfield	News-Herald	7	20½	13	22	6	¾	¾	¾	1½	70, 52¾	30	No	G.	Comet	C.	Yes	Yes	A.	Y	
	Union	7	22	13	22	6	¾	¾	¾	1½	70, 52¾	30	No	G.	Comet	C.	Yes	Yes	A.	Y	
Macomb	Journal	7	21	13	22¾	6	1	12/16	1½	14/16	45, 22½	150	Dry	No	P.	G.	2,000	W.	No	No	
Marion	Post	7	20	13	22	6	1	1	¾	1	67, 50½, 33¾	2	No	G.	Comet	1,200	W.H.	Yes	Yes	
	Republican	7	20	13	22	6	1	1	¾	1	67, 50½	50	No	G.	Comet	1,200	W.H.	Yes	Yes	
Marseilles	Press	7	20	13	23	6	1	1¾	¾	¾	37	150	Dry	No	D.	Tub.	2,000	W.	Yes	A.	Y	
Matton	Journal-Gazette	8	21	13	23	6	1	1¾	¾	¾	37	150	Dry	No	D.	Tub.	2,000	W.	Yes	A.	Y	
Metropolis	News	7	22	13	23	6	1	1¾	¾	¾	37	150	Dry	No	D.	Tub.	2,000	W.	Yes	A.	Y	
Moline	Dispatch	8	20	12	21½	6	¾	¾	¾	1	68¾, 51¾, 34¾	600	Dry	No	S.	Sex.	30,000	D.	A.D.	
Monmouth	Review Atlas	7	20	13	21¾	6	1	¾	¾	1¾	33¾, 17½	150	Wet	No	G.	S1	3,200	E.A.	Yes	Yes	A.	Y	
Morris	Herald	8	21	12	22¾	6	1	¾	¾	1¾	70, 52¾, 35	50	Dry	No	D.	1,500	H.	No	No	A.	Y	
Mount Carroll	Mirror Democrat	7	22	13	24	6	1	1	1	1	70, 52¾, 35	18	Dry	No	Cot.	300	M.	Yes	Yes	A.D.	Y	
Mount Carmel	Republican-Register	8	20½	12	22	6	1	1	1	1	70, 52¾, 35	18	Dry	No	Cot.	300	M.	Yes	Yes	A.D.	Y	
Mount Vernon	Herald	7	20 3/14	13	22	6	1	1	1	1	70, 52¾, 35	18	Dry	No	Cot.	300	M.	Yes	Yes	A.D.	Y	
	Register-News	8	21	12	23	6	1	1	¾	¾	34½	150	Wet	No	D.	4,800	W.	Yes	Yes	A.D.	Y	
Murphysboro	Independent	8	20¾	12	22	6	¾	¾	¾	¾	70, 55½	200	Wet	No	G.	Comet	4,800	W.	Yes	Yes	A.D.	Y	
Olney	Mail	8	22	13	23	6	1	1	1	1	70, 55½	200	Wet	No	G.	Comet	4,800	W.	Yes	Yes	A.D.	Y	
Ottawa	Free Trader Journal	7	20¾	13	22½	6	¾	¾	¾	1¾	70, 53¾, 35	150	Dry	No	D.	Fb	5,000	Mer.	No	Yes	A.	Y	
	Republican-Times	8	21	12	23	6	¾	¾	¾	¾	34, 17½	150	Dry	No	D.	Tub.	5,000	Mer.	No	Yes	A.	Y	
Pana	Palladium	8	22	12	24	6	1	1	1	1	34, 17½	40	Dry	No	M.	1,000	A.	Yes	Yes	A.	Y	
Paris	Beacon	7	20	13	24	6	1	1	1	1	34, 17½	40	Dry	No	M.	1,000	A.	Yes	Yes	A.	Y	
	Gazette	7	19½	13	23	6	1	1	1	1	34, 17½	40	Dry	No	M.	1,000	A.	Yes	Yes	A.	Y	
	News	6	19 5/7	13	23	6	1	1	1	1	34, 17½	40	Dry	No	M.	1,000	A.	Yes	Yes	A.	Y	
Paxton	Record	7	22	13	23	6	1	1	1	1	34, 17½	40	Dry	No	M.	1,000	A.	Yes	Yes	A.	Y	
Pekin	Times	7	20	13	22	6	¾	¾	¾	¾	70, 52¾, 35, 17½	90	Dry	No	D.	Fb	2,200	W.	Yes	
Peoria	Journal-Transcript	8	21¾	12½	22¾	5	¾	¾	¾	1	71, 53¾, 35½	2,546	Dry	Yes	2-G.	Oct.	97,000	D.	Yes	A.	Y	
	Star	8	21	12½	22¾	5	¾	¾	¾	1	71, 53¾, 35½	2,225	Both	No	2-G.	Oct.	50,000	D.	Yes	A.	Y	
Peru	News-Herald	8	19 5/7	12	22	6	1	1	1	1	70, 52¾, 35	100	Dry	No	G.	Comet	W.H.	No	Yes	
Pontiac	Leader	8	19 5/7	12	22½	6	1	1	1	1	70, 52¾, 35	100	Dry	No	G.	Comet	W.H.	No	Yes	
Quincy	Herald-Whig	8	21¾	12½	22¾	5	¾	¾	¾	1	36¾, 18¾	1,400	Wet	No	S1	25,000	W.H.	No	Yes	
Robinson	News	7	19¾	13	22	2	1	1	1	¾	70, 52¾, 35	20	Dry	No	5-C.	Oct.	500	T.	Yes	Yes	
Rockford	Register-Gazette	8	21¾	12	22¾	6	¾	¾	¾	1½	68, 51, 34	1,000	Dry	Yes	D.	Sex.	H.	No	No	
	Republic	8	21	12	22	6	¾	¾	¾	¾	34, 17¾	600	Dry	Yes	D.	Tub.	12	H.	Yes	No	
	Star	8	21	12	21	6	¾	¾	¾	¾	68, 51, 34	850	Dry	Yes	H.	25,000	No	No	
Rock Island	Argus & Union	8	20	12	22	6	1	1	1	1	70, 52¾, 35	100	Dry	No	G.	Comet	W.H.	No	Yes	
Savanna	Times-Journal	7	20	13	23	6	1	1	1	1	70, 52¾, 35	100	Dry	No	G.	Comet	W.H.	No	Yes	
Shelbyville	Union	7	21½	13	23	6	1	1	1	1	70, 52¾, 35	100	Dry	No	Cot.	Hand	No	No	A.	Y	
Springfield	Ill. State Journal	8	21¾	12½	23¾	6	1	¾	¾	1	71½, 54¾, 35¾	1,800	Dry	No	H.	Sex.	D.	Yes	Yes	A.	Y	
St'l'g & Rk. F's	Gazette	8	21	12	22	6	1	1	1	1	71½, 54¾, 35¾	1,800	Dry	No	H.	Sex.	D.	Yes	Yes	A.	Y	
Streator	Free Press	8	20	12	22	6	1	1	1	1	43, 21½	108	Wet	No	P.	Yes	Yes	A.	Y	
	Independent Times	8	20	12	22	6	1	1	1	1	43, 21½	108	Wet	No	P.	Yes	Yes	A.	Y	
Taylorville	Breeze	7	20	13	23	6	1	1	1	1	43, 21½	108	Wet	No	P.	Yes	Yes	A.	Y	
	Courier	7	20 3/14	13	22½	6	1	1	1	1	69, 52, 34	100	Dry	No	D.	Fb	2,000	Yes	No	
Urb'na-Ch'mp'n	Courier	7	21	13	22½	6	1	1	1	1	69, 52, 34	100	Dry	No	D.	Fb	2,000	Yes	No	
Waukegan	News	8	21 11/14	12½	22½	6	1	1	1	1	44¾, 22¾	125	Dry	No	G.	Ac	10,010	M.	Yes	A.	Y	
	Sun	7	21	13	22½	6	1	1	1	1	70	72	Dry	No	G.	Comet	Hand	No	Yes	A.	Y	
West Frankfort	American	7	19 11/14	13	22	6	1	1	1	1	35	45	No	C.	E.A.	Yes	Yes	A.	Y	
Woodstock	Sentinel	7	20	13	22	6	1	1	1	1	35	45	No	C.	E.A.	Yes	Yes</			

INDIANA

Alexandria	News	7	20	13	22	6	1	1	1	¾	20	Dry	No	W.	750	W.	Yes	No	A.	Y	
	Times-Tribune	7	20	13	22	6	1	1	1	¾	20	Dry	No	W.	750	W.	Yes	No	A.	Y	
Anderson	Bulletin	8	21½	12½	23	6	¾	¾	¾	1	425	Both	No	H.	Sim.	4,000	Sp	Yes	A.	Y	
	Herald	8	21¾	12½	23	6	1	1	1	¾	400	Dry	No	H.	W.	11,000	W.	A.	Y	
Attica	Ledger-Tribune	7	20	13	19¾	6	1	1	1	1¾	20	Dry	No	H.H.	W.	Yes	Yes	Y	
Auburn	Star	7	19¾	13	70, 52¾	Dry	No	G.	Comet	W.	Y	
Bedford	Times	7	19¾	13	20¾	6	70, 52¾	Dry	No	D.	A.-Fb	1,500	T.	No	Yes	Y	
Bicknell	News	7	20	13	6	72, 52¾	No	D.	A.	W.	N	
Bloomington	Telephone	8	21	12	75	No	
	World	8	21	12	
Bluffton	Banner	7	20	13	
	News	7	19¾	13	22	6	1½	1½	1	1	70, 52¾, 35	No	G.	Comet	Hand	Yes	No	Y	
Brazil	Times	7	19¾	13	22	6	70	No	G.	Comet	2,500	B.	Yes	Yes	Y	
Clinton	Clintonian	7	20 5/7	13	A.	
Columbia City	Commercial Mail	7	20	13	A.	
	Post	8	24	13	A.	
Columbus	Herald	7	24	13	
	Republican	8	21	12	22½	6	1	1	½	1	70, 52¾, 35	No	D.	Fb	4,000	H.M.	No	Yes	N	
Connorsville	News-Examiner	7	20¾	13	22½	¾	¾	¾	1¾	22½	Dry	No	G.	S1	3,500	Hand	No	Yes	N	
Crawfordsville	Review	8	20	12	22½	3	1¾	1¾	¾	1¾	70	No	G.	Comet	6,000	W.H.	A.	Y	
Decatur	Democrat	7	20	13	70, 52¾, 35	50	No	G.	W.	2,000	D.	Yes	Yes	A.	Y	
Edinburg	Courier	7	20	13	
Elkhart	Truth	7	21 3/7	13	
Elwood	Call Leader	7	20	13	22	6	¾	No	G.	Comet	2,000	
Evansville	Courier Journal	8	21½	12	22¾	4	68, 51, 34	2,000	Wet	No	G.H.	D.	Yes	Yes	A.	N	
	Press	8	22	12	A.	
Ft. Wayne	Journal-Gazette	8	21	12½	22¾	6	5½	5½	5½	1½	72¼, 54¾, 36	2,687	Wet	Yes	3-G.	D.	Yes	No	A.	N	
	News-Sentinel	8	22	12½	6	1	¾	½	1	72¼, 54¾, 36	3,000	Dry	No	G.	Hand	Yes	Yes	A.	N	
Frankfort	Times	8	20¾	12	21½	34½, 17¾	125	Dry	No	D.	Tub.	W.H.	Yes	Y	
Franklin	Star	8	20½	12	22½	6	1	1	½	1	70, 59¾, 35	75	Dry	No	D.	Yes	Yes	A.	Y	
Gary	Post-Tribune	7	21	12	22¾	4	38, 19	1,000	Dry	No	H.	Yes	D.	N	
Goshen	Democrat	7	20	13	22½	6	1½	1½	1½	1½	70, 52¾, 35	55	Wet	No	C.D.	M.	Yes	Yes	A.	Y	
	News-Times	7	20	13	22¾	6	1	1	1	2	70, 52¾, 35	125	Wet	No	G.	Comet	12,000	Yes	Yes	A.	Y
Greencastle	Banner	7	20½	13	22	6	1	1	1	¾	70, 52¾, 35	25	Dry	No	D.	A.	E.A.	No	Yes	A.	Y	
Greenfield	Reporter	7	19½	13	21	6	70, 52¾, 35	28	Dry	No	B.	Fi	Yes	Yes	Y	
Greensburg	News	8	20	12	22	1½	¾	¾	1	70, 52¾, 35	89	Dry	No	G.	Comet	2,100	M.	Yes	Yes	A.	Y
	Times	7	20	13	A.	
Hammond	Times	9	22	12	
Hartford City	News	7	20	13	22	6	1	1	1	¾	70, 52¾, 35	25	Dry	No	G.	Comet	1,500	A.	Yes	Yes	Y
	Times-Gazette	7	20¾	13	22½	6	1¾	1	1	1½	70, 52¾	65	Dry	No	D.	Yes	Yes	Y	
Huntington	Herald	7	21	13	
	Press	7	21	13	22½	6	¾	1½	¾	1½	45, 22½	135	Wet	No	P.	2,000	W.	Yes	N

33,000 per hour

on a 64 page paper "Collect Run"

-and no ribbons

GOSS High Speed Folders are "The heart of the modern printing press." For speed and large capacity coupled with simplicity and stamina, they are outstandingly in the lead. Here are some of the exclusive features which make them so:

All main driving spur and bevel gears on side and end folder, including cutting and folding cylinder gears and steel rotary folding guide gears, have **HELICAL** or **SPIRAL TEETH**. Helical teeth—latest development in gear design—insure quiet running, eliminate back lash and are 30% **STRONGER** than straight tooth design.

Impossible to cut ribbons when running collect products because of design of Goss direct geared collector arrangement and collecting cylinders.

Patented choke release makes possible immediate separation of second fold rollers in event of web breakage.

Semi-steel, extra heavy cutting and folding cylinders, forced by hydraulic pressure on chrome nickel steel shaft.

Solid steel second fold rollers independently driven and adjusted simultaneously by hand wheel. Gears driving these rollers are always in perfect mesh for products of all page sizes.

Folding guide has a quick adjustment to accommodate the fold for various sizes of products.

One piece forging tumbler lever and folding knife shaft—and many other distinctive features too lengthy to mention here.

The Christian Science Publishing Society
Back Bay Station, Boston, Massachusetts

Cable Address "Science Boston"

Office of Business Manager

September 29, 1926

The Goss Printing Press Company
1535 South Paulina Street
Chicago
Illinois

Gentlemen:

Answering your recent inquiry we are pleased to tell you that the performance of our Goss presses, installed three years ago, has been satisfactory in the printing, folding, and delivery of 64-page papers.

The first run of 64-page papers was a 215,000 edition, December 1, 1925. We had no trouble of any kind on this run, not even a change of cutting rubbers being necessary. The run was begun at a speed of 200 revolutions per minute (24,000 per hour) but increased to 250 revolutions (30,000 per hour).

On an edition of 440,000 64-page papers in April, a cylinder speed was attained of 275 revolutions per minute, or 33,000 per hour.

These presses have met every condition imposed upon them since their installation and we believe that the appearance of The Christian Science Monitor is evidence of their good printing quality and satisfactory performance.

Sincerely yours,

THE CHRISTIAN SCIENCE PUBLISHING SOCIETY

Charles E. Jones
Business Manager

CEJ
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THE GOSS PRINTING PRESS COMPANY, CHICAGO

The Goss Printing Press Company of England, Ltd., London
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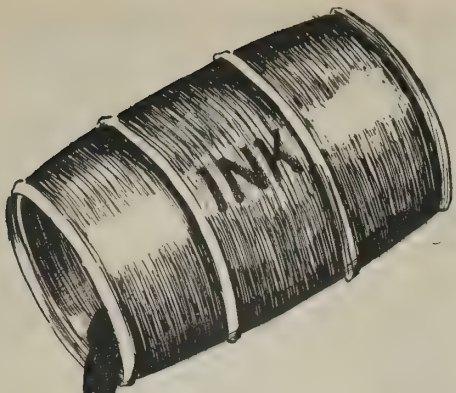
PAGE AND PAPER SIZES AND OTHER MECHANICAL DATA OF 2000 DAILIES

INDIANA—Continued

City	Newspaper	Page Dimensions			Margin Measurements				Paper Roll Widths (Inches)	Annual Paper Consumption (Tons)	Use Mats?	Reproduce Photos?	Name Printing Presses	Type of Printing Presses	Annual Ink Consumption?	Kind Mailing Machine	Print on Wrappers?	Print on Papers?	Type Electrical Current	Job Printing
		No. Columns	Depth	Column Width (Pica)	Column Rule (Pica)	Top	Bottom	Side												
Indianapolis	Commercial	7	20	12½	6	¾	¾	¾	70, 52¾, 35	12,650	Both	Yes	4-H.	Comet	363,000	Sp	No	Yes	A.D.	Yes
	News	8	21¾	12	23¾	6	¾	¾	70, 66, 52½, 35, 33	12,000	Both	Yes	4-H.	Comet	322,000	D.	Yes	Yes	A.D.	Yes
	Star	8	21 11/14	12	23¾	6	¾	¾	70, 52¾, 35	2,200	Both	Yes	2-H.	Comet	61,000	D.	Yes	Yes	A.D.	Yes
Jeffersonville	News	7	22	13	24	2	1	1	70, 52¾	15	No	No	F.	Comet	600	W.	No	No	A.	Yes
Kendallville	News-Sun	7	19¾	13	22¾	6	1½	1	70, 52¾	60	No	No	G.	Comet	25,000	W.H.	No	No	A.	Yes
Kokomo	Dispatch	8	20	24	22	6	1	1	34½	350	Dry	No	H.	Comet	20,000	Sp	No	Yes	A.D.	No
Lafayette	Tribune	8	21	12	23	6	1	1	69, 52, 34½	250	Dry	No	D.	Tub.	7,200	W.	Yes	Yes	A.D.	No
La Porte	Journal & Courier	8	21 2/7	12	22	6	¾	¾	36¾	210	Wet	No	G.	Comet	7,200	W.	Yes	Yes	A.	Yes
Lebanon	Herald-Argus	8	20	12½	6	¾	¾	¾	70	210	Wet	No	G.	Comet	7,200	W.	Yes	Yes	A.	Yes
Linton	Reporter	8	20	12	22	4	1	1	51¾, 34½	425	Dry	No	G.	S1	1,200	Hand	No	No	..	No
Logansport	Citizen	7	19 5/7	13	22	6	¾	¾	70, 52¾, 35	70	No	No	C.D.	..	1,000	W.H.	Yes	No	..	No
Madison	Pharos-Tribune	8	20	12	21¾	6	¾	¾	45, 22½	325	Dry	No	P.	..	375	D.	Yes	..	A.D.	Yes
Marion	Press	7	20	13	22	6	¾	¾	36, 18	375	Wet	No	S.	..	10,000	D.	Yes	..	A.D.	No
Marionville	Chronicle	8	21	12½	22¾	6	¾	¾	70, 52¾, 35	75	No	No	G.	Comet	2,000	Mer.	Yes	Yes	A.	Yes
Michigan City	Reporter	7	19 5/7	13	22	6	5/6	5/6	35¾	200	Dry	No	H.	Comet	4,000	T.	Yes	Yes	A.	Yes
Mishawaka	Dispatch	8	20	12	22	6	1	1	70	61	Dry	No	D.	Fb	1,600	W.H.	Yes	Yes	..	No
Monticello	Enterprise	8	20½	12	22½	6	1	1	34	14	Dry	No	M.	..	600	M.	Yes	Yes	..	Yes
Mt. Vernon	Journal	7	20	13	22	6	1	1	56, 37½	450	Wet	No	G.	S1	10,000	..	Yes	No	A.D.	No
Muncie	Democrat	7	19¾	13	21	6	¾	¾	A.D.	No
New Albany	Star	8	20	12
Newcastle	Tribune	8	20½	12	70, 52¾, 35	90	No	No	C.D.	Fb	4,000	W.	Yes	No	..	No
Noblesville	Courier	8	20½	12	22	6	¾	¾	70, 52¾, 35	80	Dry	No	G.	Comet	..	W.H.	Yes	..	A.	Yes
Peru	Times	7	20	13	22	6	1	1	44, 35	40	Dry	No	M.	..	240	W.	..	Yes	A.	Yes
Plymouth	Ledger	8	20	12	22	6	1	1	34	80	Dry	No	G.	Comet	2,000	Ac.	No	No	A.	No
Portland	Chronicle	7	20	13	22	6	1	1	70	100	No	No	G.	Comet	2,000	W.H.	No	No	A.	No
Princeton	Journal	7	20	13	22	6	1	1	52½	40	D.	..	100	W.H.	Yes	Yes	A.	No
Richmond	Democrat	7	20½	13	22¼	6	1½	1½	67½, 50½, 33½	30	No	No	G.	Comet	Yes	..	A.	Yes
Rushville	Pilot	7	20¼	13	22¼	6	1¼	1¼	75, 52¾, 35	60	Dry	No	G.	Comet	..	W.	A.	Yes
Seymour	Commercial Review	7	19¾	13	22	6	1¼	1¼	72, 52¾	40	Dry	No	D.	A.	2,500	Ac.	No	No	A.	Yes
Shelbyville	Clarion-News	7	20	13	22	6	1	1	70	75	Dry	No	D.	Fb	18,000	D.	Yes	No	A.	Yes
South Bend	Democrat	7	20½	13	22	6	¾	¾	72, 54¼, 36, 18	500	Wet	No	H.	Q.	1,500	Mer.	Yes	Yes	A.	Yes
Sullivan	Item	8	22	12½	23½	6	1	1	70, 52¾, 35	50	No	No	D.	Fb	1,435	Mer.	Yes	Yes	..	Yes
Terre Haute	Palladium	7	21¼	13	72½, 54¾, 36¾	2,400	Both	Yes	H.	Sex	66,000	D.	Yes	No	A.D.	No
Tipton	Republican	7	19¾	13	22¼	6	1¼	1¼	72½, 54¾, 36¾	1,900	Both	Yes	G.	Oct.	35,000	D.	Yes	No	A.D.	No
Union City	Democrat	8	20½	13	34½	700	Both	No	G.	..	16,000	D.	Yes	..	A.	No
Valparaiso	Times	7	20	13	22	6	¾	¾	70, 52¾, 35	1,300	Both	Yes	H.	Q.	25,000	D.	Yes	No	A.	No
Vincennes	Post	8	22	12	23½	6	¾	¾	72½, 54¾, 36¾	1,450	Wet	No	H.	Oct.	50,000	D.	Yes	Yes	A.	No
Warsaw	Star	8	20	12	21½	6	¾	¾	70	50	Dry	No	G.	Comet	1,000	H.M.	No	Yes	..	Yes
Washington	Tribune	7	20	13	22	6	¾	¾
Webster City	Freeman-Journal	7	20	13	22	6	1	1	70, 52¾, 35	75	Dry	No	D.	Fb	4,000	..	Yes	Yes	..	Yes

IOWA

Ames	Tribune	8	21	12	21	6	1/2	1/2	1/2	1/2	70, 52 3/4, 35	50	No	No	D.	Fb	1,200	W.	No	No	A.	Yes
Atlantic	News-Telegraph	7	20	13	22 1/2	6	1 1/2	1	1 1/2	1 3/4	70	100	Dry	No.	C.D.	..	2,000	W.H.	Yes	Yes	A.	No
Boone	News-Republican	8	21	12 1/2	22 1/2	6	1	3/4	1	1	36, 18 1/2	140	Dry	No	D.	Tub.	5,000	Sp	No	Yes	A.	Yes
Burlington	Gazette	8	21	12 1/2	22 3/4	6	1	3/4	1	1 3/4	36, 18	450	Dry	Yes	G.	S1	20,000	A.	No
	Hawk-Eye	7	21 1/4	13	...	6	44 1/2, 22 1/4	400	Wet	No	S.	Yes	...	A.	No
Cedar Falls	Record	7	20	13	22 1/2	6	70, 52 3/4, 35, 17 1/2	60	No	No	D.	...	1,200	W.	Yes	Yes	A.	Yes
Cedar Rapids	Gazette	8	21	12	22 3/4	6	3/8	3/4	3/4	1 3/4	70, 52 3/4, 35	943 1/2	Wet	No	D.	R.	2,500	D.	No	No	A.	No
	Republican	8	21 3/4	12	...	1	35 3/4, 18	600	Wet	Yes	S.	...	15,000	D.	...	Yes	A.	Yes
Centerville	Iowegian & Citizen	8	21	12	23	6	1	1	1/2	7/8	34 1/4	100	Dry	No	D.	Tub.	3,000	H.	Yes	Yes	A.	Yes
Charles City	Press	8	19 5/7	12	22	6	1	1	1/2	1	70, 52 3/4	50	G.	Com	2,000	W.	Yes	...	A.	Yes
Clinton	Advertiser	8	21	12	23	5	Dry	No	G.	Yes	Yes	A.D.	No
	Herald	8	21 1/4	12 1/2	23 3/4	6	1	1	1	1	72 1/2, 54 5/8, 36 3/4	...	Wet	No	G.	Q.	Yes	Yes	A.D.	No
Council Bluffs	Nonpareil	8	21 1/4	12 1/2	24	6	1 1/8	1	1 1/2	1 1/2	35 1/2, 17 3/4	730	Dry	W.H.	Yes	Yes
Creston	Advertiser	7	20 3/8	13 1/2	22 1/2	6	1	1	1	1 1/2	70, 52 3/4	80	Both	No	C.D.	Fb	20,500	Mer.	Yes	Yes	A.D.	No
Davenport	Democrat	8	20	12	23 1/2	6	1	1	1 1/2	3/4	69, 51 3/4, 34 1/2	800	Both	No	G.	Sex.	42,000	D.	...	Yes	A.	No
	Times	8	20	12	21 1/2	6	3/4	1/2	1/2	3/4	69, 51 3/4, 34 1/2	1,500	Wet	No	G.	Oct.	125,000	D.	Yes	No	A.	No
Des Moines	Capital	8	22	12	23 1/8	4	3/4	3/4	3/4	1	69	3,075	Wet	Yes	3-G.	...	592,607	D.	Yes	...	A.D.	Yes
	Register & Tribune	8	22	12	24	6	1	1	1	1	70, 52 1/2, 35, 17 1/2	13,000	Wet	Yes	G.H.	P.A.	...	A.D.	Yes	
Dubuque	American Tribune	7	20 3/4	13	22 3/4	6	1	1	1	7/8	33	372	Wet	No	D.	Tub.	8,700	Sp	No	Yes	A.	No
	Telegraph-Herald	8	20	13	21 1/2	6	1	5/8	3/4	3/4	72 1/2, 54 1/4, 36 1/4, 18 1/4	1,000	Dry	No	G.	Q.	11,000	D.	Yes	Yes	A.	No
	Times-Journal	8	20	6	1	1	1 1/2	1 1/4	36, 18	600	Dry	No	G.	4d	...	Sp	No	Yes	A.	Yes
Fairfield	Ledger	7	20 3/8	13	...	6	3/4	3/4	3/4	1 1/4	67, 50 1/2	101	No	No	D.	Fb	1,000	W.	Yes	Yes	A.	No
Fort Dodge	Messenger & Chron.	7	22	13	23	...	1/2	1/2	5/8	5/8	23	375	Wet	No	G.	Fb	3,600	W.	Yes	Yes	A.	Yes
Fort Madison	Democrat	7	21 1/2	13	...	6	1	3/4	1/2	1/2	46, 23	125	Both	No	P.	...	3,000	...	Yes	Yes	...	Yes
Iowa City	Iowan	8	21	12	22 1/2	6	5/8	7/8	5/8	1	70, 52 1/2, 35	63	...	No	D.	W.	1,200	W.	Yes	Yes	A.D.	Yes
	Press-Citizen	8	21	A.D.	...
Keokuk	Gate City	8	20	12	22 1/2	6	1 1/2	1	1/2	3/4	34	200	Dry	No	G.	S1	5,000	H.	No	No	A.	No
Marshalltown	Times-Republican	8	21	13 1/2	22 1/2	6	36, 18	400	Dry	No	H.	3d	6,000	D.	A.	No
Mason City	Globe-Gazette	8	20 1/4	12 1/2	...	6	1	5/8	5/8	7/8	71, 53 3/4, 35 1/2, 17 1/2	650	Dry	No	H.	...	17,500	W.	Yes	No	A.	No
Missouri Valley	Times	7	21 1/2
Mt. Pleasant	News	7	21 5/7
Muscatine	Journal	7	21	13	22 1/2	6	1 1/2	7/8	1/2	7/8	33	238	Dry	No	D.	...	5,400	...	Yes	Yes	A.	No
Newton	News	7	21	13	22 3/4	6	7/8	7/8	3/4	1	85	60	Wet	No	D.	Tub.	2,000	D.	No	No	A.	Yes
Oelwein	Register	7	20	13	22	6	1	1	7/8	1 1/2	70, 52 1/2, 35	...	No	No	D.	...	1,000	H.	No	No	A.	Yes
Oskaloosa	Herald	7	20
Ottumwa	Courier	7	20	13	21 3/4	6	7/8	1	7/8	1 1/2	66 1/2, 50, 33 1/4	520	Wet	No	G.	Sex.	15,661	H.	Yes	...	A.	No
Perry	Chief	7	20	13	22	6	1	1	1	2	35, 17 1/2	18	Dry	No	G.	Comet	2,000	W.	Yes	Yes	A.	Yes
Shenandoah	Sentinel	7	19 1/2	13	80	Dry	Yes	D.	Yes	...	A.	No
Sioux City	Journal	8	21 1/4	12 1/2	23	6	1	1	5/8	1	36 3/8	3,000	Wet	Yes	H.S.	...	102,000	D.	Yes	Yes	A.	Yes
	Tribune	8	21	12 1/2	23	6	1	1	1	1	71 1/2, 53 3/4	2,500	Dry	Yes	H.	...	100,000	D.	Yes	No	A.	Yes
Vinton	Cedar Valley Times	7	20	13	22	1	1	1	1	2	72	200	Dry	...	G.	Com.	...	H.	Yes
Washington	Journal	7	20	13	22	6	1 1/2	1 1/2	7/8	7/8	70	...	Dry	No	D.	Fb	2,000	W.	No	No	A.	Yes
Waterloo	Courier	8	21	12	22 1/2	6	7/8	1	1	1 1/2	70, 52 1/2, 35	800	Wet	No	D.	Sex.	15,600	Sp	Yes	Yes	A.	No
	Tribune	8	21	A.	...
Webster City	Freeman-Journal	7	20	13	22	6	1	1	1	2	70, 52 1/2, 35	75	Dry	No	D.	Fb	4,000	...	Yes	Yes	...	Yes



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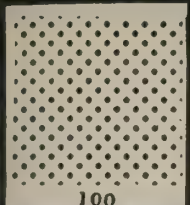
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KANSAS

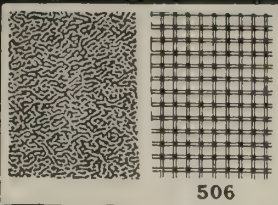
City	Newspaper	Page Dimensions		Margin Measurements				Paper Roll Widths (Inches)	Annual Paper Consumption (Tons)	Use Mats?	Reproduce Photos?	Name Printing Presses	Type of Printing Presses	Annual Ink Consumption?	Kind Mailing Machine	Print on Wrappers?	Print on Papers?	Type Electrical Current	Job Printing Department?
		No. Columns	Depth	Column Width (Pica)	Column Length	Column Width (Pica)	Top												
Ablene	Reflector	8	22	12	..	6	1	1	1	C.	..	750	T.	Yes	No	D.	Yes
	Chronicle	6	20	13	22	6	1	1	1	C.	..	500	..	Yes	Yes	D.	Yes
Arkansas City	Traveler	8	21	12	22 3/4	6	1	1	1	34 1/4	..	D.	Tub.	5,232	W.H.	Yes	Yes	A.	Yes
Atchison	Globe	7	22	13	23 1/2	6	1/2	1/2	1	23 1/2	..	G.	Jr.	..	W.H.	Yes	No	A.	No
Augusta	Gazette	6	20	13	..	6
Beloit	Call	7	21 1/4	13	..	6	1	1	1	3B.	No	Yes	A.	Yes
Burlington	Republican	5	16	12	17 1/2	6	1	1	1	70, 52 3/4, 35	31	Dry	No	600	A.	Yes	Yes	..	Yes
Caldwell	Messenger	6	20	13	22	6	1	1	1	Cr.	..	500	Mer.	Yes	Yes	..	Yes
Caney	Chronicle	6	19 1/4	13	22	6	B.	..	500	M.	No	Yes	..	Yes
Chanute	Tribune	7	20	13	22 1/2	6	1 1/2	1 1/4	1	66 3/4, 50 1/4	90	..	No	1,000	A.	Yes	Yes	..	Yes
Cherryvale	Republican	7	19 1/4	13	..	6	52, 34	12	..	No	500	C.D.	Yes	Yes	..	Yes
Clay Center	Dispatch-Republican	6	19 1/4	13	..	6	1	1	1	B.	..	400	M.	Yes	Yes	..	Yes
Coffeyville	Journal	8	21	12	22 3/4	6	1	1	1	34	175	Dry	No	6,650	A.	Yes	Yes	..	Yes
	News	7	21	13	22 1/2	6	1	1	1	67, 50, 33	60	..	No	2,000	W.H.	Yes	No	..	Yes
Columbus	Advocate	6	19 1/4	13	..	6	D.
Concordia	Blade-Empire	7	20 1/2	13	22 1/2	6	1	1	1	70, 52 3/4, 35	50	..	No	700	W.H.	Yes	Yes	A.D.	Yes
Council Grove	Republican	6	19 1/4	13	..	6	1 1/4	5/6	1 1/4	44	..	Dry
Dodge City	Globe	8	20 5/7	12	22 1/2	6	1	1	1	70, 52 1/2, 35	85	Both	No	1,250	C.W.	Yes	No	D.	No
El Dorado	Times	8	20 5/7	12	22 1/2	6	1	1	1	70, 52 3/4, 35	100	Dry	No	2,500	W.	No	No	A.	Yes
Emporia	Gazette	8	21	12	22 1/2	6	34 1/2, 17 1/4	175	Dry	No	5,000	H.	Yes	Yes	A.	Yes
Fort Scott	Tribune-Monitor	8	21	12	22 1/2	6	1/4	1/4	1/4	70, 52 3/4, 35	80	..	No	2,500	C.D.	Yes	Yes	A.	Yes
Frankfort	Index	4	13	13	..	6
Fredonia	Herald	7	19 1/4	13	22 1/2	6	2	1	1	35	14	..	No	800	W.	A.	Yes
Galena	Times	6	20	13	..	6	1	1	1	Cen.	..	500	M.	Yes	No	A.D.	Yes
Great Bend	Tribune	8	20 1/4	12	22	6	1	1	1	70, 52 1/2, 35	60	..	No	..	D.H.	Yes	Yes	A.	No
Hiawatha	World	7	20 1/4	13	22	6	67, 52 1/2, 33 1/2	50	..	No	1,000	W.	No	No	A.	Yes
Hutchinson	News & Herald	8	21 2/7	12	22 1/2	6	1/4	1/4	1/4	69, 54, 34 1/2	850	Dry	No	31,200	D.	Yes	No	A.	No
Independence	Free Press	8	20 1/2	12	..	6
	Reporter	8	20 1/2	12	22 1/2	6	1/4	1/4	1/4	70, 52 3/4, 35, 17	100	Dry	No	1,500	..	Yes	No	..	No
Iola	News	5	15	12	..	6
	Register	8	20 1/2	12	..	6	1/4	1/4	1/4	70, 52 3/4, 35	75	..	No	..	A.	Yes	Yes	A.	Yes
Junction City	Union	8	20 1/2	12	..	6
Kansas City	Kansas	8	20 1/4	12	21 1/2	6	1/4	1/4	1/4	34	900	Dry	No	27,938	D.	Yes	No	A.	No
Kiowa	Record	5	16	13	..	6
Lawrence	Journal-World	8	21	12	22 3/4	6	1 1/4	1 1/4	1 1/4	34, 17 1/4	135	Dry	No	3,949	Ac.	Yes	No	A.	Yes
Leavenworth	Times	8	21	12 1/2	22 3/4	6	1 1/4	1 1/4	1 1/4	35 1/4, 18	250	Dry	No	..	W.	..	Yes	A.	No
Lyons	News	6	20	13	..	6
McPherson	Republican	7	20 1/2	13	..	6
Manhattan	Mercury	7	20 1/2	13	22 1/2	6	67, 50 1/4, 33 1/2	250	Dry	No	Yes	A.D.	Yes
Neodesha	Sun	7	20 1/2	13	..	6
Newton	Kansas-Republican	7	20 1/2	13	22 1/2	6	66 3/4, 50 1/4, 33 1/2	85	Dry	No	2,000	H.	Yes	No	A.	Yes
Norton	Telegram	6	19 1/4	13	20 1/4	6	15	..	No	..	T.	Yes	Yes	..	Yes
Ottawa	Herald	8	21	12	22 3/4	6	34 1/4, 17 1/4	125	Dry	No	3,000	W.H.	Yes	No	A.	Yes
Parsons	Republican	8	20 1/2	12	..	6
	Sun	8	20	12	..	6
Pittsburg	Headlight	8	21	12	..	6
	Sun	8	20	12 1/2	21 3/4	6	1/4	1/4	1/4	35 1/4	250	Dry	No	6,800	W.	Yes	Yes	A.	No
Pratt	Tribune	7	19 1/4	13	22	6	1 1/4	1 1/4	1 1/4	70, 53 1/2, 35	28	..	No	1,000	W.H.	Yes	Yes	A.	Yes
Salina	Journal	8	21	12	22 3/4	6	1/4	1/4	1/4	34 1/2, 17 1/4	500	Dry	No	..	W.H.	Yes	Yes	A.	Yes
Topeka	Capital	8	20	12	20 3/4	6	2,100	Dry	Yes	59,200	D. P.A.	No	No	A.D.	No
	State Journal	8	20	13	21 1/2	6	1	1	1	56, 37	900	Dry	No	17,600	Sp.	No	Yes	A.D.	No
Wellington	News	7	20	13	22 1/2	6	1 1/2	1 1/2	1 1/2	66 3/4, 50 1/4	50	Both	No	2,500	..	No	No	..	Yes
Wichita	Beacon	8	21 1/2	12 1/2	23	6	1/4	1/4	1/4	71, 68, 53 3/4, 35 1/2, 33	2,554	Dry	No	87,000	Dix	Yes	Yes	..	No
	Eagle	8	22	12 1/2	23 3/4	6	1	1	1	71, 67, 53 3/4, 35 1/2	3,500	Dry	Yes	116,500	D. P.A.	No	No	..	Yes
Winfield	Courier & Free Press	8	20 1/2	12	22 1/4	6	1/4	1/4	1/4	34 1/2, 17 1/4	125	Dry	No	2,000	A.	Yes	Yes	A.	Yes

KENTUCKY

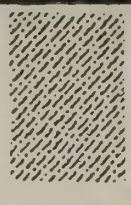
Ashland	Independent	7	21	13	..	6	
Bowling Green	Park City News	8	21	12	22½	6	¾	¾	¾	1	70,	72	Dry	No	
	Times-Journal	8	20½	12	20½	6	¾	¾	¾	1	80,	88	Dry	No	D.	..	3,000	W.H.	Yes	
Covington	Kentucky Post	8	22½	12	..	6	
	Kentucky Times-Star	8	22	12½	..	6	
Danville	Advocate	7	20	13	..	6	
	Messenger	7	20	13	..	6	
Frankfort	State Journal	7	20½	13	..	6	
Fulton	Leader	7	19 5/7	13	..	6	A.D.	
Henderson	Gleaner	8	20	12	..	5½	1	1	1	1	70, 52½, 35,	75	Dry	No	G.	Com.	2,200	W.	Yes	
	Journal	8	20	12	..	5½	1	1	1	1	70, 52½, 35,	..	Dry	No	G.	Com.	..	W.	Yes	
Hopkinsville	Ky. New Era	8	20	12	22	6	1	1	1	1	70, 52½,	80	..	No	G.	Com.	2,500	..	Yes	
Lexington	Herald	8	21	12	22	6	34, 17½,	782	Dry	No	D.	Tub.	20,000	Sp.	Yes	
	Leader	8	21	12½	22¾	6	¾	¾	¾	1	72½, 54¾, 36¾,	1,200	Wet	No	G.	..	20,000	..	Yes	
Louisville	Courier-Jnl., Times	8	22	12½	23½	6	¾	¾	¾	1	71, 53¾, 35½, 33, 16½	13,588	Dry	Yes	G.	10 Un.	406,972	D.	..	
	Herald-Post	8	21 13/14	12½	23½	6	¾	¾	¾	¾	71, 53¾, 35½,	6,144	Dry	Yes	S.	D.	..	
Madisonville	Messenger	8	20½	12	22	6	¾	¾	¾	1	70, 52½, 35,	70	..	No	D.	A.	..	M.	Yes	
Mayfield	Messenger	8	20	12	22	6	70, 52½,	50	Dry	No	G.	Com.	1,500	..	Yes	
Maysville	Bulletin	8	22	13	24	6	1	1	1	2	..	14	Dry	No	C.H.	..	700	W.	Yes	
	Independent	7	20	13	..	6	
	Public Ledger	7	21½	13	..	6	
Middlesboro	News	8	20½	12	..	6	
Owensboro	Inquirer	8	21	12	..	6	
	Messenger	8	21	12	22	6	1	1	1	¾	¾	34, 17,	316	Dry	No	D.	Tub.	7,200	W.	Yes
Paducah	News-Democrat	8	21	12½	23	6	1	1	1	¾	¾	35½,	361	Dry	No	D.	Tub.	..	C.	Yes
	Sun	8	20¾	12½	22¾	6	1	1	1	1	35½, 17¾,	350	Dry	No	D.	Tub.	9,750	A.	..	Yes
Richmond	Register	7	20	13	..	6	1	1	1	1¾	52½,	70	Dry	No	D.	Fb	..	A.	..	Yes
Winchester	Sun	7	20	13	..	6	



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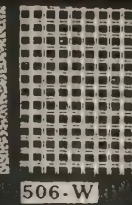
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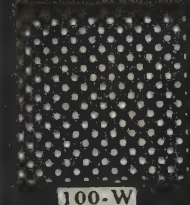
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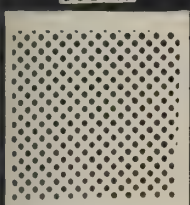
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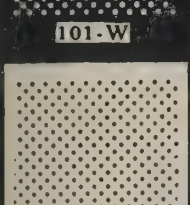
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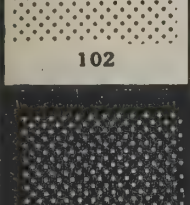
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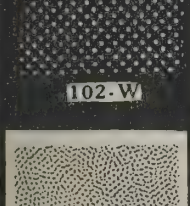
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102



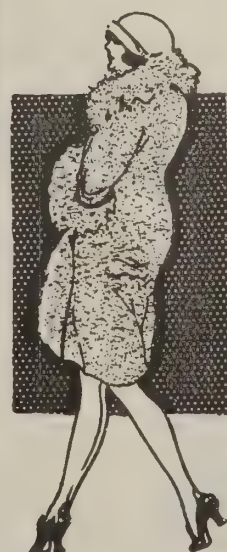
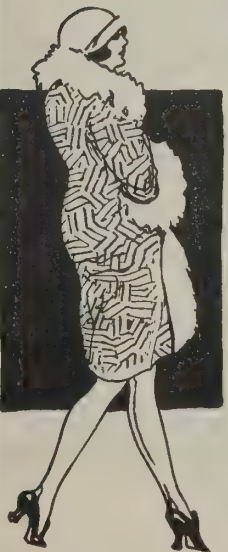
102-W



201



201-W



Not Ben Day —But— SHADING SHEETS,

that you can put over your copy and see the effect before marking the plate.

CUTS COST
SAVES TIME
IMPROVES RESULTS
REMOVES UNCERTAINTY

Complete Working Unit including 84 different sheets, for \$42.00 (plus postage), sent on approval subject to 1 week's trial.

BOURGES SERVICE, INC.

Sole Manufacturers and Distributors
HUTCHISON ARTISTS SHADING MEDIUM
144 West 32nd Street, New York City

TELEGRAM: Milwaukee, Wis.
"Rush by Air Mail Artist Shading Sheets
THE SENTINEL COMPANY

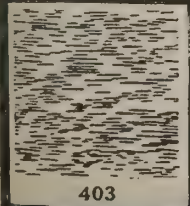
TELEGRAM: Denver, Colorado
"Rush via Air Mail 6 sheets each; etc."
RICHARD O. BOLDT COMPANY

Have to advise that we are very much pleased with the Shading Sheets purchased from you. A number of our Advertisers are using them in their art departments, and I believe in the near future, we will be sending you another order for additional sheets.

SAINT PAUL DAILY NEWS

REPEAT ORDERS ARE AUTOMATIC
ENDORSEMENTS

LENDRUM LIMITED AUSTRALIA
Trial order-- 84 sheets
Second order-- 500 "
Third order-- 1000 "



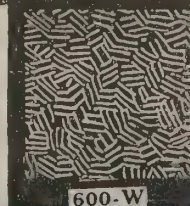
403



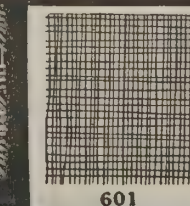
403-W



600



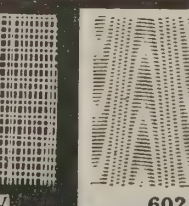
600-W



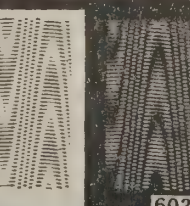
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601-W



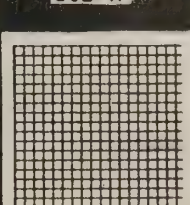
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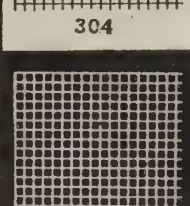
602-W



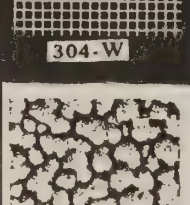
302-W



304



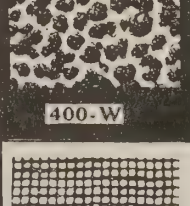
304-W



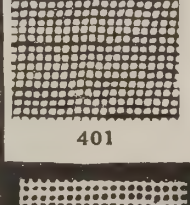
400



400-W



401



401-W

CONTINUOUS COMPOSITION

MEANS—MORE PROFITS in the Newspaper Composing-Room

CONTINUOUS COMPOSITION *means* first of all that you can ASSEMBLE MATRICES FROM ALL MAGAZINES in the same line allowing any desired combination of *roman, italic, bold face* and *advertising figures* or *displayed side-heads* to be set with the speed of straight-matter. And all matrices will be AUTOMATICALLY DISTRIBUTED to their proper places.

CONTINUOUS COMPOSITION *means* that on a machine equipped to set two sizes (as for example 7-point for news matter and 5½-point for classified), the operator can CHANGE INSTANTLY from one size to the other.

CONTINUOUS COMPOSITION *means* that MULTI-DECK HEADINGS involving several sizes and faces can be set at a single operation and delivered on the galley with all lines assembled in proper order, ready to drop into the page.

CONTINUOUS COMPOSITION *means* that IMMEDIATE CORRECTIONS can be set in any face on the machine without even waiting for the matrices from the previous line to be distributed. To sum it up—CONTINUOUS COMPOSITION LINOTYPES enable the operator to set galleys of news, bold face, classified and heads without leaving his machine.

CONTINUOUS COMPOSITION

MEANS

Mixed faces

Mixed sizes

*Multi-deck
Headings*

*Immediate
Corrections*

on

*Standard
Linotypes*

CONTINUOUS COMPOSITION LINOTYPES use STANDARD MAGAZINES, MATRICES, MOLDS and LINERS, interchangeable with other Linotypes. They can be supplied with or without galleys, and to cast either 30 or 42 picas maximum measure.

MERGENTHALER
BROOKLYN

SAN FRANCISCO

CANADIAN LINOTYPE

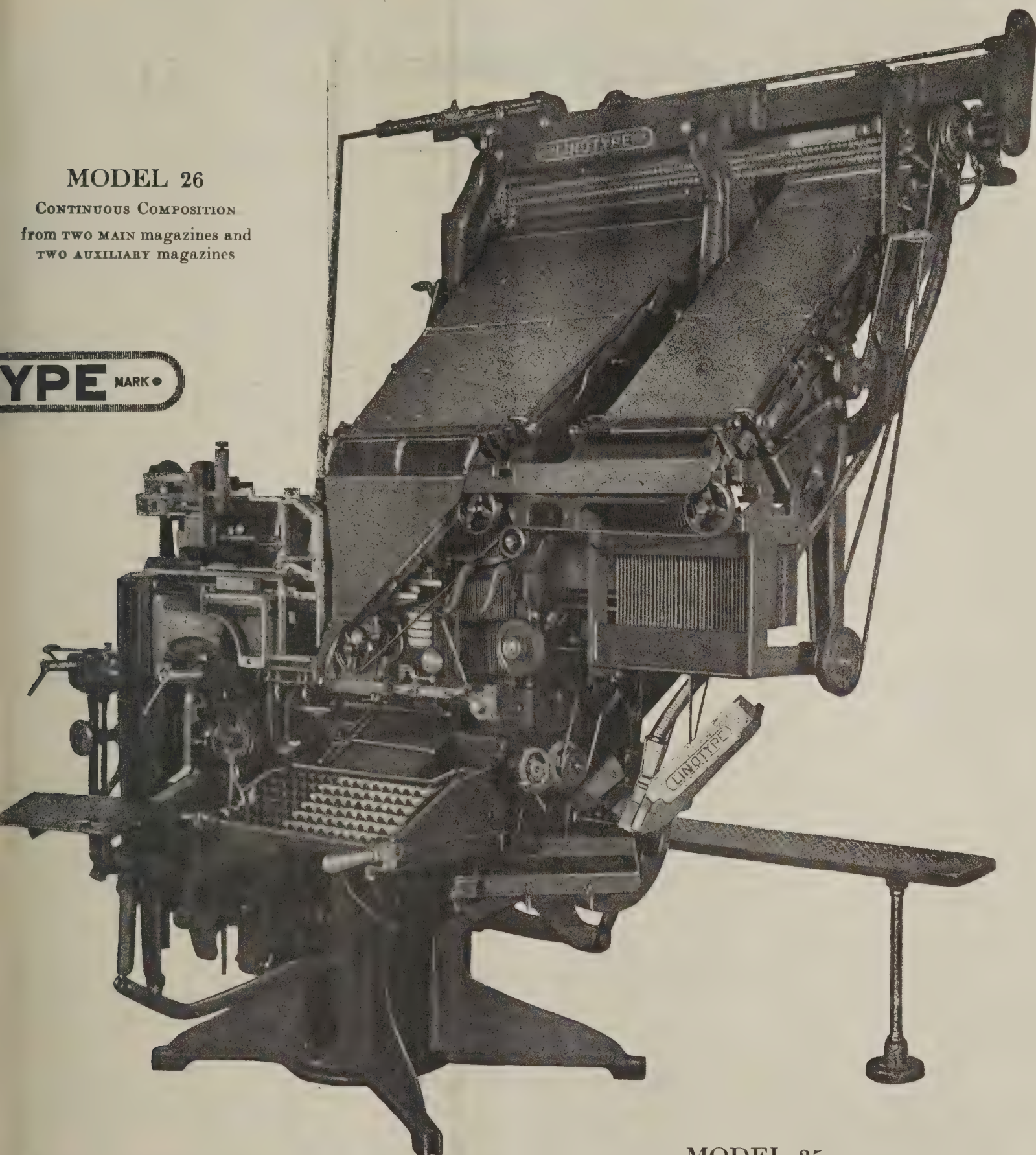
Representatives in

MODEL 26

CONTINUOUS COMPOSITION

from TWO MAIN magazines and
TWO AUXILIARY magazines

TYPE MARK •



MODEL 25

CONTINUOUS COMPOSITION

just like the Model 26 above
WITHOUT AUXILIARY magazines

TYPE COMPANY

NEW YORK

NEW ORLEANS

, TORONTO

ties of the World

EDITORIAL

A. B. C. ON EVEN KEEL

ARE-DEFINITION of the objects of the Audit Bureau of Circulations was the outstanding result achieved at the annual convention held in Chicago last week. The attempt to enter the field of rates was effectually checked and the by-laws amended so as to prevent the adoption of any such extraneous activities in the future. "Hands off everything but circulation" was the clear-cut instruction to the board from the members.

EDITOR & PUBLISHER reaffirms its belief that this is excellent sense, and will result in more efficiency in Bureau work and more harmony among its members. The printing of rate cards was viewed by the board as an added service to publishers, but the latter saw it as a trouble-making practice which at some future time might result in a standardizing of rates. It was pointed out on the floor of the convention that the net result might be a simultaneous rate rise by hundreds of papers just before the issuance of the A.B.C. statements, in order that advertisers might have the new rates at the same time as the new circulation figures. An advertiser planning a large campaign might have been forced, by such simultaneous rate increase, to curtail the number of papers he could use, or might decide to use some other medium. Trouble with agencies and advertisers was foreseen in cases where papers changed their rates after publication of the A.B.C. statements, the notification of such change having been mislaid or not added to the A.B.C. record. Publication of rates was made optional, but it would undoubtedly have resulted in the forcing of protesting publishers to print their rates because competitors were printing theirs. There is work enough in the circulation field to occupy the staff of the Bureau without adding the burden of rate card printing.

The addition of two newspaper directors to the board without disturbing its advertiser control was another progressive step taken at the convention. It will mean four experts from the newspaper field available in the settling of the many complex problems before the Bureau, and will give fuller representation to a group comprising nearly 50 per cent of the members. Newspaper control of the Bureau would be a fatal step, but the present arrangement means a more satisfied membership.

The elements for a bitter and destructive fight were present at the Chicago convention, and it is a tribute to the statesmanship of both the board and the leaders of the protesting members that no such fight occurred. The issues were clearly outlined and cleanly fought. The settlement, as it was worked out, clears the way for Bureau progress in a single direction, relieved of the tension of dissatisfaction.

Another week and Queen Marie has not melted under the fierce heat of the publicity spotlight. Marvelous! If nobody presents her with a house and lot, which she might give away, it is possible that she may sail home intact.

HOW WRONGS RETREAT

PUBLIC wrongs in the United States exist only by reason of neglect, for the machinery to correct them is available and is now as efficient as it ever has been. The truth of this assertion is demonstrated by the recent instance of Professor William Z. Ripley's exposé of the snide trick of Wall Street financiers in selling stock that gave the owner no vote in the management of the corporation. This obviously vicious scheme of professional corporation manipulators must have been known to the governors of the New York Stock Exchange, but when it became the subject of a very serious essay by an economist of high standing, first published in *The Atlantic* and then, within a few days, hotly discussed in many newspapers, notably *New York World*, the Stock Exchange announced that the evil would be curbed. The President of the United States was sufficiently interested in the exposé to call Prof. Ripley to the White House.

Audacious financial exploiters of public confidence have had a sound trouncing and the end is not yet. It has been a neat demonstration of the old established principle in journalism that no wrong, however powerfully supported, can long withstand the white glare of newspaper publicity.



He that rebuketh a man, afterwards shall find more favor than he that flattereth with the tongue.—Proverbs, XXVIII; 23.

THE MOVIE DOLLAR

AMUSEMENT enterprises which lean more heavily on the daily newspaper for maintenance of public interest than almost any American industry are among the weakest supporters of newspaper advertising. They contribute little more than two per cent of the display lineage in New York City, which is the heart and center of the nation's amusement field. We seriously doubt if the two per cent figure is exceeded throughout the country.

One section of the amusement world is the motion picture business. Its free publicity demands have become one of the publishers' heaviest burdens. It bases these exactions on the ground that it is a "regular advertiser," usually at special amusement rates.

EDITOR & PUBLISHER, from available statistics, is of the belief that the total investment in newspaper advertising of motion pictures in the United States does not exceed \$10,000,000 per year. It is our further belief that for every line of motion picture paid advertising printed at least two lines of free space are given, either directly to local exhibitors or to the picture industry over which Hon. Will H. Hays presides.

It is granted, and is here distinctly stated, that there is a legitimate news interest to be served by the newspaper, since the rank and file of readers are patrons of the movie house and enjoy familiarity with the figures that move across the screen. Whether this legitimate interest deserves the space that editors give it is a question aside from the business argument which is offered in this editorial. Our contention is that, from the business point of view, the movie is a heavy financial charge upon the newspaper and that demands for free editorial space, sought because of advertising patronage, are wholly specious.

That the motion picture industry can jolly well afford to pay its way in the advertising columns of the daily press may be seen by glancing at statistics offered by William A. Johnson, editor of *Motion Picture News*, writing in *The Annals*, magazine of the American Academy of Political and Social Science. He shows that seven million persons attend motion picture houses daily, paying an average of 28 cents for admission, giving the industry annual box office receipts for the United States of approximately \$650,000,000. He tells of the stupendous expenditures for artistic material and splendid productions and finds that business ills afflicting the industry are due in large measure to faulty distribution methods.

Mr. Johnson does not say it, but he might well have mentioned that the motion picture is most favored among all industries by the newspaper press. In view of this mothering wing we are astonished that it should have business ills. It should flourish like the well-known green bay tree. No other business that trades with the general public on such terms of daily intimacy, outside of the amusement field, pays so little for newspaper advertising. It is our belief that out of every motion picture box office dollar the newspaper receives no more than one and a half cents. Our further belief is that the news interest in movies is wildly exaggerated, perhaps tenfold, in the average newspaper office, having the effect of discounting the movie advertising dollar to the vanishing point.

"As willingly as the next man will I be hanged in protest against present-day encroachments upon a free press but I look back over a half-century of editorial decisions and the soul of me is harried by instances wherein there was catering to human morbidity instead of human good, in some instances to an extent to warrant the hanging of me on general principles."—Robert F. Paine.

PRICE MAINTENANCE ISSUE

THE right of a manufacturer of branded goods to contract with the dealer to sell his article at a prescribed price is provided in a bill before Congress sponsored by Senator Capper and Representative Kelly. Advertising agents and publishers have a legitimate interest in this measure. The bill represents the latest movement to establish in this country the principle of price maintenance. Those who oppose this principle believe that the vendor has a natural right to sell merchandise at prices fixed by himself. If it suits his purpose he may advertise and sell an article at a price representing an actual loss in order to create for his institution a reputation for low prices, but actually to draw a crowd to which he may sell other articles at margins of profit which more than recompense what is lost on the advertised article. Of course, it is the contention of the advocates of cut prices that "the public gets the benefit."

Those who are fighting cut prices say that the dealer who advertises "leaders" is merely baiting the buying public, his advertising being essentially dishonest in that it creates a false impression. They can see nothing in such practice but evil consequences.

That price cutting on standard trade marked articles is a blow delivered to the vitals of nationally advertised goods is an obvious conclusion, since it tends to break down the element of goodwill that advertising establishes in the public mind. It disorganizes business and is a real hardship on the independent producer. It violates high ethical principles in advertising.

Students of this subject should have before them Congressman Kelly's nine points in favor of the bill, the purpose of which is to legalize contracts fixing the price at which branded merchandise must be sold to the public. These nine points follow:

(1) Price standardization or maintenance on standard goods as provided by this bill will prove of public benefit, because, first, it encourages and protects the policy of making standard, guaranteed goods, which assures uniform quality, saves the time of the buyer and makes possible higher labor and factory conditions.

(2) It means a fair price fixed under competitive conditions with rival producers. This measure legalizes contracts made only by independent producers without monopoly. Such a manufacturer is in direct competition with producers of similar articles. He dare not fix the price too high or he would simply be building for his competitors.

(3) It recognizes the principle that the maker of the goods is best equipped to name the fair price, which includes the cost of production and distribution and a fair profit for producer and distributor.

(4) It means a lower distributing cost than through costly selling agencies and consignment systems.

(5) It means greater and not less competition, for under it all producers and distributors will have a fair chance, no more and no less. The true competition is not a jungle war where the most ruthless and unscrupulous overwhelm truthful trading. It is rather emulation in excellence, rivalry in service.

(6) It will prevent malignant price warfare upon certain widely wanted standard products, which causes many dealers to refuse to handle them. The grower or manufacturer who puts his labor and brains into the production of a superior article certainly should be able to protect his good will against the evil described by Mr. Justice Holmes, of the United States Supreme Court, in the Doctor Miles decision where he said: "I can not believe that in the long run the public will profit by this court permitting knaves to cut reasonable prices for some ulterior purpose of their own and thus to impair, if not to destroy the production and sale of articles which it is assumed to be desirable that the public should be able to get."

(7) It will hinder the process of monopolization of retail merchandising. There has been an ominous growth in the past 15 years in agencies and brand stores clustered under one ownership. If it continue the independent dealer is doomed.

(8) It will place business on a more honest plane.

(9) It will stimulate the national growth of business and enterprise.

Do not overstate, nor understate, but just state the facts, both in advertising and news copy, if you wish to be believed.

PERSONAL

LIAM T. DEWART, president of the *New York Sun*, will share a during the coming season of the Metropolitan Opera Company with Vin-Astor.

Percival Phillips, special correspondent of the *London (England) Mail*, is at present in Canada on a tour for his paper.

ator Carter Glass, owner and publisher of the *Lynchburg (Va.) News and Advance*, made the Founders' Day address at Sweet Briar College, Va., Oct. 23. Senator Glass is a brother of Dr. Glass, president of the college.

ry L. Gage, of the Mergenthaler Linotype Company, assistant director of the typography for the Americas member of the International Typographic Council, sailed from New York on the *Majestic*, Oct. 30, on a business trip and typographic journey to Germany, Belgium, England and

id Lawrence spoke at a luncheon of the Erie County League of Women at Buffalo on Oct. 23.

ard M. H. Wharton, vice-president general manager of the *Harrisburg Patriot and Evening News*, returned from a trip to Europe.

a W. Kennedy, managing editor of the *Miami (Fla.) Herald*, visited New last week and on Saturday sailed on a vacation tour of Havana and

odore Noyes, Jr., associate editor of the *Washington (D. C.) Star*, was recently promoted to chief of army officers at Fort Leavenworth. Mr. and Mrs. Noyes are in the middle west.

IN THE BUSINESS OFFICE

C. GRANT, general manager of the *Salt Lake City Desert News*, associated with Salt Lake City news for many years past, celebrated his birthday Oct. 17. Mr. Grant is a half brother to Heber J. Grant, president of the News and head of the Mormon Church.

B. Trundle, for a number of years manager of the *Danville (Va.) Bee and Bee*, who resigned some time ago to enter the newspaper business for himself, has returned to the Bee in the same capacity.

ay Hirshfield of the *San Antonio Express* advertising department is returning from France with a bride, formerly Mlle. Madeline Louise Ladet of Rufrescence. The marriage culminated in a union begun during the World War.

ck B. Cressey, former advertising manager of the *Fitchburg (Mass.) Sentinel* and the *Whitehall (N. Y.) Times*, associated with the *Rome (N. Y.) Tribune* in the same capacity.

C. Inman, formerly with the *Field (Mass.) Union* and later in the oil order field, is now advertising manager of the *Fitchburg (Mass.) Sentinel*.

THE EDITORIAL ROOMS

C. HICKOK, Paris correspondent of the *Brooklyn Daily Eagle*, is on a short holiday and business tour of the United States.

ey Walker, night city editor of the *New York Herald Tribune* has returned from a four weeks' leave of absence.

Clair Minot, literary editor of the *Boston (Mass.) Herald*, opened the series of book talks in the assembly of the Jordan Marsh Company store on Tuesday afternoon.

D. Hammond, veteran member of the *Toronto Globe's* editorial staff and one of its editorial writers, has been elected President of the Toronto Camera

eric Kohler, of East Orange, N. J., has been appointed New York correspondent to the *Tribune* of Lausanne, Switzerland, and to *Feuilles d'Avis* of

Paris. He has been assigned to attend the party of Queen Marie of Roumania and write of her activities for those papers.

Clarence L. Wilson, managing editor of the *Worcester (Mass.) Evening Post*, has returned to his desk after a severe illness.

Victor N. Vetromile has joined the Sunday editorial staff of the *Boston Sunday Advertiser*.

George Geiger of the *Kansas City Journal-Post* staff has been supplying his paper with copyrighted articles concerning liberty conditions at the Missouri state penitentiary in Jefferson City, Mo.

Frank D. Woodworth, night editor of the *Richmond (Va.) Times-Dispatch*, has returned from his vacation.

Roy Hohl, former editor of the *Newark (O.) American Tribune*, has become assistant editor of the *New Lexington Tribune*.

Albert F. Phillips, state capitol reporter for the *Salt Lake City Telegram* and known as the dean of Western newspaper men, celebrated his 76th birthday this week.

Clayton C. Slocum, for 15 years city editor of the *Sandusky (O.) Star Journal*, has resigned to become manager of the Sandusky Elks Club.

William S. Hunt, managing editor of the *Newark Sunday Call*, is making a three-weeks' motor tour among the Appalachians with Mrs. Hunt.

William B. Southall, of the reportorial staff, *Richmond (Va.) Times-Dispatch*, has been made city editor. He also conducts an editorial page column, "Open Letters from Father Byrd."

Fred Gaston, formerly city editor of the *Spokane Spokesman Review*, returned to Spokane, Wash., last week, for a visit.

Milton S. Malakoff, formerly telegraph editor of the *Waterbury Republican* and now engaged in publicity work in New York.

Fred Jacob, dramatic and musical editor of the *Toronto Mail and Empire*, was the speaker at the Montreal People's Forum on Sunday, Oct. 24, his theme being "Self-Conscious Canada."

Edward A. Livingston, formerly sports writer for the *Newburgh, (N. Y.) Daily Times*, has been appointed manager of the Shine theatres at Corning, N. Y.

Alexander Inglis, of the editorial staff of the *Pasadena, (Cal.) Star-News*, has returned from a ten weeks' vacation spent in Scotland.

Willard de Lue of the *Boston (Mass.) Globe* is giving a series of radio talks over Station WEEL, Boston, on the making of a newspaper.

Herbert Brandt has succeeded James P. Copeland as a member of the Orange

FOLKS WORTH KNOWING

FRANK W. STARBUCK, president of the Journal Printing Company, publishers of the *Racine (Wis.) Journal-News*, will celebrate his 82nd birthday Nov. 8, at his home in San Jose, Cal., where he has resided for the past 14 years.



FRANK W. STARBUCK

Mr. Starbuck has been blind for several years, but all during the time as sight gradually left him and up to the present time he has continued his editorial work

with practically no intermission. He operates his own typewriter, and considering his affliction, produces very excellent copy; his daughters read the daily papers to him, with outside help when needed, and the copy is sent forward three times a week; his editorials are supplemented in Racine by those which news developments dictate. He turns out about the equivalent of a column and a half of ten point a day, and it is rarely that any changes have to be made through changing events.

Mr. Starbuck was one of the first presidents of the Inland Daily Press Association in the late eighties, and is the son of Calvin W. Starbuck, the owner of the *Cincinnati Times* before and during the Civil War. Frank R. Starbuck, of the third generation, has had active charge of the business for a number of years.

Bureau of the *Newark Star-Eagle*. Copeland has joined the staff of the *Newark Evening News*.

W. R. Ashford, editor and manager of the *Marion (Ia.) Sentinel* for four years, has joined the editorial staff of the *Muscatine (Ia.) Journal*.

Harry Tucker, veteran city hall reporter of the *Richmond (Va.) Times-Dispatch*, conductor of "Main Street," a feature column, is spending his annual vacation in New York City.

Barnet Nover of the *Buffalo Evening News* staff is giving a series of ten lectures on European conditions as part of the extension work of the University of Buffalo. Mr. Nover toured the European continent this summer.

Herbert G. Olson, *Worcester (Mass.) Post* reporter, will be a candidate for school committee at the November city elections.

T. C. Cornell, state editor, *Salt Lake Tribune* (Continued on page 44)



GOOD FICTION

Readers will buy newspapers to get it.

Every selection for Zenith or Pinnacle Fiction Services means a paramount short story and a top-notch author.

"THE METROPOLITAN FOR FICTION"



Metropolitan Newspaper Service

Maximilian Elser, Jr. Earl J. Hadley
General Manager Associate
150 Nassau Street, New York City

Wanted— News Correspondents

We are constantly building up our list of connections with news photograph agencies, and with individual correspondents and photographers who supply quick action news pictures.

We shall be glad to make arrangements for additional sources of material. Correspondence invited.

The Central Press Association

V. V. McNITT
President

Central Press Bldg.,
Cleveland

H. A. McNITT
Editor and Manager

(Continued from page 43)

City Deseret News, has returned to his desk after a motor trip to Los Angeles.

Dilworth Woolley, University of Utah campus reporter for the *Salt Lake City Deseret News*, has been named a candidate for the Rhodes scholarship.

Charles Winans, of the city hall run, *Paterson* (N. J.) *Morning Call*, has returned after a three weeks' trip through Quebec province and the New England states.

WITH THE SPECIALS

CONE, HUNTON & WOODMAN, INC., publishers representatives, New York, have been named to represent the *Burlington* (Ia.) *Hawk-Eye* effective Nov. 1.

Suplemento Semanal Ilustrado, a weekly feature supplement that circulates with more than 100 provincial newspapers in Brazil, has appointed Joshua B. Powers, New York, exclusive representative for the United States.

HOLDING NEW POSTS

GLENN W. HAWKINS, from sports desk of *Lansing* (Mich.) *Capital News*, to assistant telegraph desk of *Lansing State Journal*.

Lee Chilson, from city staff of *Lansing* (Mich.) *State Journal*, to director of publications for Michigan State Farm Bureau.

Hugh Lago, from telegraph desk of *Lansing* (Mich.) *State Journal*, to city staff of *New Orleans* (La.) *Times-Picayune*.

Dale Stafford, from sports desk of *Lansing* (Mich.) *Capital News*, to publications assistant at Michigan State College.

Edward L. Vaile, from the desk *Youngstown* (O.) *Vindicator* to news editor *Mt. Clemens* (Mich.) *Daily Leader*, succeeding Louis L. Richards, resigned, former city editor of the *Detroit News*, who will establish a weekly in Halfway, a Detroit suburb.

Lester Murray, formerly of the *Portland* (Me.) *Express*, from copy desk, *Worcester* (Mass.) *Telegram*, to sports staff, *Providence* (R. I.) *Journal*.

Joseph Creighton, from city staff of *Detroit News*, to city staff of *Lansing* (Mich.) *State Journal*.

Theodore Ediger, from reporter, *Lawrence* (Kan.) *Journal-World*, to city editor, *Concordia* (Kan.) *Blade-Empire*.

R. W. Goodell, from reporter *Salt Lake City Tribune*, to editorial staff of *Provo* (Utah) *Evening Herald*.

SPECIAL EDITIONS

PHOENIX (Ariz.) GAZETTE, 160-page annual edition, stressing agricultural and industrial development in that section, Oct. 11.

Three Rivers (Que.) *St. Maurice Valley Chronicle*, eighth annual industrial Review, Oct. 14.

Tampa (Fla.) *Daily Times*, special edition marking opening of the new Tampa Theatre, Oct. 15.

Sarasota (Fla.) *Herald*, 108-page first anniversary edition, Oct. 3.

Boston (Mass.) *Herald*, an 8-page book section devoted entirely to new books, Oct. 16.

MARRIED

JOHN WAGNER, of the *Duluth* (Minn.) *News Tribune* reportorial staff, to Miss Dorothy Chisholm, of Duluth, Oct. 21.

William H. Beatty, city editor of the *Lincoln* (Ill.) *Star*, to Miss Florence Nortridge, Springfield, Ill., in the rectory of the Christ Episcopal Church, Springfield, Oct. 15.

Charles L. Sheely, member of the editorial staff, *Spokane Daily Chronicle*, to Miss Virginia Crenshaw Heslon of Germantown, Pa., at Davenport, Oct. 16. Mr. Sheely has been engaged in newspaper work in Spokane for 15 years.

Richard F. Crandell, of the *New York Herald Tribune* staff, to Miss Katherine Keith, at the Church of the Holy Spirit, at Missoula, Mont., Oct. 27.

Henry L. Schoenig, of the *Janesville* (Wis.) *Gazette* staff, to Miss Helen Victoria Meim, Rockford, Ill., in Janesville, Oct. 19.

Donald Major, editor of the *Tenino* (Wash.) *Independent*, to Miss Dora Henley, Saturday, Oct. 16.

William L. Cramer, assistant sales-manager of the U. O. Colson Advertising Specialty Company, Paris, Ill., to Miss Irene Corzine, Assumption, Ill., Oct. 23 in Assumption.

PRESS ASSOCIATION NOTES

JOHN EVANS, who has rejoined the Associated Press after a year as managing editor of the *Des Moines* (Ia.) *Capital*, will sail Oct. 30 to become a member of the A. P.'s Paris bureau.

Thomas Allen, Havana bureau manager for the United Press, returned to Havana Oct. 24, from the Isle of Pines where he was dispatched to report the damage caused by the recent hurricane.

H. H. Stanbury, assistant general manager of Universal Service European staffs, with headquarters in London, will sail shortly to New York for his vacation.

Guido Enderis, chief of the Associated Press Berlin bureau, has returned to the United States to spend several months. He is now assigned to the Washington staff. Harry Romer is acting as Berlin correspondent.

Edward Anderson has been appointed Associated Press correspondent at Olympia, Wash., succeeding the late C. A. Hayes.

James R. Nourse has returned as managing editor of the Washington bureau of Universal Service. He was formerly managing editor of the *Washington* (D. C.) *Herald*.

J. H. Jenkins, formerly representing the Associated Press in Little Rock, Ark., has been transferred to Charlotte, N. C., replacing H. C. Renegar, who has been sent to Atlanta.

W. O. Schroeder is now Associated Press correspondent at Raleigh, N. C., taking the place of E. W. Rogers, transferred to Louisville, Ky.

A. R. Bird has been named temporary Associated Press correspondent at Orlando, Fla., succeeding W. O. Cantrell.

Ward H. Moore is the new Associated Press correspondent at Wichita, Kan. He replaces R. V. Peterson, transferred to Dallas, Tex.

M. N. Stiles, head of the Associated Press foreign news department, returned to New York headquarters this week following a vacation spent on Cape Cod.

Wiley Smith, manager of the Chicago bureau of Universal Service, is taking over the work of T. A. Pinson, Atlanta bureau manager, while Pinson is on a month's vacation. Earl Shaub, of Universal's New York bureau, is sitting in for Smith.

William Hillman, formerly of Universal Service New York staff, and more recently with Universal in London, is now in charge of the Paris bureau of Universal Service.

John T. Lambert, editor of the Washington bureau of Universal Service, has been making a tour of the states where the Senatorial election results are doubtful.

H. B. Hart, formerly of the United Press, more recently with the *Dallas News* advertising department, has joined the International News Service, opening a San Antonio bureau.

J. F. Sweeney, Associated Press operator for the *Newport* (R. I.) *News*, is on a two-weeks' vacation. His place is being taken by Rev. L. Hubbard, relief man.

H. Martin Glenn, formerly of Kansas City, has been transferred to San Antonio as Associated Press correspondent, succeeding Theodore Keniston, who recently was moved to the Denver office.

ASSOCIATIONS

SPOKANE ADVERTISING CLUB recently moved to the Peyton Building. Its new offices give it more room and provide committee meeting rooms.

First social event of the SEATTLE PRESS CLUB this year was the reindeer party Oct. 19, when reindeer steaks were served, and theatrical numbers given.

Marshall N. Dana, president of the PACIFIC COAST ADVERTISING CLUBS, has been elected to membership in Alpha Delta Sigma by the chapter at the University of Oregon.

Thirty members of the WESTERN NEW YORK PUBLISHERS ASSOCIATION recently held a two day conference in Rochester discussing the problem, presented by invasion of the smaller communities by house to house canvassers. President Merrit M. Landen of the *Bath* (N. Y.) *Steuben Advocate*, presided.

W. S. Walters has been appointed membership secretary of the ADVERTISING CLUB OF ST. LOUIS. David Lawrence, president of the Consolidated Press and publisher of the *United States Daily*, spoke before the Club, Oct. 19. The speaker on Oct. 26 was J. N. Kellerman, sales manager of the Hudson-Frampton Motor Car Company, St. Louis.

Everett R. Smith, advertising manager for the Fuller Brush Co. of Hartford, was a speaker Oct. 20 at a meeting of the WORCESTER ADVERTISING CLUB. His subject was "Advertising's Task in Selling the Consumer Direct."

Retail Departmental of the MILWAUKEE ADVERTISING CLUB held a special dinner meeting Thursday evening, Oct. 21, at the new Elk's clubhouse. G. Schaeffer, advertising manager of Marshall Field & Co. of Chicago, spoke.

MEDINA (N. Y.) ADVERTISING CLUB has elected these new officers: President Dr. Frederick W. Neff; vice-president William L. Bennett; secretary, Pe Krompart; treasurer, David Barnes; rectors, A. E. Miller, Edward O'Regan and Wellington MacClew.

PORTLAND ADVERTISING CLUB has ready begun work of preparation for meeting of the Pacific Coast Advertising Clubs which is to be held in Portland June 19-22, 1927. Marshall N. D. of Portland, president of the Pacific Coast association, has named a long list of committees from the membership his own club to have charge of various phases of preparation for convention. The executive work will be in charge of the following: W. J. H. man, chairman of the general convention committee, and A. C. McMicken, vice chairman; Anne P. Keil, convention secretary; C. O. Chatterton, assistant chairman; Lindsey Spight, secretary treasurer of Pacific Coast association and William P. Merry, president.

Over 3,000 cities and towns have streets paved with portland cement concrete

Horse-and-Buggy Pavements Won't Do

Property owners in many towns and cities whose streets swarm with motor traffic are still wasting their money on horse-and-buggy "pavements" of bygone days.

These rough, bumpy streets are directly responsible for broken springs, cut tires, greater depreciation of cars, physical discomfort, loss of time, and many accidents involving loss of life or limb.

And the heavy expense of trying to keep worn-out, dangerous, horse-and-buggy streets in repair added to their original cost, amounts to more than enough to pay for true, even, non-skid concrete pavement that has the maintenance built in.

So in the long run you are paying for concrete streets. Why not get them?

All of the facts are in our free booklet on "Concrete Streets." Ask for your copy

PORTLAND CEMENT ASSOCIATION

33 W. Grand Ave.
CHICAGO

A National Organization to Improve and Extend the Uses of Concrete

OFFICES IN 31 CITIES



The new plant of THE CLEVELAND NEWS, showing the line arrangement of twenty new Hoe Superspeed Units, together with the new Fifteen-Cylinder Hoe Patented Universal-Unit Multi-Color Press

ON July 4th *The News* moved into its splendid new building and the new Hoe Superspeed Press Units were put on the edition without ever having had a real trial run.

Every edition went out on time and on July 14th, Dan R. Hanna, Jr., President, wrote:—"We are well pleased, for such a performance, combined with the prompt delivery and speedy erection of the entire equipment, as well as the splendid construction throughout, instills a confidence in our press equipment that is gratifying."

On July 23rd, Mr. Hanna wrote:—"Our First Edition this morning of 26,500, was completed on one press in one hour and one minute. On the Home Edition today:

Press No. 1	turned up to the rate of	37,500
Press No. 2	" " " " " "	38,400
Press No. 3	" " " " " "	39,000
Press No. 5	" " " " " "	38,500

On August 24th, Mr. Hanna wrote:—"We have reached a maximum speed of 40,000 an hour on each of the deliveries. This lives up absolutely to Hoe & Co.'s guarantee. I cannot recommend R. Hoe & Co. too fervently to anybody."

Performance Is What Counts—Hoe Presses Give the Maximum

R. HOE & CO., INC.

504-520 GRAND STREET, NEW YORK CITY

BOSTON

:

CHICAGO

:

LONDON

:

DUNELLEN

PAGE AND PAPER SIZES AND OTHER MECHANICAL DATA OF 2000 DAILIES

MAINE—Continued

City	Newspaper	Page Dimensions				Margin Measurements				Paper Roll Widths (Inches)	Annual Paper Consumption (Tons)	Use Mats?	Reproduce Photos?	Name Printing Presses	Type of Printing Presses	Annual Ink Consumption†	Kind Mailing Machine	Print on Wrappers?	Print on Papers?	Type Electrical Current	Job Printing
		No. Columns	Depth	Column Width (Pica)	Column Length	Column Rule (Pts.)	Top	Bottom	Side	Crotch											
Lewiston	Journal	8	21	12½	22½	1	¾	¾	½	¾	71, 53½, 35½	1,500	Yes	Yes	D.	T.	16,000	W.H.	Yes	Yes	
Portland	Sun	8	21½	12½	22½	6	½	1	½	1	71, 53½, 35½	4,900	Dry	Yes	H.		13,000	A.	Yes	Yes	A.
	Press Herald	8	21½	12½	22½	6	½	1	½	1	71, 53½, 35½	4,900	Dry	Yes	H.		13,000	A.	Yes	Yes	A.
	Express	8	21½	12½	22½	6	½	1	½	1	71, 53½, 35½	4,900	Dry	Yes	H.		13,000	A.	Yes	Yes	A.
	Sunday Telegram	8	21½	12½	22½	6	½	1	½	1	71, 53½, 35½	4,900	Dry	Yes	H.		13,000	A.	Yes	Yes	A.
Waterville	Sentinel	7	20	13	21	6	1		1	1	44, 22	125	Wet	No	S.		6,000	W.H.	Yes	Yes	A.

MARYLAND

Annapolis	Capital	7	20	13	22½	6	1	¾	¾	1½	70	67	Dry	No	D.	Fb	1,000	C.W.	Yes	No	D.
Baltimore	Sun	8	21 1/14	12½	22 4/7	6	¾	¾	½	¾	71½, 53½, 35½		Dry	Yes	5H.			D.	Yes	No	D.
	American & News	8	20	12		6							Both	Yes	G.			D.	Yes	No	D.
	Post	5	16	12½		6					70, 52½, 35		Dry	No	G.		900	W.H.	No	Yes	A.
Cambridge	Banner	7	20	13	22½	6	1½	1	1	2	70, 52½	60	Dry	No	D.	Fb				No	A.
Cumberland	News	8	20	12½		6							Dry	No	D.	Tub.		W.		No	A.
	Times	7	21 11/14	13		6							Dry	No	D.	Tub.		W.		No	A.
Frederick	News & Post	8	21	12½	22½	6	1	¾	¾	1	35½, 17½		Dry	No	D.	Tub.		W.		No	A.
Hagerstown	Globe	7	20	13		6							Dry	No	D.	Tub.		W.		No	A.
	Herald & Mail	8	21½	12½	23	6	¾	¾	½	1	72½, 54½, 36½	376	Wet	No	H.		10,152	W.	No	Yes	
Salisbury	Times	7	20	13		6							Dry	No	H.				No	Yes	

MASSACHUSETTS

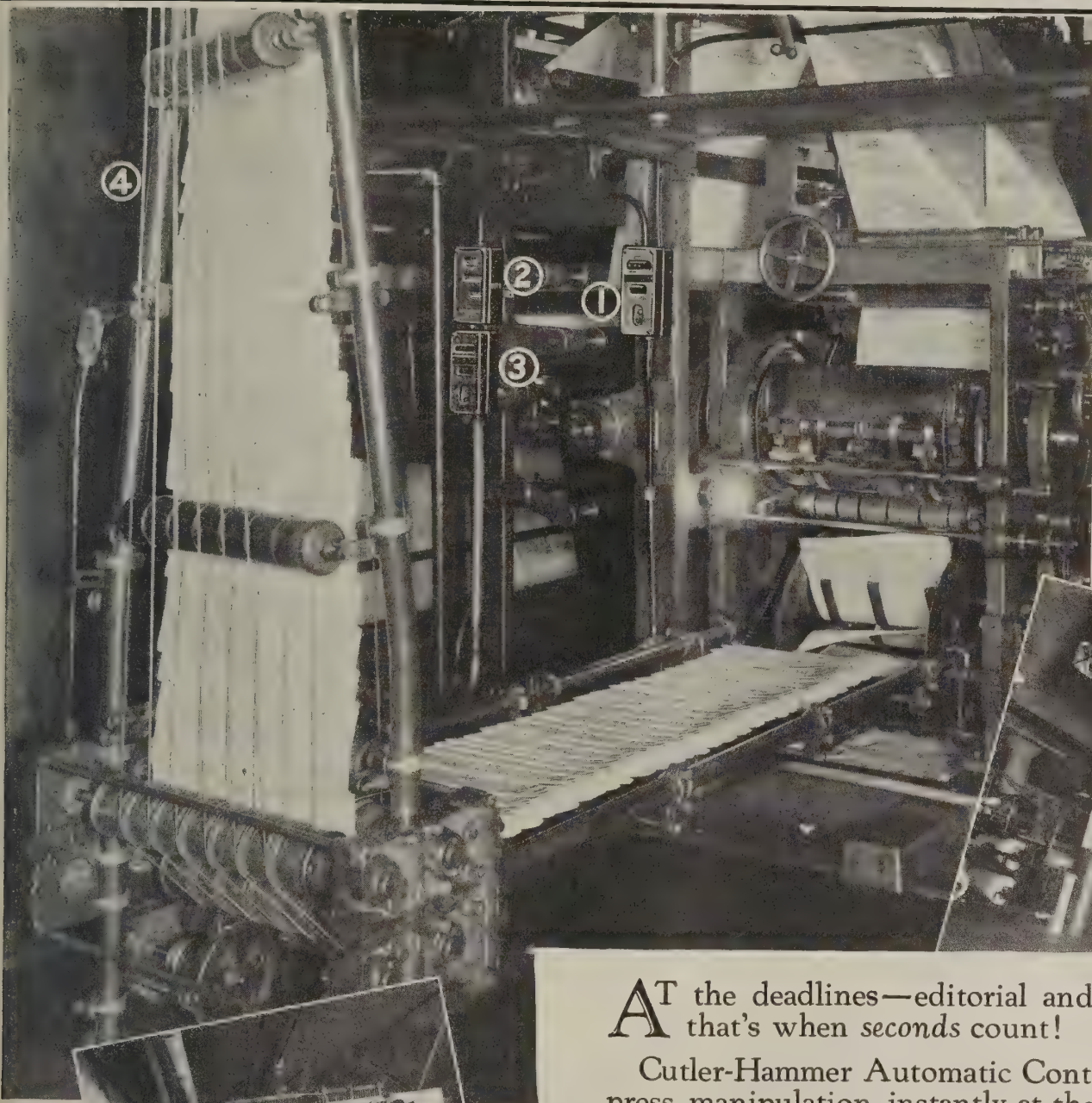
Amesbury	News	7	20	13	22	6	1	1	¾	1½	22	25	No	No	W.K.		500		Yes	No	A.
Atholboro	Sun	7	20	13	22	6	¾	¾	½	1	22	197	Wet	No	G.	S1, Jr.	5,271		Yes	No	A.
Beverly	Times	7	20½	13		6							Wet	Yes	2H.	Sex.			Yes	No	A.D.
Boston	Advertiser (Daily)	5	14 2/7	12		6					62		Dry	Yes	8H.	6 Sex 20 ct			Yes	No	A.D.
	Sunday Advertiser	8	20	12		6					68¾, 66		Dry	Yes	8H.	6 Sex 20 ct			Yes	No	A.D.
	American	8	20	12		6					68¾		Dry	Yes	8H.	6 Sex 20 ct			Yes	No	A.D.
	Christian Science	8	21½	12½	22¾	6	¾	1	¾	1	71¾, 54, 35¾	4,500	Dry	Yes	3G.	Oct.	100,000	Sp.		Yes	A.D.
	Monitor	8	21 6/7	12		6							Dry	Yes	3G.	Oct.				Yes	A.D.
	Globe	8	21 3/7	12½		6							Dry	Yes	3G.	Oct.				Yes	A.D.
	Herald & Traveler	8	21 1/7	12½	22¾	6	¾	¾	½	1	72¾, 64¾, 54¾, 36¾, 32¾	40,000	Wet	Yes	20 H.1D		1,315,767	D.	Yes	No	A.D.
	Post	8	21 1/7	12½	22¾	6	¾	¾	½	1	72¾, 64¾, 54¾, 36¾, 32¾	40,000	Wet	Yes	20 H.1D		1,315,767	D.	Yes	No	A.D.
	Telegraph	7	21 11/14	14		6							Wet	No	H.			W.	Yes	No	A.D.
Brockton	Enterprise	8	22	12½	23¾	6	¾	¾	½	1	72¾, 54¾, 36¾	1,225	Wet	No	2H.				Yes	No	A.D.
	Times	8	22	12	22½	6	¾	¾	11/24	11/12	52¾, 35		Wet	No	2H.				Yes	No	A.D.
Chelsea	Record	7	20½	13		6					70, 53		No	No	C.D.	Fb	500	Adp.	Yes	Yes	A.
Clinton	Item	7	20½	13	22	6	¾	¾	¾	1½	70, 52¾, 35	50		No	D.	Fb			Yes	Yes	A.
Fall River	Globe	8	21	12½		6							Both	Yes	G.		34,200	D.	Yes	No	A.
	Herald-News	8	21½	12½	23¾	1	1¾	1¾	¾	1¾	36, 18	700	Both	Yes	G.		11,200	E.	Yes	Yes	A.
Fitchburg	Sentinel	8	21½	12½	23	6	¾	1¾	¾	1¾	36, 18½	475	Dry	No	D.	Tub.			Yes	Yes	A.
Framingham	News	7	20½	13		6							Dry	No	D.	E.	3,500	W.	Yes		A.D.
Gardner	News	8	20½	12½	22¾	6	1	1	½	1	72¾, 54¾, 36¾	90		No	D.				Yes		A.
Gloucester	Times	7	20	13		6							Dry	No	D.		3,000	W.	Yes	Yes	A.
Greenfield	Recorder	7	20½	13		6	1	1	1	2	70, 52¾, 35	90		No	D.			E.	Yes	Yes	A.
Haverhill	Gazette	8	20	12	21½	6	¾	¾	½	1	70, 52¾, 35		Wet	No	H.	Sex.			Yes	Yes	A.
	Sunday Record	8	21 3/7	12		6							Dry	No	D.	Fb				No	A.D.
Holyoke	Telegraph	7	21½	13		6							Dry	No	D.	Fb			Yes	No	A.D.
	Transcript	7	21½	13		6							Dry	No	D.	Fb			Yes	No	A.D.
Hudson	Sun	8	21	12	22½	6	1¾	¾	¾	1¾	70, 35	480	Dry	Yes	2D.	Tub.	9,600	R.A.D.	Yes	No	A.
Lawrence	Telegraph	8	21	12½	22½	6	1¾	¾	¾	1¾	35½, 17¾	120	Dry	Yes	2D.	Tub.	1,200	R.A.D.	Yes	No	A.
	Sunday Sun	8	21	12½	22½	6	1¾	¾	¾	1¾	35½, 17¾	120	Dry	Yes	2D.	Tub.	1,200	R.A.D.	Yes	No	A.
	Eagle & Tribune	8	21	12½	22½	2	1	¾	¾	1	72¾, 54¾, 36¾, 18¾	1,400	Wet	No	H.	Oct.	40,000	A.	Yes	Yes	A.
Leominster	Enterprise	7	20½	13	22½	6	1	1	1½	2	70, 52¾, 35	100		No	D.				Yes		A.
Lowell	Courier-Citizen	8	21	12½		6	¾	¾	½	1	72¾	1,200	Wet	Yes	H.	Oct.	36,000	E.	Yes	Yes	A.
	Evening Leader	8	21	12½		6	¾	¾	½	1	72¾	1,200	Wet	Yes	H.	Oct.	36,000	E.	Yes	Yes	A.
	Sun	7	20	13		6							Wet	Yes	H.	Oct.	4,820	E.	Yes	No	A.
	Sunday Telegram	8	22	12½	23¾	6	1	1	¾	½	72, 54¾, 36	12	Wet	Yes	H.	Oct.	4,820	E.	Yes	No	A.
Lynn	Item	8	22	12½	23¾	6	¾	¾	½	1	73, 55, 36¾, 18¾	700	Wet	No	1H.1S		21,000	A.	Yes	No	A.
	Telegram-News	8	21½	12½		6							Dry	No	D.					No	A.
Malden	News	8	21	12½		6							Dry	No	D.				Yes	No	
Marlboro	Enterprise	8	21	12	22½	6					70, 35	120	Dry	No	2D.	Fb				No	
Melrose	News	8	21	12		6							Dry	No	D.				Yes	No	
Milford	News	7	20½	13		6							Wet	Yes	2H.		60,000	R.A.D.	Yes	No	A.D.
New Bedford	Standard & Mercury	8	21	12½	22¾	6	¾	¾	¾	1½	72¾, 54¾, 36¾	2,300	Wet	Yes	S.	Sk.	22,000	A.	Yes	Yes	A.D.
	Times	8	21	12	22½	6	1	1	½	1	45, 22¾	650	Dry	Yes	S.		6,000	A.	Yes	Yes	
Newburyport	News	8	20½	12½	21½	6	1	1	½	1	72¾, 54¾, 36¾	150		No	D.				Yes	No	
North Adams	Transcript	7	22	13		8	1	1	½	1	66, 49¾, 33	320	Dry	No	H.		6,825	D.	Yes	Yes	
Northampton	Gazette	7	20	13	21½	6	1	1	½	1	43, 21½	240	Wet	No	S.				Yes	Yes	
N. Attleboro	Chronicle	7	20	13		6							Dry	No	H.				Yes	Yes	
Pittsfield	Eagle	8	22	12½	23¾	6	1	¾	¾	¾	35½, 18	1,000	Dry	No	2H.	Sex.	22,500	A.	Yes		A.
Quincy	Patriot-Ledger	8	21	12½	22¾	6	1	¾	¾	¾	35½, 18	400	Dry	No	D.	Tub.	6,500				A.
	Telegram	7	20	13		6							Dry	No	D.						A.
Salem	News	8	21½	12		6							Dry	No	D.	B.	1,200	A.	No	Yes	A.
Southbridge	News	7	20	13	22	6	1	1	1	2	70, 52¾	100	Dry	No	D.						A.
Springfield	Union, Republican and Daily News	8	21½	12½	22¾	6	¾	¾	¾	¾	71, 53½, 35½	11,160	Dry	Yes	3H.		250,000	D.	No	No	D.
	Gazette	8	21	12½	22½	6	¾	¾	¾	1¾	36¾, 18¾	320	Wet	No	H.				Yes	Yes	A.
Taunton	Item	7	20	13		6							Dry	No	D.	Tub.		A.	Yes	No	A.
Wakefield	Item	8	20	12½		6							Dry	No	D.	Tub.		A.	Yes	No	A.
Waltham	News-Tribune	7	20½	13	22	6	¾	¾	¾	1½	70, 52¾, 35	90		No	D.		2,500	W.	Yes	Yes	
Webster	Times	7	20½	13	22	6	¾	¾	¾	1½	70	59	Dry	No	C.D.		1,400	A.	Yes	No	
Woburn	Times	7	20½	13	22	6	¾	¾	¾	1½	71, 53½, 35½	1,400	Dry	No	G.	Sex.	45,000				A.
Worcester	Post	8	21½	12½	22¾	6	¾	¾	¾	1½			Dry	No	G.						A.
	Telegram-Gazette	8	21½	12½		6							Dry	No	G.						A.

* About January 1 a Goss octuple will be installed and column length will be shortened to 21 inches.

MICHIGAN

Adrian	Telegram	8	21	12	22¾	2	35	240	Dry	Yes	G.	S1.	840	H.	Yes	Yes	..
Albion	Recorder	8	20	12	22½	6	1¼	1¼	¾	¾	70, 35, 52¾	40	...	No	C.D	Fb.	3,500	Mer.	Yes	Yes	A.
Alpena	News	8	20½	12	22¾	6	1¼	1¼	¾	¾	70, 52¾, 35	60	...	No	D.	Fb.	2,000	A.	Yes	Yes	A.
Ann Arbor	Times News	8	21¼	12
Battle Creek	Enquirer & News	8	21¼	12	23	6	¾	¾	¾	¾	35, 17½	900	Wet	No	D.	..	225	Ac.	No	Yes	D.
	Moon-Journal	8	21	12	23	6	¾	¾	¾	1	35	400	Wet	No	D.	Tub	16,200	Ac.	Yes	Yes	D.
Bay City	Times-Tribune	8	21¼	12	22¾	6	¾	¾	¾	1¼	35, 17½	940	Wet	No	G.	4d.	31,000	D.	Yes	Yes	A.
Benton Harbor	News-Palladium	8	21	12	22¾	1	1¼	¾	¾	1	36, 18½	115	Wet	No	D.	..	5,280	EF.	..	Yes	..
Big Rapids	Pioneer	8	21	600	Hana	Yes	Yes	A.
Cadillac	News	8	20¾	12	22¾	6	1¾	1¾	¾	1	70, 52½	52	Dry	No	D.
Calumet	News	7	21
Cheboygan	Tribune	8	20
Coldwater	Reporter	8	21	12	22¼	6	¾	70, 52½, 35	50	...	No	D.P.	..	1	M.	No	No	A.D.
Detroit	Free Press
	News	8	22	12	23½	6	¾	¾	¾	¾	70, 52½, 35, 64, 16	56,600	Both	Yes	S.H.	..	1,620,000	..	Yes	..	A.D.
	Saturday Night	7	20	A.D.
	Times	8	20	12	21½	6	¾	¾	¾	1	68¾	22,100	Dry	Yes	6-H.G.	..	601,000	D.	Yes	Yes	A.D.
Dowagiac	News	8	20½	12	22½	6	1	1	¾	1	70, 52½, 35	40	...	No	D.	Fb.	850	W.H.	No	No	A.
Escanaba	Press	8	20	12	22	6	1	¾	¾	1¼	35½, 18	205	Wet	No	G.	..	4,869	A.	Yes	Yes	..

Putting life in the deadline!



Numbers [1] and [3] indicate the pushbutton stations and number [2] the transfer switch which put the entire manipulation of the presses in the plant of The News Leader, Richmond, Va., directly at the pressman's finger tips.

Number [4] shows the C-H Conveyor which carries the papers to the delivery and mailing tables, completely eliminating delay between the presses and the street.

The small view below illustrates the ability of C-H Conveyors to carry the papers vertically, upside down, overhead, through spiral twists, both horizontal and vertical turns, through ceilings or walls, to wherever they're wanted.



AT the deadlines—editorial and pressroom—that's when seconds count!

Cutler-Hammer Automatic Control puts every press manipulation instantly at the finger-tips of your pressmen for quick threading and make-ready, safe starting, maximum running speed and instantaneous braking.

Cutler-Hammer Newspaper Conveyors take the papers from the presses in a swift, steady stream, and lay them down in neat counted piles on the delivery or mailing tables—as fast as the presses can deliver them.

Thus, C-H Equipment enables you to "get going" quicker, operate your presses at more efficient speeds, and hit the street earlier.

Newspaper plants small and large, around the world, are finding Cutler-Hammer Control and Conveyors profitable.

The CUTLER-HAMMER Mfg. Co.

Pioneer Manufacturers of Electric Control Apparatus

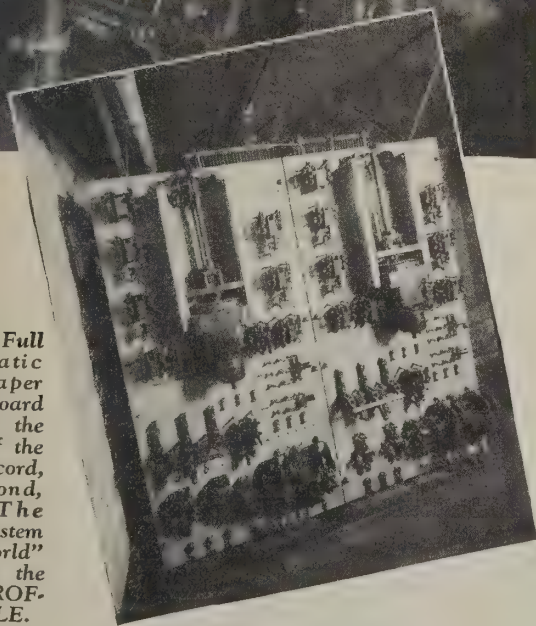
1203 St. Paul Avenue
MILWAUKEE, WIS.

Give YOUR pressroom
"electrical brains" of
speed and accuracy

CUTLER HAMMER

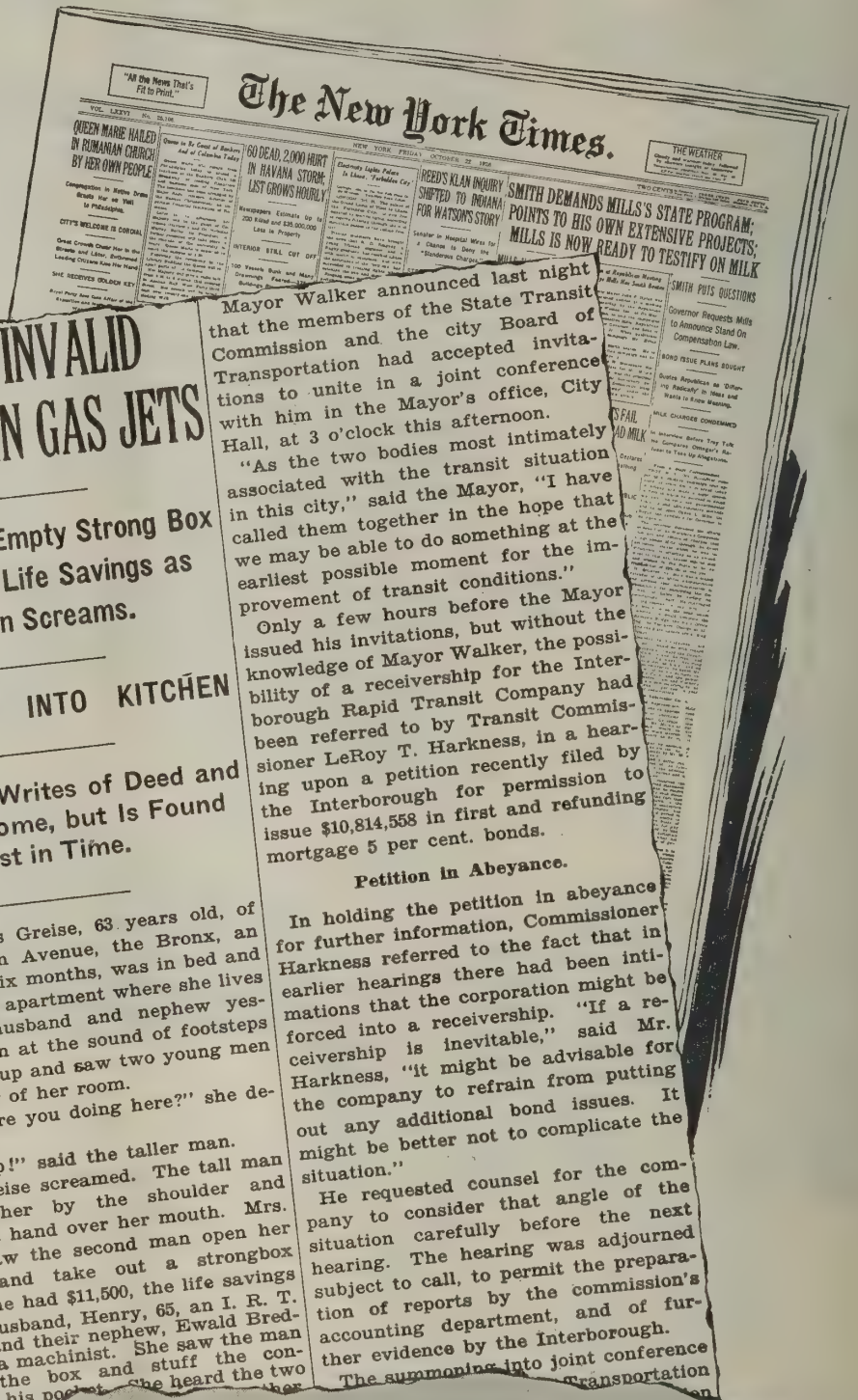
Press Room Efficiency Depends on Electrical Control

The C-H Full Automatic Newspaper control board used in the plant of the News Record, Richmond, Va. "The Safest System in the World" is also the most PROFITABLE.



NEED A NEW DRESS?

Here is a new type face, designed by Intertype for The New York Times, which is said by experts to be ideal for newspaper use. Very small but wonderfully legible.



ROB AGED INVALID AND OPEN GAS JETS

Two Thieves Empty Strong Box of \$11,500 Life Savings as Woman Screams.

DRAG HER INTO KITCHEN

There She Writes of Deed and Is Overcome, but Is Found Just in Time.

against the public, he said. Yesterday came the breakdown of the negotiations because the operators refused to do as the miners had already done—make real concessions from their original position in the interest of reaching a settlement. The matter now comes before the Legislature of Pennsylvania for its action. I shall do my best to press the bill which recognizes anthracite as a public utility. That is the next step.

Of the Governor's coal bills, the first would amend the Public Service Company law and would classify anthracite production as a public service function and thereby render the operators amenable to the same regulation that now applies to street car companies, telephone, gas and other public utilities.

The second bill is aimed primarily at the retail end of the anthracite trade and authorizes the Governor to enter into compacts with other anthracite consuming states providing for the regulation of the business of producing, preparing, transporting, selling and distributing anthracite.

Amends Public Service Law

The first bill amends the public service law by inserting the phrase "anthracite producers" in the category of businesses that fall within the jurisdiction of the public service commission. Furthermore, it defines anthracite producers as including "all persons, partnerships, unincorporated associations or corporations engaged in the production, preparation and distribution of anthracite coal for domestic use and in the sale of such coal."

The bill would make it possible for the Public Service Commission to inquire into anthracite production, for the public to attack the rates charged by the operators and would generally provide for a public scrutiny of the anthracite business that has not hitherto been possible.

The second bill, aimed at the retailers, "requests" the Governor to negotiate compacts with anthracite negotiating States providing for the regulation of the retail features of the anthracite trade. This bill declares anthracite as "affected by the public interest."

Mrs. Agnes Greise, 63 years old, of 946 Anderson Avenue, the Bronx, an invalid for six months, was in bed and alone in the apartment where she lives with her husband and nephew yesterday when at the sound of footsteps she looked up and saw two young men at the door of her room.

"What are you doing here?" she demanded.

"Shut up!" said the taller man. Mrs. Greise screamed. The tall man grasped her by the shoulder and clapped a hand over her mouth. Mrs. Greise saw the second man open her bureau and take out a strongbox where she had \$11,500, the life savings of her husband, Henry, 65, an I. R. T. guard, and their nephew, Ewald Bredsguard, 28, a machinist. She saw the man empty the box and stuff the contents in his pocket. She heard the two

In holding the petition in abeyance for further information, Commissioner Harkness referred to the fact that in earlier hearings there had been intimations that the corporation might be forced into a receivership. "If a receivership is inevitable," said Mr. Harkness, "it might be advisable for the company to refrain from putting out any additional bond issues. It might be better not to complicate the situation."

He requested counsel for the company to consider that angle of the situation carefully before the next hearing. The hearing was adjourned subject to call, to permit the preparation of reports by the commission's accounting department, and of further evidence by the Interborough. The summoning into joint conference

abcdefghijklmnopqrstuvwxyz

abcdefghijklmnopqrstuvwxyz

abcdefghijklmnopqrstuvwxyz

Ordinary 6-point

Ordinary 8-point

Intertype 6½-point No. 2-a

—larger word count than 6-point

—as easy to read as 8-point

states the brief act of 1921, anthracite coal and its consequent effect on the price thereof to the public is one of the chief elements entering into the continuation and prolongation of the strike, and that the repeal of

slam. Weak ever, four table, on paper and a

The above specimen, reproduced by photo-engraving and printed on finished stock, does not show all the characteristics of this new Intertype face. A full-page specimen, printed on newspaper stock, will be sent on request.



HAVE YOU noticed the new dress in which the New York Times is now appearing? It is worth your attention. The Times wanted the best newspaper type face that money and skill could produce. Experts of the slug machine manufacturers, including Intertype, were asked to submit a new face that would be as easy to read as possible, yet small enough to allow printing the most news in a given amount of space.

After much research and experimentation, the Intertype Typographic Department submitted a new face—6½-point No. 2-a with Bold Face No. 2-a—which was chosen by the

Times, after consultation with a number of skilled optometrists, as the most legible and practical type face for its purpose.

This remarkable newspaper face is now available to all users of slug composing machines.

If you are interested in condensing a large amount of news in the space you have available—at the same time pleasing your readers by the clearness of your printing—study this new Intertype face. A complete newspaper page of it will be sent on request by any Intertype Office, also comments about it by several New York optometrists.

If you are considering a new dress, the Intertype Typographic Department will prepare special comparative samples for you without charge.

A FEW REPEAT ORDERS FOR INTERTYPES

	Initial Order	First Repeat	Second Repeat	Further Repeats	Total Intertypes
Hearst Newspapers	50	15	23	23	111
Scripps-Howard Newspapers	26	40			66
New York Times	31	4	10	10	55
St. Louis Globe-Democrat	7	4	21	8	40
New York World	1	5	8	25	39
Cincinnati Enquirer	1	8	4	25	38
Vanderbilt Newspapers	7	8	7	10	32
Frank A. Munsey Publications	12	2	1	14	29
Louisville Herald-Post	14	3	1	8	26
Indianapolis Star	7	1	1	17	26
Cleveland Plain Dealer	1	2	3	20	26
Brooklyn Daily Times	20	6			26
Pittsburg Post	1	1	2	19	23
Providence Journal	5	2	12	2	21
Houston Post-Dispatch	10	10			20
Jersey Journal, Jersey City, N. J.	2	2	1	15	20

Write for Intertype Literature



INTERTYPE CORPORATION, 1440 Broadway, NEW YORK; 80 Federal Street, BOSTON; 127 North Sangamon Street, CHICAGO; McCall Building, MEMPHIS; 560 Howard Street, SAN FRANCISCO; 1240 South Main Street, LOS ANGELES. Toronto Type Foundry Company, TORONTO. Intertype Limited, LONDON, ENGLAND.

PAGE AND PAPER SIZES AND OTHER MECHANICAL DATA OF 2000 DAILIES

MICHIGAN—Continued

		Page Dimensions		Margin Measurements																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
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MINNESOTA

Albert Lee	Tribune	8	20 1/2	12	22	6	1	3/4	3/4	1 1/2	44, 22	9 3/4	Dry	No	S.	...	4,500	H.	Yes	No	A.	Yes
Austin	Herald	7	20	12 1/2	22	6	1	3/4	3/4	1 1/4	36 1/4, 18	100	Dry	No	G.	...	4,800	C.	Yes	Yes	A.	Yes
Bemidji	Pioneer	7	20	13	23 1/2	6	1	1 1/4	1 1/4	1 1/2	70	100	Dry	No	D.	...	20,000	W.H.	No	No	A.	Yes
Brainerd	Dispatch	7	19	12	22	6	1	1	1	1	70	...	Wet	No	2-H.	S.	94,600	D.	Yes	Yes	A.	No
Crookston	Times	8	21 1/2	12 1/2	22 1/2	6	3/4	3/4	1/2	1 3/4	72, 54 1/4, 36	3,000	Dry	Yes	2-H.	S.Q.	1,400	D.	Yes	Yes	A.	No
Duluth	Herald	8	20	12 1/2	21 1/2	6	3/4	3/4	1/2	1	71	1,400	Dry	Yes	2-H.	S.Q.	1,400	D.	Yes	Yes	A.	No
	News-Tribune	8	20	12 1/2	21 1/2	6	3/4	3/4	1/2	1	71	1,400	Dry	Yes	2-H.	S.Q.	1,400	D.	Yes	Yes	A.	No
Fairmont	Independent	7	20	12	22	6	1	1	1	1	70	...	Wet	No	D.	Fb.	...	T.	Yes	Yes	A.	No
Faribault	Sentinel	7	20	12	22 1/2	6	1	1	1	1	70	...	Wet	No	D.	Fb.	4,500	Sp	No	Yes	A.	No
Fergus Falls	News	8	20 1/2	13	22 3/4	6	3/4	3/4	1/2	1 3/4	70, 52 1/4, 35	150	Wet	No	D.	Fb.	4,500	W.H.	No	Yes	A.	No
Fergus Falls	Journal	7	20	13	22	6	1	1	1	1	70, 52 1/4, 35	75	Wet	No	P.M.	...	3,000	W.H.	No	No	A.	Yes
Hibbing	News	7	19 3/4	13	21 1/2	6	3/4	3/4	1/2	1 3/4	43, 21 1/2	75	Wet	No	P.M.	...	3,000	W.H.	No	No	A.	Yes
	Tribune	7	19 3/4	13	21 1/2	6	3/4	3/4	1/2	1 3/4	43, 21 1/2	75	Wet	No	P.M.	...	3,000	W.H.	No	No	A.	Yes
Intern'l Falls	Journal	6	19	13	22	6	1 1/4	1 1/4	1 1/4	2	70, 52 1/4, 35	40	Dry	No	G.	Com.	1,000	M.	No	Yes	A.	No
Little Falls	Transcript	7	20	12 1/2	21	6	3/4	3/4	1/2	1 1/4	36 1/4, 18 1/2	240	Dry	Yes	G.	...	5,000	T.	Yes	Yes	A.	No
Mankato	Free Press	8	30	12 1/2	21	6	3/4	3/4	1/2	1 1/4	36 1/4, 18 1/2	240	Dry	Yes	G.	...	5,000	T.	Yes	Yes	A.	No
Minneapolis	Journal	7	21	13	22 3/4	6	7/8	7/8	1/2	1 1/4	67, 50 1/4, 33 1/2	16,100	Dry	Yes	4-G.	...	430,710	...	No	Yes	A.D.	No
	Star	8	21 1/2	12 1/2	22 3/4	6	1 1/8	1 1/8	1/2	1 1/2	72, 54, 36, 18	3,684	Both	Yes	2-H.	S.	9,400	...	Yes	Yes	A.D.	No
	Tribune	7	22	13	23 3/8	6	1 1/8	1 1/8	1/2	1 1/2	65 3/4, 45 1/4, 32 1/2	14,405	Dry	Yes	4-H.	...	556,058	D.	Yes	Yes	A.D.	No
Moorhead	News	7	15 1/2	13	22	6	1 1/2	1 1/2	1/2	3/4	70, 52 1/4, 35	150	Wet	No	C.D.	...	1,000	H.M.	No	No	A.	No
Owatonna	People's Press	7	21	13	22	6	1 1/2	1 1/2	1/2	3/4	70, 52 1/4, 35	150	Wet	No	C.D.	...	1,000	H.M.	No	No	A.	No
Red Wing	Eagle	6	20	12	22 1/2	6	1 1/2	1 1/2	1/2	3/4	70, 52 1/4, 35	100	Wet	No	D.	...	5,600	W.	Yes	Yes	A.	No
	Republican	7	21	13	22 1/2	6	1 1/2	1 1/2	1/2	3/4	70, 52 1/4, 35	100	Wet	No	D.	...	5,600	W.	Yes	Yes	A.	No
Rochester	Post-Bulletin	8	20 1/4	12 1/2	22 3/4	6	1	1	1 1/2	2 1/2	35 1/2, 18	404	Dry	No	P.	Tub.	4,400	W.	Yes	Yes	A.D.	No
St. Cloud	Journal-Press	7	20	13	22	6	1	1	1 1/2	2 1/2	43, 21 1/2	95	Wet	No	P.	...	4,400	W.	Yes	Yes	A.D.	No
	Times	7	20 1/4	13	21 1/2	6	1	1	1 1/2	2 1/2	32 3/4	160	Dry	No	H.	...	8,000	W.	Yes	Yes	A.D.	No
St. Paul	Dispatch	8	21 1/2	12 1/2	22 1/2	6	7/8	7/8	1/2	1 1/2	72, 70, 66 1/2, 54, 36, 18	14,443	Dry	Yes	5-H.	...	446,784	P.A.	No	Yes	A.D.	No
	Pioneer Press	8	21 1/2	12 1/2	22 1/2	6	7/8	7/8	1/2	1 1/2	72, 70, 66 1/2, 54, 36, 18	14,443	Dry	Yes	5-H.	...	446,784	P.A.	No	Yes	A.D.	No
	Sunday P Press	8	21 1/2	12 1/2	22 1/2	6	7/8	7/8	1/2	1 1/2	72, 70, 66 1/2, 54, 36, 18	14,443	Dry	Yes	5-H.	...	446,784	P.A.	No	Yes	A.D.	No
South St. Paul	Reporter	7	20 1/4	13	22 1/2	6	1 1/8	1 1/8	1/2	1 1/2	71, 53 1/4, 35 1/2, 17 1/4	6,156	Dry	Yes	3-G.	...	235,662	P.A.	No	Yes	A.D.	No

These Newspapers Use Monotypes

More than five hundred daily newspapers in the United States and Canada are equipped with Monotypes. The list covers every degree of prominence in the world of newspaperdom—from those in small cities to the most influential in the world. Every machine unit

in the Monotype System of Composing Room Operation is saving time and making money in newspaper plants. Facts speak for themselves. Following are listed some of the daily newspapers now operating Monotypes in the United States and Canada:

Post, Boston, Mass.
Globe, Boston, Mass.
Herald and Traveler, Boston, Mass.
American and Advertiser, Boston, Mass.
Transcript, Boston, Mass.
Christian Science Monitor, Boston, Mass.
News, Chicago, Ill.
Post, Chicago, Ill.
Journal, Chicago, Ill.
Tribune, Chicago, Ill.
News, Newark, N. J.
Ledger, Newark, N. J.
Star Eagle, Newark, N. J.
Sunday Call, Newark, N. J.
Gazette, Little Rock, Ark.
News, Buffalo, N. Y.
Times, Buffalo, N. Y.
Courier & Enquirer, Buffalo, N. Y.
Polish Everybody's Daily, Buffalo, N. Y.
Leader-News, Cleveland, Ohio.
Plain Dealer, Cleveland, Ohio.
Shopping News, Cleveland, Ohio.
Times, Ridgewood, N. J.
Frontier, Gowanda, N. Y.
Journal, Jamestown, N. Y.
News, Newburgh, N. Y.
Gazette, Niagara Falls, N. Y.
Telegram and Gazette, Worcester, Mass.

World, New York, N. Y.
Times, New York, N. Y.
Sun, New York, N. Y.
Atlantis, New York, N. Y. (printed in Greek)
Amerikai Magyar Nepszava, New York, N. Y.
Commercial, New York, N. Y.
Tribune, New York, N. Y.
Journal and American, New York, N. Y.
Eagle, Brooklyn, N. Y.
Times, Brooklyn, N. Y.
Globe-Democrat, St. Louis, Mo.
Post-Dispatch, St. Louis, Mo.
Star-Chronicle, St. Louis, Mo.
Times, St. Louis, Mo.
Wisconsin, Milwaukee, Wis.
Journal, Milwaukee, Wis.
Kurier Polski, Milwaukee, Wis.
Tribune, Milwaukee, Wis.
Sentinel, Milwaukee, Wis.
Catholic Herald, Milwaukee, Wis.
News, Dallas, Texas.
Journal, Dallas, Texas.
Times-Herald, Dallas, Texas.
Star-Telegram, Fort Worth, Texas.
Record, Fort Worth, Texas.
Times-Mirror, Los Angeles, Calif.
Express, Los Angeles, Calif.
Record, Los Angeles, Calif.
Times, Wichita Falls, Texas.
Express, San Antonio, Texas.
Chronicle, Houston, Texas.
Post-Dispatch, Houston, Texas.
Journal, Shreveport, La.
Commercial Appeal, Memphis, Tenn.
Democrat, Little Rock, Ark.
Telegraph, Macon, Ga.
Times-Union, Jacksonville, Fla.
Banner, Nashville, Tenn.
Tennessean, Nashville, Tenn.
News, Chattanooga, Tenn.
Tribune, Knoxville, Tenn.
Enterprise, Beaumont, Texas.
Journal, Beaumont, Texas.
Post, Denver, Colo.
Beacon, Aurora, Ill.
Pantagraph, Bloomington, Ill.
News-Gazette, Champaign, Ill.
Herald, Collinsville, Ill.
Index-Journal, Greenwood, S. C.
News, Dayton, Ohio.
Post, Charleston, S. C.
Herald, Decatur, Ill.
Journal, East St. Louis, Ill.
News-Tribune, Duluth, Minn.
Register, Galesburg, Ill.
Mail, Galesburg, Ill.
Herald, Joliet, Ill.
Courier & Journal, Lafayette, Ind.
Tribune, La Salle, Ill.
Journal, Peoria, Ill.
State Register, Springfield, Ill.
Bulletin, Anderson, Ind.
Courier, Evansville, Ind.
Press, Evansville, Ind.
Journal-Gazette, Ft. Wayne, Ind.
Item, Richmond, Ind.
Tribune, South Bend, Ind.
Tribune, Terre Haute, Ind.
Herald, Duluth, Minn.
News-Messenger, Marshall, Minn.
Every Evening, Wilmington, Del.
Press, Muncie, Ind.
Democrat, Shelbyville, Ind.
Courier, New Castle, Ind.
Gazette, Burlington, Iowa.
News, Odebolt, Iowa.
Journal, Sioux City, Iowa.
Times, Detroit, Mich.
Journal, Flint, Mich.
Tribune, Sioux City, Iowa.
Courier, Waterloo, Iowa.
Times-Tribune, Waterloo, Iowa.
News, Hutchinson, Kan.
Kansas, Kansas City, Kan.
Kansas-Republican, Newton, Kan.
Times-Tribune, Bay City, Mich.
Free Press, Detroit, Mich.
News, Iron Mountain, Mich.
Mining Journal, Marquette, Mich.
Democrat, Johnstown, Pa.

Inquirer, Philadelphia, Pa.
Public Ledger, Philadelphia, Pa.
Record, Philadelphia, Pa.
News, Philadelphia, Pa.
Jewish World, Philadelphia, Pa.
Journal, Atlanta, Ga.
Constitution, Atlanta, Ga.
Georgian, Atlanta, Ga.
Journal, Minneapolis, Minn.
Star, Minneapolis, Minn.
Tribune, Minneapolis, Minn.
Dispatch, St. Paul, Minn.
Post, Washington, D. C.
Star, Washington, D. C.
Times, Washington, D. C.
Globe, Joplin, Mo.
Journal, Kansas City, Mo.
Star, Kansas City, Mo.
Gazette, St. Joseph, Mo.
State Journal, Lincoln, Neb.
Star, Lincoln, Neb.
Bee, Omaha, Neb.
News, Omaha, Neb.
Eagle, Pittsfield, Mass.
Press-Herald and Express, Portland, Me.
Times-Union, Rochester, N. Y.
Post-Standard, Syracuse, N. Y.
Journal-Telegram, Syracuse, N. Y.
Herald, Syracuse, N. Y.
American, Aberdeen, So. Dak.
Post, Appleton, Wis.
News, Beloit, Wis.
Press, Eau Claire, Wis.
News, Kenosha, Wis.
State Journal, Madison, Wis.
Bulletin, Edmonton, Alta.
Journal, Edmonton, Alta.
Capital Times, Madison, Wis.
Journal, Racine, Wis.
Telegram, Superior, Wis.
Tribune, Cheyenne, Wyo.
Republican, Phoenix, Ariz.
Record, Troy, N. Y.
Press, Utica, N. Y.
Statesman, Yonkers, N. Y.
Journal, Elizabeth, N. J.
Jersey Observer, Hoboken, N. J.
Jersey Journal, Jersey City, N. J.
News, Paterson, N. J.
Press-Guardian, Paterson, N. J.
Californian, Bakersfield, Calif.
Chronicle, San Francisco, Calif.
Citizen, Hollywood, Calif.
Argus, Petaluma, Calif.
Oregonian, Portland, Ore.
Telegram, Portland, Ore.
Union, San Diego, Calif.
Star, Seattle, Wash.
Tribune, Tacoma, Wash.
Gazette, Billings, Mont.
News, Whittier, Calif.
Herald, Halifax, N. S.
Post, Sydney, N. S.
Republican, Meriden, Conn.
Advocate, Stamford, Conn.
Republican & American, Waterbury, Conn.
Oklahoman, Oklahoma City, Okla.
Times, Oklahoma City, Okla.
Tribune, Tulsa, Okla.
La Tribune, Sherbrooke, Que.
Progres du Saguenay, Chicoutimi, Que.
News, Truro, N. S.
Sentinel-Review, Woodstock, Ont.
Star, Sudbury, Ont.
Le Bien Public, Three Rivers, Que.
Tribune & Telegraph, Welland, Ont.
Acadian, Wolfville, N. S.
Free Press, London, Ont.
State Journal, Lansing, Mich.
Times-Herald, Port Huron, Mich.
News-Courier, Saginaw, Mich.
Leader, Regina, Sask.
Herald, Calgary, Alta.
Albertan, Calgary, Alta.
Province, Vancouver, B. C.
Colonist, Victoria, B. C.
Times, Victoria, B. C.
Press, Grand Rapids, Mich.
Gazette, Kalamazoo, Mich.
Globe, Ironwood, Mich.

Star, Montreal, Que.
Herald, Montreal, Que.
Le Devoir, Montreal, Que.
La Patrie, Montreal, Que.
Le Soleil, Quebec, Que.
Chronicle-Telegraph, Quebec, Que.
L'Action Catholique, Quebec, Que.
L'Evenement, Quebec, Que.
Telegram, Toronto, Ont.
Mail & Empire, Toronto, Ont.
Globe, Toronto, Ont.
Tribune, Winnipeg, Man.
Free Press, Winnipeg, Man.
Life, Bridgeport, Conn.
Post, Bridgeport, Conn.
Star, Bridgeport, Conn.
Examiner, Peterboro, Ont.
Review, New Ulm, Minn.
Press-Gazette, Green Bay, Wis.
Herald, Bellingham, Wash.
News, Baltimore, Md.
Sun, Baltimore, Md.
Advertiser, Huntington, W. Va.
Gazette, Alexandria, Va.
Call, Allentown, Pa.
Globe, Bethlehem, Pa.
News, Canton, Ohio.
Mail, Charleston, W. Va.
Times, Chester, Pa.
Chronicle-News, Allentown, Pa.
Citizen, Asheville, N. C.
Courier, Camden, N. J.
Gazette, Charleston, W. Va.
Derrick, Oil City, Pa.
Dispatch, Columbus, Ohio.
State Journal, Columbus, Ohio.
Dispatch, York, Pa.
Herald, Durham, N. C.
Express, Easton, Pa.
Enquirer, Cincinnati, Ohio.
Post, Cincinnati, Ohio.
News, Wilkes Barre, Pa.
Vindicator, Youngstown, Ohio.
Tribune, Johnstown, Pa.
Republican, Scranton, Pa.
News, Lebanon, Pa.
Ledger-Dispatch, Norfolk, Va.
Herald, Lexington, Ky.
News, Lima, Ohio.
Louden Times, Leesburg, Va.
Courier-Journal, Louisville, Ky.
Herald-Post, Louisville, Ky.
Journal, Mansfield, Ohio.
Mirror, Altoona, Pa.
New Era, Lancaster, Pa.
News, New Castle, Pa.
News-Journal, Wilmington, Del.
News, Mansfield, Ohio.
Press-Union, Atlantic City, N. J.
Times, Atlantic City, N. J.
News, Wheeling, W. Va.
Register, Norristown, Pa.
Observer, Charlotte, N. C.
Star, Portsmouth, Va.
Press-Republic, Springfield, Ohio.
Eagle, Reading, Pa.
Times, Reading, Pa.
Record, Erie, Pa.
Review, Alliance, Ohio.
Times, Scranton, Pa.
Sun, Scranton, Pa.
Sentinel, Lewistown, Pa.
Intelligencer, Lancaster, Pa.
Sun, Springfield, Ohio.
Times-Dispatch, Richmond, Va.
Times, Erie, Pa.
Times, Portsmouth, Ohio.
Times-Reporter, Zanesville, Ohio.
Times-Tribune, Altoona, Pa.
Times-World, Roanoke, Va.
Blade, Toledo, Ohio.
Times, Trenton, N. J.
Virginian-Pilot, Norfolk, Va.
Journal, Winston-Salem, N. C.
Gazette, York, Pa.
News-Herald, Conneaut, Ohio.
Gazette, Indiana, Pa.
Post, Pittsburgh, Pa.
Progress-Index, Petersburg, Va.
News, Pottstown, Pa.

New Monotype Giant Caster

72 Point Bookman—No. 398

Erl

60 Point Bookman—No. 398

Net

48 Point Bookman—No. 398

Guy

42 Point Bookman—No. 398

Hens

Display Type—The Monotype Giant Caster makes type in 42, 48, 60 and 72 point sizes.

Spacing Material—The Monotype Giant Caster makes spacing and cut-mounting furniture in 42, 48, 60 and 72 point sizes, and in any length whatsoever from 4 points up.

And More Than Two Hundred Others!

LANSTON MONOTYPE MACHINE COMPANY

PHILADELPHIA, PA., U. S. A.

PAGE AND PAPER SIZES AND OTHER MECHANICAL DATA OF 2000 DAILIES

MISSOURI—Continued

		Page Dimensions		Margin Measurements																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
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MONTANA

Anaconda	Standard	7	20	13	22	8	1	1	3/4	1 1/2	67, 50 1/2, 33 1/2	600	Wet	Yes	H.	Tub.	10,000	D.	Yes	No	A.D.	Y
Billings	Gazette	7	21	13	22 3/4	6	1	3/4	3/4	1	33 1/2	450	Wet	Yes	D.	Com.	1,225	...	Yes	Yes	A.	Y
Bozeman	Chronicle	7	20	13	22 1/2	6	1 1/2	1	1	2	70	41	Dry	No	G.
Butte	Miner	7	20	13	22	6
	Post	7	20	13	22	6
Glendive	Free Lance	7	20	13	22	6	75	Wet	No	H.	...	2,387	H.	Yes	...	A.D.	Y
Great Falls	Leader	8	20	12 1/2	21 1/2	6	7/8	3/4	3/4	1 1/2	36 1/2, 18 1/4	600	Wet	Yes	H.	...	13,000	W.	A.D.	Y
	Tribune	8	20	12 1/2	20	6	7/8	3/4	3/4	1 1/2	A.D.	Y
Havre	News-Promotor	8	22	12	22	6
Helena	Independent	8	21 5/7	12 1/2	22	6	43, 21 1/2	204	Wet	No	G.	Ac.	5,700	D.	No	Yes	A.D.	Y
	Record-Herald	7	20	13	21 1/2	6	3/4	3/4	3/4	1
Kalispell	Inter-Lake	6	20	13	22	6	70, 53 1/2, 35	150	Dry	No	D.	Fb.	...	D.	Yes
Lewistown	Democrat-News	7	20 1/2	13	22	6	1 3/4	3/4	3/4	1 3/4	...	100	Both	No	C.D.	Fb.	...	A.	Yes	Yes
Livingston	Enterprise	7	20	13	22	6	70	240	Dry	No	D.	Tub.	Yes	Yes	A.	...
Miles City	Star	7	21	13 1/2	22	6	5/8	3/4	3/4	2
Missoula	Missoulian & Sentinel	7	20 1/2	13	22	6	3/4	1	3/4	1 1/4

NEBRASKA

Beatrice	Sun	7	20½	13	22	6	3/4	1	3/4	1¾	67	85	No	G.	Com.	2,500	W.H.	Yes	Yes	A.D.		
Columbus	Telegram	7	20½	13	22	6					70, 53½, 35	55	No	G.	Fb	600	W.			A.		
Falls City	Journal	7	20	13	22	6														A.		
	News	7	20	13	22	6														A.		
Fremont	Tribune	8	21	12	23	6	1	1	¾	¾	35, 17½	175	Dry	No	D.	Tub.	6,000	W.H.			A.	
Grand Island	Independent	8	21¾	12½	23¾	6	1	1	½	1	36	240	Dry	No	H.		6,000	W.H.			A.	
Hastings	Tribune	8	21	12	22½	6					45	150	Dry	Yes	F.			W.H.	Yes	No	A.	
Kearney	Hub	7	20¾	13		6					70, 52¾, 35	100	No	D.	A.			W.H.	Yes	No	A.	
Lincoln	State Journal	8	21½	12½		6															A.	
	Star	8	21¾	13	22¾	6	¾	¾	½	1	70, 52½, 35, 17½	1,733	Wet	Yes	H.	Ss, Oct.	41,000	W.H.	No	No	A.	
McCook	Gazette	7	20	13	22	6	¾	¾	1	1½		50	Dry	No	D.	A.	300	W.H.	Yes	No	D.	
Nebraska City	News-Press	8	21	12	22½	6	¾	¾	¾	1	70, 52, 35	80	Dry	No	D.	Fb	2,500	A.	No	Yes	A.	
Norfolk	News	8	20	12	21½	6	¾	¾	½	¾	35, 17¾	202	Wet	No	G.	Sl.	4,500	W.H.	A.	Yes	Yes	A.
North Platte	Telegraph	7	19 5/7	13		6															A.	
Omaha	Bee	8	21½	12	22¾	6	¾	¾	¾	1½	34¾	4,210	Dry	Yes	2H.	Sex.	140,000	D.	Yes	Yes	A.	
	News	8	20¾	12	21½	6	¾	¾	¾	1½	34¾, 31½, 17¾, 16	3,600	Dry	Yes	3G.	Quad		P.A.	Yes	Yes	A.	
	World-Herald	8	21¼	12	22¾	6	¾	¾	½	1	68½, 51¾, 34¾, 17¼	9,200	Dry	Yes	3G.		250,000	Sp.	No	Yes	A.	
South Omaha	Sun	8	20½	12		6					35	80	Dry	No	D.	Fb					A.	
Plattsmouth	Journal	7	19 5/7	13		6															A.	
Scottsbluff	Star-Herald	7	20	13		6							Dry	No	B.				Yes		A.	
Wymore	Arbor State	5	18	13	20	6	1	1	1	1½	70, 52¾, 35	60	Dry	No	C.D.		2,000			Yes		A.
York	News-Times	7	21	13		6																A.

The Evening Bulletin

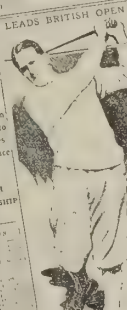
PHILADELPHIA, FRIDAY, JUNE 25, 1926

POSTSCRIPT

TWO CENTS

BOBBY JONES TOPS BRITISH OPEN GOLF BY TWO STROKES

American Amateur Champion
Completes Play With 28 to
29 for Watney, U. S. Proles-
sional—Hager Still Has Chance
to Tie or Win



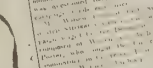
ROWBOAT ADMIRALS WRECK ARMS MEET

Nations Minus Navies Upset
Curtailed Plans, Leaving
Americans Disadvantaged



WILSON TESTIFIES AT PRIMARY PROBE

Democratic Nominee for Senate
Appears Before Campaign Cost
Investigators



HOLD 1,500 PINOCCHIO HAND

Celebrated Man Has Double Run of
Ace King, Queen, Jack and Ten

HURT IN TRIPLE CRASH

Two Automobiles and Truck in West
Philadelphia Collision

MACARTNEY QUILTS SESQUI BOARDS

Fellow Bishop Betsy in Protest
Against Sunday Opening—
Charges Law Breaking

OTHERS OPPOSE MOVE

The B. & O. Chapter 1 Movement
of the Area Not Yet Organized

SUICIDE ATTEMPT HAS HAPPY ENDING

Man Says He Soon Will Wed Girl
Who Took Gas Poisoning, He Did
Not Love Her

COOLIDGE HERE SIX HOURS JULY 5

President Extends Visit to Include
Luncheon and Call at Inde-
pendence Hall

WILL SPEAK AT SESQUI

President Coolidge will speak at
the Sesqui-Centennial celebration
in Philadelphia on July 5.

Spartan Type Metals

If we can satisfy "The Evening Bulletin,"
whose newspaper printing plant is
the largest in the world,
we can satisfy you!

MERCHANT & EVANS COMPANY
Philadelphia

Stocks in Principal Cities

ESTABLISHED 1866



\$50,000 LOVE PRIZE FOR SWEET LAURA

Come to My Arms and be My
Sweet Laura

GLACIER AURORA PEAK

Glacier Aurora Peak
in the Alps

NIBBLES AT THE TABLE

At the table the nibbles
are the most popular

COULD I BEG HIM HOME

He is the only man who
can beg him home

FURNITURE TRUCK BUENS

Guinness Lost China Fire—
Picked at \$1000

ABOUT 675 HELPS AND SALVATION WENT AWAY

In Today's Bulletin

DRAYTON ARRESTED FOR OVERSEAS HAT

Drayton arrested for
overseas hat

CRIMINAL OF HOTEL FIRE

Arrested in connection
with hotel fire

FIRE DRILL IN TOP HATS

Drill in top hats
at the hotel

DISASTROUS COLLISION

Collision between
two cars

THE MISTRESS' TROUBLES

The mistress's troubles
in the hotel

LOST AND FOUND

Lost and found
in the hotel

THE WORLD NEWS IN BRIEF

The world news in brief
from the Bulletin

PAGE AND PAPER SIZES AND OTHER MECHANICAL DATA OF 2000 DAILIES

NEW JERSEY

Page Dimensions Margin Measurements

City	Newspaper	No. Columns	Depth	Column Width (Pica)	Column Length (Pica)	Column Rule (Pica)	Margin Measurements				Paper Roll Widths (Inches)	Annual Paper Consumption (Tons)	Use Mats?	Reproduce Photos?	Name Printing Presses	Type of Printing Presses	Annual Ink Consumption?	Kind Mailing Machine	Print on Wrappers?	Print on Papers?	Type Electrical Current	Job Printing Department?
							Top	Bottom	Side	Crotch												
Asbury Park	Press	8	21	12½	22¾	2	1	1	1	1	36¼, 18¼	400	Dry	No	D.	Tub.	100,000	E.W.	Yes	No	A.	No
Atlantic City	Press-Union	9	21 2/7	12	22¾	6	1	1	1	1	77, 58½, 38½	3,700	Dry	Yes	S.	Tub.	100,000	C.	Yes	No	A.D.	No
Bayonne	Times	8	21½	12½	22¾	6	1	1	1	1	77, 58½, 38½	3,700	Dry	Yes	S.	Tub.	100,000	C.	Yes	No	A.D.	No
Bridgeton	News	8	21	12½	22¾	6	1	1	1	1	77, 58½, 38½	3,700	Dry	Yes	S.	Tub.	100,000	C.	Yes	No	A.D.	No
Burlington	Pioneer	7	21½	12	22¾	6	1	1	1	1	77, 58½, 38½	3,700	Dry	Yes	S.	Tub.	100,000	C.	Yes	No	A.D.	No
Camden	Enterprise	7	20½	13	22¾	6	1	1	1	1	77, 58½, 38½	3,700	Dry	Yes	S.	Tub.	100,000	C.	Yes	No	A.D.	No
Camden	Courier	8	21½	12½	22¾	6	1	1	1	1	77, 58½, 38½	3,700	Dry	Yes	S.	Tub.	100,000	C.	Yes	No	A.D.	No
Camden	Morning Post	8	21½	12½	22¾	6	1	1	1	1	77, 58½, 38½	3,700	Dry	Yes	S.	Tub.	100,000	C.	Yes	No	A.D.	No
Elizabeth	Journal	8	21½	12½	22¾	6	1	1	1	1	77, 58½, 38½	3,700	Dry	Yes	S.	Tub.	100,000	C.	Yes	No	A.D.	No
Elizabeth	Times	8	21½	12½	22¾	6	1	1	1	1	77, 58½, 38½	3,700	Dry	Yes	S.	Tub.	100,000	C.	Yes	No	A.D.	No
Hackensack	Bergen Record	8	21½	12½	22¾	6	1	1	1	1	77, 58½, 38½	3,700	Dry	Yes	S.	Tub.	100,000	C.	Yes	No	A.D.	No
Hoboken	Jersey Observer	8	21 11/14	12½	22¾	6	1	1	1	1	77, 58½, 38½	3,700	Dry	Yes	S.	Tub.	100,000	C.	Yes	No	A.D.	No
Jersey City	Jersey Journal	8	21½	12½	22¾	6	1	1	1	1	77, 58½, 38½	3,700	Dry	Yes	S.	Tub.	100,000	C.	Yes	No	A.D.	No
Long Branch	Record	8	21	12½	22¾	6	1	1	1	1	77, 58½, 38½	3,700	Dry	Yes	S.	Tub.	100,000	C.	Yes	No	A.D.	No
Millville	Republican	7	21	13	22¾	6	1	1	1	1	77, 58½, 38½	3,700	Dry	Yes	S.	Tub.	100,000	C.	Yes	No	A.D.	No
Morristown	Jerseyman	7	20½	13	22¾	6	1	1	1	1	77, 58½, 38½	3,700	Dry	Yes	S.	Tub.	100,000	C.	Yes	No	A.D.	No
Morristown	Record	8	20½	12	22¾	6	1	1	1	1	77, 58½, 38½	3,700	Dry	Yes	S.	Tub.	100,000	C.	Yes	No	A.D.	No
Newark	Ledger	5	16	12	22¾	6	1	1	1	1	77, 58½, 38½	3,700	Dry	Yes	S.	Tub.	100,000	C.	Yes	No	A.D.	No
Newark	News	8	23 4/7	12½	22¾	6	1	1	1	1	77, 58½, 38½	3,700	Dry	Yes	S.	Tub.	100,000	C.	Yes	No	A.D.	No
Newark	Star-Eagle	8	22 1/7	12	22¾	6	1	1	1	1	77, 58½, 38½	3,700	Dry	Yes	S.	Tub.	100,000	C.	Yes	No	A.D.	No
Newark	Sunday Call	8	23 4/7	12½	22¾	6	1	1	1	1	77, 58½, 38½	3,700	Dry	Yes	S.	Tub.	100,000	C.	Yes	No	A.D.	No
New Brunswick	Home News	8	21½	12½	22¾	6	1	1	1	1	77, 58½, 38½	3,700	Dry	Yes	S.	Tub.	100,000	C.	Yes	No	A.D.	No
Passaic	Herald	9	21½	12	22¾	4	1	1	1	1	77, 58½, 38½	3,700	Dry	Yes	S.	Tub.	100,000	C.	Yes	No	A.D.	No
Paterson	News	9	21½	12	22¾	4	1	1	1	1	77, 58½, 38½	3,700	Dry	Yes	S.	Tub.	100,000	C.	Yes	No	A.D.	No
Paterson	Call	8	21½	13	22¾	6	1	1	1	1	77, 58½, 38½	3,700	Dry	Yes	S.	Tub.	100,000	C.	Yes	No	A.D.	No
Paterson	News	8	21	12½	22¾	6	1	1	1	1	77, 58½, 38½	3,700	Dry	Yes	S.	Tub.	100,000	C.	Yes	No	A.D.	No
Paterson	Press-Guardian	8	21½	13	22¾	6	1	1	1	1	77, 58½, 38½	3,700	Dry	Yes	S.	Tub.	100,000	C.	Yes	No	A.D.	No
Perth Amboy	News	8	21	12½	22¾	6	1	1	1	1	77, 58½, 38½	3,700	Dry	Yes	S.	Tub.	100,000	C.	Yes	No	A.D.	No
Plainfield	Courier-News	8	22	12	22¾	6	1	1	1	1	77, 58½, 38½	3,700	Dry	Yes	S.	Tub.	100,000	C.	Yes	No	A.D.	No
Trenton	State Gazette	8	22	12½	22¾	6	1	1	1	1	77, 58½, 38½	3,700	Dry	Yes	S.	Tub.	100,000	C.	Yes	No	A.D.	No
Trenton	Times	8	22	12½	22¾	6	1	1	1	1	77, 58½, 38½	3,700	Dry	Yes	S.	Tub.	100,000	C.	Yes	No	A.D.	No
Union City	Hudson Dispatch	8	21½	12½	22¾	6	1	1	1	1	77, 58½, 38½	3,700	Dry	Yes	S.	Tub.	100,000	C.	Yes	No	A.D.	No
Vineland	Journal	7	20	13	22¾	6	1	1	1	1	77, 58½, 38½	3,700	Dry	Yes	S.	Tub.	100,000	C.	Yes	No	A.D.	No
Woodbury	Times	7	20½	13	22¾	6	1	1	1	1	77, 58½, 38½	3,700	Dry	Yes	S.	Tub.	100,000	C.	Yes	No	A.D.	No

NEW MEXICO

Albuquerque	Journal	8	21	12	22¾	6	1	1	1	1	34½, 17½	300	Dry	No	D.	Tub.	4,000	W.H.	Yes	Yes	A.	No
Albuquerque	N. M. State Tribune	8	21	12	22¾	6	1	1	1	1	34½, 17½	300	Dry	No	D.	Tub.	4,000	W.H.	Yes	Yes	A.	No
East Las Vegas	Optic	7	20	13	22¾	6	1	1	1	1	66¾, 50¾, 33¾	120	...	No	D.	Fb.	1,260	W.H.	A.	Yes
Raton	Range	7	20	13	22¾	6	1	1	1	1	66¾, 50¾, 33¾	120	...	No	D.	Fb.	1,260	W.H.	A.	Yes
Roswell	Record	7	20	13	22¾	6	1	1	1	1	66¾, 50¾, 33¾	120	...	No	D.	Fb.	1,260	W.H.	A.	Yes
Santa Fe	New Mexican	7	20	13	22¾	6	1	1	1	1	66¾, 50¾, 33¾	120	...	No	D.	Fb.	1,260	W.H.	A.	Yes

NEW YORK

Albany	Knicker Press News	8	21½	12½	22¾	6	¾	¾	¾	½	71, 53½, 35½	5,396	Dry	Yes	2-H.	Sex.	158,000	D.	Yes	No	..	No
	Telegram	8	20	12	22¾	6	¾	¾	¾	½	71, 53½, 35½	5,396	Dry	Yes	2-H.	Sex.	158,000	D.	Yes	No	..	No
	Times-Union	8	22	12½	23½	1	¾	¾	¾	1¾	71½, 55½, 17¾	2,700	Dry	Yes	6-H.	..	20,000	H.	Yes	No	..	No
Amsterdam	Rec. & Dem.	8	21	12	12	6	1	¾	¾	1¾	34½, 17½	300	Dry	No	2-D.	R.	2,000	A.	Yes	No	A.	No
Auburn	Citizen	7	20	13	21½	6	½	½	½	1	33½, 16½	175	Wet	No	H.	S1w	4,800	E.A.	No	Yes	A.	Yes
Ballston Spa	Journal	7	24	13½	36	2	1¾	1	1½	2	36, 24	..	Dry	No	Sw.	C.	Yes	No	..	Yes
Batavia	News	8	20	12	21½	2	¾	¾	¾	1	68½, 51½, 34¾	300	Dry	No	H.	R.	5,000	Dix, A.	A.	No
Beacon	Herald	7	20	13
	Journal	7	20	13
Binghamton	Press	8	21¾	12	22¾	6	¾	¾	¾	1¾	73, 54¾, 36½	2,500	Wet	Yes	H.	Oct.	50,000	E.A.	Yes	Yes	A.	No
	Sun	8	21¾	12	22¾	6	¾	¾	¾	¾	68	843	Dry	No	H.	Sex.	10,000	E.A.	No	Yes	A.	No
Brooklyn	Citizen	8	20	12½	22¾	6	¾	¾	¾	1¾	73, 54¾, 36½	12,000	Both	Yes	6-H.	Sex.	270,000	P.A.	Yes	Y
	Eagle	8	22½	12½	24	6	1	¾	¾	1¾
	Standard Union	8	21 2/7	13
Buffalo	Courier-Express	8	21¾	12½	23½	6	¾	¾	¾	1	71½, 53½, 35¾, 32	12,875	Dry	Yes	2-G.H.	Dec. Q.	..	D.A.	Yes	..	A.	No
	News	8	22	12½	23½	6	¾	¾	¾	1	72½, 54½, 36¾	14,000	Both	Yes	5-G.H.	..	430,000	D.	Yes	..	A.	No
	Times	8	22	12½	23½	6	¾	¾	¾	1	71½, 53½, 35½, 36	16,200	Dry	Yes	16-G.	..	540,000	D.	Yes	..	A.	No
Canandaigua	Messenger	8	20	12	22½	6	1	¾	¾	1	52¾, 70, 35	..	Both	No	4-It.	Yes	No
Catskill	Mail	7	20	13
Coboes	American	8	21	12½	Yes
Cooperstown	Glimmerglass	6	19½	13
Corning	Leader	8	20	12	21½	6	¾	¾	¾	1¾	34¾, 17½	325	Dry	No	G.	S1	6,000	E.A.	Yes	Yes	A.	Yes
Corland	Standard	7	21	13	23	6	33	150	Dry	No	D.	Tub.	5,300	A.	Yes	Yes	A.	Yes
Danville	Breeze	8	22	12
Dunkirk	Observer	7	21	13
Elmira	Star-Gazette	8	20	12
Flushing	Journal	8	21	12	22¾	6	½	½	¾	1	70, 52½, 35	380	Dry	Yes	G.	..	12,480	D.	Yes	Yes
Freeport	Nassau Review	8	12	12½	23	3	43, 22½	350	Dry	No	S.	..	1,500	A.	Yes	No	A.	No
Geneva	Times	8	21¾	12	23½	6	¾	¾	¾	¾	45¾	300	Wet	No	S.	..	5,340	A.	Yes	Yes	..	No
Gloversville	Herald	8	22	13	38, 19	200	Wet	No	H.	A.	No	Yes	A.	Yes
Johnstown	Leader-Republican	8	22	12	23½	6	¾	¾	¾	1	34½	250	Dry	No	G.	S1	10,000	E.A.	Yes	Yes	A.	Yes
Herkimer	Telegram	8	21	12
Hornell	Tribune-Times	7	21	13	23	6	1	1	¾	1½	33	215	Dry	No	D.	Tub	4,500	A.	Yes
Hudson	Register	7	20	13	22	6	1	1	1	2	70, 52¾, 35	..	Dry	No	D.	W.	A.	Yes
	Star	7	19½	13	21½	6	1	1	¾	¾	43, 21½	No	G.	S.R.	..	A.	Yes	Yes	A.	Yes
Ithaca	Journal-News	8	21	12	23	6	1	1	½	1	34½, 17½	285	Dry	No	D.	Tub.	28.250	A.	Yes	Yes	A.	No
Jamaica	Lang Island Press	8	21	12
Jamestown	Journal	8	20	12	21½	2	¾	½	½	1	68½, 51½, 34¾	500	Dry	No	G.	Sex.	18,000	A.	A.D.	..
	Post	8	21	12	22¾	2	¾	1	¾	1¾	70, 52½, 35	600	Dry	No	H.	..	18,000	E.A.	No	Yes	A.D.	No
Kingston	Freeman	7	21	13	23	6	1	1	¾	1	33½, 17	325	Wet	No	2-D.	Tub.	12,000	A.	Yes	Yes	A.	Yes
	Leader	7	20½	13	22	6	70	85	D.	..	2,000	A.	Yes
Little Falls	Times	8	21	12
Lockport	Un'n Sun & Journal	8	21	12	No
Long Is. City	Star	8	21¾	12	22½	6	34½, 17½	1,200	Dry	Yes	H.	Sim. Q.	..	W.	Yes	..	A.	No
Malone	Telegram	8	20½	12	22½	6	70	100	..	No	A.	No
Manaroneck	Times	7	20	13	22	6	1	1	¾	1¾	70	60	..	No	G.	Comet	1,010	M.	Yes	Yes
Medina	Journal	6	19½	13
Middletown	Times-Press	8	21	12	23½	6	1	½	¾	1	53½, 35½	325	Dry	Yes	D.	..	15,000	A.	Yes	Yes	A.	Yes
	Herald	8	21	12	A.	..
Mount Vernon	Argus	8	21	12	22¾	6	1	¾	¾	1¾	35, 17¾	491	Dry	No	H.	Sim.	19,956	D.	No	No	A.	No
Newburgh	News	8	20	12	..	6	¾	¾	¾	¾	68, 51, 34	550	Wet	No	H.	Q.	16,000	A.	Yes	Yes	A.D.	..
New Rochelle	Standard-Star	8	21	12	Yes
New York City	American	8	21	12
	Commercial	8	21	12½	22¾	6	¾	¾	¾	¾	36¾, 18¾	600	Wet	No	G.	Q.	7,200	D.	Yes	Yes	..	No
	Enquirer	7	21	13
	Graphic	5	14½	12	15½	6	¾	¾	¾	¾	62½, 46½, 31¾	13,100	Wet	Yes	4-H.	Sex.	300,000	..	No	No	..	No
	Herald Tribune	8	21¾	12½	22¾	6	¾	¾	¾	1½	72½, 54½, 36¾	..	Both	Yes	5-H. 5-S.	Oct.	..	2-Sp.	No	No	Yes	No
	Home News	8	21 3/7	12	22¾	6	¾	¾	¾	1¾	70, 52½, 35	6,500	Wet	Yes	2-H.	Sex.-Oct.	156,000	Y
	Journal	8	20	12
	Journal of Commerce	8	21	12½	22¾	6	1¾	¾	¾	1¾	73, 55, 36½	1,600	Wet	Yes	D.	..	33,000	D.	No
	Mirror	5	14½	12
	M'g Tel. & Run. H'se	7	21	13
	Daily News	5	14 2/7	12	15½	6	¾	¾	¾	1¾
	Post	8	21 1/14	12½
	Sun	8	21 1/7	12½	22¾	6	¾	¾	¾	¾	73, 55, 36½	29,000	Both	Yes	9-H.	Oct.	609,966	D.	Yes	No
	Telegram	8	21½	12½	23	6	¾	¾	¾	¾	73, 55, 36½	12,955	Wet	No	G. 4-H.	Oct.	299,929	..	No	No	..	No
	Times	8	21½	12½	23½	6	¾	¾	¾	1¾	73	80,115	Dry	Yes	26-H. G.	..	3,324,933	C.	..	Yes	..	No
	Wall Street Journal	5	19 4/7	20	83¾	116	Dry	No	D.	Fb	2,400	..	Yes	Yes	..	No
	Wall Street News	5	20	18	22½	6	1	¾	¾	1¾
	World, Even. World	8	20½	12½	21½	6	¾	¾	¾	1	71½, 53½, 35¾	79,500	Dry	Yes	7-H. 4-D.	2-S. 1-Tf	2,450,000	P.A.	Yes	Yes	..	Yes

In a Word ~ ~

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PAGE AND PAPER SIZES AND OTHER MECHANICAL DATA OF 2000 DAILIES

NEW YORK—Continued

City	Newspaper	Page Dimensions		Margin Measurements								Paper Roll Widths (Inches)	Annual Paper Consumption (Tons)	Use Mats?	Reproduce Photos?	Name Printing Presses	Type of Printing Presses	Annual Ink Consumption?	Kind Mailing Machine	Print on Wrappers?	Print on Papers?	Type Electrical Current	Job Printing
		No. Columns	Depth	Column Width (Pica)	Cutoff Length	Column Rule (Pts.)	Top	Bottom	Side	Crotch													
Niagara Falls	Gazette	8	21	12 1/2							71 3/4, 53, 35 1/2	1,466	Dry	No	D.	Ab	32,000	A.	No	Yes	A.	Y	
N. Tonawanda	News	7	20 1/2	13	22 1/2		7/8	6/8		1 1/4	66 1/2	100	Dry	No	D.	Fb	21,000	W.	No	No		Y	
Norwich	Sun	7	20 3/4	13		6					60 3/4, 50 1/2, 33 1/4	70	Dry	No	D.				No	Yes		Y	
Nyack	Journal	6	19 5/7	13							44, 30	40	Dry	No	P.K.		1,760		Yes	Yes			
Ogdensburg	Republican-Journal	8	21 1/2	12	23 1/2	6	1	1	1/2	1	35, 17 1/4	180	Wet	No	G.	Sl	5,000	W.			A.	Y	
Oleons	Herald	8	20	12																			
	Times	8	21	12	22 3/4	6	1	1	1/2	3/4	34 1/2, 17 1/2	312	Dry	No	D.	Tub.	5,000	W.	Yes	Yes	A.	Y	
	Star	7	21	13	22 3/4	6	7/8	7/8	3/8	1 1/2	33 1/2, 17	160	Dry	No	D.	R.	5,600	A.	Yes	Yes	A.	Y	
Oneonta	Citizen-Sentinel	7	20	13																			
Ossining	Palladium-Times	8	21	12	22 3/4	6	5/8	5/8	3/8	1 1/4	34 1/2, 17 1/4	350	Dry	No	D.	Tub.	5,400	E.A.	Yes	Yes	A.	Y	
Oswego	Star	7	20	13	22 1/2		1	1 1/2	1 1/4	1 3/4	70, 52 1/2, 35	90	Dry	No	C.D.		800		Yes	No	A.	N	
Peekskill	Union	7	20	13																	A.		
Plattsburg	Clinton County News	7	20	13																	A.		
	Press	8	20 1/2	12	22 1/2	6	1	1	1/2	1	70, 52 3/4, 35	100		No	D.	Fb	2,000	M.	Yes	Yes		Y	
	Republican	8	20	12	22	4	1	1	1/2	1 1/2	70 1/2	70 1/2	Dry	No	G.		2,000	W.	No	No	A.	Y	
Port Chester	Item	8	21	12	23	6	1	1	1	1	34 1/2, 17 1/4	100	Dry	No	G.	Tub.	2,000		Yes	No	A.	Y	
Port Jervis	Union-Gazette	7	20	13	22 1/2	6	1 1/4	1	1	2	70, 52 1/2, 35	100		No	G.	Comet	2,650	D.	Yes	Yes	A.D.		
Poughkeepsie	Eagle News	7	20	13	22 1/2	6	3/4	1	1/2	1	36	175	Dry	No	D.	Tub.	6,000	Aut.	Yes	No	A.	N	
	Star Enterprise	8	21 2/7	12 1/2	22 3/4	6	3/4	3/4	3/4	1 1/4	71 1/2, 53 1/4, 35 3/4		Dry	No	H.	Q.		W.	Yes		A.	N	
	Sunday Courier	8	21 1/2	12 1/2	22 3/4	6	3/4	3/4	3/4	1 1/2	71 1/2	187	Dry	Yes	H.		8,465	W.	Yes		A.	N	
Rochester	Dem. & Chron.	8	21	12																	A.D.		
	Journal	8	20	12	21 1/2						68 3/4	4,100	Dry	Yes	G.	Oct.			Yes	No	A.D.	N	
	Times-Union	8	21 1/4	12	22 3/4		1	1/2	1/2	3/4	68 1/2, 51 1/2, 34 1/4	7,000	Dry	Yes	4-H.	Sex.		D.	Yes	Yes	A.D.	N	
Rome	Sentinel	8	21	12	22 3/4	6	1	3/4	1/2	1 1/4	34 3/4	250	Dry	No	D.		10,000	A.	Yes	Yes		Y	
Salamanca	Republican Press	7	21	13			7/8	7/8	3/8	3/4	32 3/4, 16 1/2		Dry	No	D.	Tub.		A.	Yes	Yes	A.	Y	
Saratoga	Saratogian	8	21	12							33	235	Wet	No	D.		12,500	R.A.D.	Yes	Yes		Y	
Saugerties	Post	7	20	13																	A.	Y	
Schenectady	Gazette	8	22	12 1/2	24	6	1 1/4	3/4	3/4	1 1/4	73, 54 3/4, 36 1/4, 18 1/4	1,600	Wet	No	2-H.	Sex.	12,000	A.	Yes	No	A.	Y	
	Union-Star	8	21 1/2	12 1/2	22 3/4	6	5/8	5/8	1/2	1	71 1/2, 53 1/2, 35 3/4	800	Dry	No	H.	Sex.	16,000	E.A.	Yes	Yes	A.	N	
Staten Island	Advance	8	21	12 1/2	22 1/2	6					71 1/2, 53 1/2, 35 3/4	900	Dry	No	D.	Tub.	2,400		Yes		A.	N	
Syracuse	Herald	8	20 1/4	12		6					68, 51, 34, 31 1/4, 63 1/4	4,266	Wet	Yes	2-G.	Oct.	167,000	W.	Yes	Yes	A.	N	
	Jl. & Sunday Am'can	8	20	12																	A.	Y	
	Post-Dispatch	8	20	12																	A.	Y	
Tarrytown	News	8	20	12	21 1/2	6	3/4	3/4	5/8	1 1/2	35, 17 1/2	70	Dry	No	H.	R.	4,000	A.	Yes	Yes	A.	Y	
Troy	Record	8	22	12 1/2	23 1/2	6	3/4	3/4	3/4	1	71, 53 1/4, 35 1/2	1,300	Dry	No	S.		31,000	E.A.	Yes	Yes	A.	N	
	Sunday Budget	7	21 1/4	12 1/2																	A.	Y	
	Sunday Observer	8	20	12																	A.	Y	
	Times	8	21	12																	A.	Y	
Utica	Observer Dispatch	8	22	12																	A.	Y	
	Press	8	22	12	23 1/2	6	7/8	5/8	1/2	1	68 1/2, 51 1/2, 34 1/4	1,800	Dry	Yes	H.	Oct.	75,000	D.	Yes		A.	N	
Watertown	Standard	8	22	13	22	6	1	1	1	1	53 3/4, 34 3/4	2,500	Dry	No	G.		38,500	W.	Yes	No	A.	N	
	Times	8	22	12 1/2		6					36 1/2, 18 1/2	800	Wet	No	G.	Q.	20,000	4-W.H.	Yes		A.	N	
Wellsville	Reporter	7	19 5/7	13																	A.	N	
White Plains	Reporter	8	21	12	22 3/4	6	1	3/4	1/2	7/8	34 1/2, 17 1/4	400	Dry	No	D.	Tub.	10,500	E.A.	Yes		A.	N	
Yonkers	Herald	8	22	12 1/2																	A.	N	
	Statesman	8	21	12	22 3/4	6	3/4	1 1/2	1	1	34 1/4, 17 1/2	255 1/2	Dry	No	D.	Tub.	8,814	A.	Yes		A.	N	

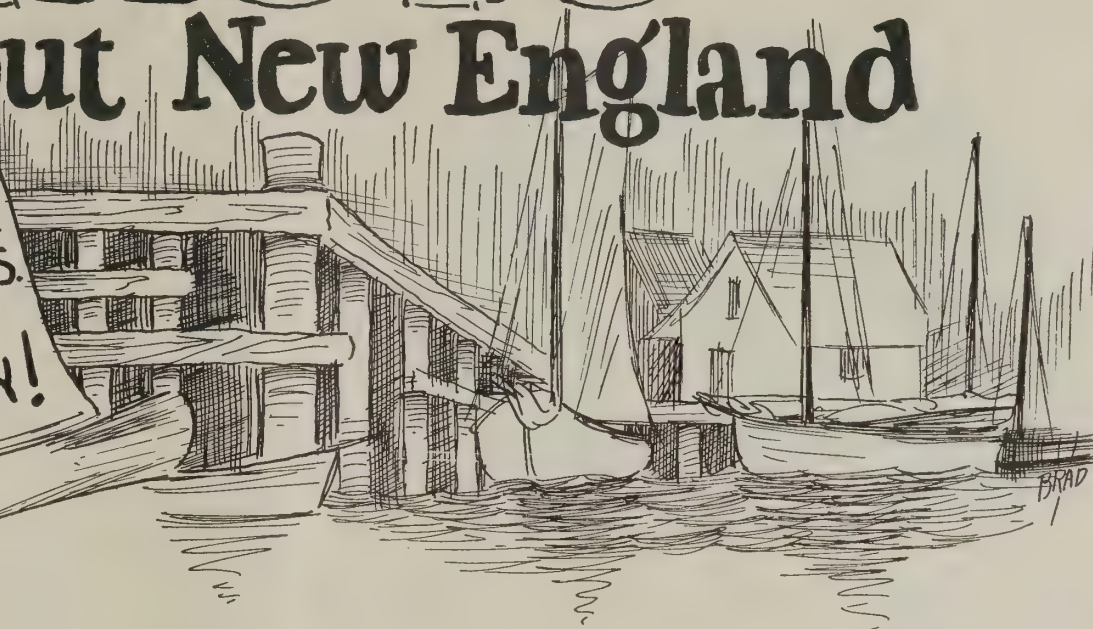
NORTH CAROLINA

Asheville	Citizen	8	21	12	23	6	1	1	1/2	1	68 1/2, 51 1/2, 34 1/4	1,250	Dry	No	H.	Sex.	30,240	C.W.	No	Yes	A.	Y.
	Times	8	21	12	22 1/2	6	1	3/4	3/4	1 1/2	69, 52, 34 1/2	823	Dry	No	H.	...	23,400	H.	Yes	Yes	A.	Y.
Burlington	Times	8	20 1/2	12	22 1/2	6	1	1	3/4	1 1/2	70, 35	80	Dry	No	C.D.	...	1,500	H.	Yes	No	A.	Y.
Charlotte	News	8	21	12	22 3/4	6	1 1/2	3/4	1/2	1	69, 51 1/4, 34 1/2	1,300	Dry	No	D.	Met.	29,000	D.	Yes	Yes	A.	Y.
	Observer	8	21 1/2	12 1/2	...	6	2,000	W.H.	A.	Y.
Concord	Tribune	8	19 3/4	12	22	6	1	1 1/4	3/4	5/8	70, 52 1/4, 35	100	Dry	No	G.B.	W.	No	No	A.	Y.
Durham	Herald	8	22	12	23 1/2	6	1 1/2	1/2	3/4	1 1/2	68, 51, 34	600	Dry	No	D.	Sex	...	W.	A.	Y.
	Sun	7	22	13	...	6	44	15	Dry	No	1,200	W.	A.D.	Y.
Edenton	News	6	19 3/4	13	22	6	70, 52 1/2, 35	50	Dry	No	D.	A.	2,000	W.H.	Yes	No	A.D.	Y.
Elizabeth City	Advance	8	20 1/2	12	22 1/2	6	1	1	1/2	1	A.	Y.
Fayetteville	Observer	8	21	13	...	6	A.	Y.
Gastonia	Gazette	8	20	12	21 1/2	6	3/4	3/4	3/4	1 1/4	35, 17 1/2	200	Wet	No	G.	Sl.	4,800	W.	No	No	A.	Y.
Goldsboro	Argus	7	20 5/7	13	...	6	A.	Y.
	News	7	20 1/2	13	...	6	A.	Y.
Greensboro	News	8	21	12 1/2	22 3/4	6	1	3/4	3/4	1 1/2	71 1/2, 53 1/4, 35 1/4, 32	2,250	Dry	Yes	2-G.	...	27,000	H.	A.	Y.
	Record	8	21	12 1/2	...	6	A.	Y.
Greenville	Reflector	8	20	12	...	6	72, 52	50	...	No	D.	Fb	400	W.H.	No	No	A.	Y.
Henderson	Dispatch	7	21	13	22 1/2	6	3/4	3/4	1	1 1/2	A.	Y.
Hendersonville	News	8	20 1/2	12	22 1/2	6	70, 52 1/2, 35	No	D.	Fb	...	W.H.	No	No	A.	Y.
	Times	8	21	12	22 1/2	6	70, 52 1/2, 35	50	...	No	D.	Fb	1,200	W.H.	No	No	A.	Y.
Hickory	Record	7	20 1/2	13	22 1/2	6	1 1/2	1 1/2	1	1 3/4	35 1/2, 17 1/2	200	Dry	No	G.	Sl	4,500	W.H.	No	No	A.D.	Y.
High Point	Enterprise	8	21	12 1/2	23	6	1	1	3/4	1 1/2	70, 52 1/4, 35	60	...	No	C.D.	...	1,000	H.	No	Yes	A.D.	Y.
Kinston	Free Press	8	21	12	22 1/2	6	1	1	1/2	1 1/2	70, 52 1/2, 35	50	Dry	No	D.	Fb	500	W.H.	No	Yes	A.D.	Y.
	News	7	21	13	22	6	1/2	1/2	1	1 3/4	70, 52 1/2, 35	A.	Y.
New Bern	New Bernian	7	21	13	22 1/2	6	70, 52 1/2, 35	4	...	No	D.	Fb	1,000	W.H.	No	No	A.	Y.
	Sun-Journal	7	21	12	23	6	1	3/4	3/4	1 1/4	70	2,000	Dry	No	G.	...	59,100	W.	No	No	A.	Y.
Raleigh	News & Observer	8	21 1/4	12	23	6	1	3/4	3/4	1 1/4	34 1/2, 17 1/2	500	Dry	Yes	G.	Sl	10,750	B.	Yes	No	A.	Y.
	Times	8	21 1/4	12	22 1/2	4	3/4	3/4	3/4	7/8	70	120	Both	No	H.	...	5,000	W.H.	No	Yes	A.	Y.
Rocky Mount	Telegram	7	21	13	22 1/2	2	3/4	3/4	3/4	1	35	...	Wet	No	H.	Yes	Yes
Salisbury	Post	8	20	12	21 1/2	6	3/4	3/4	3/4	1
Scotland Neck	Commonwealth	6	19 5/7	13	...	6	67, 50 1/4, 33 1/2	...	Dry	No	Yes	Yes
Statesville	Daily	7	20	13	20 1/2	6	35	18	...	No	D.	Fb	750	...	Yes
Tarboro	Southerner	7	20	13	22	6	1 1/2	1 1/2	1	2	70, 53, 35	No	D.	Fb	...	W.	No	Yes	A.	Y.
Washington	News	7	20 1/2	13	22 1/2	6	1 1/2	1 1/2	1	2	50 1/2, 33 1/2	120	Wet	No	H.	H.	...	Yes
Wilmington	News-Dispatch	7	20	13	21 1/2	6	3/4	3/4	3/4	1 1/4
	Star	8	20	12	...	6
Wilson	Times	7	20 1/2	13	...	6	35, 17 1/2	1,080	Wet	...	1-G, 1S	W.	Yes	Yes	A.	Y.
Winston-Salem	Journal	8	21 3/4	12	24	6	3/4	3/4	3/4	1 1/6	Dry	Yes	H.	A.	Y.
	Sentinel	8	20	12	...	6

FACTS

NO. 5 - about New England

FIRST - IN
FISHERIES -
PRODUCES ONE
HALF BILLION LBS.
OF FRESH FISH
ANNUALLY!



New England's fishing industry represents an investment of over \$40,000,000. Over 30,000 persons and 1,000 vessels are directly engaged in earning a livelihood, and the annual return to the fishermen runs well over \$20,000,000.

New England produces about 20% in pounds and 25% in value of the entire country's fish production.

What a great market this alone offers to manufacturers of fishing equipment—boat builders—contractors of supplies and fishing material.

The buying power of this industry and its people runs into millions. A campaign in the New England papers covers the entire industry—Results are almost certain if the product has merit and the campaign properly prepared.

The newspapers listed below can show you the way—They have valuable information covering the entire market—They have a complete service that will enable you to cover the field and obtain distribution at minimum investment cost—Write them today.

MASSACHUSETTS—Population, 3,852,356				CONNECTICUT—Population, 1,380,631				MAINE—Population, 768,014			
	Circulation	2,500	10,000		Circulation	2,500	10,000		Circulation	2,500	10,000
	lines	lines	lines		lines	lines	lines		lines	lines	lines
*Attleboro Sun(E)	5,845	.03	.03	*Bridgeport Post-Telegram				**Portland Press-Herald Express			
*Boston Globe(M&E)	278,988	.50	.50	(E&M)	44,446	.15	.15	(M&E)	63,964	.18	.16
*Boston Globe(S)	325,234	.55	.55	*Bridgeport Post(S)	21,910	.10	.10	NEW HAMPSHIRE—Population, 443,683			
†Boston Transcript.....(E)	36,165	.20	.20	**Hartford Courant.....(M)	33,003	.09	.09	*Concord Monitor-Patriot.(E)	5,309	.0375	.025
*Boston Post(M)	393,002	.60	.60	*Hartford Courant(S)	56,274	.13	.13	†Keene Sentinel(E)	3,934	.036	.023
*Boston Post(S)	339,456	.55	.55	*Hartford Times(E)	53,665	.13	.13	*Manchester Union Leader			
*Fall River Herald-News (E)	21,544	.08	.08	*Middletown Press(E)	8,381	.05	.03	(M&E)	32,032	.15	.12
*Fitchburg Sentinel(E)	11,842	.06	.045	†New Haven Register.(E&S)	46,218	.14	.13	RHODE ISLAND—Population, 604,397			
*Haverhill Gazette(E)	16,187	.065	.05	*New London Day.....(E)	12,671	.07	.045	†Newport Daily News... (E)	6,442	.0336	.0293
†Lynn Item(E)	16,699	.065	.05	†Norwich Bulletin(M)	12,826	.07	.05	*Providence Times(E)	27,548	.07	.07
†Lowell Courier-Citizen and				*Norwalk Hour(E)	6,196	.04	.04	*Providence Bulletin(E)	69,039	.18	(B).25
Evening Leader... (M&E)	21,310	.07	.07	†South Norwalk Sentinel.(E)	5,138	.03	.025	*Providence Journal(M)	39,770	.11	(B).25
*New Bedford Standard Mercury				*Stamford Advocate(E)	10,619	.05	.04	*Providence Journal(S)	70,186	.18	.18
(M&E)	33,321	.10	.10					*Providence News(E)	28,189	.08	.08
*New Bedford Sunday Standard								*Providence Tribune(E)	21,808	.10	.09
(S)	28,806	.10	.10					*Westerly Sun(E&S)	5,139	.025	.025
*North Adams Transcript								*Woonsocket Call(E)	14,680	.05	.05
(E)	10,265	.0425	.035					VERMONT—Population, 352,428			
†Pittsfield Eagle(E)	18,202	.05	.05					†Barre Times(E)	7,001	.03	.025
*Salem News(E)	21,444	.09	.07					†Bennington Banner(E)	3,155	.0125	.0125
†Taunton Gazette(E)	9,228	.05	.04					Brattleboro Reformer... (E)	3,416	.03	.0175
*Worcester Telegram-Gazette								†Burlington Free Press... (M)	13,621	.05	.05
(M&E)	92,862	.28	.25					*Rutland Herald(M)	11,539	.04	.04
*Worcester Sunday Telegram								†St. Johnsbury Caledonian-Record			
(S)	50,960	.21	.18					(E)	4,055	.03	.0175

* A. B. C. Publisher's Statement, Oct. 1, 1926.

† Government Statement, Oct. 1, 1926.

** A. B. C. Publisher's Statement, March 31, 1926.

†† Government Statement, March 31, 1926.

(B) Combination rate Daily Journal and Eve. Bulletin.

PAGE AND PAPER SIZES AND OTHER MECHANICAL DATA OF 2000 DAILIES

OHIO—Continued

		Page Dimensions		Margin Measurements																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
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BROOKLYN EAGLE GIVES 85th BIRTHDAY PARTY

Newspaper's Staff Dramatizes Incidents of Its History in Musical Review Held Oct. 26—22-Page Historical Section Also Issued

Incidents in the history of the *Brooklyn Eagle* were dramatized by members of the staff in a musical review held Oct. 26 to celebrate the paper's 85th anniversary.



H. F. GUNNISON

Also in celebration of the birthday, the *Eagle* was issued Oct. 26, with a 22-page historical section edited by S. W. Cooper and a handsomely colored pictorial section edited by George Currie and illustrated by James S. Young.

The "Eagle Revue" was witnessed by an audience of 2,500 employees and friends of the paper. It was arranged, largely written and coached by Cleveland Rodgers, associate editor. A sketch in a news room of 1936 progressed to picture the conduct of the *Eagle* in a future when reporters would come strolling to their luxurious offices at noon, immaculately attired in morning coat, gray trousers and high silk hat; when crimes would be committed and solved in the newspaper offices, making it unnecessary to go outdoors for the best stories; and when the day's routine would be interrupted every now and again with a pleasant song, dance and exchange of repartee.

A serious history of the *Eagle* was given by John Alden, editorial writer, who traced the newspaper's development from its first appearance, as the *Brooklyn Eagle and Kings County Democrat*, Oct. 26, 1841, to the present day. He pointed out that during the 85 years since its founding the *Eagle* has been under one continuous ownership and management, the only newspaper in the city to remain for that length of years without a change of control. There have been but four presidents of the *Eagle*: Isaac Van Anden, Col. William Hester, William V. Hester and now Herbert F. Gunnison. Mr. Alden referred to the various editors who have developed the *Eagle's* policies, including Walt Whitman, the poet, and Arthur M. Howe, who has been the editor since he succeeded St. Clair McKelway, in 1915. Preceding the intermission, President Gunnison presented medals to employees for long service with the newspaper. One hundred and seventy awards were made for service from 10 to more than 50 years. Those given the 50-year gold medals were: Miss Celia Kenny, who joined the paper in 1870; George Windham, 1871; George F. Dobson, 1873; Henrietta F. Clark, 1874; James G. Phillips, 1875; Bart L. Schneider, 1876, and Charles J. Carlin, 1876.

EMPLOYEES OFFERED STOCK

The International Paper Company this week announced that officers and employees had been offered cumulative 7 per cent preferred stock at \$94 per share, the price to remain open until Dec. 1. Employees have the option of paying for the stock outright or in instalments. Commencing Jan. 1, 1928, a bonus will be paid to employees holding the stock amounting to 1 share and increasing \$1 each year until \$5 a share is paid Jan. 1, 1932.

NEW OREGON "SPECIAL"

Doty & Stypes, Inc., is a new firm of publishers' representatives formed in Portland, Ore. The incorporators are Walter L. Doty, who has conducted a similar business in San Francisco, and Arthur W. Stypes, until recently advertising manager of the *Western Farmer*.

CHARLES F. CHAPIN DIES

Was Editor of Waterbury (Conn.) *American* for 48 Years

Charles F. Chapin, for 48 years editor of the *Waterbury (Conn.) American*, died Oct. 27.

Mr. Chapin was born in South Hadley Falls, Mass., and prepared for college at Wilbraham Academy. He was graduated from Yale in 1877. On Jan. 1, 1878, he became editor of the *American* and in 1883 was made secretary as well as editor.

Mr. Chapin is survived by one son, Carl H. Chapin, associate editor of the *American*, and one daughter.

BIG BRITISH NEWSPAPER GROUP EXPANDS

Allied Newspapers, Ltd., Buy Remaining Shares in Daily Sketch and Sunday Herald—To Merge Sketch and Graphic

Allied Newspapers, Limited, which already own newspapers in London, Manchester, Sheffield, Newcastle-upon-Tyne and Glasgow, and which in September purchased the *Northeastern Daily Gazette* and associated newspapers in Middlesbrough for near to half a million pounds sterling, have now purchased the whole of the ordinary shares in the *Daily Sketch* and *Sunday Herald*, Limited, London. This represents an amalgamation of capital amounting to nearly £10,000,000.

The *Daily Sketch* and the *Sunday Herald* were purchased from E. Hulton and Co. Ltd., in July, 1924, by the *Daily Mirror* and the *Sunday Pictorial* for £1,300,000. No public issue of shares is contemplated by Allied Newspapers in connection with the purchase.

On Oct. 16 it was announced that following on this purchase, and according to an agreement made in July, 1925, between Allied Newspapers and the *London Daily Graphic*, the latter paper is to be amalgamated with the *Daily Sketch*, as from Oct. 18, thus reducing the number of picture dailies in London to two, the *Daily Mirror* and the *Daily Sketch* and *Graphic*.

ADDS UNIVERSAL SERVICE

Milton A. Smith, editor and publisher of the *Tallahassee (Fla.) Morning State*, signed a contract for Universal Service this week.

BROOKLYN CLUB ELECTS

F. Arthur Lozier, district man for the *Brooklyn Eagle*, has been elected president of the Brooklyn Newspapermen's Club, succeeding Marshall Covert, resigned. Frank X. Lambert, head of the copy desk of the *Brooklyn Standard Union*, has been named vice-president.

Read EDITOR & PUBLISHER—\$4 a year.

Finger Tips in the news every day



How do you read them?

A 3-stick daily feature

CURRENT NEWS FEATURES, INC.
EVENING STAR BUILDING
WASHINGTON, D. C.

Imperial METAL



The Finest Equipment You Can Give Him!

YOU, Mr. Publisher, can give your stereotyping department and your composing room the finest mechanical equipment money can buy, but if you do not give them Imperial Type Metal, serviced by the Imperial Plus Metal Plan, you are handicapping your machines and your men.

Imperial Metal and the Plus Plan are the finest type metal equipment you can give your shop. Good mechanical equipment demands good type metals. And good workmen likewise need the best on the market.

This finest of all type metals serviced by the Plus Plan is not only the most efficient type metal equipment but it is also most dependable and economical. Dependable, because your type metal is constantly in A-1 condition. Economical, because the working life of the metal is extended by years.

Let us give you details on the finest equipment of type metal that money can buy!

IMPERIAL TYPE METAL CO.

Manufacturing the following metals:

LINOTYPE	MONOTYPE	INTERTYPE	STEREOTYPE
ELROD	LUDLOW	LINOGRAPH	THOMPSON
Philadelphia	Cleveland	New York	Chicago



BEST BY ACID TEST
TRADE MARK REG.

PAGE AND PAPER SIZES AND OTHER MECHANICAL DATA OF 2000 DAILIES

OKLAHOMA—Continued

City	Newspaper	Page Dimensions		Margin Measurements					Paper Roll Widths (Inches)	Annual Paper Consumption (Tons)	Use Mats?	Reproduce Photos?	Name Printing Presses	Type of Printing Presses	Annual Ink Consumption	Kind Mailing Machine	Print on Wrappers?	Print on Papers?	Type Electrical Current	Job Printing
		No. Columns	Depth	Column Width (Pica)	Cut-off Length	Column Rule (Pts.)	Top	Bottom												
Claremore	Progress	7	20	13	22	6						No	D.	Fb	500	W. El.	Yes	Yes	A.D.	Y
Cushing	Citizen	7	20	13	22	6	1 3/8	1 1/2	1	2	35	Dry	No	D.Cr.	Fb					Y
Drumright	Derrick	7	20 3/4	13	22	6														Y
Duncan	Banner	7	20	13	22	6					70, 52	125	Dry	No	D.					Y
Durant	Democrat	7	20	13	22 1/2	6														Y
El Reno	Democrat	6	20	13	23	6	1 1/2	3/4	3/8	1	34 1/2	300	Dry	No	D.	Tub.	E.	Yes	Yes	A.
Enid	Enid & News Times	8	21	12	23	6														Y
	Times	7	20	13	22	6														Y
Frederick	Leader	7	20 1/2	13	22	6														Y
Guthrie	Leader	8	20	12	22 1/2	6					70, 52 3/4, 35	24	Dry	No	D.	Fb				Y
Henryetta	Free Lance	7	20 1/2	13	22 1/2	6	1	1	1	2	70, 53, 35	33	Dry	No	D.	Fb	M., W.-H.	Yes	Yes	Y
Hugo	News	7	20	13	22 1/2	6														Y
Lawton	Constitution	8	21	12	22 1/2	6	3/8	3/4	3/2	1	33 1/2	100		No	D.	Fb	W.-H.	Yes	No	A.
McAlester	News-Capital	7	20 1/4	13	22 1/2	6														Y
Miami	News-Record	7	20	13	22 1/2	6														Y
Muskogee	Phoenix & Times-Democrat	7	21	13	22 1/2	6														A.D.
Newkirk	Reporter	6	19 5/7	13	22 1/2	6	1	1	1	1 5/6	35 1/2	60	Dry	No	G.	Com.	W.-H.	No		Y
Norman	Transcript	7	19 5/7	13	22 1/2	6	1	1 1/2	1	2	70, 52 3/4, 35	50	Dry	No	G.	Com.	A.	Yes	Yes	Y
Nowata	Star	7	19 3/4	13	22 1/2	6														Y
Okemah	Leader	7	20	12	22 1/2	6	3/4	3/4	3/4	1	35, 17 1/2	1,700	Both	No	G.	Quad.	D.	Yes	Yes	A.
Okla. City	News	8	22 1/2	12	24	6	3/4	3/2	3/4	3/4	68, 51, 34, 17	9,000	Dry	Yes	3 G.	2D	D., P.A.	Yes	Yes	A.
	Oklahoman & Times	8	20	12	21 1/2	6	3/4	3/4	3/4	1	35, 17 1/2	300	Wet	No	H.		W.-H.	Yes	No	Y
Okmulgee	Times & Democrat	8	21 1/4	12	22 1/2	6														Y
Pawhuska	Journal-Capital	7	20	13	22 1/2	6	1	3/4	3/4	1 1/2		16	No	S.		600	D.	Yes	Yes	D.
Perry	Journal	6	19 3/4	13	22	6	1 1/4	3/4	3/8	1	34 1/2	150	Dry	No	D.	Tub.	W.	Yes	Yes	A.
Ponca City	News	8	21	12	22 1/2	6														Y
Sapulpa	Herald	7	19 3/4	13	22 1/2	6														A.
	Times	7	21 3/7	13	22 1/2	6														A.
Shawnee	News	8	21	12	22 1/2	6	3/4	3/4	3/2	1	34 3/4, 17 1/4		Dry	No	D.	Tub.		Yes	Yes	A.D.
Stillwater	Press	6	20	13	22	6					46, 30 1/2	30	No	L.		500	H.	Yes	Yes	A.
Tulsa	Tribune	8	22	12 1/2	23 1/2	6	3/4	3/4	1/2	1	71, 53 1/2, 35 1/2	3,000	Dry	No	G.		92,000	Yes	Yes	
	World	8	20	12 1/2	21 1/2	6	3/2	3/2	3/2	1	71, 53 1/4, 35 1/2	3,500	Dry	Yes			80,000	No	No	
Vinita	Journal	5	18	13	22 1/2	6														D.
Wilson	Post	6	20	13	22 1/2	6														A.
Woodward	Press	6	19 3/4	13	22 1/2	6														

OREGON

Albany	Democrat-Herald	8	21	12	22½	6	¾	¾	½	1	70, 52½, 35	125	...	No	C.	D.	3,500	W.H.	Yes	Yes	...
Ashland	Tidings	8	20	12	...	6	¾	1	½	1	70, 52½, 35	50	Dry	No	G.	Com.	350	W.H.	...	Yes	A.
Astoria	Astorian	7	21	13	23	6	1	1	1	1	46, 23	...	Dry	No	No	No	...
	Budget	8	21	12	22½	6	¾	½	½	¾	70, 52½, 35	80	Dry	No	D.	F.	3,500	H.	No	No	A.
Baker	Democrat	8	21	12	22½	6	¾	1	½	1	70, 52¾, 35	40	Dry	No	D.	A.	1,600	M.	Yes	No	A.
	Herald	7	20	13	22	6	1	1	1	1½	35, 44	...	Dry	No	M.	1A.	1,000	A.	Yes	Yes	A.
Bend	Bulletin	8	20	12	22½	6	1	1½	¾	1¼	...	40	Dry	No	G.	...	250	M.	No	Yes	A.D.
	Central Ore. Press	7	20	94	21	6	1¼	¾	2½	44, 35	Dry	No	Cot.	...	360	D.	No	No	A.D.
Corvallis	Gazette-Times	7	20	13	22	2	¾	¾	¾	1¾	44, 22	50	...	No	G.W.	...	1,000	W.	Yes	...	A.
Eugene	Guard	8	22	12	...	6	½	1¼	½	1	35, 17½	200	Wet	No	G.	S.1	6,000	H.	Yes	...	A.
	Register	8	21¼	12	22¾	6	¾	1¾	¾	1	34½, 17½	300	Dry	No	D.	Tub.	...	D.A.	Yes	Yes	A.
Grants Pass	Courier	7	20	13	22	6	1	1	¾	1	33½, 16¾	24	...	No	G.	Com.	800	H.	Yes	...	A.
Klamath Falls	Herald	7	20½	13	22½	6	1½	1	¾	¾	70	57	...	No	D.		1,300	Ch.	Yes	Yes	A.D.
	News	7	20	13	22½	6	1½	1	½	1	67, 50½, 33½	72	Dry	No	D.	Fb	...	C.	...	Yes	A.D.
La Grande	Observer	8	21	12	22½	6	¾	¾	¾	1½	70	67	...	No	D.		2,000	W.H.	...	Yes	A.
Marshfield	Coos Bay Times	8	21	12	22½	7	¾	¾	½	1	70, 52½, 35	70	Dry	No	C.D.	...	1,668	A.	Yes	Yes	A.
	Southw'n Ore. News	8	21¼	12	...	6	¾	¾	¾	¾	No	D.	M.	No	Yes	A.D.
Medford	Mail Tribune	8	21	12	22½	6	¾	½	¾	¾	70, 52½, 35	124	...	No	D.	...	1,000	W.	...	Yes	...
Oregon City	Enterprise	8	21	12	22½	6	¾	½	½	1	70, 52½, 35	86	...	No	D.M.	...	2,750	W.H.
Pendleton	East Oregonian	8	21	12	22½	6	¾	1	¾	1½	70, 52½, 35	115	Dry	No	D.	Fb	...	D.	A.D.
Portland	News	8	21	12	23	6	¾	1	¾	1½	70, 52½, 35	1,800	Wet	Yes	H.		36,000	D.	No	No	A.D.
	Oregonian	8	21	12	22¾	6	¾	¾	¾	1	70, 52½, 35, 17½	...	Wet	Yes	3-H. 1-G.	D.	No	No	A.D.
	Oregon Journal	8	20	12	21½	6	¾	¾	¾	1	70, 52½, 35	9,000	Wet	Yes	5-H.	...	316,000	D.	Yes	Yes	A.D.
	Telegram	8	21¼	12	22½	6	¾	¾	¾	1 1/6	70, 52½, 35	3,500	Wet	Yes	2-H.	D.	No	Yes	A.D.
Roseburg	News-Review	8	20½	12	22½	6	¾	¾	¾	5½	70, 52½, 35	150	...	No	G.	Com.	2,500	W.	No	Yes	A.
Salem	Capital Journal	8	21¼	12	22½	6	¾	¾	¾	1½	45, 22½	225	Dry	No	P.	...	7,500	H.	Yes	...	A.
	Oregon Statesman	8	21	12	...	6	¾	¾	¾	¾	No	D.M.	...	1,500	H.	Yes	Yes	...
The Dalles	Chronicle	7	21	13	22½	6	1	1	1	1½	70, 52½, 35	40	Dry	No	D.M.

PENNSYLVANIA

Allentown	Call	8	21½	12½	22½	6	¾	¾	¾	¾	71½, 53¾, 35¾	2400	Dry	Yes	H.	Oct.	100,000	D.	Yes	Yes	A.
	Chronicle News	8	21¼	12½	22¾	6	½	¾	½	1	71¼, 53¾, 35¾	700	Dry	Yes	H.	Sex.		H.	Yes	Yes	A.
Altoona	Leader	8	20	12½								2,000	Dry	No	G.		50,000	A.	Yes	No	A.
	Mirror	8	21	12½		6	1	½	½	¾	71½, 53¾, 35¾	2,000	Dry	No	G.	S1		A.	Yes	No	A.
	Tribune	8	21	12½	23	6	1	1	¾	¾	35¾, 17¾	804	Dry	No	G.				Yes	No	A.
Ashland	News	7	20	13	22	6	1	1	1	2					D.						
Bangor	News	7	21 11/14	12											G.						
Beaver	Times	7	20	13		6					34, 17	125	Both		G.						
Beaver Falls	Tribune	7	20	13		6					43, 21½	275	Dry	No	G.						
Berwick	Enterprise	7	20	13		6	¾	¾	½	1¾	67, 50½			No	G.	Com.		W.H.	Yes		
Bethlehem	Globe-Times	8	21¼	12																	
Bloomsburg	Press	7	21	13	23	6	1	1	½	1	33	300	Wet	No	D.	Tub.	600	W.H., A.	Yes	Yes	A.
Bradford	News-Herald	8	22	12½																	
	Era	8	21	12	23	6	1	1	½	1½	34, 17¼	150	Dry	No	D.	Tub.	3,000	A.	Yes		
	Star & Record	7	20	13							70, 35	100	No	D.	Fb	3,000			Yes		
Bristol	Courier	7	20½	13	1																
Brownville	Telegraph	8	21	12	22½	6					35	220	No	D.	Fb	6,500			Yes		
Butler	Eagle	8	21¼	12½	22½						36	550	Dry	No	H.		15,500	Sp., D.	Yes	Yes	A.D.
Canonburg	Notes	7	20	13		6	1	1	1	1¾	70, 52, 35	40	No	G.	Com.	800	W.	A.	Yes		
Carbondale	Leader	8	20½	12	11	6	1	1	1	2	70	18		D.		1,800	A.	Yes			
Carlisle	Sentinel	7	20½	13	22½	6	1¼	1	1	2	70, 52¾, 35	96	No	D.	We.	2,500	Mer.		Yes		
Chambersburg	Franklin Repository	7	20½	13																	
	Public Opinion	7	21	13	23	6	¾	1¾	¾	1	66, 33, 16¾	135	Wet	No	H.	R.	3,600	W.	Yes	Yes	
	Valley Spirit	6	20	13																	
Charleroi	Mail	7	21	13	22	6					33½	45	Dry	No	G.	Com.		A.	Yes		
Chester	Times	8	21¼	12½	23	6	¾	¾	¾	1¾	35½, 17¾	800	Dry	No	H.	Sim.	26,500	W.H.	Yes		
Clearfield	Progress	7	20	12½																	
Coatesville	Record	7	21	13	22¾	6	1	¾	½	1	67, 50½, 33½	200	Wet	No	H.		6,500	W.	Yes		
Columbia	News	7	20¾	13																	
Connellsville	Courier	7	22	13	24	6	1	1	¾	1	33½, 16¾	225	Wet	No	S.	W.	4,500	W.	Yes		
	News	7	21	13	22¾	6	¾	1	¾	1¾	45, 22½	147	Dry	No	P.		1,311	A.	No	Yes	
	Journal	7	20	13	22½	6	1	1	1	1	70	120	No	G.	Com.		1,200	A.	Yes	Yes	
Corry	News	7	19¾	13	22¼	6	1¼	1	¾	1¼	67¾, 51¾	33	Dry	No	GB		1,000	M.	Yes	Yes	A.
Danville	Herald	7	20	13																	
Donora	Intelligencer	7	20	13	22½	6					70, 52½, 35		No	CD				W.	No	Yes	
Doylstown	Courier	8	21	12½	22¾	6	¾	1¾	¾	1¾	36, 18	125	Dry	No	D.	Tub.	2,000	A.	Yes	Yes	
DuBois	Express	7	20	13	22½	6					70, 52½	80	No	D.			2,000	W.	Yes		
	Express	8	20¾	12½	22¾		¾	¾	¾	1	71, 53½	2,000	Dry	Yes	G.S.		72,000	D.	Yes	Yes	
Easton	Sun	7	20½	13																	
E. Stroudsburg	Ledger	7	20	13							67, 50½, 33½	80			G.	Com.	2,000		Yes		
Ellwood City	Times	8	21¼	12	23¾	6	15/16	15/16	½	1	70, 50½, 35	2,400	Both	No	G.	Oct.	60,000	H.			
Erie	Dispatch-Herald	8	21 5/7	13																	
	News-Herald	7	22	13																	
Franklin	Times	7	20½	13																	
Gettysburg	Review-Tribune	8	21¾	12½-22½		6	¾	¾	½	1	70½, 53½, 35¾	600	Dry	No	H.	Sex.	25,000	W.	No	Yes	
Greensburg	Record-Argus	8	21¼	12	23	6	¾	¾	½	1	52¾, 34 5/6	115	Wet	No	G.	S1		A.	Yes	Yes	A.
Greenville	Record-Herald	8	20	12	22	6	1	1	1	1	70	90	No	D.			3,000	W.H.		Yes	

NEW YORK PRESSMEN WIN WAGE INCREASE

New Agreement Between Publishers and Union for Term of Three Years from Sept. 4—No Other Changes in Contract Except Pay Boost

An increase in wages has been granted members of the New York Newspaper Pressmen's Union Number Two by the Publishers Association of New York, according to an agreement reached last week which renews the present contract for a period of three years from Sept. 4, 1926.

The agreement was the work of a joint conference committee in which the publishers were represented by Bradford Hill, general manager of the Hearst papers, F. D. White, *New York Herald*, and W. H. Field, *New York News*, and the union by Andrew Armstrong, president of the local union, and E. W. Edwards. Mr. Armstrong announced the agreement as follows:

The agreement between the Publishers' Association of New York City on the one part and the International Printing Pressmen and Assistants Union of North America and New York Newspaper Pressmen's Union No. 2 on the other has been renewed in all its terms for a further period of three years from Sept. 4, 1926, with an increase in wages. The increase is \$2.50 per week for the first year, an additional \$2 per week for the second year, and a further increase of \$1 per week for the third year for journeymen. Pressmen-in-charge are to receive the same increases and an additional increase of \$3 per week. The wages of apprentices, being certain percentages of those journeymen, are constantly also increased. The Joint Conference Committee which reached this agreement made the following statement: The present contract between the union and the publishers was made by agreement between them dated July 17, 1924, ending Sept. 4, 1926, with a continuing provision for arbitration of differences. The subject of current differences between the parties to the contract was the question of its amendment and extension.

After a careful examination of the terms of this contract, the Joint Conference Committee of the union and the publishers have reached the unanimous conclusion that their common interest is best served by continuing the present contract for a further period of three years without change except in the scale of wages.

On the scale of wages, the publishers willingly proposed and the union willingly accepted a cumulative increase of \$2.50 per week for the first year, a further increase of \$2 per week for the second year; and an additional increase of \$1 per week for the third year of the extended term for all journeymen. For pressmen-in-charge, the publishers have also proposed, and the union accepted, the foregoing increase

and an additional increase of \$3 per week. The wage of apprentices, flyboys and carriers being certain percentages of those of journeymen are consequently also increased, as provided in Sections 31 and 32.

In the case of Brooklyn evening papers with Sunday editions the Saturday night bonus shall be increased from \$2.75 to \$3.

The Joint Conference Committee desires to emphasize that these increases are tendered and accepted in recognition of increased efficiency developed through the faithful performance of mutual obligations under the existing contract. In

these voluntary increases and in the perpetuation of all the terms of the present contract for a further period of three years the committee thus testifies to the wisdom of the provisions of the contract; to their success in improving production, eliminating waste and promoting harmonious relations between the parties concerned.

While this decision was reached in joint conference, without the necessity of invoking those provisions of the contract concerning arbitration, the committee was constantly aware that its deliberations were being conducted under the comforting assurances of certain set-

tlements of possible differences by peaceable means. The committee feels that this protection has enabled it to give a full measure of unprejudiced thought to its discussions that would not otherwise have been possible, and desires to reaffirm its belief in the wisdom and fairness of the principle of arbitration, the ingenious provisions for which in the existing contract were mainly suggested by President George L. Berry.

The *Omaha* (Neb.) *Bee* each year promotes a "free shoe fund" for the poor children of its city.

CASLON HEAVY ITALIC, A NEW LUDLOW TYPEFACE

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PAGE AND PAPER SIZES AND OTHER MECHANICAL DATA OF 2000 DAILIES

PENNSYLVANIA—Continued

		Page Dimensions		Margin Measurements																											
City	Newspaper	No. Columns	Depth	Column Width (Pica)	Cut-off Length	Column Rule (Pts.)	Paper Roll Widths (Inches)				Annual Paper Consumption (Tons)	Use Mats?	Reproduce Photos?	Name Printing Presses	Type of Printing Presses	Annual Ink Consumption?	Kind Mailing Machine	Print on Wrappers?	Print on Papers?	Type Electrical Current	Job Printing Department?										
							Top	Bottom	Side	Crotch																					
Harrisburg	News-Patriot	8	20	12	21½	6	¾	¾	¾	¾	72, 54, 36	4,000	Both	Yes	H. G.	Oct. Sex.	72,000	Sp.	No	Yes	A.	No									
	Telegraph	8	21	12	22½	6	¾	1	¾	1½	68¾, 51 9/16, 34 ¾	2,500	Dry	Yes	G.	Sex.			Yes		A.	Yes									
	Plain Speaker	8	21	12½																	A.	Yes									
Hazleton	Standard-Sentinel	8	21	12	21½	6	¾	¾	¾	1¼	43, 21½		Wet	No	P.			Yes			A.	Yes									
Homestead	Messenger	8	20	13	21	6	1½	1½	¾	¾	67, 50½, 33½	240,000	Dry	No	ATF.		3,020	M.		Yes	A.	Yes									
Huntington	News	7	19¾	13																	A.	Yes									
Indiana	Gazette	7	20	12	22½	6	¾	¾	¾	1	34½		Dry	No	D.	Tub.	2,200	W.	Yes		A-D.	Yes									
Jeannette	News-Dispatch	8	20	13																	A.	Yes									
Jersey Shore	Herald	7	20½	12½	22¾	6	¾	¾	¾	1	35½	920	Dry	No	D.	Tub. S1			Yes	No	A.	Yes									
Johnstown	Democrat	8	21	12½	23	6	1	1	¾	1	72, 54¾, 36	2,300	Both	No	G.		55,000	W.H.	No	Yes	A.	Yes									
	Tribune	8	21	12½	23	6	1	1	¾	1											A.	Yes									
Kane	Republican	7	20¾	13																											
Kittanning	Simpsons' Leader-Times	7	20¾	13	22½	6	1	1	1	2	70, 53, 35	100	Dry	No	D.B.		2,500	W.M.	Yes	Yes	A.	No									
	Intelligencer	8	21¼	12½	23	6					71, 53¾, 35½		Dry		H.	Sex.		W.			A-D.	Yes									
Lancaster	News Journal	8	21¼	12½	23	6															A-D.	Yes									
	Sunday News	8	21¼	12½	23¾	6	¾	¾	¾	1	72½, 54½, 36¼		Wet	Yes	G.	Com.	2,400		Yes	No	A-D.	No									
	New Era	8	21	12	22½	6	¾	¾	¾	¾	70, 53¾, 35	50	Dry	No	G.	S1	2,400	W.	No	No	A-D.	Yes									
Lansford	Record	8	21	13	23	6	¾	¾	¾	1½	33½, 16½	75	Wet	No	G.						A.	Yes									
Latrobe	Bulletin	7	21½	13	22½	6	1	1	¾	1½	66¾, 50¾, 33¾	120	Dry	No	D.B.		2,000	W.	Yes		A.	Yes									
Lebanon	News & Times	7	20½	13																	A.	Yes									
	Report	7	20½	13																	A.	Yes									
Lehigh	Leader	7	20	13	22	6					70, 52½	38		No	D.		2,000	T.	Yes	Yes	A.	Yes									
Lewistown	Sentinel	8	21	12½	23	6	1	1	¾	1	35½, 18	200	Dry	No	D.	Tub.	9,500	H.M.	Yes	No		Yes									
Lock Haven	Express	8	20	12							70	60	Dry	No	D.		2,000				A.	Yes									
McKeesport	Journal	8	21	13																	A.	Yes									
	News	8	21¼	12½																	A.	Yes									
Mahanoy City	Record-American	8	20	12																	A.	Yes									
Mauch Chunk	News	7	21	13																	A.	Yes									
	Times	7	20½	13		6															A-D	Yes									
Meadville	Tribune-Republican	7	21	13	22½	6	¾	¾	1	2	35, 52½, 70	90	Dry	No	D.		2,000	W.H.			A-D	Yes									
Mechanicsburg	Local News	6	20	13																											
Middletown	Journal	7	20 2/7	13																											
Milton	Standard	8	20	12								60	Dry	No	D.B.		1,500	W.	Yes	No		Yes									
Monessen	Independent	7	20½	13		6	1	1	1	2											A.	Yes									
Monongahela	Republican	8	20½	13																	A.	Yes									
Mt. Carmel	Item	7	20	13																	A.	Yes									
	News	7	20	13																	A.	Yes									
New Brighton	Beaver Valley News	7	20	13																	A.	Yes									
New Castle	News	8	21	12½	23	6	1	1	¾	¾	72, 54, 36	982	Wet	No	G.	S1	27,934	W.	Yes		A.	No									
New Kensington	Dispatch	8	22	12½	24	6	15/16	15/16	15/16	1	36¾, 18¾	120	Wet	No	G.		3,000	H.		Yes	A.	Yes									
Norristown	Register	8	20	12½								650	Wet	No	H.	O.	19,000	D.	Yes	No	A-D.	Yes									
	Times-Herald	8	22	12½	23¾	6	¾	¾	¾	1	72½, 54¾, 36¾	100		No	D.	FB.	3,000	W.H.			A.	Yes									
Oil City	Blizzard	8	20¾	12	22½	6	¾	¾	¾	1	70, 52½, 35																				
Philadelphia	Derrick	8	21 3/14	12																											
	Bulletin	8	21 3/14	12½																											
	Gazette-Democrat	7	21 3/7	13																											
	Inquirer	8	22½	12½		6																									
	News	5	14½	12½	15¾	6	¾	¾	¾	15/16	63, 47¾, 31½	4,100	Wet	Yes	4-H.W.	Sex.	123,000	P.A. V.	Yes	Yes		No									
	Public Ledger	8	21	12½	22¾	6	¾	¾	¾	1½	73, 55, 36	52,000	Wet	Yes	H.S.		1,877,556		Yes			Yes									
	Evening Public Ledger	8	21	12½	22¾	6	¾	¾	¾	1½												Yes									
	Illust. Sun (tab.)	4	14	14	16½	11		¾	¾	¾	73, 49½, 36½	12,000	Wet	No	4-H.G.	Sex.	3,086,646	D.	Yes	No		Yes									
	Record	8	24 2/7	12½	26¾	6	1½	¾	¾	¾	73, 54¾, 36½											Yes									
	Star	7	20	13							73	325	Wet	Yes	H.	Q.			Yes			Yes									
	Sunday Item	7	20	12½	21¾	6																Yes									
Philipsburg	Journal	7	20	13																		Yes									
Phoenixville	Republican	7	20	13	22½	6	1¼	1	1½	¾	70, 52¾, 35	80	Dry	No	D.		100	H.	Yes	No		Yes									
Pittsburgh	Chronicle	8	22	12½	22¾	6	¾	¾	¾	¾	72½, 54¾, 36	25,000	Both	Yes	4-G.	S1	598,000	D.	No		A.	No									
	Telegraph	8	22	12½																	A.	Yes									
	Gazette Times	8	22	12½																	A.	Yes									
	Post	8	22	12½																	A.	Yes									
	Press	8	22	12½																	A.	Yes									
	Sun	8	22	12½																	A.	Yes									
Pittston	Gazette	8	21 2/7	12½																		Yes									
Pottstown	News	7	21	13	22¾	6	1	¾	¾	¾	32½, 16¾	275	Dry	No	2-D.	Tub. S1	6,000	W.H.	A.	Yes	Yes	Yes									
Pottsville	Journal	8	20	12½		6	½	½	¾	1½	36½	300	Dry	No	G.		18,000	A.	Yes	Yes		Yes									
	Republican	8	21	12	22	6	¾	¾	¾	1½	35, 17	400	Dry	No	D.		12,000	A.	Yes	Yes		Yes									

AM" WIRELESS SYSTEM IN OPERATION BETWEEN LONDON AND MONTREAL

**Lists Exchange Greetings in First Messages Sent by
Fastest Wireless in World"—Speed of 200 Words
a Minute Claimed**

Executives of American wire agencies this week expressed in the inauguration of the "Marconi Wireless" system between London and Montreal, claimed to be the fastest wireless service in the world. It was stated that if the England to Montreal service proves successful, the system will be installed between London and Montreal early next year.

The Canadian system was opened for the exchange of messages from Montreal to London at a speed of nearly 200 words a minute and instantaneously recorded in the Central Telegraph Office in London. British newspaper men were gathered to witness the operation.

The first message that went out from London to the Canadian metropolis was one from Lord Burnham, chairman of the Imperial Press Union, which reads as follows:

"On the occasion of the transmission of the first wireless press message by the Marconi System between Canada and Britain permit me to congratulate you on the completion of this new Empire. With full knowledge of the efforts you have made to increase the efficiency of inter-Dominion communication within the Empire, I am sure the first message sent by the Marconi System should be one of good wishes to you for the new step forward in the invention of Senator Marconi, aided by able engineers on both sides of the Atlantic, has made possible what we believe that we are at the beginning of a new era in Empire communication with possibilities not hitherto known which will work a revolution in the distribution of Empire news."

"ATHOLSTAN."
The first message was sent at 11 o'clock, London time, and was immediately received by Lord Burnham, and his secretary, and filed with the Central Telegraph Office at 4.58 London time, which is 15 minutes later than Montreal time. The expiration of a minute the message had been received in the Marconi office in Montreal, decoded and the Star representative.

Journalists of the two countries expressed each other in sending messages of goodwill. At the moment that the message of the British writers were being received over the high-speed undulator in the office of the Canadian Marconi Company in Montreal, those of the British newspaper men were going out to the Wheatstone transmitter at an early hour. The messages exchanged

Journalists of London send messages through new wireless beam service from London to Montreal. Their colleagues throughout the world with their wishes that this new communication may foster further understanding of communion and in the Empire."

The first message from Montreal journalists to London, represented by those who are working to unite the bonds of Empire fealty, both Canadian and English-speaking. Canada, send heartiest greetings to British journalists whom they feel within a moment's reach of the metropolis."

The following message: "Editor of the London Daily Telegraph rejoices in further of space and time between Britain and Canada bringing them both respects than ever before. After 100 years it seems the Atlantic is entirely abolished and we are beginning the work of Columbus necessary."

Editor of the beam wireless sys-

tem seemed greater than had been imagined by the newspaper men who had some knowledge of cable work. The working of the system was concisely explained to them by H. M. Short, the managing director of the Canadian Marconi Company and other officials that were with him, including J. W. Kerton, the traffic superintendent, and J. H. Thompson, the chief engineer, and G. A. Mathieu, personal assistant to Senator Marconi, who designed the receiver apparatus.

The messages are handed to an operator who sits before a Creed perforator which is a peculiar shaped typewriter with an ordinary keyboard. He copies them out, but instead of punching letters on to a continuous tape he punches the Morse code for those letters. This tape is then run into a Wheatstone transmitter at a speed which can be regulated from 20 to 400 words a minute. That transmitter operates the main transmitter at Drummondville by a system of wired wireless controls over Bell Telephone wires and from Drummondville the message is sent out instantaneously by the directional beam, and at the same instant is recorded in Bridgwater, Somerset, where the general receiving apparatus is, automatically transferred to the land line of the British General Post Office and recorded in the Central Telegraph Office in London. There is no re-transmission of the messages anywhere—immediately the tape goes into the transmitter in Montreal it operates the high speed undulator in London which records the Morse code on a moving tape, which passes in front of an operator at an ordinary typewriter in London, who decodes the message as it passes in front of him.

Similarly messages from London were transmitted by landline to Bodmin in Cornwall, which is coupled with the main transmitting station, and instantaneously recorded through the Canadian receiving station at Yamachiche over a landline to the Montreal office. So far, the highest speed attained by the receiving undulator is 265 words a minute, and in order to handle the messages, the Marconi Company have a corps of typists, who take the strips of Morse code as they come in and divide it up into sections.

"The speed at which communication can be obtained between Montreal and London is only controlled by the mechanical limitations of the receiving undulators," declared Mr. Short. "The signals are so intensified by the beam system that no matter how fast they are sent they are recorded on the tape and in a readable manner, and there is no doubt that with the introduction of this system, Canada is brought into the closest touch with the heart of the Empire."

H. D. ROOSEN COMPANY

RESPONSIBLE MANUFACTURERS OF
**NEWS, COLORS and
ROTOGRAVURE INKS**

Quality, Capacity, Service

Newspapers

desiring uniformity and quality
in INK and an INK that will
cause ads and pictures to stand
out in sharp black tones will do
well to give this INK a trial.

ARTHUR S. THOMPSON

Manager News Ink Department

Main Offices:

16 East 43rd Street, New York, N. Y.

GROWING IN IMPORTANCE

The Inter-Mountain territory of Utah, Idaho, Western Wyoming and Eastern Nevada is rapidly developing and becoming more important to the advertiser whose merchandise has national distribution.

Don't overlook this rich section of the West.

The Salt Lake Tribune

THE S. C. BECKWITH SPECIAL AGENCY

—Sole Eastern Agents—
New York—Chicago—Detroit
St. Louis—Kansas City
Atlanta

M. C. MOGENSEN & CO., INC.
Pacific Coast Representatives
San Francisco—Los Angeles—Seattle

Operating Plants

Foot 20th and 21st Streets.....Brooklyn, N. Y.
619-621 So. Clark StreetChicago, Ill.
54-58 High StreetBoston, Mass.
Inquisidor 35Havana, Cuba
H. D. Roosen Co. of Calif., 340 E. 4th St., Los Angeles
H. D. Roosen Co. of Mexico, Inc., Calle Rinconada de
San Diego No. 7 Mexico, D. F.

PAGE AND PAPER SIZES AND OTHER MECHANICAL DATA OF 2000 DAILIES

RHODE ISLAND

City	Newspaper	Page Dimensions		Margin Measurements				Paper Roll Widths (Inches)	Annual Paper Consumption (Tons)	Use Mats?	Reproduce Photos?	Name Printing Presses	Type of Printing Presses	Annual Ink Consumption?	Kind Mailing Machine	Print on Wrappers?	Print on Papers?	Type Electrical Current
		No. Columns	Depth	Column Width (Pica)	Cutoff Length	Column Rule (Pts.)	Top	Bottom	Side	Crech								
Arctic	Pawtuxet Val. Times	7	20½	13	..	6	1,500	..	Yes	..	A.
Newport	Herald	7	20½	13	23	6	..	1	6,500	E.A.	Yes	No	A.
	News	8	21	12½	22½	6	¾	1	½	¾	A.
Pawtucket	Times	8	22	12½	..	6	A.
Providence	Bulletin Journal	8	20	12½	..	6	A.
	News	8	20	12½	21½	6	¾	1	¾	1½	A.
	Tribune	7	20	13	21½	6	¾	1	¾	1½	A.
Westerly	Sun	7	21	13	22½	6	¾	¾	¾	¾	3,978	W.	No	No	A.
Woonsocket	Call	8	21 2/7	12½	22¾	6	¾	¾	¾	¾	A.	Yes	No	A.

SOUTH CAROLINA

Anderson	Independent Tribune	7	21	13	..	6	A.D.
	Mail	7	20 2/7	13	..	6	A.D.
Charleston	News & Courier	8	21	12	..	6	14,000	W.H.	No	Yes	..
	Post	8	20	12	21¾	6	¾	¾	¾	1½	14,739
Columbia	Record	8	20	12	21½	6	¾	¾	¾	1	28,000	Sp.D.	No	No	..
	State	8	21 2/7	12	23	6	¾	1½	¾	¾
Florence	News-Review	8	20	12	..	6	30,740	D.	Yes	..	D.
Greenville	News	8	21	12½	22¾	6	5/6	5/6	7/12	1 1/6
	Piedmont	8	21½	12½	22¾	6	¾	¾	¾	¾	5,000	H.	Yes	..	D.
Greenwood	Index-Journal	7	21	13	22¾	6	1	1	1	1	2,000	W.H.	Yes	No	..
Rock Hill	Herald	8	20½	12	22¾	6	¾	¾	¾	¾	11,000	H.	No	No	A.
Spartanburg	Herald-Journal	8	21 2/7	12	22¾	6	1	¾	¾	¾
Sumter	Item	8	20	12	22½	6	1¾	¾	¾	¾
Union	Times	8	20½	12	..	6

SOUTH DAKOTA

Aberdeen	American-News	7	20	13	21½	1	5/6	5/6	5/6	1	33	350	Dry	No	G.	16p	10,000	W.	..	No	..
Deadwood	Pioneer-Times	7	22	13	24	6	1	1	1	1	..	10	..	No	M.	2R.	1,500
Huron	Huronite	8	21	12	22¾	6	¾	¾	¾	1	70, 53, 35	200	..	No	G.	Com.	1,200	D.	A.
Lead	Call	7	21½	13½	23¾	6	1	¾	1½	2	..	20	..	No	W.	A.
Madison	Leader	7	19 5/7	13	..	6
	Sentinel	7	20	13	..	6	1	1	1	1¾	..	15	..	No	M.	Pony	200
Mitchell	Republican	7	22¼	13	23¾	6	¾	¾	¾	1¾	33½, 16 9/16	329	Wet	No	G.	S.I.	8,500	W.H.	A.
Pierre	Capital-Journal	7	20¼	13	22¾	6	1	1	1	1½	70	35	Dry	No	C.D.
	Dakotan	6	20	13	..	6	1	1	1	1½
Rapid City	Journal	7	20	13	21½	6	¾	¾	¾	1¾	43, 21½	75	Wet	No	G.	Acme	3,500	W.H.	A.
Sioux Falls	Argus-Leader	7	21	13	23 7/26	6	¾	¾	¾	1¾	45, 22½	1,500	Wet	No	G.	Acme	62,000	D.	Yes	Yes	A.
	Press	7	20¾	6	21½	6	1½	¾	¾	1¾	45, 22½	260	Wet	No	G.	Acme	10,400	D.	A.
Watertown	Public Opinion	7	21	6	22½	6	¾	¾	¾	1¾	45, 22½	132	Wet	No	P.	..	6,000	W.
Yankton	Press & Dakotan	8	21	12	22	2	¾	¾	¾	1	70	55	Dry	No	G.	Com.	2,000

TENNESSEE

Chattanooga	News	8	21½	12½	22 6/7	6	1	6/7	¾	1¾	72, 54, 36	1,800	Dry	No	H.	Q.	25,000	D.	No	Yes	A.
	Times	8	21	12½	23	6	1	1	¾	1	71½, 54¾, 35¾	2,000	Dry	Yes	S.	..	45,000
	Leaf-Chronicle	7	20	13	22½	6	1½	1	¾	1	67, 50½, 33¾	100	..	No	D.	Fb.	2,000	W.H.	No	No	A.
Clarksville	Banner	7	20	13	..	6
Cleveland	Herald	7	21	13	22½	6	1	1	1	1¾	70, 52¾, 34	37	Dry	No	C.D.	Fb.	1,000	M.	Yes	Yes	..
Columbia	Democrat-Sun	7	20	13	22½	6	1	1	1	2	52½	130	..	No	D.
Greenville	Sun	7	21 5/7	13	..	6
Jackson	Chronicle	8	20½	12½	23	6	1	1	¾	1	35, 34½, 18	310	Wet	No	G.	S.I.	6,200	W.	Yes	Yes	..
Johnson City	Staff-News	8	21	12	22¼	6	½	½	¾	¾	70, 52¾, 35	75	..	No	G.	Com.	1,350	D.	Yes	..	A.
Kingsport	Times	8	21	12	22¼	6	1	1	¾	1¾	35	..	Wet	Yes	H.
Knoxville	Free Press	8	21	12	23	6	1	1	¾	1¾
	Journal	8	21½	12	21¾	6	1¼	¾	¾	1¾	35, 17½	750	Wet	No	G.	..	20,000	A.
	News	8	20	12½	22¾	6	¾	¾	¾	1	70, 52½, 35	1,827	Wet	No	H.	Oct.	34,000	W.H.	Yes	..	A.
Memphis	Sentinel	8	21½	12½	22¾	6	¾	¾	¾	1	71, 53½, 35½, 32¾	10,000	Dry	Yes	2G., 2H.	N.	No	Yes	..
	Commercial Appeal	8	21 3/7	12½	22½	6
	News-Scimitar	8	21 2/7	12	..	6
	Press	8	22¼	12	..	6
Morristown	Gazette & Mail	7	20	13	..	6
Nashville	Banner	8	22	12	23½	6	13/16	5/8	11/16	1¾	70, 52½, 35	4,000	Dry	Yes	1G., 1H.	..	128,000	D.	Yes	Yes	..
	Tennessean	8	21¼	12½	..	6	34	3,453	Dry	Yes	2H.	D.	Yes	No	..

TEXAS

Abilene	Reporter-News	8	21	12	..	6	34½	400	Dry	No	D.	Tub.	8,250	R.A.D.	...	Yes	A.
Amarillo	Globe-News	7	21	13	..	6	600	M.	Yes	Yes	A.
Athens	Review	6	19¾	13	22	6	1	1	1	2	..	16	..	No	B.	D.	Yes	No	..
Austin	American-Statesman	8	21	12	..	6	34½, 17½	800	Dry	No	D.	Tub.	21,000	M.	No	Yes	A.
Ballinger	Ledger	6	20	13	22	6	1	1	1	2	..	30	..	No	B.
Bay City	Tribune	7	22	13	..	6	A.D.
Beaumont	Enterprise-Journal	8	21	12	..	6
Bonham	Favorite	7	20	13	..	6
Breckenridge	American	7	20	13	..	6
Brenham	Banner-Press	7	21¾	13	24	6	1	1½	¾	1¾	..	20	..	Yes	C.	..	300	M.	..	Yes	A.
Brownsville	Herald	8	20¾	12	22½	6	¾	¾	¾	¾	70, 52¾, 35	100	..	No	D.	Fb	2,500	W.H.	Yes	Yes	A.
Brownwood	Bulletin	8	21	12	..	6	A.D.
Bryan	Eagle	8	21¾	12	..	6	1	1	¾	1½	..	10	..	No	B.	Opt.	400	W.H.	Yes
Cisco	News	8	22½	12	..	6	1	1	¾	1½	..	31	..	No	B.	..	1,000	W.H.	Yes	No	..
Cleburne	Review	8	22	12	..	6	A.D.
	Times	7	20	13	..	6	A.
Commerce	Journal	6	20	13	..	6	A.
Corpus Christi	Caller	7	20 3/7	13	..	6	A.D.
	Times	7	20	13	..	6	A.
Corsicana	Sun	8	20	12	..	6	1	¾	¾	¾	70, 52¾, 35	200	..	No	D.	Tub.	6,000	H.	Yes	No	A.
Cuero	Record	7	20½	13	22½	6	1½	¾	¾	1¾	70, 52¾, 35	26	..	No	D.	A.	Yes	Yes	A.
Dallas	Dispatch	8	22½	12	23½	6	¾	¾	¾	1	70, 52¾, 35, 17½	1,300	Wet	No	3 G.	..	37,560	D.	Yes	Yes	A.
	News & Journal	8	21½	12	22¾	6	1½	1½	1½	1½	69	11,200	Dry	Yes	4 G.	Oct.	257,452	D.	No	No	A.
	Times-Herald	8	21 3/14	12	..	6
Denison	Herald	8	21	12	..	6
Denton	Record-Chronicle	8	20½	12	..	6	1	1	½	1	70, 52¾, 35	80	..	No	D.	B.	3,900	W.	Yes	No	A.
Eagle Pass	Guide	6	20	13	..	2	6	..	No	C.	..	600	M.	Yes	No	..
Eastland	Telegram	7	21	13	..	6
	Tribune	7	20	13	..	6
El Paso	Herald & Times	9	20	12	21½	6	¾	¾	¾	1	38½, 34½	1,855	Dry	Yes	2 G.	..	38,200	D.	No	No	..
	Post	8	19½	12	..	6
Ennis	News	8	20¾	12	22½	6	70, 52¾	..	Dry	No	D.	W.H.	Yes	Yes	..
Fort Worth	Star-Tel., Rec-Tel.	8	20	12	21½	6	¾	¾	¾	1¾	68, 51, 34	10,000	Dry	Yes	4 G.	..	300,000	D.	Yes	Yes	A.D.
	Press	8	21¾	13	..	6	A.
Gainesville	Register	8	20	12	..	6	70, 52¾	..	Dry	No	D.	Ac.	..	Yes	..
Galveston	News	8	20¾	12	22¾	2	1¾	1	½	1	70, 52¾, 35	720	Wet	Yes	1S, 1H.	..	19,150	D.	Yes	Yes	A.
	Tribune	8	21¾	12	23	6	¾	¾	¾	1½	35, 17½	300	Wet	No	1 H.	..	8,000	D.	Yes	Yes	A.
Gilmer	Mirror	7	20	13	22	8	1	¾	¾	1	..	11	..	No	P.	Jr.	600	A.	No	Yes	A.
Gonzales	Inquirer	6	19¾	13	22	6	1	¾	¾	1½	..	8	..	No	C.	A.
Greenville	Banner	7	20	13	..	6	A.
	Herald	7	20	13½	22½	6	70, 52¾, 35	210	Dry	No	D.	..	3,000	..	Yes
Hillsboro	Mirror	7	20¾	13	22	6	70, 56¾, 35	90	..	No	D.	..	1,500	M.	Yes	Yes	A.

WITH THE GENERAL ADVERTISER

**Sterizol Using Newspaper Space—Railroad Advertising Gains—
New Gasoline on Market Early Next Month—
How Campaign Helped Atlanta**

WSPAPERS are being used by the Sterizol Company to promote its Septic for the first time in the history of the company. The account is led by the Nelson-Chesman Company, New York advertising agency. The schedule now lists about 20 dailies. Starting nine years ago, the business built up on a house to house canvassing basis. The product was popular and was taken up by the retail trade. The Sterizol company sold to the retailer because it was felt the sales were too small to obtain support of jobbers.

All copy in women's magazines was for years. The results were not tant. Nelson-Chesman Company led the account, and in September, a campaign was started, after analysis of sales had shown that good circulation existed only in Central West-states.

house to house method of selling pursued, but backed by newspaper signs of from 3,000 to 7,000 lines, become more of a sampling campaign. The effort is mainly to introduce product.

Increase in sales has already been encouraging that the product is now in the hands of jobbers, who are pushing and the advertiser promises to continue a newspaper advertiser year-in-year-out.

Four railroads ran a total of 1,000 lines of advertising in 170 newspapers of 48 cities during June, according to figures made by the Hanford Advertising Bureau, Mount Vernon, N. Y.

Ethyl Gasoline Corporation, a company which markets the rights to produce a gasoline containing its trademark, has sold the rights on the East Coast to both the Union Oil Company and the Associated Oil Company. These two companies will place the new compound gasoline on the market about May 15. At the same time they will launch a special newspaper and bill-board campaign featuring the product. The expenditure will probably be in the neighborhood of \$200,000 for each company. The new compound gasoline will be a premium over straight gasoline. Sales will continue to be sold by the companies.

Companies marketing ethyl gasoline include the Standard Oil Company of Indiana, the Continental Oil Company of Illinois, the Standard Oil Company of New York, etc.

Expected, however, that following upon the completion of arrangements to market ethyl gasoline all over the United States, which is practically completed now, the Ethyl Gasoline Company will conduct a national campaign of its own, through Barton, Durand & Osborn.

Community advertising campaign led by Atlanta, Ga., doubled the city's industrial growth in the last months of its operation, according to the current number of *Forbes* magazine.

Many new concerns and as large a pay roll were added in five months, the editorial points out, "as a whole of 1925."

A secret was intelligent preparation before a dollar was spent in advertising. Atlanta thoroughly analyzed its advantages and her shortcomings, and definitely to which industries appeal should be made, carefully worked out the best kind of advertisement set up machinery to give attention to every inquiry. . . . Atlanta a thousand inquiries have been made by executives who actually have in mind as their next move."

The Kotex Company and the Kleenex Company of Neenah, Wis., have established an office in the Chamber of Commerce Building, Boston, Mass., to take care of the New England territory. The concerns which make Kotex and Kleenex, respectively, are also providing local warehouse facilities.

The wholesale distribution and retail sales of the General Motors trucks and Yellow Cab Manufacturing Company in New England are now being handled by a direct factory branch with W. H. Moore, formerly of New York, as manager.

The New Hampshire Department of Agriculture in co-operation with the state publicity bureau, has launched an advertising campaign in newspapers to educate the public to the value of New Hampshire apples. The apple crop this fall is an unusually good one, and it is planned to make New Hampshire apples as well known as Florida oranges or Vermont maple sugar. "Ripened in Sunshine" is the slogan being used in connection with the campaign. The State of New Hampshire Publicity Bureau, Concord, N. H., is handling advertising accounts for the campaign.

G. R. Elliott, formerly with the advertising staff of the Truscon Steel Company, of Youngstown, Ill., has been made advertising manager of the Skelley Oil Company, of El Dorado, Kan.

Newspaper and advertising circles are awaiting with interest confirmation of a report of plans for a merger of Sears, Roebuck & Co. and Montgomery Ward & Co., big Chicago mail order houses. Informal negotiations have been conducted for several weeks and the preliminary basis for the merger discussed. Only in the last few years did the two concerns start to use the Chicago newspapers for their retail advertising.

The plans are now said to have reached a point where government sanction of the consolidation will be sought.

A merger of the two companies would effect one of the largest combinations in recent years. It would result in a corporation with assets of about \$230,000,000 and an annual volume of business of about \$450,000,000. The companies are the oldest concerns in the mail order field and do a tremendous business in agricultural districts. The outlay now made by the two houses for catalogues alone each year is between \$15,000,000 and \$20,000,000, and about one-third of that amount would be saved by avoiding duplication to customers.

Even when a town runs out the thieves, it never bothers those who pay office rent.—*Vancouver Sun*.

*There's still plenty
of time to order the
Shop-o-scope. Can
you afford to miss it?*



THE BASIL L. SMITH SYSTEM

International Classified Advertising
Counsellors

Packard Building Philadelphia

The Rockaway Automatic Spaceband Cleaner

has proven its great merit and is here
to stay as long as typesetting ma-
chines will use spacebands.



Because it does better work than can be done by hand, does it in a fraction of the time and does it uniformly (which can not be said of hand cleaning), besides truing up the sleeve.

Don't be stubborn—give us a chance to prove our claims that we have a machine which will save you money and help you to produce better printing. You have nothing to risk, nothing at stake, if we can't prove our assertions! Our machine is in daily use in the largest newspaper plant in the world and in the largest commercial printing plant in the world; it is in daily use in nearly all civilized countries.

INVESTIGATE!—at our expense and save real money every working day of the year.

No more hair lines, no more crushed matrix walls, no more loose sleeves, no more distorted spacebands.

The following newspapers, after thorough tests, have installed the Rockaway Automatic Spaceband Cleaner:

Cappers Weekly, Topeka, Kans.	The Elmira Star-Gazette, Elmira, N. Y.
Omaha News, Omaha, Nebr.	The Utica Observer Dispatch, Utica, N. Y.
Birmingham News, Birmingham, Ala.	The Peoria Journal Transcript, Peoria, Ill.
Minneapolis Tribune, Minneapolis, Minn.	The Times Herald, Dallas, Tex.
St. Paul News, St. Paul, Minn.	The New Orleans Times-Picayune, New Orleans, La.
Winchester Sun, Winchester, Ky.	The Miami Herald, Miami, Fla.
Rochester Times Union, Rochester, N. Y.	The Schenectady Gazette, Schenectady, N. Y.
Buffalo Times, Buffalo, N. Y.	The Pittsburgh Press, Pittsburgh, Pa.
Ft. Wayne Journal-Gazette, Ft. Wayne, Ind.	The Wheeling Register, Wheeling, W. Va.
Gazette Times, Pittsburgh, Pa.	The Providence Journal, Providence, R. I.
The Times Mirror Co., Los Angeles, Calif.	The Jackson Daily News, Jackson, Miss.
The Fond du lac Commonwealth, Fond du Lac, Wis.	Houston Post Dispatch, Houston, Tex.
The Belleville News-Democrat, Belleville, Ill.	Fond du Lac Reporter, Fond du Lac, Wis.
The Ft. Worth Star-Telegram, Ft. Worth, Tex.	Oshkosh Northwestern, Oshkosh, Wis.

We send all machines on ten days' trial—you are under no obligations until you accept it as satisfactory. Write us for descriptive literature and the opinion of users.

The Rockaway Company

3508 Grand Ave., MILWAUKEE, WIS.

PAGE AND PAPER SIZES AND OTHER MECHANICAL DATA OF 2000 DAILIES

TEXAS—Continued

City	Newspaper	Page Dimensions				Margin Measurements				Paper Roll Widths (Inches)	Annual Paper Consumption (Tons)	Use Mats?	Reproduce Photos?	Name Printing Presses	Type of Printing Presses	Annual Ink Consumption ¹	Kind Mailing Machine	Print on Wrappers?	Print on Papers?	Type Electrical Count
		No. Columns	Depth	Column Width (Pica)	Cutoff Length	Column Rule (Pica)	Top	Bottom	Side	Groch										
Houston	Chronicle	8	21	3 1/4	12 1/2	6	Yes
	Post-Dispatch	22	12	6	Yes
	Press	22 1/2	12	..	23 1/2	6	3/4	1/2	1/2	1	70, 52 1/2, 35,	1,320	Wet	Yes	S.	15,000	D.	Yes	No	..
Jacksonville	Progress	19 5/7	13	6
Lampasas	Leader	19 3/4	13	6	1	1	3/8	1
Laredo	Times	20 1/2	12	6	1	1	3/8	1	35,
Longview	News	21	12	..	22 1/2	6	3/4	3/4	1/2	1	70, 52 1/4, 35, 17 1/2,	50	..	No	D.	1,500	E.	Yes	Yes	..
Lubbock	Avalanche	20	13	6
	Journal	21	13	6
Lufkin	News	19 5/7	13	6
McKinney	Courier-Gazette	20	13	..	22 1/2	6	1 1/4	1 1/4	1 1/8	1 1/8	70, 52 1/4, 35, 17 1/2,	45	..	No	D.	1,000	H.	Yes	Yes	..
Marlin	Democrat	19 5/7	13	6
Marshall	Messenger-News	20	12	..	21 3/4	6
Mart	Herald	19 5/7	13	6	70, 52 1/4, 35,
McAllen	Press	20	13	..	22	6
Mexia	News	22	12	..	23 1/2	6	1	1	1	1 1/2	34,	85	Dry	..	H.
Mineral Wells	Index	19 5/7	13	6
Mt. Pleasant	Times	18	13	6
Nacogdoches	Sentinel	19 5/7	13	6
Navasota	Examiner	19 3/4	13	6
Orange	Leader	20	13	..	21 1/2	6	3/4	3/4	3/4	1 1/2	70, 52 1/2, 35,	35	Dry	No	G.
Palestine	Herald	20	13	..	22	6	70,	40	Dry	No	G.	2,000
	Visitor	19 5/7	13	6
Paris	News	21	12	6	34 1/2, 17 1/2,	130	Dry	No	D.	6,000	M.	No	Yes	..
	Dinner Horn	20 1/2	12	6	70, 52 1/4, 35,	..	Dry	No	D.
Port Arthur	News	21	12	6
Ranger	Times	21	13	..	22 1/2	2	3/4	3/4	1/2	1 1/4	70, 52, 35,	75	..	No	D.	2,000
San Angelo	Standard	21	13	..	22 1/2	6	3/4	3/4	1/2	1 1/4	45, 22 1/2,	150	Dry	No	G.	6,000	C.W.	No	No	..
San Antonio	Express	20	12	..	21 3/4	6	2 3/8	2 3/8	2 3/8	1 1/6	69 1/2, 52, 34 3/4,	6,000	Dry	Yes	2 H.	204,316	D.	Yes	Yes	..
	News	22	12	..	23 1/2	6	5/6	5/6	5/6	1 1/6	69 1/2, 52, 34 3/4,	6,000	Dry	Yes	1 G.
San Benito	Light	20	13	..	22	6	1 1/4	1	1	1 1/8	..	20	C.	400	W.H.	Yes	Yes	..
San Antonio	Light	20	12	6
Sherman	Democrat	21	12	..	22	6	1	1	3/4	1 1/4	34 1/2, 17 1/2,	122	Dry	No	D.	6,600	El.	Yes	Yes	..
Sulphur Springs	News-Telegram	20	13	6	4	..	No	D.
Sweetwater	Reporter	21	13	6
Taylor	Democrat	19 5/7	13	6
	Press	20	12	..	22	6	1	1	1/2	1	70, 52 1/4, 35, 17 1/2,	60	Dry	No	D.
Temple	Telegram	20	13	6
Terrell	Tribune	20 1/2	12	..	22	6	1	3/4	1/2	3/8	52 3/4,	6	Dry	No	G.	..	W.H.	Yes	Yes	..
Texarkana	Gazette	21 1/2	13	6
Timpson	Times	19 5/7	13	6
Tyler	American	20	12	..	22	2
	Courier-Times	20	12	..	22 1/2	5 1/2	1	1	1/2	1	70,	100	Dry	No	3 Cr., K.	300
Vernon	Record	20 1/4	12	..	22	4	1 1/4	1/2	1/2	3/4	70, 52 1/2, 35,	60	Dry	No	G.	1,500	C.W.	Yes	Yes	..
Victoria	Advocate	20	13	6
Waco	News-Tribune	21	12	..	23	6	1	1	1/2	1	34 1/2, 33, 17 1/4,	896	Dry	No	D.	26,232	A.	Yes	No	..
	Times-Herald	21	12	..	22 3/4	6	1	1	1/2	1	34 3/4, 17 1/2,	600	Wet	No	D.	25,000	D.	Yes	Yes	..
Waxahachie	Light	20	12	..	22	4	3/4	3/4	3/4	1 1/2	70, 52 1/4, 35, 17,	65	Both	No
Weatherford	Herald	20	13	6	1	1	1	1 1/2	30	W.	..	800	W.	Yes	Yes	..
Wichita Falls	Record-News	21	12	..	23	6	1	1	3/4	1 1/4	35,	800	Dry	No	D.
Yoakum	Herald	20	13	6
	Times	19 5/7	13	6

UTAH

Logan	Journal	7	19 3/4	13	22 1/2	6	1 1/4	1 1/2	3/4	1 3/4	70, 52 1/4, 35	No	D.M.
Ogden	Standard-Examiner	8	21	..	22 3/4	35, 17 1/2	526	Dry	Yes	D.
Provo	Herald	8	20 1/2
Salt Lake City	Deseret News	8	20
	Telegram	8	20	12	21 3/4	6	1	1	1/2	1	70, 52 1/4, 35	1,405	Wet	Yes	2-G.	S.I. Q.	54,000	D.	No	No
	Tribune	8	20	12	21 1/2	1	1	1	1/2	1 1/8	70, 52 1/4, 35, 33	3,880	Wet	Yes	H.	..	105,000	D.Sp.	Yes	No

VERMONT

Barre	Times	8	21½	12½	23	6	..	¾	¾	1	2	36¾	175	Wet	No	H.	4,000	H.	Yes	Yes	A
Bennington	Banner	7	20½	13	22¾	6	..	¾	¾	1	2	70, 52½	104	Dry	No	C.	D	1,500	..	Yes	Yes	A
Brattleboro	Reformer	8	20½	12½	22	¾	¾	1½	1¼	72¾, 54¾, 36¾	100	..	No	C.	E	D
Burlington	Free Press	8	21½	12	23½	4	1	¾	¾	¾	¾	72, 54, 36	560	Wet	No	H.	13,000	HW.	No	No	D
	News	7	21	13	23	..	1/3	2/3	2/3	1 1/3	16¾	Wet	No	D.	D.	No	..	A
Montpelier	Argus	8	21½	A
Rutland	Herald	7	20	A
	News	7	21	A
St. Albans	Messenger	7	21	13	..	2	67	80	D.	D.	..	Yes	A
St. Johnsbury	Caledonian-Record	8	20½	8	99½	6	1½	1½	½	1	70, 52½	75	Dry	No	D.	Af.	2,680	D.	Yes	No	..	A

VIRGINIA

Alexandria	Gazette	8	22	12	239/16	6	3/4	13/16	1/2	1 1/4	35	75	Dry	No	H.	2,000	W.H.	Yes	No
Bristol	News-Bulletin	8	21	12	..	6	Wet	No	G.	Yes	No
	Herald-Courier																			
Charlottesville	Progress	8	21	13	24	6	1	1	1	1 1/2	48, 35	14	Cot. B.	600	W.H.	No	Yes
Clifton Forge	Review	7	21 1/2	13	24	6	1	1	1	2	32	Dry	...	B.	1,200	W.	Yes	...
Covington	Virginian	7	22	13	24	6	1	1	1	2	35	Dry	No	G.	12,000	W.H.	Yes	Yes
Danville	Register-Bee	8	21	12	22	6	500	Dry
Fredericksburg	Star	7	20 1/2	13	22 1/4	6	1	3/4	3/4	1	67, 50 1/2, 33 1/2	145	DB.	2,850	H.	Yes	...
Harrisonburg	News-Record	7	20 1/2	13	22 1/4	6	1	3/4	3/4	1	36, 18	700	Wet	No	H.	Sim.	12,000	D.	Yes	...
Lynchburg	News & Advance	8	21 1/4	12 1/2	23	6	3/4	3/4	3/4	3/4	600	Wet	No	G	S.L.	14,500	Sp.	Yes	Yes
Newport News	Press	8	21	12 1/2	22 3/4	6	1	3/4	1/2	1	72 1/2, 54 3/8, 36 1/2	3,000	Wet	...	S	90,000	D.	Yes	...
Norfolk	Times-Herald	8	21 1/2	12 1/2	...	6	1/2	1/2	...	1 3/4	72 1/2, 54 3/8, 36 1/2	2,750	Dry	Yes	2G.	76,000	3D.	Yes	No
	Ledger-Dispatch	8	21 1/2	12 1/2	22 3/4	6	1	1	1	5/8	71, 53 1/2, 35 1/2	350	Dry	Yes	H.	Q.	6,000	D.	Yes	No
Petersburg	Progress-Index	8	21 3/4	12 1/2	23	6	1	1	1	3/4	71, 52 1/2, 35 1/2	250	Dry	Yes	G.	2,000	Dick	Yes	...
Portsmouth	Star	8	22	12 1/2	24	6	1	1	1	3/4	71, 52 1/2, 35 1/2	250	Dry	Yes	G.	2,000	Dick	Yes	...
Pulaski	Southwest Times	8	22	12 1/2	...	6	3/8	1 1/4	1/2	1	71, 53 1/2, 35	5,000	Dry	No	H.	135,000	D.	Yes	No
Richmond	News Leader	8	21 1/4	12 1/2	...	6	3/8	1 1/4	1/2	1	72, 36 1/4, 54 3/8	5,000	Wet	Yes	S.	120,000	...	Yes	...
	Times-Dispatch	8	22	12 1/2	23 3/8	...	5/8	3/4	1/2	1	5,000	Wet	Yes	S.	120,000	...	Yes	...
Roanoke	Times	8	21	12 1/2	22 3/4	5	1	3/4	1/2	1	72, 54, 36	1,500	Dry	No	GH.	42,642	W.	Yes	No
	World-News																			
Staunton	Leader	8	20	12	..	6	1	1	1/2	1	70, 52 3/4, 35	130	...	No	G.	6,000	H.	Yes	Yes
	News-Leader																			
Suffolk	News	7	21	13	23	6	1	1	1/2	1	33	95	Dry	No	D.	2,500	W.	No	No
Winchester	Star	7	21	13	23	6	1	1	1/2	1	33	95	Dry	No	D.	2,500	W.	No	No

ADVERTISING AGENCY AFFAIRS

Ivy Resigns from N. W. Ayer & Son, Philadelphia—New Canadian Agency Organized—Johnson Joins Irvin F. Paschall

AL D. IVY has resigned as manager of the Philadelphia territory for N. W. Ayer & Son to become vice-president of Eastman, Scott & Co., Inc., Advertising agency. Mr. Ivy had associated with Ayer for eight years. No successor will be appointed.

William Findlay Company, Limited, is the latest addition to the list of Canadian advertising agencies, with offices in the Hamilton Building, Toronto. Findlay, president and general manager, started his newspaper career on the *Toronto News* and was later business manager of the *Ottawa Free Press* and *Toronto Globe*. He then joined the Hamilton Limited Advertising Agency as manager. Associated with Mr. Findlay are Donald F. Philp, in charge of art and production; Arthur J. Francis, secretary of the Canadian Association of Advertising Agencies, who became secretary-treasurer, and Henry J. Irvin, an experienced advertising man.

General Outdoor Advertising Company, Inc., reports consolidated net income for the quarter ended September 30, 1926, of \$1,101,675, after providing for depreciation and Federal income taxes. This compares with \$678,299 for the same quarter last year, and with \$1,065,466 for the second quarter of this year. The board of Directors, meeting yesterday, declared quarterly dividends of one and one-half per cent on the preferred stock and one per share on the 125,000 shares of common stock, both payable November 1, 1926.

R. Johnson, formerly with Erwin, Johnson & Co., advertising agency, Chicago, has joined the advertising agency of Irvin F. Paschall, Inc., McCormick & Co., Chicago, in an executive capacity.

Price Osborne, head of the radio advertising agency of Osborne & Co., Boston, is writing a series of articles on radio construction for the *Christian Science Monitor*.

M. Williams, formerly Western manager for *Architectural Record*, Chicago, and Robert H. Irvine, formerly connected with Rock Products, Chicago, have joined the Buchen Company, advertising agency, Chicago. They will have charge of space schedules for advertising accounts.

D. Ring, formerly vice-president of St. Paul Advertising Company,

St. Paul, Minn., has joined the Geyer Company, advertising agency, Dayton, O. He will handle the merchandising and sales promotion work.

Paul S. Weil, for several years actively engaged in radio advertising, has become associated with Albert Frank & Co., in their New York office, in charge of their radio advertising department. Mr. Weil was formerly with Frank Kiernan & Co.

AD-TIPS

G. M. Basford Company, 17 East 42d street, New York. Has secured the account of Gillis & Geoghegan, Inc., 537 W. Broadway, New York, manufacturers of G & G hoists and ash removal equipment and G & G Atlas pneumatic tube systems.

George Batten Company, Inc., 383 Madison avenue, New York. Appointed to direct advertising of the Art Metal Construction Company, Jamestown, N. Y., manufacturers of Steel Office Equipment.

Campbell-Ewald Company, Detroit. Handling the advertising of Copeland Products, Inc., Copeland electrical refrigeration.

Doremus & Co., 44 Broad street, New York. Has been appointed to direct the advertising of the new Interstate Trust Company, 59 Liberty street, New York.

Erickson Company, Inc., 381 Fourth avenue, New York. Handling advertising of the Anco Photo Products, Inc., Binghamton, N. Y., manufacturers of cameras and films.

Federal Advertising Agency, 6 East 39th street, New York. Placing account of William Demuth & Co., 230 Fifth avenue, New York, manufacturers of "Milano" Pipes.

Lawrence Fertig Company, Inc., 183 Madison avenue, New York. Placing the advertising of St. Dennis, 48 E. 21st street, New York, manufacturers of bath salts and perfumes.

Albert Frank & Co., New York. Have been appointed advertising agents for the Ambassador Sales Company, manufacturers of radio accessories.

Charles C. Green Advertising Agency, Estey building, Walnut and 17th streets, Philadelphia. Handling advertising of Fitch, Crossman & Co., investment bankers, Philadelphia.

George J. Kirkgasser & Co., 400 North Michigan avenue, Chicago. Handling the account of the Diamond Chain & Manufacturing Company, Indianapolis.

Klau - Van Pietersom - Dunlap - Younggreen, Inc., Milwaukee. Placing the advertising of the Kirstin Manufacturing Company, Escanaba, Mich., manufacturers of automobile gasoline gauges. Has also secured account of the Decorative Arts Guild, Inc., Fort Wayne, Ind.

Koch Company, Milwaukee. Has secured the accounts of the Holmes Disappearing Bed Company, Woodstock, Ill. and the Homestead Mills and Milwaukee Grey Iron Foundry Company, of Milwaukee.

Lord & Thomas and Logan, Chicago. Placing the account of the Miller Rubber Company, Akron, Ohio, to advertise tires and rubber sundries.

McLain-Simpers Organization, Stock Exchange building, Philadelphia. In charge of the advertising account of William Sellers & Co., Inc., Philadelphia, manufacturers of machine tools.

Mitchell-Faust Advertising Company, 7 South Dearborn street, Chicago. In charge of advertising account of Chr. Hansen's Laboratory, Inc., Little Falls, N. Y., manufacturers of "Junket."

NEWSPAPER PRESSES FOR IMMEDIATE DELIVERY

20-page Duplex Press, Single Deck, 8 column, 22-3/4" cut-off.
24-page Goss "Staighline" 3-deck Newspaper Press.
32-page Hoe Press, four decks, single width, 8 column.
12-page Hoe Press, 8 column, 22-3/4" cut-off, with stereotype equipment.

Other Good Values

Hoe 8-column Flat Casting Box
Hoe Flat Plate Shaver
Hoe Radial Arm Flat Router
Hoe Matrix Rolling-in Machine
Form tables, new and second-hand
Stereotype Chases—Galley—all sizes

Steel Composing Room Equipment (from the old plant of the New York Evening Post).
Send for complete list.

THOMAS W. HALL CO., Inc.
575 Washington St. New York



Sell Travel to Travelers - In Florida

One and one-half million people from all parts of North America came to Florida last winter. In fact, during the entire past year there was a constant stream of travelers to and from this state.

This is one of America's focal points for travel and transportation. All roads lead to Florida—railways, highways and waterways.

For this reason every transportation company serving this territory should cultivate Florida business through advertising—in Florida. Here a concentrated travel market can be reached by means of inexpensive newspaper advertising. Class circulation can be had at mass rates.

The Associated Dailies of Florida, being practically all the dailies in all the principal buying centers of the state, cover this great market more completely and at lower cost than any other medium. For rates and detailed information consult Standard Rate & Data Service or address:

ASSOCIATED DAILIES of Florida

510 Clark Building Jacksonville, Florida

Bradenton News
Clearwater Sun
Daytona Beach Journal
Daytona Beach News
Deland Daily News
Eustis Lake Region
Ft. Myers Press
Ft. Myers Tropical News
Ft. Pierce News-Tribune
Ft. Pierce Record
Gainesville News
Gainesville Sun
Jacksonville Florida Times-Union
Jacksonville Journal
Key West Citizen

Kissimmee Gazette
Lakeland Ledger
Lakeland Star-Telegram
Lake Worth Leader
Melbourne Journal
Miami Daily News
Miami Herald
Miami Tribune
New Smyrna News
Ocala Central Florida Times
Orlando Morning Sentinel
Orlando Reporter-Star
Palatka News
Palm Beach Daily News

Palm Beach Post
Palm Beach Times
Pensacola Journal
Pensacola News
Plant City Courier
St. Augustine Record
St. Petersburg Independent
St. Petersburg News
St. Petersburg Times
Sanford Herald
Sanford Times
Sarasota Herald
Sarasota Times
Stuart Daily News
Tampa Times
Tampa Tribune
Winter Haven Chief

PAGE AND PAPER SIZES AND OTHER MECHANICAL DATA OF 2000 DAILIES

WASHINGTON—Continued

City	Newspaper	Page Dimensions		Margin Measurements							Paper Roll Widths (Inches)	Annual Paper Consumption (Tons)	Use Masts?	Reproduce Photos?	Name Printing Presses	Type of Printing Presses	Annual Ink Consumption?	Kind Mailing Machine	Print on Wrappers?	Print on Papers?	Type Electrical Current
		No. Columns	Depth	Column Width (Pica)	Outoff Length	Column Rule (Pts.)	Top	Bottom	Side	Crotch											
Longview	News	8	21 1/4	12	23	6	1	3/4	1/2	1	34 1/4	150	Dry	No	D.	Tub.	2,000	...	Yes	...	A.
Mount Vernon	Herald	7	20	12	22	6	1	1	1/2	1	32, 44	40	Dry	No	B.	...	2,500	...	Yes	...	A.D.
Olympia	Olympian Recorder	7	20	13	22	6	1	1	1	2	33 1/4, 16 3/4	115	Dry	No	B.	Com.	1,600	W.	Yes
Port Angeles	News	7	20	13	22	6	1	1	1	2	70, 52 1/2, 34 3/4	36	Dry	No	D.	...	1,800	M.	Yes
Seattle	Jour. of Commerce	8	22	12	21 1/2	6	3/4	3/4	1/2	1	47, 36	80	Dry	Yes	M.	...	1,700	D.	Yes	...	A.D.
	Post-Intelligencer	8	20	12	21 1/2	6	3/4	3/4	1/2	1	69, 66, 51 3/4, 34 1/2	8,769	Dry	Yes	3-H, G.	...	260,232	D.A.	Yes	...	A.D.
	Star	8	22	12	23 1/2	6	3/4	3/4	1	1	70, 52 1/2, 35, 17 3/4	4,500	Wet	Yes	3-G.	...	180,000	D.	No	No	A.D.
	Times	8	22	12 1/2	24	6	1	1	5/8	1	{ 72 1/2, 69, 54 3/4, 36 1/2 } { 52, 34 1/2, 18 1/4, 17 1/2 }	16,800	Dry	Yes	4-H.	...	130	D.	Yes	No	A.D.
	Union-Record	8	21	12	22 3/4	6	3/4	3/4	7/12	1 11/12	70, 52 1/2, 35, 17 1/2	1,500	Wet	Yes	2-H.	D.	No	No	A.D.
Spokane	Chronicle	8	21 1/4	12	22 3/4	6	70, 52 1/2, 35, 17 1/2	380	Both	Yes	H.	...	10,000	Cobb.	No	No	A.
	Press	8	21 1/4	12	22 3/4	6	A.
	Spokesmen-Review	8	21 1/4	12 1/2	23	6	3/4	3/4	1/2	1	72 1/2, 54 3/4, 36 1/4, 18 1/4	1,400	Wet	No	2-H, G.	...	34,892	D.	Yes	...	A.D.
Tacoma	Ledger	8	21 1/4	12 1/2	23	6	3/4	3/4	1/2	1	72 1/2, 54 3/4, 36 1/4, 18 1/4	2,010	Wet	No	2-H, G.	...	46,466	D.	No	No	A.D.
	News Tribune	8	21 1/4	12 1/2	23	6	3/4	3/4	1/2	1	70, 52 1/2, 35, 17 3/4	700	Wet	No	H.	...	26,000	D.	Yes	No	...
	Times	8	21 1/4	12	22 1/2	6	3/4	3/4	5/8	1 1/4	75, 52 1/2, 35	59	No	C.D.	...	1,556	W.	Yes	No	...	
*Vancouver	Columbian	8	21	12	22 1/2	6	3/4	3/4	3/8	1 1/4	34 1/2, 17	231	Dry	No	D.M.	...	5,500	W.H.	...	Yes	A.
Walla Walla	Bulletin	8	21	12	22 1/2	6	3/8	3/8	9/16	1 1/9	A.
	Union	8	20	A.
Wenatchee	Sun	7	20	13	1	1	1	2	A.
	World	8	20	12	21	6	1	1	1	1	70, 54 3/4, 35	300	Dry	Yes	2-H.	...	5,000	W.	Yes	...	A.D.
Yakima	Herald	8	21	A.D.
	Republic	8	21	A.D.

WEST VIRGINIA

Beckley	Post-Herald	8	21¼	12	23¾	6	1	¾	1½	1¾	52¾, 34½	120	Dry	Yes	H.	3,000	W. H.	Yes	Yes	A.
Bluefield	Telegraph	8	22	12	23¾	6	¾	¾	¾	1	35½, 18	850	Dry	No	H.	20,000	W. H.	Yes	No	A.
Clarksburg	Exponent	8	20	12	21½	..	¾	¾	¾	1¾	52¾, 35	425	Wet	No	G. H.	12,000	W.	Yes	Yes	..
	Telegram	8	20¼	12	21½	..	¾	¾	¾	¾	34, 17	618	Dry	...	H.	15,480	W.
Elkins	Inter-Mountain	7	20	12	A.D.	
Fairmount	Times	8	20¾	12	16¾	6	1	1¼	1	1	34¼	400	Dry	No	D.	Tub.	10,000	W. H.	A.D.
	West Virginian	8	21	12	23	6	1	1	¾	1	34¼	400	Dry	No	D.	Tub.	10,000	W. H.	...	Yes	..
	West Virginian	8	21	12	23	6	1	1	¾	1	34¼	400	Dry	No	D.	Tub.	10,000	W. H.	...	Yes	..
Grafton	Sentinel	8	20½	12	...	6	1	1	¾	1	70, 52½	50	Dry	No	D.	2,000	A.	Yes	Yes	..
Hinton	News	7	22	
Huntington	Advertiser	8	21	12½	22¾	6	¾	1½	¾	1	71	900	Dry	Yes	H.	40,000	A.D.	Yes	Yes	..
	Herald Dispatch	8	21	12½	21¾	6	71½, 35¾, 54	1,200	Dry	Yes	D.	Sp	...	Yes	Yes	..
	Mineral News	7	20	13	...	6	1	1	1	1	67, 50½, 33¾	2½	Dry	No	G.	Comet	A.
Keyser	Journal	8	20½	A.	
Martinsburg	New Dominion	8	21	12	22½	2	¾	¾	¾	1	34¼, 17¼	175	Dry	...	D.	Tub.	...	W.	Yes	Yes	A.
Morgantown	Post	8	20	12	22	6	¾	¾	¾	1	35	200	Wet	...	G.	...	5,000	W.	Yes	Yes	A.
	Echo	7	21	13	22½	6	¾	¾	¾	1	67, 50½, 33½	100	D.	H.	No	No	A.
Moundville	Journal	7	20½	12	A.	
	News	8	21	12½	23	...	1	1	½	1	36, 18	300	Wet	No	D.	Tub.	6,000	W.	Yes	Yes	A.
Parkersburg	Sentinel	8	21	12½	22¾	6	53½, 35½, 18	400	Dry	No	G.	Sl	7,000	W.	Yes	No	A.
	Sentinel	8	21	12½	22¾	6	400	Dry	A.
Point Pleasant	Register	7	19	W.	A.
Sistersville	Review	7	20½	13	24	6	¾	1	¾	1½	34	100	Wet	No	S.	R.	2,500	W. H.	Yes	...	A.
Welch	News	7	22	13	24	6	¾	1	¾	1½	34	100	Wet	No	S.	R.	2,500	W. H.	Yes	...	A.
Wellsburg	Herald	7	20	13	21	6	D.	Yes	Yes	A.
Wheeling	Intelligencer	8	22	12½	23¾	6	½	1	¾	1¾	36	...	Wet	Yes	2-G.	D.	Yes	Yes	A.
	Intelligencer	8	22	12½	23¾	6	½	1	¾	1¾	36	...	Wet	Yes	2-G.	D.	Yes	Yes	A.
	News	8	22	12½	23¾	6	½	1	¾	1¾	36	...	Wet	Yes	2-G.	D.	Yes	Yes	A.
	Register	8	21¼	A.
	Register	8	22	A.
	Telegraph	8	22	A.
Williamson	News	8	20	12	...	6	1	1	¾	¾	72	133	...	No	G.	Comet	A.	Yes	No	A.

WISCONSIN

Antigo	Journal	8	20	12	22	4	1	1	¾	1½	70, 52¾, 35	90	No	No	G.W.	2,000	W.H.	Yes	Yes	
Ashland	Press	7	20	13	22	6	1	1	1¾	1½	70	65	Dry	No	G.	Comet	2,400	W.H.	Yes	Yes	A.	
Appleton	Post-Crescent	8	21	Both	No	H.	1,500	W.H.	
Baraboo	News	8	20	12	6	70	Dry	No	Hr.D.	600	Yes	Yes	
	Republic	7	22	13	6	70, 52½, 35	80	No	No	D.	1,200	H.W.	No	No	
Beaver Dam	Citizen	7	20	13	35¾, 17¾	170	Dry	No	D.	Tub.	9,500	Sp	Yes	Yes	A.	
Beloit	News	8	21	12½	23	6	1¾	¾	¾	1	A.	
Berlin	Journal	7	21	D.	
Chippewa Falls	Herald	7	20	D.	
	Telegram & Gazette	7	20	A.	
Eau Claire	Leader & Telegram	8	21	12½	22¾	6	1	1	¾	1	36	470	Wet	No	D.	Tub.	12,328	W.	Yes	Yes	A.	
Fond Du Lac	Reporter	8	21	13	22¾	6	1	1	¾	1	35½	250	Dry	No	D.	7,000	W.H.	No	No	A.	
	Commonwealth	7	21½	13	23	6	1	¾	¾	1½	23	315	Wet	No	G.	Hand	Yes	Yes	A.	
	Reporter and Commonwealth have merged, effective Oct. 1, 1926.	
Green Bay	Press-Gazette	8	22	12½	23½	6	¾	¾	¾	¾	72, 54, 36	1,000	Both	No	D.	S.	18,000	A.	Yes	Yes	A.	
Janesville	Gazette	8	21	12½	23¾	6	¾	6/8	½	1	35½, 17¾	462	Dry	No	D.	Tub.	17,196	A.	Yes	Yes	A.	
Kenosha	News	8	21	12½	23¾	6	¾	¾	¾	¾	36	500	Dry	Yes	G.	S.1	12,000	A.	Yes	Yes	A.	
La Crosse	Trib. & Leader Press	7	22	13	23¾	1	1	¾	¾	1½	67, 50¾, 33½	530	Wet	Yes	S.	S.	18,550	D.	Yes	Yes	A.	
Madison	Capital Times	8	22	12½	23¾	6	1	1	½	¾	54, 36, 18	1,150	Both	Yes	G.	S.1	31,200	W.	Yes	Yes	A.	
	Wisc. State Journal	8	22	12½	23½	6	1½	1½	¾	1	71	1300	Dry	Yes	D.	Oct.	42,500	W.	Yes	Yes	A.	
Manitowoc	Herald-News	8	21½	12	23¾	2	1	1	½	½	46½, 23¾	27	Dry	No	H.	5,200	C.	No	Yes	
	Times	8	21	12	A.	
Marinette	Eagle-Star	8	21	12	22¾	6	¾	¾	¾	¾	34½, 17½	110	Dry	No	D.	Tub.	2,625	A.	Yes	Yes	A.	
Marshfield	News	7	20	13	22½	6	1¾	1¾	¾	1¾	70	30	No	D, Cot.	M.	Yes	Yes	A.	
Menasha	Record	6	19 5/7	12	22	6	1	1	½	1	70	72	No	G.	Comet	2,500	W.H.	A.		
Merrill	Herald	8	20	Dry	Yes	H.	Sex.	Yes	A.	
Milwaukee	Herald & Staatspost	8	21 3/14	12	22	6	¾	¾	½	1	70, 52½, 35	1,800	Wet	Yes	G.H.	412,780	Sp	No	Yes	A.	
	Journal	8	21¼	12	23	Both	Yes	G.	D.	No	Yes	A.	
	Leader	8	21	12	23¾	6	¾	¾	¾	1¾	68¾, 51½, 34¾	7,500	Dry	Yes	3-G.	S.Q.	360,000	D.	No	No	A.	
	Sentinel	8	22	12	21	6	¾	½	½	1	68¾, 51½, 34¾	6,925	Both	Yes	2-G.	180,655	D.	A.	
	Wisconsin News	8	20	12	21	6	¾	¾	½	½	50, 44, 30½	8	No	No	C.1	400	Mc.F.	Yes	Yes	A.	
Monroe	Journal	6	20	13	70, 52¾	42½	Both	No	G.	Fb	1,250	W.H.	Yes	Yes	A.D.	
	Times and Commonwealth	8	20½	12½	22¾	6	¾	¾	¾	¾	72½, 54¾, 72½	602	Wet	No	G.M.	S1-S.	7,000	A.	Yes	Yes	A.	
Oshkosh	Northwestern	8	21¼	13	22	1	1	1	2	34	Dry	No	G.M.	A.	
Portage	Register-Democrat	7	19 5/7	A.	
Racine	Journal-News	8	21	A.	
	Times-Call	8	20	12	22½	6	¾	¾	¾	1	70, 52½, 35	30	Dry	No	D.	Fb	950	Yes	Yes	A.	
Rhineland	News	8	21	12½	22¾	6	1¾	¾	¾	½	35¾	608½	Dry	Yes	D.	R.	2,854	A.	No	Yes	A.	
Sheboygan	Press	8	21	12	22¾	4	1½	1	½	1¾	70, 52½, 35	160	G.	Comet	Sp	No	Yes	
Stevens Point	Journal	8	19¾	A.D.	
Stoughton	Courier-Hub	8	20¾	12½	21½	6	¾	¾	¾	1	36	800	Wet	Yes	G.	24,250	D.	Yes	Yes	A.	
Superior	Telegram	8	20¾	A.	
Watertown	Times	7	20	13	22	6	57, 60½	40	Dry	No	D.	Yes	Yes	A.	
Waukesha	Freeman	7	20¾	¾	1	½	1	35½, 18	350	Dry	No	G.	R.	1,000	Yes	Yes	A.
Wausau	Record-Herald	8	21	12½	22¾	6	1	¾	½	1¾	35, 17¾	152	Dry	No	G.	4,500	A.	Yes	Yes	A.	
Wisc. Rapids	Tribune	8	22	12½	23½	6	1	¾	½	1¾	A.	

Page Dimensions Margin Measurements

FOR EXPLANATION OF KEY LETTERS SEE PAGE 26
(Continued on Page 70)

PAGE AND PAPER SIZES AND OTHER DATA OF CANADIAN DAILIES

QUEBEC—Continued

City	Newspaper	Page Dimensions		Margin Measurements								Paper Roll Widths (Inches)	Annual Paper Consumption (Tons)	Use Mats?	Reproduce Photos?	Name Printing Presses	Type of Printing Presses	Annual Ink Consumption†	Kind Mailing Machine	Print on Wrappers?	Print on Papers?	Type Electrical Current
		No. Columns	Depth	Column Width (Pica)	Gut-off Length	Column Rule (Pts.)	Top	Bottom	Side	Crotch												
Quebec	L'Action Catholique.	8	21	12½	22¾	6	1¾	¾	½	1½	36½, 18½	1,100	Wet	Yes	G.	28,000	W.	No	Yes	A.	
	Chronicle-Telegraph	8	21½	12½	23½	6	1	1	½	1½	36½, 18½	300	Wet	No	S.	7,000	W.	Yes	Yes	A.	
	L'Evenement	8	21	12½	23	6	1	¾	½	1	72, 54, 36	540	Both	No	H.	24,000	P.A.	Yes	Yes	A.
	Le Soleil.....	8	21	12½	22¾	8	1	1	½	1	72, 54, 36, 18	2,000	Wet	Yes	H.	51,000	W.	Yes	Yes	A.
Sherbrooke ...	Record	7	21	12½	..	6	1	..	½	1	36	125	Wet	Yes	D.	Tub.	D.	No	No	A.	
	La Tribune	8	21	12½	22¾	6	1	1	½	1	36, 18	200	Dry	No	H.	8,000	D.	No	No	..	
Three Rivers.	Le Nouvelliste.....	8	20	12½	21½	6	¾	¾	½	1¼												

SASKATCHEWAN

Moose Jaw	Times-Herald	8	22	12½	24	6	1	1	½	2	36¾, 18¾	300	Wet	No	G.	4,000	D.	Yes	No	..
Prince Albert	Herald	7	20	13	22¼	6	1	¾	½	1½	67½, 50¼, 33½	80	G.	Com.	2,500	D.
Regina	Leader-Post	8	21¼	12½	22¾	6	5/8	5/8	½	1½	72½, 54¾, 36¾	1,600	Wet	Yes	H.	55,000	D.	Yes	Yes	..
Saskatoon	Star-Phoenix	8	21	12½	23	6	¾	1	½	1	72¾, 54¾, 36	1,500	Wet	Yes	H.	35,312	..	Yes	No	..

DOMINION OF NEWFOUNDLAND

St. Johns	Globe	7	20	13	..	6	Wet	No	Yes
	News	7	21½	13	..	6	34
	Telegram	8	20¾	13	..	6

FOR EXPLANATION OF KEY LETTERS SEE PAGE 26

NEWSPAPER STANDARDIZATION STILL DISTANT

(Continued from page 26)

pounds of ink. Still more striking is the discrepancy in the smaller plants—one showing 100 tons of paper and 1,000 pounds of ink, while another shows consumption of annual 48 tons of paper and 1,100 pounds of ink.

The ink cost is a small total in most offices, while paper is a major item. Presumably, records of paper tonnage are carefully and correctly kept—although some fairly large shops regard the income to be derived from white and printed waste as negligible. The reports gathered by EDITOR & PUBLISHER on this part of the business indicate that either ink is being wasted in many plants or that publishers, guessing their way through press-room costs, reported a figure which did not exist except in their mental estimates.

The figures as reported will probably be subjects of deep study in the engineering and production departments of press manufacturers.

Of interest also to this and allied branches of the supply industries is the information given as to type of electrical current available for newspaper operations. These figures are about 80 per cent complete for the United States and Canada, and are taken from the most recent reliable data. The utility of this information to the firms making control-boards,

motors, pumps, and other electrical appliances is obvious.

Every effort has been made by EDITOR & PUBLISHER to insure the accuracy of the tabulated information, but 100 per cent correctness cannot be guaranteed. The necessity of gathering data from sources and turning it into a million more pieces of type is considered with the normal human fallibility. EDITOR & PUBLISHER will appreciate notice of inaccurate listing, so that correction may be made fully and promptly.

Famous Features Syndicate, Inc.

offers complete feature coverage of the sensational

HALL-MILLS TRIAL

ZOE BECKLEY

famous newspaper woman, will report her impressions of the trial, weaving the colorful high lights and side lights into her daily wire story.

MY STORY

has been completed by Charlotte Mills. It presents an unusual picture of her mother at home, her attitude toward her husband and her love for Dr. Hall.

Wire for territory on "My Story."

CHARLOTTE MILLS

daughter of the slain woman, will describe her reactions to and impressions of the trial in a daily wire story.

JAMES MILLS

husband of the slain woman, has written the story of his married life with Eleanor Mills, in which he expresses his opinion of her, Dr. Hall and Mrs. Hall.

Wire for territory on

"Dr. Hall, My Wife and I."

Famous Features Syndicate, Inc. 1819 BROADWAY
NEW YORK, N. Y.

Wire today or telephone—Columbus 2428.

CLASSIFIED ADVERTISING

Inquiring Classified Reporter"—New Invention for Taking Want
Ads—Collecting Telephoned Advertising Bills—
What Is Good Promotion?

ACTIVENESS of the Wash-
ington (D. C.) Herald's classified
was increased and reader in-
volved, when a "Inquiring
Reporter" was appointed to
classified promotion copy.

Resulting copy appeared much like
text. It ran under the one col-
head "Who's Who" and car-
by-line "The Inquiring Classi-
fier." The story was illustrated
column cut of the person in-

ea of the column is expressed
alic lead, which states under
ne: "Each day he selects at
ome Times and Herald classi-
tiser whose interesting message
regularly in these papers and
the advertiser to Times and
eaders through these columns."

invention for taking classified
typewriter is in operation in the
the New York Times. It is a
r which can be attached to any
typewriter and enables the op-
write continuously without in-
w sheets, cutting off the blanks,
and carbons as fast as typed,
of a cutter bar. The machine
y the Times is capable of car-
want-ad banks with carbon and
eet. In a recent test 135 ad-
ts were taken in five hours
st. The receiving capacity of
licitors has been increased from
per hour to 27 to 35 per hour.
per of errors has also been re-
a minimum, it is stated, while
er legibility of the typewritten
increased production in the
room 20 per cent.

classified ads over the tele-
usually an expensive proposi-
the newspaper—unless the ad-
as an account. They must be
nd billed and the bookkeeping
tailed may often take off the
n if the account is eventually
But refusal to accept an ad in
often makes an enemy for the
and also throws business to a
ent creditor. One small city
found that it is profitable to
ad so received but to inform
tiser that a collector will call
er home to receive payment for
on. Before press time he makes
and usually returns with every
insertion paid for.

ring the question, what is good
promotion copy, W. P. Downey,
of classified promotion of the
k American, has written:
unction of any advertisement is
given idea, and if it fails in

that particular, all the attention-value
in the world won't make it really profit-
able.

"Every promotion writer, after he has
prepared an advertisement might well
ask himself the following questions:

1. "Is the appeal directed to the people
we want to reach?"

2. "Is it presented in the most force-
ful manner possible?"

3. "Have we gotten away from the
commonplace in its presentation?"

4. "Is the illustration pertinent to the
subject-matter?"

5. "Does the first paragraph of the
copy gain the reader's interest?"

6. "Does the copy follow through logi-
cally to a convincing conclusion?"

7. "How can this advertisement be im-
proved?"

100 ATTEND ROUND TABLE

Kansas Editors Guests of State Univer-
sity—Haskell a Speaker

Nearly 100 Kansas editors attended the
15th annual Round Table of State editors
conducted by the department of journal-
ism of the University of Kansas, Law-
rence, Friday and Saturday, October 22
and 23.

Speakers included: George B. Longan,
assistant managing editor, *Kansas City
Star*, who discussed the policies of a
newspaper; C. L. Hobart, editor, *Hol-
den (Mo.) Progress* and new president
of the Missouri Press Association, on
"Publicity, Why Should It Be Free";
Alfred J. Graves, instructor in the de-
partment of journalism who spoke on
"Better Business Methods."

At the dinner given by the university,
more than 100 editors and their wives at-
tended. Charles H. Browne, editor of
the *Horton (Kan.) Headlight*, presided
as toastmaster. Speakers included Chan-
cellor E. H. Lindley of the university,
George Harmon, of the *Valley Falls
Vindicator* and president of the Kansas
Press Association; C. L. Hobart, presi-
dent, Missouri Press Association, Henry
J. Haskell, editor, *Kansas City Star*,
who discussed something of the new
policies of the Star under the new man-
agement, and W. Y. Morgan, editor,
Hutchinson News-Herald and chairman
of the board of regents of the five State
schools of Kansas.

The editors were guests of the school
at the annual K. U.-Nebraska football
game.

Round tables on both days were fea-
tures of the meeting. Business methods,
discussions of methods for daily and
weekly papers, and advertising were dis-
cussed. Jan. 28 and 29 were chosen as
the dates for the convention of the Kan-
sas Press Association at Topeka.

INDIANA

A Productive
Market for the
Advertiser

Indiana is always a productive market for the
national advertiser, because its people are
especially responsive to advertising. The
Hoosiers are a great home loving people who
are fond of their newspapers and read them
very thoroughly.

The advertiser who has a good story to tell
about his product, and tells it properly, always
gets results. That is another reason why some
of the largest manufacturers of the well known
brands specify Indiana as one of their major
markets in their national campaigns.

Those manufacturers who are not yet ac-
quainted with Indiana's buying power should
study its strategic position in the heart of the
country's commerce and wealth.

The newspapers listed below will gladly fur-
nish the facts. Write for them.

	Circulation	Rate for 5,000 lines
*Columbus Republican	(E) 4,851	.03
†Connersville News-Examiner.....	(E) 4,827	.025
†Decatur Democrat.....	(E) 3,204	.025
*Fort Wayne Journal-Gazette.....	(M) 36,070	.08
*Fort Wayne Journal-Gazette	(S) 28,910	.08
*Fort Wayne News Sentinel.....	(E) 43,021	.10
**Gary Evening Post-Tribune.....	(E) 15,514	.06
**Huntington Press	(M&S) 5,129	.025
†Indianapolis News	(E) 127,079	.25
**Lafayette Journal & Courier..	(M) 7,878	
†La Porte Herald-Argus.....	(E) 13,583	.06
†La Porte Herald-Argus.....	(E) 6,726	.04
**Marion Chronicle	(E) 9,364	.04
†Shelbyville Democrat.....	(E) 4,021	.025
†South Bend News-Times.....	(M) 9,751	
†South Bend News-Times.....	(E) 17,037	.07
†South Bend News-Times.....	(S) 25,089	.07
†South Bend Tribune....	(S) 21,874	.06
†Terre Haute Tribune.....	(E&S) 23,273	.06
**A. B. C. Publishers' Statement, March 31, 1926.		
††Government Statement, March 31, 1926.		
*A. B. C. Statement, October 1, 1926.		
††Government Statement, October 1, 1926.		

FOR PROMPT SERVICE

TYPE

ORDERS - ORNAMENTS - BRASS RULE

Printers' Supplies

KELLY PRESSES - KLYMAX FEEDERS - PAPER CUTTERS
MILAMTON WOOD AND STEEL EQUIPMENT, INCLUDING OUR
AMERICAN CUT-COST EQUIPMENT

Carried in stock for prompt shipment at the following Selling Houses of the

American Type Founders Company

BOSTON	RICHMOND	DETROIT	MINNEAPOLIS	SAN FRANCISCO
NEW YORK	ATLANTA	CHICAGO	KANSAS CITY	PORTLAND
PHILADELPHIA	BUFFALO	CINCINNATI	DES MOINES	SPOKANE
BALTIMORE	PITTSBURGH	ST. LOUIS	DENVER	WINNIPEG
	CLEVELAND	MILWAUKEE	LOS ANGELES	

BUILDING NEWSPAPER CIRCULATION

Circulation Manager Makes Reporters Out of His Country Agents—
Hearst Enjoins Trenton News Dealers—Keeping the Subscription
List in Good Condition

S. T. MACDONALD, circulation manager of the *Hutchinson* (Kan.) *News & Herald*, is making reporters out of his country agents, and, he informed EDITOR & PUBLISHER this week the experiment is enlarging the subscription lists of many agencies.

To interest the newsdealers in the editorial side of the paper, Mr. Macdonald recently sent out the following letter to a representative list of dealers throughout the southwest:

"Dear Agent:
"Now and then something of interest takes place in your town that is not reported in the *News* or the *Herald*. It is impossible for us to maintain an organization of outside correspondents to cover all of the important news events that spring up over the district.

"Believing that you can be of material help to us and to yourself as well, we would like to enlist your aid in securing valuable news matter that we might otherwise pass up.

"Naturally, we are not greatly interested in the little bits of neighborhood gossip and personal notes about your community, but we are intensely interested in anything of real news value to any reader of the *News* and *Herald*.

"Next time you have a robbery, a murder, an accident, a convention or an important event of any description in your city, simply telephone us COLLECT and we will use the story at once. Merely give us the facts and we will do the rest.

"By giving us this co-operation, you will be rendering a splendid service to your customers and at the same time enlarging the subscription list for your agency."

Hearst newspapers of New York City on Oct. 22 obtained a temporary injunction restraining the Trenton Newsdealers' Association and individual newsdealers in Trenton and the vicinity from molesting news carriers selling the Hearst papers and from interfering with the sale of these newspapers. The injunction was granted by Vice Chancellor Malcolm G. Buchanan. The newsdealers must show cause in Trenton on Nov. 3 why the injunction should not be made permanent.

The injunction holds that refusal to sell the complainant publications does not constitute a violation, and that the defendants are in no way restrained from selling other newspapers. The action results from the refusal of the publishers of the *Mirror* to allow the sale of that paper for more than three cents. According to the complaint, the defendants not only refused to sell the *Mirror* at this price but extended their refusal to other Hearst publications and sought to hinder independent carriers in distributing the complainants' papers. It is charged that some carriers were assaulted.

Keeping the subscription list in good condition is a problem that confronts many a country publisher, a recent issue of the *Wisconsin Press Bulletin* observes:

**The
Los Angeles
EVENING HERALD
consistently carries more paid
advertising than
any daily news-
paper in the west**

Representatives

New York Chicago San Francisco
Herb. W. Meloney John H. Lederer A. J. Norris Hill
604 Times Bldg. 910 Hearst Bldg. 2312 Jarvis St.

"Subscribers will let their subscription account drag along unpaid until it reaches a large amount and then complain about paying the entire amount or perhaps even a portion of it. They forget that the publisher has given them extremely liberal credit, much more liberal than the merchants with whom they do business would give, inasmuch as a subscription account with the average country newspaper sometimes extends into years before it is paid. Under ordinary circumstances an account extending over a long period of time, would draw interest, but the country publisher is lucky if he gets the face amount.

"There are too few publishers who realize the importance of keeping the subscription list clean, despite the fact that it is one of the greatest business getters in the world. In the first place a paid up list shows that the readers want the paper, and if the list is kept up without the aid of subscription campaigns, so much the better. In the second place a paid up subscription list indicates that the community is prosperous and that the people have money to buy the articles offered them by the advertisers.

"Big advertisers are making a closer study of mediums each year, and one of the reasons that country newspapers are slighted so much in the past in national advertising campaigns, is because of their slipshod methods of doing business, especially in failing to keep a healthy subscription list."

"\$1,000 in 40 Cash Prizes for Housewives" is the newest circulation building scheme of the *Boston* (Mass.) *Evening American*. A total of 33 questions will be printed, one a day, in the *American* until Nov. 20. Martha Lee is in charge of the "Homemakers' Contest."

Mayor Ralph S. Bauer of Lynn, Mass., treasurer of the North Shore News Company, and the Lynn City Council are locking horns over the council's decision to rule all newspaper stands off the streets of Lynn on the grounds that they are sidewalk traffic obstructions. Although admitting that the council is right, Mayor Bauer claims sentiment for the newsboys as the reason for retention of the stands. He in turn has threatened to remove every barber pole, sidewalk showcase, overhanging shop sign and other business or advertising stand if the council goes through with its decision. The mayor disclaims all personal interest in the fight other than that he was a newsboy himself in his younger days.

Mayor Bauer is head of the North Shore News Company, the largest wholesale distributors of newspapers and magazines in Massachusetts. He characterized the move to ban newsstands as "spite work."

In connection with the Buffalo Radio show the *Buffalo Evening News*, in co-operation with radio dealers, offered a complete receiving set to the fire department company gathering the most coupons cut from the daily radio page of the newspaper.

Forty dogs of all descriptions, led by their owners, marched in the first annual "pup parade" of the *Dexter* (Mo.) *Statesman*, Oct. 18. School children, women, farmers and business men entered their pets in the parade and in the contests which followed. The newspaper awarded prizes for the best dog and the "orniest mutt." The latter title was won by a dog belonging to "Chick" Smith, on the basis of his appearance and adeptness at chasing automobiles.

The judges spent more than an hour in deliberating over the awards at the town's busiest street intersection. More than 1,000 persons watched the parade, and blocked traffic in the downtown district while the judges were deliberating.

The parade was held as an added feature of the dairy and poultry show under the auspices of the Missouri Department of Agriculture, the Missouri Pacific Railroad, and the Southeast Missouri Drummers' Association.

The *Chicago Daily News* has launched its second Dingle contest. The first one began eight weeks ago and proved to be so popular that a second was immediately planned. The prize list has been raised to \$1,750 with 537 cash prizes. The contest consists of a set of twenty dingles with verses and a hidden "dingle word" in each.

PRINTS "SUNSHINE SUPPLEMENT"

The *Christian Science Monitor*, Boston, published with its issue of Oct. 22, a twelve-page supplement called, "Winter Sunshine in Distant Lands," containing information for tourists planning to travel through the countries near the Mediterranean.

NEW YORK STATE Westchester County's

Fastest Growing Cities

Mount Vernon and
New Rochelle and
The Vicinity Towns

Are Covered Completely by
THE DAILY ARGUS

of
Mount Vernon
THE STANDARD STAR

of
New Rochelle

Both Members of A. B. C.

Westchester Newspapers, Inc.

Franklin A. Merriam, Pres.
Mount Vernon—New Rochelle

**LARGEST
WEEKDAY
CIRCULATION
in the City**

**The
Item
Tribune**

NEW ORLEANS

NEW MILWAUKEE EXECUTIVE

I. W. Maier, formerly a solicitor in city display advertising department of *Milwaukee Journal*, has been appointed manager of that department. Mr. Maier is a graduate of the University of Wisconsin, and prior to his connection with the *Journal*, was advertising manager of the *Madison* (Wis.) *Capital Times*. Frank J. Scherschel, formerly with *Milwaukee Sentinel*, has been named manager of the photography department of the *Journal*.

SUBSCRIBERS HONOR EDITOR

Subscribers of the *Manchester Guardian*, headed by Lord Derby, presented a bronze bust of the *Guardian's* editor, P. Scott, to the city at a meeting held at Manchester, Oct. 21. The bust was commissioned to commemorate Mr. Scott's 80th birthday and the 55 years of his editorship of the *Guardian*.

A paper with the people

The public decides the progress of a newspaper.

The continuous rising circulation of the *New York Evening Graphic* vividly demonstrates popular acceptance of this newspaper as a medium of unusual reader interest.

Advertisers daily realize the benefit of this power through achieved results from the advertising columns of the *New York Evening Graphic*.

With a constantly increasing circulation plus a constant growth in advertising lineage, the *New York Evening Graphic* offers the advertiser an extremely profitable opportunity.

Published by BERNARD MACFADDEN

NEW YORK

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Thorough Coverage in One of the
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(Evening except Sunday)

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SPECIAL AND REGULAR
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INSERTS AND COM-
MERCIAL WORK

Standard Gravure
Corporation

LOUISVILLE KY

WOMEN IN ADVERTISING AND JOURNALISM

Virginia Lynch Maxwell Believes Newspaper Training Best for Modern Girl—Mrs. Robinson Heads Women's Ad Club of Houston, Tex.—Beckley and Tobin Feted

VIRGINIA LYNCH MAXWELL progressed from reporting real life to writing of romantic fiction, and has and the change possible. She is a member of staff of the International Feature Service.

"I'm writing newspaper fiction," she told EDITOR & PUBLISHER this week. "I think I like to be able to write so well that everyone who reads my stories would thrill with me over the little every day occurrences, with me over the grim tragedies I've met in my reportorial work—and the sheer adventure of living, as I live every day of my life."

Newspaper work has always been tremendously interesting to me. In fact, I believe it is the best training any modern girl can take for life. Seeing in all its phases is to understand the realities and charms of human beings. Understanding people makes for tolerance. And this quality, I believe, is the cornerstone upon which the happiness or unhappiness of life is built."

Miss Maxwell began her newspaper career 15 years ago with the McClure Newspaper Syndicate. She was attending Columbia University, New York, at the time, and spent her vacations writing fillers for the women's page distributed by that syndicate. Then she wrote a feature story and sent it to a literary agent. It was used as the feature Christmas story on the old *New York Sunday Press*.

This success was too exciting for me to go back to the humdrum school room," Miss Maxwell recalled. "I immediately left college and sought work on the press. A few months on this paper I was assigned to cover woman's interests at the Panama Pacific Exposition in San Francisco. The trip out was a memorable one, because I travelled the first passenger ship to go through the Panama Canal."

In Frisco, I held two jobs, one on the fair grounds doing publicity and the other on the *Chronicle* doing special assignments during the fair. When the fair was about over, I came back to my home town—New York City."

During my time on the fair grounds, I used to fill in spare moments with all filler stories which I mailed to the newspapers back home. Those who used to pay me, and I found a ready market with the *New York Evening*

was to this newspaper Miss Maxwell first went when she returned to New York in October, 1915. Oswald Villard was then editor. He named her to cover Henry Ford's peace trip.

"The Ford party was sailing the following day," Miss Maxwell continued. "I rushed home, packed a few things in a suitcase, borrowed my sister's handkerchiefs, hats, gloves, sweaters, etc., and the next morning for Norway. Everyone knows enough about this memorable trip. It needs no further comment. While Henry's plan failed, the time spent abroad with other newspaper men and women, served to add to my experience."

The following year, Miss Maxwell joined the staff of the International Feature Service, one of the Hearst syndicates in New York, and has been there ever since.



VIRGINIA MAXWELL

tional Bank Building, Houston, was recently elected president of the Women's Advertising Club of Houston. Mrs. M. E. Adles, Houston, is the new secretary.

Members of the Ohio Newspaper Women's Association are holding their 26th annual convention in Akron, O., Friday to Sunday of this week. Miss Pauline Smith of Columbus is president. Other officials are Mrs. Carlotta Price Shea, *Bellefontaine Examiner*, vice-president; Miss Carrie Eisenmenger *Franklin Chronicle*, secretary; and Miss Mildred Cronley, *Sidney Daily News*, treasurer.

Miss Genevieve Tobin, of the *Chicago Tribune*, who came east to cover the Queen, and Miss Zoe Beckley, of *Famous Features*, who accompanied the Queen

from Rumania, were the guests of honor at the weekly dinner of the New York Newspaper Women's Club at the club rooms Oct. 23. Miss Emma Bugbee, president, presided. Miss Beckley described her impressions of Queen Marie, gained from many interviews in Rumania. The club will give a tea, on Oct. 31, in honor of new members.

Miss Ethyl Mockler, formerly of the staff of the *New York World*, is doing publicity for the Jewish Home for Convalescents.

Miss Eleanor Simmons is conducting the publicity for the last portion of the political campaign for the Women's Committee for Smith and Wagner.

Margaret Foldes is managing editor of the *North Side News*, a paper published in the Bronx, New York City. Miss Foldes is the first woman managing editor the paper has had.

Miss Nell Snead, of the *Kansas City Star*, was in New York to cover the arrival of Queen Marie.

WHAT'S WHAT IN THE FEATURE FIELD

Margaret Sangster to Write Daily Poem for Newspapers—Queen Marie's Travels Burlesqued—Famous Features Syndicate Adds to Staff

MARGARET SANGSTER has signed with the O'Dell Newspaper Service, New York, to write a daily poem for the newspapers. For 13 years Miss Sangster has been affiliated with the *Christian Herald* and has contributed occasional poems to the newspapers and general magazines.

A humorist, who prefers to be anonymous, is burlesquing Queen Marie's American tour in a series being offered by the Bell Syndicate, Inc., New York, under the title "Travelogues of a Queen, by Goldie, Queen of Glomania."

A dinner was given J. D. Gortatowsky, general manager of the King Features Syndicate, on Oct. 23, following his return from a honeymoon trip. Mr. and Mrs. Gortatowsky were presented with a chest of silver by members of the syndicate organization.

The *Des Moines Register-Tribune* Syndicate is now offering a series under the heading "The Diary of a New Father."

Lewis Sobol, formerly city editor of the *Automotive Daily News*, a Macfadden publication, has joined the writing staff

of the Famous Features Syndicate, New York. Prior to working for Macfadden, he was city editor of the *New London* (Conn.) *Day* and before that was connected with the *Waterbury* (Conn.) *Republican*. He has also contributed fiction to a number of magazines.

Newspapers taking the NEA Service, Inc., are now publishing Virginia Swain's new serial called "Campus Rebels." Some papers are promoting the serial by offering cash prizes for the best 150-word letters from readers on "What I Like About Campus Rebels."

J. V. Connolly, of the King Features Syndicate board of general management, is on a vacation trip to Havana, with Mrs. Connolly.

Still Gaining !

The net paid average daily circulation for THE BALTIMORE NEWS for April was 124,636—the highest under its present management.

The net paid average for the American was 57,503.

You need these papers to cover Baltimore, they reach more than half the City.

Sold separately or in combination.

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and

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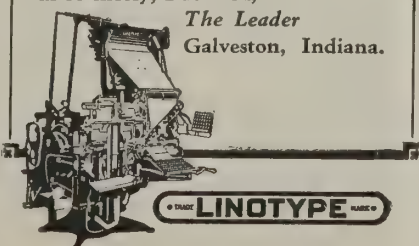
From the Linotype Mailbag

"This is Another Instance of 'REAL SERVICE.'"

I wish to thank you for the promptness in taking care of our order for G-489, distributor box front plate upper rail assembled, by telegram Monday morning. This part reached us at 6:45 A. M., Tuesday, just as soon as it was possible for it to arrive here. This is another instance of "Real Service" that your company is noted for.

Thanking you for taking care of us so nicely, I remain,

The Leader
Galveston, Indiana.



LINOTYPE

THE F. J. MARKS

CIRCULATION SERVICE

can get you

MORE CIRCULATION WITHOUT

Premiums, contests or prizes.

Anybody and almost any method can get new business. Holding it is another matter.

I GET CIRCULATION THAT HOLDS

There is no mystery to my methods. I have the largest and most productive circulation organization in the country. My men are clean, resourceful, intelligent; the kind who will be a credit to your paper.

Let me solve your circulation problems and get the circulation you want quietly, efficiently, and at low cost.

Write or wire for references and full details.

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SHOP TALK AT THIRTY

By MARLEN PEW

OFTEN in the evening familiar figures of men and women and children appear on the screen of memory, become vivid as in a close-up, speak to me again—then fade into the shadows. Sometime, somewhere we marched side by side in the human pageant. The winds and tides came, sundering our ties. Here am I in a Broadway tower, at work I like to do. Where are they? I only know that though a thousand gulfs intervene we are still friends. Else they would not so often come to visit me in quiet hours with their comedy and sorrows.

* * *

MARK HANNA was the great man in Cleveland and was running for the United States Senate. Homer Davenport put dollar marks in the checks of Hanna's suit of clothes after he went to the Senate, but the *Cleveland Press* fought to prevent him from going there. The campaign was on and the editor of the Press, a man possessed of a sense of humor uncommon in this world, foresaw that Hanna's election in the Ohio legislature was assured. But he determined to humble this lordly politician and planned the most curious, subtly malicious political satire that Ohio with all its sophistication in such matters had ever witnessed. Ed. Clough, our political reporter, now the successful publisher of a financial paper, was assigned to the job, with yours truly his messenger boy. We were told that the bottom man on the Republican ticket, an old gentleman named John Brown, running for justice of the peace, would be the Press' particular star for the campaign. Our mischievous editor proposed that the tail should wag the dog, that John Brown should run so far ahead of Mark Hanna's legislative electors that that gigantic luminary in our firmament would fade to a very small twinkle in local public esteem. This was the dark plot and we set out to do the dirt. John Brown was a nice man with small ideas. He had lost a leg at Gettysburg. We opened "John Brown Headquarters" and began to organize meetings in his honor all around the town. Across Superior Avenue, near the Public Square, we hung a huge banner bearing a giant painting of John Brown in the smoke of the battling hell of Gettysburg. My particular daytime job was to steer a trolley car over every track in Cleveland, the car ornamented on each side by "Vote for John Brown for Justice of the Peace" banners, public attention being called by a twenty-five piece brass band that played and played, and may be playing yet for all I care. The Press, "independent in politics, became sensationally partisan to the cause of John Brown. Ed. Clough wrote everything favorable concerning Mr. Brown that could be dug up from the time he left his mother's arms, and may have even invented a few additional virtues. The first page became a chariot in which our hero rode abroad each evening. The city was dazed by it all. It was pretty subtle stuff for our horny-handed clientele, but we kept it up, constantly intensifying the ardor of our championship until election day. John Brown was dumbfounded. He hadn't even asked the Press to give him a three-line notice, he said, and here we seemed to be going crazy about him, running his speeches and big pictures 'n everything. We dragged the old fellow around town to our meetings, made issues for him to talk about, wrote his speeches and kept his right arm in a cramp from handshakes. But from the first Brown hadn't the slightest inkling of what it was all about. On election night the Press announced that returns would be shown from a magic lantern at our office

and that John Brown would positively be present in person. A vast crowd gathered. Brown didn't show up and I was sent out to get him. He was reluctant to come. He had been thinking it all over and had decided that there was a "ketch in it somewhere." To my horror it presently developed that Mr. Brown was of the opinion that the Press had set out to make a fool of him and, thus betrayed by seeming princely friends, he actually feared the result at the polls. Nothing I could say would satisfy him, but he consented to come to the office to talk with the Big Chief. "Why, Brown," I can still hear the editor say, "if you are not elected tonight you may come out to my house in the morning and I'll give you the matches to set it on fire. Yes, sir, if you are defeated I'll burn my own house before sunrise." For some reason this logic appealed and Mr. Brown took his place on the balcony before the office, while the magic lantern announced his presence and thousands cheered. Was John Brown elected? You know it, kind reader. Did he run ahead of the ticket? Well, with plenty to spare. We laughed our fool heads sick in the Press office that night but for months were plagued by inquiries from unimaginative readers as to the meaning of our advocacy of John Brown.

* * *

EVERY evening the little girl in the brown dress would come to the news office in the State War and Navy Building where the casualty lists were compiled each day from cabled reports from general headquarters of the A. E. F. She told us she was employed as a stenographer in the office of the Adjutant General, that her brother was "over there" and asked to see the casualty lists before they went out to the newspapers. She was faithful to her mission and gradually the girls in the office learned that when her brother went to war in France she had come to Washington to do her tiny bit for the great cause. Yes, you have guessed it. She found his name on the list one night, gave a little smothered cry and ran away, out of our sight forever.

* * *

IN these days when advertising lineage is the breath of life in so many offices this story may tax the imagination of the younger generation, but maybe some of the Old Guard will bear me out that it might have happened out west, oh, long ago. We had an editor who believed that the reader had a right to get his penny's worth of news from every page of our sheet. It was an evening paper and along about two-thirty he'd come out to the composing room to make up the "Home Edition." With galley proofs in his hands the Big Chief would tackle the job. "That's a good item, put it top of page three," he would say. "Here's something for page one, offside lead. Put this low on page one. Lead the paper with this," and so on, until the space in all forms would be filled. Then the dear old boy would find something "good," but have no place for it. Addressing the advertising manager, who always stood by the side of the stone like a sentinel at a dangerous post, he'd ask: "What's that down there, Billy?" It might be ten-inches on two signed "Sapolio," but the Chief would say: "Take it out and put this news in—we owe something to our readers." Whereat Bill would quake. It was contract business, to run Tuesdays and Fridays and this was Tuesday. "Take it out and write them that we were crowded. They'll think more of us than ever, if you do. Besides, this paper has too much advertising in it. We will all get

so fat around here that we shall lose our agility, Billy." And that old son-of-a-gun would do that sort of thing whenever a news item of value needed to find a hole in our forms. He even made Billy like it. Maybe the advertisers admired this spirit of independence too, for that paper has become one of the outstanding advertising successes of the generation.

* * *

PAUL was police headquarters man. Cigarette stained, dusty around the collar, always late in the morning, not a fancy writer, wholly irresponsible in matters not connected with his work, he was one of the greatest reporters it has ever been my pleasure to work with. He knew news, brought it in with soul-delighting sureness and there was never a "come back" on his stuff. All the cops adored him. They'd wake him up at night to whisper in his ear. We were never surprised by anything Paul did. He might turn in a beat on any subject from high finance to highway robbery, "400" society to murder in Dan McGuerk's, a gouge by the Ice Trust to a Broadway brawl. Did I say he never surprised us? Well, Paul did never surprise us one dull morning. It was a story about a cat. He 'phoned in that a cat had fallen five stories down the airshaft of a Third avenue tenement and couldn't be got out. It was starving down there. The airshaft was about the size of a chimney. A little kid and her poor mother had been over to Mulberry street asking the cops to come and help. The cat was the kid's pet. It was a story—just a little story, Paul said. A cat, we in the office exclaimed. What of it? The East Side was full of yowling cats. One less—that's good! A bit later Paul 'phoned that he had run over to the tenement and had looked down the shaft from the roof. The cat was there, he'd seen its tail. He said there was a stone shelf down there and the cat was hiding under it. The cat had been down there for a week and the cops didn't know how to get it out. It wasn't true that it was starving, though, because the little kid had been going to the airshaft every day, dropping food down. The cops had rigged up a long line and baited a hook and were going to try to fish out the cat. Paul would let us know the result. Joe O'Brien, the rewrite, saw a little interest in the story and dashed off a couple of paragraphs for the next edition. Presently Paul called again. The fish line didn't work. The cat wouldn't come out from under the shelf. Timmy O'Loughlin, a neighborhood lad, volunteered to have a rope tied around his breast and be lowered, but his mother wouldn't let him because the cat was probably wild and would scratch his eyes out. Paul rang off and Joe wrote an add and the item caught first page in the next. The firemen had been called out by the cops, when Paul called again. They didn't have a ladder that would extend five stories. They

were trying to noose the poor little critter. But it wouldn't come out from under the shelf. Joe wrote a new lead and "Pop" Mallory, head of the department, ordered a two-column head. Paul came on the wire in a few minutes. Fire Chief Croker had arrived and had taken command of the rescue forces. At least a thousand people were surging in avenue and side street and the cops stretched ropes and ordered everyone residents out of the tenement and the roof. The cat was still down there. They were trying to hook the stone shelf out of place, to get at it. "Chief Croker Directs Police and Firemen in Vain attempt to Rescue Cat," was our next edition. There was a half-hour's pause and came an excited ring from Paul: "Fireman lowered on rope. Terrific battle with infuriated feline in dark hallway. Kicks cat into insensibility and brings it to roof. Cat revives after a few flops and becomes docile in glad kid's arms. Crowd of five thousand surging in streets for blocks in all directions. Got a human interest story from Croker and rescuing fireman's story of battle." Gifted Joe O'Brien then at his best, reeled out a story full of the elements of adventure: child's love for a pet, heroic combat in close quarters, suspense and neighborhood excitement that the boss said, "Give it the lead in the next," and that was just another day's work for Paul.

* * *

KARL DECKER once told me the inside story of the most theatrical incident of the Spanish-American War, rescue from Morro Castle in Havana of the beautiful girl, Evangeline, whom the miseries of Cuban reconcentrado so perfectly that case stirred the fighting blood of a nation. Decker was the writing star of the Hearst newspapers and a genius of hot-blooded journalism, if one ever lived. He conceived the idea when he read a brief despatch saying that the Spaniards had coopered in the plan to take the daughter of a patriot plot. The itch of the official Spanish palm was well known to Decker and he accurately calculated success of the expedition upon his ability to satisfy that itch with graft. So the venture was essentially a financial undertaking. This presented an embarrassment. Decker had no bank account, he told me, and he had reasons for not asking for expense money from the paper, and thus confided a brilliant idea to his immediate superior officers. There was a type of gentleness in journalism in those days, of course long since extinct, who might be described as a literary pickpocket and who was one stuffed shirt in Decker's shoes who had the reputation of trading on ideas of other men on exactly the same principle that Sambo bags the rooster on Saturday night. Decker went to Washington and borrowed money from personal friends and presently found

RECEIVER'S SALE

Illustrated Daily Herald Plant San Francisco

will be sold at auction November 10, 1926. Equipment includes two sixteen-page tubular Duplex presses; seven Intertype machines; complete composing, stereotype and photo-engraving departments. All in first class condition. For full particulars, write or wire

JOHN W. BRODIX, Receiver,
56 12th St.
San Francisco, Calif.

in Havana. Two or three brown closed on his gold and he reached geline's cell at midnight, of course as her lover. Jail doors opened and the adventure was in fact old that it might be related in two of copy, but it lost nothing in er's telling. He reeled off pages great stories and when he finally ht the shrinking girl to New York were public demonstrations that the jewels in the Spanish crown like a dice box. At the New York c library recently I happened to across one of Decker's famous ay pages on this exploit. The pic- were done in colors and the stuff exciting enough to make any t shoulder a gun to avenge the wrongs that "Butcher" Weyler was ing upon the Cuban people. Decker me that when Mr. Hearst heard ory of his adventure he handsomely pensed him for money spent and him a bonus on space that put the ter on Easy Street for years.

* * *
CKY had worked on every paper in ew York with uniform ill-luck. man could write, but his manner offensive. That shuddering some- which even ad-writers dare not on cast a blight upon his life. No r would he sell his way into an than some hard-boiled executive l puncture his dream of glory by ng him the blue envelope. Then l come a winter of discontent, but pathetic way he'd eventually wiggle ay into some other office. On the ion of which I write Cocky had fired again. He took it tearfully. emanded an explanation and got the ar "must-cut-down, last-man-on- man-off" excuse. He carried his to the office of one of the kindest ditors that ever sharpened a pencil ark Row. Cocky got a hearing he editor disappeared for a moment he news room to get the other side e story. When he reentered his he was convinced that Cocky must t his tender heart bled for the man e spoke kind words. This was a language in Cocky's ears—few edi- vere gentle with him. "I'll give you er of recommendation," volunteered ditor, and scribbled a few lines of ed praise and commendation, folded cument and sealed it in an envelope. e faded down the elevator shaft. o minutes he was back. His eyes shining with a great light. He d the letter to the old editor and red: "I have just read what you ood enough to say about me and rk. I did not realize that I would such a letter. If I am as good as you say here, don't you think y proper place is on the *Tribune*? you please reconsider?" And that old man, on his own recommenda- out Cocky back on the payroll, but or long. Listerine hadn't been in- then.

PREPARING FOR ELECTIONS

Associations are now setting up ery to furnish newspapers with n returns, Nov. 2.

creating impression!

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national advertisers
using the Cleveland
Plain Dealer in 1925
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Plain Dealer

Medium—ONE Cost (ALONE) Will sell it

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New York

Woodward & Kelly
360 N. Mich. Ave.
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FLASHES

B. K. L. suggests that possibly the Queen's failure to broadcast for the Royal Typewriter Company was due to its failure to present her with the shift keys to the city.—H. I. Phillips in *New York Sun*.

No wonder the Sesqui is a financial failure. Pennsylvania folks spent all their money on the primary.—*Florence (Ala.) Herald*.

A picture of Mrs. Dempsey under the caption "Rushes to Jack," might be made the basis of a libel suit.—H. R. Farmer in *Edmonton Bulletin*.

What Chicago needs is a few arresting personalities on its police force.—*Little Rock (Ark.) Gazette*.

We learn that a university man has worked his way through college by caring for a baby. Great numbers of them have flunked their examinations for the same reason.—*Portland Oregonian*.

Once women merely asked equality with men, but now they have outstripped us.—*Pittsburgh Chronicle Telegraph*.

Oyster men will enter upon a national advertising campaign, believing that their product has been dumb as an oyster too long.—*Florence (Ala.) Herald*.

What labor really needs in these days of instalment payments is not a five-day week but a forty-day month.—*Norfolk Virginian Pilot*.

In fairness it ought to be conceded that the old-fashioned dime novel which is now selling for \$2.50 is printed on better paper.—*Detroit News*.

Clarence Darrow sees nothing wrong in taking the life of a defective child. Unless, of course, it is a defective child charged with murder.—*Louisville Times*.

The most wonderful thing done with our noble language in the recent past has been the feat of stretching "the freedom of the seas" to include a point 1,200 miles up a Chinese river.—*Detroit News*.

TO CELEBRATE 50th YEAR

A semi-centennial edition is planned by the *Seattle (Wash.) Post-Intelligencer*, which will mark its fiftieth anniversary. An editorial advisory board of prominent pioneers and citizens had been selected.

LOUIS WILEY DEFINES "GOOD PRESS AGENTS"

Business Manager of New York Times
Says They Must Make Complete
Accurate News Available—Bad
Publicity is Half-Truths

"Good publicity makes complete, accurate news available. Bad publicity is propaganda, half-truths or twisted news." Louis Wiley, business manager of the *New York Times*, made this comparison at the Fortnightly Forum, Park Lane Hotel, New York, Oct. 24, in a speech on "Publicity." Other speakers included Bruce Barton, president of Barton, Durstine & Osborne; Ida Clyde Clark, David Sarnoff, Ivy L. Lee and Horace Live-right book publisher.

"It is a perfectly understandable thing in this complex, highly organized age that publicity representatives should perform a useful legitimate function," Mr. Wiley said. "A great industrial organization, or a large social service agency may find it absolutely necessary to have the services of a publicity representative, if only to co-ordinate the information issued."

"The evils of publicity arise as much out of the suppression of news as out of the manufacture of news. Too many publicity people think that their job is primarily to hush up unfavorable or harmful information. The sensible publicity representative will, of course, speak or write in the interests of his company, but he will see to it that accredited newspaper reporters obtain the full truth."

Mr. Lee said that "all this talk about publicity, 'the inspired statement' and the evils and means of propaganda can be resolved by just saying to the editors: 'Use your judgment when information comes to your desk' and by saying to the public: 'Exercise your right to demand knowledge as to the source of information which is given concerning any fact.'"

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Fourth
Largest
City

Complete coverage
with one paper.

The Detroit News

Offers advertisers
unusual opportunities

if you
have something
to SELL—

—and it's good.
—and you want other folk to know it's good.
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The Ohio's Greatest
Newspaper
Cleveland News

DAILY and SUNDAY

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Amarillo, Texas—News
Ann Arbor, Mich.—News-Times
Appleton, Wis.—Post-Crescent
Ashland, Ky.—Independent
Asheville, N. C.—Citizen
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MICHIGAN LAW BARRING PUBLICATION OF BETTING ODDS UPHELD

Bahorski Measure Affects Newspapers and Racing Sheets, Also Out-of-State Papers—Printing Odds After an Event Is Permitted

ALL but one drastic provision of the Bahorski anti-gambling law, long subject of controversy between several Michigan newspapers and puzzle to out-of-state publications, was upheld by the Michigan supreme court in a decision handed down late last week.

The provision in question which was ruled unconstitutional was that prohibiting the publication of betting odds after the event on which the wagers were laid had passed. Provisions absolutely prohibiting quotation in print of odds on any sporting event or other occurrence on which bets are placed were upheld by the court, thus effectually barring either Michigan or outside papers from carrying preliminary information of this sort in their news columns in the future.

Refusal of Judge Charles L. Bartlett of Detroit to issue warrants against three Detroit newspapers for alleged violations of the law in this regard brought the matter before the supreme court. Leonard Park of Detroit, was the individual who appealed the case to the state's highest tribunal. Previously the supreme court had ruled the Bahorski act, in toto, invalid, after it had been passed by the 1923 legislature but certain details in its passage had not been according to legal requirements. The act was re-enacted in substantially its same form in 1925 and the test case was then brought.

Decision of the court in regard to publication of the illegal matter by out-of-state papers or magazines declares that, while such periodicals are in their original packages they may not be interfered with, being objects of interstate commerce, but immediately the seals are broken and the publications are offered for sale on the newsstands or elsewhere they become subject to the police powers of the state and any reading matter violating the laws of the state places them subject to seizure.

The anti-gambling act was enacted in 1923. Portions of the text of the supreme court's decision as relating to newspapers follow:

"Gambling is injurious to the morals and welfare of the people. Therefore, it is the duty of the state and is within the scope of police power to suppress it. In enacting legislation for that purpose there is no invasion of constitutional rights unless the restraints imposed are unreasonable. So, in considering the constitutionality of Section 4 of the statute in question, we may begin with the assumption that legislation to suppress gambling and to prohibit the publication of information that would have a tendency to induce people to practice it, is within the scope of police power and is a proper subject for proper legislation. The principal test of its validity is whether it is a reasonable exercise of such power.

"There are two very important essentials to a reasonable and proper exercise of police power. They are, first, that it must be for the public welfare and, second, that the measures adopted must

have relation to the purpose sought to be accomplished. That the legislation under consideration was intended for the public good cannot be questioned.

"The only question that requires discussion is whether the measures which the legislature adopted to accomplish the purpose of the act are arbitrary and oppressive or whether they are appropriately related to the purpose and have a tendency to accomplish it. If they have such a tendency they must be held to be reasonable.

"In seeking to accomplish the purposes of this act, the legislature prohibited the publication, advertising, or distribution of information concerning the making of wagers or bets or the selling of pools or evidence of betting odds on any race, contest or game, either before or after the event. It also made unlawful the possession of evidence for such publication, either before or after the event.

"It is not our business to determine whether as an actual fact the publishing of such information would induce to gambling. The legislature determined that, and we must defer to its judgment. Unless the publications declared to be unlawful have no such apparent tendency it would seem to be unreasonable for us to say that conveying such information to the people would not have an obvious tendency to induce them to gamble. To what extent it would promote gambling and to what extent the prohibitions of the statute may prevent gambling are questions with which this court has no concern. We are not permitted to substitute our judgment on those questions for that of the legislature. Our right to interfere ceases when it appears that the object of the legislation is the public good, and that the measures provided for accomplishing the object have an apparent tendency in that direction.

"So far as concerns the publication of wagers and bets and the selling of pools before the event, we have no hesitation in saying that the prohibitions of the statute are reasonable. The right of the legislature to prohibit publication of betting odds after the event presents a more serious question.

"It is apparent that every publication before the event would naturally have a tendency to encourage gambling. It is made of a particular pending event at which there would be opportunity to gamble.

"This is not true of every publication after the event. Some undoubtedly would have a harmful tendency. Some would not. Everyone can conceive of could have no possible tendency to induce gambling. The statute makes no distinction between them and fixes no

limitation of time after the event when the publication would be considered harmful. It prohibits all alike, the harmful and the harmless, and therein lies its unreasonableness. It is argued that the court should construe the statute as having application only to harmful publications, that is, publications that have a tendency to encourage gambling.

"The legislature's power to prohibit such publications rests upon a duty to protect the public against the injurious results that may follow. Therefore when it prohibits publications that have no harmful public tendency it exceeds its constitutional authority. It is our judgment that its wholesale prohibition of publications concerning bets and wagers unrelated in time to any race, game, or contest is an unreasonable exercise of police power and is therefore beyond the constitutional authority of the legislature. A further objection to the validity of Section 4 of the statute is that it makes a violation of mere possession of evidence of betting, odds, and wagers.

"If it be true that the language of the statute can be so construed we would have no question as to its invalidity. We think, however, that a reasonable construction shows that the legislature intended a violation should consist of not mere possession but of possession with intent to publish for it says 'and the possession of evidence for the publication shall in the same manner be deemed a violation of the act whether before or after the act evidenced thereby.'

"Under this construction mere possession does not constitute a violation. Possession with an intention to publish is a violation but for the reasons heretofore stated the possession must be before the events.

"Newspapers from outside the state while in their original package are obnoxious publications after the event that jects of interstate commerce and are not subject to the police power of the state. When, however, the original package is broken and the newspapers are offered for sale or distribution they become com-

mingled with the goods of the state are subject to its police regulation.

"The statute does not authorize interference with goods which are the subject of interstate commerce. It aims at the distribution of prohibited publications to the public within this state. Objection that the statute is an unlawful interference with interstate commerce without merit.

"It is true that the legislature is exclusively the judge of what is necessary to protect health, morals, and welfare of the citizens. But concerning these matters it inherently must have a very discretion. If the matter is a proper subject of legislation and the measures adopted are appropriately related to the object and have some obvious tendency to accomplish it the courts will not interfere. Its wisdom may be open to question but its enactment cannot be said to be beyond the constitutional authority of the legislature and that is the only question which this court may determine.

**THROUGH
the HEART
COLUMBUS
of OHIO**

16,784,309 Lines

Dispatch advertising record for the first nine months of 1926 exceeding other Columbus newspapers combined by 2,261,664 lines. The Dispatch also led the second largest Ohio newspaper by 3,168,433 lines.

Net Paid Circulation 106,814

The Columbus Dispatch

Largest Evening Circulation in Largest Market

For 26 consecutive years the Evening Journal has had the largest evening circulation in America—concentrated in New York and suburbs. More than DOUBLE the circulation of any other New York evening paper.

NEW YORK JOURNAL

America's Largest Evening Circulation and at 3c a copy

in Detroit—

Free Press circulation reaches 31,000 more than the total number of families owning their own homes.

The "Free Press"

"Starts the day in Detroit"

With a stable, uninflected, liberal pursued circulation productive of greater advertising returns at lower cost.

DO YOU NEED A TRAINED MAN

The Personnel Bureau of Sigma Delta Chi, an organization of college trained newspaper, magazine and advertising men, wants to help you find The Bureau puts you in touch with experienced, energetic—it saves you time by recommending only those who meet your requirements.

If you expect a vacancy, please write Robert B. Tarr, Director, Personnel Bureau of Sigma Delta Chi, P. O. Box 115, Port Huron, Michigan.

NO CHARGE TO EMPLOYERS

BUILDINGS PLANT LAYOUTS PRODUCTION OPERATION

An organization specializing solely in newspaper building design, manufacturing and production problems.

S. P. WESTON

Newspaper Buildings
Plant Layouts
Production, Operation

120 West 42nd Street New York

**1st in ALBANY NY
for Over 73 Years**

A good product—
A good schedule—
THE TIMES-UNION
—Success—In
Albany, N. Y.

The Times-Union

Albany's Leading Newspaper
by every possible logical comparison
Verrill & Conklin Inc.
New York, Chicago, Detroit, San Francisco

OUR OWN WORLD OF LETTERS

By JAMES MELVIN LEE

of the best books on practical printing to be published in recent years "The Practice of Printing" (The Arts Press, Peoria, Ill.) by W. Polk. Mr. Polk is now principal of the Robidoux Polytechnic School, Joseph, Mo., and is a typographer and trade experience. The volume is not only to young men who hope to become printers but also to advertising salesmen connected with printing and even the executives of such firms. It is so well written that it is of interest to even laymen—especially those sections which deal with the history of printing.

ous chapters take up type, type setting, spacing material, process of setting, proof reading and correction, composition, printing presses, inks, composition machine, use of types, legibility of type faces, harmony in composition, composition of advertisements, and printing plates. The volume which defines the technical and terms is remarkably full and com-

illustrations are well selected. The book is a good piece of composition. Material used for illustrative purposes often sets forth sound principles, "Carve carefully; words have

the text is obviously designed to meet the needs of students in high schools offering technical courses in printing and the students in trade schools. In printing, it can be read to advantage by those who work on metropolitan newspapers and who are never brought direct contact with the composing room. To supplement the text each chapter is provided with a special phase of printing, with a list of reliable trades or the benefit of those who wish a detailed study of these phases. One reason for the excellence of the mechanical production of the volume may be found in the fact that the author has been by the author him-

Editorials in *The Outlook* for October 13, deal with topics relating to the "Canned Journalism." Of these three the most interesting is the one headed "I See by the Outlook" which occupies almost a page. In this editorial Harold T. Pulsifer, the editor of *The Outlook*, checks up the work of a newspaper story of how a boxing bout at Norfolk, Va., at the request of some local editor. The bill of particulars from the boxing bout is printed in full. The editorial concludes with this criticism of the work of reporters:

It is a satisfaction if some American newspaper would indulge in boxing or any sport which would improve their foot- ing and enable them to train their eyes to see on the field. With the growth of editorials and canned news stories are becoming intellectually obese.

and editorials and canned feature stories to which passing mention is made

COMPLETE WIRE REPORTS
EVENING AND SUNDAY
PAPERS

International
News Service

It FIRST but First Get It
RIGHT

63 Park Row
NEW YORK CITY

in the conclusion just given receive separate treatment in an editorial printed under the caption, "Canned Journalism." This second editorial revolves around the slogan of the *Watertown* (N. Y.) *Standard*—"Northern New York's Fastest Growing Newspaper."

After mentioning the special features run regularly in the *Standard*, *The Outlook* remarks in passing that "it would be interesting to learn how much the paper prints about Watertown and the great county of Jefferson." If such information is interesting, *The Outlook* should have gone ahead, obtained a copy of the *Standard* and measured the number of columns devoted to local news. Fairness would seem to demand such a computation of the news columns in view of the criticism made of the feature columns. The criticism of the *Outlook* may be just, but no one knows until a reporter has been assigned to get the facts. In other words, the same criticism *The Outlook* brings against newspapers in general may with equal justice be brought against *The Outlook*.

The third editorial headed "Super-Newspaper Values" chats about the high prices recently paid for newspaper properties in general and the Munsey newspapers in particular.

The attention of editorial writers may well be directed to the article, "The League Grows" by Elbert Francis Baldwin, *The Outlook's* editor in Europe. The principal points to be noted in this article may be found in the quotations translated from continental newspapers—*Il Lavoro*, *Il Resto del Carlino*, *Il Mundo*, etc.

N. Y. AMERICAN IN LIBEL SUIT

\$200,000 Damages Asked by Milk Firm as Result of Political Story

A libel suit for \$200,000 was filed against the *New York American* this week as a result of an alleged exposé of Smith Brothers Milk and Cream Company, which formed part of the Hearst newspaper's campaign against the reelection of Gov. Smith.

The story on which the suit is based was written by Louis Fehr and appeared under the headline: "Convict Got Hospital Milk Contract—Freed by Gov. Smith—Sold Adulterated Milk to City Sick."

The ideas and thoughts intended to be conveyed to the general public by the newspaper article were wholly false and maliciously made, the complaint alleged, and were "intended for the purpose of injuring the plaintiff corporation in its reputation, business, and credit."

COURT UPHOLDS \$50,000 LIBEL VERDICT

**New York Court of Appeals Decides
New York American Must Pay
Damages to Former State
Assemblyman**

The verdict of \$50,000 in favor of former Assemblyman W. S. Evans, of New York, against the *Star* Company, publisher of the *New York American*, as damages for an alleged libel, was upheld by the Court of Appeals in a decision handed down in Albany, Oct. 22, affirming the Appellate Division, First Department, in reducing the verdict of the jury from \$125,000 to \$50,000.

The alleged libel was contained in an article telegraphed by J. E. Watson, Albany staff correspondent, to the *American*, April 17, 1920, to the effect that Assemblyman Evans had been bribed to absent himself from a meeting of the Assembly Judiciary Committee, when the Jenks bills enabling transportation corporations throughout the state to raise fares was under consideration. The vote of Evans, if cast against the bills, would have caused their defeat. The *American* was conducting a campaign against the bills, and later published articles regarding an alleged "slush fund" to promote the passage of the bills and attacking Assemblyman Evans.

At the trial the other causes of action, except the bribery charge, were withdrawn, but the articles were admitted in evidence by Justice Proskauer for the purpose of demonstrating malice and as bearing on the question of punitive damages.

The defense of the company was that the articles were a fair criticism and comment on the acts of a member of Assembly in the performance of his public duties, and also that it was reversible error to permit the jury to consider damages to him in his professional capacity as a lawyer.

£250,000 LOSS ON TELEGRAMS

**British Post Office Loses That Much
Yearly on Press Messages**

There is an estimated loss on press telegrams by the British Post Office of £250,000 a year. The *London Daily Mail*, on Oct. 11, urged that the present rate for press telegrams (one shilling for eighty words at night, and one shilling for sixty words day rate) should be raised to a figure that would wipe out the quarter of a million deficit. This suggestion has been much criticized, and *The Newspaper World* sums up the opinion of the opposition to the *Daily Mail's* statement, when it points out that the press has been accorded preferential telegraphic (as well as postal) rates because it provides the Post Office with a large and regular wholesale customer, and is the medium for the dissemination of valuable data from which the Government derives benefit.

If Quality

of circulation is your first consideration

The Evening Star

**With Sunday Morning Editions
Washington, D. C.**

will have your preference—same as it has the preference of practically everyone in the National Capital.

The *Star's* circulation is home circulation—both quality and quantity—the kind that counts most with advertisers.

**N. Y. Office—110 E. 42nd St.
Dan A. Carroll**

**Chicago Office—Tower Building
J. E. Lutz**

McCOY HEALTH SERVICE

a daily health talk that gets and holds public interest. The best circulation getter on the market.

GET THIS SERVICE

Write or Wire Today

McCOY HEALTH SERVICE

Brack Shops Bldg. Los Angeles, Calif.

See full page advertisement in Editor & Publisher for September 25th.

LA PRENSA of Buenos Aires

**Celebrates Fifty-Seven Years of
SERVICE**

**To the Peoples of TWO
Continents**

October 18th marked the Fifty-Seventh Year of LA PRENSA'S service as a great newspaper for the people of Argentina and for the American advertisers who have entered the richest per capita market in the world.

JOSHUA B. POWERS

Exclusive Advertising Representative

250 Park Avenue, New York

"South America's Greatest
Newspaper"

EVIDENCE

The October first Government Statement of the Tampa Tribune showed that the average daily increase in circulation of the Tribune over the preceding six months' period was

4053

The second Tampa paper showed an average increase during the same period of

235

Readers and advertisers in Tampa and the Tampa trade territory are coming more and more to appreciate the merit of South Florida's leading newspaper.

**The Tampa Morning
Tribune**

**S. C. Beckwith Special Agency
Representatives in National Field**

America's
Complete
Newspaper

NEW YORK

**Herald
Tribune**

SISTER O'MINE

by
VIOLET DARE

author of

"The Half-Time Wife," "A Wife on Leave," "The Luxury of Love," etc.
The Best Story Violet Dare Has Written.

An American girl kidnapped for an Indian Prince.
Her sister's tireless search on land and sea.

Illustrations by Marguerite Neale
8 Weeks in 750 word Daily Releases
Mat or Proof



The O'Dell Newspaper Service
55 Fifth Avenue, New York

HOW S. N. P. A. MEMBERS ARE CUTTING COSTS

Houston Post-Dispatch's Railroad Siding Eliminates \$10,000 Paper Drayage—How to Buy Metal Described

The following critical comments on waste and loss in newspaper production, with suggestions and records of corrective measures, are taken from the current bulletin of the Southern Newspaper Publishers' Association:

Handling a thousand tons of newsprint every month formerly cost the *Houston Post-Dispatch* about \$10,000 a year in drayage, storage and handling charges. Now the freight cars roll right up to a paper storage room adjoining the press room. The *Atlanta Journal* likewise has a railroad siding at its plant and saves a substantial sum thereby.

The *Birmingham News* has a neat arrangement for placing paper in the basement. A specially designed slide of heavy steel tubing takes the big 72-inch rolls from the sidewalk to press room storage without elevator or power, involving no expense of operation.

One of the few upstairs paper storage arrangements is used by the *Chattanooga News*. Rock formations made excavations for a basement prohibitive and so the entire top floor of the News building, with elevator service, is used for paper storage. Ink tanks are also elevated with simple gravity feed.

In Oklahoma City, E. K. Gaylord of the *Oklahoman and Times* avoided enlargement of his press room by installing an extra press in his paper storage warehouse to print his farm magazine. The warehouse is substantially built of heavy sheet iron but the cost was comparatively low.

In many plants where compressed air is available, composing rooms make good use of air blast for cleaning typesetting machines and other equipment.

The expense of circulating ice water in modern buildings has been cut by installation of mechanical refrigeration. The *Greensboro* (N. C.) *News* has the new equipment.

Years of experience in handling type metals has evolved this program for a newspaper that now has forgotten metal worries: Buy metals of the same grade constantly and from the same concern; get regular monthly shipments of new metal in small quantities and watch analyses every three months; skim stereo metal infrequently; use crank case oil regularly in remelting lino metal; remelt accumulated stereo and lino dross with oil in lino metal furnace, sending pigs to stereo foundry, dross in metal drums to smelter.

Good thermometers for metal are worth their weight in gold; a good wall type for the stereo metal pot and a small portable style for testing lino remelting should be on the "must have" list.

Oil heating devices are now made for stereo and remelting furnaces. They can hardly be as entirely satisfactory as natural or artificial gas. Most stereo pots are heated with soft coal where satisfaction is measured in frequency of cleaning smoke pipes.

An extra bowl for a metal furnace, carefully stored away for emergency use, has proved a life saver.

The same may be said of motor bearings, press gears, electric pot heating units and other needed extras. Interest on the investments in such precautions is just a tut-tut in comparison with expense and delay of getting them in an emergency.

WISCONSIN A. P. ELECTS

William T. Eyjue, editor of the *Madison* (Wis.) *Capital Times*, was re-elected the Wisconsin member of the Associated Press Advisory Board, and Frank R. Starbuck, publisher of the *Racine Journal-News*, was elected President of the Wisconsin Associated Press Editorial Association at its annual meeting in Janesville, Tuesday night.

ADMITS GERMAN WRITER

Int'l Sporting Writers Association Invites Permanent Delegate

(Special To EDITOR & PUBLISHER)

PARIS, Oct. 14.—The German Sporting Writers' Federation has been requested by the Executive Committee of the International Sporting Press Association, with headquarters at Paris, to nominate a permanent delegate to that body.

The International Sporting Press Federation was organized in Paris during the 1924 Olympic games and has a membership of 40 nations.

Germany not having participated in the last Olympics did not figure in the membership and hitherto has not been represented.

The motion to send an invitation to Germany to enter the association was made by Thomas T. Topping, of the Paris bureau of the Associated Press, the American delegate, and seconded with great enthusiasm by M. Victor Boin of Belgium.

The International Sporting Press Association is already studying the problem of housing, and telegraphic transmission for sports writers from all countries who will cover the 1928 Olympic games at Amsterdam.

KINGSTON DAILIES TO MERGE DEC. 1

British Whig and Standard to Consolidate as Single Paper Under Combined Ownership — Givens Head of New Company

The two Kingston, Ont., dailies, the *British Whig* and *Standard*, will be consolidated on Dec. 1. Negotiations to this end have been carried on for several months by H. B. Muir, formerly of the *London* (Ont.) *Free Press*, who has purchased control of the *Standard* and arranged for its merger with the *British Whig*. A new company has been formed, with W. R. Givens, late of the *Standard*, as president; Rupert Davies, who was in control of the *British Whig*, vice-president and H. B. Muir, managing director. Mr. Givens, who is in rather poor health, will not, it is said, be actively interested but Mr. Davies will assume the editorship.

The papers involved are among the oldest in Canada. The *Standard*, which succeeded the *News* in 1908, has had an existence of 117 years, while the *British Whig* runs back 92 years.

Their consolidation reduces the number of small Ontario cities having two daily

papers to but one, the city of Belleville where the *Intelligencer* and the *Ontario* are still competing. With the exception of the larger cities, Toronto, Hamilton, Ottawa and London, all other cities in province, save Belleville, are now on one-paper basis.

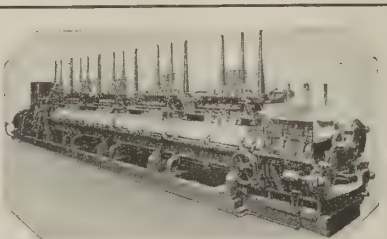
Mr. Givens has been prominent in newspaper circles in Canada for many years and is regarded as one of the ablest editors in the Dominion. Mr. Muir had wide experience in the business of newspaper work, having been connected with the business and advertising departments of the *London* (Ont.) *Free Press* and the *London Advertiser*. Davies started his career 30 years ago on the *Brantford* (Ont.) *Expositor* and the late T. H. Preston, then entered weekly newspaper field and about 18 months ago acquired control of *British Whig*.

The Canadian Press has granted consolidated paper an afternoon franchise replacing the pony services previously given.

GIRLS EDIT 86-PAGE PAPER

The 86-page Junior League edition of the *Birmingham News*, printed on Wednesday, Oct. 20, was the largest newspaper ever printed by the News, according to Victor H. Hanson, publisher. Young women members of the Junior League obtained the advertising, did the work of publishing the paper, managed the street sales, giving money to their pet charity for this year which is the Salvation Army.

Supplies—Equipment



Halvorsen Newspaper Stuffing Machines

are now being used by many of the leading newspapers from coast to coast and border border. In one plant the machine has saved one-fifth of its cost in six months. Papers can be delivered in better condition to distributors and to the readers.

After a thorough investigation you will want to invest

Write for full particulars

NONPARI MACHINE COMPANY
36 S. Throop Street, Chicago

FOR BETTER PRINTING

use

Herrick Inks

Cost more. Worth it.

No substitutes. Made from the best materials.

Specializing to requirements of each pressroom.

Ask the Publishers who use them.

WM. C. HERRICK INK CO., Inc.

401 West 33rd Street
New York City

Factory: Rutherford, N. J.

Classified

EDITOR & PUBLISHER

Classified Advertising Information

TRANSIENT RATES

SITUATIONS (Cash with Order)

1 Time — .40 per line

3 Times — .30 per line

ALL OTHER CLASSIFICATIONS (Cash with Order)

1 Time — .60 per line

4 Times — .55 per line

White space charge at same rate per line insertion as earned by frequency of line. Special rates quoted for 13, 26 and 52 lines. The Editor & Publisher reserves the right to classify, edit or reject any advertisement.

COUNT SIX WORDS TO LINE

ADVERTISING

General Promotion

Advertising Promotion—If you want business, communicate with the Intern. Publications Service, Incorporated, Suite 1841 Broadway, New York City.

BUSINESS OPPORTUNITIES

Brokers

November Bargains—Controlling interesting paper middle west; exclusive field; tionally good equipment; earning dividend initial payment \$10,000. Evening paper; home; exclusive field; adequate plant; ing large dividends; initial payment J. B. Shale, Times Bldg., New York.

In Many Respects this is the best new proposition in the country. Exclusive central west city of 12,000 with business equal to average city of 25,000, embracing than 100,000 population. Ad sales over a month; netting \$15,000 to \$20,000. Housed in own building worth \$25,000. Pledge for \$100,000; what terms will you Prop. 1390x. The H. F. Henrichs Litchfield, Ill.

Newspapers For Sale

Illness Compels Sale. Splendid weekly paper and printing business. Eastern chusetts. Fine equipment. Easy terms. Editor & Publisher.

Newspapers Wanted

Small Florida Daily wanted by client full particulars, price, terms, H. W. Wa P. O. Box 781, Miami, Fla.

Rebuilt
GOSS & HOE
PRESS
BARGAINS
ALL TYPES
SEND for LIST
THE GOSS PRINTING PRESS CO.
CHICAGO - NEW YORK - LONDON

THE MARGACH FEEDER

for

Linotype, Intertype,
Monotype, Ludlow, and
Elrod machines
\$75.00 each

Further inquiries may be directed to the

N. Y. Times Phila. Bulletin
Chicago Tribune Boston Herald

or several hundred other
publishers upon request.

Margach Mfg. Co., Inc.
211-215 Centre St., New York

A copy of EDITOR & PUBLISHER reaches practically every Publisher and his executives. Your advertisement in its columns is a salesman ever present—backed by the prestige gained and maintained by this publication in every newspaper office.

Employment—Equipment—Services

BUSINESS OPPORTUNITIES

Printing

Plant—A long established mid-town plant, completely equipped, would join up on a co-operative or other basis with an established publisher, adding agency or other large user of print. This is a real opportunity for progressive printer. Printer, care Lay Co., 15 West St., New York City.

CIRCULATION

Promotion

When quick, additional circulation becomes necessary, remember that our years in this one line of endeavor is proof against experimenting. Write or Pacific Coast Circulation Service, Bell Cincinnati, Ohio.

Builders—Blair & Austin, 1504 Center, Reading, Penn. Originators of Sales Club Campaigns.

January 1st two of my well organized, need crews will be available to any publisher who wants clean, quick, additional circulation. Minimum cost. Results guaranteed. Circulation Service, 42 Millwood St., Boston, Mass., Talbot 4625.

Pottery Direct for supplies to start pay dish offer. Results—Low cost. The China Co., Carrollton, Ohio.

EDITORIAL

Syndicate Features

New Paper This Week, Union, New Conn. For sample of a live, alert, up-to-date service, write Graphic Syndicate, Inc., Hall Place, New York.

EMPLOYMENT

Help Wanted

Selling Representatives wanted for leading firm in its field. If you are now traveling in Ohio, Nebraska or Wisconsin, a Oregon, Washington or Texas, de-commission can be made. Commission Write in full to Box B-545, Editor & Publisher.

Manager Wanted: Small daily with territory, good train and bus connections. Paper growing rapidly with wonderful circulation. Will pay salary and commission. The right man an attractive proposition. Character and ability all three necessary. References desired. McCook, Nebr.

Men, Attention National business wants representative. No conflict with present work. Substantial commission. For details. Box 429 Real Service, 15 St.

and Department Writer with both and desk experience for New England newspaper. Permanent place with chance for progress starting at \$40 to ending on experience. Use of camera. Give age, record in full, bits, and send photo, if possible, with of work. These will be returned. B-536, Editor & Publisher.

Advertising Salesmen—One of fastest outdoor organizations in America. Can sell for New York, Philadelphia and one who has sold poster, paint and and knows the game from a physiological standpoint, would have the opportunity of a lifetime with this organization. Giving a brief of your past and present on which will be held confidential. Our sales have been notified of this advertisement. Box 600-1107 Times Bldg., N. Y.

Good circulation man able to solicit, build routes, familiar with A. B. C. Morning paper. Will pay good salary. Address B-538, Editor & Publisher.

Situations Wanted

Manager now employed and with years' experience, wants to connect with organization where intensive effort and will justify permanent connection and can furnish best of references as to ability to produce. Prefer city work. Age 27, married. B-520, Editor & Publisher.

Salesman—Special Page and Special. Experience. Now ready to handle temporary or permanent basis. Prefer Box B-504, Editor & Publisher.

EMPLOYMENT

Situations Wanted

All Round Syndicate Man. Available for inside or road work. Many years' experience from production to exploitations. Modest salary demand to start, for particulars address Box B-546, Editor & Publisher.

Assistant Publisher, business manager, advertising manager, of wide experience and unbeatable record as organizer and business getter seeks wider field with greater opportunity. Now employed as business manager by Eastern city newspaper. Box B-506, Editor & Publisher.

Builder—I want to meet a weekly publisher who is ready to switch to a daily but hesitates, not knowing machine costs, equipment needs, organization methods or news costs. I can save him my salary and thousands more by careful supervision and selection only of actual needs. Have record of two successes with third under way. Address Box-526, Editor & Publisher.

Business Manager or Assistant to Publisher, Accountant, College education. Experienced in Advertising, Circulation, Office Management, Purchasing, Credits and General Promotion. Located city 275,000 central south. Prefer opportunity in smaller field where applicant's qualifications will prove his worth. Go Anywhere. A-999, Editor & Publisher.

Circulation Manager and boy promotion expert. Read my ad in this column, Editor & Publisher of October 16, 1926; under Box No. A-996.

Circulation Manager—Mr. Publisher, if you are looking for new blood in your circulation department, and would consent to a conscientious young man coming in, not one who can show two or three thousand gain in no time, but brings in only good substantial increases. One who has ten years of actual working experience in every angle of circulation work. Now employed but has good reasons for changing. Can furnish very best of references. Then answer to Box B-547, care of Editor & Publisher.

City Editor or Special Writer, now in 175,000 city as assistant city editor. Experienced. University graduate. Dependable. Married. Age 29, B-537, Editor & Publisher.

Classified Adviser. Want to double your classified advertising in 8 to 10 weeks. The writer has been doing that for newspapers for sometime, especially the second or third paper. Can come into your office. Suggest methods, train your help or hire new ones. Build up all classifications. No particular system. Just know how, from over 25 years experience. Well known in newspaper world. Not a commission proposition, make stated weekly charge for stated term, subject to cancellation after 4 weeks if not satisfied. For dates, details and etc., address B-543, Editor & Publisher.

Desk Man—Seeks position on daily. Reporting and rewrite also. Available at once. Box B-532, Editor & Publisher.

Editor, formerly managing editor Middle-western dailies and lately contributor to New York City papers and quality magazines, wishes to return to newspaper field in executive capacity. Record as steady circulation builder without stunts. Can make investment if necessary. Box B-542, Editor & Publisher.

Editorial Man, 36, whose work meets the acid test in any desk job—city, news or managing editor; also slot on Universal desk. Credited with being high grade make-up editor. Sixteen years' experience metropolitan and small city newspapers. Can leave present post on or about November 10. Box B-502, Editor & Publisher.

Executive—Former successful publisher experienced in all departments seeks wider field. Now engaged on metropolitan daily. Ready Nov. 15. Box B-548, Editor & Publisher.

Experienced Reporter and publicity man. Have seven years standing with western newspaper. Willing to go anywhere. Box B-535, Editor & Publisher.

Foreman Stereotyper—If you have a vacancy in the stereotyping department, and desire the services of a thoroughly practical and experienced foreman, who works either the wet or dry mat successfully obtaining the desired result, keeps fast schedules at a minimum of cost and believes in the close co-operation between departments, a man of settled habits now employed, offers his services. Confidential. Write or wire, B-540, Editor & Publisher.

EMPLOYMENT

Situations Wanted

Man 30 Years Old, nine years news experience, now in executive position New York City, wants connection good paper preferably west or southwest. If you have opening in good city where applicant can establish home and advance through development of paper he would like to hear from you. Can give references that will satisfy. Address B-539, Editor & Publisher.

Managing Editor with wide experience desires position city of 30,000 up. Box B-519, Editor & Publisher.

Managing Editor, competent, experienced; highly recommended by previous and present employers. Forceful editorial writer. Comprehensive knowledge of front office. Unquestioned executive ability. No territorial limitations. Box B-544, Editor & Publisher.

Mr. Publisher or Mr. Business Manager. Are you in the market for a circulation manager who is not afraid to jump in and serve a route, or drive a truck, or run the delivery room or sell papers on the street if necessary? If you are, I am your man. I am 34 years old, and I have spent 26 of these in the newspaper game, from newsboy up. I am familiar with A.B.C. records, office controlled routes and anything that warrants clean circulation. Every place I have worked, I have made the newsboys my friends and I have added from one up to five thousand increase in street sales on the various papers. My records and references are A No. 1 and I will gladly give anyone interested any information they desire. I am at present employed, but the advancement here is or will be very slow, as I was brought to my present position for a purpose, which I fully fulfilled. This ad cost me a good penny, so don't take up your time or mine if you are not interested. Samuel Brown, Press Union, Atlantic City, N. J.

Not a Sob Sister, but experienced newspaper woman with particular knowledge of metropolitan drama, movies, fashions, wants syndicate or newspaper position, New York, where she has free-lanced successfully past several years. Has national viewpoint essential in syndicate work; fair for recognizing the unusual, ability to write with accuracy and color; plus balance and judgment. Familiar with syndicate methods, having handled, edited, features as editor—dramatic, movie, society, women's and Sunday magazine pages and as writer of a syndicated feature. Best references. Address Box B-549, Editor & Publisher.

News Executive, thoroughly experienced. Now employed wants job as managing or news editor of paper in city under 100,000. Can rebuild staff, develop new news sources. Prefer paper in a rut. A-1, B-533, care Editor & Publisher.

Reporter—Desk Man, 24, wants position in South. Four years' experience in Alabama and Florida. B-523, Editor & Publisher.

MECHANICAL

Equipment for Sale

For Sale—Hoe 24-page straight line, 3-deck press, 21½ cut-off, 12, 12½ or 13 ems, 8 columns, 20" in excellent condition, and can be seen in operation. Can be used for color machine. Has three color fountains, reversible cylinders. Have purchased press with larger capacity and can be bought right if sold at once. Winston-Salem Sentinel, Winston-Salem, N. C.

For Sale: Practically new 24-page Duplex Tubular Press with complete stereotype equipment, turtles and chases; also motor drive and automatic control. Reason for selling—consolidation. The Plain Speaker-Standard-Sentinel, Hazleton, Pa.

Job Presses, Paper Cutters, Wire Stitchers, etc.—A complete line. Overhauled and guaranteed machines at bargain prices. Easy terms. Hoffmann Type & Engraving Co., 114 E. 13th St., N. Y. City.

Photo-Engraving plant for sale. Ideal for one or two men. Miles Machinery Co., 409 W. 26th St., New York.

Printers', Bookbinders' Outfitters—Modern cut-cost equipment, also rebuilt machinery. Corner, Fendler Branch, A. T. F. Co., New York City.

Used Goss Matt Roller for wet mats only, for sale cheap. The Goss Printing Press Co., 1535 So. Paulina St., Chicago, Ill.

Equipment Wanted

All Kinds of Photo-Engraving, electrotyping and stereotyping equipment wanted. We pay cash. Miles Machinery Co., 409 W. 26th St., New York.

LEGAL

INTERNATIONAL PAPER COMPANY

New York, September 29, 1926.

The Board of Directors have declared a quarterly dividend of Fifty Cents (.50) a share on the Common Stock of this Company, payable November 15th, 1926, to common stockholders of record at the close of business November 1, 1926.

Checks will be mailed. Transfer books will not close.

OWEN SHEPHERD, Treasurer.

Newspaper Properties

Bought, Sold and Appraised. All negotiations confidential.

PALMER, DEWITT & PALMER

350 Madison Ave., New York
Business Established in 1899.

CONSOLIDATION

The merging of newspaper interests is a subject that has received special study and investigation by this firm for nearly 17 years. It is a big subject and requires considerable technical knowledge, both as to valuation and operating methods. When properly organized, the results are never disappointing.

We have been factors in many important consolidations, sales and appraisals.

HARWELL & CANNON

Times Bldg. New York

WE CONNECT THE WIRES

OVER TWENTY-FIVE YEARS we have conducted a service bureau for employers and position seekers in Advertising-Publishing field. Our lists include men and women fitted for positions up to highest responsibility in all departments of newspapers, class journals, advertising agencies and publicity departments of mercantile and manufacturing concerns. Registration free. No charge to employers.

FERNALD'S EXCHANGE, INC.
SECURITY BLDG. SPRINGFIELD, MASS.

Opportunity

Awaits you in the Classified Columns of Editor & Publisher.

A Situation Wanted ad will open the doors to big positions with reliable concerns. Sell yourself with the Classified Service of Editor & Publisher.

DOLLAR PULLERS

ONE DOLLAR
WILL BE
PAID
FOR EACH
IDEA
PUBLISHED

A COMPREHENSIVE national canned food week will be observed throughout the country this year from Nov. 10 to Nov. 20. Plans for securing local advertising from retail grocers, wholesalers, manufacturers and others should be made at this time by the ad departments of all newspapers. As the national event will be held over two Saturdays, exceptional opportunity is offered for increasing the Friday advertising of canned products in each of these weeks.—C. M. L., Seattle, Wash.

How about the bakery in your city, does it only advertise bread? Get the baker to place another ad in your paper selling his cakes, his soft rolls, his pies, his chocolate eclairs, or whatever his specialty is. A small ad on one of these two or three times a week will bring him more pastry business. Try running one ad on one pastry every day, whichever is his special for the day. This is good business that will develop into another steady advertiser.—Ralph Gibley, Huntington, Ind.

An "Accuracy Race" is being conducted by an Indianapolis newspaper. Any errors directly chargeable to any staff member are tabulated daily and the total marked on a "race sheet" each evening. At the end of the week, the staff member with the lowest error record is treated to a free dinner and an evening's party with expenses paid.—B. A. T.

The Christmas Savings clubs plan inaugurated by banks and which opened up new advertising opportunities to newspapers might be broadened to include stores whereby a buyer could begin making payments now on Christmas gifts to be delivered at Christmas time. Under this arrangement stores could afford to make reduced Christmas prices to attract the trade.—F. D. H.

A good way to handle political advertising is to make up a page or more to run four or five times during the month before election and sell spaces for the full run, allowing change of copy each time. Such a page was run in the *San Luis Obispo* (Cal.) *Telegram & Tribune*, during August, appearing five times before the primaries. It sold easily and settled the political advertising matter in two days of solicitation.—Fremont Kutnewsky.

Here's a new stunt your suburban solicitors can use occasionally with success. The plan is now being used to real advantage by one of the solicitors of an Indiana newspaper who has "cracked some hard nuts" with it. When visiting one of the smaller towns, this solicitor keeps his ears open for gossip concerning any visitors to the town. He obtains the names of the visitors and the names and addresses of the hosts. He then calls

upon the hosts and introduces himself thusly: "I'm from the Star. I understand you are entertaining some guests and would like to obtain the information for my newspaper. We have quite a number of subscribers in this locality who are interested in such items, especially your friends." Invariably he gets the item and it goes back to the editor with a memo request for its use. Meantime, however, in a majority of cases, the host likes to see what the paper is going to say about it, and this furnishes the wedge for the taking of the subscription by the solicitor. Try it out on some hard case some time. The results may surprise you.—B. A. T.

HUNCHES

ONE DOLLAR
WILL BE PAID
FOR EACH
"HUNCH"
PUBLISHED

AN entertaining story, as well as a novel feature can be built around "badges." Have the staff photographer get pictures of various official badges worn by men and women of your city—such as firemen, game wardens, inspectors, motormen, conductors, watchmen, patrolmen, etc., etc.—and use them to illustrate a yarn explaining their various meanings and uses.—M. V. Briggs, Duluth.

"Why Men Get Drunk" was the title to a timely and fascinating interview story in the *Milwaukee* (Wis.) *Journal* recently. Prominent people of the city gave their views on why they get drunk at times. Some of the subjects of the interview were mentioned by name; others, because of the personal nature of the matter, were partially identified by their position in the city but were not mentioned by name.—Ruben Levin, Milwaukee, Wis.

An especial courtesy is afforded and new interest created in the daily hotel list by the heading given those on the hotel registers of the town by the *Longview Daily News*, which heads this box of visitors "The City's Guests."—C. M. L. Seattle.

The postoffice pen has been more or less of a standing joke all over the nation. Now Postmaster General New has

TO SEPARATE NEWS COURSES

U. of Illinois Trustees Approve Plan for Complete Journalism Dept.

The board of trustees of the University of Illinois has approved a plan for the establishment of a School of Journalism at the university, separating these courses from the department of English and opening the way for the ultimate expansion of this course of study.

The Illinois Press Association at its recent meeting unanimously adopted a resolution asking for this step and W. J. Smith, editor of the *Waukegan Sun*; John Harrison, editor of the *Danville Commercial News*; Harry U. Bailey, former president of the association, editor of the *Princeton Republican*; D. W. Grandon, editor of Sterling and LaSalle newspapers and James McClure, editor of the *Carlinville Republican*, representing the association, joined with President Kinley in presenting the resolutions to the board.

Details of the new school's organization are yet to be worked out and the state press organization will continue to act in an advisory capacity in that undertaking.

A feature that has proved popular in one New England newspaper is a daily three-column cut of some attractive section of the state with a short description of that place underneath. A standing head runs over the top of it "What You Should See In —" This has aided in building up circulation in the more remote sections besides being a help in the publicity program of that state.—L. E. Richwagen.

In some communities women take their political rights seriously. In others, they ignore their poll privileges or neglect them pitifully. How many women in your community voted at the last election? How many will vote next time?—H. J. B.

If your newspaper is in a university town, a story on the inventions and discoveries of professors in the institution in recent years and the profits they have made therefrom (which can be obtained from county income tax files) should prove a good yarn.—Ruben Levin.

How To Play GOLF

By JOHNNY FARRELL
Famous Teacher of That Game

24 LESSONS
Illustrated

For release daily

KING FEATURES
SYNDICATE, Inc.
New York City

T. N. T. Tomorrow's News Today

Ask any one of our
client editors what
that means.



NEA Service, Inc.,
1200 West Third Street
CLEVELAND, OHIO

Kerney's Story of Wilson

for the first time released for

NEWSPAPERS

is being bought by editors from
coast to coast

Territory closing rapidly

The McClure Newspaper Syndicate
373 Fourth Avenue New York

E. F. S. Editors' Feature Service

Over 100 independent newspapers throughout the country subscribe to this fine daily service as a protection against rising feature costs.

Six Pages Daily
Illustrations in Mat Form
Write or wire for samples,
price and territory.

Editors' Feature Service, Inc.
1819 Broadway, New York
Allied with Johnson Features, Inc.

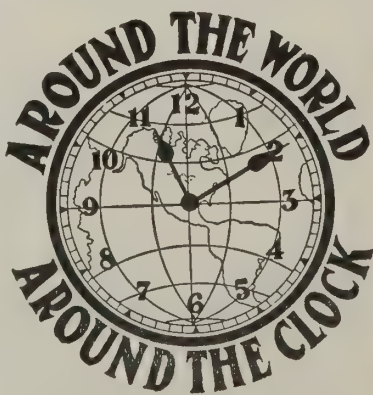
CHRISTMAS SHOPPING REMINDERS

Begin November 14th

½ and 1 column sizes

The International Syndicate
Baltimore, Md.

BY UNITED PRESS



UNITED PRESS ASSOCIATIONS
World Building New York

Serials BUILT for Newspapers

LAILA

By JOHN NEWPORT
(New)

SECOND LOVE

By MARGOLIA DUART
BEST SELLER OF THE YEAR

EUGENE MACLEAN

NEWSPAPER FEATURES
827 FOLSOM ST. SAN FRANCISCO



PENNSYLVANIA~

*Has over 202,000 Farms with
a total of over 17,000,000
Acres under cultivation~~~*

Besides being the greatest industrial state in the Union whose manufactured products run into the billions, and giving employment to a great army of labor whose annual payroll runs into the hundreds of millions, Pennsylvania is also a great agricultural state whose annual crop is valued over \$500,000,000. Crop production is varied in all parts of the state, the cereals, forage crops, fruits, and all that the temperate zone raises. The crops are spread evenly through the whole list with large diversification, and consequent steadiness of prosperity. Pennsylvania is the logical market for the national advertiser seeking distribution for his products. In this territory of 45,000 square miles with a population of over 9,000,000 inhabitants of great earning and buying power, a newspaper campaign will do much to create sales for any meritorious product.

Let these papers convince you with facts about this great market.

	Circulation	2,500 lines	10,000 lines
†Allentown Call(M)	34,188	.10	.10
†Allentown Call(S)	23,207	.10	.10
†Beaver Falls Tribune(E)	6,821	.03	.03
††Bethlehem Globe Times.....(E)	13,272	.06	.06
†Bloomsburg Press(M)	7,786	.04	.04
*Chester Times(E)	18,612	.06	.06
†Coatesville Record(E)	6,834	.035	.03
**Connellsville Courier(E)	5,928	.02	.02
***Easton Express(E)	34,523	.10	.10
***Easton Free Press(E)			
**Erie Times(E)	28,596	.08	.08
††Greensburg Tribune Review..(EM)	14,883	.05	.05
††Hazleton Plain Speaker....(E)	19,582	.07	.06
††Hazleton Standard-Sentinel.(M)			
*Mount Carmel Item.....(E)	4,229	.0285	.0285
*Oil City Derrick.....(M)	8,191	.04	.04

	Circulation	2,500 lines	10,000 lines
*Pottsville Republican and Morning Paper(EM)	15,403	.08	.07
*Scranton Times(E)	42,501	.13	.12
**Sharon Herald(E)	7,236	.0357	.0357
*Sunbury Daily Item(E)	5,442	.03	.03
*Washington Observer and Reporter(M&E)	17,384	.06	.06
†West Chester Local News.....(E)	11,826	.04	.04
*Wilkes-Barre Times-Leader(E)	26,204	.06	.06
†Williamsport Sun and Gazette & Bulletin(ME)	29,890	.09	.09
†York Dispatch(E)	19,955	.05	.05

**A. B. C. Publishers' Statement, March 31, 1926.

††Government Statement, March 31, 1926.

***Consolidated Aug. 28, 1926. A. B. C. Oct. 1, 1926.

†Government Statement, Oct. 1, 1926.

*A. B. C. Statement, Oct. 1, 1926.

CIRCULATION GAIN

IN THE FACE OF 'DRY-GOODS' LOSS

- ¶ Some time ago the publishers of The New York Telegram became convinced that an adjustment of advertising rates more in keeping with the increased circulation of this newspaper was only fair and just. Several of our friends among the department stores, however, did not share in this opinion—and when their advertising contracts terminated one by one they discontinued the use of The New York Telegram for their announcements.
- ¶ In terms of circulation such a circumstance is looked upon with some apprehension, as it is thought almost inevitable that a newspaper's circulation must fluctuate with the increase or decrease of department store advertising.
- ¶ Consequently a startling paradox has been created.
- ¶ In spite of this loss of "dry goods" advertising, which The New York Telegram regrets but for which it can offer no apology, the circulation of this paper has materially increased.

207,706

A Gain of 25,217 Over the Last
Six-Month Period Ending
March 31, 1926

(Net Paid Average Daily Circulation for Six Months Ending September 30, 1926)

- ¶ We believe the one outstanding reason for this circulation increase is that 207,706 families of the alert-minded younger element here in New York buy The New York Telegram *because it is the kind of newspaper they want.*
- ¶ And this demonstration we believe clearly shows that The New York Telegram has a reader-adherence equalled by few newspapers anywhere today.

The New York Telegram

Nat. Adv. Representative
DAN A. CARROLL
110 EAST 42nd STREET
NEW YORK CITY

Advertising Department
TELEGRAM SQUARE
NEW YORK CITY
Phone CORTLANDT 8000



MEMBER A.B.C.

EDITOR & PUBLISHER

1884 The Oldest Publishers' and Advertisers' Journal in America 1926

SUITE 1700 TIMES BUILDING, NEW YORK
42ND STREET AND BROADWAY.



MEMBER A.B.P.

Original second class entry The Journalist, March 24, 1884; Newspaperdom, March, 1892; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Advertising, February 7, 1925; Revised entry, Editor & Publisher, May 11, 1916, at the Post Office at New York, N. Y., under the act of March 3, 1879

Vol. 59 No. 24

NEW YORK, NOVEMBER 6, 1926

By Mail in Advance \$4, U. S. A.
\$4.50, Canada; \$5, Foreign 10c Per Copy

Chicago Tribune FEATURES

DAILY AND SUNDAY

The Gumps by Sidney Smith
Gasoline Alley by Frank King
Harold Teen by Carl Ed
Winnie Winkle by Branner
Moon Mullins by Frank Willard
Smitty by Walter Berndt
Little Orphan Annie by Harold Gray

SUNDAY

Hill page
Texas Slim by Ferd Johnson

DAILY

Jinglets by Al Posen
John T. McCutcheon's Crossed Wires

DAILY AND SUNDAY

McCutcheon Cartoon
Orr Cartoon
Gaar Williams Cartoon

DAILY

Blue Ribbon Serial

SUNDAY

Blue Ribbon Serial
Blue Ribbon Short Story

DAILY

True Life Stories

WEEKLY

Woman's Page (Special)
Embroidery Page
Sport Page

DAILY AND SUNDAY

Doris Blake Articles
Donnelly Beauty Articles
Men's Fashions
Women's Fashions (Patterns by Manton Optional)

SUNDAY

Paris Fashions

DAILY AND SUNDAY

Cook Book
Dr. Evans' Health Articles

WEEKLY

Burns Mantle Theatrical Letter
Mencken Literary Review
Movie Letter
New York Society Letter

DAILY AND SUNDAY

Woods & Waters by Bob Becker
Westbrook Pegler's Sport Articles
Walter Eckersall's Football Articles

SUNDAY

Bridge Whist

DAILY AND SUNDAY

"In Motordom" by J. L. Jenkins

DAILY

Wake of the News by Harvey Woodruff

DAILY AND SUNDAY

Line o' Type by R. H. L.
What's Wrong Here?
Farm and Garden

SUNDAY

Practical & Fancy Needlework
Home Harmonious

DAILY

Sentence Sermons

WEEKLY

Book Reviews
Confessions of Authors
Justice Series
"About Broadway" by Mark Helinger
Donald Ogden Stewart's "The Other Day"
Carey Orr's "Borrowed Glory"
Club Ethics by Maudie Swalm Evans
Cartoons for Fillers
Hippity Skippity Puzzles
Home Builders Department
Plans and Sketches by Leading Architects
Etiquette

The fiction and comics that helped to build the two largest newspaper circulations in America!

THE NEWS

New York's Picture Newspaper

1,082,976 Daily

1,244,316 Sunday

The Chicago Tribune

763,180 Daily

1,094,223 Sunday

Exclusive use of Chicago Tribune Newspapers Syndicate features has been responsible in a large measure for the steady, rapid growth of these and hundreds of other newspapers. Look at the list on the left and *Buy Leadership!*

The CHICAGO TRIBUNE

Newspapers Syndicate

TRIBUNE SQUARE - - - CHICAGO

JOURNALISM LIBRARY
Not to be taken

SENATOR GLASS

ANSWERS

COLONEL HOUSE

Release January 9, 1927

Mr. Glass's scathing refutation of claims made by Colonel House in his "Intimate Papers" will be published in book form after newspaper syndication. The text contains about 50,000 words and will be released in daily and Sunday instalments.

D.P. Syndicate, Garden City, N.Y.

Rights have been sold in the following cities: New York, Chicago, Philadelphia, Boston, Detroit, Washington.

Next to Greatest Gain in America!

Rochester Journal-American Gains 2,235,209 Lines in First 9 Months of 1926

JOURNAL-AMERICAN

ST. PAUL AND ANDREWS STREETS
ROCHESTER, N. Y.

In September, the Rochester Journal-American carried over 700,000 lines of advertising, exclusive of legal notices, which was 258,979 lines MORE than a year ago.

And in the first nine months of 1926 the Journal-American carried 2,235,209 lines more advertising than in the same period a year ago.

Only one other newspaper in the United States has shown a greater advertising gain during the same period, and this was in New York, a city with twenty times the number of stores and twenty times the population.

And there is only one reason for this remarkable increase--and that reason lies in the responsiveness of Journal-American readers.

Advertisers who obtain results are quick to realize the buying power that lies behind a newspaper catering to that youthful class, those "under forty," and those who think "under forty."

Journal-American readers have the money to spend and spend it freely when an advertisement is directed to them in THEIR newspaper.

Charles F. McCallister
Publisher

This is indeed a remarkable record.
The Rochester Journal-American nine-months gain exceeded the combined gains of all newspapers in the following list of 18 large cities: (*)

Seattle	2,185,512 lines gain
St. Louis	2,179,100 " "
Minneapolis	2,165,820 " "
San Francisco	1,829,342 " "
Los Angeles	1,727,167 " "
St. Paul	1,702,568 " "
Milwaukee	1,294,298 " "
Providence	1,163,721 " "
Omaha	999,943 " "
Cleveland	992,250 " "
Dayton	884,898 " "
Indianapolis	766,610 " "
Richmond	691,656 " "
Oakland	675,388 " "
Des Moines	615,675 " "
Buffalo	260,428 " "
Denver	247,212 Loss
Philadelphia	422,245 " "

(*) These figures compiled from records of the Statistical Department of The New York Evening Post, January 1st to September 30, 1926.

Rochester Journal-American

New York Office:
9 E. 40th St.,
New York, N. Y.

Western Office:
Hearst Bldg.,
Chicago

New England Office:
5 Winthrop Square,
Boston

Pacific Coast Office:
511 Montgomery Bldg.,
San Francisco

Detroit Office:
Book-Tower Bldg.
Detroit

and, of course, the newspaper to show the greatest gain was the

NEW YORK Herald Tribune



Getting the lion's share

is easy if you go after business with the right kind of advertising in the right medium.

In Philadelphia you can do it best through a single newspaper, and at one minimum cost.

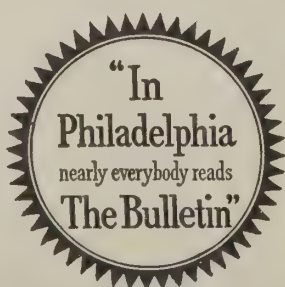
Over three million people work and live in the Philadelphia-Camden trading area—America's third largest market. On the accepted U. S. Census basis of 4.5 to a family, The Bulletin offers you the most complete coverage that can be obtained in this territory.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER



Average daily net paid circulation for the six months ending September 30, 1926

535,096

copies a day

The circulation of The Bulletin is the largest in Philadelphia and one of the largest in the United States.

New York—247 Park Avenue (Park-Lexington Building)
Chicago—Verree & Conklin, Inc., 28 East Jackson Boulevard

Detroit—C. L. Weaver, Verree & Conklin, Inc., 321 Lafayette Boulevard
San Francisco—Thomas L. Emory, Verree & Conklin, Inc., 681 Market St.



EDITOR & PUBLISHER



Issued every Saturday, forms closing ten P. M. Thursday preceding Publication by The Editor & Publisher Co., J. W. Brown, Publisher; Marlen E. Pew, Editor; Suite 1700 Times Building, 42nd St., at Broadway, New York. Telephone, Bryant 3052-3053-3054-3055-3056. Charter Member Audit Bureau of Circulations. Member Associated Business Papers, Inc.

Vol. 59

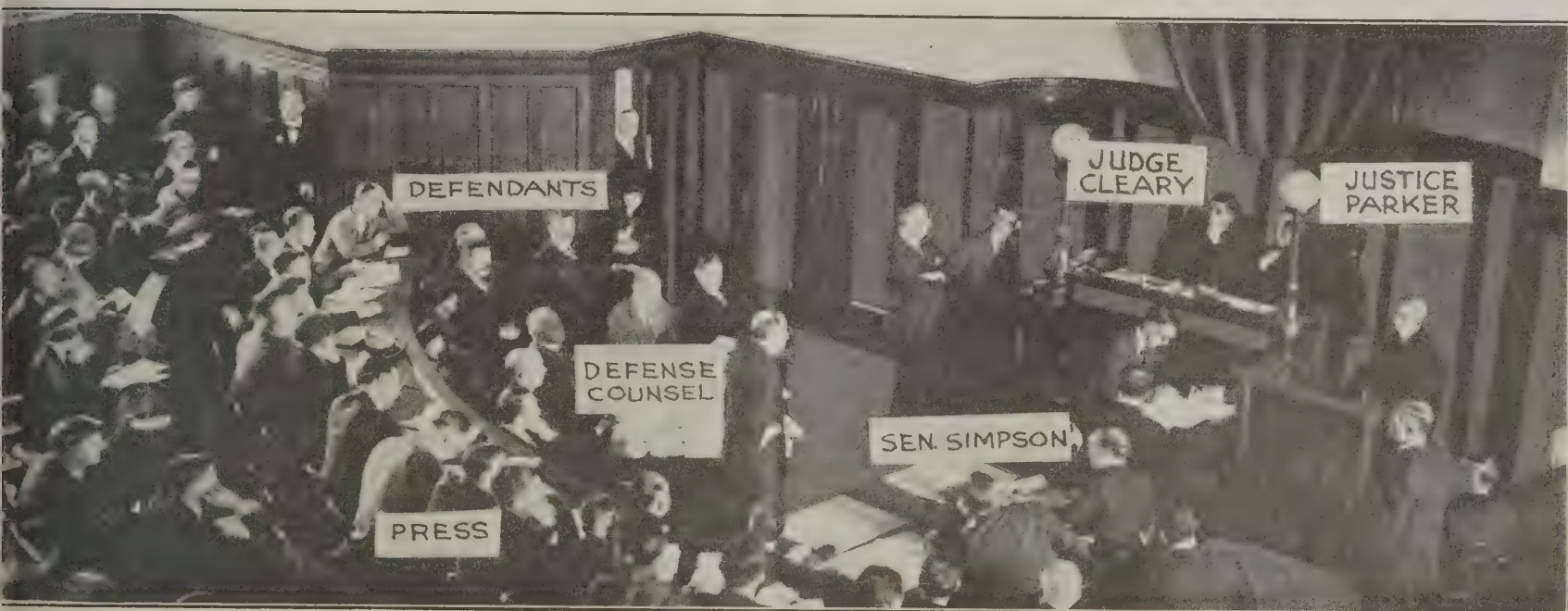
NEW YORK, NOVEMBER 6, 1926

No. 24

Classic Vindication Of Press As Safeguard Seen In New Jersey Murder Trial

200 Writers and Photographers Grind Amazing Grist of News at Hall-Mills Hearing—File of 300,000 Words Daily Indicates World Wide Interest

By PHILIP SCHUYLER



Legal pit from which radiates the story of the greatest criminal cause since Thaw

SOMERVILLE, N. J., Nov. 4.—Except at the national conventions of the major political parties or at some celebrated world event such as the signing of the Treaty of Versailles one does not expect to encounter such a throng of newspaper writers and photographers as at which presented itself in the courtroom yesterday and Terminer here yesterday record the unravelling of the most baffling criminal mystery of the age. I have counted more than 200 men and women, representing all degrees of authorship and the newspaper press of the civilized world. The grist of words and pictures that is flowing from their pens concerns a cast of characters essentially drab and uninteresting in all normal human relationships, but in the attitude of defense of their lives before the jury of their peers in the circumstances of this case they have taken on a sinister mein that has challenged the imagination of the world and has offered to newspaper writers a subject without a parallel for all of the elements that make the great human interest story. The Hall-Mills case has received more printed space in the newspaper press than any criminal cause since the trials of Harry Law. It has become the topic of wondering conversation through all ranks of society, from the backwoods village gossip wisecracking his opinions over the backyard fence to the scientist lecturing in university halls on the fathomless mysteries of human conduct. Veteran newspaper men here call it "the great story of the generation." That is true, but that is not, primarily, I take

it, the explanation of the excited interest I found here. Rather the reason lies in the fact that most conspicuously in this case the power of the press is ruling in behalf of an orderly society, responsible on even terms to common laws. Be it remembered that government had failed here. The hatefully sordid middle-age "romance" of a hypocritically minded cleric and a weaker vessel led to a foul breach of the laws of man and God, shocking the reading world and calling for legal retribution. But government dismally failed, for reasons apparent and to be revealed in this trial. It was not until the independent, fearless, intelligent, unpurchasable press began to function according to original principles that the masks were torn away and the majesty of law tardily rose from the dust in New Jersey. I take it that this is the real reason that 200 reporters have come here to tell the people what they are entitled to know concerning this grisly tragedy. Grant that it is the great murder mystery of the age, it is also the clearest vindication of the newspaper as the guarantor of justice and right.

All competitive and professional rivalries aside, the newspaper man who stands up for conspicuous honors is Philip A. Payne, managing editor of the *New York Daily Mirror*. "An excitable fellow," some say, but whatever he may lack in calm and judicial temperament he possesses in stuff that took the lid from this fetid social and political cesspool. Mr. Payne will tell you that the honor belongs more to Herbert B. Mayer,

of his staff, plain reporter. So be it, but the tabloid was first to tell the authorities where to look for the evidence that is the basis of this prosecution. The detailed story of the exploit has been related in these columns.

When the actual trial opened here it was a positive relief to at least 40 veterans of the case who for months have been frantically chasing down rumors and reports until taximeters ran up a total estimated at more than \$5,000 on false clues alone. The night of the opening day of the trial became a fragrant bouquet to them. Their gay spirit was shared by the added special writers and photographers who have swarmed to this place and in the evening gathered for diversion at the Hotel Somerset and private apartments and homes rented by individual New York newspapers to house big staffs during the trial period, some leases being dated as far into the future as March 1.

These trial reporters won their fight for position on the majority of eastern papers, at least, when Simpson sprang his surprise witnesses, although the word file that passed through the world's largest portable telegraph switch board was below predictions and expectations.

Western Union has installed a record smashing communications device. The switch board was first used for coverage of the Dempsey-Tunney fight, and can easily handle 2,200 words an hour. On the first day E. R. Visconti in charge of 28 picked Western Union operators and Fred B. Townsend, board man, listed 123,175 words filed between 10 o'clock in

the morning until six at night. The main wire room located in the basement of the court house lives up to Cocteau's French novel, and, open all night, Visconti expects it to handle a file of between 300,000 to 500,000 words every 24 hours during the trial.

In technical parlance, it is possible to "jack" 180 wires at one time into the board connecting up virtually any point in the United States with this New Jersey town of 7,000 population.

Experts have rigged up a system whereby a "feature book" of 2,000 words addressed to a list of a dozen or more newspapers by a syndicate can be released at one load in an hour's time. Copy, given a number which tallies with a list of addresses previously furnished Western Union, is sent from Somerville to relay points where it is received on wax paper run through typewriters without ribbons and is mimeographed and redirected into the correct newspaper offices.

In addition to this switch board wire news agencies, the Associated Press, the United Press, International News Service and Standard News have a wire room of their own on the third floor of the court house. A Morkrum machine pounds away within the marble court house walls. Telephones with direct connections to New York and other nearby cities are also being worked almost continually. Eight extra girls are engaged in the local central exchange, plugging in newspaper office calls. Line men are still busy installing extra telephones and telegraph instruments in hotel rooms and



Principals of the Hall-Mills case run the gamut of a camera battery like this frequently these days

private homes never intended to house the newspaper goddess, Speed.

From the court room itself only 130 newspaper writers are feeding the hungry snapping telegraph wires.

There were at first only 79 seats allotted in the press section proper, but the press committee, appointed by the court, managed to obtain the 130 newspaper reservations. Swivel chairs were removed and folding seats substituted to make necessary room. No less a personage than Zoe Beckley, of Famous Features Syndicate, was forced to sit in the balcony on the first day. Close to the front sits Damon Runyon who dashes off a running story of the trial as though he were covering a football game or prize fight. One of the trial veterans here is Lindsay Denison, *New York Evening World*, who scorns private houses and special wires and files his story "as I have always done" with Western Union in the court basement. Virtually all the newspaper men are receiving a stenographic transcript of proceedings which are being edited and sent out by editors assigned to the story.

Only a few trained seals are represented in the press section. Mrs. Henry Stevens, wife of one of the defendants, is writing the story for the *Post Syndicate*. Richard E. Enright, former police commissioner of New York, is reported as receiving a high stipend from the *New York American*. The *New York Journal* is paying Billy Sunday \$200 a day to write fundamentalist details of the trial.

On the other end of the financial ladder is Charlotte Mills, daughter of the slain choir singer, whose meager salary is \$75 a week. Fortunately she has helpers, else how could this state's witness accomplish what she is said to have done—take the stand and write some 10,000 words, morning and night stories, to a list of nearly 20 newspapers on Nov. 3. James Mills, the church sexton, is with his daughter, under contract with the Famous Features Syndicate.

Fortunately quite a list of big names turned down the chance to come to Somerville. At one time Theodore Dreiser was expected to write the affair for a New York newspaper. He asked, it is said, \$1000 a day as his reward. He is not here. Edna Ferber wanted a minimum of \$1500 a day, according to report. The newspapers refused to pay. Mary Roberts Rinehart wanted even more and didn't get what she wanted. Fanny Hurst is reported to have let moral rather than financial consideration prevent her presence in the case. She turned

down an offer because to her the trial seemed "too lurid." H. L. Mencken, busy last week trying on hats at a fireman's convention in New Orleans, couldn't spare the time. Sinclair Lewis and Eugene O'Neill couldn't even be approached.

Still the press committee continues to receive applications for seats.

As Denison of the *Evening World* said "for the last two weeks every newspaper man in Somerville who has acquaintances between here and the Pacific coast was receiving urgent messages from friends on other newspapers wanting to know where Somerville was and where they could get a room."

"Men from Kansas, Massachusetts and Tennessee are making better arrangements in Somerville than those from New York," he said. "They foresaw emergencies, while the New Yorkers were prone to consider it a suburban assignment."

"As for seats in the court house that was nearly a pretty mix-up. The committee was appointed by Justice Cleary in the absence of Justice Parker. The members of the committee went to Parker to see about seats. First he said he had no time to consider such a minor subject. Then the committee told him they had been named by Justice Cleary and the second judge decided that was different. In the beginning he said he would limit the press to 14 seats. He raised the ante to 125 later. Applications are still coming in and they are gradually being filled by the committee which is doing excellent work."

As named by the newsmen and authorized by the court, members of the committee are: Wilbur Rogers, *Brooklyn Eagle*, Arthur Mefford, *New York Daily Mirror*, Raymond Daniels, *New York Evening Post*, Adolph Novak, *Standard News Association*, and John Eddy, *New York Times*. All have been in Somerville since last July.

The card of admission besides giving the seat number and the signatures of the city editor and a member of the press committee, contains the following instructions: "This pass is issued and authorized by the court of Oyer and Terminer of Somerset County by the Hall Trial Press Committee appointed by the court. The pass is not transferable and may be revoked at the discretion of either the committee or the court. Only the holder of this pass will be admitted to the seat it calls for. This pass is invalid without the signatures of both the city editor and the press committee."

Where those allotted seats can sleep

nighttimes is a problem that was partially solved by some papers which leased private homes to house their own staffs. The *New York American* has a house at 36 North Bridge street; the *New York Mirror* at 42 South street; and the *New York Herald Tribune*, *New York Times*, and *New York Evening Post*, have leased rooms in private houses, most of them on Grove street, near the courthouse. The *New York World* has two rooms equipped with wires in the Somerset Hotel. One entire floor in the same place is given over to the *New York Daily News*, which also has an office and dark room across the street.

The Somerset Hotel, the largest of three in town has 25 rooms and is accommodating 125. On the left of the door as one enters a sign informs prospects that there are "rooms" left for visitors in the hotel's ball room.

Many home owners are taking in boarders that never dreamed of doing so before. Regular boarding houses have boosted their prices from \$1.50 to \$5 a day, although previously published reports of fantastic charges are generally discounted. It is said that one newspaper is paying \$500 a month for its house, an unheard of rental hitherto here. Mrs. Levy, proprietress of the Somerset, insists she has not raised her rates, but her guests explain that what she means is that while she is still charging \$4 a day for individuals, the old time price, she is packing two, three, and even five and six in a room and is getting that price from each of them.

Other incidentals than high rentals give the town a boom flavor. The apparent prevalence of bootleggers for one thing and the large number of games of chance in operation. One newspaper man is said to have lost \$2,000 in a few weeks. The games are generally friendly and remind one of war days in army barracks. While liquor is purchasable close at hand, the most palatable stuff is said to be sold at a roadhouse 16 miles away. It is reported as being "harsh but good."

The town, occasionally described in stories as "sleepy," is certainly waking up. To heighten the illusion that a bit of New York has been transferred to Somerville, tonight a beggar with iron legs panhandling near the courthouse was recognized as one seen frequently on Times Square a short while ago.

On the second day of the trial a comparatively small crowd gathered at the courthouse doors. It was made up mostly of excess cameramen who busied themselves by taking pictures of a dog which

joined the people on the court steps and waiting at various entrances snap pictures of important trial figures they entered or left the building.

It was easy to crash the gates and gain admittance to the trial even after it had begun and the seats were all presumably filled. The password is simply to say very officiously "I beg your pardon" and push up through the crowd of people gathered outside the entrance. When the guard is reached the form is to flap a pocket book at him. He will think you are trying hurriedly to show him your press pass. If a guard seems about to look too closely into your pocketbook say importantly that you have a message for Senator Simpson and he will nine times out of ten, if he doesn't resist, let you by.

The press seats are all numbered and reserved. It might be difficult for a gate-crasher to get a seat there, although the writers come and go from the courtroom during the day and there are frequently vacant seats. Usually it is possible to find some spot with the photographers along the side walls.

Judge Frank L. Cleary and Justice Parker sitting together under a grand old English law that has produced the court of Oyer and Terminer are striving to maintain court dignity under difficult conditions, a forced dignity that relentlessly disintegrates when daylight enters and those sections of this sedate town ship occupied by newspaper people take on the atmosphere of gold rush centennial about in novels.

On the first trial day Justice Cleary seized the camera of a photographer who snapped a picture from the press section breaking a rule laid down by the limiting illustrations to views caught from the sides of the room. Only 10 cameramen are allowed in the courthouse, the *Mirror* alone, using two motor cameras, rushed scores of plates from the Newark tubes on Nov. 3. The machines were sent out every two hours carrying pictures in batches of 25.

In working hours the newspaper here are an industrious crowd with exception of those whose job it is to stand outside the courthouse keep watch on who goes out and who comes in. After working hours, when the dignity of the court has worn away, spying on the newspaper people might be inclined to say the trial was one glorious vacation. You know. One of the things.

While most reporters are inclined (Continued on page 42)

PUBLISHING A WELL PRINTED NEWSPAPER

Howard Davis, Business Manager of New York Herald Tribune, Cites Ideals of New A. N. P. A. Mechanical Department—Burns Outlines Fundamentals of Clean Press-Work

By PHILIP SCHUYLER

ONE of the crying needs of the American daily press today is that the smaller newspapers of the country become "more mechanical minded," in the opinion of Howard Davis, business manager of the *New York Herald Tribune*, expressed in an interview with EDITOR & PUBLISHER this week.

It is to satisfy this need, he said, that the American Newspaper Publishers' association is organizing its new mechanical department, which, under the direction of W. E. Wines, will start functioning immediately after the association's second annual fall convention to be held at French Lick, Ind., Nov. 10-12.

Mr. Davis, who as treasurer and a director of the A. N. P. A. was one of the earnest supporters of the mechanical department idea, outlined the ideals envisioned for this new membership service department, during the interview, and went into detail discussing the subject of publishing a well printed newspaper. Subsequently he introduced Arthur H. Burns, the Herald Tribune mechanical engineer, who outlined the fundamentals for making clear, clean reproductions on newsprint.

"It will react to the benefit of newspapers generally if standards of mechanical production are improved among the smaller dailies," Mr. Davis said. "Those metropolitan dailies that are printing good papers are losing some business because newspapers are indicted as a group because a great number of small papers are sloppy and careless in their composing, stereotype and press rooms."

"So many publishers fail to realize the value of a well printed paper to the reader as well as to the advertiser. There is a great circulation value in good printing."

"And as far as advertising is concerned, some advertisers are inclined to place their copy elsewhere than in the newspapers where their message will be most effective, because they are afraid of newspaper printing results in general. Low good is an advertisement poorly printed? How much will a botched and muddy appeal sell? These questions are being asked by advertisers, and newspapers must reply by improving mechanical conditions."

"As a matter of fact, there has been considerable improvement in newspaper mechanical departments in the last few years. A number of new accessories have been added that make for better printing. At present, however, this improvement is monopolized largely by the papers in bigger cities."

"It was largely to improve conditions in smaller newspapers that the A. N. P. A.'s mechanical department was conceived. The benefit to bigger papers will accrue chiefly from the fact that advertiser-confidence in newspaper production will be increased as mechanical improvements spread to publishing plants all over the country."

"We of the metropolitan field will help ourselves by helping others. We will use our technical advantages with the smaller publishers."

"Mr. Wines, when he takes charge next month, will have the assistance of mechanical engineers of newspapers in New York, Philadelphia, Boston, Chicago, St. Louis, New Orleans, Detroit, Indianapolis and other large cities, which during the past years have by experiment developed new and more efficient mechanical methods for improving the appearance of the newspaper product."

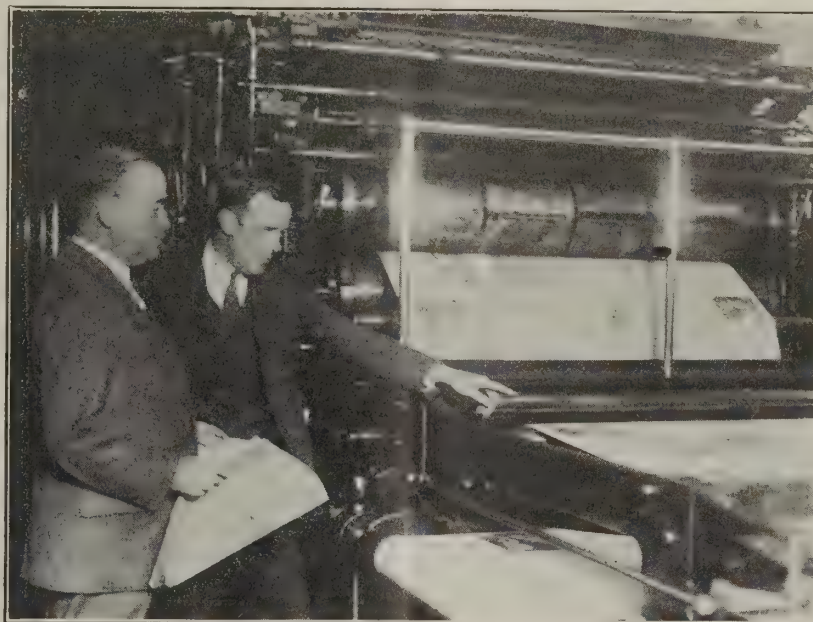
"Newspapers generally have much to learn about the printing of letter press, the cuts and half-tone illustration. We want to learn what kinds of cuts are best, and what types of equipment

to use to improve reproduction. We want to work economies and increase efficiency."

"These are a few of the things the A. N. P. A.'s new service bureau hopes to accomplish. Then eventually the department will seek to standardize page sizes and equipment, particularly press parts. This seems like a mammoth un-

"A mechanical superintendent must simply always make sure that his printers are doing a good job."

"Mats should be well packed so that the dead metal is kept in place. This is very important in preventing smutting of the paper. Casting boxes in the stereotype department should be kept well cleaned, and in adjustment."



Howard Davis, business manager, *New York Herald Tribune*, and Arthur H. Burns, mechanical engineer inspecting that daily's press work.

dertaking, but it is possible and the former will greatly enhance the newspaper as an advertising medium and the latter erase many present mechanical problems."

In listing recent mechanical improvements, Mr. Davis stressed the development of matrix making in this country.

"The increased demand on the part of newspapers for dry mats has given the manufacturers an opportunity to carry on important experiments. There has been a 100 per cent improvement in America in the last few years in the making of dry mats. Then the introduction of the hydraulic press, supplanting the roller, has been, I believe, a great benefit. The Herald Tribune was the first newspaper to install this machine when it was brought over from Europe."

Many apparently minor details must be watched carefully to produce a well printed newspaper, according to Mr. Davis.

"Any number of cases contribute to a badly printed newspaper page. The linotype metal may be wrong, or the stereotype metal. Careless moulding will cause light spots on the page and make the type look wavy and dirty. Then the impression on the press may not be just right or the ink distribution faulty. To make a well printed newspaper constant vigilance in all the mechanical departments is vitally necessary."

Mr. Burns took the writer verbally through the newspaper printing processes.

"To insure a well printed newspaper," he began, "constant watchfulness of the little things is most important. You must make sure that your column rules are straight, for instance, and that your borders are cut right. All the composing room work must be done carefully, with close scrutiny of details."

"The next step is in the stereotype department. Mats must be well dried. This is elementary stuff, to be sure, but there are no special tricks in newspaper mechanics."

there is keen competition among them. This competition has led to price cutting and concomitant reduction in quality. Ink manufacturer for the newspapers today tends to be light of body in color or poorly mixed, or it may be full of gritty impurities. It is difficult to set up a definite standard as to how ink should print as there have been very few technical developments on depth of color or covering capacity in this line. If a publisher finds that he is using more than two pounds of ink for every 1,000 8-page papers he prints, he may be sure that something is wrong, however. Usually the covering capacity should be between 1½ or 1-4/5 pounds for 1,000 8-page papers."

Of importance in obtaining good printing results in newspaper plants is the arrangement of various units of the mechanical department, according to Mr. Burns.

"The main idea," he said, "is to arrange the plant so that the finished product of each department should reach its next step in production with the least possible loss of time. The stereotype moulding department, for example, should be within a step of the make-up tables and the stereotype casting foundry should be as close as possible to the press that is in operation. The ideal plant would of course be a one story building with the raw material going in one end and the finished product coming out the other."

"Paper storage is becoming an important item in newspaper operation and this storage should be as close as possible to the press room. Newsprint should not be held too long in storage on account of its tendency to dry out and become brittle. We figure that two months is about the limit for keeping paper in store rooms without special ventilation facilities. Ventilation apparatus, while available, is, however, a very expensive proposition, impossible for most publishers to meet."

In speaking of press room improvements, Mr. Burns mentioned the fact that electrical control appliances have been improved on the last few years, making the press control much more certain than it used to be. He declared the magazine-reel system was a vast improvement over former methods of handling paper rolls.

"There have also been developments in the dry mats, allowing more pressure to be used in moulding. More faithful reproductions of original zinc engravings are being obtained than a few years ago."

"Better half-tone printing is being obtained by getting a little more impression on the picture page by means of an over-layer. There are also several forms of make-ready on the market, which are being used with varying degrees of success by newspapers. We have been using make-ready for two years now. Other papers obtain practically the same effect by retouching the original prints."

"Small city publishers," Mr. Burns concluded, "should be able to turn out just as good newspapers as are produced in the metropolitan field. They really ought to do better work, despite the fact that in the larger centers we have more experienced labor. The small city paper has more time, less editions and his press capacity is usually greater for his circulation than his metropolitan brother."

LEAVES DAILY FIELD

Brookfield (Mo.) *Daily Budget* this week changed from a daily to the tri-weekly field, leaving the *Brookfield Argus* alone in the daily field at Brookfield.

DICKEY WINS \$5,000,000 SUIT FOR LIBEL

**K. C. Journal-Post Publisher Victor
in Case Brought by
Former Governor
Davis**

(By Telegraph to Editor & Publisher)

KANSAS CITY, Nov. 4.—The \$5,000,000 libel suit of Jonathan M. Davis, former Governor of Kansas against the *Kansas City Journal-Post* and its owner, Walter S. Dickey, ended today like Davis' campaign for re-election adversely, with judgment entered against the former Governor.

Attorneys today, as Davis was being counted down by more than 100,000 votes, made public a decree rendered by Judge John C. Pollock of the Federal Court in Kansas in favor of Mr. Dickey and the *Journal-Post*, and assessing the costs of the case against Davis.

The judgment was rendered upon a stipulation filed by the attorneys in which trial by jury was waived and the case submitted upon the pleadings, the stipulation and statement of counsel.

The libel suit was filed the day following the acquittal of former Governor Davis at his last trial on a charge of bribery in connection with the granting of pardons and paroles in the closing days of his administration. It was based upon articles published in the *Journal-Post* about the pardon and parole cases. Besides the *Journal-Post* and Mr. Dickey, a number of persons who appeared as witnesses in the trial were made defendants. These included Dick Smith, managing editor of the *Post*; W. G. Clugston, chief of the *Journal-Post* Topeka bureau, and Walter G. Heren, a reporter for the *Journal-Post*.

In an issue of *EDITOR & PUBLISHER* two years ago an extensive article related in detail how Mr. Smith and his associates conducted the exposé of Governor Davis and his son Russell, in the alleged pardon scandal.

The case originally was filed in the Shawnee County District Court in Topeka. Attorneys for the *Journal-Post* filed a motion for removal to the Federal court on the ground that all of the defendants except two were non-residents of Kansas, and that the two residents of the state named as defendants were fraudulently joined for the purpose of denying the others their constitutional right to trial in the Federal court.

This motion was granted by Judge Otis Hungate of the Shawnee County District Court. The attorneys for the former Governor then went into the Federal court and filed a motion to remand the case to the state court. This is the motion referred to in the decree of Judge Pollock as having been withdrawn.

The principal articles set out in the libel suit petition bore on the Fred W. Pollman pardon case, in which the *Journal-Post* told of the payment of \$1,250 to Russell G. Davis, son of the former governor, in exchange for a pardon signed by his father. The exchange took place in a hotel room in Topeka while representatives of the *Journal-Post* and others in an adjoining room by prearrangement with Pollman listened by means of a dictagraph.

The governor and his son were arrested on a charge of soliciting and accepting a bribe in the Pollman case three days after the delivery of the pardon and only a few hours before the former governor went out of office, Jan. 12, 1925.

A short time later a second charge was filed against Davis and Carl J. Peterson, his state bank commissioner. This was based upon a parole case in which no parole was granted and in which no money was paid. The charge was soliciting a bribe. It was known as the Grundy case.

The former governor and the former bank commissioner asked and were granted a severance. Davis was tried first in the Grundy case. He was acquitted. Peterson than was tried and acquitted.

It was almost a year later before the former governor and his son were called

to trial in the Pollman case, although it had been the first one filed. A verdict of not guilty was returned after the jury had been out 32 hours.

Following his acquittal and the filing of the libel suit, Davis became a candidate for governor, waging a vindication campaign. He was defeated by more than 100,000 votes in the election Tuesday. The only comment upon the outcome by the *Journal-Post* appeared in the editorial columns this morning. It read:

"VINDICATION IN KANSAS

"And that's that, as the man said, rolling down his sleeves upon completion of the job."

FORMING HOUSE UNIONS

Manchester and Edinburgh Papers Establish Pensions—Not "Open Shop"

There is a definite move among larger papers outside of London to establish some form of "house union" which offer to employes the benefits of a trade union. One of the most discussed was that of the *Manchester Guardian*. Now the *Edinburgh Evening News* has established a staff pension fund, both the management and the employes contributing to this, and guarantees security to all employes except in cases of negligence or misconduct.

The firm promises not to pay less than trade union rates, and also to pay full wages during sickness and holidays. A staff insurance and provident fund is already operative. Neither the *Manchester Guardian* nor the *Edinburgh Evening News* have definitely declared "open shop," but some of the printing trade unions take the view that membership of such "house unions" is naturally a blow directed at them.

ASKS \$50,000 LIBEL

**Kansas Weekly Editor and Politician
Are Defendants**

Frank Hodges, editor of the *Johnson County (Kan.) Democrat*, filed suit last week for \$50,000 against Bert Rogers, editor of the *Olathe (Kan.) Mirror*, and John Breyfogle, politician, charging an article in last week's *Mirror* libeled Hodges and his brother, by asserting they were tax dodgers.

Mr. Hodges is director of several banks. His brother is George H. Hodges, former governor of Kansas.

BUST OF C. P. SCOTT, VETERAN MANCHESTER EDITOR, PRESENTED TO CITY



C. P. Scott, for 55 years editor of the *Manchester (England) Guardian* was honored on his 80th birthday recently when a bust of the noted editor executed by Jacob Epstein, the famous sculptor, was presented to the city of Manchester by Lord Derby. The bust was purchased by private subscription. Present at the ceremony were those shown above (left to right) Jacob Epstein, C. P. Scott, the Lord Mayor of Manchester, who accepted the gift on behalf of the city, Lord Derby and Sir Percy Woodhouse, president of the local Chamber of Commerce.

DAVIDSON SELLS HIS CALGARY ALBERTAN

**Was Founder and Publisher for 25
Years—G. M. Bell and Charles
Campbell New Owners—Price
Not Disclosed**

The *Calgary (Alta.) Albertan*, Alberta's only morning newspaper has been sold to George M. Bell and Charles Campbell, according to an announcement appearing in the *Albertan*, Nov. 1. No price was given. The paper will be enlarged and new mechanical equipment added. In addition to special news and feature services, the full Canadian and Associated Press reports will be received.

W. M. Davidson founded the *Albertan* in 1902 and has published it continuously since that year. Mr. Bell was associated in the publication of the *Regina (Sask.) Leader and Post* interests, allied with the *Saskatoon Star and Phoenix*, but has never been an active newspaper worker. Mr. Campbell was publisher of the *Vancouver World* and *Vancouver Star*, and is now publisher of the *Edmonton Bulletin*, the oldest newspaper in Canada, between Winnipeg and the Rocky Mountains. Mr. Bell is also associated with Mr. Campbell in the *Bulletin*.

Harry J. Ford will continue as business manager of the *Albertan*, but there is no announcement available as to the editorial staff. Publishers statement being without a morning paper, the *Albertan* will issue an early edition to reach the capitol city readers by breakfast time.

W. M. Davidson, retiring publisher and editor, has hit hard persistently for every cause he has backed and enjoys a reputation as an able and fearless editorial writer.

LORENZ ESCAPES JAIL

**Court Holds Six Months Sentence in
Error After Payment of Fine**

Arthur Lorenz, former editor of a German newspaper, printed in Chicago, has been relieved of a six months sentence for criminal libel, the supreme court holding that the statute under which Lorenz was convicted provided for fine or imprisonment, but not both. Lorenz paid a fine of \$1 and costs but was later sentenced to six months when the American Legion insisted upon

heavier punishment. Judge Eller, fore whom Lorenz appealed his sentence, interpreted the statute to be the double sentence but the attorney general's office took an appeal, the supreme court sustaining Judge Eller.

The supreme court said: "It may be that this construction allows Lorenz to select his own penalty and to escape a punishment entirely disproportionate to his crime. But if this be true, the blame therefor, must rest with the criminal court and its state's attorney, who stood by in three courts and allowed the error to go uncorrected. This court will correct or modify sentences but in no case can only determine the legal effect of that imposed by the criminal court."

DAILY WINS LIBEL SUIT

**Judge Gives Directed Verdict in Bel
of Raleigh (N. C.) Times**

The suit brought by Dr. J. R. Pent of Concord, against the *Raleigh (N. C.) Times*, and John A. Park, president of the Southern Newspaper Publishers' association, publisher, and Oscar J. Coe, editor, in which the minister sought to recover damages to the extent of \$25,000 for alleged libel, ended last week with Judge A. M. Stack, presiding over the superior Court of Cabarrus county, directed a judgment as of non-suit. Notice of appeal was filed by the plaintiff.

The defense argued that an editor appearing in the *Raleigh Times*, in which Dr. Pentuff was called an "immigrant noramus," and which further stated that he was so discourteous and unmanly that he had to be "suppressed" by Chairman Connor, of the education committee of the house of representatives, before whom he appeared as a witness, did mention the plaintiff's profession of preacher, and therefore did not injure him personally. This argument was upheld by the court.

REWARD TO MELLETT'S WIDOW

**McDermott's Brother, Who Caused
Arrest, Offers Her \$5,000**

Thomas McDermott, who surrendered to Ohio authorities his brother who wanted in connection with the murder of Don Mellett, editor of the *Canton (Ind.) News*, has written Mellett's widow in Indianapolis asking her to accept the \$5,000 reward offered for the arrest of the "key witness."

Mrs. Mellett, who with her four children is now living in Indianapolis, is undecided whether or not to accept the reward.

"Being the one who found Patrick brought him to Nanty Glo, Pa., I believe I am entitled to the reward," McDermott wrote Mrs. Mellett. "I could not, and member of the family could, accept the reward. It is my desire and the desire of the entire family that the reward be turned over to you," he said.

POLICE CHIEF SUES

**Brings Libel Action Against Editor
Beloit (Ill.) Independent**

Police Captain Sven Kleven has filed criminal libel charges against Blom Hansen, editor of the *Beloit (Wis.) Independent*, a weekly, as the result of publication of sensational charges in the *Independent* that the police head was in collusion with a local bootleg ring.

The charges were filed within a few hours after the paper appeared. The article demanded Kleven's resignation and the police commission this week began an investigation.

Editor Hansen is under bond as a result of similar libel charges against him by W. H. Arnold, an attorney, who attacked for his defense of the liquor sellers.

SPHINX TO CELEBRATE

The Sphinx Club, New York advertising organization, will celebrate its 10th anniversary, Tuesday, Nov. 23, with a banquet at the Waldorf, James P. Gilmore is president.

SAYS A. B. C. RULES PREVENT COMPLETE AUDITS

Gaylord of Oklahoma City, Roused by Unexplained Deductions from Net Paid by Special Auditor, Charges Discrimination Against Complaining Publishers and Use of Unpublished Regulations

SENT a questionnaire to 500 newspaper publishers, Oct. 1, asking if they sold their papers to news agents and dealers on a non-returnable basis and so, if they counted all copies purchased by the agents or dealers as paid circulation and if the Audit Bureau of Circulations had ever deducted for left-overs in the hands of agents. Replies were received from 283, of whom 271 replied that they sold their papers on a non-returnable basis to news agents and 256 of these, or all but 15, said that the Audit Bureau had never deducted the left-overs.

This means that the Audit Bureau has deducted news agent left-overs from the reports or audits of 15 publishers.

In the case of some publishers, deductions were made three or four years ago. In some cases the deductions were made only in one year and in succeeding years the same publishers were allowed to count the left-overs as paid circulation. In every instance the deductions were made following the complaint of the publisher and the consequent investigation and special audit.

Wichita, Kan., and Sandusky, O., had investigations a few years ago. Both offered deductions but both have been allowed since to report their left-overs as paid circulation and the regular auditors have made no deductions.

In New Orleans, however, an investigation was made more than two years ago. The deductions were made then and have been made each year since. In Houston, Tex. deductions were made on all papers in the year of an investigation and the *Chronicle* reports that it is continuing to have these deductions at the *Post Dispatch* in the same city reports that no deductions are being made from news agent circulation.

In a number of cases I find that papers under the same ownership are working under opposite rules.

Springfield, Ill., papers have been allowed to deduct for unsold copies in the hands of news agents, although the percentage of unsold copies amounted to only 3.1 per cent and the Chicago and St. Louis papers, which circulate in Springfield and its territory have not been penalized.

It is necessary for me to tell something of my own experience to explain the full details of the system. Our sales agents and agents are entirely on a non-returnable basis without exception. Last summer we made a complaint against a competitor. After considerable argument we obtained a special investigation. The investigator substantiated one of our charges and our competitor made a corrected statement, reducing his paid circulation by about 6½ per cent. The investigator called in 53 of our city carrier boys and ascertained that they were carrying a fraction over three extra copies on a route. He counted as extras, however, the copy going to the carrier's own home. His copy and the other two extras were paid for. Our carriers insist on carrying one copy for their home and at least one extra for they can start a new customer and want a paper to give him at once, without having to walk a mile or two to a sub-station. Sometimes in throwing a paper one is spoiled by being torn or dropped in a mud-puddle.

I have mentioned this carrier situation, because I want credit for these extras, because the Bureau has no uniform rule and it is not customary for regular auditors to interview carriers and find out how many extras are being carried. Our papers are charter members of this Bureau. We have been audited for twelve years. This is the first time a carrier has ever called in and questioned. Scores of other publishers and circulation managers report that their carriers are never

These interesting charges of inequalities in the application of Audit Bureau of Circulations procedure to the verification of newspaper circulation were made by E. K. Gaylord, Oklahoma City Oklahoman & Times, before the meeting of the newspaper division during the recent annual convention of the Bureau. The resolutions in which he codified the changes of procedure suggested in his remarks were referred to the Board of Directors. Mr. Gaylord's address is published substantially in full on this page.

We got our jolt, however, when the special auditor visited seven of our suburban towns. He covered these in five days. On his return, he informed our circulation manager he had found some



E. K. Gaylord

left-overs. The manager immediately replied,

"Well, we have a leeway of 5 per cent and the left-overs do not amount to 5 per cent."

"Oh, no," said the auditor, "The 5 per cent margin applies only to news dealers, and agents sales must be net and the left-overs deducted."

We informed him there was no rule of the A. B. C. for such procedure.

He said, "Nevertheless, that's the rule." He returned to Chicago and in due time we received a letter from Mr. Clague advising us that our competitor would file a corrected publisher's statement and that something over 1,200 copies would be deducted from our morning circulation, 1,400 from our Sunday circulation and more than 1,900 from our evening circulation. He did not state why the deductions were to be made. We wrote at once asking him to tell us whether the deductions were to be made in our city, suburban or country circulation and whether on carriers, news dealers or mailing lists, that if we were making wrong records or violating any rules we wanted to know in what way and we wanted a chance to put our circulation on a solid basis.

We received no answer. Two weeks later we wrote again. This time a letter came from Mr. Chandler, chief auditor from which I quote:—

"So far as the outside investigation is concerned, either on your own or the competing papers, would say that according to the standard practice of the Bureau, we cannot give out any detailed information. Neither can we express any opinion as to your intentions in the treatment of distributors."

Not satisfied with the situation, however, I sent our business manager and our circulation manager to Chicago and they had a two days' argument with Mr. Clague and Mr. Chandler, but were persistently and repeatedly refused any in-

formation as to the reason for the deductions. The Bureau maintained that all publishers were making these deductions, excepting ourselves. Our representatives denied this, showed letters from many circulation managers saying they did not make these deductions. The Bureau still denied that that was the case.

The questionnaire proves that other publishers have had to suffer arbitrary deductions without information as to where the deductions were made. Does the Audit Bureau desire to make a Mussolini out of every one of its auditors who shall have autocratic power to fine you as much or as little of your circulation as he may desire?

At the end of the first day's session, our business manager and circulation manager called on Mr. Eisenlord, circulation manager of the *Chicago Daily News*, and asked him if he counted the left-overs in the hands of news agents as paid circulation. He said he did and that the Audit Bureau had never made deductions for them.

The next day they reported to Mr. Clague and Mr. Chandler that Mr. Eisenlord said that he counted his left-overs as paid circulation and Mr. Clague immediately said that that was not true. I leave it to you as to whether Mr. Eisenlord or Mr. Clague knows the most about the circulation department of the *Chicago Daily News*.

It happens that the *Chicago Daily News* is owned by Walter A. Strong, who is the secretary of the Audit Bureau of Circulations and one of the newspaper directors. Marco Morrow is a director of the A. B. C. in the farm paper division. He is also general manager of two newspapers and I have a reply from one of his papers, saying that the Audit Bureau has made no deductions for their left-overs.

A publisher in a city near the million size reports that an auditor once sought to make these deductions on his paper, but he appealed to the Bureau and they decided not to make the deduction. Papers like the *New York Times*, *Kansas City Star*, *San Francisco*, *Philadelphia* and *Pittsburgh* papers state that the Bureau does not make deductions for their left-overs.

I quote from the reply of the *New York Daily News*, answering the question if the A. B. C. had ever made deductions for copies left unsold in the hands of news agents.

"No, because we have no condition where the dealers draw such excess. Frankly, unsold copies in the hands of the dealer is not legitimate circulation and should not be counted as such * * * The Audit Bureau of Circulations has checked up on our country and suburban news dealers on or about the time the annual audit is taken. If they had found any conditions where dealers were actually drawing excess copies for which they had no sale, we believe the Bureau would be within their rights to deduct such excess in arriving at the actual net circulation."

This paper has the largest circulation in America. They have phenomenal news agents in New York City territory or else it was a phenomenal auditor the A. B. C. sent to make a test of their news agents. You would think there would be at least one copy left over out of more than a million circulation each day.

Since our special audit we have kept a card index system and required all news agents and dealers to report weekly or monthly the number of left-overs which

they failed to sell. We find that we shall average about 3 per cent with both news agents and news dealers.

There is no separation in our lists between news agents and news dealers. In fact, we don't know what a news agent is. The rules of the A. B. C. do not mention the word "agent." They define independent carrier and regular carrier and provide that independent carriers shall be listed with dealers, without separating the figures. The word "agent" does not appear in the auditor's report under the heading of either city circulation or suburban circulation. It does appear combined with dealers under the head of country circulation, but they do not define dealers.

If it is wrong to count left-overs in the hands of news agents, but correct to count left-overs in the hands of news dealers so long as they do not exceed 5 per cent, why has not the Bureau required both its auditors and the publisher members to separate the two classes? Why has it not published this hidden rule which has been used for four or five years in selected places and warn all publishers to deduct the left-overs? If it was wrong in 1923 to count the left-overs in Wichita, Kan. or Tampa, Fla., why wasn't it wrong to count them in 1924 or 1925?

Why has the hidden rule never been applied except in cities where some publisher has filed a complaint and a special audit has resulted?

That brings us to the question of regular audits. I claim the regular audits are not thorough. In fact, I claim the Bureau is not in a position to make thorough audits. They haven't enough auditors to make field audits. They check up your office records accurately enough. They test your mail list by sending out letters, but is very rare that they ever test your dealers to see whether they have more than 5 per cent of left-overs and it is exceedingly rare for them to interview carriers and news boys.

The rules require that they shall list all towns where a publisher has more than 25 circulation and that they shall verify this list. The list appears in paragraph 25 of the audit. It is worth while noting that the list is headed "dealers". Nothing is said about agents. Our last regular audit shows a list of 395 towns with 25 or more circulation. These towns have been listed in every audit but the list has never been verified. If an auditor were to cover four towns a day for 90 days, working seven days a week, he would still have thirty-five towns at the end of three months which he had not covered, in just verifying our own list.

It is the custom of the auditor to ask the circulation manager for a galley sheet with this list of towns of the last date covered by the audit. Our annual audit period closes Sept. 30. The auditor always attaches a galley sheet of those towns for that day. If we wanted to add 20 per cent to our suburban dealers orders on that particular day, we would have at least a year's notice that that is the day the auditor will pick for his report and we could show a fat increase in the most important towns.

I have been told of one case where the circulation manager did that very thing and the advertising men for the paper carried around a copy of the audit to show the merchants what a wonderful circulation they had in nearby towns. The list bears all the authority of having been audited, but it is not audited. Most of these special investigations have uncovered excess circulation which probably would have been uncovered by the regular audit, if the regular audit had been thorough.

Many other criticisms could be made of regular audits if circulation managers were consulted.

In the replies to my questionnaire, a
(Continued on page 46)

W. T. EVJUE, MADISON EDITOR, ARRESTED UNDER STATE POLITICAL LAW

**Candidate's Campaign Manager Claimed Editorial in Capital
Times Violated Corrupt Practices Act—
Editor Welcomes Trial**

By BRYNNLY A. GRIFFITHS

WILLIAM T. EVJUE, editor of the *Madison (Wis.) Capital Times*, was arrested this week on a warrant sworn out by Harry W. Adams, campaign manager for Charles D. Rosa, independent candidate for U. S. Senate from Wisconsin, charging violation of a section of the corrupt practices act.

The arrest of editor Evjue followed closely upon the heels of an editorial written by him in which he said of Mr. Adams:

"Mr. Adams has been trying to connect with the state pay-roll for six years. When he tried to land the insurance commissioner job in an early Blaine administration the practical Mr. Blaine had thumbs down on Harry. The governor let it be known that he didn't propose to give one of the apples of the patronage list to a man who had supported Lenroot in 1920. It is also pointed out that although Mr. Adams, as the pilot of the Rosa caravan, now issues statements telling how the 'Madison Ring' has besmirched the principles for which Robert M. La Follette stood that Harry was conspicuous by his absence when the old senator spoke in Beloit in the campaign of 1922. Then in 1924 Mr. Adams wound up his 'progressive' career by supporting Coolidge for president."

The above paragraph from editor Evjue's editorial violates section 12.17 of the corrupt practices act, Mr. Adams charged, which provides, "no person, firm or corporation, shall knowingly make or publish, or cause to be published any false statement in relation to any candidate, which statement is intended to or tends to affect any voting at any primary or election."

"Mr. Adams declared, when the warrant for Mr. Evjue's arrest was sworn out that the purpose of the editorial was to 'bring about Judge Charles D. Rosa's defeat for office of United States senator by destroying the standing and alienating the following he has among the Progressive Republicans of the state, many of whom are subscribers to the *Capital Times*, to which they have looked for political information and advice upon which they base their decision."

He further charges that Editor Evjue tried to "alienate this great body of high minded voters from Judge Rosa not by directly attacking his progressivism and his record but, because I am his campaign manager, by attacking my record as a progressive and by destroying my standing with this great body of voters, you destroy his."

Mr. Adams denied that he has been trying to connect with the state pay-roll for six years, as Mr. Evjue stated in his editorial. He declared that his name was connected only once with a state position when he said he was persuaded by friends to accept the office of state insurance commissioner.

"I was at no time anxious for this office," declared Mr. Adams in a statement to Editor Evjue, "and felt more pleased than sorry that I did not receive the appointment from Governor Blaine."

Before the warrant was actually served on the editor, the latter wrote a page one editorial asking Phil La Follette, district attorney, to "issue the warrant." Part of this editorial addressed to Mr. La Follette follows:

"I earnestly request that you comply with Mr. Adams' plea and issue the warrant for my arrest. I believe that a good public purpose will be served by such a proceeding. The subpoena and the sworn oath will then be invoked to ascertain the truth of charges and countercharges in this political campaign."

Coming on the eve of election, Mr. Evjue's arrest created quite a stir

throughout the state and the story was headlined in practically every Wisconsin daily.

When the date of the preliminary hearing is set, it is expected that every important daily in the state will have staff men on the job. The arrest itself is unique in the annals of Wisconsin courts, and it was three days from the time Mr. Adams made his charges to district attorney La Follette to the time the warrants were made out and served.

FEW NEWSPAPER JOBS OPEN IN NEW YORK

**750 Called and Only 11 were Chosen
During Last Six Months by New York
Herald Tribune—Situation Similar in Other Offices**

Job-seekers in New York are finding the positions few and far between in the newspaper news rooms, according to a survey made by EDITOR & PUBLISHER this week. The usual large number, averaging about five a day, are calling on the city editors, and these gentlemen, while having little hope to offer, hesitate in some instances to discourage the ambition of out-of-town newspaper men, realizing that new blood may some day be needed. Consequently the application files are growing bulky.

An index to the general situation may be found at the office of the *New York Herald Tribune*. During the last six months approximately 750 men have applied for news room positions on this paper and only 11 were placed. Of the 11, only one was a replacement. The others found new jobs created because of expansion and reorganization.

The *Herald Tribune* has about 50 applicants on the waiting list. Maybe it means something to have your name, letter, and recommendations on file in a New York newspaper office, but the meaning is rather dubious.

James W. Barrett, city editor of the *New York World*, deplored what he termed was the false notion that New York is the only place in this country where a newspaper man can obtain success, fame and fortune.

"It is too bad there is such a miasma of glory about New York," he commented. "Newspaper men come here in droves with the lure and nothing much else. They refuse to realize they can do just as well in any number of other cities, and in small towns, too, for that matter. Instead, they come here to be caught in this vortex. I for one wish they would move the newspaper mecca further west."

As a rule the World's policy is to engage only tried men and potential reporters are chosen very carefully and only on high recommendation. In the last six months this paper has only taken on four new men.

"We have an active list of about 10 live prospects," Mr. Barrett said. "Most of these are men working on other newspapers now, ready to come over to the World on two-weeks' notice. It is a waste of time for news men to apply at the World office for work. I have hired very few men by the through-the-door method. I know that if an emergency ever arises all we have to do is to put a notice up in the Newspaper Club or some other point of contact, and plenty of men will apply."

The *New York Evening Post* took on quite a large number when it began to expand under the new editorship of Julian S. Mason, formerly of the *New York Herald Tribune*. Of about a dozen

added to the staff, in the last two months, some six have been retained, and Vincent Byers, city editor, said this week there were no more openings.

Mr. Byers is not prejudiced with out-of-town applicants. He believes, and the same belief is held in other offices, that a man is apt to get a better all around reporting experience working in the smaller cities where there is no city news department than just in New York. He has found that many good newspaper men come from cities like Syracuse, Cleveland, Buffalo, and Des Moines.

"The main trouble I have found is that on an average only one out of 15 applicants is a real newspaper man. There are a lot of misfits among the job-seekers. A great number appear to be men who have failed in other lines and want to try their hand at newspaper work."

NEW ORANGES DAILY TO START NOV. 1

**Courier of Oranges and Maplewood,
N. J., Has Backing of Manufacturers—Claim 16,000
Initial Circulation**

The first issue of the *Oranges and Maplewood (N. J.) Daily Courier* will appear on the streets on Monday, Nov. 8. The management claims a guaranteed circulation of 16,000.

The directorate includes such well known manufacturers as Col. Austen Colgate, Charles Edison and Jav R. Munroe. Other directors are Edward C. Balch, Jr., John S. De Hart, Jr., Alfred J. Grosso, Charles C. Huitt, G. Clifford Jones, Harrison M. Lang, Arthur T. Muir, Wilbur Munn, William J. Orchard, Frederic E. Reeve, Oscar Schoenherr, and Peter A. Smith.

G. Clifford Jones, publisher of the *Orange Weekly Courier*, is editor and publisher of the daily. James MacDonald, former Orange editor of the *Newark Evening News*, is associate editor. St. John McClean, former managing editor of the *Staten Island Advance*, is city editor.

The news staff includes Allen T. Smith, East Orange, sports editor; Miss F. Gerardine VanUrk, formerly of the *Brooklyn Eagle*, society editor; Harold Segal, formerly of the *Bronx Home News*, copy desk; John W. MacWilliams, formerly of the *Newark News*, George H. Faulkner, of the *Newburgh (N. Y.) News*, Stephen Dick, of East Orange, and Louis I. Alexander, of South Orange, reporters. Irvin Lester, of Brooklyn, rewrite, and "Bus" McGinnity, of the *New York American*, cartoonist.

Emmett A. Bristor, formerly editor and publisher of the *Passaic Daily Herald*, is business manager of the new daily *Courier*. In the display advertising department are George Keary, formerly of the *Camden (N. J.) Evening Courier*, Fred J. Kilgus, formerly of the *Weekly Courier*, Eugene Tappen, formerly of the *Newark News*, and Anthony Geraci of the *Paterson Evening News*, head of the department.

Carroll H. Shively formerly of the *Cleveland Plain Dealer* is circulation manager.

The new plant has been equipped with modern machinery at a cost of more than \$100,000. The paper has United Press wire service, P. and A. pictures and N. E. A. Features.

JERSEY NEWSPAPER DEAL

Alex L. Moreau has purchased the *Bloomfield (N. J.) Independent Press* from Col. Charles R. Blunt and A. G. Leiss. He is publisher and founder of the *Freehold (N. J.) Transcript*, and in partnership with D. Howard Moreau of the *Flemington (N. J.) Hunterdon County Democrat*. An interesting fact regarding the Moreau chain of papers is that they are located in a triangle and are approximately 50 miles apart. J. B. Shale acted as broker in the Independent Press deal.

N. Y. WORLD GOES ON DRY MAT BASIS

**Width of Rolls Reduced One Inch from
72½—Owens Estimates Resulting
Economies Amount to \$90,-
000 a Year**

The *New York World* on Nov. 1 definitely went on a dry mat basis exclusively. On that date the width of rolls was cut one inch from 72½ inch to 71½.

J. F. Bresnahan, business manager, informed EDITOR & PUBLISHER that the decision to use dry mats exclusively followed two years of experimentation. Dry mats were first tried exclusively for months ago. Now steam tables have been ripped out, and wet mats discarded.

"We have decided that dry mats produce much better printing," L. E. Owens, production manager, said. "We have figured out that the resulting economies will amount in our case to \$90,000 a year."

"Reduction of the roll-width and proportionate reduction in margins was effected until Nov. 1, in order that dry mats might be given a thorough test."

"The period of experimentation is now over and we are entirely satisfied."

IOWA PRESS MEETS

Chicago Daily News Editor a Speaker at U. of Iowa Gathering

Round table discussion of problems which confront editors and publishers occupied the recent two-day session of the Iowa Press Association at the University of Iowa, Iowa City, Ia. The University was selected for the fall meeting of 1927 and business matters were largely relegated to the annual meeting to leave the program clear for shop talk.

J. S. Farquhar, publisher of the *Cedar Rapids Republican*, stressed the market value of a newspaper as very closely associated with the capabilities, versatility and geniality of the active head of a newspaper, in his discussion of "Market Value of a Newspaper." "What would the *Traer Star-Clipper* be worth," Mr. and Mrs. E. E. Taylor or the *Winterset Madisionian* without Smith?" he queried. "To have built up a paid circulation of 3,550 in a town of less than 1,500 population on such a paper as the *Traer Star-Clipper* is an achievement that places the names of Mr. and Mrs. Taylor on the highest pinnacle which it is possible for any newspaper in America to attain," he said.

Congressman Cyrenus Cole, a newspaper man of many years experience, who had first experience under Jav S. Clarkson, former owner of the *Des Moines Register*, paid tribute to Clarkson as the "ideal newspaper writer." "One way to be successful is to stick to a job," Charles H. Dennis, editor of the *Chicago Daily News*, said in conclusion of his speech on "Ten Tests for a Good Newspaper."

Prof. Walter A. Jessup, president of the university, welcomed the newspaper group and W. P. Wortman of the *Moberly Leader* responded. Prof. C. Weller of the school of journalism discussed the "Professional Side" and the luncheon following conclusion of the first morning program H. D. Brees, president of the Chamber of Commerce, presided with Prof. Frederick I. Lazear, speaking on "Our Estimates of One Another." E. F. Tucker, managing director of the association, responded and gave a summary of the organization's activities. Theta Sigma Phi and Sigma Delta Chi, journalistic societies, entertained at a tea in the Memorial Union.

WEEKLY EDITION SUSPENDED

The *Gloversville-Johnstown (N. Y.) Leader-Republican* has discontinued publication of its weekly edition the *Fulton County Republican*. The weekly, which was the oldest in its county, was founded in 1838. It became the property of the *Leader-Republican* 12 years ago in the amalgamation of the *Johnstown Republican* and the *Gloversville Leader*.

CREATING ART FOR NEWSPAPER ADVERTISEMENTS

Plenty of Opportunity for Dramatic Contrasts, Visibility and Brilliant Artistic Effects, Declares Clark, of Street & Finney—Possibilities of Black and White Inexhaustible

By NELSON PHILLIPS

A FEW years ago the most popular illustrator of his day announced through the press that he was off to Europe to have a fling at portrait painting in color. He had, he declared, exhausted the possibilities of black and white. Now he is back in harness again, continuing his inimitable series of black and white cartoons and illustrations.

"I made a mistake," he said. With this brief story, Guy Gaylor Clark, art director of Street & Finney, New York advertising agency, prefaced an interview the writer had with him this week on the subject of creating art for newspaper advertisements.

"That illustrator quickly learned his lesson," Mr. Clark commented. "There is no such thing as exhausting the possibilities of black and white."

"Black and white reproductions as developed in the illustration of newspaper advertising today in line cuts, plates, half-tones and rotogravure, permit the use of almost every media known to the artist, pencil, pen and ink, dry brush, charcoal, wash, oils and photography."

"The art director, creating copy for newspaper advertising campaigns, has at his disposal an infinite number of shapes and sizes to work with. The mechanical limitations are much less severe than those offered by magazine pages. His latitude ranges from the 14-line rate-holder to the full page of 17 by 27 inches."

After this sweeping statement, Mr. Clark launched into an entertaining exposition on how these media and the space latitude were being effectively employed by art directors of American advertising agencies, in making advertisements that attract attention and sell products to the vast multitudes represented by the circulation of this country's daily and weekly press. When he was done the writer left the art director's studio in the office of Street & Finney to read the advertisements in the newspapers with new eyes, noting the many technical refinements introduced by agency men to improve the artistic values of display space.

"Contrast," the magic wand that turns the pumpkin into the golden chariot, "visibility," qualities that furnish lighthouse rays in the blackness of printers ink, and "recognition units," the joining threads that sew together selling ideas, these words, among others, were given a riper meaning. Mr. Clark also raised the photographer to a new high plane in the field of commercial art.

"Pictorial photography as we know it today," he said, "is being recognized as a high form of aesthetic expression, worthy of permanent showing in our art museums. I believe that there is as much conscientious craftsmanship and inspired enthusiasm shown by the men who work behind the ground glass of a camera as by the artist who is painting easel pictures."

"The photographer also contributes toward the selling appeal of advertising art a convincing reality which is so often lacking in the work of a commercial illustrator."

"We recently had an interesting experience with pictorial photography. Using a newsy half-tone picture in our copy, we pulled four times as many inquiries as when we used a dry brush drawing, depicting a very similar subject, executed excellently by a well known commercial artist."

The two advertisements to which Mr. Clark referred were issued recently as part of the newspaper campaign handled by Street & Finney for the Liberty Mutual Insurance Company. The photograph showed the wreck of an automobile being inspected by a uniformed policeman under the gaze of a morbid crowd. It was set in the upper left-

hand corner of a horizontal half-page newspaper advertisement. The text was so set as to give the effect of a newspaper story, with headline and picture caption, and yet without sacrificing the general advertisement atmosphere and the selling appeal. In black forbidding type these words compelled action: "What if this happens to you?"



Guy Gaylor Clark

In the second, and less productive advertisement, the line drawing was exceedingly dramatic, successfully telling a tragic story. A residential street scene was the background. Down the pavement a car was speeding. Directly in its path and before the horrified eyes of the driver a young child had darted running to a ball he had been happily bouncing on the sidewalk behind his parents. The child's father was springing to the rescue. The mother, her hands covering her eyes, was screaming, "My boy! My boy!"

"Of course," Mr. Clark continued, "we cannot determine conclusively why the first copy pulled better than the second, but we have decided it was due chiefly to the photographic illustration. The picture of the wreck was real. The drawing, while beautifully done, was nevertheless fanciful, imaginary. It represented 'story book stuff.'"

Reverting from this practical example of effective art in newspaper copy, Mr. Clark turned to a discussion of more technical consideration, such as how best to obtain visibility on the newspaper page.

"Arthur Brisbane has completely explained the advertising problem when he said that an advertisement to be effective must be seen, read and understood, in order that the article advertised be wanted by somebody," he said.

"It is the art director's job to make sure that the advertisement is seen, otherwise it is of little or no value to the advertiser."

"Visibility is obtained in a technical sense by the use of various contrasts which have a physical attraction to the eye. These may be contrasts of tone value in black and white, uneven space divisions, contrasts of sizes and shapes, and contrasts obtained by emphasizing some point of interest in the copy. Striving for visibility in a large measure accounts for the use of hand-lettered slugs, captions, logotypes, which gain emphasis by contrast with the surrounding body types. It is why illustrations are often put in 'bullseyes,' eccentric photo-holds, frames, borders or vignette shapes. It

is why type panels are frequently set at an angle. It is why advertisers are often willing to pay excessive prices for white space."

"Contrast of tone value is probably the most irresistible to the eye. It creates an unconscious physical attraction drawing human eyes just as the beam from a lighthouse attracts the gull at night."

Mr. Clark pulled a sheet of paper towards him to demonstrate as he continued his discussion of contrasts. He drew three rectangles in a row filling them in with black, then added a black circle, and completed the horizontal line with a fourth black rectangle. He pushed the paper toward the writer.

"On which of these objects do your eyes rest?" he asked.

"The circle."

"Naturally. Because of its contrast with the rectangles. It is an unavoidable psychological fact."

"Now the average newspaper page with its series of column lines is just a series of rectangles. Editors frequently barely avoid giving headaches to their readers by throwing in a picture set in a circular frame."

"Because of the rectangular effects of newspaper text pages it is much easier to obtain contrasts in newspaper advertising than it is in advertisements designed for the magazines. An advertiser to gain contrast must spend extra money for color in the magazines. He has infinite resources and weapons in the case of the newspapers."

"These contrasts naturally vary to conform to the type of message the advertiser wishes to convey. If he wishes to be dramatic, he makes use of sensational angular and jagged lines, or conservative he uses gentle space contrasts. For instance, you might well use jagged lines to scare people into buying insurance, while your copy will be more serene if you wish to make people deposit their money in a bank."

From his desk drawer Mr. Clark drew another advertisement for the Liberty Mutual Insurance Company. Like the one previously discussed the illustration was a photograph. Instead of being set in a conservative frame, however, it was represented as torn jaggedly from the pages of a paper.

"A series which includes a great number of effective contrasts are the Listerine advertisements," he continued. "You will notice that when these advertisements are illustrated by human heads, the heads are very large, so large that they do not fit into the space assigned to them. In contrast to these big heads are the small listerine bottles. Then there is the dark gray of the half-tone contrasting with the lighter gray of the surrounding space."

"Then I am not a little proud of our own series produced for the Cammeyer shoe. The smallest object in these advertisements is the shoe. The visibility is obtained by eccentric borders, and the shoe looms large primarily because of its infinitesimal size."

"One trouble with many advertising agencies is that they are prone to sell advertisements instead of advertising. They seek to develop different advertisements because they are proud of their ability to produce ideas. In this respect they overlook the value of recognition units and the cumulative effect of constant repetition."

"Bud Fisher is sold to his public through 'Mutt and Jeff.' He wouldn't attract nearly so much attention if he turned about and created two new characters. For nine years now we have used the same figure of the man standing on the lower opened drawer to advertise

the Shaw Walker filing cabinets. And think of the number of years Dutch Cleanser has used its lady with the stick. Of course the hunger for something new and different should be appeased. But you can produce something different without sacrificing your recognition units."

"Consider what effective use of small space in the newspapers is being made by Horlick's Malted Milk, which for many years has repeated its black cow. The success of such products as aspirin and Cuticura which have been promoted by repetitious copy is also worthy of consideration. Thus for White House coffee, we have created a portrait of an old man we call 'The Old Connoisseur' and we are using it to link up all our advertising for this product."

Mr. Clark has been with Street & Finney for more than 10 years. He was formerly associated with Calkins & Holden and several other agencies. He was a scholarship student at the New York School of Art. After graduation he spent several years as a painter of stage scenery, before entering the advertising field.

AIDS JOURNALISM SCHOOL

Huntington Gives Valuable Books to New York University

Henry Edwards Huntington, who possibly owns the most valuable private library in the United States, has just given to the School of Journalism at New York University a most remarkable collection of books and pamphlets relating to European journalism, according to an announcement made by James Melvin Lee, the director of the school. This journalism library was assembled by Hans H. Bockwitz, the great German authority on the European press and for many years director of the Buch Museum at Leipzig, Germany. During the World War he was director of the War Press Office in Brussels.

Most of the journalism books in the collection presented by Mr. Huntington deal with the press of Europe and are printed in German, French or Italian. Some of the items are in manuscript form and have never been printed. From the research point of view possibly the most valuable part of the collection may be found in the items dealing with the writing of news letters and the printing of corantos which were the precursors of regular newspapers.

The collection is especially rich in theses on various phases of journalism. These were turned in by graduate students of European universities as part of their work toward the degree of Doctor of Philosophy.

One condition imposed by Dr. Bockwitz was that his collection should not be broken up and should be made available to students interested in the growth and development of the newspaper press.

ATTACKS NORTHCLIFFE SALE

Plaintiff Claims £3,000,000 Damages by Action of Sir George Sutton

An action relating to the disposal of the estate of the late Lord Northcliffe is to be heard in the Chancery Division of the English High Court, Nov. 29, unless the Attorney-General, who is a defendant representing certain charities concerned, intervenes. The action involves the question whether a certain contract for the sale of newspaper shares (forming part of the estate) by Sir George Sutton (administrator of the estate) to Lord Rothemere, brother of the late Lord Northcliffe, and proprietor of the *London Daily Mail* and others, should stand. £3,000,000 damages are claimed by Miss Owen.

DRASTIC DUTY ON U. S. PUBLICATIONS DEMANDED OF CANADA TARIFF BOARD

Publishing Interests Ask Levy of 15c Per Pound on Advertising Matter—Say Canadian Editions Would Result—Board to Report on Arguments Soon

THE application of the Magazine Publishers' Association of Canada for protection against the importation of United States periodicals came before the Advisory Tariff Board at Ottawa on Oct. 28. The case for the publishers was presented by the secretary of the Association, John Atkins. After outlining the arguments in favor of protection, it was suggested that a duty of 15 cents a pound on the advertising appearing in magazines and periodicals coming into Canada by mail, freight or express, without refund of duty on unsold copies, would be the most logical tax, as this was the rate of duty already applied on all other advertising matter. As an alternative, it was suggested that there might be a specific duty of 10 cents per pound on the total weight of all foreign magazines, periodicals and newspapers coming in by mail, freight or express, without refund of duty on unsold copies returned to the country of origin. This, it was said, would be more comprehensive and more easily applied than the duty on advertising alone. Mr. Atkins summed up the probable effects of the imposition of a duty as follows:—

"A probable reduction in the sale of United States publications of from 25 to 50 per cent. Canada would cease to be a circulation prize ring for American publishers and a duty would assist in eliminating the high-pressure circulation sales methods of American publications, whose circulation is frequently based upon the money spent to obtain it rather than the interest of the subscriber.

"Leading American publishers would likely print Canadian editions, specially edited for Canada, in this country, employing Canadian labor and using Canadian raw materials.

"Canadian publishers not now publishing national periodicals would develop this type of publication.

"Canadian authors and artists would have a wider market.

"Canadian publishers would be enabled by circulation increases to maintain their present subscription prices."

The application was opposed by R. J. Deachman, representing the wholesale news dealers of Canada, who characterized it as a deliberate attempt to exploit the Canadian reading public and deprive them of cheap reading matter. He argued that it would be bad policy to tax American publications, pointing out that Canada was now selling to the United States 84 cents' worth of goods for every dollar's worth she bought from the United States. Exports of manufactured goods were never higher than during the past year and Canada was now exporting her products to all parts of the world. He contended that her people could compete with the best and yet magazine publishers were, by their action, instilling into the Canadian public the gospel of fear. He argued that magazine men wanted to have Canada hermetically sealed so that her people could not hear about the products of other countries.

In order to relieve the Canadian publishers it was suggested that all raw materials entering into the manufacture of magazines should be made duty free. Another remedy would be for Canadian manufacturers, instead of putting out general propaganda urging people to buy Made-in-Canada goods, to advertise their products specifically in the daily newspapers and magazines.

The application of the magazine publishers was supported by speakers representing various interests. Colonel J. B. Maclean, president of the Maclean Publishing Company, Toronto, publishers of *Maclean's Magazine* and other periodicals, declared that it was unfair that he should pay \$364,000 per annum in national, provincial and municipal taxes in Canada and

his employees \$250,000, when Cyrus H. K. Curtis of Philadelphia got the full value of the Canadian market and sent his publications through the Canadian mails for nothing and paid no taxes in Canada. He referred to the fact that the Rt. Hon. W. S. Fielding, former Minister of Finance, had once asked him if it did not strike him as being an outrage that Canada admitted advertising in United States magazines free of duty, while imposing a duty of 15 cents a pound on other advertising matter. Colonel Maclean said that he would like to see United States publishers print editions in Canada.

Professor E. E. Prince, president of the Ottawa Branch of Canadian Authors Association, claimed that everything Canadian was minimized in United States magazines and the reader attempting to follow an article got lost amid the maze of advertisements for shaving soaps, pills and soups. Tom Moore, president of the Trade and Labor Congress of Canada, and J. A. P. Haydon, legislative representative of the Typographical Union, supported the application, but made the suggestion that lodge, trade union and fraternal papers which were not commercial magazines to sell advertising, should be exempt, but they agreed that if these publications stepped into the advertising field to any extent their exemptions should be cancelled. They would not go so far as to support a customs revenue on regular daily papers but would include weekly papers with magazine sections.

A. H. Jarvis, Ottawa, past president of the Booksellers' and Stationers' Association of Canada, said that if the Tariff Board could hear what the public was telling the book dealers about three-fifths of the United States magazines, it would be satisfied that a request for tariff was justified.

Mrs. J. A. Wilson, representing the National Council of Women, protested against the entrance of objectionable periodicals, or those which influenced young Canadians to migrate to the United States. Dr. Gordon Bates, secretary of the Canadian Council of Hygiene, urged that something should be done to check

the importation of publications which contained matter injurious to the welfare, moral and physical, of Canadian youth.

Thomas Walsh, representing the Association of Advertising Agencies of Canada, referred to many cases that had occurred where United States advertisers refused to contract for space in Canada because the overflow of the United States publications served them adequately in the Canadian market. C. R. Conquer-good, representing the printing ink manufacturers, and A. C. Batten, representing the Photo-Engravers Association, supported the appeal, as also did Edward Beck, secretary and manager of the Canadian Pulp & Paper Association, who made the following statement with regard to the *Saturday Evening Post*:—

"A copy of the *Saturday Evening Post* weighs one pound twelve ounces. The paper is worth 6 cents a pound, so that the actual cost of the white paper is 10½ cents, and the selling price of the complete magazine is only 5 cents. In a recent issue there were 256 pages containing 151 pages of advertising and 105 pages of reading matter. They charge \$7,500 per page for advertisements, \$9,000 for the inside cover, and \$15,000 for the back cover, for one issue; so that the revenue for one issue would be \$1,152,000. That means more than \$50,000,000 a year. There are 186 firms advertising in this issue, and only 32 of them mention Canada. I understand they have a Canadian circulation of 110,000. Each edition coming to Canada weighs 192,500 pounds, and a tax of 10 cents a pound would yield the Canadian Government \$19,250 per week."

In answer to a question from the chairman, Mr. Atkins, secretary of the Magazine Publishers Association, stated that there were at present being published in Canada 16 English and 4 French magazines. These had a capital investment of \$1,500,000; an annual turnover of \$2,225,000; they employed 1,200 people, their raw materials cost them \$1,100,000 annually and they served 450,000 subscribers.

At the conclusion of the argument, which lasted from 10 a. m. until nearly 5:00 p. m., Rt. Hon. George P. Graham, chairman of the Board, made the following statement:—

"This Board does not undertake to decide large questions of policy. It is a matter for the Government. We want to get at all the facts on every application presented to us. Our duty is confined to marshalling the arguments on both sides for the Minister of Finance. We have no authority to tell the Government how to

arrange the tariff. They are responsible to the people.

"I thought some of you would have pointed to some country that has a tariff on magazines and periodicals, if there are any, but we will delve into the matter and obtain the information for ourselves. You are proposing a tax of 15 cents a pound on the advertising matter contained in American and foreign periodicals. The advertising in the salacious magazines, or what someone referred to as the 'swill literature,' is a mere bagatelle; so the only way you could curb them would be through the censor.

"We will give your arguments our very best consideration, and make our recommendation to the Minister of Finance in due time. Meanwhile, if there are any further arguments on either side, we will give you 30 days to present them in writing."

BUYS COAST WEEKLY

Lowell C. Pratt New Owner of Selma (Cal.) Enterprise

Lowell C. Pratt, for the past three years a member of the editorial staff of the *Pasadena* (Cal.) *Star-News*, has

purchased the *Selma* (Cal.) *Enterprise* and will become the editor and publisher of that weekly newspaper on Nov. 1. The *Enterprise* has been owned for the past six years by Telford Work, who is now director of public relations at the Pacific Palisades. Pratt is a native Californian and began his newspaper career on the *Pomona* (Cal.) *Progress*. For three years he was a student at the Pulitzer School of Journalism at Columbia University, graduating with the class of 1920.

Following graduation from Columbia, he joined the *Springfield* (Mass.) *Republican* as a reporter. In September, 1920, he returned to California to become city editor of the *Pomona Progress*. Three years ago he went to the *Pasadena Star-News*.

The *Selma Enterprise* was established in 1886.



LOWELL C. PRATT

FREE PUBLICITY REPRESENTS HUGE WASTE



The above photograph shows the mass of expensively prepared press agent material which accumulated in the office of the *Bay City* (Mich.) *Times-Tribune* in five months of this year. The *Times-Tribune* has printed this exhibit on postal cards which it forwards to firms which send in free puffs, with the succinct remark: "If you did not see your copy in the paper perhaps you will find it here"

ATTACK AD SLOGAN

"It Pays to Advertise" Not Inclusive Enough, Is Claim

An agreement to discourage the use of the slogan, "It Pays to Advertise," has been made by the members of the direct mail group of the Advertising Club of Kansas City.

"The slogan is not universally true because it does not pay to advertise unless the service and product of the advertiser fulfills the promise of the advertisement," William G. Randall, executive secretary of the club, said.

PHILADELPHIA RECORD ELECTS

Rowe Stewart, general manager of the *Philadelphia Record*, on Nov. 1, was elected president of the company. Thomas P. Walsh was named vice-president, Henry J. Rebman, secretary, and W. H. Morrow, treasurer. Melville F. Ferguson, is editor; Hugh B. Sutherland, associate editor and W. H. H. Neville, advertising

BRITISH ADVERTISING GAINS

Space figures of British morning and evening dailies for the first week in October show that, with the exception of three papers in the coal mining area, every paper in the country has increased its space devoted to advertising over the totals for September. This increase was especially marked in the Manchester papers.

N. Y. AGENCY ART DIRECTORS WELCOME NEW A. N. P. A. MECHANICAL BUREAU

Peirce Johnson, J. Walter Thompson Company, and Directors' Club President, Sees Advance in Rapidly Improving Newspaper Printing—Discusses Ad Censorship Rules

INAUGURATION of the new mechanical department by the American Newspaper Publishers Association was welcomed as a worthy project this week by Peirce Johnson, of the J. Walter Thompson Company, a New York advertising agency. Mr. Johnson is president of the Art Directors Club of New York, an organization of New York advertising agency executives.

"The finest advertising art can be ruined by poor reproduction," Mr. Johnson said in an interview with EDITOR & PUBLISHER, "and any step taken to advance the already rapidly improving newspaper mechanical product is worthy of hearty endorsement."

"I have very little adverse criticism to offer the newspapers, anyway. It is amazing to me, knowing the speed at which the work is necessarily accomplished, that newspapers turn out as good printing work as they do."

"There has been a very noticeable improvement during the last five years in newspaper reproduction."

"I for one have had many old prejudices jolted. Take for instance, the newspaper half-tone. There was a time when this was considered an impossibility on newsprint. A half-tone invariably printed in a dirty, muddy way. So many excellent examples of the use of the half-tone in newspaper advertisements have been published recently, however, that it would be unfair to single out any one for particular comment."

"This improvement in half-tones I attribute to three sources: first, of course, the work of specialists in engraving shops who have worked out new and efficient high-light systems; secondly, improved methods of newspaper printing; and thirdly, the preparation of simpler and more suitable illustrations by the advertising agencies."

Mr. Johnson discussed the increasingly popular principle of newspaper advertising censorship, complaining that in his opinion the standards set up by some newspapers were "too mechanical and often not elastic enough."

"I am sure an effective compromise might be reached which would secure more attractive pages for the newspaper and at the same time make it possible for a larger number of artists with varying technique to draw for the newspaper advertising columns."

"In Joseph Pennell's book on pen draftsmanship, for instance, there are many types of drawing which should be good for reproduction in newspapers, but which are ruled out by the strict censorship rules enforced by the larger dailies. This seems decidedly unfortunate to me."

Mr. Johnson said that art for advertisements to be produced in newspapers should catch the reader's attention quicker than that destined for magazines. The unusual, therefore, he said, is desirable, and the problem of getting enough variety is one which advertising art directors constantly face. Asked to comment on some advertisements which fulfilled this attention gaining requirement and still met the rules enforced by metropolitan dailies, Mr. Johnson particularly stressed the current vogue of smart, modernistic drawing.

As an example, he pointed out the advertisements now being placed in newspapers by the R. J. Reynolds Tobacco Company, promoting Camel cigarettes. He also commented favorably on the work of newspaper cartoonists.

"I don't believe that advertisers are making sufficient use of the technique developed by newspaper cartoonists," he said. "They have developed a style of drawing on rosin board or illustration board that invariably reproduces well on newsprint and which might well influence the work of American advertising artists."

Mr. Johnson has been studying this idea in co-operation with L. E. Owens, production manager of the *New York World*. In his office he has the originals of several cartoons drawn by Rollin Kirby and John Cassel of the *World* staff. He believes that the style of drawing represented by these two artists will play an increasingly important part in the preparation of advertising copy for newspaper campaigns.

"Thin outline drawings are at present the safest style to follow as far as newspaper reproduction is concerned," he continued. "It is used all the time for fashion drawings, where it works out beautifully. But the agency problem is to get variety and not be dependent upon any one technique. Art directors of the leading advertising agencies are working on this problem all the time, and I do not doubt that some day a form of art will be developed which will have variety and which will be particularly suited for reproduction on newsprint."

STAFFS REORGANIZED

Several Shifts in Galveston Following Purchase of Tribune

Several Galveston newspaper personnel changes have followed the purchase of the *Tribune* by the *News*.

Louis C. Elbert, Silas B. Ragsdale and W. R. Roberts, who have been general manager, managing editor and advertising manager, respectively, of the *News*, occupy the same posts for both papers.

G. A. Seel remains as city editor of the *Tribune* under the new management. Changes on the staff of the evening paper included appointment of Robert D. Skinner, formerly marine and later city editor of the *News*, to be telegraph editor of the *Tribune*, succeeding W. R. Beaumier, who returned to the *San Antonio Express* staff. Charles Theis, formerly on the *News* as well as on Cincinnati and Houston papers, succeeded C. G. Adcox Jr., on the *Tribune* staff.

A. L. Perkins, former managing editor and part owner of the *Tribune*, joined the *Houston Press* as Galveston edition editor. Adcox also joined the Galveston bureau of the *Press*. Charles Smith,

EDITOR & PUBLISHER CALENDAR

Nov. 7-13—Children's Book Week.
Nov. 8-10—Assn. of National Advertisers, annual convention, Atlantic City, N. J.
Nov. 9-10—International Advertising Assn., 1st District, annual convention, Worcester, Mass.
Nov. 10-12—American Newspaper Publishers Assn., fall convention, French Lick, Ind.
Nov. 15-16—Advertising Commission meeting, Chicago.

who was in the circulation department of the paper, became Galveston circulation manager of the *Houston Press*.

Thomas Lester, formerly of the Galveston *Tribune* advertising department, has gone with the Automobile Finance Company.

Miss Lillian E. Herz, for eight years reporter on the Galveston *News*, left for a month's stay in Washington, New York and elsewhere in the East.

Stockholders of the Galveston *News*, Inc., have voted to change the name of the corporation to the *News Publishing Company*, which will publish both the *News* and the *Tribune*. Officers of the old company who also will serve the *News* include W. L. Moody, Jr., president; Mr. Elbert, vice-president and general manager; Mr. Ragsdale, secretary-treasurer.

MONITOR MISREPRESENTED

Christian Science Daily Repudiates Dry Circular Distributed in Britain

An unauthorized circular being distributed in the British Isles and misrepresenting the *Christian Science Monitor's* policy on prohibition was exposed and repudiated by the newspaper on Oct. 29. In an editorial on that date the *Monitor* declared:

"The *Monitor* is neither pressing prohibition upon its British readers as an immediate and practical issue, nor does it predict, in the words of the unauthorized circular, 'complete alcoholic prohibition in England by 1930.'"

The false circulars were sent to England by mail from Boston, Mass. They were prepared so as to appear as official statements issued by the paper. The anonymity of the producers was carefully preserved, and investigations are still to be made to determine the source.

MECHANICAL EXPERT ADVISES AGENCIES

John P. Keating, Milwaukee Journal, Says Faulty Mats Are Detracting from the Effectiveness of Advertisements—Urges Co-operation

The exit of the electrotype and the advent of the matrix have added to the problems of both the newspaper and the advertising agencies, John P. Keating, mechanical superintendent and production manager of the *Milwaukee Journal*, declared this week. He urged greater co-operation between the agents and the dailies in selecting matrices.

"Men will spend fifty to a hundred thousand dollars on a single advertising campaign permitting the use of faulty mats which greatly detract from the effectiveness of their advertisements," Mr. Keating said. "Even in a first class mat, some of the detail is lost in recasting, and unless every precaution is exercised to procure a deep, clean matrix, the result will be smutty and shallow."

"We have cases frequently where the depth of the mat is not only inadequate, but inconsistent. Sometimes there is a variation of from fifty to one hundred thousandths of an inch in different portions of the same matrix. Needless to say, the newspaper experiences considerable difficulty in getting a good printed surface from such a mat."

"In the last analysis, it is the newspaper that is responsible for the appearance of the advertisements on its pages. The advertising agency should do its utmost to co-operate with the newspaper, first in the selection of matrices and, second, by insisting on only the best in workmanship and material."

ROGERS NAMED CHAIRMAN

Cleveland Plain Dealer Manager Heads A.B.C. Newspaper Advisory Committee

George M. Rogers, general manager of the *Cleveland Plain Dealer*, was this week appointed chairman of the newspaper advisory committee of the

Audit Bureau of Circulations, succeeding E. Lansing Ray, *St. Louis Globe Democrat*, who was renominated but declined the office.



GEORGE M. ROGERS

Hugh O'Donnell, assistant business manager of the *New York Times*, is the new secretary of the committee. He takes over the position previously held by T. R. Williams, vice-president and assistant publisher of the *Pittsburgh Gazette-Times* and *Chronicle-Telegraph*. Mr. Williams remains a member of the Committee.

Other committee members are: David E. Town, of the Hearst general management, New York, and Gardner Cowles, publisher of the *Des Moines Register-Tribune*.

GIRLS PUBLISH SUBURBAN DAILY

Twenty-five young society girls took over the publishing of the *New Rochelle* (N. Y.) *Standard-Star* Oct. 27. They reported news, solicited advertisements, wrote headlines, editorials, and drew special figures from which cuts were made. They even helped load the newspaper trucks.

64-PAGE ROTO SECTION

The *Wilmington* (Del.) *Every Evening* on Oct. 28 printed a 64-page rotogravure anniversary supplement presenting a compilation of local business and commercial interests. The complete paper ran 88 pages. W. F. Metten is publisher.

NEBRASKA DAILY OPENS NEW PLANT



The new home of the *McCook* (Neb.) *Daily Gazette* (right) is part of the new business center of that city. At the left is a new theater building, while at the right of the daily's plant, and not shown in the picture, is the new Y. M. C. A. building. The motto above the *Gazette's* door reads: "Service is the Rent We Pay for the Space We Occupy in This World." H. D. Strunk is editor and publisher.

NEWSPAPER WOMEN SAY DESK MEN ARE THE REAL "SOB SISTERS"

Latter Insist on Preserving "Patterns" in News Writing, Speakers at Ohio Convention Declare—\$800 in Prize Money Awarded—Miss Smith Named President

(Special to EDITOR & PUBLISHER)
Please, Mr. City Editor, be willing to believe that the bold bad bandit's mother is not always "a weeping withered little old lady."

Please, Mr. City Editor, believe that the woman hauled into jail or on the witness chair is not always "a little woman."

Please, Mr. City Editor, be willing to believe that the wife of a criminal does not ALWAYS say, "whatever he has done, he is still my man."

IN a sprightly, hilarious and sometimes tense and defiant atmosphere, the Ohio Newspaper Women's Association just completed its twenty-sixth annual convention with its business sessions characterized by a spirited appeal for a death of the time and tried, stereotyped and hackneyed "newspaper pattern" story.

The association passed a resolution sponsored by Ruth Neely of the *Cincinnati Post*, former president of the association, and present contest chairman, asking the co-operation of all editors in an attempt of the reporter to write life as it is rather than as the "pattern" says it should be.

Woman writer after writer cited examples of stories which she had painstakingly gathered only to have facts completely distorted by a copy desk which preferred its time-tried pattern phrases to words which fit the case in hand.

The resolution as phrased pledges the woman reporters to an adherence to accuracy, terseness and the style prescribed by the respective papers. In return, it asks editors to give encouragement to the original turn of expression and style even if the traditional "pattern" is not used to cut by.

Miss Allene M. Sumner, feature writer for the NEA Service, opened the discussion with a humorous but poignant dissection of "the newspaper pattern."

Miss Sumner discussed not only "pattern" style but specific "pattern" stories. She ripped to shreds the "poor little girl adoption story" as demanded by city editor after city editor.

"At the same time the city editor is bleating for his 'poor little homeless baby' story," said Miss Sumner, "the facts in the case are that 500 would-be parents are pathetically begging for every stray adoptable child. Local adoptive agencies generally have a list of thousands of people wanting 'a dear little blue-eyed girl.'"

"The best day's joke in all social organizations, and it never grows old, is the morning's call from Mrs. Childless who wants 'a dear little yellow-curl blue-eyed baby girl by lunchtime: We'll have rice pudding especially for her.'"

"And each time the assignment is given, only the same old lead can be truthfully written—'Gone are the days when little girls in checked gingham wait at the orphanage door for a papa and mama. Nowadays it is the papa and mama in sables and diamonds who wait for the ginghamed babies.'"

"But Mr. Editor does not want that lead. He wants to razz the public for petting dogs instead of babies, and he keeps right on fighting for that story, trusting that some enterprising sob writer will find some way of sticking to the pattern, even if truth must be stretched a bit."

Miss Sumner then discussed the bandit's "sobbing little woman."

"The bandit's wife may have left her husband seven long and weary years ago," she said. "But the police boys drag her in someway for the sob sister to write a story about. She comes. She cannot speak English, but the court interpreter sticks with the girl reporter

to the bitter end. He asks the bandit's 'little woman' if she's going to stay by her man for better or worse to the death, and she grins as any good interviewee should and says, 'ja, me no like.'

"The bandit's wife may weigh 383 pounds, have 11 chins, 6 stomachs, and five sets of hips. But the experienced sob writer takes her pen in hand to write—'Little Mrs. Cheesit, the notorious bandit's wife, appeared in court this morning, 'just to be with my man, he needs me so,' she told reporters who came to the little woman stooped in the big court chair, her tiny figure pathetic in its big shabby coat, a token of happier days.'

"The 'little woman' pattern must be adhered to," said Miss Sumner, "even if the 'weeping bandit's mother' pattern goes by the board."

"We feature writers soon learn how to treat the massive sisterhood when 'caught in the relentless black maw of this thing called The Law.'

"E'en if their laugh bellows forth like the voice of Taurus on a rampage, we have them 'soft-voiced little women.' Even if their step reverberates like an army tank or the football of a mastodon of old, no poet writing odes to 'Spring coming with gentle tread over the dewy violets,' can beat our journalistic description of 'the little woman's' courtroom entrance on 'gentle feet.'

"No, the Amazon who prides herself on her junoque arms hefty enough to 'fell any guy wot gets fresh wit me,' finds herself on page one, transformed by the alchemy of the experienced sob writer's words into 'a timid little woman, smiling sweetly and talking softly to the minions of this thing called The Law.'

The next "pattern" target was "the gray-haired mother." Then the pattern of "mother love."

"Not one of us reporters can deny," said Miss Sumner, "that we have met many more mothers of notorious criminals who are the very reason why their progeny were criminals than the whistler mother type of woman who is the model for every newspaper story about a mother, regardless of her kind."

"Not one of us denies that this much-discussed 'mother love' turns out to be pretty shoddy stuff more frequently than it is the stuff that poems are made of. But if we write the truth, nine times out of 10, the copy desk makes the worst mother in the world, a sweet, tender, sacrificing, all loving female creature, so what's the use?"

"And this other 'pattern'—deep within every woman's heart, no matter how low she may be, beats the desire to be good and pure!"

"Oh the harlots and dope fiends and murderesses with whom we talk—all vile as putrefaction. But oh the tragic pawns of fate we picture them! The rosy, glowing buds of womanhood they might have been if but given a chance!"

"This cutting the newspaper garment to fit the moth-eaten pattern is no provincial affair," said Miss Sumner, "it is not Cleveland or Kalamazoo or New York or Ypsilanti. It is not an Associated Press nor an United Press pattern."

"Sometimes I wonder if we reporters are not ourselves to blame. We are the outside workers. We see life as it is. We know that the old pattern is not today's style. But we aim to please. We have learned this inside formula, and we are afraid to hew from the beaten path."

"I believe we're all wrong. I believe that if we had more courage and dared to 'strut our stuff,' we could make new patterns which the inside man would gladly cut by. We reporters must dare

NEW K. C. STAR M. E.



George B. Longan, who succeeded the late Ralph Stout as managing editor of the *Kansas City Star*. Mr. Longan is a veteran with 26 years' service on the *Star*, and was assistant managing editor under Mr. Stout for many years.

to use the new pattern if the American press mirrors life in the making instead of life lived in the tomb."

Nearly \$800 in prize money was awarded newspaper women at this convention. Half of this was the gift of Akron businessmen and newspapers. The other half was money donated directly to the contest chairman of the O. N. W. A. for prize awards. The *Cleveland Plain Dealer* awarded \$150 in prize money.

The largest single prize of \$100, donated by the *Akron Beacon-Journal* for the best unpublished editorial written by a member of the association, was won by Mrs. Grace Brown, free lance magazine writer of Akron, O. Her editorial titled "We Gullible Americans," spanked the American habit of copying anything and everything foreign while scoffing at home-made fashion and other precedents. Mrs. Brown won a second prize of \$25 for the best magazine story.

Miss Allene Sumner, NEA feature writer, scooped in number of prizes won. Miss Sumner won four prizes totaling \$100, and two honorable mentions. She won the \$25 prize for the best editorial on "Newspapers and Civic Responsibility," another \$25 prize for the best editorial on "Common Sense in Shopping," another \$25 for the best child news story, a fourth \$25 for the best story in a non-daily paper, and honorable mention for the best column and best news story featuring the achievement of women.

Miss Sumner was barred from entering the news or humorous classes because she won first prizes in these groups at the 1925 convention. Mrs. Ruth Neely France announced that Miss Sumner's entries in the human interest class were not considered, as the judges felt her position with a syndicate gave her better opportunities to get good material.

Miss Margaret Daney of the *Toledo Blade* won the \$50 prize for the best news story in a paper with circulation over 50,000.

Miss Florence Smith of the *Portsmouth Times* won the \$50 prize for the best news story in a paper with a circulation under 50,000.

Josephine Van der Grift Rigby won the \$25 award for the best human interest feature.

George Elliston of the *Cincinnati Times-Star* won the prize of \$25 for the best social column in a week day paper.

Helen Welsheimer of the *Canton Daily News* won \$25 for the best column.

Mrs. Ethel B. Myers of the *Akron Beacon-Journal* won a \$50 box of tackle for an article on "Why I Like to Fish."

Jeannette Glick, *Toledo Times*, \$25 for best musical criticism.

Carrie M. Locke, *Mansfield News*, \$25 for best book review.

Alma De Armond, *Cincinnati Enquirer*, \$25 for best article on home economics; Jean James, *Columbus Dispatch*, \$25 for best make-up and most attractive woman's page.

Flora Ward Hinline, *Toledo Times*, \$25 for best animal story.

Esther Hamilton, *Youngstown Telegram*, \$25 for best article covering subject of the modern newspaper's feature service to the public.

Frances Faulkner, *Cincinnati Times-Star*, and Ruth Peiter, *Toledo Times*, tied for \$25 award on feature story treating of achievement of women.

Carol Brown, *Cincinnati Enquirer*, \$25 for best humorous story.

Helen Welsheimer, *Canton Daily News*, \$10 for best newspaper poem.

Isabelle Toppin, *Toledo Sun*, \$10 for best story on the association's 1925 convention.

Anne Gellenbeck, *Cincinnati Post*, \$10 for best publicity story.

Miss Eleanor Freeland, free lance writer of Pittsburgh, won a prize of \$50 for the best public service rendered through newspaper columns. Miss Freeland co-operated with the *Pittsburgh Press* in a "Beautify Pittsburgh" campaign which had very definite results.

President George F. Zook of Akron University spoke at the opening dinner on the newspaper's conception of education and the educational world's idea of newspapers.

He declared that the editorial page no longer had much or any influence. He said that he advocated a definite newspaper platform on the part of every paper, just as political men had their platforms, this policy to be printed in each and every edition, and all content of the paper working to the eventual achievement of that platform.

William Vorpe, Sunday and feature editor of the *Cleveland Plain Dealer*, talked on "Sex Appeal and the Newspapers," and denied that sex fiction of the lower type was necessary for stable circulation. He cited the *New York Times*, *Kansas City Star* and other papers as examples of great papers which refused to "get in on the modern vogue for 'sexy' fiction."

The convention will meet in Toledo O. next year. Grove Patterson of the *Toledo Blade* has offered \$500 for entertainment expenses.

The officers of the O. N. W. A. are: Miss Pauline Smith, *Columbus Citizen*, president; Mrs. Carlotta Price Sher, *Bellefontaine Examiner*, vice-president; Miss Mildred Cronley, *Sidney News*, treasurer; Miss Carrie Einsenmenger, *Franklin Examiner*, secretary; Miss Florence Smith, *Portsmouth Times*, and Miss Allene Sumner, NEA Service, directors.

DAILY ELECTS NEW OFFICERS

Mrs. Flora D. Salmon and Dr. Russell O. Salmon have been elected directors of the Tri-States Publishing Company, Inc., publishers of the *Port Jervis* (N. Y.) *Union-Gazette*, succeeding the late Fred R. Salmon, who died Oct. 21. The directors elected the following officers: Fred D. Salmon, president and treasurer; Mrs. Flora D. Salmon, vice-president; and William O. Cooley, secretary.

WOMEN WRITERS TO MEET

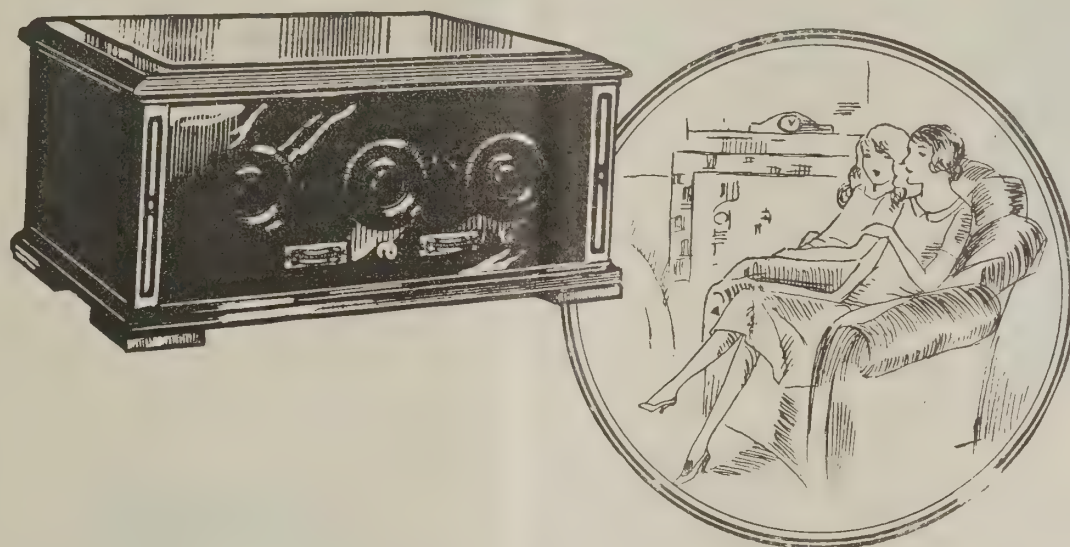
The Women's Intercollegiate Press Association, composed of editors and workers on college publications, will hold a convention, Nov. 12-13, at Vassar College, Poughkeepsie, N. Y. Miss Charlotte Kempner, of the *Vassar Miscellany*, is secretary of the group. Several prominent newspaper men will speak.

INJURED NEWS MEN RECOVERING

Percy Wood, a staff reporter for the *Chicago Tribune*, and Murrell Tinsley, photographer, who were injured when their plane, flying through the night toward Chicago with the first pictures of the Florida hurricane, suddenly were "dead" and crashed to the ground, showing marked improvement at a hospital in Indianapolis, Ind., Wood's pelvis bone was broken, and Tinsley suffered cracked ribs.

Substantiating Proof

of Detroit News Effectiveness As Detroit's Radio Medium



*Prints More Than Twice as Much Radio Show Advertising
as Both Other Detroit Papers Together*

Detroit Radio Show Advertising

NEWS	43,106 lines
2nd Medium	13,174 lines
3rd Medium	6,482 lines

In the annual Radio Show Number of The Detroit News, published Sunday, October 24, the effectiveness of the thorough coverage of The News and its acceptance as the radio medium of this territory was again substantiated. The News printed 43,106 lines of radio advertising in this one issue; the second medium printed 13,174 lines, and the third 6,482 lines. The News thus carried more than twice as much radio advertising as both other Detroit newspapers together.

This signal achievement is not an isolated case, but a continuation of the leadership of The News in this field of advertising from the beginning! The fact that The Detroit News pioneered radio broadcasting in America has been one factor in its leadership; the big factor, however, is The News' coverage of practically every English speaking home in its field.

The Detroit News

The HOME Newspaper

350,000 Sunday Circulation

320,000 Weekday Circulation

NEWSPAPER MAKERS AT WORK

NEWSPAPER owner, publisher and editor at 17 gave George M. Dimond a start toward a journalistic career, which made him city editor of the *Boston Globe* recently, the paper he has been identified with for 42 years, the greater part of the time as assistant city editor.



George M. Dimond

In recognition of his advancement he was the honor guest Oct. 28, at a banquet at Young's Hotel attended by about 125 men and women, nearly all of whom are identified with the editorial department of the *Globe*. A. J. Philpot, as toastmaster, first paid a tribute to him, and then called upon others to do so.

It was a remarkable gathering because all of the men—including the toastmaster—who are asked to speak, Charles H. Taylor, treasurer; Arthur A. Fowle, retired managing editor; William D. Sullivan, managing editor; James Morgan, editorial writer; Harry Poor, night editor; George Gavin, day editor; Daniel Ahern, cashier; Frank Sibley, reporter; T. J. Collins, District reporter; Harry Hartley, military editor; all have served in those capacities on the *Boston Globe*, with Mr. Dimond, from 35 to 50 years. It is doubtful if there is any paper in the country where so many men have held the responsible positions in the editorial department for such long periods. After hearing all the nice things said about himself Mr. Dimond was presented with a substantial purse of gold.

Mr. Dimond has had an interesting career. Born in Grafton, Vt., he went to the public schools in Rockingham and Vermont Academy at Saxton's River. It was as a school boy of 15 that he first developed a "nose for news." For family perusal he began issuing a small 4-page weekly, printed by hand, containing local items and rewritten general items culled from Vermont and Boston papers. It had an editorial, too, each issue. About that time a clergyman in the town started a paper called the *People's Monthly*, an eight page paper. He had seen Dimond's small paper and offered him the job of associate editor of the new publication. Associate Editor Dimond found that the job meant doing much of the work—writing the news, getting subscriptions advertising, etc. After some months the minister suggested that he would like to sell, so Mr. Dimond took over the paper with its obligations and became a real bonafide publisher while in his teens and going to college. He hustled around and built it up so that there was enough profit in it to help him get his education.

After that Mr. Dimond looked for a larger field. He had started to learn the printing trade on the *Bellows Falls Times*, and hearing of an opening on the *Palmer (Mass.) Journal*, he went there and entered the composing room.

It was the news end, however, that appealed to him, as he saw a bigger future

in it and he became the correspondent in that district for the *Springfield Republican*, *Boston Globe* and the *Associated Press* in 1884. A year later reading an advertisement where an editor was wanted in Boston he answered it and was offered the job on the *Boston Commonwealth*, a weekly, at \$5 per week with a promise of a raise. He decided to try it. Putting a substitute on his district, with the consent of the papers, he tackled the job and after a month was getting \$12 a week. That was in 1885. It gave him an insight into Boston newspapers and in 1886 he went over to the *Globe* on the city staff. He became assistant to W. D. Sullivan, now managing editor, when Sullivan was named city editor.

That was 35 years ago. His record as assistant city editor is longer than that of any other man occupying a similar position in Boston, if not in the east, it is believed.

Mr. Dimond's early training gathering local news was valuable to him in *Globe* work because the late Gen. Taylor instilled in the minds of *Globe* men that the paper's policy was based upon covering every happening and nothing was too small to be overlooked. There came along, with the passing years, many big events and Mr. Dimond had his share in handling them. When William D. Sullivan was promoted to be managing editor a few weeks ago Mr. Dimond was made city editor.

His activities have not been confined solely to newspaper work. Many years ago Mr. Dimond moved out to the Town of Bedford. He was elected a selectman in 1904, holding the office until 1911.

The town had no water system and a water shortage threatened. Mr. Dimond, as a town official, but with the big tax payers opposing him, took upon himself the task of obtaining an adequate public water supply. He hired an engineer at his own expense to help him in preliminary work, secured legislation necessary to finance the project and then went ahead, under vote of the town, and constructed a water system, which is regarded as a model among town systems in Massachusetts. For 18 years he has managed the water works and he still holds the position of chairman of the Board of Water Commissioners, having been elected for six three year terms.

Some time ago officials of the Boston & Maine railroad in a policy of economy decided that train service on the Lexington Branch was being operated at a loss and there came the news that it was to be cut. Mr. Dimond took up the cudgels for the town and later as chairman of the Lexington Branch Protective Committee, made up of officials of the Town of Bedford, Billerica, Lexington and Arlington and the City of Cambridge, and backed by a fund of nearly \$4,000, directed the fight before the Massachusetts Public Utilities Commission and obtained a halt in the railroad plans.

Finally he proposed, for the committee, a new train schedule which would wipe out the losses the railroad claimed it suffered. This schedule the railroad agreed to and it is now in effect, giving satisfactory service to the historic communities through which the Lexington Branch runs.

Mr. Dimond himself does not claim credit for those things, because he is too modest, but those who know him in his home town and others in the *Globe* office know what he had accomplished. His wide acquaintance and experience in focusing attention upon things has enabled him to do an efficient job as a citizen as well as for the *Boston Globe*.

CORRECTION

In the issue of Oct. 16, EDITOR & PUBLISHER listed H. C. Milholland as one of several employees of the *Associated Press* retired on halfpay. The name should have been spelled Milhollen, and should not be confused with H. C. Milholland, vice-president and advertising manager of the *Pittsburgh Press*.

200 ENTER AD BUREAU PRIZE CONTEST

More Than 3,000 Circulars Have Been Issued by A. N. P. A. Subsidiary in Campaign to Promote Better Advertising Boosting Newspapers

Nearly 200 advertisements have so far been entered in the prize contest being conducted by the Bureau of Advertising of the American Newspaper Publishers Association in an effort to find the best copy to promote newspaper advertising. A first prize of \$300 is offered, with a second of \$150, and a third of \$50. The contest closes Nov. 30.

Several newspapers are co-operating by holding local contests. The *Washington (D. C.) Star* and the *Dallas (Tex.) News* are offering additional prizes.

An indication of the interest being taken in the affair may be seen in the fact that the Bureau has sent out more than 3,000 circulars explaining the contest answering requests for information.

The circulars contain the following suggestions to contestants:

"It may help contestants to know that the daily newspaper is the largest and most powerful national advertising medium."

"Manufacturers and distributors expended more than \$220,000,000 in newspaper national advertising alone last year."

"Some of the salient points that make the newspaper a great national advertising

medium are emphasized in the 'Eight Reasons for Newspaper Advertising' which the Bureau of Advertising issued several years ago:

"Newspaper reading is a universal daily habit; newspaper advertising therefore reaches each day virtually all who buy. "Newspaper advertising is the life blood of local trade because it touches a consumer sources in every community. It gives the national advertiser the same opportunity for complete consumer appeal in any locality."

"Newspaper advertising cuts selling costs because it entails no waste in quality of circulation. Manufacturers use it to cover markets where it is profitable to do business."

"Newspaper advertising insures quick thorough and economical dealer distribution and dealer good will, because retailers are willing to sell products advertised direct to their own customers."

"Newspaper advertising enables manufacturers to tell where their products may be bought."

"Newspaper advertising can be started or stopped overnight, can be prepared between days to meet sudden developments and to obtain immediate results."

"Newspaper advertising enables manufacturers to check advertising results and costs in every market which they enter."

"Newspaper advertising costs less than any other kind."

PUBLICITY JOURNAL LAUNCHED

"Between the Lines," a quarterly for publicity workers has just been issued in Denver by Warren E. Boyer.



Where Growth Outstrips Plans

The Bell Telephone Co. is always optimistic. So in 1910 ambitious plans were made, first represented by a six-story building designed to house all business of southeastern Bell territory and that of the Western Union Telegraph Co.

At the same time the Jacksonville telephone system was laid out for 20 years in the future!

Before 1920 that plan was scrapped—even Bell optimism had not forecast actual growth. Expansion necessities quickly over-crowded the original building, and the company now rents several buildings outside and operates a large branch exchange.

It is difficult to over-build in Jacksonville.

Similarly is it difficult to over-build business. A big, sure market already exists for the manufacturer or distributor who grips that market through

The Florida Times-Union
JACKSONVILLE, FLA.

CONFIDENCE

PROBABLY no newspaper has ever had the confidence of its readers in its news and advertising columns as fully as The New York Times. Certainly no other newspaper has had the confidence of so large a number of intelligent, thinking people.

Confidence in The Times advertising columns has been gained by a censorship which excludes, so far as unremitting watchfulness and careful investigation can, whatever is fraudulent, misleading and objectionable.

The Times censorship rules out hundreds of thousands of lines of advertising annually, and gives an added value to those accepted. Confidence begets response.

The quality of the advertising accepted by The Times makes even more notable the unequalled volume of 24,829,004 lines in ten months of 1926, a new record for New York City newspapers, a gain by The Times of 2,016,492 lines over the corresponding period of last year, and an excess over the second newspaper of 9,252,968 lines.

To have obtained and kept the confidence of readers of the highest intelligence is the achievement of The Times. Net paid sale, average daily and Sunday, 391,465 copies.

The New York Times

20,000 ATTEND CLEVELAND PLAIN DEALER'S HOME-MAKER'S



THE third annual Home Makers' School, sponsored by the *Cleveland Plain Dealer* was brought to a successful conclusion Friday evening, Oct. 15, after four instructive sessions, under the direction of Jessie M. DeBoth. More than 20,000 women attended these sessions, and learned about the newest recipes and home economics. Closely co-operating with the Plain Dealer were many of

Cleveland's most prominent club women.

Advertisers, both local and national, also tied up with the Home Makers' School in donating valuable household awards, and running over 60,000 lines of advertising during that week. The above picture shows the people that crowded Cleveland's public auditorium for the last session.

A feature of this year's show was a

playlet presented by the school children entitled "From Danger Valley to Safety Hill," under the direction of Harper Garcia Smyth. The children represented food products essential to a child's health and growth.

Entertainment consisted of community singing, an orchestra dressed as chefs and the great pipe organ played by Vincent H. Percy, Cleveland organist.

"FRIENDLY DEAD LINE" PLAN DEVELOPED

Broughton, Sheboygan Press, Believes His System of "Imaginary Time Limit" Pleases Both Local and National Advertisers

C. E. Broughton, editor of the *Sheboygan* (Wis.) *Press*, has developed what he calls a "friendly deadline," which is pleasing both national and local advertisers and is reducing overtime in the ad alley. He told members of the *Inland Daily Press* about it at their Chicago meeting last week.

"There are two principles on which we work to get practically all copy in the office the day before insertion," he declared.

"1. A better set-up and ample time to make corrections.

"2. Better position. All ads that are in the day before publication are given preferred position in the dummy which is closed at 6 p. m.

"The results of this mutually beneficial plan testify to its practicability—15 per cent of all ordinary copy is in by 1:30 p. m. the day before insertion; 40 per cent by 3 p. m.; 60 per cent by 4 p. m.; 90 per cent by 4:30 p. m.; 95 per cent by 5:30 p. m.

"That leaves only an average of five per cent of all copy to come in on the morning of the day of publication. The average amount of copy accepted in the morning is 40 inches. Only in rare instances have we accepted as much as 100 inches.

"Any deadline arrangement, we have learned, must be so flexible that it will promote the best interests of both the newspaper and the advertiser. Some days the volume of advertising is so heavy that we cannot accept an inch of copy after 5:30 p. m. the day before publication. On other days business is comparatively light, permitting us to handle profitably a half-page ad as late as 10:30 a. m. on the day of insertion.

"We continue to accept advertising copy until the paper is filled and the composing room is congested. We have found that a certain amount of crowding in the composing room is a good tonic for the efficiency of that department.

"Perhaps the most substantial benefit for the newspaper from our 'get-the-copy-early' plan is that overtime in the ad alley has been reduced to an average of 2 hours per week (1 hour on Wednesday

and 1 hour on Thursday), and overtime on the linotypes for advertising copy has been cut to an average of 3 hours per week.

"While we have been setting our house in order locally with the advertisers, it has not been without advantages to the national advertisers as well. All orders, copy and plates for national advertising should be in our possession on the afternoon of the day preceding insertion. If, however, occasionally a plate or mat is late in reaching our office, but the order and complete instructions have been received, that particular ad is scheduled to appear and the space required is reserved on the dummy. Then, in the morning when the necessary material is received, it is given its designated place without any inconvenience.

"Each day a specially arranged schedule sheet containing a list of all of the national ads, position requirements and sizes is compiled for the following day. This list is then used to gather all copy, inserts such as dealers' names, etc., and plates; which are kept in a separate room and entirely apart from the composing room.

"Immediately after all forms have been run through and the paper has gone to press, work in the composing room is started on national advertising for the next day. The necessary make-ready such as placing bases under plates; setting up and inserting local dealers' names, addresses and phone numbers, and setting medical copy, is begun. This eliminates

any waste of time in the ad alley and composing room until such time when the bulk of the local copy reaches the office.

"It also divides up the work so that the mornings are not such 'rush' periods. All this being taken care of the day before, and with a daily dummy showing exact positions of both local and national ads, it is an easy matter for the make-up

man to place the advertising the first thing in the morning.

"We do not pretend to have a system better than other newspapers, but we do say that our insisting upon an imaginary 'deadline' and following this up with a human touch with our advertisers has won most pleasant relations and has solved to a large degree the problem that cost us sums in overtime previous to its installation."

TRADE EDITORS TO MEET

Business Papers Will Hold National Conference in New York, Nov. 9-10

National prosperity's challenge to the business press will be the theme of the annual meeting of the National Conference of Business Paper Editors to be held at the Hotel Astor, New York, Nov. 9-10.

Speakers will include: A. W. Shaw, A. W. Shaw Company; E. H. Mehren, McGraw Hill Company; J. C. Aspley, Sales Management; Morris Buck, *Electric Railway Journal*; C. J. Stark, *Iron Trade Review*; N. C. Rockwood, Rock Products; A. I. Findley, *Iron Age*; Chapin Hoskins, Factory; V. E. Carroll, *Textile World*; A. R. Macdonald, *System*; V. B. Guthrie, *National Petroleum News*; and Kenneth Condit, *American Machinist*.

Gerard Swope, president of the General Electric Company, will be the principal speaker at the joint banquet to be held with the Associated Business Papers, Nov. 10.

BEAMISH GETS STATE POST

Richard J. Beamish, Philadelphia newspaper man, has been appointed a member of the Public Service Commission of Pennsylvania by Governor Pinchot. Mr. Beamish is one of the leading political writers of the state and is a member of the staff of the *Philadelphia Inquirer*.

The INDIANAPOLIS

For 16 consecutive months
The Indianapolis News
has broken all previous national
linage records, month for
month. A gain like this, on top
of a volume that has always
been one of the largest in
America, is a tremendous new
endorsement of the market
and medium. Increasing
leadership!

Dan A. Carroll
110 E. 42nd
NEW YORK

J. E. Lutz
Tower Bldg.
CHICAGO

NEWS

Frank T. Carroll,
Advertising Director


250,648

was the average net paid daily
circulation of The Baltimore Sun
(morning and evening issues) for
the month of

October, 1926

The average net paid circulation
of THE SUNDAY SUN per
Sunday for the month of Octo-
ber, 1926, was 192,269.

Everything in Baltimore
Revolves Around

THE  SUN

Morning Evening Sunday

When Large Wholesalers or Retailers
Say to Manufacturers:

“We want *Newspaper* adver-
tising in our territory”

They *get* the Newspaper advertising because
their accounts are important.

And they *ask* for Newspaper advertising
because they *understand* its value from a
practical *sales* angle.

Two of the strongest possible reasons why
manufacturers should include national
Newspaper advertising in their *sales policy*.

All of which is worth re-reading.

Invest in Newspaper Advertising

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

Detroit
Atlanta

New York
Chicago

Kansas City
San Francisco

WRITER WHO SCORED MUSSOLINI COMING

George Slocombe, London Herald's Paris Correspondent, to Visit U. S. for First Time and Write Impressions for His Paper

By G. LANGELAAN
(Paris Correspondent, EDITOR & PUBLISHER)

George Slocombe, Paris correspondent of the *London Daily Herald*, one of the best known foreign correspondents in France, is about to make his first visit to the United States, and thus gratify a long-standing desire.

Most Americans go to Europe to visit the homes of their ancestors, but Mr. Slocombe will reverse the process when he lands in the United States, for he means to visit the home of his grandfather, a hardy man from Devon who sailed for America in a wooden sailing ship and settled in Pennsylvania and was the pioneer in the trade of shipping live cattle to the Old World.

Mr. Slocombe is a familiar figure in the literary and art circles of Paris. He comes from the West Country of England, whence so many world wanderers have come. Big and powerfully built, he has a ruddy complexion, blue eyes, a shock of red hair above a high forehead and wears a beard. His face is determined and yet gentle. His look is a challenge, and in that we have the key to his writing. He takes nothing for granted and insists on going behind the formulas and labels which have often too easily satisfied others. His style is incisive, his pictures vivid, and his portraits of the great people of the earth more etchings than fine pencil drawings, for there is fearless acid in his treatment. His interviews with Mussolini at Locarno was the most widely quoted of recent years and extensively reproduced in both North and South America. It did not meet with the approval of his illustrious subject, and Mr. Slocombe has been given to understand that no welcome awaits him in sunny Italy.

Seven years residence in Paris has given Mr. Slocombe a wonderful insight into the political situation in France in particular and Europe in general. Although steeped in French life, he has never lost his position of complete detachment as a spectator. He is at present engaged on a novel reflecting the spirit of today. As a writer, he has the distinction of having written the first history of Poland in English for sixty years.

"I am going to the United States," said

Mr. Slocombe, "to satisfy a keen curiosity. I count many Americans among my friends, both in France and England and in the United States, and I am fascinated by this nation of a hundred million souls spread across a continent. I want to see for myself, as I have seen Central Europe, the Balkans and Russia. It is more the political and social life of America that I wish to study and describe."

Mr. Slocombe will spend a month in the United States, most of the time in New York, but he is going to Washington to see President Coolidge, and will also visit Philadelphia, Detroit, Boston and Chicago. His visit to America will form the subject of a number of contributions to the English press, and while in the United States Mr. Slocombe will complete arrangements for a more extensive publication of his work there.



GEORGE SLOCOMBE

PREPARING FOR FROLIC

Anglo-American Press Club to Hold Annual Banquet Dec. 6

Plans are practically complete for the big Anglo-American Press Club Banquet which is to be held Dec. 6 at the Hotel Claridge, Paris.

The banquet is one of the biggest social events of the year for the American colony in Paris, and draws many prominent guests from outside the ranks of newspaperdom.

According to present arrangements, the festivities will start about 10 o'clock. Members of the local newspapers, including the staffs of the *Paris Herald*, European edition of the *New York Herald Tribune*, the *Chicago Tribune*, and also of the European edition of the *London Daily Mail*, will not join in the activities until later in the evening after their respective papers have gone to press. Deadlines on these papers will be shoved up materially, however, and members of the staffs will be able to get to the Claridge shortly after midnight.

The affair opens with an elaborate dinner, the service of which will require several hours, and afterwards there will be an elaborate entertainment by members of the casts at the local shows and revues.

ROYAL HITS TRADE BODY.

Baking Powder Charges Unlawful Acts in Court Writ

Officials of the Royal Baking Powder Company in New York this week confirmed the announcement made in Washington that the Supreme Court in Washington had issued an order requiring the Federal Trade Commission to produce in court the full record of its case against the Royal Company.

The writ charges "irregular, improper and unlawful acts" in the prosecution of the commission's action against Royal. It is expected to stop further proceedings by the commission pending a judicial review of the trade body's procedure.

BEDLAM IN AIR HITS RADIO CIRCULATION

Capt. R. S. Wood, Expert, Reports Commercial Broadcasting Stations Are Not Keeping "Gentleman's Agreement"

Despite the so-called "gentleman's agreement" and pledges of broadcasters to maintain order at all costs, chaotic conditions in the air are increasing, damaging the circulation claims of commercial stations, who are selling air space to national and local advertisers.

"The result of wave jumping in the New York territory has already resulted in a chaotic condition that makes it possible to listen to only one or two stations without cross talk and interference with some other local station," Capt. R. S. Wood, radio expert, declared in the *New York Evening World*, recently.

"In addition to not standing by their pledge to the Government in the absence of a recognized authority, the local stations have become careless about being exactly on their wave lengths, and with very few exceptions are not making any effort to stay on their elected frequencies within several kilocycles.

"This condition is not confined to this district alone, but exists in practically every radio centre in the United States, with the general result that radio is on the verge of strangling itself and public interest in the science—in addition to which it threatens the prosperity of one of our major industries.

"Contrary to the expressions of Paul Klugh, executive chairman of the National Association of Broadcasters, chaos does exist and is growing like wild-fire, and confirms Herbert Hoover's prognostication of some six months ago that radio was in for a stormy session. Aside from worthless assurances from the broadcasters' association that conflict does not and cannot exist that are fooling no one, the organization has done nothing to insure the tranquillity of the air by a rigid

enforcement of the agreement that was supposed to exist in the broadcasting fraternity when it became evident that radio was without governmental protection.

"Here within the past week a station, WLWL to be explicit, which a short time ago was reported to have joined the ranks of the commercial stations and joined with one of the New England stations of the broadcasters' association, arbitrarily jumped its wave lengths from 283 metres to 384 metres, where in their present location they interfere with WRNY, an earlier 'jumper,' WGY and WHAZ, three local stations, to say nothing of eliminating the stations in Chicago, Cleveland, Philadelphia and Louisville that were regularly heard in this district before the move was made. We cite this station because it is the most recent one to abandon its wave length to the detriment of other broadcasters, both local and distant.

"The same thing applies to every one of the other stations that has changed recently. None is excepted.

"If this is keeping faith with the American public and the Government according to the 'gentleman's agreement,' then we do not understand the meaning of either gentlemen or agreement."

LONDON POST EXPANDS

Morning Paper's Owners Acquire Argus Press, Ltd., and Financial News

The *London Morning Post* which a few months ago reduced its price from twopence to one penny, has acquired a large interest in a new company that has taken over the controlling interest in the *Financial News* (a daily devoted to Stock Exchange and similar information) and the *Argus Press, Ltd.*, which prints the *Financial News* and several other journals and is one of the largest printing plants in London.

This acquisition has been made in conjunction with the former owners of the properties, and the arrangement will extend the mechanical facilities of the *Morning Post*.

Your Jewelry and Your Personality

By Dorothy Stote

Author of

"Making the Most of Your Looks"

Series of 24 Daily Articles—
Each Illustrated with Attractive 1-col. Line Cut

Tells each type of woman what stones best become her and how to wear them to achieve distinction.



LEDGER SYNDICATE
INDEPENDENCE SQUARE
PHILADELPHIA, PA.

Altoona Mirror



The
Altoona Mirror

Has a complete circulation.
95% of the inhabitants of Altoona and Blair County buy and read The Mirror every day.
Many local merchants use the Mirror exclusively.

Net Paid Circulation Over 28,000

CONSOLIDATED PRESS SERVICE
UNITED PRESS SERVICE
N.E.A. SERVICE

The ALTOONA MIRROR
Altoona, Pa.
Business Direct
Fred G. Pearce, Advertising Manager



THE WASHINGTON DAILY NEWS celebrated its fifth anniversary November 8 with a circulation of 70,781. Its steady growth reflects its standing in the community.

THE NEWS is a "tabloid," but this is descriptive of page size only—not of editorial character.

THE NEWS is a five-column newspaper—clean, constructive, and informative, edited for intelligent people. From the decks of the Mayflower to Chevy Chase, THE NEWS is welcomed as a newspaper of standing by the permanent Washington population, by Government workers and officers, and by legislators.

WASHINGTON NEWS

A Scripps-Howard Newspaper

REPRESENTED BY ALLIED NEWSPAPERS, INC., 250 PARK AVENUE, NEW YORK

MEMBER UNITED PRESS

MEMBER A. B. C.

COLONIAL STYLE FEATURED IN NEW PLANT OF WATERBURY REPUBLICAN AND AMERICAN



New Waterbury Republican and American plant

The Waterbury (Conn.) Republican and American are now housed in a new plant, believed to be the proper model for cities of its size. William J. Pape is publisher.

The new home is 52 feet front by 102 feet deep, three stories and basement. The construction is of brick and reinforced concrete with marble trim. The cornice is of copper.

At the rear is a 10-foot passway leading from Printers' court to the interior of the block. There is an overhead structure containing bridges on three separate floors over this passway and a tunnel under it connecting the new building with the old mechanical building on Printers' court. The complete development thus consists of two connected buildings, one three stories with mezzanine and basement and the other stories and basement. Together they extend along Printers' court for about 170 feet, 52 feet wide on Leavenworth street and 70 feet wide in the rear. The whole development is exclusively a newspaper publication office and printing plant.

The Waterbury American building fronting on Grand street with its valuable site has been detached and will be sold.

The new press room is in the southeast corner of the new building, and is 20 feet wide, 60 feet long, and 20 feet high. The floor of the press room is eight feet above the basement which is 10 feet high and consequently about four feet below the floor of the mail room which at this point is exactly shipping platform height above Printers' court. The press room, stereotype and mail rooms are balanced units which have been designed to handle for delivery 25,000 32-page papers an hour rapidly and economically.

Nearly a year was spent in developing the plans for the new building. First there was a competition in which plans were submitted by three firms of architects, all of whom had previously designed notable newspaper buildings. The successful competitor was Lockwood, Greene & Co., of New York, who were the architects and engineers for the building of the New York Tribune. The method pursued in developing the plans was engineering rather than architectural.

Visitors to the building enter a beautiful Colonial lobby. On the left hand side of this entrance is the first floor counting room where subscriptions and want ads are taken in over a counter of Italian marble. This is the same counter that stood for so many years in the business office of the old Waterbury American building. It was carefully taken down and removed and the marble wainscoting of the business office furnished material to make it longer. This is one of the few things that link up the new building with the traditions of the old. In the entrance lobby there is a view into the mail room.

On the right there is a waiting room,

next to that a fireproof staircase to the upper stories, behind which is a door leading to a spectators' gallery in the press room.

The second floor of both the old and the new building is devoted to offices. The entire editorial department is in the front building. The business department, art department, telephone room and conference room are on the second floor of the old building, both floors being on the same level and connected by an interior bridge so that the effect is of a continuous building 160 feet long and averaging 60 feet wide.

Next to the editorial office is the city room which accommodates all the desk editors and reporters with the exception of those working on the Sunday Republican, who have a good-sized enclosure of their own.

The business quarters on the corresponding floor of the old building have accommodations for bookkeeping department, display advertising department, classified department, offices of business manager and auditor, stenographers, conference room, telephone room and art department.

The Republican and American has a large photo-engraving department which occupies approximately half of the first floor of the old building.

72-PAGE CHAIN STORE EDITION

The Atlanta Georgian-American recently issued a 72 page Sunday edition devoted to the 34th anniversary of the Southern Grocery Stores, Inc., which operates a chain of 278 stores in the South, claimed to be the largest issue ever devoted to one firm. The issue carried 26 full pages of advertising placed by the stores and wholesale firms whose products they handle, in addition to many three-quarter, half, and quarter pages.

Largest
HOME
delivered
circulation
in
Los Angeles!
Los Angeles Examiner
190,000 DAILY 400,000 SUNDAY

PLANS COMPLETE FOR 1st DISTRICT MEET

C. King Woodbridge to Be a Speaker at Worcester Convention of I.A.A. Departmental Group, Nov. 8-9

WORCESTER, Mass., Nov. 5—With plans complete for the seventh annual convention of the New England Advertising Clubs, the Worcester Advertising Club is making elaborate preparations for the entertainment of the 500 guests who have signified their intention of coming from the six First District states, Nov. 8 and 9.

The program already arranged will bring to Worcester some of the most widely known advertising authorities.

Registration will be in progress at the Hotel Bancroft from 10 o'clock Monday morning until noon at which time the opening luncheon will be held in the hotel ballroom. The speakers will be C. King Woodbridge, president of the International Advertising Association; John W. Longnecker, advertising manager of the Hartford Fire Insurance Company and chairman of District No. 1, and George H. Johnson, president of the Advertising Club of Worcester.

The business sessions will be held in the Chamber of Commerce hall connected with the hotel and will begin at 2 p. m. Monday. The keynote speech will be given by Robert Lincoln O'Brien, editor of the Boston Herald. Other speakers will be Marcus L. Urann, president and manager of the United Cape Cod Cranberry Company; Herbert Metz, advertising manager of the Graybar Electric Company, Inc., and Walter S. Ashby, advertising manager of the Western Clock Company.

Monday night there will be a frolic with George F. Booth, publisher of the Worcester Telegram-Gazette, as toastmaster. The speaker will be Franklin Collier, Boston American staff artist.

The program Tuesday begins at 9:15 a. m. and the speakers will be Paul M. Mazur of Lehman Bros., New York; Allan B. McIntire, manager of Barton, Durstine & Osborn, Marian Hertha Clark, of Albert Frank & Co., Boston; and M. L. Wilson, vice-president of the Blackman Company, New York.

After luncheon there will be a session at 2 o'clock with Harry B. Kirtland, advertising counselor of Newton Center, Mass.; Neil Bordon, assistant professor of advertising, Harvard Graduate school of Business Administration and Joseph Ewing, president of Edwards, Ewing & Jones, New York as speakers.

NEW DETROIT M. E.

Hal E. Mitchell, for past nine years a member of the Detroit Free Press editorial staff was appointed managing editor of that paper Nov. 1. Mr. Mitchell went to Detroit from Milwaukee where he was night editor of the Sentinel, having previously been managing editor of the Duluth News-Tribune.

Finger Tips in the news every day



How do you read them?

A 3-stick daily feature

CURRENT NEWS FEATURES, INC.
EVENING STAR BUILDING
WASHINGTON, D. C.

CONGRATULATIONS!

TO

The Washington Daily News

on the celebration of its

5th ANNIVERSARY

November 8, 1926

Established five years ago as a 12-page tabloid newspaper, The Washington Daily News has grown in size and prestige and has won for itself an assured place in the community.

More power and success to you who make the News, and our wish that you may have many more anniversaries.

Certified Dry Mat Corporation

340 Madison Avenue

New York, N. Y.

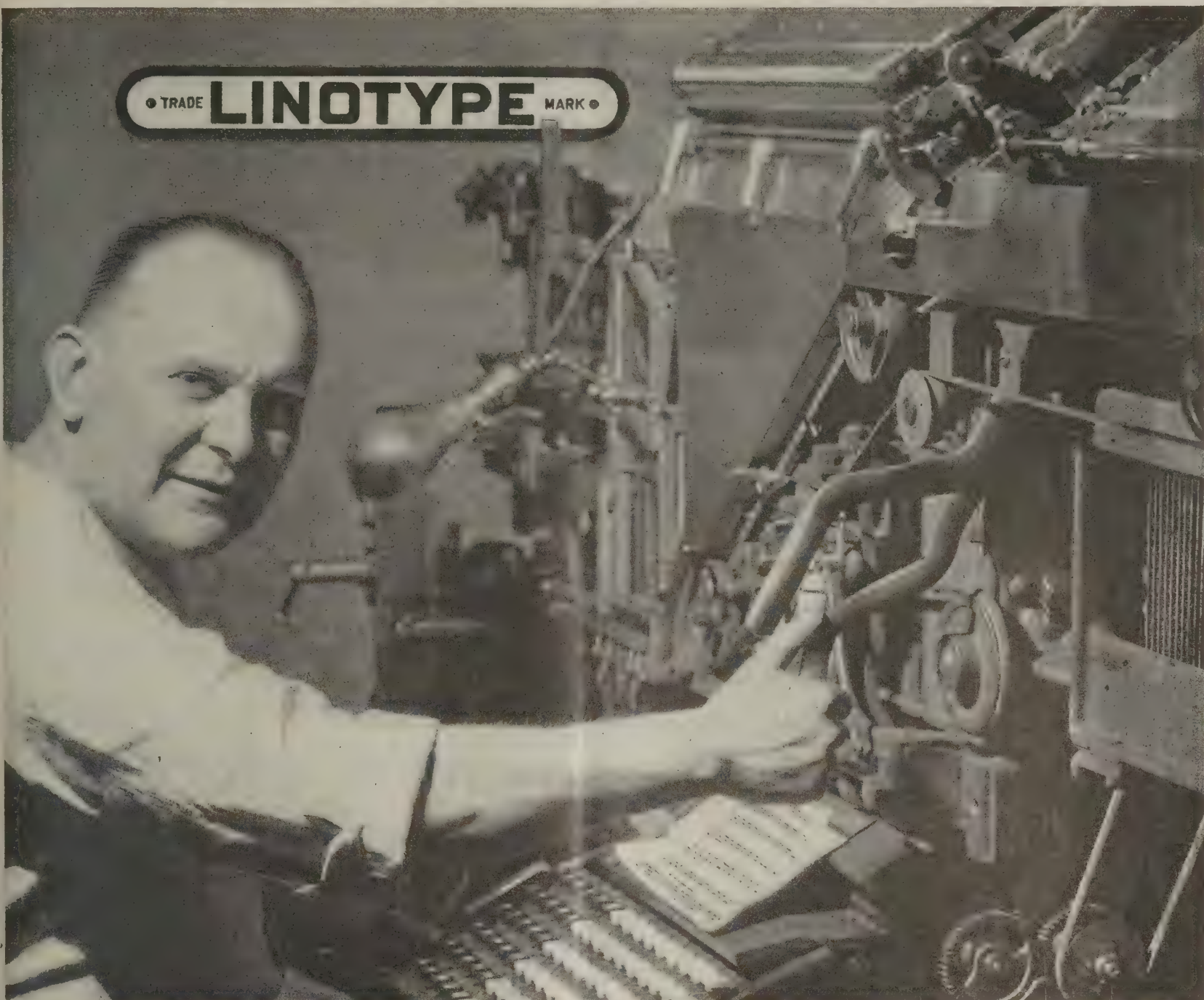
for wet mat printing with DRY MAT facility—
use Certified

Made in the U. S. A.

TRADE

LINOTYPE

MARK



The Model 26 Linotype

is saving time and cutting production costs in hundreds of newspapers because of these features: Two standard main magazines and two standard auxiliary magazines all operated *continuously* from one power-driven keyboard.

Matrices from all magazines assembled in the same line. All magazines quickly changed from the front and interchangeable with other Linotypes. Can be equipped to cast either 30 or 42 picas maximum measure.

The Model 25 is just like the Model 26 except that it does not have the auxiliary magazines

MERGENTHALER LINOTYPE COMPANY

BROOKLYN, NEW YORK

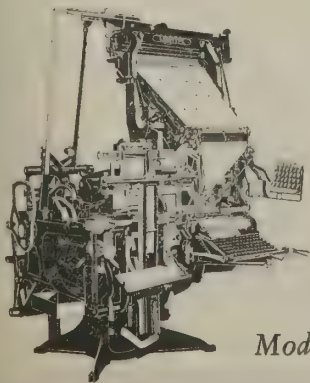
SAN FRANCISCO

CHICAGO

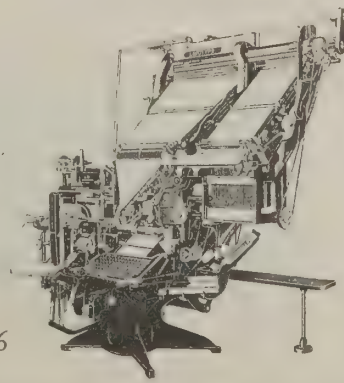
NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Representatives in the Principal Cities of the World



Model 25



Model 26

70,000 EXPECTED TO ATTEND ANNUAL FOOD SHOW OF ST. PAUL DAILIES



THE *St. Paul Dispatch* and *Pioneer Press* this week is holding its annual Food Show in the city auditorium in co-operation with the St. Paul Retail Grocers Association. The shows were started 10 years ago with only a few grocers participating. This year many exhibitors were turned away after every foot of exhibit space in the exposition had been sold.

One of the features of the show is the model store, which shows the average grocer the best and most effective way of displaying his stock. This store has taken weeks of preparation. It is the headquarters of the floor committees of the grocers' association and the meeting place for visiting grocers. Every food product on display at the show is "stocked" in the model store.

The model store is not the only ex-

perimental laboratory for grocers, however. Recognizing that window display is an essential part of advertising, the *Dispatch* and *Pioneer Press* merchandising and service department has installed two model store windows. Each of these windows will be changed daily. The displays are for the purpose of educating the grocer into the most effective use of restricted space.

Work of the merchandising and service department of the *Dispatch* and *Pioneer Press* was not confined to the two model store windows. Previous to the Food show, members of the department worked with the grocers in arranging the displays in their own store windows to tie in with the products exhibited at the show.

Seventy thousand persons are expected to attend this year.

set up a special committee to make investigation into methods of advancing the industry, with a view to giving better service to consumers of printing and improving the position of those engaged in the industry. The committee will be representative of the newspaper proprietors and general printers throughout the country, and of the 23 trade unions in the printing industry.

WOULD BAN CRIME NEWS

Nebraska Women's Clubs Think It Fosters Criminals

The Nebraska Federation of Women's Clubs, in annual meeting recently, adopted a resolution petitioning the daily and other newspapers of the State to refrain from printing details of crime news.

The women asked that reports of the ways and means of committing crime be omitted, and declared in the resolution, which was adopted without a dissenting vote and with no discussion, that the habitual reading of detailed crime news has a subtly debasing effect upon all classes of the public and especially upon youth. It declared that such publication suggests to those susceptible the commission of further crimes and furnishes expert instruction in methods of carrying out such suggestions.

W. ORTON TEWSON RESIGNS

W. Orton Tewson has resigned as editor of *The Literary Review* of the *New York Evening Post* and as literary editor of the *Philadelphia Public Ledger*. Mr. Tewson was appointed literary editor of the *Public Ledger* in September, 1921, and as editor of *The Literary Review* in April, 1924.

SUN WRITERS JOIN UNION

The Newswriters' Union in Scranton, Pa., will shortly have about 13 more members added to the roll through the initiation of the staff of the *Sun*, the new afternoon newspaper in that city.

BRITISH WEEKLIES IN GIANT COMBINE

Capitalists Controlling Paper Mills and Pulp Supplies Assure Their Market by Purchase of Publications

Illustrated Newspapers, Ltd., the newly-formed company that has acquired the Elleman group of illustrated weeklies in London (comprising the *Sphere*, the *Illustrated London News*, the *Sketch*, the *Tatler*, *Eve*, etc.) is making an issue of 1,800,000 seven per cent cumulative preference shares and 300,000 ordinary shares of £1 each. William Harrison (chairman of the Inveresk Paper Company, Ltd.) is the leading figure in the deal.

At the annual general meeting of the Inveresk Paper Company, Mr. Harrison pointed out that they had acquired on advantageous terms a group of leading paper mills, and had made sure of supplies for their mills by acquiring control over certain esparto growers and pulp makers. They had now insured a market for their products by their purchase of the London illustrated weeklies and trade journals.

STORE BUYS 16 PAGES

The largest single advertisement ever published in Northern Wisconsin was the one published in the *Marinette* (Wis.) *Eagle-Star* by the Lloyd department store of Menominee, Mich., across the river from Marinette, when on Oct. 9, a sixteen-page section was devoted to advertising the opening of the department store.

SOCIALIST PAPER PLANNED

A Socialist daily newspaper with a capital of 2,000,000 francs will be published in Paris at the beginning of 1927. The national council of the Socialist Party has reached this decision and designated Leon Blum, leader of the party in the Chamber of Deputies, as editor-in-chief.

25 YEARS OLD

Houston (Tex.) Chronicle Celebrates Birthday with Big Edition

Marking its 25th birthday, the *Houston* (Tex.) *Chronicle* on Oct. 24 published a 238-page newspaper, its Silver Jubilee number. It was the largest paper ever published in Texas. The edition carried 1,063 columns of advertising. Its editorial contents presented a well illustrated story of what the last 25 years have meant to Houston and all of south Texas. Entire sections were devoted to industry and commerce, banking, oil and cotton, building, and to the Rio Grande Valley. A 12-page rotogravure section was one of the features of the paper.

An illuminated airplane, bearing the

words "Chronicle Jubilee Sunday" on its underwings was used to herald the coming of the big edition, and the machine flew about over the city Saturday night.

The Jubilee edition marked the outstanding achievement of the *Chronicle* under the new management of Jesse H. H. Jones, publisher, C. B. Gillespie and J. G. Palmer, vice-presidents, editor and business manager respectively, George Cottingham, managing editor, Steve Kelton, assistant business manager.

JOINT PRINTING COUNCIL

Organized in Britain to Improve Service and Industrial Conditions

The British Joint Industrial Council of the Printing and Allied Trades has

16 INTERTYPES

are being used by



No Standardized Intertype has ever become obsolete

Repeat Campaigns

—tell their own story!

HOLLISTER IS NOW CONDUCTING:

3rd CIRCULATION CAMPAIGN ON

CLEVELAND PLAIN DEALER

2nd CIRCULATION CAMPAIGN ON

COLUMBUS STATE JOURNAL

Wire or Write
C. B. Hollister
Care Cleveland
Plain Dealer,
Cleveland, O.

Big, quick circulation gains. Results only Hollister can secure! Year after year, time after time, Hollister REPEATS on the greatest metropolitan newspapers. The unchallenged Supremacy of Hollister's Circulation Organization offers Publishers a sure, certain solution of circulation problems.

All contracts for services of Hollister's Circulation Organization are personally arranged by C. B. Hollister, Organizer and General Manager. Beware of dealing with unauthorized agents.

HOLLISTER'S Circulation Organization

717-718 Commercial Exchange Bldg., Los Angeles, Cal.

A 72-PAGE PAPER

WITH

384 Columns Advertising

**This represents the Tuesday, October 19, 1926
Edition of the OAKLAND TRIBUNE—the largest
regular week-day edition ever printed by any
newspaper in the San Francisco Bay Area**

Oakland Tribune



Net Paid Circulation More Than

80,000

**One of the West's Great Newspapers
and the Eastbay's one big newspaper
—reaching the members of nearly all
Oakland and Eastbay families**

NEW YORK EDITORS DENY BAR CHARGES OF CRIME NEWS OVER-PLAY

Birchall, Times, Draper, Herald Tribune, and Swope, World, Present Newspaper Arguments Addressing Lawyers—Calculation of News Space Presented to Support Theories

CHARGES that newspapers exist only on "saturnalias of crime news" were answered on Oct. 28, by a triumvirate of New York editors, addressing the bar association. Herbert Bayard Swope, executive editor of the *New York World*, Arthur Draper, assistant editor of the *New York Herald Tribune*, and Frederick T. Birchall, acting managing editor of the *New York Times*, all contended that the facts proved that the press was not over-playing crime stories.

Mr. Swope produced calculations of news space to show that crime ranked fifth in volume given to it on his paper. There is less volume of crime news, the table showed, than (1) commerce, industry and finance (2) sports (3) politics (4) art, editorials, the drama and other of the "humanities." It exceeds news from judicial processes such as civil and divorce cases, accidents, catastrophes, social and educational matters.

"The newspaper is the reflection of life in ink," Mr. Swope maintained. "It is better for the newspaper to ask itself, 'Is it true?' than 'Is it pretty?'"

Mr. Birchall in his talk dealt largely in consideration of the Baumes laws recently passed in New York, which permits a judge to pass a sentence of life imprisonment upon habitual criminals, and also prohibits bail for offenders with police records.

"Even more drastic laws are needed," he claimed. "We must get rid of the maudlin sentimentality that has comforted the criminal and alleviated his punishment."

Mr. Draper declared that crime news serves a useful purpose and should be published. He compared methods of crime news presentation employed by British and American newspapers.

"Without crime news there could be no complete record of the developments of the day," he said. "You may say that we could well afford to go uninformed regarding a large number of crimes. If the experience of the press is to serve as a guide the public is keenly interested in crime news."

"Let us examine for a moment the various methods of handling crime news in the press. First, there is the example of the *London Times*, with its carefully written report, so well done that it is accepted by the courts as an official summary. These reports are grouped together on one page. Oftentimes further reports are carried elsewhere in the *Times* but they do not bear the stamp of official approval. These summaries are intended primarily for the members of the legal profession. In this city there is no newspaper following this practice."

"A murder case in which a woman is involved either as the defendant or victim is seized on by the average British newspaper as the outstanding news event of the moment. The case may be sordid and the prisoner of small impor-

tance in the social scale, but nevertheless the newspapers feature the court news in great detail. Divorce actions make equally attractive news features. If anything, the British press contains fuller details than we do of what, under most standards, would be considered disgusting and unprintable bits of testimony."

"Our press, has infinitely greater latitude in reporting crime news than the British press. Public interest in crime news is as widespread in England as it is here, but it is not satisfied to the same degree."

"The American reporter has greater freedom in reporting crime news than the English. Public interest in crime news is as widespread in England as it is here, but it is not satisfied to the same degree. The American reporter has greater freedom in reporting crime and the constant temptation is to take advantage of his opportunity. A Hall-Mills case in England would attract general interest, but it would occupy much less newspaper space. The British press man does the bulk of his work in the court room; the American reporter does almost as much outside of it."

"Crime news should be published. It serves a useful purpose. The indictment is not against the publication of crime news, but against the methods adopted by some publications in its presentation to the readers."

"Good taste and common decency are the best guides. Neither the bar nor the press can solve the problem acting independently. They can do much if they work together."

AD COMMISSION TO MEET

The Advertising Commission of the International Advertising Association, of which W. Frank McClure is chairman, will meet Nov. 15 and 16th at the Edgewater Beach hotel. About 100 are expected to be present for the meeting, which will be held all day of the 15th, and the forenoon of the 16th. In the afternoon of the second day, the executive committee will meet. C. K. Woodbridge, president of the International Advertising Association, will speak.

SPORTS MAN FLIES TO GAMES

A record journey to officiate at football games was made last week by Edward W. Cochrane, sport editor of the *Kansas City Journal-Post*. Beginning Thursday, Oct. 28, Cochrane refereed five games in five days, at Atchison, Kan.; Dallas, Tex.; Austin, Tex.; New Orleans, La.; and Boonville, Mo. He used an airplane in making train connections in going from Dallas to New Orleans.

Beauty Baiters

A serial of 42 daily installments (approximately 900 words each)—illustrated by sketches and photographs—written by a master of newspaper fiction—

PIERRE GUINON
and released November 22nd through

Merit Newspaper Service Corporation
562 Fifth Ave. New York, N. Y.

NEWSPAPERS AND CRIME

ELMIRA, N. Y., Nov. 2.—Nine hundred inmates of the Elmira Reformatory were recently given questionnaires containing 32 questions which they were asked to answer for the purpose of learning what influenced them to commit the crimes for which they were sentenced. Out of the 900 there were only 60 inmates who stated that their downfall was brought about by the reading of criminal news in newspapers.

LONDON TIMES PROFITS TOP \$1,000,000

Directors Pay Extra 5 Percent on Preferred Stock After Setting Aside \$250,000 for Staff Pensions

Net profits of £213,102 are reported for the year closing June 30, 1926, by the Times Publishing Company, Ltd., publisher of the *London Times*. This net revenue, well in excess of \$1,000,000, is recorded despite the dislocation of business caused by the general strike last May and the prolonged dispute in the coal industry, and compares with a net for the previous year of £176,271, and for the year ending June 30, 1923, of £123,153. In addition to the regular dividend of 5 per cent on the preferred, the directors authorized a further dividend of 5 per cent of the surplus profits for the year to these stockholders. The total of dividends to preferred stockholders is £25,855, and holders of the common stock of the company received the usual 12½ per cent dividend totalling £80,625. Shareholders in the Times Holding Company, Ltd., (the preferred stockholders) own more than 98 per cent of the

common shares of the Times Publishing Company, Ltd.

Prior to these dividends, the directors set aside £50,000 to a contingency reserve and a like amount for staff pensions, leaving a surplus after dividends of £58,390.

When Lord Northcliffe died five years ago, it was generally believed that the Times was losing money and it was sold shortly after his death to Major John Jacob Astor, M.P.; John Walter, a descendant of the paper's original owners, and others. Besides these, the directorate includes Sir Campbell Stuart, Ralph Walter, Robert Grant, Jr., Percy John Pybus, and Hon. Robert Henry Brand.

Lints Smith, general manager of the Times, has just returned to London after a six-month tour of South America. He has visited the United States in recent years. J. C. Akerman, business manager, has become well known to American newspaper and advertising men since the advertising convention at Atlantic City in 1923.

Items in the current and prior balance sheets of the company are presented for the interest and information of newspaper publishers:

	June, 1925	June, 1926
Profit	£176,271	£213,102
Brought forward.....	30,135	51,767
Available	206,406	264,874
To contingency reserve.....	50,000	50,000
Ordinary dividend.....	12½%	12½%
Preference dividend.....	£16,000	£16,000
Prof. (further div.).....	8,013	9,853
Carried forward.....	51,767	£58,390
Issued preference cap.....	320,000	320,000
Issued ordinary cap.....	645,000	645,000
Reserve fund.....	100,000	100,000
Creditors and credit balances	262,085	£395,621
Copyright and goodwill at cost.....	648,214	648,214
Freehold property.....	18,747	17,644
Plant, machinery, etc.....	126,508	106,655
Stock of paper, type, etc.....	19,417	23,711
Investments	443,504	663,922
Debtors	218,291	221,311
Cash	58,810	44,022

†Including reserves for contingencies. ‡After providing £50,000 for staff pensions.

WILMINGTON'S ANNUAL PAYROLL IS OVER \$87,000,000



The buying power of this great community is tremendous as evidenced by the Wilmington annual payroll.

Wilmington industries represent some of the most important in the United States where 60% of the labor is skilled, with an annual average income of \$1,715 per worker for 51,000 employees.

While the population of Wilmington, Delaware, is around 120,000, or more than half of the population of the entire State, yet its trading area covers parts of Pennsylvania and New Jersey just across the Delaware River, and within a radius of 25 miles are located rich communities, both farming and industrial, that do all their trading in Wilmington.

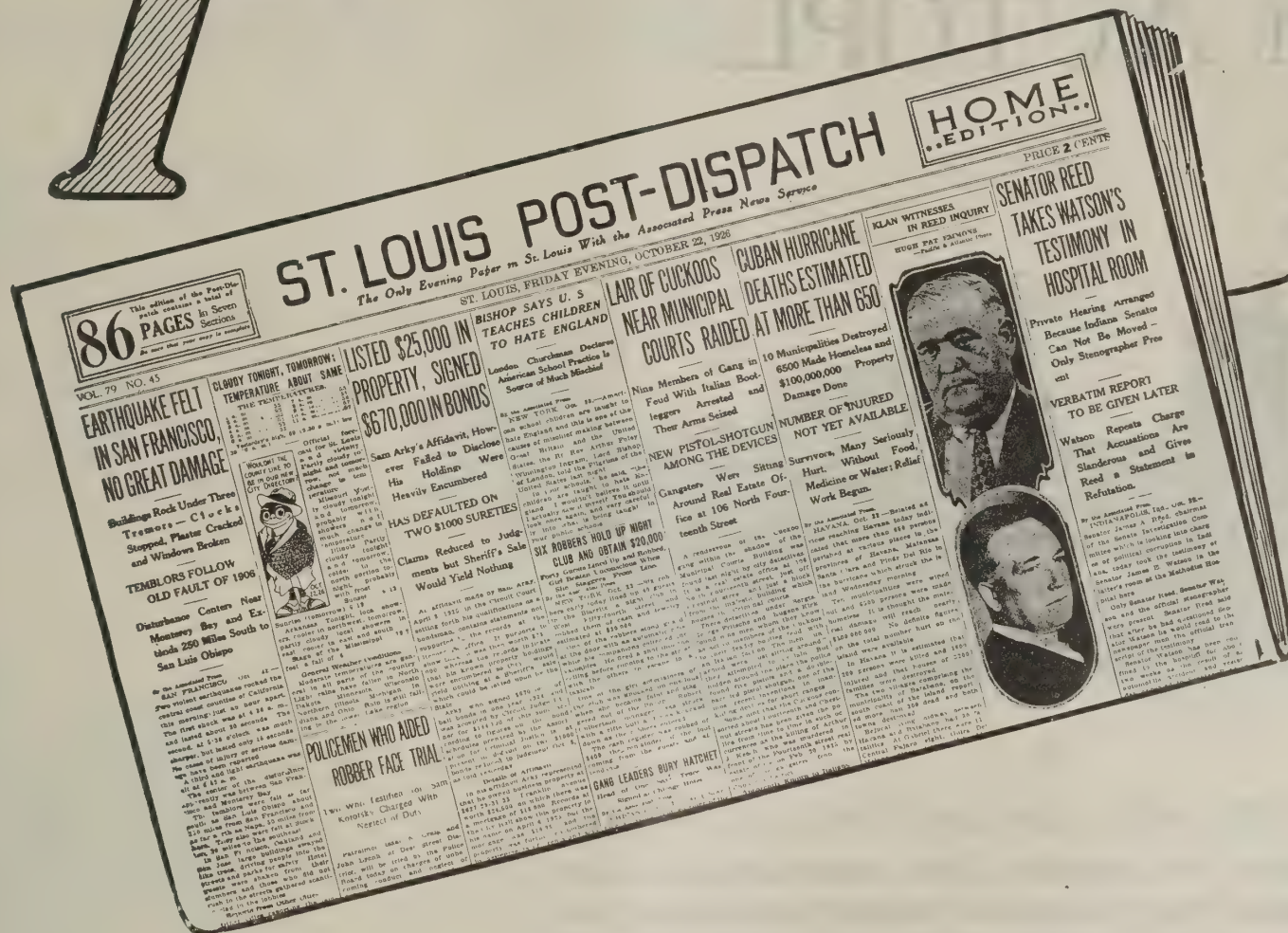
Reach this great buying power through the Evening Journal and Morning News that are read by 60% of the families in this area.

These papers will carry your message into nearly every home in Wilmington and its suburbs. No other papers cover the field so thoroughly.

Get the facts and you will be convinced.

EVENING JOURNAL MORNING NEWS

1st in the World



Reproduction of
October 22 Issue

1st

The Post-Dispatch was the first newspaper in any metropolitan city in the world to issue a regular week day edition of

64 Pages

76 Pages

84 Pages

86 Pages

On Friday, October 22, the St. Louis Post-Dispatch published the largest regular week-day issue ever printed by any metropolitan newspaper in the world. This is the fourth time in the last three years that the Post-Dispatch has exceeded all previous world's records for size of regular daily issues.

These unusual achievements are accomplished because the Post-Dispatch covers The Billionarea—Greater St. Louis—with a thoroughness not possible through any other St. Louis newspaper.

This effective coverage enables merchants and manufacturers to reach every home of purchasing consequence in the entire territory with messages of important interest to every consumer.

The families in The Billionarea, knowing that the Post-Dispatch carries far more Home Merchants' advertising than all three other St. Louis newspapers combined, look upon this newspaper alone as their one dependable buying guide.

Because sales messages and buying interest both are concentrated in the Post-Dispatch, this one newspaper is by far the most effective advertising medium in The Billionarea.

ST. LOUIS POST-DISPATCH

The Highest Ranking P+D+C Newspaper of the BILLIONAREA—the Greater St. Louis Market

NEW YORK
285 Madison Ave.

CHICAGO
Tribune Tower

DETROIT
Book Bldg.

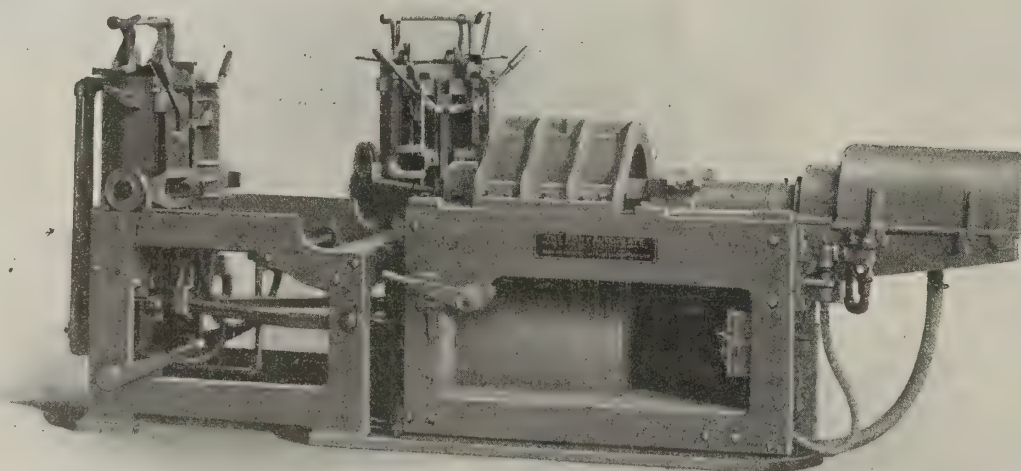
KANSAS CITY
Coca-Cola Bldg.

SAN FRANCISCO
564 Market St.

LOS ANGELES
Title Insurance Bldg.

SEATTLE
Union Record Bldg.

There An AUTOPLATE Machine t



THE TWIN PONY AUTOPLATE MACHINE

It consists of two complete Pony Autoplate casting mechanisms and a single Pony Autoplate finishing mechanism, combined in such a way that it produces double the output of the Pony Autoplate Machine. In this machine the finishing mechanism automatically swings into position to receive, finish, cool, and dry casts from both casting mechanisms.

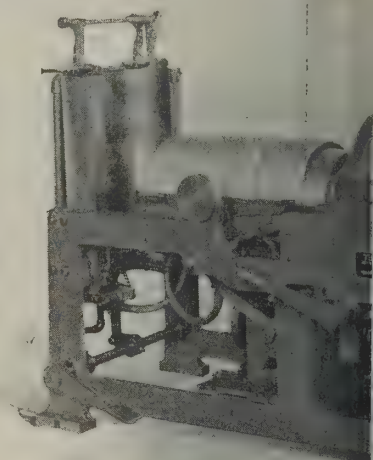
Double output is obtained without doubling investment or floor space.

Price \$8750

f. o. b. Plainfield, New Jersey

THE success of the Pony Autoplate Machine inspired the creation of the Twin Pony Autoplate Machine and the Single Pony Autoplate Machine.

These machines are the most widely distributed in the world for plate making, which the Pony Autoplate Machine made possible.



THE PONY AUTOPLATE MACHINE

It casts, shapes, shaves, trims, and finishes printing plates, uniformly and accurately, that require neither hand-polishing nor hand-drying.

Price \$4750
f. o. b. Plainfield, New Jersey

Machines may

R. HOE & COMPANY, INC.

GOSS PRINTING PRESS COMPANY

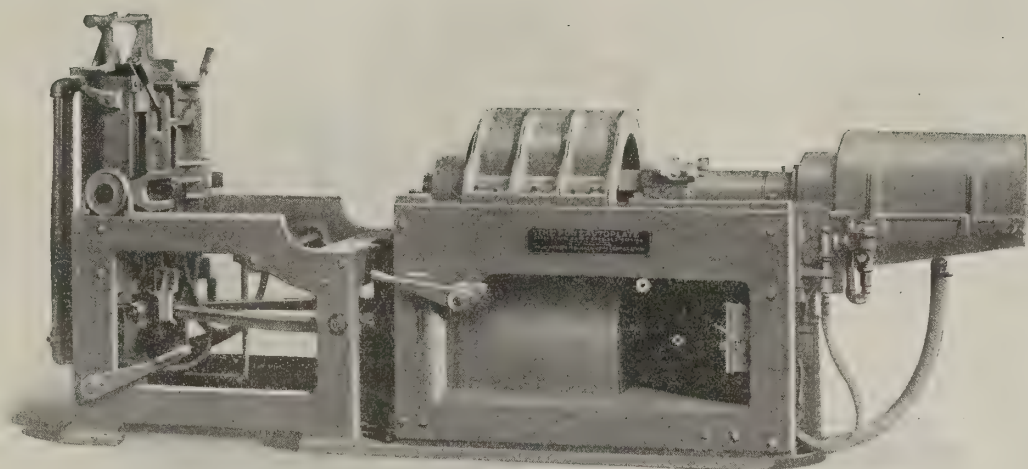
THE GEORGE RUSSELL REEL COMPANY

WOOD NEWSPAPER MACHINERY CORP.

Exists Fit Every Publisher's Needs

Autoplate Machine in-
Twin Pony Autoplate
Twin Pony Autoplate

ult of our endeavor to
benefits of automatic
roduction of the Auto-



THE SINGLE TWIN PONY AUTOPLATE MACHINE

The Single Twin Pony Autoplate Machine consists of two of the three units of a Twin Pony Autoplate Machine. It is identical in operation and output with the popular Pony Autoplate Machine, *but its producing capacity may be doubled at any time by the simple expedient of adding a second casting mechanism.* Thus it becomes a Twin Pony Autoplate Machine. The second casting unit may be had at a moment's notice.

The publisher who anticipates growth but does not require immediately the full capacity of the Twin Pony Autoplate Machine will find well worth while the possibilities of growth which the Single Twin Pony Autoplate Machine offers him.

Price \$6250

(Second casting unit with operating mechanism \$2800)
f. o. b. Plainfield, New Jersey

ATE MACHINE

s, dries and delivers perfect
in curvature and thickness,
hand-tooling, hand-dipping,

00

ew Jersey

lered of us or of

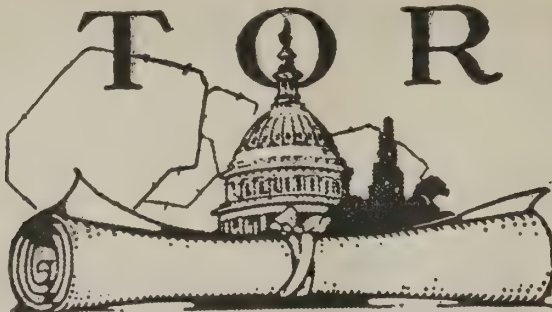
ALTER SCOTT & COMPANY

PANY of San Francisco, California

DUPLEX PRINTING PRESS COMPANY

ATION, 501 Fifth Avenue, New York City

EDITORIAL



Better is a little with righteousness, than great revenues without right.—Proverbs, XVI; 8.

THE HUMOR OF HARD LUCK

THEORIZE all you will about the value of the editorial page, but the discussion will come down to the point that editorial pages that are interesting and say something are read and those which are vacuous or straddling get nowhere. Our idea of a type of editorial which is certain to be read, and with sound profit, is embodied in the following little classic, clipped from a recent issue of the *Toledo Blade*, and written, we dare say, by Jack Warwick who has the gentle touch that makes the time a reader spends on his stuff well spent. The editorial was captioned "The Humor of Hard Luck" and read as follows:

"Sometimes inanimate things, a baby's old shoe or a deserted ramshackle house, can look profoundly pathetic. The broken wagon of the ashman, flopped down in Sumner street, like a bird with a broken wing, was like that. We mean it appealed to human sympathy. But the owner, who bequeathed it, together with the ashes and his good will, to anybody, is more interesting.

"You read the story in the paper? Anyway the will, scribbled on a shingle and left with the wreckage, is worth reprinting:

"I can't make my business go. I give my stock of ashes and my crippled cart and my good will to anybody. I sold my horse to get out of town."

"We think that a bit of fine writing that reveals a nice sense of humor. It occupies so little space and involves so many human emotions. 'I can't make my business go.' There is a note of despair in that line, but it is soon submerged in the ridiculous bequest of a load of ashes to anybody who happens along.

"There is a humor that goes with hard luck. It has kept many a man's head above the clouds when hope was running low. This ashman seems to have had it. He got a little fun out of his own misfortune. It is a pretty big thing to be able to do that."

That's a rough story that Mr. Gaylord tells of some of the A. B. C. strong young men. Don't tell us that an auditor would so far depart from the proprieties as to use the old East Side copper's gag of polishing the hickory on the pants of both the bad boy and he who peached, just to keep order on the beat, yer honor.

GROWN MEN CARRIERS

I AM glad that circulation men are waking up to the necessity of employing men, not children, in newspaper distribution work," writes an EDITOR & PUBLISHER reader, adding: "The value of a stable and intelligent relationship with the daily subscriber has become vastly too great to permit of the delegation of boys to this function."

These remarks were made in reference to the experience of the *Tampa (Fla.) Tribune*, recently noted in our columns, where the exclusive employment of men to deliver on routes averaging about 500 subscribers resulted, it was claimed, in 99 per cent perfect service. As the Tribune sells for 20 cents per week, giving the carrier ten cents, men find employment worth about \$50, satisfying them and causing them to work faithfully to hold their jobs.

EDITOR & PUBLISHER knows of many other papers that have profitably changed from boy to man delivery. It is by no means a recent discovery, but it might be applied in many cities. When the little boy is replaced by the grown man, if the latter is not overloaded and is adequately compensated and given responsibility for delivery, collections and canvassing, it is found that complaints fall off to the vanishing point, circulations hold better and canvassers are not so much in demand, if at all. It is reasonable that the newspaper that is served by experienced, disciplined and fairly compensated men is better off than one that leaves this highly charged duty to mere kids, each subject to streaks of irresponsibility or weaknesses that are wholly out of place in the business picture.

Ohio women reporters publicly protest against ruthless editing of their copy and the insertion of hackneyed phrases. The hand that rocks the boat will never rule the newspaper shop.

AN ECONOMIC MONSTROSITY

PRESENT at almost every convention of newspaper publishers is the eternal and futile discussion of wasteful, expensive and thrice-confused production conditions due to lack of common-sense standardization in equipment and supplies. Just how widespread in newspaperdom this folly is practised was for the first time concretely revealed last week through EDITOR & PUBLISHER's mechanical census among more than 2,000 daily newspapers in the United States and Canada. We had known that among all modern American industries the newspaper plant was perhaps least simplified, but our census yielded up such an amazing showing of harum-scarum mechanical practices as to shock our sense and we believe it must have astonished even the veteran exponents of plant efficiency—those patient pleaders at newspaper conventions who have seen the condition become progressively worse despite their protests.

No one could have imagined, for instance, that the disorganized newsprint requirements of the daily press range in almost eighth-inch steps from 16 inch to 83½ inch rolls. Think of the money that is squandered and to no earthly purpose in the single fact that our newspapers employ 20 different arrangements of columns to the page and column-widths, starting with four 14-em columns and ending with nine 12-em columns to the page! Run down, in our tabulation, the list of page margins and consider the staggering loss of paper in absurdly unnecessary margin widths! It is doubtful if any other American industry parallels our own for mechanical disorganization.

Why is it? The old curse of individualism is a leading cause. There are publishers who are actually proud of big blanket forms with columns so wide that the modern standard sizes of stereotypes, representing both general advertising and syndicate material, rattle around like a child's foot in an old man's shoe. The millions of words that have been spoken and printed about newsprint conservation, and inevitable dangers ahead, roll off the heads of some publishers like rain from a duck's back and they go on, year after year, sacrificing this valuable resource in blank margins that make their publication ugly and themselves ridiculous. Again, it is a remarkable fact that in this day of efficient and relatively low-priced machinery there is a type of publisher who will hang onto a machine that is eating out his very vitals by its waste of materials, even though it can be demonstrated to him that a new machine would in time pay for itself in economy of raw materials consumed. The industrial supremacy of America was not built upon these tactics; it represents the reverse, for in all cleverly managed manufacturing institutions the wasteful machine is cast out as a menace, which it is.

Everything is to be gained, nothing is to be lost, by mechanical standardization of the newspaper industry. EDITOR & PUBLISHER hopes the day will never come when the contents of newspapers will be standardized, for that individualism is the soul of independent journalism, but it is ridiculous to apply the same principle to the mechanical side. When the business is simplified, in accordance with modern science, three or four sizes of formats offer ample variety. There can be no valid excuse for wasteful marginal spaces nor various column widths. Our census demonstrates that millions of dollars are being tossed out of the window annually by the publishers of the country and such waste in these days represents a high commercial crime.

Houdini will be missed in many a newsboy's delivery room.

A TIMELY WARNING

THE incident at Lansing, Mich., wherein an advertiser forced a newspaper, by court order, to print price-cutting advertising, is a fresh warning to publishers that contracts which do not specify the newspaper's right to reject objectionable copy are very dangerous forms to have around the shop. The publisher at Lansing told the court that the contract in question was an old form which happened to omit the proviso which privileged him to pass on advertising copy, but this plea only strengthened the case of the complaining advertiser, and the publisher had his choice of printing anything that the price cutter might wish to write or pay a penalty of \$10,000.

Are your contract forms safe? Inspect them today and see to it that the privilege of rejecting objectionable copy is stated therein in terms which would satisfy any court!

As in everything, those who have the least information about newspapering are most positive in their opinions concerning it.

THE NEW "HOUSE SOCIETY"

ENGLISH trades union circles are much agitated by the introduction into the office of the *Manchester Guardian* and *Manchester Evening News* of a new "House Society" which is a substitute for the established craft unions. The plan was adopted by the vote of the employees themselves, 609 voting in favor of it, 169 opposing it and 13 being so bitterly against the scheme that they refused to longer work for the newspapers.

The scheme includes all grades and classes of workers, repudiates the strike weapon and calls upon compulsory arbitration, controls the number and training of apprentices and seeks to break down or modify the lines of demarcation between grades of labor that frequently embarrass production.

The new House Society offers to the individual non-contributory pensions for every one with twenty years' service, and at the age of sixty-five a pension of £2 a week. The subscriptions of the members to cover ordinary benefits and expenses of administration are from fourpence to sixpence a week, according to wages. The newspaper gives a subsidy.

The Manchester Guardian works a 48-hour week and has the reputation of paying wages almost as high as any obtaining in England. Its policies are liberal and it has been kindly disposed toward unionism. Its action, of course, reflects the general strike.

The squeaking wheel gets the grease.

WHEN RETAIL SALES FAIL

THAT genius salesman in the realm of retail business, Thomas K. Kelly, the "pinch-hitter" of the department stores, tells an EDITOR & PUBLISHER writer some of the essentials of his art. He is his philosophy:

Newspaper advertising is the greatest ally of retail sales campaign.

Copy must present each item as an important new event.

Sound reasons must be given for cut prices, establish confidence.

Descriptions of goods offered must be adequate both in clear words and attractive cuts. Quality, style and advantages must be stressed.

Price leaders must be items in general demand.

Mr. Kelly explained familiar causes of failure retail sales. They have been arranged too hurriedly often merely to meet a competitor's sale. The advertising is dragged together without planning and incompetent people. The cuts are poor and the copy chestnutty. There is no complete description of the merchandise. Specific statements gave way to generalities. The sales forces lack confidence, ability, enthusiasm or loyalty.

Newspaper men should take this evidence and put it away in their memories. When a sale has failed due to conditions described, and the merchant or employes complain of the newspaper as a result-giving medium, it is time for the advertising manager to have a confidential talk with his client and definitely place responsibility where it belongs.

PERSONAL

NYRUS H. K. CURTIS, Philadelphia publisher who recently announced the gift of a pipe organ and a swimming pool for Bowdoin College at Brunswick, Me., is now to finance the \$22,500 additions and improvements to the Kotzshmar organ in the Portland city hall, given by him 15 years ago. Mr. Curtis has also presented \$50,000 to the fund being raised for the erection of a memorial to Gen. Henry Knox, first secretary of War and the Navy, in Thomaston, Me.

John F. Frost, president of the *Brookline Citizen*, and Mrs. Frost celebrated the golden anniversary of their wedding recently. There are 15 grandchildren and one great-grandchild. Mr. Frost has been associated with the *Citizen* for many years.

Walter A. Strong, publisher of the *Chicago Daily News* who is now abroad, has recently received by Premier Mussolini and also by Pope Pius XI. He had also written an article to his paper telling of these meetings.

Oscar C. Roesen, of the Wood Newspaper Machinery Corporation, returned to New York from Europe last week after an extended business trip abroad.

Thomas A. Clifton, editor of the *Covington (Ind.) Republican*, broke his right arm recently at the Republican office when he fell down an elevator shaft in the building.

D. R. Anthony, Jr., publisher of the *Evening Star* (Kan.) *Times*, while in a hospital recovering from a recent operation, was on Tuesday re-elected Representative in Congress from the first Kansas district.

IN THE BUSINESS OFFICE

ERLE ROY WOODBURY, advertising manager, *Worcester (Mass.) Telegram*, and Victor M. Friar, financial editor, have been appointed members of the executive committee of the Worcester Advertising Club.

C. G. Brodhecker, formerly of the national advertising department of the *Petersburg (Fla.) Times*, is now covering the weeklies in Indiana for the Bonnet-Brown advertising mat service.

W. P. Graham who for the past six years has been accountant and office manager of the *Toronto Globe*, is leaving newspaper work to become secretary-treasurer of the William Paterson Company of Brantford, Ont.

M. J. Klein of the promotion department, *New York Daily Mirror*, and Mrs. Klein, are parents of a daughter, Myrlis, born recently.

Ben Zatz of the local advertising staff of the *Chicago Herald and Examiner* has left to enroll as a student at the University of Chicago.

John Bowman, for many years assistant Al Messing, publisher of the old *Chicago Examiner*, is now business manager of the Chicago Association of Commerce.

Arthur Holtzman has returned to the advertising department of the *Chicago Herald and Examiner* from the circulation department.

IN THE EDITORIAL ROOMS

CHARLES L. BISHOP, who represents several Canadian papers in the Parliamentary Press Gallery, Ottawa, has gone abroad for a vacation, sailing Oct. 27.

Two Boston newspaper men were admitted to the Massachusetts bar last week. Harold Bennison of the *Boston Traveler* staff, and Henry J. Collins of the Lynn office of the *Boston Globe*.

Paul G. Fruchey, formerly with Cincinnati and Tampa papers, is now handling the weekly business review and industrial page of the *San Antonio Express and Evening News*.

Robert W. Read, sports writer for the *Columbus (O.) State Journal* is in a local

hospital following a stroke of paralysis, suffered while on his way to attend a political rally.

Joseph Keefe has joined the special assignment staff, *Newark Sunday Call*.

A. J. O'Malley, city editor of the *Scranton (Pa.) Times* has returned to his desk after a vacation of seven weeks.

Fred Sheran, city hall reporter, *Columbus (Ga.) Enquirer-Sun* has received a Congressional appointment to the Military Academy at West Point.

Augustus J. Demartean, textile reporter for the *Fall River (Mass.) Globe*, for many years, is now devoting all of his time to staff work for the *New York Daily News Record* in Fall River and New Bedford.

Patrick Hurley, sports writer with the *Fall River (Mass.) Globe*, has resigned.

W. T. Smiley, for four years telegraph and city editor of the *Iola (Kan.) Register* and for many years a reporter on that paper, has resigned to join the *Kansas City Star*.

Morley B. Drake, formerly day city editor, *Fargo Forum*, and also former real estate editor, *Minneapolis Tribune*, has joined *San Antonio Express* as real estate editor.

George Wasson, formerly of LaPorte, Ia., and managing editor of the *What Cheer (Ia.) Patriot*, the last nine months has gone to New Mexico where he will continue newspaper work.

Leonard G. Fairchild is conducting a special column, "Builders' Chips," for a business page of the *Worcester (Mass.) Telegram*.

Ray E. Garrison, who became managing editor of the *Toledo News-Bee* a few weeks ago, is now on temporary leave of absence, according to an office announcement. Paul Smith, night editor, has been named acting managing editor.

F. Earle Lutz, Sunday editor of the *Richmond (Va.) Times-Dispatch*, has been made president and managing director of the Amateur Health and Recreation Association, Inc., of Richmond, Va.

Cleo A. O'Donnell, staff writer of sports for the *Worcester (Mass.) Evening Post*, has been appointed director of athletics for Holy Cross College.

Capt. Elbridge Colby, Infantry, has been relieved as editor of the *Infantry School News* at Fort Benning, Ga., and assigned to the brigade staff, Fort Howard, Md. Capt. John Hite, Infantry, is now editor of the *Infantry School News*.

J. W. Tyson, editor of the *Toronto Financial Post*, has resigned to become managing editor of the *Financial Times*, Montreal. On the eve of his departure from Toronto he was the honor guest at a luncheon attended by the financial editors of the city, his associates on the *Post* and other friends.

FOLKS WORTH KNOWING

ROBERT BELL, new president of the Press Congress of the World, is a veteran newspaper man of New Zealand and proprietor of the *Lytleton (N. Z.) Times*. He was named president of the Congress at its recent meeting in Geneva - Lausanne, Switzerland.



ROBERT BELL

It was upon his suggestion, in 1915, the Press Congress was formed, the nucleus of the organization being a group of newspaper men gathered in San Francisco for the Exposition held that year. Mr. Bell wrote the constitution of the Congress.

He is founder of the School of Journalism at Canterbury College, Christchurch, New Zealand, also founder of scholarships in Agricultural Science at Ashburton High School. He is a member of the Academy of Political Science, New York, a Fellow of the Royal Economic Society of London, as well as of the Royal Colonial Institute, London, and a life member of the British Navy League and Overseas Club; president of the Canterbury Society of Arts, New Zealand, and a governor of the Ashburton High School of New Zealand.

Francis Dickie, a Western Canadian writer, sailed for Europe on the S. S. Empress of France on Oct. 27 and while abroad will write a series of articles for the *Vancouver (B. C.) Province*.

Stockholders of the *Renville (Minn.) County Journal* have elected H. M. Frederickson, Lake Lillian, editor and manager. Mr. Frederickson will also remain in charge of the *Lake Lillian Echo*.

Joseph A. Lachaussee, for ten years with *New York Commercial*, covering first the grain markets and then the drug and chemical trade, has resigned to go with the Pearsall News Bureau, collecting grain news and quotations, and to several newspapers outside of the A.P.

HOLDING NEW POSTS

JERRY McWILLIAMS, from *Newark Evening News*, to staff of the *Daily Courier* of the Oranges and Maplewood.

Bill O'Boyle, from United Press telegraph operator, to news staff *Scranton (Pa.) Times*.

(Continued on page 30)



A Man's Feature
That Women
Read

EXPLOIT

and

ADVENTURE

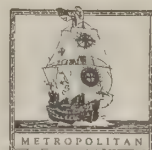
First-hand, vivid accounts every week of blood-stirring action in far places

Served as Setting Copy and Mats of Illustrations, or in Full Page Mat Form.



Metropolitan Newspaper
Service

Maximilian Elser, Jr. Earl J. Hadley,
General Manager Associate
150 Nassau St., New York City



Wanted— News Correspondents

We are constantly building up our list of connections with news photograph agencies, and with individual correspondents and photographers who supply quick action news pictures.

We shall be glad to make arrangements for additional sources of material. Correspondence invited.

The Central Press Association

V. V. McNITT
President

Central Press Bldg.,
Cleveland

H. A. McNITT
Editor and Manager

(Continued from page 29)

James P. Copeland, from *Newark Star-Eagle*, to Orange bureau, *Newark Evening News*.

C. B. Fenton, from sports editor, *Sandusky (O.) Register* is now with the *Bronx Home News*, New York.

Bill Dougherty, from Associated Press operator, *Wilkes-Barre Record*, to news staff, *Wilkes-Barre Times-Leader*.

Alfred D. Walling, from *Boston Globe*, to telegraph desk, *Newark Evening News*.

C. W. Finney, from staff, *Phoenix (Ariz.) Republican*, to copy desk, *Pasadena (Cal.) Star-News*.

R. O. Schaefer, from *Newark Morning Ledger*, to staff, *Newark Star-Eagle*.

J. Norman Medrech, from *Newark (N. J.) Ledger*, to copy desk, *Worcester (Mass.) Telegram*.

Roy Howard, from staff *Pocatello (Idaho) Tribune*, to copy desk, *Salt Lake City Telegram*.

MARRIED

GEORGE MOCKMORE, editor of the *Camp Point (Ill.) Journal* to Mrs. Betty Parrish, Quincy, Ill., Oct. 22.

Warren Royce Brier, of the *Everett (Wash.) Herald* staff to Miss Monica Catherine Doonan, Oct. 14, in Seattle. Brier has resigned from the *Herald* to join the *San Francisco Chronicle*.

Albert R. Hanley, compositor, *Worcester (Mass.) Post* to Miss Helen S. Sweeney, at Worcester, Oct. 30.

Russell Salzman of the roto etching department of the *Chicago Tribune*, to Miss Mildred Olsen, Sept. 25.

H. C. Curran of the classified advertising department, *Chicago Tribune*, to Miss Esther Kreger, Oct. 9.

Miss Pearl Alpert of the auditing department, *Chicago Tribune*, to Maurice H. Friedfield, Oct. 17.

William Joseph Wilson, of the *Portland (Me.) Press-Herald*, formerly with the *Lewiston (Me.) Daily Sun*, to Miss Gladys Vera Osborne of Gardiner, Me., at the St. Joseph's Church, Gardiner, Oct. 20.

Worthen Clough Cornish, sporting editor, *Portland (Me.) Press-Herald*, to Miss Grace Evelyn Pembroke of Harrison, Me., at Harrison, Oct. 20.

John F. Reid of East Weymouth, Mass., of the advertising department of the *Boston (Mass.) Advertiser*, to Miss Mabel O. Dolan at the Sacred Heart Church, Roslindale, Oct. 18.

WITH THE SPECIALS

CONE, ROTHENBURG & NOEE, INC., New York, have been appointed to represent the *Burlington (Ia.) Hawk-Eye* nationally.

L. J. Rubin of the New York office, Gilman, Nicoll & Ruthman has been transferred to the San Francisco office.

Wales & Wolfe, publishers' representatives, New York, have been named to represent the *Harrisburg (Pa.) Courier*.

CHANGES OF OWNERSHIP

H. B. CARTLIDGE, formerly superintendent of the plant of the *Oregon City Morning Enterprise*, has bought an interest in the *McMinnville (Ore.) Telephone-Register*. Mr. Cartlidge takes over the half interest in the paper held by George C. Martin and Lynn C. Burch. The remaining half interest is retained by Sheldon F. Sackett.

J. F. Olander, Pierre, S. D., has purchased the bankrupt stock and printing plant of the Martin Printing Company, Mitchell, S. D. and moved the equipment to his Pierre shop.

Louis Blake Duff, manager and editor of the *Welland (Ont.) Tribune and Telegraph*, has disposed of his interests in the newspaper to Henry J. Foster of Galt, Ont., and H. M. Hueston and A. D. McKenzie of Sarnia, Ont.

A. M. Potter, of the Clarion Publishing Company, Dillwyn, Va., which publishes the *Virginia Union Farmer*, has

leased the *Farmville (Va.) Leader*. The *Leader* was founded several years ago by L. C. Martin, who, up until a few weeks ago, when he was stricken with paralysis, was actively engaged in managing and running the paper.

Orting (Wash.) *Oracle* has been purchased by D. A. and E. W. Witten of Buckley, who publish the *Buckley Banner* in that town.

C. W. Griswold, owner and publisher of the *McComb (O.) Herald* has sold the business to R. J. Jeffrey of Cleveland. Mr. Griswold will locate in Columbiana in the publishing business.

H. T. Allen and Howard Barrows, former publishers of the *Colfax (Wash.) Commoner* and more recently owners of the *Pomeroy (Wash.) East Washingtonian*, have sold their interest in the *Washingtonian* and have purchased the *Deer Lodge (Mont.) Silver State Post*.

P. H. Barbee, postmaster of Clark, Mo., purchased the *Clark (Mo.) Chronicle*, recently. He assumed editorship Nov. 1.

Karl W. Boll, Red Oak, Ia., has purchased the *Rock Rapids (Ia.) Review*, from John W. Carey, who has been its publisher since July 15, 1916. The change is effective Nov. 15.

Cassar R. Adams, proprietor of the *Franklinville (N. Y.) Chronicle-Journal*, has purchased the *Rushford (N. Y.) Spectator*, which hereafter will be published in the Franklinville office.

NEW PLANTS AND EQUIPMENT

MONTREAL STAR has just placed an order with R. Hoe & Co., Inc. for a 12-Unit superspeed balcony press. Recent orders for additional press units placed with R. Hoe & Co., Inc. include one 16-page deck for the *Seattle Times* and two 16-page units for the *Boston Post*.

Hennessey (Okla.) *Clipper*, a weekly, has moved into its new home. Additional equipment, including a new press and a linotype machine have been installed.

Longview (Wash.) *News*, is erecting a new 16-page Duplex tubular press.

Chicago North-West Ledger, a community newspaper, has established its own composition room. A No. 14 single keyboard linotype has been installed.

Durham, (N. C.) *Herald* has recently installed a new Duplex "N" Type Sextuple press of latest design.

Plans for the erection of a new building for the *Summer (Wash.) American Standard*, are under way and an architect has been commissioned to draw up the specifications.

Greenville (N. C.) *Piedmont* is increasing its press capacity by the addition of a 4-page deck to its 16-page Duplex tubular press. Recent shipments of Duplex Model A's include one to Giragi Bros., publishers of the *Winslow (Ariz.) Daily Mail*, and one to the *Redford (Mich.) Record*.

Shelton (Wash.) *Journal* has added a second linotype and a model X intertype.

Sitka (Alaska) *Progress* has installed a new linotype.

Gilmer (Tex.) *Mirror* recently installed a model A Duplex press.

The *Pawtucket (R. I.) Times* has just purchased a superspeed octuple press of R. Hoe & Co., Inc.

Open house was recently held in the new building of the *Owensmouth (Cal.) Gazette*. Greetings were brought to the gathering from the Southern California Editorial Association by Frank M. Keffer, president, and Ben H. Read, managing director of the Association. David R. Carlson is publisher.

A new standard pattern quadruple press for the *Great Falls (Mont.) Tribune* has been shipped from the Dunellen Works of R. Hoe & Co., Inc.

SPECIAL EDITIONS

MONROE (La.) NEWS-STAR, 64-page Third Annual Progress edition, Oct. 25.

Oregon City (Ore.) Morning Enterprise, 60th anniversary edition, Oct. 27.

Salina (Kan.) Journal, 40-page edition marking the opening of a new residential section at Salina, Oct. 15.

ASSOCIATION

ADVERTISING CLUB OF BOSTON, has been awarded the silk banner given for the largest delegation based on population and miles traveled by the Direct Mail Advertising Association at its Ninth Annual Convention in Detroit recently. Boston had 28 delegates.

IOWA HIGH SCHOOL PRESS ASSOCIATION, sponsored by the Sigma Delta Chi and Theta Sigma Phi, founded in 1920, is preparing for the greatest convention in its six years' history Dec. 3 and 4, when members gather at Grinnell College. Bruce Bliven will be principal speaker.

"Fitting the Advertising to the Consumer Necessities" was the subject of the address of William J. Moll, advertising counselor for the F. A. Foster Co. of Boston, before the members of the WORCESTER (Mass.) ADVERTISING CLUB on Oct. 27. Committees for the year were announced.

L. E. Rudd, commercial manager of the Western Union Telegraph company in Kansas City, Mo., has been re-elected to a three year term as chairman of the board of directors of the BETTER BUSINESS BUREAU of Kansas City. C. E. Griffin, president of the Advertising Club of Kansas City, is one of the new directors.

EIGHTH DISTRICT Kansas editors, were to meet in Newton, Friday, Nov. 5, for the annual fall meeting of the Association.

Travers D. Garman of Boston, Mass., has been elected commander of the CROSSCUP-PISHON Post American Legion, composed entirely of Boston newspaper and advertising men. Carrol J. Swan, retiring commander, was chosen chairman of the committee on committees. During his administration the post has contributed \$100,000 to charity.

FLASHES

With Pennsylvania on one side and Indiana on the other the Ohio crowd feels as good as anybody.—*Columbus (O.) State Journal*.

"Economic law" is what makes things dear when you want them and cheap when you don't.—*Cleveland Times*.

Your age is indicated by the way you feel about Hallowe'en.—*Pittsburgh Gazette-Times*.

Boys have changed some. In 1890 they merely longed to be bandits.—*Vancouver Sun*.

A London professor says a mosquito will not bite a moving object. Now you know why that messenger boy is always scratching himself.—*Flint Daily Journal*.

"He lisped in numbers for the number came".

It must have been monotonous, great heaven!

For it is quite impossible, we claim, To lisp a single one save six and seven.

—Emma Spenser, in *Newark (O.) Advertiser*.

Thath nonthenthe. Though ith hard to lithp eleven.

Thereth other numberth that the lithper pickth:

How about thikthty-thikth and thikthty-theven?

How about theventy-theven and theventy-thikth?

—Ted Robinson, in *Cleveland Plain Dealer*.

Beer parlors where patrons would be required to sit are advocated for Ontario on the theory, possibly, that they will survive longer in that position.—*Pittsburgh Gazette-Times*.

Sparkling New Typefaces

There's only one way for a paper to secure an unlimited quantity of bright new typefaces in any size from 6-point condensed to full-width 72-point in sluglines, without machine or mold changes—that way is the Ludlow.

Of course, in addition to this the Ludlow saves a newspaper time, money and floor space. These reasons account for the progress the Ludlow System has made in hundreds of America's foremost newspapers.

Unless you are familiar with the work the Ludlow of Today is performing in newspaper plants large and small the world over—you owe it to yourself to investigate.

Ludlow Typograph Company
2032 Clybourn Avenue, Chicago, Ill.

San Francisco: 5 Third Street
Atlanta: 41 Marietta Street

New York: 63 Park Row
Boston: 470 Atlantic Avenue

Iowa Dailies Gain in Linage Up to 34.7%

During the first eight months of this year, every one of these 28 Iowa daily newspapers made a substantial increase in national lineage over the same eight months of 1925.

The increases range from 8.9% to 34.7%. Fifteen of the 28 papers gained over 20%. Seven of them—over 30%.

These increases certainly indicate the esteem of National advertisers for this *always good* market, and for Iowa daily newspapers as a profitable medium.

Each of these papers gives definite merchandising help

Each individual publication offers the following definite cooperation, in connection with a campaign of 5,000 lines or more:

1. Make a study of local market and trade territory, as pertains to *your* specific product.
2. Supply complete and accurate list of retailers, in the newspaper's city and surrounding territory.

An association of 28 leading Iowa daily newspapers.

Combined Circulation 585,091
Families in Iowa 550,000

Deal with these 28 papers as with one publication, if you wish: one order, one plate, one billing.

3. Introduce your salesmen to a number of big retailers. Advise you as to relative sales standing of competing products.

4. Urge retailers to feature displays of nationally advertised products. Furnish you with names of stores that will make use of window displays.

5. Make market investigation for prospective advertisers (Identity to be made known first).

6. Urge local retailers to mention your products in their own advertisements.

7. Send, on receipt of contract, a multigraphed letter to list of retailers in the territory, telling of the campaign.



Please bear in mind that above is only the *minimum* of cooperation offered. In your specific case, there may be many additional ways we can help. For further information, write to address below.

THE IOWA DAILY PRESS ASSOCIATION DAVENPORT, IOWA

Ames Tribune
Boone News-Republican
Burlington Gazette
Burlington Hawk-Eye
Cedar Falls Record
Cedar Rapids Gazette
Centerville Iowegian & Citizen

Council Bluffs Nonpareil
Davenport Democrat
Davenport Times
Des Moines Capital
Des Moines Register and Tribune
Dubuque Telegraph-Herald
Dubuque Times-Journal

Fort Dodge Messenger
Fort Madison Democrat
Iowa City Press-Citizen
Keokuk Gate-City
Marshalltown Times Republican
Mason City Globe-Gazette
Muscatine Journal

Oelwein Register
Ottumwa Courier
Sioux City Journal
Sioux City Tribune
Washington Journal
Waterloo Evening Courier
Waterloo Tribune

BUILDING NEWSPAPER CIRCULATION

Current Events Contest Gains in Popularity—Coley Asks for More Efficient A. B. C. Service—Daily Offers Prizes to Readers
Coloring Black and White Comics

THE inter-collegiate current events contest started last year by the *New York Times* is being continued with eight institutions added to the original list, prompting the suggestion that newspapers in smaller cities not already doing so may sponsor similar contests among schools of their localities. This week the *Times* commented editorially on its contest in part as follows:

"While this enterprise was begun by the *Times*, it was with a view to emphasizing the value of present-day news for the student of the past. Though examinations in this contest have been held in only a few institutions, this was due to the desire to have practical proof of the plan before giving it general application.

"This contest, as Professor Munro of Harvard has pointed out, is of benefit not only to the students of institutions but also to the college world as a whole, since it furnishes an inter-collegiate competition in the field of the intellect. Except for debates, the team preparation for which is generally so thoroughly planned under coaching as to give individual debaters little freedom, there is almost no inter-collegiate contest except in athletics. Moreover, as Professor Munro further suggested, as different methods of examination are employed, there is a new opportunity for comparing them and so, possibly of making a real contribution to the general improvement of our whole educational system."

"One of Thackeray's characters is made to ask, 'Is there anything in the paper, sir?' And this was the answer:

"'Anything in the paper! All the world is in the paper. Why, madam, if you will but read what is written in the *London Times* of this very day, it is enough for a year's history and ten times as much for meditation.'

"It is upon the press that the historian has more and more to depend in reconstructing the past. Even the advertisements recall the social and economic conditions of other days. The conclusion of Miss Lucy M. Salmon's recent study entitled 'The Newspaper and the Historian' is that the periodical press still remains 'the most important single source the historian has at his command for the reconstruction of the normal life of the past three centuries.' If that be true, why should not the newspaper be of like service in relating the past to the life of today? It is thus that 'the thoughts of men are widened with the process of the suns.' It is thus that news and history become as one."

Amendment of the rules and regulations of the Audit Bureau of Circulations so that the Bureau "would render far more satisfactory and efficient service, not only to the newspaper publishers but to the advertisers as well," was suggested by Will X. Coley, circulation manager of the *Raleigh* (N. C.) *News and Observer*, and president of the Carolinas Circulation Managers Association, addressing the association's recent annual convention. He said in part:

"The rules of this organization afford many loop holes for circulation men, either through error or intent, to make false statements as to the circulation of their papers and then get by with it, at least until the A. B. C. auditor arrives. When the auditor arrives, it may be too late to make amends for the injustice done to the advertiser and competitive newspapers. To my mind the only statement that should be issued as to circulation should be the auditor's statement, which is supposed to be accurate. No publisher should be permitted to publish a statement over his signature and pass it off as an A. B. C. Statement until it has been audited by one of the Bureau's auditors."

The *Duluth* (Minn.) *News Tribune* is offering \$15 in cash prizes every week for the best coloring of black and white comics printed in the Sunday issue.

The contestants, limited in age to 12 years or under, may select the page comic they wish to color, may use crayons, paint or other substance but must have their entries into the office by Wednesday night. Neatness and originality count. The first prize is \$5, the second \$3, the third \$2 and the next five \$1 each. An honor roll is also printed each Friday.

The contest is popular, the number of entries averaging from 700 to 800 weekly.

The subscription price of the *Los Angeles* (Cal.) *Express* is now 60 cents a month or \$7.20 per year. The new price became effective Oct. 1.

The *Walla Walla* (Wash.) *Union*, has started a Baby Revue. It will award cash prizes to the baby for whom the largest number of subscriptions to the *Union* are turned in. Each issue has a coupon to be clipped for a certain number of credits.

The *Vancouver* (B. C.) *Sun* recently held its third annual "Subscribers Week." L. E. Moote, country circulator, was in charge of promotion. A choice of a fountain pen or automatic pencil was offered anyone turning in an eight months' subscription to the *Sun* at a cost of \$2. The offer was only good in British Columbia.

In the current number of the *Junior Times-Dispatch*, published for its newsboys by the *Richmond* (Va.) *Times-Dispatch*, of which William G. Morris is circulation manager, "carriers who don't succeed" are listed as those—

"Who expect to make routes increase all at once without soliciting.

"Who air their grievances to others until they make a nuisance of themselves.

"Who keep their eyes on the clock fearful that they may give their routes a moment or two overtime.

"Who are not thorough and conscientious about their work.

"Who are always doleful and down on their luck.

"Who criticize the manner in which their manager directs them.

"Who are never on time.

"Who depend on favoritism to advance them instead of good, honest endeavor.

"Who are indifferent and listless and cannot even assume an interest in their routeman's duties.

"Who feel themselves above their position and do not even condescend to fill it adequately.

"Who cannot be honest with themselves, and expect a greater money compensation than the route would be worth if carried by some one else.

"Who tell you all the wonderful things they can do, but never get right down to doing anything at all."

The *Chicago Herald and Examiner* is offering \$5,000 in cash prizes in a new movie contest to movie fans who are able to piece together parts of pictures of motion picture stars printed in the *Herald and Examiner* daily and Sunday. The contest opened on Nov. 1 and will end Dec. 15.

Under the direction of Walter Schaefer, circulation manager of the *Marinette* (Wis.) *Eagle-Star*, forty-five of the local carrier boys were entertained recently at the Hotel Marinette with an evening dinner, after which business was talked and an athletic association formed by the boys.

WOMEN IN ADVERTISING AND JOURNALISM

Terese Rose Nagel Now Writing Book About Radio—Mrs. Parsons Conducting Column for Worcester Telegram—Newspaper Romance In Newark

TERESE ROSE NAGEL, woman's editor of WGBS, the broadcasting station operated by Gimbel Brothers, New York, is now writing a book in collaboration with Lillian Eichler to be called "Please Stand By."

It is to be a hand-book on the radio station and will include the opportunities offered newspaper people by radio. Before becoming connected with WGBS, Miss Nagel had ten years of newspaper experience. On the Bronx Home News, New York, she conducted a column under the name of Polly Carter. The suggestion of Gimbel Brothers that the Polly Carter letters be put on the air finally resulted in her appointment in charge of daytime programs and women's features.

"An interesting feature of the afternoon program is the radio interview, which is the newspaper interview brought to the air," Miss Nagel said: "Instead of going to the home of the interviewee, I bring them to the station, and let them speak for themselves. Sometimes the questions are prepared beforehand and sometimes the interview is impromptu. The most interesting radio assignment for interviews was that with Fay King, herself a newspaper woman. I have interviewed on the air Gilbert Frankau, the English novelist, and Lady Cynthia Moseley, both of whom came to



TERESE ROSE NAGEL

this country for a visit, also May Christie, an English journalist, and practically every prominent actress, and writer."

Mrs. Margaret Getchell Parsons, former Philadelphia and Worcester, Mass. newspaper woman, is conducting a column "Speaking of Plays," for the *Worcester Telegram*.

Miss Viola G. Lake has joined staff of the *Iowa City* (Ia.) *Press-Citizen* as society editor, succeeding Miss Joyce D. Brady, who after four years as society editor has become secretary to Mrs. Adelaide L. Burge, University of Iowa, dean of women. Miss Julia Dondore has also joined the editorial staff of the paper.

Lucy L. Fergus, a member of the general staff of the *Newark* (N. J.) *Evening News*, was married recently to Charles Edwyn Gregory, of the *New York Evening Graphic*. They met each other in the lobby of the Hotel Riviera in Newark, while waiting for an opportunity to interview "Daddy" Browning, once styled "Cinderella man" by the newspaper.

Mrs. Gene Titus for 21 years correspondent and business representative of the *Davenport* (Ia.) *Daily Times* in the Genesee territory last week ended her long association with that paper. A farewell party to a dozen of the *Times'* carrier boys, whom she directed, was final event of her connection with the paper.

The announcement of the engagement of Miss Mabel H. Lindahl of the *Worcester* (Mass.) *Post* editorial staff and Philip A. Sponberg, a compositor for the same paper, was made this week.

Salesmen do not have to give a lengthy sales talk on Cline Equipment. A quarter-century of unfaltering service has made the "Cline System" a familiar one in the entire printing field.

The Cline Electric Mfg. Co. furnish Motors and Control Equipments for Printing Presses and Auxiliary Machinery for Newspapers and Job Presses.

CLINE ELECTRIC MFG. CO.

MAIN OFFICE, CONWAY BLDG., 111 W. WASHINGTON ST., CHICAGO, ILL.

WESTERN OFFICE
FIRST NAT'L BANK BLDG.
SAN FRANCISCO,
CALIFORNIA



EASTERN OFFICE
MARBIDGE BLDG.
47 WEST 34TH ST.
NEW YORK CITY

STANDARD OF THE WORLD

The Scranton Republican

SCRANTON, PA.

Audit Bureau Circulation
SIX MONTHS ENDING JUNE 30th, 1926

33,306

Publisher's Statement
to the A. B. C. three months ending Sept. 30th, 1926

34,324

Net Paid Circulation
for the month of October, 1926

34,997

These gains point the way to bigger profits for you in a rich area in which the SCRANTON REPUBLICAN plays an important role

An A. B. C. Audit finds The Scranton Republican the leading morning newspaper of the rich Anthracite Coal Fields, with a bigger, better coverage than ever before, concentrating among the best families of Scranton, the metropolis city of the great Anthracite Coal Fields.

The Scranton Republican has enjoyed an increase of over 1200 new subscribers during the past three months — its readers are among the best in this great coal mining centre.

The Scranton Republican has the largest morning circulation in the State of Pennsylvania outside of Philadelphia and Pittsburgh.

PAUL BLOCK, Inc.

General Representatives

Park-Lexington Building
Park Avenue & 46th Street
New York

Century Building
Chicago

Little Building
Boston

General Motors Building
Detroit

Commonwealth Trust Building
Philadelphia

WHAT'S WHAT IN THE FEATURE FIELD

Tom Sims Now Writing for King Features—"Joke Jug" Is New Humorous Column—Miller Elected Treasurer of Editor's Feature Service

TOM SIMS, who writes the column "Tom Sims Says" has signed up with King Features Syndicate, New York. His work was formerly handled by NEA Service, Inc.



TOM SIMS

Sims, while still in college, began his newspaper work on the *Nashville Tennessean* and was a full time reporter on that newspaper when this country entered the World War in 1917. He enlisted with the Fifth Marines and went through the Argonne and St. Mihiel campaigns. Two days before the armistice he was wounded with shrapnel in both legs.

When Sims finally recovered he went back to college and finished his course, and then rejoined the *Tennessean*; first as reporter, then as state editor, then telegraph editor, and finally as make-up man.

In time off from his various desks, Sims had started another "column" under the heading of "Dear Folks." It attracted attention and in a short time he was invited to come to New York.

The George Matthew Adams Service announced this week a new national humorous column to be conducted by Henry Edward Warner of the *Baltimore Sun*, under the title of "The Joke Jug." Mr. Warner wrote "The Songs of the Craft," which were published weekly by EDITOR & PUBLISHER.

H. W. Miller, of Bridgeport, Conn., has been elected treasurer of Editors' Feature Service, Inc., succeeding E. Roland Harriman, resigned because of pressure of other business affairs. He will make his headquarters in the Cleveland office.

This syndicate this month started issuing a monthly house organ for clients containing news of its staff and tips and hunches for newspaper editors.

Harry Staton, manager of the *New York Herald Tribune* Syndicate, and Clare Briggs, cartoonist, returned to this country from Europe on the *Berengaria* Oct. 30.

The following new features have been added to Editors' Feature Service's budget list: "Gran'ma Gumption," "Penny Thoughts," by Clark Kinnaird; "Time and Tide," by John H. Greusel; a weekly financial article addressed to laymen, by Fred R. Ripley; "Wife Preservers."

Mme. Olga Samaroff, noted pianist and music critic, will again cover important musical events and write a Saturday article of musical comment for the *Post* Syndicate, New York.

Joseph Van Raalte, having recovered from a serious illness, is again writing "Bo Broadway" and "Human Nature on the Half Shell" for Editors' Feature Service. He also has done a 10,000 word explanation of the Hall-Mills mystery for EFS. He was one of the original investigators of the case.

Jean McDonough, author of "The Private Life of a Flirt," has written the text for a new photo-strip being distributed by the Bell Syndicate, Inc., New York, called "The Honeymoon Widow."

The Woman Pays Club, of New York, entertained at a special cartoonists' day luncheon on Oct. 25, and had as its guests of honor Milt Gross, Harry Hershfield,

Cliff Sterrett, Bob Brinkerhoff, Ed Wheelan, Laura Johnson, Edwina Dunn, and Albertine Randall Wheelan. The last three named are members of the club.

Sidney Smith, noted cartoonist and creator of "The Gumps," was married recently to Mrs. Kathryn Imogene Eulette in South Bend, Ind. The couple left immediately for New York on their honeymoon. Mr. Smith gave his age as 42. Mrs. Smith is 24.

Lee Trenholm, who was four years with the Standard News Association, New York, has joined the New York staff NEA Service, Inc.

The first installment of "Borrowed Glory," a new, half-page serial written and illustrated by Carey Orr, Chicago Tribune Syndicate cartoonist, will appear in the Tribune on Sunday, Nov. 7.

Michael Lipman is doing a one-column daily comic for the O'Dell Newspaper Syndicate, titled "The Tootles."

Mr. and Mrs. Glen E. Mahar, the former the Pacific Coast representative of the McClure Newspaper Syndicate, are parents of a daughter. Mr. Mahar is a nephew of Mrs. Clinton T. Brainard, wife of the president of the McClure Company.

Robert George Paterson, associate editor of the McClure Newspaper Syndicate, is in Porto Rico on honeymoon with his bride, formerly Miss Eleanor de Bevoise Tunison, daughter of Mr. and Mrs. George Watson Tunison, of Westfield, N. J.

HERE IS A WHALE

Of a Claim:—
No Other Feature
Published In Newspapers
Is the Result
Of So Much
World-Wide Travel
And Observation
As
The Ellis Sunday School Lesson.

The Author
Dr. William T. Ellis
Has Been
On Every Spot
Mentioned In The Bible—
And Pretty Much Everywhere Else
Besides.

He Knows the Land;
He Knows Life;
Is It Any Wonder
The Ellis Lesson
Is "Different"?

THE ELLIS SERVICE
Swarthmore, Pa.

ADVERTISING AGENCY AFFAIRS

California Newspaper Man Starts New Agency—MacFarlin Company
Opens Ithaca Office—Bell Named Vice-President of
McKinney, Marsh & McMillan

EDWIN A. SMITH, a newspaper man of many years' experience has established an advertising agency at 830 Main Street, Ventura, California.

Mr. Smith was formerly connected with the advertising department of the *Ventura County Star-Post*, and *The Los Angeles Daily News*, at Los Angeles, California.

Smith will be associated with the Ventura Business College, who will furnish all help for the concern and will also teach courses of advertising and commercial law, both in class and by correspondence.

Harold S. W. MacFarlin who has advertising agencies in Buffalo and Rochester has just opened new offices in Ithaca. The MacFarlin Company has just been appointed to direct the advertising for the Crandall Packing Company, Palmyra, N. Y.

The Robert E. Ramsay Organization, Inc., sales promotion agency and direct advertising specialists of New York City this week announced the election of Harold B. Pickering as vice-president. Mr. Pickering has previously been associated with Frank Irving Fletcher, the Elec-

trical Record, Drug Topics and James H. Newcomb & Co. Inc.

C. J. Bell has been appointed vice-president of McKinney, Marsh & McMillan Limited, advertising sales counsel, King St. West, Toronto. Mr. Bell began his advertising career as advertising manager of the *St. Catharines*, (Ont.) *Standard*, resigning to go overseas with the first contingent in 1914.

Seymour Schiele, formerly of the Schiele Advertising Company, and more recently of the Britt-Schiele Company, St. Louis, has been made vice-president of Porter, Eastman & Byrne, advertising agents, Chicago, and has opened a St. Louis office for them in the Central National Bank Building.

E. W. Calvin, for the last eight years sales and advertising manager for Werner & Werner, retail clothing, St. Louis, has resigned to become vice-president of Frank D. Boyd Advertising Company, of that city.

The American Association of Advertising Agencies' executive board will hold its next meeting in New York, Jan. 13.

After several years of investigation and experimentation, the Mergenthaler Linotype Company announces the introduction of a new newspaper body. The new Linotype is an exceptional face. The open type is a lower case—the height of the letters is uniform—the clear spaces are of marked contrast—between thick and thin strokes—the well-fitted units—the maximum letter count—all of these things make this new type a most desirable newspaper face. There are no "pin" or sharp corners to fill up with ink. The lines break down in stereotyped even color of the characters. The new type is adapted to the roughness of newspaper stock. The outstanding advantage of the new face is its preservation of vision. The even tone throughout is restful to the eyes without being monotonous. The variation is enough to avoid tiring. A happy medium has been effected. It is easier to read than seven point faces, yet gives the same word count to the column as six point. Various degrees of leading can be used to advantage, or the lines may be cast on a solid

TRADE **LINOTYPE** MARK

BETTER THAN GLASSES for your readers

Isn't it about time to give your subscribers a dress of type they can read easily and comfortably and save their eyesight?

The new Linotype 6½ Point Ionic No. 5 is a face especially designed to meet modern newspaper printing conditions. Its strong lines and sturdy serifs always reproduce clearly; its round, open counters will not clog up with ink. It gives the word count of 6 point with the legibility of 8 point.

Mergenthaler Linotype Company

Brooklyn, New York

San Francisco

Chicago

New Orleans

Canadian Linotype Limited, Toronto

Representatives in the Principal Cities of the World

Linotyped in the Cloister Family

Your Daily Health Service should be selected with as much care as your serial story!

It has a far greater and more permanent effect on your readers, for there is nothing as close to human beings as their health.

DR. FRANK McCOY

Will give your readers health through his Daily Health and Diet Advise. Many so-called health-writers are merely health-philosophers. Dr. McCoy shows them how. He talks to your readers in their own language the same as if he were sitting across the table from them, and they gain a practical knowledge of health that means something real to their life.

DR. McCOY'S

Daily Health Talks and subscribers' questions and answers will

Get and Anchor Circulation

Investigate this Different Health Service

Do it today

Write or wire

McCOY HEALTH SERVICE

Brack Shops Building
LOS ANGELES, CALIFORNIA

Health and Diet Advice

By DR. FRANK McCOY

Author of
"The Fast Way to Health"

Questions in regard to health and diet will be answered by Dr. McCoy, who can be addressed in care of this paper. Enclose stamped self addressed envelope for reply.

CURING CONSTIPATION

There are two changes constantly going on in the body, assimilation and elimination. It is necessary that the cell structure be replaced with new cells and the waste material be thrown out.



Dr. Frank McCoy

When food is taken into the stomach, it is digested and assimilated as it passes through the thirty feet of alimentary canal. There is always an excess of food left there which has not been absorbed and assimilated for use in the body. This must pass out through the intestines. Both the large and small intestines are important eliminative organs, eliminating not only excessive waste material from the use of too much food, but they also serve as organs for the elimination of body toxins, which are thrown out as a part of the feces. The contents of the colon is composed, in a large part, of these toxins, and only one-third to one-half of the colon's contents is really discarded food material.

The trouble with one who is suffering with constipation is that so much of the toxins are re-absorbed in the body, as the flow of the digestive juices become sluggish under certain conditions and the regular elimination of toxins from the body, which pass out through the colon, is repressed and retarded. When the feces is lumpy and has a tendency to solidify, it is not so much because of the use of the wrong food, as it is because of the fact that the intestines are not functioning as good eliminative organs, and are not throwing out their normal secretions.

One of the greatest causes of constipation must be considered the habit of not going to the toilet at regular times, but instead, waiting for some uncomfortable feeling which suggests the necessity for doing so. Regular habits must be established and each day a certain time set aside for taking care of this important function. The same time should be used each day and nothing allowed to interfere.

The position of the body while on the toilet is also quite important. It is advisable to assume as nearly as possible a squatting position. This can be accomplished by placing a chair close to the toilet and putting your feet on the rungs and bending slightly forward. This position opens up the lower bowels in a certain manner, making the passage of the intestinal contents more easy.

The use of too much sugar and starch, no doubt, contributes very largely to the cause of constipation, as these foods, in themselves, are constipating on account of the sticky effect they have upon the intestines. Lack of green vegetables is also another important cause of a stiff, compact colon. One who lives a sedentary life and does not use the abdominal muscles will be found to suffer from costiveness or some form of constipation.

It is advisable to take plenty of vigorous physical culture exercise each day. The "setting-up" exercise should be used each morning and night, until the abdominal muscles have regained their normal tone, after which one exercise period a day will be all that is necessary. These exercises should be started carefully at first and gradually increased as you find they are not producing soreness. The long walks should also be taken each day, starting with one mile the first day and gradually increasing the distance until you can walk four or five miles without fatigue.

(Continued Tomorrow)

QUESTIONS AND ANSWERS

QUESTION: T. R. writes: Will you kindly let me know if buttermilk is good for me to drink each day? I realize I must drink something, and I am very fond of buttermilk, but I would not like to have it make me any fatter, as I am 195 pounds now, and do not feel comfortable if I am any stouter. What is best to eat with buttermilk?

ANSWER: No other food of any kind should be used with buttermilk, with the exception of one kind of sugar fruit, such as dates, figs, raisins, etc. Buttermilk should not be used with a meal, and if you are desirous of reducing weight, all you need to do is to live on one or two quarts of buttermilk a day until your weight is reduced to the normal. This is a very easy way to reduce. You can take the buttermilk in place of meals, taking a pint at a time. This would make a quart and a half a day, and you will probably lose a half a pound to a pound a day on this diet until you reach the normal.

CLASSIFIED ADVERTISING

Neglecting Results Is a Fatal Fault—Newspapers Develop Wide Appeal in Real Estate Promotion—Burma Merchant Saw New York Ad

NEGLECTING results is a fatal fault among some classified advertising managers in the opinion of C. L. Perkins, *Chicago Herald Examiner*, and a director in the Classified Advertising Managers Association.

"Many classified departments put most of their effort on selling space and forget or neglect increasing results," Mr. Perkins said. "As a consequence, the more advertisements they sell—the more satisfied customers, the greater the reputation for non-production."

There are two methods of creating results for advertisers that are frequently neglected. The first of these is the selling of a greater number of insertions per ad. The other is getting the advertiser to furnish better copy. Many of the advertisements that fail now would produce results with better copy run for a greater length of time. I have discovered by test that real intelligent sales effort is rarely made."

Newspapers are developing a wide appeal in the promotion copy they are publishing to interest prospects in the real estate classifications. A few examples from different papers will prove this assertion to be true.

There is the full page advertisement used recently by the *Cleveland Press*, for example, which is headed "Buy Houses and Lots," with the italic sub-head "From the want-ads in today's Press." Then follows an attractive line drawing of a beautiful residential district and beneath the cut samples of the real-

estate ads appearing on the real estate page are reproduced.

In *Cleveland* the *Plain Dealer* has editorialized on the alliterative and catchy caption: "Making a Home or Making a Mistake." It expounds the theory of rent-saving by home-buying in a manner that is irresistible and ends with the laconic advice: "Let 'prosperous property owner' mean you."

Household furnishings are linked with a home building appeal in a quarter-page advertisement over the signature of the *Kansas City Star*. Under a cut showing a dining room set the boastful assertion is made in boldface type: "Were Two Steps Ahead."

This teaser leads the reader into a simply stated comparison of the nomads of Arabia to "we of the cooler climate" who "prefer permanent homes, attractive household goods, and an atmosphere of contentment and prosperity."

One way to insure the contentment obviously is to buy a permanent home and fill it with attractive furnishings, both of which may be bought at a saving that means later prosperity by consulting classified columns.

An interesting feature story was obtained from the experience of an advertiser in the classified pages of the *New York Evening Telegram* and was printed in that paper recently. It concerned a dealer in second-hand automobiles, who advertised in the *Telegram* exclusively, and gained a new customer in far away Burma as a result.

WITH THE GENERAL ADVERTISERS

Wisconsin Canners' Association to Raise \$300,000 for Drive—A. & P. Stores Increase Ad Appropriation for Campaign in Newspapers—Miami to Spend \$105,000

THE Wisconsin Canners' Association, at its convention in Milwaukee last week, voted a drive to raise \$300,000 among the pea growers of the state for a national advertising campaign in order to bring about the consumption of a large surplus crop stacked up in state warehouses.

More than half of the \$300,000 was pledged before the close of the convention by Wisconsin canners and supply companies, making certain the attainment of the \$300,000 goal.

The fund, it was unofficially stated, will be used entirely upon newspaper advertising and will be concentrated in 42 of the largest cities of the nation whose newspapers reach more than 70,000,000 readers.

The advertising appeal will be based upon the vitamin content of peas cooked in a vacuum. The state's canning industry returns \$17,000,000 to the growers of Wisconsin.

"Newspaper advertising stands ready to eat up the surplus," said H. W. Sehl, Chicago. "Magazine advertising may be artistic, but it is the newspaper that gets immediate results."

C. R. Gerretson, Chicago, was named chairman of the committee to handle the co-operative advertising campaign. Others on the committee are: R. F. Clark, Beaver Dam, Wis.; W. R. Roahe, Grand Rapids, Mich.; A. M. Bellack, Columbus, Wis.; and Ogden S. Sells, Chicago.

To increase its use of newspaper space, the Great Atlantic & Pacific Tea Company will increase its advertising appropriation by \$500,000 this coming year, it was announced this week. The company is now running an institutional campaign in the magazines.

The Chicago office of Lord & Thomas and Logan is now directing the account of the Miller Rubber Company, Akron, O. Magazines and newspapers will be used.

called the "Ben Franklin," and is manufactured by the Columbus Auto Brass Company, Columbus, O.

The Kleen-Heat Sales Corporation has changed its name to Kraase's Inc.

How the United Fruit Company turns a former loss to a gain by means of effective newspaper advertising was described by E. R. Grabow, general manager of the production department of that company at the first international conference of the United Fruit Company at Swampscott, Mass., recently.

"Newspapers are the most productive advertising medium used by the company," Mr. Grabow said. "Due to the newspaper advertising campaign of the last three years, we have been able to fill our ships during the spring and summer months, a period which formerly, so far as passenger traffic was concerned, was a dead loss. We have learned that to sell passenger transportation we must use newspaper advertising and quote prices, and have proved that new sales through the newspaper columns reach higher levels than from any other medium that we employ."

RIO GRANDE MERGER

The *Valley Morning Telegram*, which has been published at McAllen, Tex., has been consolidated at Harlingen, Tex., with the *Valley Daily Globe* of the latter city and the combined paper, issued mornings, is called the *Valley Globe-Telegram*. James Marion Bird published both papers. Edmunds Travis, formerly connected with the *Globe* as editor, has returned to Central Texas.

LONDON PAPERS USING U. P.

Beginning Nov. 1, the *London Daily Mail*, the *London Daily Express* and the *London Evening Standard*, three of the largest newspapers of Great Britain, became subscribers of the British United Press, which distributes the news service of the United Press within the British Empire.

JOINS HERALD-TRIBUNE

Lloyd Jacquet Named Radio Editor Succeeding Stephen L. Coles

Lloyd Jacquet has been appointed radio editor of the *New York Herald-Tribune* to succeed Capt. Stephen L. Coles.

In 1922, when radio received its first great publicity and began to find many enthusiastic fans and followers, Mr. Jacquet, then just out of college, became the first technical radio editor—a new position on the staff of a newspaper—on the *New York Evening Mail*. This paper had started publication of a regular weekly radio tabloid, one of the first in the country. As a background for this work, Jacquet had 12 years of radio experimental and theoretical experience, as an amateur and commercial radio operator.



LLOYD JACQUET

M. D. CAN'T SIGN ARTICLES

British Association Threatens Expulsion of Medical Writers for Press

The British Medical Association has ruled that no doctor may append his signature to an article appearing in the press, and threatens to strike off its roll any doctor offending against this decree.

Sir Thomas Horder, famous physician, has suggested that all articles intended to give the public instruction on health and hygiene should be submitted to a censorship committee composed of doctors and press representatives.

This plan is meeting with much opposition from the doctors.

SOUTHERN PUBLISHERS

Now—more than ever—should the Southern newspaper publisher advertise his market.

The South is growing by leaps and bounds. Its natural resources are being transformed into gigantic industries, creating wealth and giving employment to hundreds of thousands.

This great economic and industrial revolution has created a new army of 20,000,000 potential buyers. Every city in the South represents a great buying power, and every newspaper publisher has a real market to sell.

We know the Southern Market. We understand how to prepare surveys and plan complete copy and layout campaigns that will sell your market and the value of your newspaper to the national advertiser. Let us show you how we do it.

"Tie Up Your Newspaper With Your Market"

PUBLISHERS SPACE SELLING SERVICE

49 West 45th St.

New York City

Copy - Layout - Art - Typography

'Our Customers Write Our Ads

**Boone, Iowa,
News-Republican
Says—**

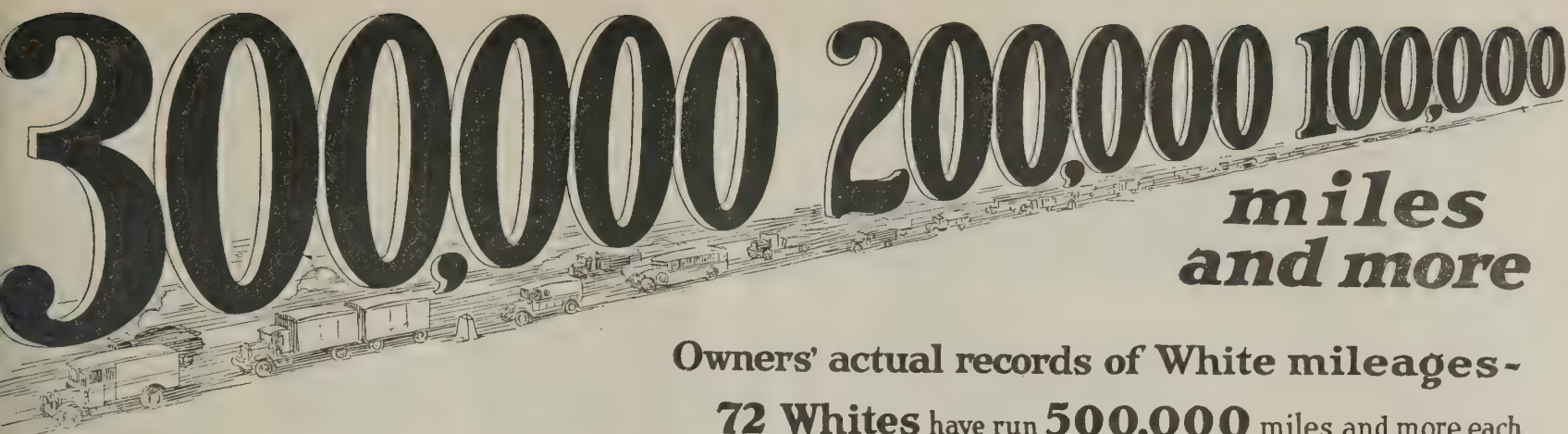
"We have had our DUPLEX TUBULAR press installed in our office for two years and find it just about perfect. The speed is wonderful and the simplicity makes it possible to get an excellent print every time the press runs."

**DUPLEX
PRESSES**

FOR ALL NEWSPAPERS

Duplex Printing Press Co.
BATTLE CREEK, MICH.

300,000 200,000 100,000 miles and more



Owners' actual records of White mileages -

72 Whites have run **500,000** miles and more each

384 have run between **300,000** and **500,000** miles each

951 have run between **200,000** and **300,000** miles each

1658 have run between **150,000** and **200,000** miles each

4959 have run between **100,000** and **150,000** miles each

giving the astounding total -

8024 Whites have run **100,000** miles and more each



No owner will operate a truck or bus long enough to run 100,000 miles, unless those miles are *money-earning miles*

100,000 miles—White miles—mean more than an exceptionally long distance; more than an exceedingly durable, well-built, well-serviced motor truck or bus.

They mean unusual profits. They mean net earnings—in excess of all costs. They mean continued earnings long after the original cost has been written off the books.

200,000 miles mean all that—doubled. 300,000 miles mean all that—trebled. So on Picture the earnings of the scores of Whites that have exceeded 500,000 miles. Then picture what these mileages would mean in your own business, knowing your average mileages for a week or a month or a year.

White 100,000-mile records are not isolated performances, not special achievements under especially favorable conditions. Whites, by the thousand, exceed 100,000 miles with a regularity that makes it standard performance. . . . All models do it. They do it in all lines of business. They do it everywhere, under all con-

ditions of load, road, weather and climate. They do it in fleets and in single installations.

More than 8,000 Whites have run 100,000 miles and more. More than 1,400 have run 200,000 miles or more. More than 400 have exceeded 300,000 miles. The original cost of most of these 8,024 Whites has been written off the owners' books. . . . And these mileages are actual owners' figures. They do not include many hundreds of additional Whites that have passed 100,000 miles, but whose owners have not sent us accurate records. Neither do they mirror the splendid earning records of thousands of Whites that have been serving dependably for ten, twelve, fourteen years, carrying their pay loads, without reaching the 100,000-mile mark.

This record, published annually, stands alone. No other truck manufacturer has ever published such a volume of evidence of dependability, long life and continuous earning power. No other truck manufacturer can.

THE WHITE COMPANY, CLEVELAND

Our new "300,000 Miles and More" booklet is just out, with the names of all the owners and the number of Whites each owns in each mileage classification. You will find leaders in all industries, firms in your own line of business, your neighbors, your business associates. We will gladly send the booklet free. Write for it.

Before you buy a truck or a bus see the Whites at any of our 75 factory branches or 500 dealers. There is a White model to meet every transportation need.

Truck Chassis

Model 15	— ¾-Ton\$2,150
Model 20	— 2-Ton2,950
Model 51	— 2½-Ton3,750
Model 40-A	— 3½-Ton4,350
Model 52	— Heavy Duty5,100

(Several types of power dumping bodies and hoists available)

Bus Chassis

Model 5316 to 21 passengers\$4,250
Model 50-B25 to 29 passengers5,350

(All prices f.o.b. Cleveland)

WHITE TRUCKS

and WHITE BUSES

ARTHUR DUNN IS DEAD; WASHINGTON WRITER

Went to Capital in 1889 for St. Paul
Pioneer Press—Was Representing
New York Evening Graphic at
Death—Wrote Books

Arthur Wallace Dunn, 67, for 37 years a Washington correspondent for various newspapers, died in Washington, Nov. 2. At his death he was representing the *New York Evening Graphic*.

Mr. Dunn first went to the national capital in 1889 for the *St. Paul Pioneer Press*. Later he acted for the *Portland Oregonian*. In 1893 he was placed in charge of the Congressional staff of the Associated Press, a position he held until 1906. He attained prominence as a political writer and toured the country with Presidential candidates. He represented the Associated Press in many national conventions and had a wide acquaintance with party leaders.

For years he sent a daily letter on Washington topics to the American Press Association. He also was a contributor to the *Review of Reviews*, *World's Work* and other magazines. Recently he became the Washington correspondent of the *New York Graphic*. He was the author of "Gridiron Nights," "Frontier Facts and Fiction" and "How Presidents Are Made."

Mr. Dunn was born in Meeker County, Minn., on Feb. 11, 1859. He began his newspaper career on the *Grand Forks* (N. D.) *Plain Dealer* in 1883. In 1890 he married Miss Lillian J. Nash of Chicago. Mrs. Dunn died last September.

Mr. Dunn was an organizer of the National Press Club and had been a member of the Gridiron Club since 1901, serving as President of the latter in 1906. He was a member of St. John's Episcopal Church. Mr. Dunn's son, Lieut. Commander Arthur Wallace Dunn, Jr., U. S. N., who has been on European duty as staff officer abroad the *Memphis*, is the only surviving member of the family. He was abroad at the time of his mother's death.

GEORGE R. STORY

George R. Story, 56 years old, manager of collections for 38 years and credit manager for the last five months of the *St. Louis Globe-Democrat*, died in that city on Oct. 29. Mr. Story's father, the late John Story became connected with the paper's collection department in 1862, being succeeded by George R. Story in 1890. Father and son were connected with this department for 63 years.

ANNIE OAKLEY DEAD

False Story Netted Famous Rifle Shot
Big Damages From Newspapers

Death of Annie Oakley, famous rifle-shot of the Buffalo Bill troupe, at her home at Greenville, O., at the age of 66, this week, recalled to newspaper men her series of libel suits some twenty years ago.

With a firm of Western lawyers she cleaned up a fortune from newspapers and press associations that had carelessly lauded, without verification although Miss Oakley was available at her home at Vineland, N. J., an item that came out of a police court in Chicago. A miserable woman of the street had been arrested on a charge of intoxication through "dope." When arraigned she told the judge that her "real name" was Annie Oakley, and pathetically asserted that she was the "famous rifle shot of the Buffalo Bill Show." She dramatically described her fall and begged for mercy. A reporter took her at her word and the story of "Annie Oakley's disgrace" was spread on the wires to the press of the country and widely printed without question.

When Miss Oakley, a grey-haired woman of stately dignity, appeared before juries in her many actions for damages, and told her story newspaper lawyers were glad enough to negotiate fat settlements in private chambers. It was

never known how many hundreds of thousands of dollars the offending newspapers paid to her, but the amount was substantial.

H. E. ALEXANDER DIES IN PHILADELPHIA

Was Former Owner of Columbus (O.)
Dispatch and Trenton True American—Once Edited Zanesville Signal

Henry Eckert Alexander, a former partner in the ownership of the *Columbus Dispatch*, died at his home in Philadelphia, Thursday, Oct. 28, following an invalidism of several weeks and an acute illness of a week's duration.

Mr. Alexander was editor of the *Zanesville Signal* for several years following its purchase in 1898 from the D. H. Gaumer estate by the Alexander brothers, James R. and Henry E. About 20 years ago, H. E. Alexander disposed of his interest in the Signal and, in partnership with former Congressman Gill, of Steubenville, purchased the *Columbus Dispatch*, which they later sold to R. F. and H. P. Wolfe, the present owners.

From Columbus, Henry E. Alexander went to Trenton, N. J., where he purchased the *True American*, which paper he conducted and edited for several years. It was while in Trenton that he became personally interested in Woodrow Wilson's political future, aided in electing him governor of New Jersey and was also instrumental in securing Wilson's nomination for the presidency.

A few years after disposing of the *True American*, Mr. Alexander became a political writer for the *Philadelphia Record*. His editorial labors impaired his health to such an extent that he spent several weeks during the past summer at Atlantic City, resuming his editorial work a few weeks ago.

Interment was at St. Clairsville, O.

ROBERT D. ANDERSON

Louisville Herald-Post State Editor
Killed in Motor Accident

Robert Doak Anderson, 38, former political and legislative reporter of the *Louisville Herald*, later secretary of the State Boxing Commission and more recently state editor of the *Louisville Herald-Post* was killed instantly in an automobile accident at 3 a. m., Sunday, Oct. 31. Mr. Anderson was on his way home from work when a taxicab, driven by an acquaintance, was sideswiped by a larger car. Anderson was hurled through the window of the cab against a tree on Eastern Parkway, near the Poplar Level Road, and his skull crushed.

Anderson, one of the most popular newspapermen in Louisville, had worked on newspapers here since 1911. He was a veteran of the World War.

He was a son of the late Congressman W. C. Anderson of Newport, Tenn., who, for some years, published a newspaper in that city.

Obituary

MRS. EMMA THRALL, 82, widow of Homer Thrall, late publisher of the *Carey* (O.) *Times*, is dead. Her daughter, Miss Eloise Thrall, is editor of the *Times*.

GEORGE G. BROWNELL, former publisher of the *Jamestown* (N. Y.) *Daily All* and later of the *Jamestown Times*, died in that city at the age of 61 years.

THOMAS E. PLUNKETT, former foreman of the composing room of the *Auburn* (N. Y.) *Advertiser-Journal*, died in the Union Printers Home in Colorado Springs, where he had gone in an effort to regain his health.

JAMES F. CANAVAN, director of the creative departments of the *Providence* (R. I.) *News* and the *Providence Visitor*, a Catholic paper, died at his home in Providence Oct. 22. A native of Worcester, he was advertising manager

of the *Catholic Messenger* for more than 10 years.

Funeral services were held at Columbus, O., Monday for MRS. DAISY KRIER, 45, for a number of years, society editor of the *Columbus Citizen* and later dramatic critic for the *Ohio State Journal*. She died at the home of her daughter in Washington, D. C.

JEREMIAH MEEGAN, 68, father of John Meegan, secretary to W. J. Conners, Sr., and James Meegan of the *Buffalo Courier* staff, died recently.

WILL N. PICARD, 59, former printer and newspaper publisher, died at his home at Arcadia, Cal., Oct. 19. He was in the government printing office at Washington, D. C., for six years and was sent to Manila to install a printing office there for the Philippine Islands. He was born at Williamson, Mich., in 1867 and leaves a wife.

CARL UNHOLZ, 41, former publisher of several Bureau county, Illinois, newspapers, died Oct. 21. He was associated with his brothers in the *Bureau County Record* and later the *Spring Valley Gazette*. Papers in LaMolle and Wyanet and recently at Paw Paw, Ill. were under his management. The widow and a son survive.

CHARLES F. HACKETT, 73, editor of the *Parker* (S. D.) *New Era*, the first paper in Turner county, died Oct. 20 after a long illness. Mr. Hackett had been a Dakota editor and publisher half a century, coming to the state as city editor of the *Yankton* (S. D.) *Herald*. He later purchased the *Swan Lake Era*, which he renamed *New Era*. When the railroad came to Parker, he changed to that city, rechristening his paper the *Parker New Era*.

DANIEL S. MCRAE, 47, since 1923 a member of the *Edmonton*, (Alta.) *Journal* staff, and prior to that for 20 years on the *Edmonton Bulletin*, died Oct. 21. He was a native of Charlotte-town, P. E. I., and gained his early newspaper experience as reporter on the *Guardian* and on the *Examiner* of that city. He went to Edmonton in 1903.

CHARLES T. PIERSON, formerly of the staff of the *Buffalo Courier* and later of the *Buffalo Times*, died recently in Los Angeles where he was serving as vice-president of the Southern California Edison Company. Mr. Pierson represented a number of New York State newspapers as war correspondent during the Spanish-American conflict of 1898. He then went to the *Los Angeles Herald* and later to the *Examiner* resigning to become publicity counselor of the Edison Company.

MRS. HOWARD J. ALBERT, wife of Howard J. Albert assistant circulation manager of the *Pittsburgh Gazette Times*, died at her home in Swissvale a suburb of Pittsburgh, Oct. 30.

IVERSON B. SUMMERS, 64, formerly city editor of the old *St. Louis Republic* and more recently with the *East St. Louis Daily Journal*, died recently. He was formerly connected with the *Chicago Tribune*, Quincy (Ill.) *Herald* and the *Cleveland Press*.

EUGENE F. McLAREN, 50, for many years on the editorial staff of Warren, Pa., newspapers died suddenly at his home in that city on Oct. 30.

JAMES E. MURREL, editor of the *Columbia* (Ky.) *Adair County News*, died last week at his home. He had been engaged in newspaper work for more than 40 years.

GEORGE W. O'BRIEN, who in 1890 established the *Olallam Bay* (Wash.) *Record*, died at his home in Sequim, Wash., Sunday, Oct. 10. Besides establishing the *Olallam Bay Record*, O'Brien also began publication of the *Sequim Press* in 1911 which he sold in 1921. After selling the Press, O'Brien took up the study of law and was later admitted to the bar.

THOMAS F. BRESLIN, for many years Associated Press operator and for about 15 years manager of the Western Union office in Fall River, Mass., died at his home in that city Oct. 27.

JOHN R. MCGILL, 72, for 25 years chief of the telegraph room of the *St. Louis Globe-Democrat* died at his home in Chicago following a general break down in health. Mr. Magill was for 52 years connected with the Western Union. He retired several years ago.

HARRY H. KEMBLE, 65, for more than 30 years a member of the advertising staff of the *Buffalo Evening News*, died suddenly in a Buffalo hospital following an operation for gallstones. He was with the *Buffalo Express* prior to his connection with the News.

THEODORE THEIS, 81, for more than 60 years connected with the printing business in Chicago and a veteran of the Civil War, died Friday, Oct. 22, at his home here. Mr. Theis was born in Luxemburg and came to Chicago with his parents at the age of 4. His first position after the Civil War was in the press-room of the *Chicago Tribune*. He soon became chief engineer of the Tribune plant. In 1869 Mr. Theis became superintendent of the electrotyping plant of Rand, McNally & Co., remaining until his retirement in 1904.

THOMAS J. COLFER, 25, of the auditing department of the *Chicago Tribune*, was instantly killed near De Motte, Ind., when he drove his automobile into a ditch.

THOMAS KAVANAUGH, known for years to thousands of readers of Harvey T. Woodruff's column, "The Wake of the News," in the *Chicago Tribune*, under the nom de plume of "Tyrone," died Oct. 25. He was one of the oldest contributors to the column.

LON P. SUTTER, 44, for many years engaged in the newspaper profession in Pittsburgh, died in the Pittsburgh Hospital on Oct. 20. He was connected with the old *Pittsburgh Leader* and for some years was railroad editor of the *Post*. Later he became associate editor of the *Iron Trade Review* and then entered into the steel business.

MRS. ELLEN KNABB, 93, widow of Jacob Knabb, publisher of the *Reading Times and Dispatch* for many years, died at her home in Reading, Oct. 18.

DAILY PAPERS FROM OTHER CITIES
HOTALING'S NEWS STAND
BROADWAY AND 43RD ST.
NORTH END THE TIMES BUILDING

"Perhaps the most cosmopolitan spot in New York City is Forty-third Street and Broadway . . . Here is a mammoth news stand which sells newspapers from every city in the world. . . Every town has similar stands, but none as huge as this, and none as varied and as picturesque in its patronage."

—Boston Transcript, Oct. 29, 1921.

HOTALING'S NEWS AGENCY, 308 WEST 40th STREET, NEW YORK

The Final Cost

It is not altogether the cost of fuel, but the cost of *using* it that tells the final story in your ledger.

One firm reports a 28% reduction in heat cost, for one process, through using gas.

Another firm has increased its productive capacity 6.4%.

Still another is saving at the rate of \$40,143.40 a year.

Thousands of similar cases might be cited.

But the important thing to you is: what will gas do in *your* plant?

Our interesting book, "Gas—The Ideal Factory Fuel", may help you to find the answer. Write for a copy today.

Four Advantages of Gas

Dependable—

any time, any place, any quantity.

Economical—

lowest final cost per unit of production.

Controllable—

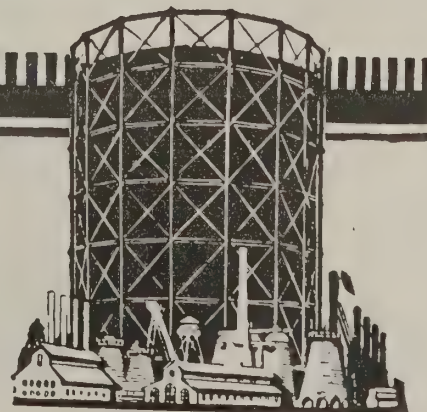
exact temperatures, automatically controlled.

Clean—

comfortable factory working conditions.

American Gas Association
342 Madison Avenue, New York City

**YOU CAN DO IT BETTER
WITH GAS**





By MARLEN PEW

ONE evening, after we had read our paper through and voted it as dull as dishwater Bill pointed to the fat discard hook in the center of the copydesk and said: "With no disrespect to anyone on this paper, I'll venture the belief that if the stuff on that hook had gone to the composing room and the stuff that went to the composing room had gone onto that hook we would have a paper worth reading tonight." He took the sting out of the remark by adding: "The trouble with us all is that we are as conventional in our selection of material as any drab old spinster in the choice of hats. We fear above all else that we might do something that has not been done before. Let's examine the discard hook." We did that little thing and got some shocks.

* * *

IT is long ago and I can only faintly recall the details of the revelations that came from a study of the discarded copy, but I do remember that we found story after story, fruit of the wires, syndicates, state correspondents and the local writing staff that seemed so much better than anything our pages were reflecting as the day's news that we were half sick with disgust in our work. Not only did we find wonderfully good stories in the discard, but investigation of the cut copy showed us that it had been the evident business of the copydesk to extract from almost every reporter's copy all of his fancy touches, flights of imagination, penetrating observation, strokes of color, humor and all of the scenery of his stage, making his actors strut on bare boards. The slaughter had been terrific and we sought to analyze the situation to find cause. Yes, some of the copy had been sloppily written, the work of our amateurs or experienced men who were not in the mood to do their best that day. This copy needed revision and the alibi was that no one on the desk had had time to furbish it. This did not, however, explain the elimination of dozens of excellent stories—good for the printers as they stood. Most of the good stories and the cut flourishes, we decided, represented the copydesk's determined effort to conserve newspaper conventions, a deadly process. Not only did it take the heart out of the paper, we decided, but it left every man on the staff coldly indifferent. It was poor stuff in those days, and it's just as poor stuff today. Almost any experienced newspaper man can, by reading a newspaper, tell whether the staff is working with that delighted, zealous interest that makes for achievement and joy in life or is whipped to a standstill by the repressions of executives who for reasons beyond their control fear to picture life as it exists or are so conservative and conforming in their natures as to be disqualified for the work.

* * *

FEW will debate against me when I assert that there is a tremendous amount of do-nothingism in our journalism today. I am fond of my craft and am here to defend it, but I know far too many men who have squandered their entire lives in the newspaper business without an achievement that can be recalled even by their closest friends, to write any blanket endorsements. They seem to be out of place. They have no conception of the power of their medium. They have no ambition that any clerk in a shoe store does not possess on equal terms. Whatever ability they may have to see and write of life is iron-

bound with drab conventionality. In their makeup there is no hint of the urge of Voltaire, Hugo, Dickens, Dana, Pulitzer, Watterson, Older or Magee to write something, some little or great thing, to let the light into the dark corners and guide our stumbling feet. Punishment is not for them, and they take care to avoid all complications. They are sometimes fired, all eventually die, but none resign.

* * *

THESE unhappy remarks spring from an event recently related in EDITOR & PUBLISHER office by a young newspaper man well-known to us as a "comer." After several years of successful work on various newspapers in New York he took a reporter job in a northern city and it lasted for a month. He was undone by his ability to produce a legitimate "beat." But let him unfold the yarn: "I am sure I acted a humble part in the office, but the M. E. had his eye on my stuff from the start. He had confided when he hired me that he did not want any 'funny stuff,' meaning that he was not in the market for metropolitan brilliancy. Of course, it was not much of a concession for me to make, since I boast of no such quality. I caught an assignment that led to another story that concerned one of Henry Ford's recent exploits. On my own initiative I worked on the story all day and half the night and landed it on the desk in the morning, with pictures. The M. E. came in late and the story appeared in the first edition. The wire service picked it up and carried a couple of hundred words. There was an explosion. The M. E. was profanely inquiring the source of my news. He confronted me with anger plastered all over his ample countenance. Where had I got it? Why, I got it from the people concerned; their interviews attested its authority. Said the M. E.: 'I think it is a fake. It doesn't read like our stuff. You can't run any of your New York monkey-shines on us.' I showed him photographs that proved my story, but he sent another reporter out to confirm it. He came back with a report favorable to me, but our stubborn boss continued to doubt the story and played it down. He looked at me with suspicious eyes for the remainder of the week when, much obliged, a Sunday paper in a large near-by city presented the same story, fully confirming my statements. Then my boss felt better but somehow, I had lost confidence in him and his shop. I did not care to remain and take the awful chance of being fired for handing in a legitimate beat."

* * *

A LITTLE incident, but it may explain more than is on the surface. A stupid editor, to be sure, but in varying degrees his like is not uncommon. Newspaper men knew the Teapot Dome story long before they started to write about it. It was queer that Tammany Hall would startle the people of New York with an exposé of milk grafting. Reporters are hog-tied by unwritten and unsaid repressions more often than we like to admit. But I know stores of offices where men are as free as men have ever been in American journalism.

"EAT MORE CURRANT BREAD"

Gordon Boggon, who organized the British "Eat More Fruit" advertising campaign, has control of a campaign to popularize currant bread the contract for which runs into many thousands of pounds.

Announcing The Galveston News (Morning and Sunday) and The Galveston Tribune (Evening) Combination

The GALVESTON DAILY and SUNDAY NEWS and the GALVESTON TRIBUNE are now under the same ownership and management, the TRIBUNE having been recently purchased by the GALVESTON NEWS.

Effective November 8, 1926, space will be sold in the national advertising field at a combination rate of 10 cents per line daily, FLAT, and which rate covers both newspapers, as space will not be sold in either paper separately.

Where an advertiser uses the SUNDAY NEWS with the EVENING TRIBUNE, instead of one of the weekday issues of the NEWS the rate will be 1 cent per line additional, or 11 cents per line, FLAT, for the SUNDAY NEWS-EVENING TRIBUNE combination.

Advertising may appear in both publications on the same day, or in the evening of one day and the morning of the next as may be preferred.

The GALVESTON NEWS-GALVESTON TRIBUNE combination gives to the national advertiser an absolutely complete coverage of the rich and responsive Galveston territory with over 70,000 population, which includes Galveston and the immediately surrounding prosperous points, such as Texas City, Lamarque, Dickinson, Hitchcock, League City, Alta Loma, Arcadia and Port Bolivar.

The GALVESTON NEWS was established in 1842—84 years ago—and the GALVESTON TRIBUNE in 1880—46 years ago.

Both newspapers are influential and respected in their community, and advertisers may be assured of reaching, through them, every worthwhile home in the Galveston field.

THE JOHN BUDD COMPANY National Advertising Representatives

New York	Chicago	St. Louis	Atlanta
Los Angeles	San Francisco	Portland	

Reproduced from page 5 of the October 23rd issue of EDITOR & PUBLISHER

HOW IOWA ADVERTISED

Publisher Tells Inland of Success Through Editor & Publisher's Columns

(By Telegraph to EDITOR & PUBLISHER)

CHICAGO, Ill., Oct. 21.—How the advertising of a state by its publishers was put across was graphically described by an Iowa member, Frank D. Throop, publisher of the *Davenport (Ia.) Democrat*, at the Inland Daily Press Association this week. He told of his pride in the close association of 28 Iowa newspapers which finally became the working body from 33 responses sent in from 45 Iowa newspapers asked to join the campaign. The Iowa publishers at first tried a song about tall corn to advertise the state but decided that the nation was misled into overlooking other Iowa interests. So they went in for paid advertising. They scattered their message among trade journals and newspapers but finally, in the last year, concentrated trade journal advertising in the EDITOR & PUBLISHER, with excellent results, he said. A full page a week in EDITOR & PUBLISHER brought in new contracts from foreign advertisers at a rate heretofore unknown to the group, Mr. Throop declared. He cited figures to show the increased lineage in the papers represented in the advertising group in 1926. There has been a gain of 3,660,425 lines as compared with 1925, a gain of 21.39 per cent. The advertising volume from January 1 to September 1, 1926, was 19,690,790 lines, he stated, as compared with 15,949,365 lines for the corresponding period in 1925. EDITOR & PUBLISHER, after a thorough test, has now been decided upon for concentration as an advertising medium, Mr. Throop said. When the newspapers had been organized an agency was agreed on and copy prepared for a broadside. All the member papers used the same copy so that not only was the message spread nationally but Iowa was sold to itself with pleasing results.

Have you made your reservation yet for the
Market Guide for 1927?

A. B. C.
Charter Member

EDITOR & PUBLISHER
SUITE 1700 TIMES BUILDING NEW YORK

A. B. P.
Member

CLASSIC VINDICATION OF PRESS IN HALL-MILLS TRIAL

(Continued from page 4)

believe the trial will be over in about a month or even three weeks, some have settled down here for a long stay, having brought their wives with them to this place which is anything but a resort town in itself but is picketed with many attractive road houses and dancing pavilions along the newly paved state roads. This is the quiet gang. Maybe they play bridge or go to the movies.

One place quite near the courthouse has developed into a sort of Amen Corner. It boasts an easy if somewhat cheaply covered lounge and a number of comfortable chairs and a piano. Veterans of the case may be found here almost anytime of an evening and up into the early morning hours discussing theories, asking questions, comparing notes and questions, or merely wise-cracking. From behind a closed door nearby comes a rhythmic clicking and a clinking.

In the Mirror house there happens to be 13 people and one black cat. The lone newspaper woman in the crowd, Gladys Calvert, a fetching brunette with blue eyes might be the 13th. Or is she lucky?

Newspaper men placing bets are asking odds of \$10 to \$3 on acquittal, even money on jury disagreement, and no money can be found to be wagered on the possible verdict of guilty.

An example of how the metropolitan newspapers assign their special trial staffs to cover the story may be seen in the case of the New York American. Damon Runyon is writing the daily lead for this newspaper and Universal Service; Miss Evelyn Lee Boone covers heart-interest stuff; Louis W. Fehr, legal aspects; John O'Donnell, features; Robert Conway, defense; Jack Hyatt, Jr., prosecution; Joe Schoenfeld, utility; and Arthur Miller, photographer. H. V. Wilkins, assistant city editor is in charge.

The Mirror's line-up is being directed by George Macdonald, city editor, and Herbert B. Mayer, originally assigned to the investigation which led to revival of the case. Reporters are Edward Doherty, Gladys Calvert, Arthur Mefford, Arthur O'Sullivan, Ray Doyle, and W. Pledge Brown. Five cameramen are assigned to the story by the Mirror. They are Walter Ranzinni, Tom Flanigan, William Wallace, Fred Must, and Jess Strait.

For the New York World are Dudley Nichols, writing a color lead; Eddie O'Toole, and Mazie Clemens.

Eugene McHugh, city editor, directs the staff of the New York Daily News, which, including three copy boys, numbers 19. The working quarters over a barber shop are equipped with typewriters, telegraph instruments, and dark rooms for developing picture plates. Under McHugh are George Kibble, Jack Reilley, Bob Acton, Grace Robinson, Frank Dolan, Floyd Acuff, and the photographers, Martin J. McEvilly, Edward Jackson, H. R. McCorry, Theodore Dalton, Philip Levine, Nick Petersen and Jack Tresilian.

Somerville people, despite the fact that 1,000 crowded on the court house lawn the first day appear to be generally stolidly indifferent to the trial. The inrush of visitors has stimulated trade and the townsfolk are busy tending their own businesses.

It is a different story in New Brunswick. It is there that New York and Philadelphia papers have put on circulation, particularly the former. When the second investigation first started young boys 12 and 13 years old were making \$15 a day selling the New York Mirror for five and ten cents a copy. They would get their bundles at the New Brunswick station at about 10 o'clock in the evening and take them home for the night. In the morning they would be on the streets as early as 5 o'clock to sell copies at a premium. The young son of the taxi driver who brought the writer to Somerville from New Brunswick still makes sometimes as much as \$8 a day selling the Mirror, his father said.

And if newspaper men are good judges of what the public wants, this story must also have a phenomenal international appeal.

"Its got the Thaw case beaten a mile," Denison of the Evening World said. "The Thaw story was simply a smut case. The Leopold and Loeb trial also exclusively concerned degenerates. This trial has got everything."

Louis Fehr, New York American, who as a lawyer as well as newspaper man and detective story writer has witnessed many trials declared the Hall-Mills case made the best newspaper story he has ever covered.

"It is the most fascinating and interesting case I have ever written about," he said. "It has in combination every element that makes a murder case great. Romantic love is confronted by the obstacle that both lovers are married and further complicated by the fact that both have religious scruples, making their relationship seem criminal to themselves. It involves people of wealth and social position, endangered by humiliation and legal punishment. The mystery surrounding the case has persisted for four years. As a whole, it represents a stupendous drama of the power of the state with all its agencies massed seeking the price of human life from persons placed in the pillory of indictment. And ranged with the power of the state is the power of the press."

"When the light is focussed on the court room it makes the legal trial the greatest game in the world, viewed by a public with mingled emotions of cruelty and sympathy, the same intermingling that caused the Romans to rule thumbs up or thumbs down on the people fighting for their lives in the coliseum."

COURT ORDERS ADAMS TO PRODUCE LETTER

Key Document in Indiana Klan Exposé
Wanted in Connection with Libel
Suits—Editor to Continue
His Fight

Thomas H. Adams, publisher of the *Vincennes* (Ind.) *Commercial*; Court Asher, former henchman of D. C. Stephenson, ex-Klan leader in Indiana, and William O. Feudner, secretary of the Indiana Republican Editorial Association have been ordered by Judge James M. Leathers of Superior Court, Indianapolis, to produce the original "contract letter" between Mayor John L. Duvall of Indianapolis, and Stephenson, a facsimile of which printed in the *Indianapolis Times*, led to a \$1,000,000 damage suit by Mayor Duvall against the *Times*, Adams, Asher, Feudner, the *Chicago Tribune* and others. The order was issued by the court on motion of Duvall's attorneys, whose suit alleges conspiracy to slander.

The "contract letter," addressed to Stephenson, who is now serving a life sentence in the state prison for murder, and with Duvall's name attached, contained a promise of extensive patronage if the former Klan leader would lend his support to Duvall's election. Mayor Duvall denies the whole document and calls it a forgery.

Editor Adams has announced that his political probe will "slow up" until sometime after election and has left Indianapolis for his home in Vincennes.

Adam declares that his own committee probe has not been abandoned, but merely "slowed up," and that it will be pushed through "to the finish." He says that "the result of the election will have no bearing on this kind of investigation and is of no importance to our work."

AFRICAN JOB OPEN

The candidate department of the Board of Foreign Missions of the Presbyterian Church, with offices at 156 Fifth Ave., New York, is seeking "a young man between 25 and 30, who understands monotype and linotype printing, and can manage and instruct a large force of native printers and apprentices"—and who also wants to go to Elat, West Africa.

10TH DISTRICT REELECTS SIMPSON CHAIRMAN

150 Attend Annual Meeting in Beaumont, Tex.—Earle Pearson Says
Advertising Dictates
Public Habits

After choosing El Paso for next year's meeting and re-electing Chairman James P. Simpson and Secretary Beemer Fisher, both of Dallas, the Tenth District International Advertising Association two-day convention ended at Beaumont Tuesday.

Among principal speakers was Earle Pearson, general manager, I. A. A. New York, who declared that America is the only nation which has reached the advertising-wise stage of development.

About 150 attended the Beaumont sessions. Many delegates, passing through Houston, were entertained Saturday night at a dinner given by the men's and women's advertising clubs of that city, with Robert H. Cornell as toastmaster.

The ad men reached Beaumont Sunday, when they enjoyed a trip down the Nechehes River to Port Arthur, with dinner there. On Monday Beaumont tendered them an automobile ride a speechless banquet and dance.

Waco and Wichita Falls invited the Convention for 1928. A "Futuristic extra" of the *Waco News-Tribune* was distributed forecasting selection of that city, while Alva Willgus, of Wichita Falls, nominating El Paso for 1927, said Wichita Falls expected to be chosen for 1928.

Declaring that America has become advertising-wise in the last quarter of a century, Pearson explained that he meant the public of America has come to accept advertising as a guide in the purchase of commodities, selection of securities and choice of services offered by various business enterprises.

"It accepts advertising as a matter of course and is influenced by it in its buying habits, whether knowingly or otherwise," he continued.

"If you don't believe this is so, compare the place of advertising here with that of other countries where advertising is just gaining a foothold. I attribute this in large part to two important factors, first, the efficiency with which advertising is used and the success the American manufacturer and retailer have had in making advertising of direct service value, not only to the advertiser but the buying public as well. Secondly, the organized effort through the Better Business Bureau movement in making advertising truthful, which has given the public reason to place confidence in advertising."

Besides Simpson and Fisher, officers elected include: Vice-Presidents, Art Millican, El Paso; E. C. Taulbee, Waco; Directors, I. W. Brown, Fort Worth; W. A. Garrabrant, Beaumont; L. Martin, Corsicana; Miss Louise Upshaw, Dallas; Paul Sargent, El Paso; H. A. McCelvey, Houston; R. G. Coulter, San

Antonio; Joe Dawson, Dallas; J. F. Reed, Galveston; J. M. Binkley, Sherman; Mrs. Clara Robinson, Houston; Alva Willgus, Wichita Falls; Miss Josephine Fisk, Wichita Falls; Miss Marion Johnson, San Antonio.

Put on the program as a substitute Dr. T. S. Armstrong of Groesbeck, Tex., proved a headliner with the church advertising address he delivered at the Philadelphia convention. Others participating in the program were: J. R. Ozanne, Chicago; Bob Mooney, Temple, Okla.; Frank Shoup, Dallas; Dale Rogers, Houston; Frank Colby, Houston; L. A. Rogers, secretary, International Association of Display Men, Chicago; George Forristall, Houston; Harry Riehl, manager, St. Louis Better Business Bureau; C. B. Gillespies, *Houston Chronicle*; F. W. Ellsworth, New Orleans; John W. Carpenter, Dallas, head of the Advertise Texas Committee.

DAILIES OFFER REWARDS

Blade and News-Bee Offer Large Sum
for Arrest of Slayers

The *Toledo Blade* has posted reward of \$1,000 each for the slayers of Lil Dale Croy and Mary Ann Alden who were murdered in Toledo recently. Renewal of the clubber hysteria has followed the murders of the women.

The *Toledo News-Bee* has a standing offer of \$500 on the clubber. Miss Croy, a school teacher, was slain on her way home from a night class in Toledo university. Mrs. Alden was found dead in her home six or seven hours after police received an anonymous telephone tip of a shooting at Mrs. Alden's home.

An attack was made on Norman Hauger, *Blade* staff photographer, at the Croy funeral by a relative of Miss Croy who thought the case had had too much publicity.

The relative, aided by a plain cloth policeman, took a plate from Hauger's camera. The camera was only slightly damaged. Hauger offered no physical resistance.

MAGAZINE MEN SEE COOLIDGE

A delegation of magazine publisher headed by Cyrus H. K. Curtis, and representing the National Publishers Association, conferred with President Coolidge in Washington Oct. 27. It was indicated they were interested in revising the Post office Department's budget system in manner which might result in lower postal rates. Others in the delegation were R. J. Cuddihy, *Literary Digest*; A. Baldwin, association president, and A. Pearson.

FIVE NEW A. P. PAPERS

Election of five newspapers to membership in the Associated Press was announced this week. They are: *Peoria* (Ind.) *Morning Chronicle*, *Hiawatha* (Kan.) *Daily World*, *Suffolk* (Va.) *News*, *Lubbock* (Tex.) *Avalanche*, and *Yokum* (Tex.) *Herald*.

~FOR PROMPT SERVICE~

TYPE

BORDERS ~ ORNAMENTS ~ BRASS RULE

Printers' Supplies

KELLY PRESSES ~ KLYMAX FEEDERS ~ PAPER CUTTERS
HAMILTON WOOD AND STEEL EQUIPMENT, INCLUDING OUR
AMERICAN CUT-COST EQUIPMENT

Carried in stock for prompt shipment at the following Selling Houses of the

American Type Founders Company

BOSTON	RICHMOND	DETROIT	MINNEAPOLIS	SAN FRANCISCO
NEW YORK	ATLANTA	CHICAGO	KANSAS CITY	PORTLAND
PHILADELPHIA	BUFFALO	CINCINNATI	DES MOINES	SPOKANE
BALTIMORE	PITTSBURGH	ST. LOUIS	DENVER	WINNIPEG
	CLEVELAND	MILWAUKEE	LOS ANGELES	



How Much SALES ARE *You Losing in* NEW YORK State?

1,748,886 families representing 1,215,640 incomes must be fed, clothed and amused every day in the year in the Empire State. How many of these families, when they visit the grocer, druggist, hardware dealer, shoe store, clothier or department store, ever ask for your product? Do these 11,162,151 New Yorkers know of its existence and its value to them?

How much sales are you losing? Why not go after these buyers who purchase every worth while commodity under the sun, without limit to price or quality?

The people of the Empire State, richest of all States in the country, pays 25% of the nation's taxes. In this prosperous territory 146,639 have incomes of \$5,000 and over.

Don't overlook this major market. It is easy and economical to cover. The newspapers listed below will show you how.

	Circulation	2,500	10,000		Circulation	2,500	10,000
	Lines	Lines	Lines		Lines	Lines	Lines
**Albany Evening News.....(E)	34,444	.10	.10	*New Rochelle Standard-Star.....(E)	7,976	.04	.04
**Albany Knickerbocker Press.....(M)	34,018	.11	.11	*The Sun, New York.....(E)	265,000	.60	.56
**Albany Knickerbocker Press.....(S)	56,924	.16	.16	†New York Times.....(M)	358,350	.80	.784
*Amsterdam Recorder-Democrat.....(E)	7,824	.04	.04	†New York Times.....(S)	591,425	1.00	.98
†Auburn Citizen.....(E)	6,278	.065	.065	†New York Herald-Tribune.....(S)	343,716	.693	.672
**Brooklyn Daily Eagle.....(E)	73,764	.22	.22	††New York World.....(M)	287,682	.595	.58
**Brooklyn Daily Eagle.....(S)	84,997	.22	.22	††New York World.....(S)	582,929	.595	.58
{ Buffalo Courier-Express.....(M)	118,588	.22	.22	††New York Evening World.....(E)	294,442	.505	.58
***{ Buffalo Courier-Express.....(S)	154,046	.30	.30	*Niagara Falls Gazette.....(E)	21,508	.07	.07
**Buffalo Evening News.....(E)	138,294	.25	.25	*Port Chester Item.....(E)	4,695	.03	.03
†Buffalo Evening Times.....(E)	107,027	.21	.21	*Poughkeepsie Star and Enterprise.....(E)	12,974	.06	.06
†Buffalo Sunday Times.....(S)	127,231	.21	.21	*Rochester Times-Union.....(E)	70,660	.21	.20
†Corning Evening Leader.....(E)	9,098	.05	.05	*Syracuse Journal.....(E)	64,910	.16	.16
*Elmira Star-Gazette Advertiser.....(E&M)	34,370	.11	.11	*Troy Record.....(M&E)	21,709	.06	.06
*Freeport Daily Review.....(E)	9,011	.05	.05	†Watertown Standard.....(E)	18,220	.07	.07
*Geneva Daily Times.....(E)	5,292	.04	.04	*Watertown Times.....(E)	17,388	.08	.08
*Gloversville Leader Republican.....(E)	7,108	.035	.035				
*Ithaca Journal-News.....(E)	7,567	.05	.05				
**Jamestown Morning Post.....(M)	11,722	.04	.035				
*Middletown Times-Press.....(E)	7,145	.04	.04				
*Mount Vernon Daily Argus.....(E)	10,437	.05	.05				
*Newburgh Daily News.....(E)	12,130	.06	.06				

** A. B. C. Statement, March 31, 1926.

†† Government Statement, March 31, 1926.

*** Merged as Buffalo Courier-Express, June 14, 1926.

† Government Statement, Oct. 1, 1926.

* A. B. C. Statement, Oct. 1, 1926.

LO! THE POOR AD SALESMAN!

One of the Tribe Pauses Between Leaps from Door to Door on His Pogo Stick to Tell Hardships of His Lot

By M. JAY KLEIN

I AM only an advertising salesman. In other words I am the guy that pounds the pavement. The famous slogan that applies to the letter carriers and appears on the front of the general post office in New York, which reads, "neither rain nor snow nor heat nor cold, can keep these couriers from their daily appointed tasks" can be applied to me and my ilk.

In the editorial rooms, our efforts and our work is termed prostitution. The advertising managers—our chiefs—look down on us as necessary evils. The business office terms us as deliberate conspirators. The paymasters smile when they hand us our weekly salary—a smile that seems to say "what nerve! Here again!" Our clients, as we call our advertisers, think that we were born purposely to annoy them. The composing room gang think we are absolutely dumb and hopeless.

When the advertising agency that handles our pet accounts make an error—they blame the advertising salesman. If we give one of their advertisers good position—the agency gets the credit. If we should get the account direct from the advertiser—we get cussed at by the agency. If we go to the agency first—we are told to see the account. If we originate an idea—and some of us do sometimes—and submit it to the advertiser and he thinks well of it—the advertising agency kills it, because it can't be any good if it comes from an advertising salesman. If we submit it first to the advertising agency—the agency takes the credit and gives the advertising that was created through the idea to another newspaper, other than the one that we are employed by. The agency contact man then picks a fight with us—and tells us "to stay the hell away from their office." If the agency is young and struggling they cater our friendship—to get all they can from us. When they get big and a few of them do—they have us transact business with them through their office boy, or some smart female sekretary.

When an agency gets instruction to put our paper on their list—they call us up first and with the dignity of a Queen inform us of the task they had convincing the dumb advertiser that ours was the right medium to use. When they cannot get us the copy—they tell us with a smile how utterly impossible it is for them to get us on the list—but to come back again for the final no. We never hear the final NO from the advertising agency principal, but get it from the impish office boy, who tells us "de boss said NO, on the Bumkem account."

When big sporting events break, the agency gentlemen call me by phone and ask me to call on them. The interview usually ends by saying "try and get me two, way down front, won't you old man," and I and others of my ilk fall for that.

Our bosses think that all we do all day, is sit at shows and smoke big cigars, that the paper is paying for. Some bosses think that we devote our few waking hours to shooting pool. They think that the advertising we bring in was mailed to us, with a pleading letter—"asking us to please insert it."

The advertisers think we are just one step below a gunman. They believe that the type rule we use—some of us carry type rules—is a dagger, and if they refuse us their copy—we cut their throat. If a newspaper man commits a crime—the newspapers carry the story that the criminal was an advertising man. If an advertising man does something worthwhile—the newspapers carry the story that Mr. So and So is an editor.

The only time our name ever appears in print in the paper that employs us is when we die. Then they charge our estate so much per line, under death notices. The only time they give our clients any publicity is when the advertiser gets in wrong.

We get hired and fired at the will of any advertising manager. If we last a year, we get a vacation. If at the end of the vacation our clients still stick to us, our manager gives us the gate. If we ask for explanations, we are told that "well, old man, you are not doing anything for us, you see you went away and copy is still coming in." When we leave or get fired, the boys usually give us a token of their esteem. This token is usually a well fitted traveling bag and bears a cheery message "hope you use it often."

Most of us get flatfooted on the job. None of us ever get wealthy. Next time you pass a mansion, you can safely bet that no advertising salesman lives there—but some dumb guy, who made his wealth through the ideas of some clever advertising salesman.

Cal Coolidge, our President, credits advertising and maintains it is a mighty fine thing for any business. But who sells it—the editor—the publisher—the star reporter—the bookkeeper—the advertising agency—no sir—it's the humble advertising salesman, me and some other guys.

AUSTRALIAN RECORDS SMASHED

Australian records for big papers were smashed last month when the *Melbourne Argus* and *Australian* issued a souvenir supplement to mark the completion of their new offices. The complete paper was made up of 56 pages of 8 columns each, the ordinary news section comprising 24 pages and the supplement 32. As an example of half-tone work the issue has special interest to newspaper men, the cuts being produced with exceptional clearness and detail.

FIRE DESTROYS OHIO PLANT

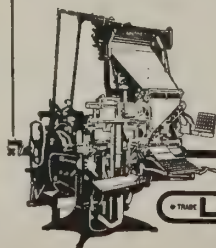
Fire caused by a defective flue destroyed the plant and equipment of the *Bedford* (O.) *Times* entailing a loss of \$35,000 with partial insurance.

From the Linotype Mailbag

"That's the Kind of Service"

Please accept our thanks for your promptness. Part ordered by wire about 10 A. M. Friday was received on the 8 A. M. I. C. train Saturday, September 4. That's the kind of service I like and it is a pleasure to deal with a concern which is interested in its customers.

The Sun
Sheldon, Iowa



TRADE LINOTYPE MARK

NEWSPRINT 80% PULP DUTY FREE IN U. S.

Customs Court Holds Term "Standard"
Covers Material Useable
on High Speed
Press

A decision has just been handed down by the United States Customs Court, involving the correct tariff treatment of standard newsprint paper imported at Ogdensburg, by F. W. Myers & Co.

In summarizing the court's conclusions, Judge Fischer held that the term "standard newsprint paper," being without any definite or uniform trade meaning, must be construed in its ordinary sense. Paragraph 1672 of the Tariff Act of 1922, he declared, contemplates newsprint of a standard weight of not less than 30 nor more than 35 pounds a ream of 500 sheets, 24 by 36 inches, of tensile strength sufficient to meet the requirements of modern, high-speed newspaper presses with a minimum of "breaks," and of a texture, quality and finish to insure the ready absorption of ink and the production of clear impressions without indication thereof on the reverse side.

In concluding, Judge Fischer states that while the purchasing publisher determines the color, he regards as immaterial the nature or kind of ingredients.

The court decided that newsprint containing 80 per cent mechanically ground wood pulp and 20 per cent sulphate is free of duty under Paragraph 1672, as standard newsprint paper. The collector at the port of Ogdensburg assessed duty on the paper at the rate of $\frac{1}{4}$ of 1 cent per pound and 10 per cent ad valorem under Paragraph 1301, as "printing paper not specially provided for," which assessment is set aside by the court.

Our idea of a conservative radical is a person who merely touches the affected spot with his fingers when he sees a fresh paint sign, instead of sitting down on it.—*Ohio State Journal*.

A paper with the people

The public decides the progress of a newspaper.

The continuous rising circulation of the New York Evening Graphic vividly demonstrates popular acceptance of this newspaper as a medium of unusual reader interest.

Advertisers daily realize the benefit of this power through achieved results from the advertising columns of the New York Evening Graphic.

With a constantly increasing circulation, plus a constant growth in advertising lineage, the New York Evening Graphic offers the advertiser an extremely profitable opportunity.

Published by BERNARR MACFADDEN

NEW YORK
EVENING GRAPHIC

H. A. AHERN, Advertising Mgr.
25 City Hall Place
New York City

have
you been
following the
remarkable
growth
of the
Detroit Times

330

NEWSPAPERS

have solved their checking proof problems by subscribing to our Complete Checking Proof Service. . .

The following partial list of subscribers indicates the scope of our appeal.

Baltimore, Md.—News
Baltimore, Md.—American
Baltimore, Md.—Sun
Battle Creek, Mich.—Enquirer-News
Bay City, Mich.—Times Tribune
Belleville, Ill.—News Democrat
Beloit, Wis.—News
Berkeley, Cal.—Daily Gazette
Bethlehem, Pa.—Globe Times
Binghamton, N. Y.—Press
Birmingham, Ala.—Age-Herald
Birmingham, Ala.—Post
Bloomington, Ill.—Pantagraph
Boston, Mass.—American
Boston, Mass.—Herald
Boston, Mass.—Post
Boston, Mass.—Transcript
Boston, Mass.—Traveler
*Brockton, Mass.—Enterprise
Buffalo, N. Y.—Courier Express
Buffalo, N. Y.—News
Burlington, Ia.—Gazette

*This publication has started our complete checking proof service with the November 1st issue.

WE HOLD SUBSCRIBERS
ON SERVICE
—NOT CONTRACTS

Complete
details
upon
request

The Advertising
CHECKING BUREAU

538 So. Clark St. CHICAGO
79 Madison Ave. NEW YORK

BUILDINGS PLANT LAYOUTS PRODUCTION OPERATION

An organization specializing solely in newspaper building design, manufacturing and production problems.

S. P. WESTON

Newspaper Buildings
Plant Layouts
Production, Operation

120 West 42nd Street New York

AD-TIPS

George Batten Company, 332 South Michigan avenue, has prepared a tentative list on Celotex Company, Chicago.

George Batten Company, Inc., 383 Madison avenue, New York. Will direct the advertising of the American Fruit Growers, Inc., Pittsburgh, Pa., distributors of Blue Goose Fruits and Products.

The Biofood Corporation, Riverside, Ill. has transferred its account to Harry R. Gelwicks Company, New York.

Glen Buck Company, 39 So. LaSalle street, Chicago. Placing 4t orders with newspapers in various sections for the W. A. Sheaffer Pen Company, Fort Madison, Iowa.

The Glen Buck Company, Chicago, has issued schedules to newspapers generally on Sheaffer Pen Company, Fort Madison, Ia.

Byer & Bowman, Continental Building, Columbus, Ohio. Have secured the accounts of the American Stained Shingle Company and the National Business Brokers Corporation, both of Columbus, Ohio.

Burnett-Kuhn Company, 605 North Michigan avenue, Chicago, is sending out copy to a list of newspapers on the New York News.

Collins-Kirk, Inc., 752 North Michigan avenue, Chicago, will use page copy on O'Cedar Corporation.

Collins-Kirk, Inc., 752 North Michigan avenue, Chicago, is making up a list on Murine Eye Remedy Company, Chicago.

Campbell-Ewald Company, General Motors building, Detroit. Placing the advertising of the Copeland Products Company, refrigerator, Detroit. Also in charge of the account of the Liberty Homes Company, Bay City, Mich., manufacturers of "Liberty" Ready Cut Homes.

Nelson Chesman & Co., St. Louis, is issuing schedules on Paris Medicine Company, St. Louis.

S. A. Conover Company, 99 Chauncey street, Boston, Mass. Again placing orders with newspapers in various sections for the United Fruit Company, S. S. Lines, Boston, Mass.

Diener & Dorskind, 228 W. 42d street, New York City. Handling the account of the Denver Pharmacy-Manufacturing Company, Thymo Chestin, Long Island City, N. Y.

A small list of towns will receive orders from **D'Arcy Adv. Co.**, St. Louis, on Anheuser Busch Company, St. Louis.

The D'Arcy Advertising Company, St. Louis, has prepared copy on White Truck Company.

Albert Frank & Co., New York. Will direct the advertising of C. E. Mountford Company, manufacturers of resistances for radio purposes. This Company is also sending out orders to newspapers in selected sections for the Washington Sunset Route.

Ferry-Hanly Advertising Company, 6 North Michigan avenue, Chicago. Sending out copy to papers in the middlewest for Purity Bakeries.

Geyer Advertising Company, Dayton, O., is preparing a list on Frigidaire Corp., Dayton, which will be ready in a few weeks.

Harry M. Frost Company, 101 Tremont street, Boston. Placing orders with newspapers in various sections for the Boudette Manufacturing Company, Sonochorde Radio Cone Speaker, Chelsea, Mass.

Green & Van Sant Co., Citizens' National Bank building, Baltimore. In charge of the advertising of the International Bedding Company, Baltimore.

Homer McKee Company, Indianapolis, may prepare some teaser copy on Marmon Motor Car Company, Indianapolis, before Christmas, in preparation for the automobile show in January.

J. R. Hamilton Company, 326 West Madison street, Chicago, is issuing page copy to a few of the larger cities in the Middle West on Hydrox Company (Strawberry Pie), Chicago.

Charles W. Hoyt Company, 116 West 32d street, New York. Placing 1 in. 35t orders with newspapers generally for the Piso Company, Medical, Warren, Pa. Also placing advertising of the New York Lubricating Oil Company, manufacturers of Monogram Oil.

H. W. Kastor & Sons Company, 14 E. Jackson blvd., Chicago. Starting a campaign in certain sections for the Brunswick-Balke-Whollender Company, Chicago, manufacturers of billiard tables.

Klau-Van Pieterseon, Dunlap, Younggreen, 117 Sycamore street, Milwaukee. In charge of advertising of the Wisconsin Food Products, Nut Butter, Jefferson, Wis. May also do some advertising in a few scattered spots in the middlewest where distribution can be secured for the Pabst Corporation, Milwaukee, Cheese.

Lamport-MacDonald Company, J. M. S. building, South Bend, Ind. Placing the account of the McCray Refrigerator Company, Kendallville, Ind., manufacturers of refrigerators for all purposes. Also placing the advertising of the Horton Manufacturing Company, Washington Machine, Fort Wayne, Ind.

Lord & Thomas and Logan, 225 Bush street, San Francisco. Planning territorial campaign or the California Co-operative Canneries, Inc.

Lord & Thomas and Logan, 400 No. Michigan avenue, Chicago. Handling the advertising of the Miller Rubber Company, Akron, Ohio. This agency will also use six metropolitan papers on the advertising of Sloan Valve Co., Chicago, the campaign to start with page copy with the possibility of more advertising later in the winter.

Lord and Thomas and Logan, 400 North Michigan avenue, Chicago, is again handling the account of Van Ess laboratories, Chicago.

Lord and Thomas and Logan, 400 North Michigan avenue, Chicago, is sending copy on Electric Household Utilities Corp., Chicago, to a few far Western papers.

Mathewson & Sinclair, 45 W. 45th street, New York. Sending out orders to newspapers in selected sections for Lyman Farm, McIntosh apples, Middlefield, Conn.

James L. McCormick Advertising Agency,

Amarillo, Texas. Appointed advertising agents for the Amarillo Hotel and Herring Hotel, both of Amarillo, Texas.

MacManus, Incorporated, 82 E. Hancock avenue, Detroit, Mich. Placing the advertising of the Champion Spark Plug Company, Toledo, Ohio, manufacturers of "Champion" Spark Plugs.

Midland Advertising Company, Cincinnati, will issue new and additional schedules within a month on Kodel Company (Radio), Cincinnati.

Milne-Ryan-Gibson Company, Seattle, Wash. Will use the radio pages in Pacific Coast newspapers for an advertising campaign on the Coast Dry Battery Company, Seattle.

Mitchell-Faust Adv. Co., 7 South Dearborn street, Chicago, expects to release some advertising soon on Granu-Lax, a product of the Sugar Products Co., Chicago.

Morris-Harris Company, 400 North Michigan avenue, Chicago, is preparing a small list of papers in the Middle West on Moon Chemical Company, St. Louis.

Motor Tool Specialty Company, Chicago, is placing some advertising direct on Zowie soap, in papers of the smaller towns in Wisconsin.

Nelson Chesman and Company, St. Louis, Mo., is sending copy on Nature's Remedy Company, to some Pacific Coast newspapers.

P. F. O'Keefe Advertising Agency, Inc., 43 Bromfield street, Boston. Placing the advertising of Landers, Frary & Clark, New Britain, Conn., manufacturers of "Universal" Household Helps. Also making some newspaper contracts for the Heywood, Wakefield Company, Furniture, 209 Washington street, Boston.

Frank Presbrey Company, 373 Fourth avenue, New York. Has been appointed advertising agents for M. C. D. Borden & Sons, dry goods, 90 Worth street, New York.

Procter & Collier Company, Inc., McMillan street, Cincinnati. Making up lists for the Lastik Patch Manufacturing Company, Hamilton, Ohio, manufacturers of the Inner Tube Patches & Blow Out Plasters.

Fred M. Randall Company, Book Tower building, Detroit. Handling the account of the Garford Truck Company, Lima, Ohio, manufacturers of motor trucks and motor buses.

Robbins & Pearson Company, Columbus, Ohio. Sending out orders to Western and Southern newspapers for the Ohio Valley Coffee Company, Sorority and Ben San Coffees, Portsmouth, Ohio.

Roche Advertising Company, Straus Building, Chicago. Now handling the account of the National Toilet Company, Nadine, Nadinola, etc., Paris, Tenn.

The Roche Advertising Company, 310 South Michigan Boulevard, Chicago, has been appointed to the account of the National Toilet Company, Paris, Tenn.

Arthur Rosenberg Company, 110 W. 34th street, New York. In charge of advertising account of Leon, Inc., New York.

E. T. Sadler Company, 431 North Michigan avenue, Chicago, is sending copy schedules to middlewest papers on Mid-Continent Petroleum Co.

Russel M. Seeds Company, Indianapolis, is preparing a list on Milks Emulsion Company, Terre Haute, Ind.

Southwestern Advertising Agency, Dallas, Texas. Sending out schedules to Ohio and Southern papers for the Standard Oil Company, New Jersey, manufacturers of "Flit."

Herman W. Stevens Agency, Globe Building, Boston, Mass. Placing a campaign for Deerfoot Farm Sausages and Deerfoot Milk on first pages of all New York and Boston newspapers from October to March.

J. Walter Thompson Co., 410 North Michigan blvd., Chicago, will handle the advertising of Libby, McNeil and Libby, Chicago, on their Chili Con Carne in the near future.

W. I. Tracy, Inc., 270 Madison avenue, New York. Placing orders with some New York City newspapers for the Chisel Edge Claw Hammer Company, Hoboken, N. J.

About a half dozen coast papers are receiving copy from **Turner Wagener Company**, 400 North Michigan avenue, Chicago; on Nichols Nasal Cream, **Charles H. Nichols Co.**, Chicago.

Vanderhoof & Co., 167 East Ontario street, Chicago, is issuing schedules to a few Middle West papers on Quix Laboratories (a corn cure), 28 line copy to run several times.

Wade Advertising Company, 130 North Wells street, Chicago. Starting a campaign in Middle-west newspapers to advertise Protane Bottled Gas, for the Illinois Bottled Gas Company, Chicago.

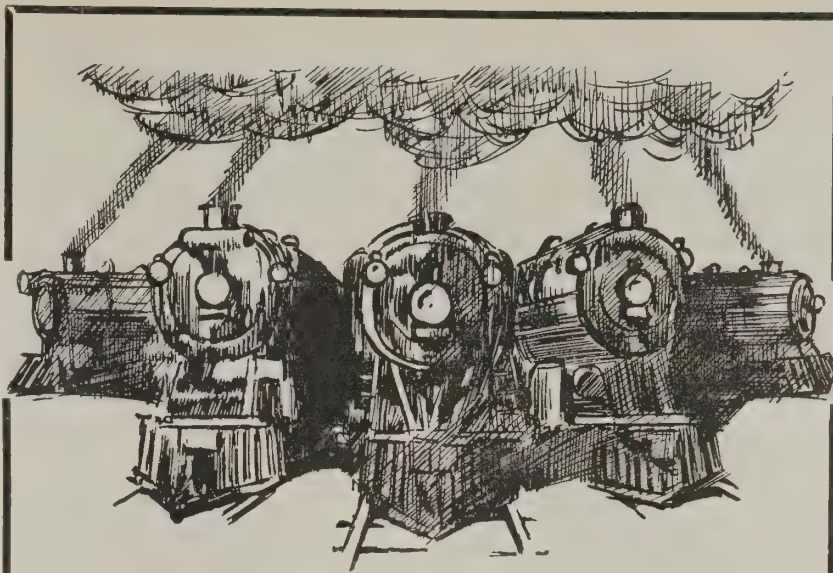
White Truck Co., Cleveland, is expected to do some advertising soon through D'Arcy Advertising Co., St. Louis, Mo.

P. P. Willis, Inc., 507 Produce Exchange building, Toledo, Ohio. Handling the account of the Duesenberg Motors Company, Indianapolis, Ind.

Winsten & Sullivan, 19 W. 44th street, New York. Placing advertising for the Hammond Typewriter Company, New York.

FREIGHT INCREASE APPROVED

An increase in freight rates on newsprint and poster paper from Camas, Wash., and Oregon City and West Linn, Ore., to Spokane and related points in the northwest was found justified Oct. 28 by the Interstate Commerce Commission in Washington, D. C. The order issued by the commission permits the railroads to increase their present rates on newsprint from 40 cents to 54½ cents per 100 pounds.



ILLINOIS

Has more railroads per square mile than any other State

Illinois is the home of the greatest railroad center in the world. Twenty-four trunk lines enter one city alone and make direct connections with 12 steamship lines. Illinois has 12,545 miles of standard steam railroads, and 2,700 miles of electric line. Being midway in the nation—the railroads radiate from Illinois as the streets and boulevards radiate from the business district of a large city. North—South—East—or West—the main lines have their central terminals in Illinois. To serve the great buying Nation, Illinois has developed the greatest package freight center in the world. More than 2,500 package freight cars leave one city alone every 24 hours. This perfect system of transportation is the great reason for the rapid rise of Illinois as a leader in the world's commerce. As a market for the national advertiser, very few equal it. Its people know values and are great consumers of quality products.

Enlist the aid of the newspapers listed below, and they will show you how the most profitable market in this country can be covered through the newspapers economically and profitably.

	Circulation	Rates for 2,500 Lines	Rates for 10,000 Lines
††Aurora Beacon-News.....(E)	18,973	.07	.07
†Chicago Herald & Examiner....(M)	385,276	.55	.55
†Chicago Herald & Examiner....(S)	1,153,360	1.10	1.10
††Chicago Daily Journal.....(E)	123,469	.26	.24
*Evanston News Index.....(E)	7,631	.94	.04
*Freeport Journal-Standard(E)	9,545	.045	.045
*Joliet Herald News.....(E)	19,644	.07	.07
††Mattoon Journal Gazette.....(E)	5,837	.03	.03
*Moline Dispatch(E)	12,048	.05	.05
*Monmouth Daily Review Atlas...(E)	5,338	.035	.035
*Peoria Star(S) 23,050	30,429	.085	.07
††Rock Island Argus.....(E)	11,778	.05	.05
*Waukegan Daily Sun.....(E)	5,348	.03	.03

††Government Statement Oct. 1, 1926

*A. B. C. Statement Oct. 1, 1926

†Government Statement, March 31, 1926

SAYS A. B. C. RULES PREVENT COMPLETE AUDITS

(Continued from page 7)

number of publishers have said that the Audit Bureau has always treated them fairly and that they have had no trouble and no deductions. Probably they have experienced the average perfunctory audit.

I claim that it is to the interest of the publisher to have the most rigid audit possible. Such an audit will put his whole circulation department on their toes. There will be greater efficiency and less white paper waste. It will save the publisher money and give the advertiser more dependable information.

I most certainly believe that the Audit Bureau needs a thorough revision of its rules and its methods of auditing. It should have no rules which are not published and which are not uniformly applied. They must not use one yardstick to measure my circulation and a different yardstick to measure the circulation of my competitor.

The Bureau is insisting on deducting the left-overs in the hands of all my news agents although they do not average 5 per cent. They are not deducting the left-overs of the Tulsa papers, the Wichita, Fort Worth or Dallas papers, all of which are close competitors. I am refusing to allow the deductions and shall continue so to refuse. The rule of law is, the Bureau cannot apply a rule to me which is not in accordance with their general practice. The tabulation of my questionnaires shows that the Bureau does not apply this rule to 94 per cent of its members. My attorneys tell me that so long as that is the case, I have nothing to fear.

Now why do you suppose the Bureau refuses to tell me where they are making these deductions? If a special audit disclosed this number of left-overs or excess circulation, the auditor certainly knows where he found it. If a publisher knew where to cut it off, he would want to cut it off, but if the figures were not correct and the auditor were merely fining you a certain amount of circulation, it is natural that he would not wish the figure reviewed.

The auditor's figures for my papers could not possibly have been arrived at correctly. I have already cited the fact that there are 395 towns in which we have twenty-five copies or more. The auditor visited seven of these towns. The seven towns happen to have agents as they were close-in, large suburban towns. But that auditor and no other auditor has ever gone to the other 388 towns and neither the Bureau nor our circulation department knows how many of those towns contain agents or just plain news dealers.

In addition to the towns with 25 or more copies, we have 394 towns containing dealers, a total of 791 towns. Even if we knew what a news agent was, there is not a man on God's footstool who knows how many of these dealers are strictly news dealers and entitled to a 5 per cent of left-overs and how many are agents and any percentage which the auditor may have attempted to apply was bound to hit some news dealers and it is admitted that none of the agents showed

as much as 5 per cent of left overs. Right here I want to give an illustration of how impossible it is to make a distinction between news dealers and news agents:

No. 1.—We have a man who receives 20 copies daily and 25 Sunday, who has no regular subscribers and disposes of the entire number over the counter at his news stand. He is strictly a news dealer.

No. 2.—We have a man in eastern Oklahoma who conducts a news stand, who receives 20 copies of the Daily Oklahoman and 25 Sunday. He has 18 regular subscribers. They call at his place of business for their papers. The two daily and seven Sunday extras are sold over the counter to transient buyers. Is he an agent because he has a majority of regular customers? He can't be an independent carrier because he doesn't carry them.

No. 3.—In southwestern Oklahoma we have a boy who is receiving 20 daily and 25 Sunday. This boy has 18 regular subscribers to the daily and Sunday. He makes delivery to his regular subscribers and sells the two extra dailies and 7 extra Sundays on the streets or at the railway station. He has no news stand and is an independent carrier.

No. 4.—In a fourth town we have a man who conducts a news stand in connection with a drug store, who receives 20 Daily Oklahomans, and 20 Times and 25 Sundays. This man has 18 regular subscribers to the Oklahoman and Times and the Sunday Oklahoman. This leaves two extras on the Oklahoman and Times and seven extras on the Sunday. He employs a boy to make the delivery to regular subscribers; the extras are sold over the counter at his news stand.

No. 5.—There is another case—in one town a postmaster handles our papers. This man receives 20 daily, 30 Sunday and 25 Times. There is no news stand in connection with this post office. He has regular subscribers for the entire number of papers he receives. Part of these papers are distributed in town and the other part to farmers who call at the post office for their papers.

No. 6.—In one of the border Arkansas towns we have a man who is receiving 35 daily and 80 Sundays. He conducts a news stand at his place of business, sells our papers over the counter, supplies news boys with papers for street sales and all other news stands in the town with our papers for sales purposes. He has no carrier delivery.

No. 7.—In another town a man is receiving 20 daily, 50 Sunday and 20 Times. He conducts a general store but no news stand. He employs a boy to deliver groceries and this boy also delivers copies of the Oklahoman and Times to his regular customers. He has 18 subscribers to the Oklahoman, 15 to the Times and 25 to the Sunday Oklahoman. Extra papers over his regular subscribers are sold by this boy and the man who conducts the general store.

No. 8.—In a hotel in one of the far northwestern towns we are supplying the cigar stand 10 daily and 10 Sunday. None of these papers are sold over the cigar stand but the owner of the cigar stand has an arrangement with the porter

of the hotel to deliver 10 papers to the rooms of the permanent guests who are regular subscribers to the Daily and Sunday Oklahoman. These subscribers pay for their papers by the week or month.

No. 9.—In one of the smaller towns we have a boy who is receiving 5 daily, 15 Sunday, and 20 Times. This young man has no regular list of subscribers and sells the entire number that he receives, by the copy. Is he a dealer or an agent?

No. 10.—In one of the larger towns the Fred Harvey News Company has a news stand in the station and receives 40 daily and 60 Sunday. Part of these papers are sold over the counter of the news stand, part distributed to the two boys to sell on the station platform and the balance sold to boys who operate on the trains in and out of this town. About 70 per cent of these are sold at the news stand.

No. 11.—We have a dealer in a drug store near a ball park. Ordinarily he takes six copies which are all sold over the counter. When the home team is in town, he employs two boys to sell papers near the park entrance. One day he is a news dealer and the next day he is a wholesale agent. The only way our circulation department can classify him is to keep a schedule of the ball team and see what days the team is in town.

Personally, I believe the Bureau would take on an endless task and would give the publishers as well as their auditors an enormous amount of work in attempting to classify news agents separately from dealers. In the second place, I find that news agents need the same margin for left-overs as news dealers and towns where we have more than 1,000 copies vary as much in percentage of sales as the news dealers who get 20 copies. But the greatest reason of all, the distinction is of no benefit whatever to the advertiser.

Why take on an incalculable amount of work and expense for no real benefit? Better spend the money in having all regular auditors spend a couple of hours on each audit interviewing carrier and

news boys. Better have them send out some letters to towns having twenty-five or more subscribers and verify the publisher's galley sheet. Why strain at gnats and swallow a camel?

Nevertheless, I am going to continue to receive weekly or monthly reports from all agents and dealers, showing the number of left-overs. It enables us to reprimand an agent who is careless and does not cut down his orders. Where we find a dealer continually selling out with no left-overs, it gives our solicitor a chance to urge him to increase his order and not miss sales.

If the Bureau promulgates a rule to cut off all left-overs in the hands of both news agents and news dealers and to cut all extras including the carrier's own paper on city routes, I will gladly abide by the rule when it is applied to all publishers alike. Such rules cannot be applied to publishers at the present time because publishers haven't the records with which to apply the rules.

EVIDENCE

The October first Government Statement of the Tampa Tribune showed that the average daily increase in circulation of the Tribune over the preceding six months' period was

4053


The second Tampa paper showed an average increase during the same period of

235

Readers and advertisers in Tampa and the Tampa trade territory are coming more and more to appreciate the merit of South Florida's leading newspaper.

The Tampa Morning Tribune

S. C. Beckwith Special Agency
Representatives in National Field



106,814

Dispatch average daily net paid circulation six months' period ending September 30th, 1926. This exceeded second paper by 19,163.

City	55,920
Suburban	27,897
Country	22,997

City circulation of the Dispatch equals 90% of the homes in Columbus.

The Columbus Dispatch

in
Detroit—

Free Press circulation reaches 31,000 more than the total number of families owning their own homes.

The "Free Press"
"Starts the day in Detroit"

With a stable, uninflated, liberal purged circulation productive of greater advertising returns at lower cost.

Leadership in New York

For the ten months in 1926 The Sun published 13,173,026 lines of advertising, a gain of 1,580,170 lines over the corresponding period of 1925.

The Sun published over one million lines more than the second New York evening newspaper published in the first ten months of 1926.

The Sun

280 Broadway New York

Largest
Newspaper
West of
Chicago

500,000
Copies
DAILY

The KANSAS CITY STAR

If Quality

of circulation is your first consideration

The Evening Star

With Sunday Morning Editions
Washington, D. C.

will have your preference—same as it has the preference of practically everyone in the National Capital.

The Star's circulation is home circulation—both quality and quantity—the kind that counts most with advertisers.

N. Y. Office—110 E. 42nd St.
Dan A. Carroll

Chicago Office—Tower Building
J. E. Lutz

The Los Angeles EVENING HERALD
consistently carries more paid advertising than any daily newspaper in the west

Representatives

New York Chicago San Francisco
Herb. W. Moloney John H. Lederer A. J. Norris Hill
604 Times Bldg. 910 Hearst Bldg. 110 Hearst Bldg.

WHAT OUR READERS SAY

APPRECIATION

To EDITOR & PUBLISHER: Congratulations on your compilation of page and paper sizes and other mechanical data—all of which is very interesting and, in view of the fact that this is the first time anything of this kind has ever been done, remarkably low in errors.

As one who has for a number of years kept in fairly close touch with the mechanical end I must say I am much surprised over some things brought out, such as the large number of papers still sticking to seven 13-em columns, and the amazingly large variety of roll widths.

HAROLD HALL,
Scripps-Howard Newspapers.

SELLING SPACE FOR WEEKLIES

To EDITOR & PUBLISHER: In your issue of Oct. 9, there was published an article under the heading, "State Press Groups Should Handle National Copy for Weeklies."

I am firm in my belief that neither state, sectional or national press groups can ever handle national advertising satisfactorily for advertiser, agency or publisher.

I agree with the author of the article that the various newspaper associations might well direct their energies to accumulating facts regarding their territory in which their member-papers circulate, so that these facts might be attractively and convincingly presented to the buyers of national advertising space.

I disagree when the author says that "the country papers are following a course that tends to make their use by such advertisers a difficult matter."

The experiment of a state press association acting as a foreign advertising clearing organization for country newspapers has been tried. In Nebraska, for instance, the Nebraska Press Association found, after a two or three year trial, that it could not act successfully as a national advertising representative. Ole Buck, the able and broad-minded manager of the Nebraska association, had admitted frankly that the effort was a failure.

Numerous other state associations at various times have considered seriously a plan similar to that undertaken in Nebraska. But they benefited from Nebraska's experience that a press association cannot become a commercial organization, or a selling body, and still maintain the fundamentals of a press association, such as better business methods, better news and editorial content and treatment, more efficient production, more front and back-office economies, and more advertising.

State press associations can best serve their member-publishers, functioning as a clearing house for information. Let well-organized, intensively directed representatives, such as the American Press Association, do the actual selling. No matter how much some of us complain about the "system" of national advertising, national representation is essential and absolutely important and necessary if we smaller publishers are to get what we believe is a rightful share. Daily papers are glad to maintain representatives, because they find that these selling agents are valuable. Yet these same dailies aim to provide their representatives as well as advertisers and agencies, with a constant and continuous supply of information about their respective fields.

And this information, used to best advantage by the representatives, brings these papers more business.

I think it is highly advisable for state press associations to act as sources of information. The more a state press association does along this line, the better. The New York State Press Association is doing a very good job in this respect. It is neither trying to sell nor is it trying to clear all details of foreign advertising, but it is making every effort to disseminate worth while facts about the country newspapers in the state of New York.

My experience leads me to believe that the function of selling and that of handling the details of foreign advertising should be carried out by one and the same organization. The American Press Association, representing thousands of weeklies, is the only national selling organization in contact with agencies and advertisers in behalf of country papers. I am frank to express the opinion that the country papers could and would get more advertising

if they would support wholeheartedly their selling agent. Their rates should be high enough to cover a selling cost. Every article, from a hairpin to an automobile, is priced to include a selling charge. Why can't weekly papers do the same?

Newark (N. Y.) *Union-Gazette*,
JOHN E. DuBois,
Editor.

"A WARMER SPIRIT"

To EDITOR & PUBLISHER:—Please know that our association appreciates wholeheartedly the splendid cooperation which we received from EDITOR & PUBLISHER. Your publication is the official organ of the association. Naturally we expect publicity but frankly the careful interest which you took in our proceedings and in everything that had to do with our convention reflected a warmer spirit than we ordinarily expect.

NEW YORK STATE CIRCULATION
MANAGERS' ASSOCIATION.
Alfred W. Cockerill, Secretary.

THE INLAND MEETING

To EDITOR & PUBLISHER: I want to thank the EDITOR & PUBLISHER very much for the splendid accounts of the October meeting of the Inland Daily Press Association at Chicago. I was unable to be present at the meeting, and your account is about the only information which I have regarding the success of this session. It, therefore, pleases me very much to know that the Inland carried its reputation for good papers and good work through the year.

Yours very truly,
WM. SOUTHERN, JR.,
President *Independence Examiner*,
Independence, Mo.

CORRECTING MR. MERZ

To EDITOR & PUBLISHER: In his article in the *Century Magazine* for November, which was reviewed in "Our Own World of Letters" in EDITOR & PUBLISHER for Oct. 23, Charles Merz said that Cleveland now has "only one morning newspaper."

Mr. Merz might well consult EDITOR & PUBLISHER's Year Book in such matters. As everyone knows Cleveland has two morning papers—the *Cleveland Plain Dealer* and the *Cleveland Times*.

"ACCURACY."

NOEL RESIGNS PARIS POST

Percy Noel has resigned as chief of the Paris bureau of the *Philadelphia Public Ledger*. S. Dashiell, who has been the *Ledger* Rome correspondent for the past three years, will go to Paris to succeed him.

Just as we were led to believe that the average age is increasing we found out that thinking makes men live longer.—James J. Montague in *New York Herald Tribune*.

Still Gaining !

The net paid average daily circulation for THE BALTIMORE NEWS for April was 124,636—the highest under its present management.

The net paid average for the American was 57,503.

You need these papers to cover Baltimore, they reach more than half the City.

Sold separately or in combination.

THE BALTIMORE NEWS

Baltimore American

ANNOUNCEMENT

To National Advertisers and
Advertising Agencies

The National Advertising Departments
of

New York Evening Journal
Baltimore Evening News
Baltimore American
Washington Evening Times
Washington Herald
Atlanta Evening Georgian
Atlanta Sunday American
are combined with offices in
New York—Chicago—Detroit

New York Office:
W. G. HOBSON, Eastern Manager
2 Columbus Circle
Telephone: Circle 5400

Chicago Office: Detroit Office:
F. E. CRAWFORD FRANKLIN PAYNE
Western Manager Representative
913 Hearst Bldg. 1351 Book Bldg.

All under direction of:
JAMES C. DAYTON, Publisher
NEW YORK EVENING
JOURNAL

TO BETTER NEWSPAPER
ADVERTISING COPY

Committee of N. Y. Art Directors' Club
Surveying Reproduction Problems
to Find Methods Best Suited
for Newsprint

A committee named by the Art Directors' Club of New York is making a survey of newspaper advertisements prepared by New York's leading advertising agencies in an effort to improve copy designed for advertisers to be used in newspaper campaigns, Maurice Collette, of the George Batten Company, and committee chairman, informed EDITOR & PUBLISHER this week.

Other members of the committee are Anthony Ascherl, also of the George Batten Company, and Earl Smith, a freelance. Pierce Johnson, of the J. Walter Thompson Company, is president of the Art Directors' Club, members of which are art directors of New York advertising agencies.

"We want to co-operate with those newspapers who are seeking to improve the appearance of their pages by regulating the advertising copy sent to them by the agencies," Mr. Collette explained. "The aims of such newspapers are most laudable and we feel we can be of assistance to them."

In order to discover if these are not certain average methods of preparing advertisements which reproduce well on newsprint, Mr. Collette, shortly after his appointment as chairman of the committee, wrote to the art directors of New York agencies, asking them to submit to him samples of advertising copy which had reproduced best on newsprint, and to state why they considered the selected examples had proved successful. Between 75 and 100 such sample advertisements have been received by the committee.

Mr. Collette declared this week he expected he would have a report ready to

make to members of the club shortly. This report, which will be a thorough symposium on the preparation of effective advertising copy for newspaper campaigns, will be published exclusively in EDITOR & PUBLISHER.

PRINTING HIGH SCHOOL PAPER

Henry S. Hurd, publisher of the *Nook-sack* (Wash.) *Sentinel*, has started the *High School Sentinel* published in the interest of the pupils' parents. The paper is entirely independent of the weekly *Sentinel*, but conforms to it in type faces and general appearance.

JOINS INTERNATIONAL PAPER

Irwin L. Moore, formerly assistant to the general manager of the New England Power Company at Worcester, Mass., has resigned to accept a position in the president's department of the International Paper Company at New York.

Largest Evening
Circulation in
Largest Market

For 26 consecutive years the Evening Journal has had the largest evening circulation in America—concentrated in New York and suburbs. More than DOUBLE the circulation of any other New York evening paper.

NEW YORK JOURNAL

America's Largest Evening
Circulation and at 3c a copy

Alvear to Perez*
They all read
LA PRENSA
of
Buenos Aires

The fact that in a city like Buenos Aires, a country like Argentina, a newspaper has attained an average net daily circulation of 236,065 and an average on Sundays of 296,442 is sufficient proof that rich and poor, high and low, all classes read that newspaper. *La Prensa* is truly a national newspaper.

Joshua B. Powers

Exclusive Advertising Representative
250 Park Ave. New York
"South America's Greatest Newspaper"
*The President of the Republic to the equivalent to our "Smiths."

NEW YORK STATE
Westchester County's

Fastest Growing Cities

Mount Vernon and
New Rochelle and
The Vicinity Towns

Are Covered Completely by
THE DAILY ARGUS

of

Mount Vernon
THE STANDARD STAR

of

New Rochelle

Both Members of A. B. C.

Westchester Newspapers, Inc.

Franklin A. Merriam, Pres.
Mount Vernon—New Rochelle

THE WELFARE COMMITTEE
of the
INTERNATIONAL
CIRCULATION MANAGERS
ASSOCIATION

Can supply you with competent circulation men of capacity and ability capable to take entire charge of your department or to fill important posts in the department.

Address the Secretary-Treasurer please, Mr. Clarence Eyster, care Star Building, Peoria, Ill.

225,227
Daily

The Cleveland
Plain Dealer
now has the
largest circulation
in its history

263,431
Sunday

J. B. Woodward, 110 E. 42d St., New York
Woodward & Kelly, 350 N. Mich. Ave.,
Chicago

Peoria
The
Try-Out City
THE PEORIA
JOURNAL
Transcript
Puts Tryouts Over!
CHAS. H. EDDY CO.
New York - Chicago - Boston



OUR OWN WORLD OF LETTERS

By JAMES MELVIN LEE

THE Sage of Potato Hill Farm, E. W. Howe, prints in the current issue of his monthly magazine of indignation and information several stories of special interest to members of the working press. One of his columns is headed "The Growth of the News." In this story Mr. Howe compares the little sheets of a century ago with the modern newspapers of metropolitan cities. The comparison is not altogether favorable for the latter. Part of the blame, however, is put upon readers who "so enjoy the news that they do not trouble themselves as to its sources." Mr. Howe believes that if the world finally goes to the devil, as has been predicted, newspaper readers will find some consolation because of the interesting story printed about it in their favorite paper.

Another story printed under the head "Sandbagging" relates how a prominent newspaper is making a great fuss over the sandbagging of business men into the purchase of advertising space in labor papers through the fear of antagonizing labor. Mr. Howe then goes on to show that other organizations besides labor unions must plead guilty to the same charge. He mentions a woman's organization which gave a play and sandbagged the merchants with an elaborate advertising scheme. He believes that most business men are sandbagged into advertising in the high school papers. After mentioning other organizations, including churches, he concludes his comment with the suggestion that one should not put all the blame on labor unions when there is scarcely an organization in the country that does not do some sandbagging among business men.

On the last page of his monthly Mr. Howe prints a story which sets forth the principle that there is "no perfume in a newspaper rose."

ALBERT PARRY who works on the *Russky Golos*, New York City, publishes in *The Nation* for Oct. 27 a timely article on "The Immigrant Press at Election Time." One tenth of the population of the United States, according to Mr. Parry, is still served by the foreign language press. The statistics which he prints show more than 900 newspapers and periodicals in 37 different languages, other than English, in various cities and towns of the United States—a fact which has great political significance, for the readers of these papers and periodicals are voters. Attention is called to the fact that when election time, either general or local, draws near the immigrant press is favored by the hungry glances of campaign managers almost as much the great American dailies.

Mr. Parry points out that these campaign managers err if they think they will obtain space in the foreign-language press by merely sending to the editors glowing circulars with biographies and speeches of their candidates marked, "For Immediate Release." The editors

of these foreign-language papers always have a waste basket handy for such material, even though most of the matter they print is translated directly from newspapers printed in English.

Mr. Parry says that he knows of a case where a New York Russian daily waited for the *New York Times* in order to translate the news of a slight rain. "The foreign-language journalists will translate weather, murders, fires, cases of rape, and news about their home countries, but not American politics."

Somewhat startling is this bit of information:

An average foreign journalist in America hates the sight of *typewritten news*—he would rather translate two columns of dry material from a newspaper than a short paragraph of most lively and amazing happenings from a typewritten or mimeographed sheet. The campaign manager should see the bored expression with which the average foreign editor views his "For Immediate Release."

Mr. Parry after discussing go-betweens in general thus mentions one in particular, Louis N. Hammerling, head of what was formerly the American Association of Foreign Language Newspapers:

Hammerling, a poor Austrian immigrant, was formerly connected with a small Polish newspaper in Wilkes-Barre, Pa., and was also employed as a solicitor of advertisements for the *United Mine Workers' Journal*. Local politicians cast an appreciative eye upon him, and Mr. Hammerling did not let the opportunity slip by. Soon we find him in New York, where in 1904 he took charge of the foreign-language press for the Republican party in the campaign of that year. Apparently he delivered the goods expected, for he continued to serve this party through the year of 1916.

The article concludes with the exceptions. The intelligent minority, according to Mr. Parry, consists largely of the German and Yiddish newspapers. Of the former Mr. Parry speaks as follows:

The German editors and publishers of long and well-established papers are, as a rule, well versed in the politics and business methods of America, and neither campaign managers nor advertising agents can prey on them as easily as on editors and publishers of the more recent immigration.

Newspapers in Yiddish appeared much later than their German confreres, "but what they lack in years of American experience they make up in their racial intelligence and inborn shrewdness." In speaking of them Mr. Parry makes this comment:

The Yiddish papers display some independence in their dealings with campaign managers. The newspaper with the greatest circulation—the Socialist *Vorwarts*—is entirely out of their reach. The rapidly growing Communist *Freiheit* is closed to their endeavors too. The other smaller papers, while open to traffic with the Republican and Democratic parties, are rapidly waning in influence. Yet even with them the campaign managers and advertising brokers are obliged to be decent.

A NEW edition of "New York's First Newspaper—William Brad-

E. F. S. Editors' Feature Service

Over 100 independent newspapers throughout the country subscribe to this fine daily service as a protection against rising feature costs.

Six Pages Daily
Illustrations in Mat Form

Write or wire for samples,
price and territory.

Editors' Feature Service, Inc.

1819 Broadway, New York
Allied with Johnson Features, Inc.

COMPLETE WIRE REPORTS
FOR EVENING AND SUNDAY
PAPERS

International
News Service

"Get It FIRST but First Get It
RIGHT"

63 Park Row
NEW YORK CITY

ford, Printer" has been printed by the Baron de Hirsch Trade School, 222 East 64th street, New York City. The text of this pamphlet originally appeared as a Sunday special in the *New York World* on Nov. 8, 1925. This date, it will be remembered, was the two hundredth anniversary of the day on which William Bradford brought out the first issue of his newspaper, the *New York Gazette*.

THE American branch of the Oxford University Press publishes this month "The Beginnings of English Literary Periodicals" by Walter Graham. Professor Graham, who is a member of the faculty of Western Reserve University, has made a special study of English periodical literature from 1665-1715. His volume will be reviewed in this department when it is ready for distribution.

A CORRESPONDENT wants to know where he can find the best list of the more important newspapers in Europe. As the answer to this question may have some general interest, it might be well to say that an excellent list may be found in "The Europa Year Book" (Harper & Brothers) edited by Michael Farbmán, Ramsay Muir, and Hugh F. Spender. Under each country is a section entitled "The Press" which gives the more important newspapers of that country.

IN bygone days the best circulation manager either for a newspaper or for a magazine seemed to be the one who could tell the biggest lie about distribution. How conditions have changed is well outlined by Chester Leasure in *The Nation's Business* for November. His article, "Publishers Name Their Own Court," tells the story of the Audit Bureau of Circulations started by publishers, advertisers and advertising agents to establish circulation standards and provide means for securing open and honest figures of distribution. According to this

article the bureau has nearly two thousand members in this country and Canada of whom some four-fifths are publishers. About \$400,000 is spent annually in checking up circulation statements.

THE November number of *The Survey Graphic* is labeled "Fall Book Number." Its leading article, however, deals with magazines and is entitled "The Revolution of Quality Street."

The following quotation which opens the article will show both subject matter and mode of treatment:

Have you heard of the revolution on Quality Street where the serious magazines live? *Harper's* has gone red. *The Century* has another new editor—from Indiana, of all places! *The Atlantic* prints the best "I Confess" articles in the world. *The Forum* is impresario for intellectual jousts that interest even the Vatican. *The American Mercury's* winced heels have raced from nothing to over 60,000 in two years. Finally, *Scribner's* is the sole survivor of the literary pictorial magazine of our youth. Of course, the redness of *Harper's* is in the spanking new cover, now a year old, and the *Century's* wild westerner proves the gentleness of

IN some cities, the "leading" newspaper may have merely a few hundred more circulation than its competitor. The Press has 40,000 more net paid circulation in Pittsburgh than the other two evening newspapers combined—and 35,000 more net paid circulation in Pittsburgh than the other two Sunday newspapers combined.

THE PITTSBURGH PRESS

A Scripps-Howard Newspaper
Member of the A. B. C.

The World

These two newspapers offer the most powerful all-day service in New York available as a unit under a single contact. The 600,000 DAILY WORLD — EVENING WORLD readers constitute a highly concentrated force to be reckoned with in any campaign designed to effect distribution in Greater New York.

The Evening World

Pulitzer Building, New York
Tribune Tower, Chicago

Regional Advertising

at Regional Rates

in The Christian Science Monitor

An International Daily Newspaper
Publishing SELECTED ADVERTISING

ATLANTIC, CENTRAL and
PACIFIC Editions

Rates and Circulation Data
Supplied on Request

ADVERTISING OFFICES

Boston	New York	Kansas City
Philadelphia	London	San Francisco
Chicago	Paris	Los Angeles
Cleveland	Florence	Seattle
Detroit		Portland

"Buy What You Can Use"

65,000
NET PAID

CIRCULATION
Cover Half a State
EVENING COURIER
MORNING POST

CAMDEN, N. J.
National Representatives
Story, Brooks & Finley.

DO YOU NEED A TRAINED MAN?

The Personnel Bureau of Sigma Delta Chi, an organization of college trained newspaper, magazine and advertising men, wants to help you find him. The Bureau puts you in touch with experienced, energetic men—it saves you time by recommending only those who meet your requirements.

If you expect a vacancy, please write Robert B. Tarr, Director, Personnel Bureau of Sigma Delta Chi, P. O. Box 115, Pontiac, Michigan.

NO CHARGE TO
EMPLOYERS

als, but the revolution is real. It is changing the intellectual scenery of our day.

The rest of the article takes up these magazines in paragraphs that are just as interesting as the one which I have noted. What is said about the Atlantic Monthly will do by way of illustration:

The new Atlantic has been Sedgwick (plus Jenkins and a little Scottish girl named Fitzgerald who helped mightily on circulation). To the shrewd Scotch commonsense of Mr. Jenkins is attributed the extraordinarily successful business management of the company. But he is no one of the keenest appraisers of public taste in the country. He senses an audience as a real thing, not an ideal, hypothesis, or circulation curve. He knows what Americans of a certain level will read, and in one of his several talks on the reading public portrays himself as at nebulous personage, "the man in the street" and admits that he is "the literary dog in the office on whom a new author or editorial policy is tried." He keeps the Atlantic's feet on the ground.

The rest is Sedgwick despite his words to me: "In eighteen years it has been my constant policy to regard the magazine as a definite personality. Editors are but incidents and their importance is small." My own conclusion, however, is that the editor is always the magazine. Good critics believe that the Atlantic has no policy and cannot have one. It just publishes what it thinks will give its readers pleasure or stimulation. That means what Ellery Sedgwick likes and is stimulated by (plus Jenkins). For its editor is no abstract scholar or propagandist. He is just delicately sensitive to modern life. He was not trained on a quality magazine, or in Boston, though a Harvard man. He had been editor of *Leslie's Monthly*, and associated with *McClure's* and the *American* under John Phillips. We must stress how Mr. Sedgwick caught his interest in life and current affairs on the old McClure group, where he caught the idea of dealing with live social problems and learned the technique of appealing to the people. Did he not add to Ellis Parker Butler's mousy story the remarkable title, *Pigs is Pigs*? Through Sedgwick in a way was the germ of a real concern passed on from the dying muckrakers to the first of the new reviews. This is an important connection. Indeed, he has been a genius as a synthesizer and as a fisher of ope and writings rather than an originator. It he got the answer first, made his combination and worked out his formula, perhaps affirmatively as a matter of prescience, perhaps because the pressure of dwindling circulation had prestige put it up to him sooner than to rest, to draw from the muck-rakers, the popular magazines (vide *Ladies' Home Journal*) from the Boston tradition, and his own genius, a magazine for the new age. He is up-to-date in everything save red-hot and plosive controversy. There he waits until the sterner point is passed, and discussion has preceded people for the Atlantic's taking up the issue. He does not out-distance his audience, though he provides them with new and curious things that appeal to him. He is responsive to

I frankly admit that the quotation just given is fairly long but if space permitted should for personal reasons be tempted to quote still more. The reason may be found on the page where Paul Kellogg, editor of the *Survey Graphic*, chats about his contributors. Here is his answer to a question asked by Henry Goddard, each, editor of *The Forum*, "By the way, wonder if you realize what a prize you give in Whipple?"

"Yes, Bro' Leach, we do appreciate Whipple, witness this present November issue. His regular department, Letters and Life, is extended to make a Fall Book Section, for which he writes the leader. Page 156. And he is the author of *The Revolution on Quality Street* in which the "35-centers" and their place in the intellectual scenery of our day are keenly analyzed. Page 119. At New York University, where he teaches journalism to hordes of aspiring youngsters who turn up later in the publicity pages of the movies, he is known as Mr. Whipple. In the *Survey* office he goes by the name of Whip. But in the Catskills, where he summers in a cabin built of white birch logs, his Dutch farmer neighbors make it a point of pride to call him Professor Whipple.

Brother Kellogg is in error about one thing. At New York University journalism students know Professor Whipple so well that they frequently call him by his

first name. This article by him ought to be brought to the attention of George Bernard Shaw who once remarked, "Those who can do, and those who can't teach."

* * *

THE addresses delivered at the School of Journalism at the University of Missouri during Journalism Week of this year were reported somewhat fully at the time in the columns of *EDITOR & PUBLISHER*. Those who read these accounts will probably be glad to have in pamphlet form some of these addresses. They may be obtained upon application to the School of Journalism, at Columbia, Missouri, if a special request is made for Bulletin No. 42 of the Journalism Series.

The bulletin containing these addresses is divided into two parts. The first contains addresses by Homer Croy on "What the Public Wants," by Edgar T. Cutter, superintendent of the Central Division, Associated Press, Chicago, on "The News That Is Worth While," by Charles G. Ross, Chief Washington Correspondent of the *St. Louis Post-Dispatch*, on "The Washington Press Gallery," by James E. Bell, Associate Pastor, First Baptist Church, Kansas City, Mo., on "Modern Church Advertising," by the conductor of "OUR OWN WORLD OF LETTERS" on "The Newspaper as an Economic Product," by Eric C. Hopwood, editor of the *Cleveland Plain Dealer*, on "Practicing the Profession of Journalism," by H. J. Haskell, Editorial writer of the *Kansas City Star*, on "A Reporter Looks at Europe," by Dr. Maximo Soto Hall of *La Prensa*, Buenos Aires, Argentina, on "The Profession of Journalism in South America," and by Dr. Emil Dovifat, Deputy Director of the German Institute of Journalism, on "German Newspapers and Newspaper Men."

The second part of the bulletin presents journalism from the woman's point of view. It opens with "The Work of the Sunday Editor" by Laura Lou Brookman, Sunday Editor of the *Des Moines Register and Tribune*. Mrs. Wayne Sprague, Children's Editor of *Register and Tribune*, takes up the things of interest to children. Mrs. Muriel Fairbanks Steward of the *Minneapolis Journal*, discusses "Feature Stories From Educational Institutions." Miss Katherine Simonds, Advertising Copy Writer with the Northern Pacific Railway, tells how to write travel features. Miss Mildred Whitcomb, Assistant Editor of *Hygeia*, Chicago, chats about "Publicizing Health." Ruby A. Black of Washington outlines the duties of a Washington correspondent of the small-city daily. Closely associated with the address just mentioned is the one by Miss Muriel Kelly on "A College Woman's Work on a Small Daily." One of the best addresses in the bulletin is "Opportunities in Rural Journalism" by Mrs. Bess M. Wilson, Editor of the *Redwood Gazette* of Redwood Falls, Minn. Two addresses in this second half of the bulletin deal with the field of advertising. Mrs. A. W. Proetz of the Gardner Advertising Company of St. Louis and a winner of the Bok Award,

outlines the opportunities for women and Mrs. Rosalie Tumulty Dent of the Advertising Department of the Stewart Dry Goods Company of Louisville, Ky., shows how department store advertising should be handled.

This bulletin, as well as others of the Journalism Series, is edited by Robert S. Mann who is associated with Dean Williams on the faculty of the School of Journalism at Columbia, Missouri.

NEW HAVEN NOW HAS SUNDAY TABLOID

Daily Union Changes Its Sunday Edition to Abbreviated Form—Readers Like It, Publisher Declares

Encouraging response both from the advertising and circulation standpoints has followed the recent change made by the *New Haven (Conn.) Union* in its Sunday edition from standard to tabloid size, Philip Troup, publisher, informed *EDITOR & PUBLISHER* this week.

"Of course," he added, "we have only published four issues since the change from standard form was made and it is perhaps too early to register a final verdict.

"The fact remains, that our Sunday circulation has climbed steadily since the first tabloid issue was published and our advertising linage has shown an equally gratifying increase. We are convinced from our experience so far that the reading public and the advertisers will react favorably to the so-called tabloid Sunday newspaper, provided it covers the news and other features in a comprehensive and intelligent way.

"The Sunday Union in tabloid form really six newspapers in one, the six sections of the paper (exclusive of our comic section in colors) being so arranged and co-ordinated that every phase of reader interest is covered.

"The first section of from 12 to 16 pages contains the general and local news of interest, special pages on politics, foreign affairs, financial and realty news, and local pictures and the classified ads.

"The second section is the Editorial, Magazine and General Picture Section.

"The Third Section is the Social and Fraternal, and the State Suburban and Obituary section, normally 12 pages.

"The Fourth Section covers Drama, Movies, Music, Books, the Theatres, Autoing and Radio, a comprehensive amusement section of diversified reader interest, especially edited by C. P. Ives 2d.

"The Sixth Section is eight or more pages of sport news.

"There are many newspaper people who feel that the tabloid size is the form into which newspapers will inevitably evolve, not only because it is more convenient for the reader to handle, but also, because the advertisers receive double the relative amount of display for the advertising in the same amount of space."

Morning Paper Territory

Salt Lake City (its suburbs and its surrounding territory) is and always has been strongly morning paper territory. Look at the circulation and advertising figures for proof:—

1925	Tribune	2d Paper	3d Paper
Adv. Linage, 10,718,316	6,212,248	4,709,348	
Circulation (June 30-26)			
Daily	41,788	28,055	20,750
Sunday ..	70,014		25,271

The Salt Lake Tribune

THE S. C. BECKWITH SPECIAL AGENCY

—Sole Eastern Agents—
New York—Chicago—Detroit
St. Louis—Kansas City—Atlanta
M. C. MOGENSEN & CO., Inc.
—Pacific Coast Representatives—
San Francisco—Los Angeles
Seattle

Thorough Coverage in One of the World's Richest Buying Centers—Coupled with the Ability to Produce Results

Pittsburgh Gazette Times

(Morning and Sunday)

AND

PITTSBURGH CHRONICLE TELEGRAPH

(Evening except Sunday)

These newspapers in News and Advertising have the confidence of their readers. Their readers have the power to purchase.

Sold Singly or Combined

URBAN E. DICE, Nat'l Advg. Mgr.
Gazette Square, Pittsburgh, Pa.

E. M. BURKE, Inc.,
1457 Broadway, New York.
122 S. Michigan Blvd., Chicago.
Constitution Bldg., Atlanta, Ga.

R. J. BIDWELL COMPANY,
742 Market Street, San Francisco, Cal.
Times Bldg., Los Angeles, Cal.
White-Henry-Stuart Bldg., Seattle, Wash.

MICHIGAN

is growing faster than any State in the Union.

Its increase in manufacturing products surpasses anything in the world.

BOOTH NEWSPAPERS

cover Michigan outside of Detroit—Eight principal cities with the only or leading Newspaper in its respective community.

The Grand Rapids Press
The Flint Daily Journal
The Saginaw News Courier
The Kalamazoo Gazette
The Jackson Citizen Patriot
The Bay City Times Tribune
The Muskegon Chronicle
The Ann Arbor Times News

National Advertising Representatives

I. A. KLEIN J. E. LUTZ
50 East 42nd St. Tower Building
New York City Chicago, Ill.

It's going to be a big Shop-o-scope year. Are you going to be in on it? There's still time!

THE BASIL L. SMITH SYSTEM, Inc.

International Classified Advertising Counsellors

Packard Building Philadelphia

Buffalo, The Wonder City of America

Buffalo—a profitable Market for Advertisers

Sales in Buffalo are splendid for advertised goods. Employment conditions excellent, retail and other business thriving. One newspaper will put your story over to 83% of the people—that paper is the

BUFFALO EVENING NEWS

Read in 4 out of 5 Buffalo Homes

Edward H. Butler, Editor and Publisher
Kelly-Smith Company, Representatives
Marbridge Bldg. Tribune Tower
New York, N. Y. Chicago, Ill.
Atlantic Bldg. Waterman Bldg.
Philadelphia Boston

GRADURE SECTIONS PRINTED

SPECIAL AND REGULAR EDITIONS, MAGAZINE INSERTS AND COMMERCIAL WORK

Standard Gradure Corporation

LOUISVILLE KY

SERVICE

THE CHARLES PARTLOWE COMPANY

America's Largest Circulation Building Organization

-RESULTS COUNT-

6 East Occidental Bldg.
INDIANAPOLIS, IND.

GROUP OWNERSHIP IDEA GROWS IN OHIO

Survey Conducted by State University Shows Tendency of Publishers to Extend Holdings to More Than One Paper

A tendency on the part of Ohio newspaper publishers to extend their holdings to more than one newspaper is shown by a survey recently completed by the department of journalism of Ohio State University.

Progressive publishers are building up newspaper groups "to meet new economic conditions and serve the various cities and communities more acceptably and with profit to themselves," the survey states.

Of a total of 135 Ohio dailies, 42 belong to 14 different groups, according to the survey, while there are three dailies which publish weeklies of different names and appealing to different classes of people.

Of the nearly 400 weekly newspapers in Ohio, 72 fall into 26 groups, the largest of which consists of 12 different newspapers, another of five newspapers, one of four papers, four of three papers each, and the remainder of two each.

All of the publishers responding testified that combination was a good business policy. Only one admitted that there were disadvantages which he stated as "lack of personality" and the fact that "people resent outside ownership." One daily, published in connection with another, it was admitted, was not making money, but that was attributed to the fact that the paper had been but recently acquired.

The groups discovered are as follows: There are 15 groups of dailies, each group being under the same general ownership, though of different local management. The largest in point of number of papers is the *Scripps-Howard* group of six—*Cleveland Press*, *Toledo News-Bee*, *Youngstown Telegram*, *Akron Times-Press*, *Columbus Citizen*, and *Cincinnati Post*. E. E. Cook is the editor-in-chief of the group.

The *Dayton Journal* (morning) and the *Dayton Herald* (evening) are published by the Burkam-Herrick Publishing Company, E. G. Burkam in general charge.

The *Ohio State Journal* (morning) and the *Columbus Dispatch* (evening) are under the same general ownership, Robert F. Wolfe and Harry P. Wolfe being the principal stockholders in each company.

The *Dayton News*, the *Springfield News*, and the *Canton News* form the News League of Ohio, with former Governor James M. Cox as owner.

The *Akron Beacon-Journal* and the *Springfield Sun* are the property of Hon. Charles L. Knight.

The *Portsmouth Times*, the *Portsmouth Sun*, the *Portsmouth Sunday-Sun-Times*, and the *Ironton Evening and Sunday Tribune* form the Times League of Newspapers, the principal stockholder being Harry E. Taylor.

The *Salem News*, the *East Liverpool Review-Tribune*, the *Marion Star*, and the *Steubenville Herald-Star* are owned by a company in which L. H. Brush and Roy D. Moore are the principal stockholders.

The *Ashtabula Star-Beacon*, the *Painesville Telegraph*, and the *Geneva Free Press* are under the general ownership and management of C. A. Rowley.

The *Zanesville Times-Recorder*, the *Zanesville Signal*, and the *Zanesville Times-Signal* (Sunday) are published by the Zanesville Publishing Co., in which W. O. Littick is the principal stockholder.

The *Findlay Morning Republican* and the *Findlay Courier* are owned by the Heminger interests, R. L. and L. N. Heminger being in general charge.

The *Elyria Chronicle-Telegram*, and the *Bucyrus Telegraph-Forum* are the property of Hon. J. F. Burke.

The *Xenia Gazette*, the *Xenia Republican*, and the *Middletown Journal* are owned by companies in which J. A. Chew is the principal stockholder.

The *Urbana Citizen*, the *Urbana Democrat*, and the *Piqua Call* are a group un-

der the principal ownership and management of C. F. Ridenour.

The *Wilmington News-Herald* and the *Lima News* are owned chiefly by the Galvins—W. J. Galvin, of Wilmington, and L. H. Galvin, of Lima.

The *Dover Daily Reporter* and the *New Philadelphia Advocate-Tribune* (weekly) are owned by the Tuscawawas Publishing Co., W. A. Korn and others.

The *Greenville News-Tribune*, daily, and the *Greenville Democrat*, weekly, are owned and edited by Martin B. Trainor.

The *Troy News*, daily, and the *Miami Union and Illustrated Weekly* are owned and published by H. A. Pauly and A. C. McClung.

DAILY HIRES EXPERT

Worcester Post Leading Fight Against Local Utility Merger

When city officials of Worcester, Mass., refused to consider having an expert look into the reasons why the local electric and gas companies were anxious to rush through a merger of their corporations, the *Worcester Evening Post* hired an engineer at its own expense to conduct an investigation.

Samuel H. Mildram of Boston, one of the leading public utility experts of the country, was the man selected for the inquiry, and the result of his work is

being used in a series of articles revealing hitherto hidden facts and figures about the two companies.

John H. Fahey, publisher of the *Post*, appeared in person at a hearing held before the state public utilities commission and carefully cross-examined counsel representing the gas and electric companies.

ISSUES 238-PAGE EDITION

The *Houston (Tex.) Chronicle* recently issued a 238-page silver jubilee edition including a 16-page rotogravure section devoted to the paper itself and its personnel.

Supplies and Equipment

USED NEWSPAPER PRESSES

Scott 16, 24 and 32-Page Presses

GOSS 24 and 28-page presses good for black or color work, also Goss Sextuple.

HOE Pony Quadruple, Quadruple, Sextuple, Sextuple color Press, Octuple and Double Sextuple Presses.

DUPLEX Metropolitan Quadruple stereotype presses—print up to 32 pages.

Available For Early Delivery

WALTER SCOTT & COMPANY

Main Office & Factory.....Plainfield, N. J.
New York Office..Brokaw Bldg., 1457 Broadway
Chicago Office.....Monadnock Block

Modern Composing Room Furniture

as made by us will speed up production and reduce costs—a real saving in your Pay Roll. Are you interested? If so, consult your regular dealer in printers' supplies or write us direct.

Do it now!

HAMILTON MFG. CO.
TWO RIVERS, WIS.

PRESS CONTROL

C-H

"Safest System in the World"

For large and small plants

Cutler-Hammer Controllers for presses of every size and for every type of motor-driven machine.

Address all communications:

The CUTLER-HAMMER Mfg. Co.

Pioneer Manufacturers of Electric Control Apparatus

1203 St. Paul Avenue, Milwaukee, Wis.

CUTLER-HAMMER

Rebuilt
GOSS & HOE
PRESS
BARGAINS
ALL TYPES
SEND for LIST
THE
GOSS PRINTING PRESS CO.
CHICAGO - NEW YORK - LONDON

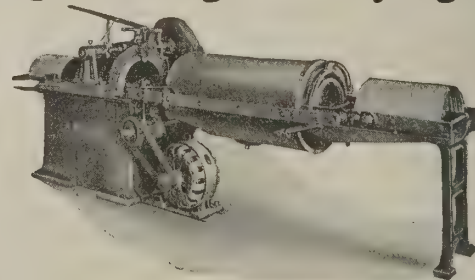
GOSS
STEREOTYPING
MACHINERY
Carried in Stock



Fastest, most easily operated, most accurate and durable flat casting box you can buy. Perfectly balanced. New design lock-up bar allows for quick change when regulating thickness of casts. Positive quick lock-up at four points on box with one lever movement. Write for complete catalog of Goss Stereotyping Machinery.

THE GOSS PRINTING PRESS CO., CHICAGO

Hoe Automatic Curved Plate Finishing, Cooling and Drying Machine



Trims, tail-cuts, shaves, cools and dries six plates a minute.

R. HOE & CO., INC.

504-520 Grand St., New York City

7 South Dearborn Street
CHICAGO, ILL.

also at
DUNELLEN, N. J.

7 Water Street
BOSTON, MASS.

Economy

The modern newspaper office has demonstrated that efficiency in every department depends in large measure upon equipment that functions without a hitch and upon having on hand at all times supplies that are essential to non-stop production. The advertising in Editor & Publisher offers suggestions that mean economy in every newspaper office.

Employment—Equipment—Services

EDITOR & PUBLISHER

Classified Advertising Information

TRANSIENT RATES

SITUATIONS (Cash with Order)

- 1 Time — .40 per line
3 Times — .30 per line

ALL OTHER CLASSIFICATIONS

- (Cash with Order)
1 Time — .60 per line
4 Times — .55 per line

space charge at same rate per line per insertion as earned by frequency of insertion. Special rates quoted for 13, 26 and 52 insertions. Editor & Publisher reserves the right to refuse, edit or reject any advertisement.

COUNT SIX WORDS TO LINE

ADVERTISING

General Promotion

Advertising Promotion—If you want more business, communicate with the International Advertising Service, Incorporated, Suite 1004, 100 Broadway, New York City.

BUSINESS OPPORTUNITIES

Brokers

Business Is Good. During the past three months I sold the following publications: Free Press, Easton, Pa.; Independent Press, Bloomington, N. J.; News, Vandergrift, Pa.; Times Herald, Delta, Pa.; Southern Poultry Journal, Montgomery, Ala. I still have some very desirable publications for sale, and shall be pleased to hear from you if in the market. L. Shale, Times Bldg., New York.

Many Prospects this is the best newspaper circulation in the country. Exclusive field, central west city of 12,000 with business district and to average city of 25,000, embracing more than 100,000 population. Ad sales over \$6,000 monthly; netting \$15,000 to \$20,000 a year. Need in own building worth \$25,000. Compensation for \$100,000; what terms will you require? P. 1340x. The H. F. Henrichs Agency, Springfield, Ill.

Interest for Sale

Interest in We'll-Established Daily in Midwest of 8,000. Fine opportunity for energetic young man experienced in newspaper work. Initial investment of \$12,000 required. Not answer unless you can qualify. Address B-562, Editor & Publisher.

Newspapers For Sale

For Sale by Owners, established labor paper (monthly) approximately (45,000) paid up subscribers. The only international publication of its kind. Endorsed by two United States Senators, and other prominent public officials. Write at once for particulars. A. J. Kline, Lumber Exchange Bldg., Seattle, Washington.

Mass Compels Sale. Splendid weekly newspaper and printing business. Eastern Massachusetts. Fine equipment. Easy terms. B-541, Editor & Publisher.

Newspapers Wanted

Full Florida Daily wanted by client; mail for particulars, price, terms, H. W. Watts Co., P. O. Box 781, Miami, Fla.

CIRCULATION

Promotion

Circulation—When quick, additional circulation coverage becomes necessary, remember that our twenty years in this one line of endeavor is our proof against experimenting. Write or call Pacific Coast Circulation Service, Bell Building, Cincinnati, Ohio.

Circulation Builders—Blair & Austin, 1504 Centre Ave., Reading, Penn. Originators of Salesmanship Club Campaigns.

January 1st two of my well organized, experienced crews will be available to any publisher who wants clean, quick, additional circulation. Minimum cost. Results guaranteed. Press Circulation Service, 42 Millwood St., Rochester, Mass., Talbot 4625.

Our Pottery Direct for supplies to start holiday dish offer. Results—Low cost. The Bright China Co., Carrollton, Ohio.

EDITORIAL

Syndicate Features

Nuevos Jimetes, New York, is the new service this week. For samples of a live, up-to-date service, write Graphic Syndicate, 25 City Place, New York.

EMPLOYMENT

Help Wanted

Advertising Representatives wanted for leading publication in its field. If you are now traveling states of Ohio, Nebraska or Wisconsin, California, Oregon, Washington or Texas, desirable connection can be made. Commission basis. Write in full to Box B-545, Editor & Publisher.

City Editor for daily in New York suburban territory. To applicant capable of aggressively developing local news, this newspaper will pay \$60 weekly to start. Box B-561, Editor & Publisher.

Good Copy Writer, who knows Merchandising and who has had experience particularly on Women's Specialty Shops and Men's Clothing. We want this man to serve a staff of advertising solicitors who need intelligent help on the production of copy for small advertisers. B-555, Editor & Publisher.

Experienced Salesman—Electrical Appliances—Newspaper Advertising—Is wanted immediately by a leading metropolitan newspaper, Central West City, 1,000,000 pop. Permanent position. Attractive salary and bonus. Men who know electrical appliance advertising should write in confidence today to B-554, Editor & Publisher.

Managing Editor for the leading afternoon newspaper in a growing city near New York; \$100 weekly. Reply, giving details of previous experience, stating fraternal affiliations, if any. Box B-560, Editor & Publisher.

Situations Wanted

Advertising Man of broad experience, also experience in business end, desires to become associated with progressive daily in city of 25,000 or larger. Now managing department on daily, city of 75,000. Good reasons for making change. Married. B-565, Editor & Publisher.

Advertising Manager now employed and with seven years' experience, wants to connect with live organization where intensive effort and results will justify permanent connection and future. Can furnish best of references as to character and ability to produce. Prefer city over 50,000. Age 27, married. B-520, Editor & Publisher.

Advertising Solicitor, local experience, desires opportunity where earnings of \$100 or more weekly are assured. References. Box B-559, Editor & Publisher.

Advertising Copy Man and Solicitor, now employed, wants position in Philadelphia. Can write original advertisements and get the business. B-556, Editor & Publisher.

Advertising Manager—Now employed. 15 years' newspaper advertising experience wishes new connection with live organization. Excellent references. Box-551, Editor & Publisher.

Advertising Manager with 8 years' experience as assistant manager, age 28, married. Good layout and copy man. Promotion work a specialty. Prefer paper in city of 50,000 or more where results and hard work will be rewarded. B-553, Editor & Publisher.

Builder—I want to meet a weekly publisher who is ready to switch to a daily but hesitates, not knowing machine costs, equipment needs, organization methods or news costs. I can save him my salary and thousands more by careful supervision and selection only of actual needs. Have record of two successes with third under way. Address Box-526, Editor & Publisher.

EMPLOYMENT

Situations Wanted

Circulation Manager desires new connection, satisfactory references from past and present employers; 12 years' experience in circulation work; past five years Circulation Manager. Thoroughly understand men and boy carriers, all office details and the proper way to promote a newspaper. Can give you an efficient result-producing department at a minimum of expense; experienced on morning and evening papers. Reason for desiring change, publication employed with at present will be discontinued within a week. Box A-990, Editor & Publisher.

Copy-Writer—College man 28; record successful, forceful writing; background experience complete; now seeking real opportunity. Box B-563, Editor & Publisher.

Desk Man—Failure of newspaper leaves competent copy reader unemployed. Speedy, accurate, with sound news judgment; 15 years on leading Eastern dailies. References. B-550, Editor & Publisher.

Editor, Feature Writer, Cartoonist. University man, 31 years old, married, varied experience, capable of general or special work, desires change demanding fuller exercise of abilities. Mid-west preferred. Change on reasonable notice. 4321 Third street, N. W., Washington, D. C.

Editor or Managing Editor—One of best known young newspaper executives will consider proposition to take complete charge editorial department; community 100,000 up. Make staff hum. Keen judge news values, likeable personality. Man of family, Protestant, clean liver. Real asset to any live newspaper. If "dead" sheet will put it on its legs. Big and small city experience, twenty years, half and half. Salary hundred-a-week or better. Address B-552, Editor & Publisher.

Editorial Writer who has won national recognition on small paper aspires to broader field. Will submit budget of published work to any interested publisher. B-558, Editor & Publisher.

Experienced Reporter and publicity man. Have seven years standing with western newspaper. Willing to go anywhere. Box B-535, Editor & Publisher.

Managing Editor wants job in city of one hundred thousand or more. Was makeup and acting managing editor of New York Journal. On desk for Sun, American in New York. Rewrite experience in large and small cities, also Chicago, San Francisco, Washington and Philadelphia. Am 40. Want to anchor. B-557, Editor & Publisher.

Managing Editor, competent, experienced; highly recommended by previous and present employers. Forceful editorial writer. Comprehensive knowledge of front office. Unquestioned executive ability. No territorial limitations. Box B-544, Editor & Publisher.

News Executive, thoroly experienced. Now employed wants job as managing or news editor of paper in city under 100,000. Can rebuild staff, develop new news sources. Prefer paper in a rut. A-1, B-533, care Editor & Publisher.

Reporter—Desk Man, 24, wants position in South. Four years' experience in Alabama and Florida. B-523, Editor & Publisher.

Reportorial work, part time, wanted by college student. Experienced. Box 564, Editor & Publisher.

MECHANICAL

Equipment for Sale

For Sale: Practically new 24-page Duplex Tubular Press with complete stereotype equipment, turtles and chases; also motor drive and automatic control. Reason for selling—consolidation. The Plain Speaker-Standard-Sentinel, Hazleton, Pa.

Job Presses, Paper Cutters, Wire Stitchers, etc.—A complete line. Overhauled and guaranteed machines at bargain prices. Easy terms. Hoffmann Type & Engraving Co., 114 E. 13th St., N. Y. City.

Photo-Engraving plant for sale. Ideal for one or two men. Miles Machinery Co., 409 W. 26th St., New York.

Printers', Bookbinders' Outfitters—Modern cut-cost equipment, also rebuilt machinery. Corner, Fendler Branch, A. T. F. Co., New York City

Used Goss Matt Roller for wet mats only, for sale cheap. The Goss Printing Press Co., 1535 So. Paulina St., Chicago, Ill.

Equipment Wanted

All Kinds of Photo-Engraving, electrotyping and stereotyping equipment wanted. We pay cash. Miles Machinery Co., 409 W. 26th St., New York.

Newspaper Press

for immediate delivery. 20-page Duplex Press, Single Deck, 8-column, 22½" cut-off. This press is priced below usual figure and would be valuable equipment. Write or wire

PALMER, DEWITT & PALMER

Newspaper Properties,

350 Madison Ave., New York

CONSOLIDATION

The merging of newspaper interests is a subject that has received special study and investigation by this firm for nearly 17 years. It is a big subject and requires considerable technical knowledge, both as to valuation and operating methods. When properly organized, the results are never disappointing.

We have been factors in many important consolidations, sales and appraisals.

HARWELL & CANNON

Times Bldg. New York

WE CONNECT THE WIRES

OVER TWENTY-FIVE YEARS we have conducted a service bureau for employers and position seekers in Advertising-Publishing field. Our lists include men and women fitted for positions up to highest responsibility in all departments of newspapers, class journals, advertising agencies and publicity departments of mercantile and manufacturing concerns. Registration free. No charge to employers.

FERNALD'S EXCHANGE, INC.
SECURITY BLDG. SPRINGFIELD, MASS.

Want to Sell? Want to Buy? Want an Opportunity? Want an Executive?

Try a Classified Ad. You will find it the shortest road.

Results

is the record of this department. We can help you solve your problem.

Classified Department

Editor & Publisher

DOLLAR PULLERS

ONE DOLLAR
WILL BE
PAID
FOR EACH
IDEA
PUBLISHED

THE most successful sales of the fall locally were held by a shoe store on an original idea. The first of this series offered discounts for old residents of the county, one per cent off for each year of residence. A great deal of interest was created, and as the copy was well prepared the sale drew heavily. The largest discount given was 77 per cent off to a pioneer resident. The same merchant is now following out his idea with a "New Comer" sale. To all residents who arrived this year a 20 per cent discount is given. For last year, 19 per cent and so on back.—Eugene S. Kelty, Eugene, Oregon.

One merchant looked up the birthdays of his better customers. He advertised on the night before each of these birthdays that if Mr. So-and-so would call at the store the next day he would receive a birthday present from the store. Yes, every present advertised has been claimed!—Thora Eigenmann, Coronada, Cal.

This stunt promoted by a newspaper brought a crowd to a store opening. The editor announced that his paper would marry all couples free that day. The newspaper employed a pastor, the store supplied the wedding march, special music and flowers. "A good time was had by all" even the cash register, for the couples could hardly leave the store without making a few purchases for the new home.—A. R. B., Austin, Minn.

Get 25 to 30 (or more) firms in your city to co-operate on a page featuring only their store slogans or the slogan of the particular product they sell. Offer a prize or prizes for the first person to correctly identify the slogan with the business house. Then run the page again giving the winner's name and the store signatures under the slogans.—Davis O. Vandivier.

A paper in a school town can boost its circulation considerably by printing a student directory. The name, address and telephone number of each student may be obtained at the office of the secretary of the college or university after the first week of school. A special subscription, including the directory, may be offered students.—James E. Daugherty, Columbia, Mo.

It's not too late for a half page on the coal situation. Find out what the situation is in your community regarding the supply, the percentage of the year's output already in the bins, the possibility of a raise in price, and then make this the reading material or "center piece" for a half page layout with advertisements of coal and coke dealers in your vicinity.—Cole, Fall River.

"Billiards, A Man's Game" is the title

CHRISTMAS SHOPPING REMINDERS

Begin November 14th

½ and 1 column sizes

The International Syndicate
Baltimore, Md.

given to a section of advertising appearing in a Boston paper. The ads contain information about the various billiard clubs in the city. They are of good size and the section is certainly a paying one for the paper. A picture of Wille Hoppe, the billiard champion, who is to be in Boston next week. Other cities could use this idea to advantage.—C. E. Pellissier, Boston.

The advertising department of a metropolitan western paper watches the news items carefully, and when a prominent leader of industry gives a speech before the Chamber of Commerce, for instance, and that speech is reported in the paper, it is clipped out and sent to the speaker with a note that it appeared in such and such a paper.

This attention pleases an advertiser, and does much to pave the way for the call of a solicitor upon the non-advertiser. It is in addition a good all-around advertisement of the paper.—B. F.

HUNCHES

ONE DOLLAR
WILL BE PAID
FOR EACH
"HUNCH"
PUBLISHED

ARE Americans "sandwiching themselves to death" as a St. Louis hotel chef declares? An interview with your prominent restaurant men will mean a good story and will cultivate their good will for your advertising department. One Fort Wayne, Ind., restaurant man says women eat sandwiches and salads for beauty.—H. L. C.

The *Columbus Dispatch* has aroused considerable comment and interest in the coming Christmas by fostering an argument on paper between the children of the city as to the existence of a Santa Claus. It provides material for a front page feature each night.—Ralph M. Cohen, Columbus, O.

Early November! Leaves fallen, cold weather here, and the employment problem is one for consideration. What is the situation in your city? Are there many who are not employed? Are there opportunities for more people to obtain work? Perhaps those all ready employed have relatives or friends who would

NEW TYPE BANK ADVERTISING

First Person Copy With Half-Tone
Illustration Used in N. Y.

First person copy, illustrated with a half-tone, is being used effectively in New York and Brooklyn newspapers by the Brooklyn Trust Company. The text of a recent advertisement, illustrated with a photograph of an ivy-clad college hall and headed "Before I entered college," read as follows:

"My father established a trust fund for me with a Trust Company, because:

"1. He wanted me to keep my expenses within a budget.

"2. He wanted me to be independent of remittances from home.

"3. He wanted me to learn habits of thrift and economy.

"4. He wanted me to understand the workings of a trust agreement.

"His plan has worked out admirably. I have never run over my monthly budget... never called on Dad for funds... have always had enough for expenses and pocket money. It put a check on extravagant living at college... and best of all, has kept me immune to the pernicious habit of borrowing. Dad says it is one of the best financial arrangements he ever made.

"If you have a son or daughter in college, or at school away from home, let us show you how this father's plan can be made to operate for you. The cost of opening and maintaining a trust fund is extremely moderate."

investigation among factory superintendents and managers would show the outlook for the winter. And such an article would prove a front page story!—Ralph Gibler, Huntington, Ind.

Most of your out-of-town subscribers are former residents and get most of their news from the old home town from the newspaper rather than from letters. The paper's duty as well as privilege is to run stories of what the former residents are doing. One newspaper sent stamped addressed envelope to each subscriber every three months with a blank sheet of paper headed, "We want to know what's happened in your family since we last heard from you—marriages, births, deaths, successes—nothing happened?—then write us a letter and tell all about it."—Thora Eigenmann, Bloomington, Ind.

Read EDITOR & PUBLISHER—\$4 a year

SISTER O'MINE

by
VIOLET DARE

author of

"The Half-Time Wife," "A Wife on Leave," "The Luxury of Love," etc.

The Best Story Violet Dare Has Written.

An American girl kidnapped for an Indian Prince.

Her sister's tireless search on land and sea.

Illustrations by Marguerite Neale

8 Weeks in 750 word Daily Releases Mat or Proof



The O'Dell Newspaper Service

55 Fifth Avenue, New York

move to your city, increasing its population, if they could find work there. An

Kerney's Story of Wilson

for the first time released for
NEWSPAPERS

is being bought by editors from
coast to coast

Territory closing rapidly

The McClure Newspaper Syndicate

373 Fourth Avenue

New York

33 YEARS

That much time and that much experience enter into the making of the world's foremost newspaper feature service.



NEA Service, Inc.,

1200 West Third Street
CLEVELAND, OHIO

How To Play GOLF

By JOHNNY FARRELL
Famous Teacher of That Game

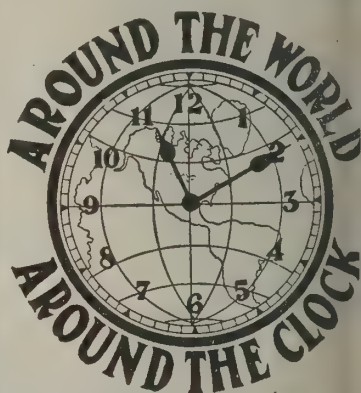
24 LESSONS

Illustrated

For release daily

KING FEATURES
SYNDICATE, Inc.
New York City

BY UNITED PRESS



UNITED PRESS ASSOCIATIONS
World Building New York

Serials BUILT for Newspapers

LAILA

By JOHN NEWPORT
(New)



SECOND LOVE

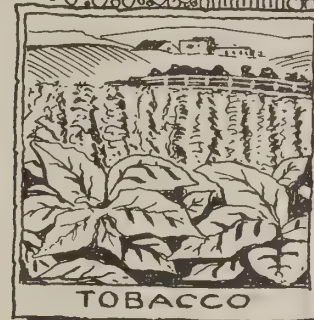
By MALCOLM DUART
BEST SELLER
OF THE YEAR

EUGENE MACLEAN
NEWSPAPER
FEATURES
827 FOLSOM ST. SAN FRANCISCO

Why the South's Prosperity?

fifth -

NATURAL RESOURCES



P RIMARILY the South was known as an agricultural region, a producer of cotton, tobacco and other products of farm cultivation.

Within the past 20 years new forces have appeared at work, that have exploited and developed the South's natural resources.

For diversity of natural resources, no other section of the country can match the South in natural wealth. It has over half of the timber east of the Rockies—it has as fine an assortment of clays as can be found anywhere in the world, in readiness for a comprehensive clay working industry. In the Birmingham district, are found—probably the largest undeveloped iron reserve in the country, not to mention its precious metals, and extensive deposits of copper, lead, zinc and coal.

With its high class labor, its unlimited power, its climate, and its natural resources, it is no wonder then that the South has found itself and its progress will be swift and steady.

A New Empire is open for the national advertiser to conquer. Let these newspapers show you the way.

ALABAMA	Circulation	2,500 Lines	10,000 Lines
*Birmingham Age-Herald (M)	34,994	.09	.09
*Birmingham Age-Herald (S)	50,699	.11	.11
*Mobile News-Item (E)	11,993	.05	.05
*Mobile Register (M)	20,427	.08	.08
*Mobile Register (S)	32,096	.10	.10
FLORIDA			
††Daytona Beach News (ES)	5,560	.04	.04
*Florida Times-Union (M) 49,903 (S)	59,239	.12 (S.15)	.12 (S.15)
*Lakeland Ledger (E)	5,173	.03	.03
*Miami Herald (M)	48,108	.11	.11
*Miami Herald (S)	60,006	.12	.12
*Orlando Reporter-Star (E)	8,502	.06	.06
*Orlando Sentinel (M&S)	10,655	.06	.06
*Pensacola News and Journal (E&M)	9,590	.07	.07
†St. Augustine Record (E&S)	3,382	.04	.04
††St. Petersburg Independent (E)	9,708	.065	.065
*Tampa Times (E)	24,389	.08	.08
*Tampa Tribune (M) 38,622 (S)	59,412	.10 (.14S)	.10 (.14S)
*West Palm Beach Post (M)	11,339	.06	.06
GEORGIA			
*Augusta Herald (E)	14,515	.05	.05
*Augusta Herald (S)	15,254	.05	.05
*Macon Telegraph (M)	25,903	.08	.08
*Macon Telegraph (S)	26,198	.08	.08
*Savannah Morning News (M), 21,220 (S)	22,161	.06 (.07S)	.06 (.07S)
KENTUCKY			
*The Lexington Leader (E)	19,262	.06	.06
*The Lexington Leader (S)	19,266	.06	.06
††Paducah Sun (E)	9,391	.04	.04

	Circulation	2,500 Lines	10,000 Lines
NORTH CAROLINA			
†Greensboro Daily News.....(M)	27,485	.08	.07
†Greensboro Daily News.....(S)	31,505	.09	.08
**Salisbury Post(E)	7,324	.04	.04
†Winston-Salem Journal.....(M)	13,702	.05	.05
†Winston-Salem Journal(S)	13,720	.05	.05
**Winston-Salem Sentinel.....(E)	17,832	.07	.07
SOUTH CAROLINA			
**Columbia State(M)	22,627	.07	.07
**Columbia State(S)	24,281	.07	.07
*Greenville News.....(M)	21,648	.075	.07
**Spartanburg Journal.....(E)	6,112 }	.05	.05
**Spartanburg Herald (M) 6,112.....(S)	9,110 }		
TENNESSEE			
*Chattanooga Times(M)	29,184	.10	.10
*Chattanooga Times(S)	28,942	.10	.10
††Memphis Commercial Appeal.....(M)	101,803	.18	.18
††Memphis Commercial Appeal.....(S)	130,794	.21	.21
*Nashville Banner(E)	54,519	.11	.11
*Nashville Banner(S)	56,007	.12	.12
VIRGINIA			
**Danville Register and Bee.....(M&E)	14,336	.06	.06
**Danville Bee and Register.....(E&S)	19,217	.07	.07
*Newport News Times-Herald.....(E)	7,968	.05	.05
*Newport News Daily Press.....(S&M)	5,413 }		
**Roanoke Times & World News...(M&E)	25,246	.08	.08
**Roanoke Times(S)	15,458	.07	.07
*Staunton News-Leader (M), Leader..(E)	6,855	.035	.035
** A. B. C. Statement, Oct. 1, 1926.			
* A. B. C. Statement, March 31, 1926.			
† Government Statement, March 31, 1926.			
†† Government Statement, Oct. 1, 1926.			

Announcement



SINCE that little chat with you in the middle of Summer on the "high printability" of the C.P.A. Sunday Service, we have been adding new members to the Friday Night Leased Wire at the rate of **one every week.**

Here are some of the reasons:

that genial reporter, known up and down America for his knack with words and his twenty years' intimacy with the great and the near-great of the nation: *Bob Small.*

that cheerful woman writer who gets a laugh into every line of her copy and yet keeps it copy in the news-desk sense: *Jessie Henderson.*

those two canny reporters, one who has the investment market in his inside pocket, and the other who turns out banner-heads for the business pages: *Byron Seller and Harden Colfax.*

those four outstanding "giants" of European journalism trained in American news values and past masters at picking the human stories out of the tangle of trans-Atlantic news: *Gardiner, Harden, Reache and Bird.*

those four time-tested sport writers, revered on the bleachers, the green and the squared-circle, who give you high spots on golf, boxing, baseball and other sports: *McCarthy, McGann and Chadwick.*

that selected corps of "specials" ready to cover the big story of the week from a fresh, human-interest angle, wherever it may break.

There are a few cities where the exclusive rights to this service are still available and there is a special toll-saving proposition for the smaller cities.

A telegram will reserve your option if the territory is still open.

The Consolidated Press Association

Executive Offices, Evening Star Building, Washington, D. C.

New York
Eighth Floor
World Building

Chicago
Third Floor
Daily News Building

San Francisco
Third Floor
Bulletin Building

Paris
Fourth Floor
19 Rue d'Antin



MEMBER A.B.C.

EDITOR & PUBLISHER

1884 The Oldest Publishers and Advertisers' Journal in America 1926



MEMBER A.B.C.

SUITE 1700 TIMES BUILDING, NEW YORK
42ND STREET AND BROADWAY.

Original second class entry The Journalist, March 24, 1884; Newspaperdom, March, 1892; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Advertising, February 7, 1925; Revised entry, Editor & Publisher, May 11, 1916, at the Post Office at New York, N. Y., under the act of March 3, 1879.

Vol. 59. No. 25

NEW YORK, NOVEMBER 13, 1926

By Mail in Advance \$4, U. S. A.
\$4.50, Canada; \$5, Foreign

10c Per Copy

Putting Oil Heat in Chicago Homes

JOURNALISM LIBRARY

Not to be taken from this room

Certainly the choice of a heating system is a family matter—a subject for advertising, above all, in a home newspaper.

The Winslow Boiler and Engineering Company capitalize this fact in their advertising in Chicago of "Kleen-Heet" oil-burners. This year they are running a consistent and aggressive campaign in The Daily News, using more space than in any other Chicago paper.

If your product is of interest to the family you simply can't go wrong in Chicago in



Kleen-Heet advertising is
placed by the Mitchell-
Faust Advertising Company

THE CHICAGO DAILY NEWS

First in Chicago

Member of The 100,000 Group of American Cities

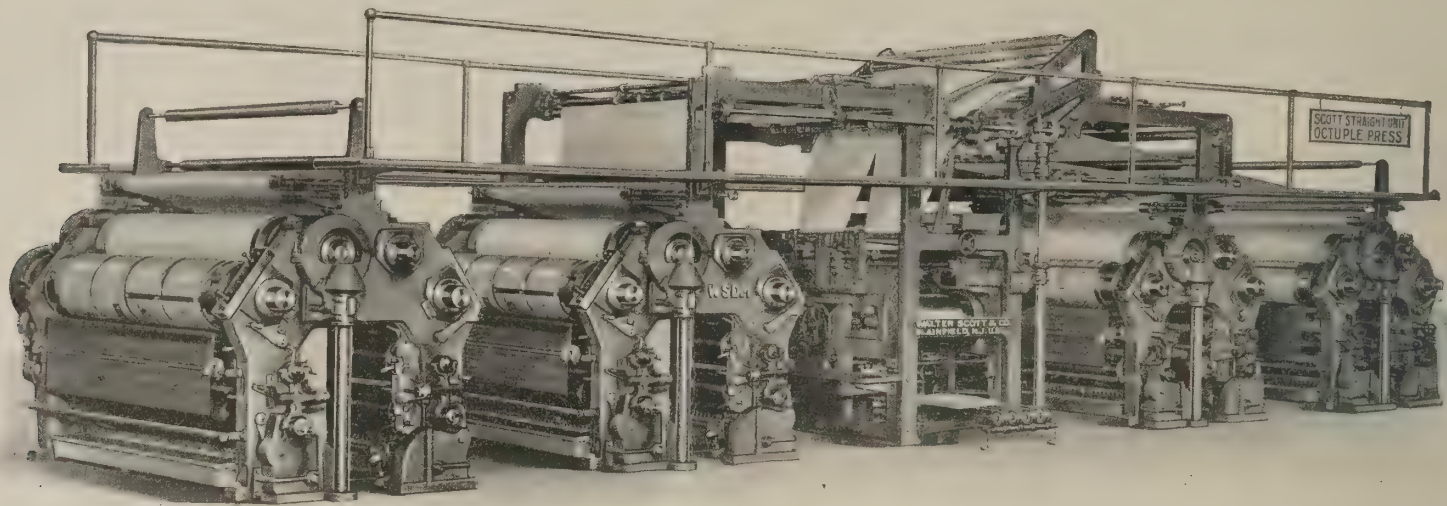
Advertising
Representatives:

NEW YORK
J. B. Woodward
110 E. 42d St.

CHICAGO
Woodward & Kelly
360 N. Michigan Ave.

DETROIT
Woodward & Kelly
Fine Arts Building

SAN FRANCISCO
C. Geo. Krogness
253 First National Bank Bldg.



Scott "Straight-Unit" Octuple Underfed Press, Consisting of 4 Underfed Units and 2 Heavy Duty 64 Page Folders.

A Unique System of Ink Distribution

—with fewer composition covered rollers is a feature of Scott "Straight-Unit" and "Multi-Unit" Presses.

Even distribution is accomplished first by vibrating the distributing cylinders, which action produces a vibrating effect upon the form rollers and assures a smooth, even spread over the surface of the printing cylinder.

Secondly, the usual small transfer roller is replaced by two large diameter rollers, placed between the distributing drums. This eliminates the need of careful adjustment. The throw-offs on both the form and transfer rollers prove to be of great convenience.

The vibrating mechanism is powerful and long-enduring, conforming to the standard set for every part of a Scott Press—"One-Quality—The Best."

Scott

"Multi-Unit" and "Straight-Unit" Presses

Cylinder Speed—400 r. p. m.

WALTER SCOTT & COMPANY

Main Office and Factory

New York Office

Chicago Office

Plainfield, New Jersey, U. S. A.

1457 Broadway

1330 Monadnock Block

Cable Address: WALTSCOTT NEW YORK



"At Home"-- Seven Days a Week

- ¶ Week-days and Sundays—every day—Baltimore is "at home" to The Sunpapers.
- ¶ The Sunpapers are not casual visitors—dropping in only occasionally or on special occasions. They're invited guests, with a permanent invitation in the form of an order to a Sun Carrier to deliver them regularly. The larger part of the circulation of The Sunpapers is delivered by Sun Carriers—straight to the homes where they will be read.
- ¶ In the homes of Baltimore, the arrival of The Sunpapers—morning, evening, Sunday—is an eagerly awaited event. The assured welcome which awaits The Sunpapers extends to their advertising columns.
- ¶ Are you being introduced to Baltimore under such favorable auspices?

Average Net Paid Circulation for Month of October, 1926

Daily (M. & E.) . . 250,648

Sunday 192,269

A Gain of 12,655 Daily and 5,774 Sunday Over October, 1925

JOHN B. WOODWARD
Bowery Bank Bldg.,
110 E. 42d St., New York

GUY S. OSBORN
360 N. Michigan Ave., Chicago

C. GEORGE KROGNESS
First National Bank Bldg.
San Francisco

Everything in Baltimore Revolves Around

THE

MORNING



EVENING

SUN

SUNDAY

Baltimoreans Don't Say "Newspaper"—They Say "SUNpaper"



EDITOR & PUBLISHER



Issued every Saturday, forms closing ten P. M. Thursday preceding Publication by The Editor & Publisher Co.,
J. W. Brown, Publisher; Marlen E. Pew, Editor; Suite 1700 Times Building, 42nd St., at Broadway,
New York. Telephone, Bryant 3052-3053-3054-3055-3056. Charter Member Audit Bureau
of Circulations. Member Associated Business Papers, Inc.

Vol. 59

NEW YORK, NOVEMBER 13, 1926

No. 25

A. N. P. A. Keynote Is "Greater Revenue" at French Lick Fall Meeting

Day of the Newspaper as Big Business Heralded by 225 Publishers Attending—Association Plans to Increase Income by Cutting Wastes Through Two New Departments' Activities

(By Telegraph to EDITOR & PUBLISHER)

By PHILIP SCHUYLER



John Stewart Bryan

FRENCH LICK, Ind., Nov. 11.—Entrance of big business methods into the newspaper field has rarely been so clearly heralded as at this the second annual Fall convention of the American Newspaper Publishers Association, which opened Wednesday and will close Friday of this week for all save those who enjoy the sport of publishers—golf.

The 225 A.N.P.A. members who attended the sessions this week, about half the entire membership and double the number that inaugurated the Fall meetings last year, are emblematic of the new era and the prosperity that seems to be everywhere today in newspaper land. Once they merely dreamed the things they are actually doing now.

Newspaper publishers have learned the value of the combine business. Economics not long ago called "thin theories" of actually clear-thinking editors are today being profitably practiced and studied eagerly by the business men of the press.

Greater efficiency in mechanical operation by co-operative effort for one thing will soon become a reality, due to the action of the A.N.P.A. in its appointment of W. E. Wines, who was introduced today as the mechanical director for all members.

This same symptom of American big business is noticeable in the changed attitude of publishers toward the railroads. They were in older days glad enough to accept free passes to save themselves the trifling traveling expense they then had to scrape to meet. Today W. E. Mathey was introduced as the manager of the new A.N.P.A. traffic department. C. E. Antrim, *Chicago Tribune*, who made the introduction, told of the difficult problem single newspapers, unversed in railroad-ing, faced in entering rate disputes with the carriers alone.

Mr. Mathey before his association with the A.N.P.A. spent 20 years with the Erie Railroad. He knows by comparisons what freight charges are right and just. It is Mathey's job to speak for the 500 dailies of the National Organization, as though for one giant newspaper-producing corporation.

Speakers recalled scornfully "the old days" in America's newspaper land, when, to quote one, Edwin S. Friendly, business manager of the *New York Sun*, "papers were the playthings of eccentric editors." Newspaper men then, he said, were too interested in making and un-making politicians, ideas, and details. Today they are making money.

Few editors of the old school were here to contest the glittering generality on "playthings." One, spoken of as a "fighting editor" C. P. J. Mooney, *Memphis Commercial Appeal*, afterwards discussed it guardedly and in private.

"It is not altogether a good thing that newspapers have entered the big business class," Mr. Mooney asserted. "But the big business day has come. It cannot be denied. What we must do now is to put our best brains to work to make certain that as big business newspapers are wisely and properly conducted."

That is exactly what the A.N.P.A. is attempting to do. The convention's keynote this week was announced as "greater revenue." Those who spoke concerned themselves with discussing how this goal may be obtained properly and with justice to all.

Those publishers here today were particularly attentive when Mr. Antrim and Mr. Mathey told of opportunities to save groups of publishers as much as \$2,000,000 a year by correcting and preventing "bad spots" in the freight rate structure, and also when Mr. Wines declared one important plank in his mechanical platform was to "increase net revenues by decreasing operating expense."

Mr. Antrim, first speaker Thursday, proudly reported that the Traffic Department had lost no time in getting un-

derway. The machine is functioning properly and is gaining momentum daily, he said.

He announced that, on Dec. 1, the department would begin to audit the freight bills of every Association member.

"We expect to obtain 100 per cent refund for members of freight bill overcharges," he predicted. "These refunds alone, in many cases, ought to pay the cost of A. N. P. A. membership."

"Paper men are pessimistic about our new department. They fear that newspaper publishers, formerly indifferent to freight rates on print paper, will become rate experts and lower their own rates and raise those of their competitors."

Mr. Antrim explained how he wanted the Traffic Department to function. Its aim is to be a benefit to the field as a

whole, he said, but in many cases there was opportunity for assistance to individual papers. He declared that, in dealing with carriers, it is not always best to file a complaint with the I. C. C. immediately, but to enter into negotiations first with the railroads. He suggested that all members follow Mr. Mathey's advice on all matters of routing.

"Mr. Mathey is looking on the whole picture," he said. "He is able and willing to give valuable assistance to publishers. He can also be of help to editorial departments by furnishing information on traffic legislation."

To show how newspapers were mulcted, Mr. Antrim told how publishers in the Mississippi Valley had lost \$2,000,000 in the last ten years on newsprint moved to them from the great "eastern blanket."

"The eastern blanket," he said, "extends from Ontario to Maine. From there to all points west to the Mississippi are based on the rate to Chicago. The commission fixed the rate ten years ago. Carriers, at that time, obtained an advantageous differential. Publishers did not complain. The commission presumed, therefore, that the rate was reasonable."

"This department," he concluded, "was created to prevent the re-occurrence of similar situations, as well as to make actual dollars for the publishers."

When Mr. Mathey was formally presented to the convention, he carried this parting thought forward, declaring his work was divided into two major activities, preventive and corrective. To make clear his point, he explained how freight rates are made.

The carriers, it seems, have established rate associations in various sections of the country. In changing existing rates, proposals are submitted by interested parties to these associations. If the association approves, it publishes a tariff, which is filed with the Interstate Commerce Commission and various state commissions. A clearing house for all these rate changes is the National Industrial Traffic League, of which the A. N. P. A., through its Traffic Department, is now a member. The Traffic Department receives bulletins from the league at regular intervals containing information regarding proposed rate changes.

"We can thus uncover objectionable rates in time to combat them," Mr. Mathey continued. "We will be permitted to demand a public hearing. Protests are not always heeded. But we can go further. We can ask that the dates of the proposed rate change may be suspended pending a hearing before the I. C. C."

"This small detail is an important function of the department. An apparently innocent proposal may have far-reaching importance."

Canadian railroads, according to Mr. Mathey, are planning to revise rates on newsprint from Canada to the United States upwards. This is being closely watched by the Traffic Department. A uniformity of rates for newspapers carried by baggage service is also being sought.

Rates from Canada to New England



Lee Syndicate of Newspapers chartered a special car to bring delegates to the convention with their wives. Latter here shown: Mrs. Frank D. Throop, *Davenport Democrat-Leader*; Mrs. L. P. Loomis, *Mason City Globe Gazette*; Mrs. E. L. Spaks, *Hannibal Courier Post*; Miss Elizabeth Muse, *Mason City Globe-Gazette*; Mrs. Clyde Rabedaux, *Muscatine (Ia.) Journal*; Mrs. Frank Burgess, *Lacross Tribune*; Mrs. I. U. Sears, *Madison State Journal*.

are generally too high, Mr. Mathey said. This is now being studied, in addition to corrections which are being made in "bad spots," in the rates in Wisconsin and Michigan. Another specific instance of service recited by Mr. Mathey concerned a Virginia paper.

This newspaper was being charged 50 cents per hundredweight on newsprint shipments. The Traffic Department was able to dig up proof showing this charge was too high, and protested, demanding revision downwards to 38 cents with refunds. The refund would mean between \$3,000 and \$4,000 to the newspaper. Mr. Mathey expressed confidence in winning this case. The railroad has already offered, as a compromise, a lowering in the rate from 50 cents to 41½, which would mean a refund of \$2,500 a year.

In negotiations with the railroads, he said, the amount of tonnage involved was paramount.

"While the tonnage of any one newspaper may be small," he concluded, "the combined tonnage of all A. N. P. A. members reaches such large proportions that the total figure may frequently be used in obtaining just concessions without litigation."

The Mechanical Department, which came into being Nov. 1, had obviously no accomplishments to report, and G. M. Rogers, *Cleveland Plain Dealer*, and chairman of the mechanical committee, and Mr. Wines, the recently appointed A. N. P. A. mechanical director, were unwilling to read the stars.

In epitome the "Mechanical Platform," as laid down by Mr. Wines, contains the following pertinent planks:

"1. We will co-operate with all manufacturers in the equipment field, but no outside organization will be able to threaten, cajole or flatter this office into serving any one but A. N. P. A. members."

"2. This office will deal only in facts."

"3. We will strive to increase net revenue for publishers by decreasing operating expenses."

"4. We will test all new machinery and strive to report on the tests accurately and fairly."

"5. We hope, first of all, to be a clearing house for A. N. P. A. members for dissemination of all available mechanical information."

PREDATES BEFORE A. N. P. A.

FRENCH LICK, Ind., Nov. 12.—as EDITOR & PUBLISHER went to press, it was learned that S. E. Thomason, *Chicago Tribune*, intended to ask A. N. P. A. endorsement of his proposal to the Audit Bureau of Circulations that inclusion in the reports of Sunday total circulation of predate edition circulation be abolished. Opposition is expected.

The last speaker Thursday was Charles W. Nax, *St. Louis Globe-Democrat*, and president of the Association of Classified Advertising Managers, whose address is reproduced elsewhere in this edition.

Marking the passing of Frank G. Bell, *Savannah Morning News*, and an A. N. P. A. Director, who died Aug. 12, this year's convention began in a solemn reverent key. An organ should have been playing softly somewhere while in slowly spoken and musical Southern drawl, President Bryan and Clark Howell, Jr., *Atlanta Constitution*, paid memorial tribute. It would have added little to the already church-like atmosphere of the convention hall, which later became an active laboratory of business economics.

"Steadfastness," President Bryan said "is the word that sums up Frank G. Bell; and no greater tribute could be paid a publisher. He was ever steadfast for the right. His life must be measured by leadership not lineage, by courage not circulation."

Following the introduction of William B. Bryant, *Paterson Press Guardian*, as Convention Chairman, and instructions from Elzey Roberts, *St. Louis Star*, regarding golf, the A. N. P. A. trend away from big publisher exclusiveness to growth, expansion and service was evidenced.

When E. H. Butler, *Buffalo Evening News*, and chairman of the membership committee, announced names of various state vice-chairmen who had been named to assist him in selling the Association to a broader field. The friendly spirit of co-operation between the national body and intersectional publisher groups was represented by Verne Joy, *Centralia Sentinel*, who, introduced as Acting President of the Inland Daily Press Association, spoke briefly but warmly in praise of the big organization.

The vice-chairman commissioned to make the A. N. P. A. useful to a greater number of publishers include: H. H. Conland, *Hartford Courant*; William F. Metten, *Wilmington Evening*; Fleming Newbold, *Washington Star*; W. A. Elliott, *Jacksonville Times-Union*; Clark Howell, Jr.; S. E. Thomason, *Chicago Tribune*; W. A. Bailey, *Kansas City Kansan*; Emanuel Levi, *Louisville (Ky.) Courier Journal*; C. H. Taylor, *Boston Globe*; L. B. Costello, *Lewiston Sun*; M. F. Hanson, *Duluth Herald*; Mr. Roberts, *St. Louis Star*; F. W. Bush, *Athens (O.) Messenger*; F. O. Larsen, *Tulsa World*; G. L. Palmer, *Houston Chronicle*; and President Bryan, *Richmond News-Leader*.

Edwin S. Friendly, business manager, *New York Sun*, was first called. His address on "Greater Revenue From Advertising," in which he attacked the milline rate theory advocated selling preferred positions at higher rates, and urged publishers to make a thorough analysis of their readers and their community, is reproduced elsewhere in this issue.

A by-product of discussion following

Mr. Friendly's speech was the problem of the shopping news dodgers prepared by department stores for free distribution in competition with newspapers.

Fleming Newbold, *Washington Star*, revealed that merchants in his city had considered only a week before trying the Shopping News method of advertising and told how the newspapers had met the problem.

"We asked our retailers what fault they had to find with the newspapers, when we learned they were planning to enter into competition with us," Mr. Newbold said. "They told us that they believed that the department store advertising as published in our paper was too scattered. We had been selling no preferred positions, but had sold best space in rotation. The suggestion was made that we put all the department store advertising together in our second section. This change was made last week. Advertising space now on our first 16 pages is now open virtually exclusively to general advertisers, with special rates for preferred positions from pages two to seven. It seems to be working out satisfactorily."

Mr. Newbold explained that the merchants wanted the second section of his paper to become gradually a shopping news section. They didn't care how tight it became, believing that the reader-interest in department store bargains would carry the readers through page after page of announcements supplemented by reading text.

In this change, Mr. Newbold said the *Star* has decided to "Jim Crow" the merchants to the back of the paper who are more interested in selling credit than good merchandise, giving the higher class stores first consideration.

In response to a request from Mrs. Zell Hart Deming, *Warren (O.) Tribune*, George M. Rogers, *Cleveland Plain Dealer*, explained the Shopping News situation in his city, where this strange newspaper sport has in five years grown to such an extent that it is published from its own efficient plant.

Mr. Rogers maintained that the Cleveland shopping news was nursed to life because the newspapers had failed to bury petty differences and present a united front when first it began. What will finally cause its death, he said, is that the Shopping News idea cheapens the merchandizing practice of the entire community in which it operates.

"The tendency of shopping news advertisers," he argued, "is to merchandise price exclusively. A Shopping News isn't worth a cent for institutional copy. Although the shopping news is established in Cleveland now and seems successful, I question that it can long continue. When carried to its logical conclusion, business will be affected so seriously that the merchant will be compelled to change their methods back to the regular newspaper pages. A Shopping News is only good for price buyers and if the purchasing power of this class of people



Miss Elizabeth Lynett of Scranton has her own ideas of convention sport.

is ever affected unfavorably, as it is bound to be, the Shopping News will be damaged accordingly."

Whether or not the Cleveland newspapers could have caused the shopping news to die in still birth, Mr. Rogers described as "debatable."

"The only advice," he concluded, "if I may venture to offer advice on the subject, is that in any other city where the newspapers are confronted with the possibility of a shopping news issued by the local merchants, they should immediately bury all differences among themselves and present a united front."

Considerable interest was awakened by Mr. Friendly's suggestion, that higher rates should be charged for preferred position. President Bryan himself confessed to be hamstrung by tradition in Richmond to such an extent that he could not ask a local department store a higher price for a coveted page sold them exclusively for many years.

Paul Patterson, *Baltimore Sun*, described a similar situation in his city, where the fear that an exclusive advertiser would buy space in a competitor prevented the Sun from demanding a higher price for the preferred space.

Hugh Powell, *Coffeyville (Kan.) Journal*, asked Mr. Friendly what charge should be placed on position by a newspaper that had always sold run-of-paper at a flat rate, and was just beginning to make the change.

(Continued on page 49)



A. N. P. A. Leaders (left to right)—Charles H. Taylor, *Boston Globe*; E. H. Butler, *Buffalo News*; C. M. Palmer, *St. Joseph News-Press*; F. J. Burd, *Vancouver Providence*; Hilton U. Brown, *Indianapolis News*; John Stewart Bryan, *Richmond News-Leader*, president; S. E. Thomason, *Chicago Tribune*; and Paul Patterson, *Baltimore Sun*.

FULL YEAR'S TRIAL OF RETURNS MOVES N. Y. TIMES TO ABOLISH PRIVILEGE

Appalling Waste of White Paper and Operating Expense
Detailed to A. N. P. A. Convention
by Louis Wiley

THE *New York Times* will abolish returns completely in a few days, Louis Wiley, its business manager, told the A. N. P. A. members at French Lick, Ind., this week. Mr. Wiley in his address, said newspaper waste traceable to circulation returns ran into millions annually—almost half a million dollars on the newspaper alone. Magazine wastage through a similar leak probably totaled 25,000,000, he said.

His address in substance follows:

"In New York we have just experienced approximately a year of granting return privileges. That experiment has convinced us that from every point of view the practice is a mistake—almost criminal—judged by results, public policy, expense or good business management."

"The New York newspapers went on practically a fully returnable basis. It is a conservative estimate to say that the expense to the publishers of that city has been at the rate of more than \$1,500,000 a year, of which more than \$1,250,000 has been a waste of white paper alone."

"We are reducing the return allowance rapidly. The New York Times has entirely eliminated it in six of the eight postal zones, and has reduced the city and city-mile zone allowance to 2 per cent of the order daily and Sunday. Agreements to do away with returns absolutely, containing penalty provisions with other publishers to abolish the system, have been proposed. The New York Times will be on an absolutely non-returnable basis in city, suburbs and country, within a few days. If the other newspapers will not jointly agree to abolish returns we will go it alone."

"Now let us examine what a 5 per cent return may mean on a newspaper of 300,000 circulation. The circulation department ordinarily, once the policy of returns is adopted, is inclined to let the publisher have a good deal of rope. Averaging the larger Sunday and the daily papers, it is extremely probable that the daily waste is not less than 15,000 forty-page papers. The white paper tonnage involved in these returns would be nearly five tons a day. Newspaper publishers need not be told such a waste is expensive. It certainly would amount to \$100,000 a year for newsprint alone, eliminating all other costs of production, handling, transportation, billing, checking, etc. The recoverable part of this waste is negligible—just the price you get for used paper and old bundles. The total cost of the return privilege for a newspaper operating on the figures just noted cannot be less than \$150,000 a year."

"If a newspaper be reasonably well established, with a circulation department expert and well managed, the return privilege will not produce any appreciable increase in circulation beyond what could be achieved in other and legitimate manner at less expense."

"Take, for example, the \$150,000 in waste for one newspaper shown above. Every intelligent publisher will agree that that sum wisely expended on improving the news and editorial content of the paper—on brains—on making the paper more attractive and valuable to its readers—would yield a real gain in circulation. In fact, to allow returns is practically to take something away from these readers to hand it over to the few who may want the paper some day somewhere."

"It is argued that this expense, or waste, decreases the net paid sale the publisher can claim. The system permits a manner of deception on the part of scrupulous dealers, such as the sending out of headings of copies actually sold and read and picked up by the dealer and discarded. This trickery is widespread, and is not always easy to detect."

"The return privilege encourages the dealer in wasteful, slipshod ways and leads him to believe that the newspapers must be managed loosely and wastefully. The expense of auditing and checking the returns and deducting them from the bills is a substantial item and leads to constant disputes and to loss of dealer good will."

"The newsprint waste alone, even if there were no other considerations, is one which should stir publishers to act in concert. We face a diminishing supply of newsprint, of forest reserves. We go farther and farther afield for our supplies of this basic item of newspaper production. We are throwing away, in allowing returns, one of our great natural resources. We cannot justify to ourselves and to future generations the reckless throwing away of paper."

"The problem of returns can be met by better management of our circulation departments. Readers can be educated to order the paper regularly in advance."

SOME A.N.P.A. MILE-A-MINUTE SHOP TALK

Advertising Rates Too Low—Production Costs Have Jumped 26 Per Cent
in Two Years—Do You Keep a Little Black Book?—Five-Cent
Papers Predicted—How Vermont Dailies Advise

SPEAKING of "Shop Talk at Thirty," as everyone seems to be, I discovered that shop talk at sixty miles an hour was an engaging pastime this week, when I rode the A. N. P. A. special to French Lick, Ind., that modern trading post of newspaper ideas.

Two cars of the St. Louisian leaving New York, Nov. 8, were taken over by A. N. P. A. delegates on the cross-country ride to Indiana. And mile-a-minute shop talk kept pace with the clicking wheels of this crack extra-fare train.

These Indiana bound publishers are bullish. They talk increased advertising rates and increased subscription prices. Times are good; but they should be better. Production costs are mounting, and cash register bells must be made to play jazz tunes to keep prosperity as a business office guest.

"Rates are far too low" was the bald assertion of Louis Wiley, business manager of the *New York Times*. "The tendency is upwards and should be, in view of the increasing costs of production, especially in the mechanical department. There is a general movement throughout the field for increased rates."

"In every city the advertising rates quoted to department stores are much too low. This is particularly true of New York. While department store advertising may be considered as news, it is indefensible that their rates should be 50 per cent less than that charged general advertisers. Certainly it is difficult to defend such a disparity in rates."

Col. Ernest G. Smith, publisher of the *Wilkes-Barre* (Pa.) *Times-Leader*, is a step ahead of the game. He bumped his rates 25 per cent on Nov. 1, and is seriously considering a further boost.

Why not? Col. Smith, who runs a newspaper plant with regimental strictness, carries in his pocket a little black book that answers every question an advertiser may care to ask. This little black book—Col. Smith calls it his "Bible"—contains a detailed cost record of the *Times-Record* dating back to 1908, the date of the merger of the *Times* with the *Leader*. In the last 16 years, according to the book, newspaper production costs have increased 19½ per cent. Col. Smith raised his rates two years ago. Since that time,

Home deliveries can be increased. The co-operation of newsdealers can be obtained and kept active.

"Under the law of averages, the fluctuations in demand are very slight. In the case of one New York afternoon newspaper where a careful record was kept covering some eight editions a day, the highest fluctuation of the week was three-tenths of 1 per cent. This percentage is negligible in newsdealers' profits and one that cannot seriously affect circulation."

"The waste is not entirely in newspapers. Magazines of national circulation have probably an even higher percentage of waste. A few of them are non-returnable. A great many more are fully returnable. It is not too much to say that \$25,000,000 would not cover the total annual expense."

"This is a problem which the American Newspaper Publishers Association might take up in an advisory way, if for no other reason than because of the interest of all publishers in the newsprint situation. A model agreement between local publishers might be drawn up and recommended for action. The evil is one which grows to its worst excesses when local newspapers compete with one another in liberality of returns and prodigality of waste. The problem is one which calls for action, dictated by common sense and a determination."

so the good book says, newspaper production costs have increased 26 per cent.

Hitherto, when rates have gone up in Wilkes-Barre, the publishers have walked forward together in goose-step. Col. Smith threw out a heavy barrage from the barrel of the black book and moved ahead alone this trip.

So far the advance has been successful. The local retail merchants put up a show of opposition at first.

"Let's boycott him," said some.

But when Col. Smith began to quote cost figures, the wiser retail heads called a halt.

"This man knows his business," said they. "We raise our prices when the wholesalers go up, so why hasn't he a right to boost if he finds his costs mounting?"

In addition to increased costs, Col. Smith has increased circulation to show his advertisers. And listen to this—it's good. Since he raised his advertising rates two years ago, Col. Smith has jumped the price of the *Times-Leader* from 2 cents a copy to three. Still circulation increased, after a stand-still over a three-month period. Why? Who can tell?

The Wilkes-Barre *Times-Leader* is now listing a national advertising rate that equals the local less the agency commission. This paper is asking the casual customer eight cents a line and is getting six lines for 2,500-line contract or better.

"We totaled approximately 12,000,000 lines last year," Col. Smith declared, "and we are confident we will have at least 10 per cent more this year despite the boost in charges."

Now about that cost book covering a period of 16 years—that Bible that some kind-hearted Gideons should place in every newspaper home.

"Why in keeping that cost book," began Col. Smith, in his deliberate and convincing tone, "we follow a simple rule—the only rule in fact any publisher can adopt to figure out his advertising rate. We take our total cost of operation and deduct our circulation and miscellaneous returns and the rest is apportioned off to advertising to cover."

"Labor and salaries run up 54 per cent of the cost. The remainder is distributed over various incidentals. Ink, for in-

stance, amounts to 3¾ per cent of the cost. Features and wire services account for only a very small percentage. I keep a record of the cost of newsprint used, and a special cost system for the composing room."

"Then, we have our books audited monthly by Edmund E. Walker & Co., a firm that has offices in New York and Chicago and offers a comparative cost service that is unique. They will, for example, supply a client newspaper with the audits of say 27 other clients representing papers of the same size. Clients grant the inter-change privilege. To preserve trade secrets, names of the newspapers are deleted on the comparative cost sheets issued, and numbers substituted. You can imagine how helpful such service can be to a publisher. It is all right to have an annual audit, but if you are really anxious to make corrections in time, every 30 days is to your advantage."

Col. Smith said his composing room costs averaged 12 to 14 cents an inch for advertising. He completed a new plant in April, and the new machinery has lowered composing room costs considerably.

So much for advertising rates. There are those among these publishers who see 5-cent papers looming, despite the experience of Cyrus H. K. Curtis and his *New York Evening Post*.

"The same publishers who howled at the impossibility of ever getting more than a penny for a paper are now shouting that the day of the five-cent daily will never arrive," Victor Ridder, co-publisher of the *New Yorker Staats Zeitung* and the *Herold*, declared.

"Newspapers must advance their advertising rates further or else make their circulation pay, and eventually some publishers will resort to the latter method."

Advance in newspaper production costs will force many weaker newspapers to quit the field, Mr. Ridder believes.

But meanwhile, those publishers who are hard-headed and tending to business, he commented, are raising their advertising rates and at the same time are uncovering ways and means to cut costs, particularly in the mechanical department.

"One big saving that many publishers are discovering," he continued, "results from the use of dry mats. Importing them from Germany, we have been using them now since 1911, but any number of publishers are just beginning to understand the economies they bring."

"Originally we published a 63-inch paper. Shrinkage from using dry mats saved us 4½ inches in paper, or \$8,000 a year in money."

"Give me an average newspaper running a 72-inch paper, and, without anyone detecting it, I can save him 10 per cent of his paper costs by narrowing the margins, changing the column rules, and obtaining shrinkage from using dry mats."

"When you go to war, you've got to go to war rough. This newspaper business is no parlor game," observed J. L. Kinmonth, who is making an enviable income publishing the *Asbury Park* (N. J.) *Press*.

He was talking of an attempt made by newsdealers in his locality to boycott his paper because he refused to sell to them at a lower wholesale rate. The dealers were co-operating and presented no little show of strength.

"My circulation manager was worried," Mr. Kinmonth continued. "I wasn't."

"See here," I said, "you get me four newsboys for every stand we serve. We will sell them our paper at our regular rate, and give them orders that they must serve every customer with copies of the *Press* before he or she reaches the stand. This was done. The dealers' strong bluff wilted. We've had no more trouble. It was pie for the newsboys while the fight lasted."

"Dealers will always push a paper that increases its retail price, I have found," cut in Herbert Peterson, publisher of the *New Haven Journal-Courier*. "And the reverse of this is likewise true."

DON'T SELL CLASSIFIED AS ADVERTISING

It Is a Distinct and Different Service to Paper's Readers, Nax Tells A. N. P. A., And Should Return a Equal or Larger Income Than Display Space

THE classified advertising columns of a newspaper can be visualized as a stock of merchandise that a newspaper carries on its shelves. If a merchant gets a reputation of mixing in with his stock a lot of shoddy goods that in appearance looks like and is represented to be dependable merchandise, but being put to use proves otherwise, that merchant soon loses the confidence of the public and is a failure. Just so with a newspaper that permits fake advertising in its classified columns. One bitter experience is sufficient to shake the confidence of a reader and make him skeptical of all advertising. With all the sources of information which the newspaper now has at its command there is no valid excuse for publishing any advertising that is not legitimate.



CHARLES W. NAX

The rule should be "if in doubt, leave it out," until it is proven that no fraud or deception is intended or can be perpetrated. If you want to build classified advertising on a firm foundation, establish rigid censorship rules and see that they are enforced.

Another important and interesting factor in the constructive development of classified advertising is in its exploitation or promotion. The problem of building classified advertising through promotion is primarily a merchandising problem, not unlike the marketing of any other commodity or service of general utility. To build classified volume you must not only merchandise your space but you must also sell the advertising placed in that space to your readers who are the consumers of advertising.

Every form of advertising can be used to exploit classified direct-by-mail, bill boards, street cars, booklets, etc., but the most effective is advertising in the newspaper's own columns, but it should be done consistently. Newspaper publishers should apply to themselves the same selling arguments that their own advertising salesmen use to induce advertisers to buy space. We all know that the greatest success from advertising comes to those advertisers whose advertisements appear every day, and that the larger the space, the larger the success. Classified departments should be allotted a definite amount of space, every day, regardless of whether an issue is tight for room or otherwise. No one but the publisher should have the privilege of throwing classified promotion out of the paper. Very few editorial executives have an appreciation of the value of classified to their newspapers and consequently when they find that they need or want more space for news, the first thing to get the blue pencil is any so-called office ads on classified.

Enthusiasm is a part of the make-up of most classified managers and one of the things that always dampens this feeling is to put a lot of thought, energy and effort in promotion copy, and then have it omitted day after day; and when a classified manager complains about it, he is usually further disheartened by the curt reply that "we haven't any room."

One of the outstanding classified advertising mediums of the United States in one year used 290,000 lines of space in its own columns for classified promotion, the equivalent of 119 full pages. This newspaper had a loss of 113,000 Help Wanted ads that year, but they made a net total gain of 18,000 ads for the year. The lineage loss for Help Wanted for the year was 690,000 lines, the total net loss was

only 219,000 lines. Naturally, they felt that adequate advertising was valuable to them in the fact of an economic condition which was unfavorable in a major classification. The space used for classified exploitation was exceeded only by the very largest department stores and two men's furnishing stores. Progressive publishers who have a modern concep-

tion of the unusual utility of classified and a vision of its wonderful possibilities for development will understand that they will not only built classified, but their entire newspaper's property through the intelligent exploitation of the paper's classified columns.

So far as I have been able to ascertain there is no fixed rule in the business of

CIRCULATION ALONE NOT A SOUND BASIS FOR SETTING ADVERTISING RATES

Purchasing Power of Readers Essential to Determining Newspaper's Value as Medium, Friendly Tells A. N. P. A.

ADVERTISING as the newspaper's principal source of revenue, as presented by E. S. Friendly, business manager of the *New York Sun*, was the theme around which the convention discussions developed during the opening session. After a brief disquisition on the services newspapers are able to perform through possession of sound and sufficient income, Mr. Friendly went into some detail concerning the building of the revenue structure. His address in part follows:



E. S. FRIENDLY

"What rates is a newspaper entitled to charge for its advertising columns? The failure to answer that question properly has wrecked many newspapers. In most instances rates are based on circulation. Perhaps the better method would be to base the rates on the character of the newspaper and its ability to produce results. The newspaper of character and quality with the most responsive readers should therefore be entitled to the higher rate per line in proportion to its circulation.

"There is much talk these days about milline rates, selling space in a newspaper on a comparative rate per thousand circulation.

"Isn't a newspaper that appeals to the progressive, responsive people worth more per 1,000 readers than one which does not? Is it not entitled to a better rate for its advertising space than the newspaper whose readers have limited buying power? You can no more say that all newspaper readers are alike and that newspaper rates should be based on milline rate comparison than you can say that the price of all automobiles should be based on their speed capacity.

"If all newspaper readers are of the same value, then why do those newspapers that believe in milline rates have different rates for real estate advertising, resort advertising, financial advertising, etc., etc.?"

"I know of no quicker way to destroy reader confidence and at the same time reduce advertising revenue than for a newspaper to permit an advertiser to use deceptive or tricky phrases. Every advertiser should be prepared to sell his merchandise as represented in his advertisement. It is the duty of newspapers to insist upon square dealing. It is in this manner that newspapers can protect themselves and at the same time safeguard their readers. A newspaper

should have a code of ethics and all advertising offered for insertion in its columns should pass this code of ethics or be omitted.

"I believe some newspapers will eventually have a department to read and pass upon the text of the advertisement to see if it will appeal to that newspaper's particular type of readers. Every newspaper should know what type of advertisement, including its text matter, its typographical arrangement and the whole general effect, will appeal to its readers most. Some New York department stores now realize the worth of this method and use different copy about the same subject in different newspapers.

"Many newspapers can increase their revenue by establishing advertising rates for special locations and positions. When a newspaper has built up and established a large daily advertising lineage advertisers request and are willing to pay premiums for preferred positions. It is to the benefit of both newspaper and advertiser that these position charges be as reasonable as possible. For a newspaper must show consideration to those advertisers who have placed a large volume of advertising with it, and at the same time due thought should be given the smaller user of space, with the possibility of making him a larger user. It is frequently difficult to sell preferred position with the additional charge. But once you have succeeded and the advertiser becomes accustomed to seeing his announcement in his desired position he will cease to complain about the extra charge. There is good reason for this. His position advertisement is producing better results.

"In New York several newspapers have sliding scale rates for department stores. If the circulation goes up the store pays an increased rate, based on increases in units of 5,000 daily and 7,500 Sundays. If the circulation goes down the rate decreases proportionately. This system is not workable for a newspaper which increases its circulation by the use of prize contests, puzzle schemes, etc.

"Unless the credit department of a newspaper is efficient, though the advertising lineage may show a marked increase, the paper's revenue will show a decrease because of too great a loss in bad debts. The advertising department dictates to the credit department and the paper is the loser. The credit department of a newspaper should be separate and distinct from the advertising department and not under the advertising department's jurisdiction. The New York Sun loses through bad debts on advertising bills six-tenths of one per cent of the Sun's aggregate or gross revenue. In round figures this would be six thousand dollars in every million dollars' worth of business."

publishing a newspaper for determining the rate at which classified advertising should be sold. Generally speaking, publishers have determined the rate for classified advertising by the size of a paper's circulation; the rate charged by competitors; what is charged by newspapers having nearly the same circulation, in cities of similar size or, and this seems to be a universal custom, whatever they can get for it. To my mind all of these methods are absolutely wrong. The selling price of classified advertising should be arrived at either by the actual cost of production or by its service value to the advertiser.

It is not difficult to determine the actual cost per line of either display or classified advertising. It is likewise a very easy matter to keep separate accounts of the various sources from which advertising revenue is received. Classified revenue can be subdivided so that you can tell how much is being received from real estate, automobile dealers or from other class of advertisers that you may desire. If a higher charge is made for headings or for advertisements set in display type, the revenue from this source can also be kept separately. All of this is very valuable information to have especially when revisions in rates are being considered. I don't believe there is a business in the world that has so many different rates for approximately the same thing as newspapers have for advertising, and especially, classified advertising.

With regularity I make a study of rate cards and each time I get more bewildered. These are some examples, *The Arizona Republican*, published in Phoenix, Ariz., a city of 40,000 population, with a circulation of 19,000 charges .07 per line for classified; the *Tolmie Blade*, population 283,000; circulation 115,000, charges .18 per line; the *Portland (Me.) Press-Herald and Telegram*, circulation 30,000, rate 24; the *Columbus Ohio Dispatch*, circulation 106,000, rate .22.

There is only one conclusion to these charges like these, either the small papers are making a tremendous profit, the larger ones are selling their space at cost or what is most likely, at a loss; they don't know it.

I am unalterably of the opinion that the net revenue from classified advertising should be as much or more per line than from display advertising. I have searched diligently, but as yet have failed to find a newspaper except the *St. Louis Globe-Democrat* that has a record system that will give the exact net revenue per line from classified advertising. By revenue per line I mean what is actually received after deducting all space charges for headings, cut off rules, ad rules, slugs. We keep two separate space records for classified advertising. One the actual space used that we get paid for.

It will interest you to know that in the year 1925, we published 3,293,997 measured lines of classified advertising, while the actual count lineage was 2,576,439. The difference between these two (717,558 lines) was used for headings, ad rules, etc., a service to the advertiser for the reader. The difference between the revenue per measured line (.262 per line) and per actual count line (.335) is .073 which means just this, that it costs the *Globe-Democrat* .073 per line to properly service each classified ad.

With this information I think you will agree with me in my contention that the rate for classified advertising in order to equal the display rate, should be as much higher per line as this service cost is to the newspaper.

If the rate is to be based on cost of production, then the rate should be the cost plus the service cost, plus the profit which

(Continued on page 47)

A.N.A. TO STUDY NEWSPAPER CIRCULATIONS

After Demanding "Mass" Figures Advertisers Now See Flaws and Will Seek Remedies—Oppose Abolition of Cash Discount—S. E. Conybeare Elected President at Atlantic City

By WARREN BASSETT

ATLANTIC CITY, N. J., Nov. 10.—National advertisers in the role of doctors, took the bouncing boy of newspaper circulations into the clinic at Atlantic City this week and found he had several ailments, despite his generally healthy condition.

His chief trouble, according to their diagnosis, is an overgrown condition, which prevents him from working for them with maximum efficiency. They indicated this might have resulted, in rare instances, from "over-eating."

But the advertiser doctors generously admitted that present conditions are largely the result of their own past prescription—mass circulation. Having created the condition, they will now set about to solve it as best they can. The newspaper clinic was one of the outstanding features of the annual convention of the Association of National Advertisers held at the Ambassador Hotel, Atlantic City Monday, Tuesday and Wednesday.

More than 200 members representing firms which lead the country in their advertising appropriations attended.

No drastic suggestions were made by the Association regarding newspapers, but a resolution was passed at the closing session calling upon A.N.A. members to give careful study to specific points in the relationship with newspapers, as outlined below in the speech of Verne Burnett.

Another resolution expressed the satisfaction of the A.N.A. at the progress made by newspapers in the past year in cleaning up their typography, and expressing the hope that the good work will continue.

A third resolution recommended to periodical publishers that they clean up certain typographical practices as the newspapers have. The chief complaint was the heavy printing of solid black blocks causing defacement to advertisements on the opposite page. Better make-up was urged to eliminate this condition.

The fourth and last resolution praised the A.N.A. headquarters staff for their efficient work during the year.

S. E. Conybeare, of the Armstrong Cork Company, vice-president, was unanimously elected president to succeed E. T. Hall. Three vice-presidents were elected: W. A. Hart, E. I. du Pont de Nemours & Company, Wilmington, Del., representing western members; Verne Burnett, secretary of the Advertising Committee of General Motors Corporation, Detroit, representing the Middle West, and A. H. Hele, of the Wahl Company, Chicago, representing the West.

Five directors were elected to fill vacancies in the Board. They are: W. K. Arlen, New England Confectionery Company, Boston (re-elected); C. F. Coffey, New Jersey Zinc Company, Newark (re-elected); T. F. Driscoll, Arthur & Co., Chicago; Merle B. Bates, The Savers, Inc., New Rochelle, and Everett Smith, Fuller Brush Company.

Mr. Hall, retiring president, automatically becomes a member of the board.

Doctors in charge at the newspaper clinic were John M. Schmid, business manager of the *Indianapolis News*, John Fahey, of John H. Fahey & Co., Boston, and publisher of the *Worcester Mass.* Post, and Verne Burnett, secretary of the Advertising Committee of General Motors Corporation, Detroit. Mr. Schmid told how newspapers get circulation, Mr. Fahey discussed tendencies and had in newspaper circulation methods, while Mr. Burnett told the advertiser's point of view.

The addresses of Mr. Schmid and Mr. Burnett are printed at length elsewhere in this issue.

Mr. Schmid outlined the present circulation structure as it exists on the majority of newspapers, and ended his talk expressing his disapproval of pre-

miums, prize contests, and bargain offers as methods of increasing circulation.

"If all newspaper circulation men would get together and abolish premiums it would be better for both the publishers and the advertisers," he declared.

Mr. Fahey did not mince his words in describing unsound circulation methods, which he declares are in force on many newspapers.

Starting with the premise that there is no phase of newspaper publishing in which so much "bunk" and humbug exists as in circulation promotion. He went on to tell the advertisers quite frankly that they were largely to blame for present evils through their demand for quantity rather than quality circulation.

Mr. Fahey then attacked combination

are too often obscured. In many cases, high powered salesmanship has protected a weaker sister and impaired scientific space buying.

"2. The need for more information on the small town papers is particularly great. The small town market has great possibilities, but there is too little exact information regarding this subject.

"3. The physical appearance of advertising in practically every newspaper is in great need of improvement. Flashy type, heavy borders, great splurges of ink on the part of local advertisers, make it difficult for a national advertiser to use the newspaper medium as much as he might. Many newspapers are getting such a pre-dominance of local advertising compared with reading matter, that proper display



S. E. Conybeare, new A. N. A. president and E. T. Hall, retiring president, photographed at Atlantic City.

newspapers, declaring them responsible for much of the waste in advertising.

"In no other business of the newspaper field is such a condition tolerated," he declared.

"A weak morning newspaper which is losing money is tied to a strong evening newspaper which the advertiser feels he must have, and the advertiser is then forced to buy space in both. Would you not think it ridiculous if you went into a store to buy a suit and the salesman told you he was stuck with red flannel underwear and you must buy two pairs with the suit? So it is with the combination newspapers.

"Lots of you advertisers are buying red flannel underwear and don't know it."

Mr. Fahey closed with the declaration that it is time to define more accurately the rules of the game, to promulgate new clear cut standards for circulation.

Mr. Burnett, the next speaker, declared there were many specific problems before the newspaper advertiser at the present. He presented what he considered the seven major demands advertisers should make of publishers:

"1. I believe that there is too little information available regarding the relative merits of competitive newspapers. Usually the smaller the town, the more meagre the information is," he declared. "The Audit Bureau of Circulations has done a great job in the quantitative phase of circulation, but we are still groping as to the qualitative phase.

"Two newspapers having 50,000 circulation in a city, with A. B. C. audits, may have vast differences in actual sales value. Some accurate checkup on the reader-interest should be developed along several lines for example, by the publisher furnishing a statement regarding percentage of renewals. The real facts

for any national advertising of a quarter page, for example, is difficult.

"4. Newspaper publishers could help the national advertiser by greater standardization in business practices for instance, in eliminating forced combination rates. No advertiser likes to be told he must use a morning and an afternoon paper in a city, even though an attractive low rate is given. The advertiser would much prefer to be sold on the economy of such a combination rate, rather than be forced into it. He should have the option of using either morning or evening editions.

"5. Some newspapers are insisting on cutting out their cash discounts. This is almost sure to result in slow payments on bills and create considerable havoc in the orderly conduct of business. It will also tend to make advertising agencies act as bankers.

"6. Certain newspapers are charging rates which are too high for what they give. I have in mind two papers which we consider, after careful study, to have equal sales value for almost any kind of a product. Yet one newspaper charges 50 cents a line, and the other 30 cents, and the one charging 30 cents is charging plenty when compared with other papers.

"Probably the one charging the very high rate will be forced to reduce its rate or increase its circulation. The point of this paragraph is that there seems to be an insufficient standardization of charges.

"7. Due to competition in numerous cities, some papers have forced their circulations far beyond their proper spheres by offering huge prizes, and by extending their circulations to remote localities, forcing the advertiser to buy excess circulation from a local dealer standpoint is often undesirable."

Mr. Burnett declared that the insistence of all large advertisers upon the above program would be of great help.

"I believe that most large newspaper publishers, if they could sit down with us and get our viewpoint, would gradually adopt the most vital points outlined above," he declared.

"It is a matter of education to get over the viewpoint of the advertiser, and it may be a fairly long process, calling for patience.

"I am a believer in this attitude," he said in closing.

"The newspaper publisher is an important business man, with a large investment at stake. For anyone to come around and tell him that he must make certain reforms in the conduct of his business, it is more than likely to make him answer 'So's you're old man,' or some other comment, perhaps not so polite.

"But being a business man, if he sees that the advertisers on whom he depends for the success of his business are united in their opinions on certain ideas, and if these ideas are properly explained to him, he eventually will be fair enough and wise enough to co-operate and help lead the way. This form of co-operation is probably the only one which would make real progress today. It should be unnecessary to have heated arguments and long series of cancellations, which would do harm to both sides, although such action may be necessary in isolated cases.

"The gathering together of facts, the crystallizing of opinions and the proper presentation of the viewpoint of the publisher to the advertiser, and the advertiser to the publisher, should be the answer to all our problems."

In the open forum following the three speeches, O. C. Harn, of the National Lead Company and president of the Audit Bureau of Circulations, told the difficulties which surround the gathering and presentation of more newspaper data to advertisers.

It will first be the duty of A. N. A. members to specify what additional information they want from publishers, he said.

"The A. B. C. does not like to ask publishers to give information which is expensive to collect in answer to what is usually an ephemeral request. If there is a strong general desire for certain information we can put it on the A. B. C. statements. But we must be satisfied it is wanted."

Mr. Harn also admitted that advertisers are largely at fault for unsound circulation methods, and went on to describe as he had found it, the attitude of newspaper publishers toward progress.

"Progress in getting authorized data is more due to the publishers themselves than to us advertisers," he declared.

"We dominate the A. B. C. board of directors, but we have never had to prod the publishers into making progress. In fact, we have often had to put on the brakes."

The result of the clinic was the adoption by the A. N. A. of the resolution mentioned above citing Mr. Burnett's seven points for serious study.

The convention was called to order Monday by President E. T. Hall, Ralston Purina Company.

"Advertising is the greatest stabilizing force in American business," he said, in his annual address. "It is the power that makes mass production possible. Advertising is diminishing business risk and is a practical form of business insurance. It is rapidly eliminating big fluctuations in sales that have in the past been a dangerous factor in most businesses.

"Reports from many advertisers show that their selling costs are today by far the lowest in their history. This is especially significant when one realizes that

(Continued on page 48)

MEN WHO HOLD PURSE STRINGS OF MANY ADVERTISING MILLI



Members of the Association of National Advertisers photographed on the boardwalk at Atlantic City this week during their annual convention. More than 100 members attended the three-day meeting.

"FORCING" CIRCULATIONS NOW OUTDATED

Solid Growth Present Aim of Most Publishers, Schmid Tells Advertisers—Says Premiums and Bargain Offers Accomplish Little—Describes Motor Truck Rural Delivery

By JOHN M. SCHMID

Business Manager, Indianapolis News,

Excerpts from an address this week before Association of National Advertisers



J. M. SCHMID

EVERY newspaper should have as its objective the distribution of its circulation according to market opportunities for its advertisers.

This requires an adequate standard by which to test selling efficiency in different localities.

Newspaper publishers must know the type of readers most desirable from the advertiser's view-point.

In the large cities, it is often necessary to identify the neighborhoods in which the desirable kind of people live, and then to establish adequate points of contact or outlets supply those localities.

The bigger and better newspapers now have Merchandising Departments assisting the advertiser in rating the character and buying power of various districts.

There was a time when it was considered good circulation practice to force the sale of newspapers by various methods, some even bordering on trickery. That day has passed, and it's now a question of judgment and experience as to the kind of circulation the advertiser needs to give maximum results.

Is it quantity or quality?

If it is both, what shall be the proportion of each to produce the maximum results?

A few years ago, a merchant and a big retail advertiser was invited to address a convention of Circulation Managers in Montreal. While waiting to be heard, he listened to a discussion on "Quality Circulation," and he took advantage of the opportunity to learn something about "Quality" circulation by asking this question, and then proceeded to answer it himself:

"What do you mean by quality circulation? Is it something in the paper that makes the people buy it? Can you, as circulation managers, tell me? Remember a stream rises no higher than its source. If the circulation must go through the brains of the people, as I say it must, it must have bright, intelligent brains as its source—it must be born of brain. The contents of your paper are the things that should reflect your circulation, and that being true, the results it promises, and the results we advertisers get, will more nearly tally.

"We, as advertisers, want to go through the brains of the people. We want to get into their mind, and through their minds into their hearts, and through their hearts into their pockets. You can tell us how much circulation you have, but why not tell us where it is going, and why it is going there."

The reader must determine the value of editorial and news content, and ignore the personal whims or tastes of the editor.

The advertiser, on the other hand, expects that the circulation methods adopted by the newspaper must be adaptable to the needs of his advertising constituency.

The reader, or rather consumer, buys the newspaper itself, while the advertiser buys only the influence of the readers of that particular publication.

Quantity does not produce this effect without a liberal ratio of quality circulation.

There is certainly a basic difference between quantity and quality, which I admit is often lost sight of by some publishers.

There must also be honesty in circulation. Newspapers may preach honesty in politics, government and business, but to have weight or effect much good in the community, the newspaper must, in the conduct of its own affairs, be honest, and must make no attempt to mislead.

There is nothing more reprehensible than a publisher who deliberately deceives as to quantity or quality of his circulation. When advertisers buy on the basis of quality as it relates to their particular need, the publisher will learn to give him the facts.

The advertiser is entitled to know where the circulation is, who the readers are, how it was secured, and whether it is paid for, and the price paid.

Advertisers frequently demand circulation to obtain results, instead of getting results from circulation the publisher already has. This encourages publishers to go after more circulation, often in territory far beyond the trade area, and, in most cases, this additional circulation is of very little or no value to the advertiser. This naturally increases advertising costs without producing any returns.

The advertiser is therefore urged to select those newspapers which give the maximum results within a given territory, and not those with circulation scattered to the four corners of the universe, and in territory covered by other papers the advertiser is already using.

A newspaper, to grow permanently, must be in demand; it must be a newspaper, and appeal to well-thought people. Without it, the best circulation manager is in vain.

No matter how good the newspaper, it will surely fail of its purpose, if it does not have an efficient distributing system.

In the distribution of newspapers, there are the following major classifications in the order of their value to the advertiser:

Home Delivery—or invisible circulation.

News Stand Sales—semi-visible circulation.

(Continued on page 45)

ASSEMBLED IN SPIRITED CONVENTION AT ATLANTIC CITY THIS WEEK



In the front row are: (left to right) William A. Hart, E. I. du Pont Company, vice-president; E. T. Hall, retiring president; R. K. Leavitt, secretary-treasurer; S. E. Conybeare, Armstrong Cork Company, new president; Arthur H. Ogle, Wahl Company, vice-president; W. W. Wachtel, Loose-Wiles Biscuit Company

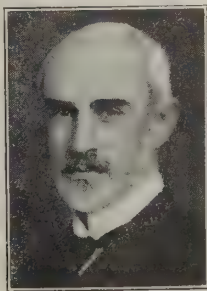
BLAMES ADVERTISERS FOR CIRCULATION EVILS

Worcester Post Publisher Says Cry for "Mass Circulation" Fosters Unsound Methods—Hits "Combination" Circulation—Tell A. N. A. It Can Reform Bad Practices

By **JOHN H. FAHEY**

Publisher, *Worcester (Mass.) Post*

Excerpts from an address this week before Association of National Advertisers



JOHN H. FAHEY

IN these days of steadily increasing efficiency in business and insistent agitation for the reduction of waste in distribution, I know of no line of sales development afflicted with more humbug and buncombe and responsible for more inexcusable loss than the promotion of magazine and newspaper circulation.

You gentlemen represent many different lines of business and you know that all of them have their peculiar difficulties in trying to cut down the waste and loss due to cut-throat competition, untrained management, unethical methods and careless thinking.

We all recognize the fact that business generally has made tremendous progress in combatting these evils during the last 20 years and the publishing business has made very notable contributions in this respect. Nevertheless, in my opinion, advertising and selling continue to wink at more unsound and wasteful practices than any business activities of which I know.

In the publishing field these weaknesses prevail in the promotion of circulation particularly and account for a large part of the trouble.

Nothing connected with newspaper pub-

lishing yields greater or more valuable results as the basis of economical distribution than circulation honestly built. Nothing is responsible for more deceit, chicanery and indefensible waste than alleged circulation, obtained for show purposes and intended only to lure unsuspecting advertisers dollars or to justify unfair rates.

The cause of nearly all the present evil in circulation methods is the striving for mere numbers, irrespective of values, the cry for "mass circulation" on the part of you advertisers. This condition gives precious little encouragement to publishers who are trying conscientiously to serve you and serve the public by constructive, efficient upbuilding. On the other hand, it holds out abundant promise to those who know that lavish expenditure will get circulation numbers almost any time and that it does not matter where it is, what kind it is, or if it is practically valueless in producing advertising results so long as you ask no questions and pay increased rates.

There is nothing more important to the advertiser and to the consumer, because it bears in such a vital way on the delivered cost of goods, than the character of the circulation methods employed by newspapers and magazines. For this reason present circulation tendencies are worthy of critical and careful study by

those who pay out for advertising the millions of dollars expended every year, which support and develop our publications.

The good tendencies in newspaper circulation methods and, in my opinion, there is a steady increase in the employment of such methods, are represented by the persistent efforts of publishers who are exerting themselves to give their readers constantly increasing real values in the product they place before them daily.

They are the publishers who recognize that the only kind of circulation which represents honest value is that which goes to self respecting readers of intelligence, who have resources with which to buy, and who live in the market area where the advertised merchandise is offered for sale.

These publishers know that increases in real circulation come only with adherence to sound, courageous, and disinterested editorial service to the community; that circulation will grow as prosperity increases, and the community grows; that the interest and loyalty of readers and their confidence in the publication, which are the greatest assets any newspaper can have for the benefit of itself and its advertisers, depend upon a policy that is straightforward and honest.

The newspapers which pursue the

policy of slow but sure natural development, refuse to go outside of their own fields in order to secure mere numbers of circulation, which will not resort to unworthy appeals or take advantage of the weaknesses of human nature, these are the newspapers which represent the best tendencies of the day in circulation methods.

The gains they are making in circulation, from year to year, are the only gains worth having.

We must recognize, frankly, however, that publishers following these standards of excellence, are menaced constantly in their efforts by competitive circulation schemes, which call for unreserved censure and which in many respects closely approach fraud.

You advertisers are more to blame for bad circulation methods than anyone else. Your President, Mr. Hall, in an admirable address on this subject a short time ago, told the truth when he said, "My first accusing finger must be pointed to the advertiser, to the members of the A. N. A. who are demanding 'circulation' and 'more circulation' without giving adequate thought to what lies back of this demand for 'more circulation.'" He pointed out truly "that most of the publishers who have resorted to methods which are decidedly bad would gladly discontinue these methods were such a policy favored by buyers of advertising." He told the story of one case of a publisher forced by conditions into an unsound circulation campaign by his competitors, "not because he wanted to do it, but because he was forced to do so by

the regular attitude of space buyers." I am sure Mr. Hall is right and that most newspaper publishers have no sympathy with fantastic schemes intended only to "soak" the advertiser.

Because of all the emphasis which is placed upon mere figures, and the increased rates which publishers find they can obtain at the higher circulation levels, there has been an alarming increase in unsound circulation methods in recent years in various parts of the country.

So long as the publisher can spend, let us say \$50,000, in manufacturing "decoy" circulation and in a single year get back \$100,000, through increased advertising rates, you advertisers are holding out a very great temptation to him.

In my opinion, advertisers, and in turn the consumers of the United States, are today paying for millions on millions of dollars in waste and loss represented by advertising rates based upon inflated and valueless circulation.

This sort of circulation is obtained to meet a demand based on an utterly absurd theory—that circulation is worth a certain rate per thousand, irrespective of where it is, what time it is distributed or what its character may be.

A few years ago, advertisers and newspapers of the right sort combined to eliminate deceit in the publication of circulation statements, by setting up the Audit Bureau of Circulations. The evil which this organization was intended to eliminate was the practice of the newspaper which claimed an average circulation 25 per cent to 50 per cent more than the number of papers it was printing.

Many publishers were forced into exaggerated circulation statements in the old days by the unwarranted claims of their competitors. The situation was brought about by the same fundamental cause of present difficulties—the advertisers' demand for numbers.

As the A. B. C. has developed thus far you have merely given a certificate of good character to figures and stimulated considerable ingenuity on the part of circulation departments in securing them. You have not touched the chief cause of circulation deception, for few of you pay any attention to anything in the A. B. C. reports except figures.

In promoting a bureau to audit circulation statements you sought to avoid being mulcted in advertising rates for circulation from which you could secure no results because it did not exist.

But tell me, please, what is the difference if the circulation exists but is "counterfeit" circulation and nearly as valueless as if it were, never printed.

Suppose the publisher we tried to reform actually sold the 100,000 papers which he claimed, instead of 75,000. If the 25,000 went to people of such limited buying power as to be of no value to the advertiser, or if they went to localities far removed from the market in which his product was on sale, or to the junkman, via the subsidized newsboy or dealer, he might as well be saved the trouble and expense of printing the papers, for the element of value to the advertiser is lacking in either case.

What are some of the most prevalent bad tendencies in newspaper circulation methods and what may be done to cure them? I think they may be divided into two classes:

First—Those methods which appear to be respectable, and for which plausible defenses may be set up, but in truth are unsound. I think the methods of this class are responsible for most of the fog and extortion.

Second—Methods which must be characterized as nothing but conscious and deliberate fraud, no matter how they may be explained. I do not think these methods, while altogether too generally used, account for so much loss and waste as those in Class one.

In the category of methods which are responsible for circulation inflation but which are made to appear legitimate, the forcing of newspaper sales in territory outside of the market area in which the advertiser is seeking development, is one of the largest, probably the largest, source of loss and deception. The jamming up of sales within the market area by strong-arm devices is also a factor.

The development of supposed suburban and country circulation in thinly populated areas adjacent to or actually outside of the central market, is of carrying significance in different sections of the country.

As we know, there are centers in the West where the distribution of newspapers for a couple of hundred miles from a given center is effective, because of long distance between towns and because people travel many miles into the center to make their purchases. In the more thickly populated East, the same conditions do not obtain. It is often harder to bring people into the central market from a distance of 20 miles and sometimes less, than it is to attract them in sections of the West from distances exceeding 200 miles.

In many instances, the building up of numbers in circulation in small towns and in the country-side at considerable distances from the center among people who represent a very small response and who very infrequently come to the market where advertised merchandise is for sale, is one of the most elusive and unsound schemes for inflating circulation for which the advertisers of the country are now being taxed vast sums of money. The securing and maintenance of circulation of this sort, from every angle of operation, represents a maximum of expense and a minimum, indeed practically nothing, of return.

So-called "pre-date" editions of both morning and evening papers are examples of this sort of inflated circulation but they amount to little compared with regular editions which are almost equally valueless.

In the cities themselves sales at abnormal hours are a large source of waste and loss. Evening papers which are issued early in the morning and morning papers which are issued early at night, in the main, represent nothing but forced figures. They are unsupported by the news and by natural reader demand, and secured usually by the indirect payment of men and boys with whom arrangements are made to make a showing of an average "net paid" sale.

As many of you are aware, this is known in the circulation "game" as "eating returns." The publisher sets up the hypocritical explanation that he is "getting representation." What he actually does is to pay a newsboy, or usually a grown man and some "strikers," a certain sum per week to push his paper during unusual hours at points where no legitimate demand would yield to the boy enough profit to warrant him in putting in his time. The boy pays for a certain number of papers every day, whether he sells them or not. He can afford to do this and still have a handsome profit because of the weekly cash payment made to him for "representation" or on some other account. The result is increased "net paid" circulation which is false.

When carried through on a large scale by one or two papers in a given field it compels others to meet the situation or forego adequate selling outlets on the streets.

Another abuse, intended to accomplish the same purpose is the rebate to wholesalers in return for payments to the circulation department, which represent supposed net sale of papers, when in truth the actual sale is much below the figures reported.

A favorite trick is that of making so-called "transportation allowances," i. e., payments to dealers for alleged truck service or for shipments by trolley, bus, or any other means of transportation, when no transportation of the value indicated by payment is rendered. These schemes are not confined to the large cities and to the sensational newspapers, they have now spread to many smaller cities.

All of these subterfuges and others are employed in the wild scramble for figures of circulation. Some publishers will deny their existence, most of them will contend I overdraw the picture, but all who are impatient with the present situation know that the waste and loss which they represent should be stopped and will admit that these schemes are being employed to an alarming extent.

One development, growing out of the

struggle for numbers, which has begun to attract considerable attention is the so-called "combination" newspaper. It is worthy of more careful study on the part of advertisers than it has yet received, because it represents, as it is usually operated, one of the most inexcusable methods of getting money out of the advertiser without value received, which has appeared in the publishing field in the last 20 years.

The "combination" newspaper and its "combination" rate is frequently the result of a fight for circulation, the cost of which outruns the increased revenue which can be gouged out of the advertiser. Very often, however, high powered circulation methods and deliberate inflation are the consistent consequences which follow the combination of two newspapers. A morning paper, suffering from too much expense or bad management, is joined with a prosperous evening newspaper which advertisers want and feel they must have, or a weak evening paper is joined with a strong morning paper.

In either case the combination is effected invariably because one of the publications is losing money or is unable to make any, as a result of limited advertising value, compared with others in the field. The weak paper is fastened on to the strong one, usually at a high capitalization. Then the rate is raised, or the rates of both papers are joined on a basis which means a high level of cost to the advertiser. The condition is imposed that if the advertiser wishes to place his copy in the morning paper, which he considers of primary value to him, it must be repeated in the evening paper also whether he wants it or not. Or he may wish to use the evening paper and does not care to have his advertisement in the morning edition. Nevertheless, he is made to pay for both; sometimes at a supposed "bargain" price. The advertisement which is set or cast by the newspaper once, is made to yield in some cases double revenue, and in practically all cases, the charge is all but of proportion to any value which can accrue from this forced advertising.

In an effort to justify the rates charged and the unfair conditions imposed, the "combination" newspaper then resorts to circulation inflation in order to deceive the advertiser by making him believe he is getting something like value for the price he is obliged to pay. These circumstances are responsible for a lot of so-called increases in circulation in various parts of the country, which have no relation or at best a very small relation, to the advertising value. This particular scheme is one of the most ingenious which has appeared in the newspaper field for many years.

Can you think of any comparison with it in any other business?

What would you say if you went into a clothing store to buy a suit of clothes you liked, and the salesman said he could not let you have it unless you also took and paid for a couple suits of red flannel underwear because the house happened to be "stuck" with it. Yet the principle is exactly the same when the publisher says to the advertiser, "Yes, I know you want to advertise in my evening (or morning) paper, but it happens I have another paper on my hands which does not pay, and if you want access to the advertising columns which are valuable, you must also pay an extra toll for advertising space you do not want."

A lot of advertisers are paying for "red flannel" advertising space and do not appear to realize it.

In what manufacturing business do you suppose the management would tolerate a purchasing agent who bought just coal, any kind of coal, without relation to its actual power to make steam? What would happen to the purchasing agent who bought from the coal man 50 tons of high grade Pocahontas, but at the same time paid the same prices for a corresponding tonnage of slate, simply because the miner wanted to get rid of it? That is what you advertisers do in consenting to "combination" rates, and it is no defense to say either to competing publishers or to your own companies that you don't know what you can do about it.

The enforcement of any "combination rate" anywhere, is in itself conclusive

evidence of an attempt to take advantage of the advertising buyer. If the space represented real value and was being sold on its merits it would be unnecessary to impose such extraordinary conditions.

J. E. WHEELER BUYS BROTHER'S INTEREST

Announces Sole Ownership of Portland Telegram and Says Policies Will Be Continued

PORTLAND, Ore., Nov. 11.—The *Portland Telegram* today announced the purchase, by J. E. Wheeler, president of the publishing company, of the stock held in it by his brother, L. R. Wheeler, vice-president. J. E. Wheeler thus becomes sole owner of the newspaper.

In the first page announcement of the sale the *Telegram* said: "J. E. Wheeler will continue to guide and direct the publication of this newspaper. Its politics will be Republican, its policies independent. It will print the news without fear or favor, now as in the last twelve years of independent ownership. The *Portland Telegram* is nearing the end of its first fifty years of existence. It was founded April 16, 1877, and owned by the Oregonian Publishing Company until July 27, 1914, when it was purchased by J. E. Wheeler, L. R. Wheeler, and John F. Carroll. Mr. Carroll died in 1917."

There has been a report for several weeks that the *Oregon Journal* was negotiating for the purchase of the *Telegram*. The general understanding was that L. R. Wheeler favored the sale, but that J. E. Wheeler desired to retain the property. The *Journal* offer was declined and J. E. Wheeler entered into negotiations for his brothers holdings.

SEEKING CINDERELLA FOOT

Shoe Men Sponsor Contest in St. Louis Star

The St. Louis Shoe Manufacturers and Wholesalers Association and the Southwestern Shoe Retailers' Association, have inaugurated through the *St. Louis Star*, a "Modern Cinderella Contest" to find a group of girls graced with "4-B" feet to act as models during the St. Louis Pageant of Footwear Fashions which will be held at the Hotel Statler, Nov. 29, 30 and Dec. 1.

The contest got under way Wednesday with a two-column box on the first page of the *Star* announcing the details of the quest. An entry blank with space for foot measurements was published on the second page. A "Cinderella Editor" has been appointed to conduct the contest, which is open to any woman in St. Louis, the St. Louis trade territory, or the southwest. A committee of judges will select the woman with the most perfect foot, and she will receive \$100 cash and will be offered an opportunity to wear and display fine shoes during the style show. A second prize of \$50, a third of \$25, and five prizes of \$10 also will be awarded.

ELECT NEW OFFICERS

Selections Made at Meeting of Canadian Advertisers at Toronto

TORONTO, Ont., Nov. 11.—Association of Canadian Advertisers, meeting here, elected officers as follows: president, A. G. Pinard, Lowe Brothers, Toronto; vice-presidents, C. L. Dyer, Ford Motor Co., Ford H. Cluse, Salada Tea Co., G. L. Spry, Huron and Erie Mortgage Corporation, L. R. Beattie, National Trust Co.; treasurer, H. H. Rimmer, Canadian General Electric Co.; secretary, F. E. Clotworthy of Toronto. The directors are: John Martin, Massey Harris Co., F. Selway, Office Specialty Co., G. M. Bertram, Lever Brothers, T. Wotherspoon, Canada Cycle and Motor Co., B. M. N. Grigg, Mutual Life of Canada, H. E. Mihell, Imperial Varnish and Color Co., W. G. McGruther, Canadian Fairbanks Morse Co.

AMERICA, FUDDLED BY PROPAGANDA, GROPE WAY IN WORLD, SAYS IRWIN

Interested Parties Tint News from Foreign Lands, He Tells Wisconsin Teachers—War Publicity Methods Described

PROPAGANDA, fed to the newspapers of America from sources abroad, has befuddled the minds of Americans and is keeping this country in vacillation at the crossroads of imperialism and world-wide peace, Will Irwin, New York, famous author, told the Wisconsin State Teachers' Association at its 73rd annual convention in Milwaukee, Friday, Nov. 5.

The subject of his talk was "Propaganda and the News." He showed the power of propaganda in the press today, revealed the methods by which propagandists distorted news during the World War, and indicated how the power of a press that does not always adhere to the truth cannot endure. "The United States at present seems to be sitting on the milestone at the crossroads, fast asleep," Mr. Irwin said. "One road points to empire, the subjugation of palm and pine in a world-wide dominion. The other points to some means, still hazy and uncertain, by which the world may be organized to prevent the recurrence of another explosion like that of 1914-18."

"America does not know which way to turn, because it cannot see into the motives and the acts of European nations. Propaganda has obscured them. For every honest American who attempts to study conditions abroad, there are twenty propagandists, cleverly tinting the truth, slanting the real story, coloring it to present either one side or another. "This is particularly true of Russia, of the propaganda issued by Moscow which served to defeat the child labor amendment recently because a lot of emotionally hysterical folks believed the amendment the subtle workings of Bolshevism."

The power of propaganda in both war-time and peace was explained by Mr. Irwin.

"The old idea of the press was that public opinion was molded through the editorials," he said. "But in the first half of the nineteenth century, American editors realized that the power of the press lay in the news."

"The Germans realized the power of the news columns but they did not know how to get at it. So they planted young men in advertising agencies and newspapers in America to find how propaganda was spread among the people. When war was declared the Germans popped out with their anti-Allies propaganda just as surely as the first gun was fired."

"In South America cablegrams cost 35 cents a word, and the newspapers could not afford this. But the Germans gave them wireless service free, which subtly swung South America to the side of the Germans."

"Germany wanted three things through its news—to break down the resistance of the Allies, to persuade the neutrals to keep their support from the Allies, and to keep their own people in line."

"We were only human and we used German methods. For instance, the story so widely known of the Germans cutting off the hands and feet of Belgian children was purely imagination. The propagandists lied, and they knew they lied."

"In the Scandinavian countries there was a peculiar situation. There was a press bureau which obtained news from correspondents representing all countries. Every night this news was edited

and the facts favoring the Germans were played up.

"Finally, all these correspondents broke away from the press bureau. Then the Allies took it over and did the same thing, giving a favorable slant to the Allied news."

"The work of the propagandists was to get at the sources of the news to slant it and paint it. When the war was over there were turned loose from 8,000 to 10,000 propagandists, members of a new trade, all seeking to find jobs."

NO WARRANT FOR EVJUE

Madison Editor Invites Libel Suit by Politician Denied Criminal Action

William T. Evjue, editor of the *Madison (Wis.) Capital Times*, will not be arrested on a charge of violation of the corrupt practices act as asked by Harry W. Adams, campaign manager for Charles Rosa, Wisconsin candidate for U. S. Senate. Mr. Adams had requested a warrant for the editor's arrest following the appearance of an editorial in the *Capital Times* which, he alleges violated that section of the corrupt practices act that reads:

"No person, firm or corporation shall knowingly make or publish, or cause to be published any false statement in relation to any candidate, which statement is intended to or tends to effect any voting at any primary or election."

In his editorial, Mr. Evjue stated that Mr. Adams "had been trying to get on the state pay-roll for the past six years." It was against this statement and other remarks that Mr. Adams objected, and sought a warrant. He charged that the editorial was written for the express purpose of damaging Mr. Rosa's chances in the election, that by belittling Mr. Adams, who was Rosa's campaign manager, the voters would be influenced.

District Attorney Phil La Follette hesitated to serve the warrant and conferred with Superior Court Judge O. A. Stolen relative to the matter. Judge Stolen ruled that Mr. Adams did not have grounds on which to issue a warrant, as the editorial did not attack a candidate—merely a paid employee of the candidate.

Editor Evjue publicly asked the dis-

trict attorney to issue the warrant, and even when it had been refused he came back in the next day's issue calling Mr. Adams' attention to the libel laws of the state to which that gentlemen could resort if he was dissatisfied with the ruling of Judge Stolen.

WRITER JOINS PRIESTHOOD

Harold Davis Emerson of Worcester, Mass., formerly of the *Worcester Evening Post and Haverhill (Mass.) Gazette* editorial staffs, was ordained to the priesthood of the American Catholic Church at Hotel McAlpin, New York, Nov. 7. He has been in publicity work.

SEITZ CHAPEL HILL SPEAKER

Don Seitz, formerly of the *New York World* and now associate editor of the *Outlook*, will be one of the principal speakers at the third annual Newspaper Institute to be held at the University of North Carolina on Jan. 5, 6 and 7.

WOMEN EDIT CLEVELAND TIMES

One-Day Staff Buries Hall-Mills and Canton Murder Stories

Crime news, notably the Hall-Mills murder trial, was taken off the front page and given an inside position in the Nov. 8 issue of the *Cleveland Times* by members of the Business and Professional Woman's Club who edited the issue.

Earle Martin, publisher of the *Times*, turned over the *Times* plant to the club for the day as a feature of the Woman's Christmas Exposition being held at the Public Hall. Miss Marguerite Smith acted as Managing Editor and Mrs. Maude O. Trusdale, City Editor.

The women selected as their page one lead story a dispatch from Washington dealing with the probability of no additional prohibition bills being enacted by the coming Congress. The Herrin feud drew the second lead on page one.

The Hall-Mills and the Canton murder stories were dropped to inside positions while Aimee McPherson was dropped entirely. Queen Marie stayed on page 1.

An interesting sport feature, written by the day's sporting editor, Miss T. Gertrude Fortune defended professionalism in sports and lauded Suzanne Lenglen and Mary K. Browne for their tennis exhibitions.

PAPERS' SENTENCE SUSPENDED

Pleading guilty to technical violation of a state anti-gambling law, the *Detroit Free Press* and *Detroit News* last week received suspended sentences when counsel assured the court that violation was by error.

NEW JERSEY DAILY STARTS ITS PRESSES ON EDISON'S FLASH



Publication of the *Daily Courier* of the Oranges and Maplewood, N. J., began Nov. 8, with a large attendance of prominent residents and business men at the inaugural ceremonies in the pressroom. Thomas A. Edison, who is pictured above with Freeholder Arthur T. Muir, president of the publishing company and

owner of the largest local department store, pushed the button that started the presses. The *Courier's* ownership, it is stated, includes many members of the local Chamber of Commerce, Welfare Federation, Board of Realtors, West Orange Board of Trade and other civic interests.

N. Y. PUBLISHERS BAN FREE RADIO ADS

E. S. Friendly, Sun, Named Censor to Eliminate All Advertising from Program Effective Nov. 15

A plan insuring the elimination of all free advertising in radio programs as published in New York newspapers was adopted at the last meeting of the Publishers Association of New York.

A set of five rules were drawn up, the gist of which was that all names of present or potential advertisers put into programs purely for advertising purposes will be given the blue pencil before they are put into type. The rules become effective Nov. 15. Edwin S. Friendly, business manager of the New York Sun, was appointed censor by the association.

"My job is to see that the rules are carried out," Mr. Friendly said to *EDITOR & PUBLISHER*. "All papers will be carefully checked and any violations will be called to the attention of the newspaper publisher."

"The reason for the association's action is that newspaper radio programs have become virtually monopolized by advertisers. Instead of paying for space, they are engaging talent to broadcast, expecting to obtain sufficient free publicity through the programs to induce the reading public to tune their radio sets in on so-called good-will offerings."

Investigations made by the publishers' association show that a large number of institutions are buying broadcast time because they have been assured by broadcasting stations that their names will be listed by the newspapers in the radio programs. Some stations, it is said, have even gone so far as to include promises of newspaper publicity in their contracts with advertisers. When newspapers have left their names out of the programs, the advertisers have objected strenuously.

This is the second attempt made by the New York publishers to co-operate on the elimination of free publicity from programs.

The first effort started about a year ago was dropped after a few months' trial.

Advertisers who will feel the censorship include: A. & P. Gypsies, which after Nov. 15, will be listed as Gypsies; Happiness Boys, to be listed under the names of the two entertainers, Eveready Hour, to be called, "musical hour." Names of night clubs whose orchestras are broadcasting will be dropped such as the Club Deauville, Club Alabam, Roseland Orchestra, and Swanee Club Orchestra.

NEW CANADIAN MILL

The general contract for the erection of another huge newsprint paper mill in Canada has just been awarded, that of the Anglo-Canadian Pulp and Paper Mills Limited at Limoilu, near the city of Quebec. The mill will at first contain four machines but will be built with an ultimate capacity of eight machines. The same firm which is building the new mill at the St. Anne Paper Company Limited, near St. Anne de Beaupre, a few miles below Quebec, obtained the Anglo-Canadian contract.

NEW WATERTOWN EDITOR

Major Robert W. Bowman, of Watertown, N. Y., educator and contributor to the *Watertown Daily Standard*, has been named editor of that newspaper. No change in personnel of the *Standard* is made because of Major Bowman's connection. Philip H. Wertz, who was made managing editor Jan. 1, 1926, continues in that capacity, and Irving Parmeter continues as city editor. The dual role of editorial writer and managing editor have been carried on by Mr. Wertz since the retirement of the late George A. Glynn as editor last December. A. B. Parker is publisher and general manager.

CILLEY BECOMES MANAGING EDITOR OF PHILADELPHIA RECORD

Reorganization of Only Democratic Daily in Eastern Pennsylvania Concluded and Expansion Plans Are Announced

WHEN Gordon H. Cilley assumed the managing editorship of the *Philadelphia Record* Nov. 8, he "realized a lifetime ambition," as he expressed it to a representative of EDITOR & PUBLISHER.

Mr. Cilley, for sixteen years had been advertising manager of the John Wanamaker Store, in Philadelphia. He re-



Gordon H. Cilley

signed a year ago to organize the advertising agency of Cilley & Sims. Rodman Wanamaker induced him to return to the Record, where he previously had spent ten years and Mr. Cilley responded "with delight," as he put it.

Talk of sale of the Record, which has been going the rounds for months, is dissipated by reorganization of the Record Publishing Company and by this appointment of Mr. Cilley.

"The Record will continue to be the only Democratic daily newspaper in this section," explained Mr. Cilley. "New presses will be bought, there will be important extensions of the plant, physically and every effort will be made hereafter to give Philadelphia and the surrounding territory the best newspaper that possibly can be produced."

Mr. Cilley's experiences in Philadelphia reflect one of the romances of newspaper work. Twenty-seven years ago he came here from Charlotte, N. C., where he had been a compositor, linotype operator and telegrapher on the *Charlotte Observer*. He was with the American army in Cuba and while in camp wrote a series of special articles on soldier life for *Harper's Weekly* and numerous New York newspapers.

After the Spanish-American War, he centered his attention on getting a job on a New York newspaper. He wrote to the editor of the *New York Sun*. He was offered a job at \$15 a week, "which was Dana custom at that time," explained Mr. Cilley. At the same time he wrote to the Sun, Mr. Cilley wrote to the Philadelphia Record. The latter offered him \$25 a week as assistant telegraph editor. "And I took the first train out of Charlotte for Philadelphia," he said.

Mr. Cilley remained with the Record for ten years, during which time he wrote many feature articles and handled all of the first page rewrite. His work attracted the attention of John Wanamaker, and the latter brought Mr. Cilley to the Wanamaker advertising department,

where he became advertising manager. "I recall very distinctly," said Mr. Cilley, "the first day I entered the Record office. I saw the managing editor at his desk and as I passed his office door I said to myself: 'I'm going to have that job some of these days.'"

"And now," added Mr. Cilley, "the prophecy comes true and my lifetime ambition has materialized."

Reorganization of the Record executive staff marks the passing of one of Philadelphia's oldest and best-known newspapermen—John P. Dwyer, who resigned recently as president of the Record Company because of continued ill health.

Mr. Dwyer, before associating himself with the Record as managing editor, was for many years one of the most prolific and best-known political writers in Pennsylvania. He made a reputation as political editor of the *Philadelphia Press*, since merged with the Curtis publications. Mr. Dwyer's son, Stanley Dwyer, is a reporter on the Record.

Rowe Stewart, who succeeded Mr. Dwyer as president, formerly was advertising manager and later general manager. He is now in New York arranging from the purchase of additional presses.

WIRE PICTURES TO BOSTON

New Link in A. T. & T. Transmission System in Operation

Electrical transmission of pictures from San Francisco to Boston, Sunday, Nov. 7, that marked the completion of arrangements for the telephotograph service that joins Boston with New York, Chicago and the Pacific coast, was successful.

The test was conducted at the Boston offices of the American Telephone & Telegraph Company, Boston, in the presence of more than 100 newspaper representatives and executives from Boston and other New England cities, telephone officials and other invited guests.

The process by which pictures are transmitted over the wires was explained in detail by telephone experts.

Photographs of members of the Olympic Club of San Francisco enjoying a swim in the waters of the Pacific taken between 10 and 11 a. m. Sunday were sent over the wires and received in Boston before noon.

The cost of sending photos by the new service follows: Boston to New York City, \$15; to Chicago, \$25; to San Francisco, \$50. Pictures can be sent simultaneously from Boston to New York, Chicago and San Francisco for \$30. Hours during which these photographs will be handled are: East of Chicago, 6 a. m. to 10 p. m.; West of Chicago, 6 a. m. to 10 a. m. Sundays, Boston, New York, Chicago and San Francisco, 1:30 p. m. to 7:30 p. m.

EXPANDING NEWSPRINT MILL

The Riverbend Mill of the Price Brothers of Quebec is undergoing changes in an expansion program which will increase its output to 400 tons of newsprint a day about Jan. 1. With the completion of this work Price Brothers will have a total output of 900 tons a day.

WANTS UNIFORM POSTER LAWS

Col. Edward S. Cornell, president of the National Highway Protective Society returned to New York last week from a trip to the Mississippi River on which he visited state capitals to seek uniform laws regarding advertisements posted along state highways. He said all the State Highway Commissioners favored laws similar to those of New York prohibiting advertising signs on or within 50 feet of state highways.

GREELEY NOT AUTHOR OF "GO WEST" PHRASE

HORACE GREELEY was not the originator of the admonition, "Go West, young man," according to a recent item in the *Mentor*. He merely concurred in the advice after it had erroneously been attributed to him. It happened this way: John L. B. Soule, who in the fifties of the last century edited the *Terre Haute Express*, wrote an editorial praising the opportunities offered young men in the West and prefaced his remarks with the observation that Horace Greeley himself could not give young men better advice than "Go West, young man."

The editorial was copied all over the country, and Greeley received many letters congratulating him as being the actual author of the sentiment and so the editor of the *New York Tribune* reprinted Soule's editorial and accompanied it with a hearty endorsement which he ended with an echo of "Go West, young man!"

ADVERTISING'S VALUE WINS IN DEBATE

Cambridge University Team, Which Says It Plays Too Large a Part in Modern Life, Loses to Colgate Orators

Maintaining that present day advertising is responsible for raising the standard of living, Colgate University debating team defeated Cambridge University debaters on the question, "Resolved, That This House Regrets the Large Part Played by Advertising in Modern Life." The debate, which was held in Colgate Memorial Chapel, Tuesday, November 9, was decided by a vote of the audience on the merits of the question.

Benefits of advertising were described by the Colgate debaters as economic, educational, and artistic. The economic value was stressed by showing that many things which formerly were luxuries for the rich are now necessities for the poor, because advertising has created the desire and has made possible mass production cutting the cost to a fraction of what it would be if one was made instead of millions.

The by-products of advertising in supporting magazines and newspapers which educate the public at a cost to the reader far less than the raw material which is used in making the newspaper or magazine was cited by the negative as a valuable contribution to modern life. It was also contended that outstanding present day art is found in advertising, and this business medium has taken over the role of supporting the arts formerly assumed by kings and nobles.

The Englishmen kept the large audience roaring with laughter at their witty rejoinders and rebuttals of the Colgate statement of facts. The Cambridge speakers contended that advertising is overdone; that it is not needed any longer in massive form found and consequently is an economic waste; and that it has sinister influence in tending to control editorial policy.

The Cambridge team, which defeated Columbia University on the same question Oct. 19, is composed of H. G. G. Herklots, A. L. Hutchinson and Wilfred G. Fordham, three clever and witty speakers. The Colgate team was composed of T. J. Weppner, F. L. Case, and W. E. Rice. Carl A. Kallgren, associate professor of public speaking, is the coach. Dr. George Barton Cutten, president of Colgate University, presided.

LE SOLEIL TO BUILD?

It is unofficially reported that the publishers of *Quebec Le Soleil* have purchased a site near the Palais Station on which they will next year erect a large building.

NEWS TRANSMISSION CHANGES FORESEEN

Charles S. Smith, Chief of London A. P. Bureau, Predicts Reduction in Rates Following Start of New "Beam System"

Revolutionary changes in news communications as a result of the development of the Marconi wireless "beam system" are foreseen by Charles S. Smith, manager of the London office of the Associated Press who was interviewed in New York this week by EDITOR & PUBLISHER.



CHARLES S. SMITH

Mr. Smith, with DeWitt Mackenzie, also of the London office has been watching inauguration of the

beam system closely with a view to its possible use by the Associated Press. He said he understood service would be started between New York and London by the Marconi Company of England by Jan. 1. The beam system is now being used to send messages direct between London and Montreal.

"I expect in the first place that there will be a decided reduction in cable and wireless rates as a result of establishment of the beam system," Mr. Smith reported. "The main advantages it offers to news services are the speed of transmission and the exclusiveness of the report."

"The initial investment for installation of the beam system sending and receiving stations is only one-tenth that needed by ordinary wireless, which ought to make some appreciable difference in the cost of operation."

Mr. Smith maintained that London was still the "news capital of the world," despite the fact that many correspondents were now sending dispatches direct from European and Oriental countries. If the beam system method of transmitting wireless messages lives up to expectations for speed and secrecy the position of London as a news distributing center will be enhanced, he said.

Mr. Smith came to this country from London on the S. S. Leviathan with Queen Marie. He had met Her Majesty previously while covering the Versailles Conference, and while he had several conversations with her on shipboard he was not permitted to quote her for publication.

He said he was told by the Queen's secretary that Her Majesty must not grant any interviews in this country under order of the Rumanian government. No syndicate forced silence upon the Queen, he said, although a syndicate representative who was on shipboard was willing to claim the honor. Mr. Smith will remain in this country studying conditions for about a month and then return to London.

FLEET STREET CLUB FORMED

Fine promises have been obtained for the new Fleet Street and Advertising Club, Ltd., London, which was registered Oct. 20, with not more than one thousand members, each of whom is liable, in the event of winding up for five shillings. Lectures, discussions, debates and conferences on general advertising topics are to be arranged and a library is being formed. The committee of management includes the following well-known Fleet Street men:

F. W. Slaughter, S. A. Willmott, C. Crane, F. Paul, M. Blythe, W. Duncan, E. W. Folkes, S. G. Coram, W. N. Roberts, S. D. Nicholls, A. E. Higgs, W. Larkins, L. Newland, E. J. Trash, C. E. Archer, H. Dust, P. Wall, W. J. Needham, A. W. Hutton, A. H. King, C. W. Bashforth, T. J. Thompson, W. H. Harford.

Old Daily, Part of Whose Profits Go Annually to City and State Charities, Includes Many Unique Ideas in Building

On a panel of stone in the lofty entrance hall there has been carved the following inscription, which gives briefly the history of this great Australian daily:

The above drawing of the interior of the great building gives a clear idea of the processes which are repeated every 24 hours, and of the multiplicity of departments necessary in the work of producing "The Argus" and "The Australasian."

INDUSTRIAL LEADERS WELCOME HELP FROM BUSINESS PRESS EDITORS

Annual Convention of Proprietors and Executives of Trade Papers Addressed by Swope, Brosseau and G. C. Miller

THE twenty-first convention of the Associated Business Papers, Inc., in conjunction with the National Conference of Business Paper Editors, brought to the Hotel Astor, New York, on Tuesday about 300 editors and executives of the nation's business press.

J. H. Bradgon of the *Textile World* was elected president; Merritt Lum, A. W. Shaw Company, Chicago, vice-president; Warren Platt, *National Petroleum Review*, treasurer; and Jesse H. Neal, secretary. C. J. Stark of the Penton Publishing Company was elected to the executive committee to fill a vacancy.

Malcolm Muir, president of the Associated Business Papers, presided at the joint session on Tuesday morning, and introduced some leaders of American industry.

G. C. Miller, president of the Dodge Manufacturing Company, had for a theme "Ourselves as Others See Us." Mr. Miller said that he made it a point to read every week advertising, editorials and articles of eight business papers—that every morning on his desk he had a pile of material more than 6 inches high; that correspondence, representing about 10 per cent of the material, was easily delegated to somebody else, but the other 90 per cent of the material he had to personally win now for ideas. He pointed out that a recent census of his company showed that 92 per cent of the employees were either reading one or more class, trade and technical journals. He said the average of intelligence in industry is mounting higher and still higher; that the editors of the business papers had a reservoir of wisdom that should be made available to the leaders in industry and commerce; that the editors did not properly evaluate their own importance, that they should keep hammering away in their publications on the one or two or three unsolved problems of their industries, until the factors were known, to a solution of these problems.

He said that with many papers the advertising rate is too low; that the rate does not enable the editor to give the service to its field that the field needs and must have; that after all was said and done advertising rate was a relative proposition; that more than circulation should be counted editorial prestige, editorial good-will, influence, reader interest and the hold that individual publication had on its readers. Mr. Miller strongly urged the publishers to guard their advertising and editorial columns more carefully.

A. J. Brosseau, president of Mack Trucks, said that his company is now doing a business of \$70,000,000 annually. There was no doubt in his mind but what the business press was entitled to a larger share of the national advertising than it was getting. Perhaps the answer was to be found in the fact that the national medium had the better salesmen. It seemed to him that if he were out hunting ducks he would go where the ducks were to be found; that he would not take a 52-centimeter gun, fill it full of birdshot and fire it up into the air; he would make it a point to get a good rifle and go gunning where the ducks were. He thought the business papers—especially the members of the A. B. P.—were most influential; that they had a fund of wisdom that was serviceable even to experts in industry, who welcomed their co-operation at all time in the solving of pressing problems. He emphasized the need of keeping business paper columns clear of free publicity. He thought the advertising columns were just as interesting as the editorial.

William M. Smith, general manager, P. Centemeri & Company, told about results secured from business paper advertising in promoting the sale of gloves. This

concern started in a small way—\$160 for four advertisements in the *Dry Goods Economist* in 1914—and built up tremendous sales in the years 1915 to 1920 inclusive, accumulating an enormous surplus, which was finally diverted into the addition of other lines which proved unprofitable, the company sustaining a loss of half a million dollars. In 1921 they went back into the business papers with an increasing schedule, and have had most satisfactory returns from their investment of \$70,000 per year in the years 1921 to 1926 inclusive.

Fred W. Shibley, vice-president of the Bankers Trust Company, said that American industry today is on a high level of prosperity, held there because it is in better balance than ever before in its history. The foundation for this condition, he said, is to be seen in sales research, the study of markets and of distributing conditions.

Mr. Shibley emphasized the value of budgetary control saying it makes for conservatism, breeds confidence, and helps to effect elimination of excessive high and low peaks in industry. Much remains to be done to eliminate distribution wastes, he said. There will undoubtedly be periods of rest or reorganization and of integration, all of which is healthy and natural, but for the long pull general business conditions look more promising than ever.

Mr. Jacob, representing the National Press Club Building Corporation, told of the constructive work that had been accomplished by a group of Washington correspondents in acquiring one of the most important building sites in Washington, in the financing of the new club-building project and of the successful efforts of this voluntary committee to lease space in the new building.

Mr. Jacob said the bankers insisted on a lease of the theatre portion of the building for a period of twenty years at a minimum of \$175,000 per year. The committee obtained the lease for a period of 35 years at an annual rental of \$250,000 a year, in addition to which the lessee agreed to spend \$300,000 in equipping the theatre, and he paid his last year's rent—the 35th year's rent—in advance. The bankers insisted that the committee show leases covering 90 per cent of the space in the new building. The Committee were able to produce leases covering 140 per cent of the available space in the eleven-story structure. The bankers wanted more assurance that the land was worth the price the Committee had agreed to pay for it. The Committee produced an appraisal placing a valuation of \$4,000,000 on the site—the purchase price was \$2,850,000.

Mr. Jacob explained that under the charter of the National Press Club it could not accumulate property or money. It was therefore necessary to organize a National Press Club Building Corporation to hold the property, and that all of the income which will ultimately come from this venture will be distributed by the National Press Club in the establishment of annuities and prizes looking to the raising of the standards of journalism.

E. J. Mehren, vice-president of the McGraw-Hill Publishing Company, summarized the proceedings of the day. He said that it had always been a question in the editor's mind as to whether or not his service was desired by the captains of industry. The editors had learned today that their help was needed. It was a question in the minds of some captains of industry whether or not the rising tide of intelligence in industry was keeping pace with the enormous mechanical inventions and developments. He asked his hearers to take up the hoods of their 1926 models and examine whether or not

the machinery is of the 1926 vintage or of the 1910 or 1912—whether or not their papers are serving their fields as effectively today as the modern captain of industry is keeping pace with the demands of his ever-increasing clientele.

Wednesday morning was devoted to departmental sections: editorial, advertising, and circulation. The speakers in the advertising section were: Everit B. Terhune, president of the *Boot & Shoe Recorder*; Willard Chevalier, sales manager, *Engineering News-Record*; Karl M. Mann, president, Case-Shepherd-Mann Publishing Corporation; George O. Hays, Eastern manager, Penton Publishing Company; Harry E. Taylor, advertising manager, *Dry Goods Economist*, and in the circulation department: P. V. Cole of Cleveland, Warren C. Platt, J. F. Wells, R. R. Rountree, Ralph Foss and J. C. Aspley.

The editorial session was under the direction of the National Conference of Business Paper Editors, with Paul I. Aldrich, editor of the *National Provisioner*, Chicago, presiding. The speakers were A. I. Findlay, editor of *Iron Age*; Morris Buck, managing editor of *Electric Railway Journal*; C. J. Stark, editor, *Iron Trade Review*; N. C. Rockwood, editor, *Rock Products*; Chapin Hoskins, managing editor, *Factory*; V. E. Carroll, editor, *Textile World*, and A. R. MacDonald, editorial director, *System*.

The Associated Business Papers held their fall meeting on Wednesday afternoon with President Muir, presiding.

Jesse H. Neal, secretary and treasurer gave an optimistic report.

The joint banquet on Wednesday evening brought together about 300 of the leaders in class journalism in America. Malcolm Muir was the toastmaster. The speakers were: Gerard Swope, president, General Electric Company, who discussed the subject—"The Responsibilities of Modern Industries," and Donald Kirk David, Assistant Dean, Harvard School of Business Administration, whose theme was—"Aims and Responsibilities of Education in Merchandising."

A presentation of a bronze tablet to W. H. Ukers from the Associated Business Papers, Inc., in recognition of his service in establishing its standards of practice, was made on behalf of the Publishers' Association by M. C. Robbins, of Board of Directors of the business papers.

ROYAL PUBLICITY

Queen Marie Is Beating Prince of Wales at His Own Game

Marie of Rumania is beating the Prince of Wales at his own game, comments the *Cleveland Times* in a recent editorial headed "Royal Publicity." The editorial states:

"The British royal family is said to be shocked by the publicity methods of the Queen of Rumania. They think it is scandalous the way she is gallivanting around and doing her own publicity work. 'Circus publicity,' British critics call it.

"Not that the British royal family and its courtiers of various grades are really adverse to publicity. Buckingham Palace has its own press bureau. The Prince of Wales has gone into the publicity game on a big scale these last few years, 'selling' the British empire to the British dominions and the rest of the world. King George often lends himself to calculated advertising schemes.

"But there's a difference. To the British, it isn't so much what you do as the way you do it. The British royal family has a very British horror of offending 'good taste.' Advertising must be decorous. And it is very indecorous for a queen—an Englishwoman, too—to flaunt herself and her country as Queen Marie does, shaking hands with everybody, jolly-ing everybody and, worst of all, actually writing for papers! It is unheard of.

"Yet a prediction in that respect may be ventured. The British royal family itself will be writing for the papers sooner or later—if it is lucky enough to have a member who can write as Marie can. That British indignation is half jealousy. Marie is beating the Prince of Wales at his own game."

ANTI-GAMBLING DRIVE LOSES CIGAR ADS

South Bend Tribune, Campaigning Against Tobacco Store Evils, Punished by Cancelled National Contracts

A situation has developed in South Bend which is interesting to newspaper publishers because it involves principles which the right-minded publisher holds inviolate and which involves again the old use of advertising as a club over honest newspapers.

On Sunday morning, Sept. 26, the *South Bend Tribune* presented a long article showing the deplorable conditions existing in many South Bend cigar stores due to gambling. The Tribune's investigation was prompted by the arrest for stealing of a youthful cigar store employe who, when placed on the stand in court, confessed that he stole from his employer to make up for losses sustained in gambling in his employer's cigar store. The investigation disclosed gambling in many cigar stores. Youths were allowed to play and the situation was generally bad. Although the Tribune is a Republican newspaper the Democratic city administration endorsed the newspaper's stand by making arrests.

As a result of the Tribune's expose its endeavors to protect the youth of South Bend and to create better moral conditions in the city a drive was started to take advertising away from the Tribune. The powers controlling the national advertising of two well known cigar manufacturers cancelled their contracts with the Tribune.

"The loss of this advertising to us is of no moment in comparison with the moral welfare of the boys and young men of South Bend," said F. A. Miller, president of the Tribune, discussing the affair with EDITOR & PUBLISHER. "What amazes us is that cigar making organizations which are presumed to stand for the right things in life could be influenced by the demands of gambling cigar store owners to show their disapproval of endeavors to protect youth. Perhaps that is not putting it in exactly the correct way. It may be that the producing companies know nothing of what has been done and that the fault lies wholly with their advertising representatives. Sincerely we hope that is true for we dislike to think any high class business organization puts the dollar above protection of the boys who must become the good business men of the future.

"Unfortunately for those responsible, they do not seem to have given thought to the probable reaction following knowledge of what they have done, for not all cigar dealers approve of gambling as an appendage to the cigar store. Thousands of South Bend smokers do not approve of cigar store gambling because they know it is dangerous to youthful morals. Already knowledge of the brands of cigars withdrawn from the Tribune's columns has reached some smokers and dealers and the observations are very caustic. Were the Tribune to publish the names of these brands and tell South Bend smokers the whole story there is no telling what the results would be."

WOMEN ISSUE ANOTHER DAILY

The *Cleveland Times* has joined the growing ranks of newspapers that have turned over publication of their product for a day to local women. Members of the Business and Professional Women's Club of Cleveland were responsible for the Times of Nov. 8.



F. A. MILLER

WALT MASON WRITES AN AD JINGLE

Syndicate Rhymester Says the "Perfect Ad Is One That's Tense with Strong Conviction and Common Sense"

Walt Mason, noted syndicate rhymester, is responsible for the following advertising philosophy:

"I read an ad in the *Weekly Drum*, describing the merits of Beeswax Gum, which cleans the teeth, disinfects the breath and lessens the chances of sudden death, which puts new life in the lagging step and gives one's liver its youthful pep, relieves the mind of its weight of care, abates the nuisance of falling hair. The words were few in this trenchant ad, no windy sentences made me sad. Sincerity was its poignant note; I felt at once, in my mouth and throat a keen desire for a pound or so of this Beeswax Gum, which was good to know. 'Twas a busy day, I had much to do, and I tried to think of the work in view; but I yearned and yearned for the Beeswax brand, until the pressure I couldn't stand, so I left my work to a faithful chum, and went and purchased some chewing gum. This is the trick that an ad will do, if it has the flavor of being true, if it seems the work of a man sincere, who would not lie for a keg of beer. I read some ads that are works of art, compiled by men who are doubly smart; they have command of enchanting words, they have a style that would charm the birds, their line of argument's good as gold, but all their eloquence leaves me cold. They don't seem able to make me feel that truth abides in their soaring spiel. They write of bargains in Belgian hares, but I'm not driven to go down stairs and buy a hare while they're selling cheap—the advertiser his wares may keep. The perfect ad is the one that's tense with strong conviction and common sense, that makes you feel you must go and buy a moustache cup or a pumpkin pie, a cockatoo or a chicken roost, or whatever it is the ad may boast."

WRITES BOOK DAY-BY-DAY

Moore of San Francisco News, Covers "Sesqui" in Serial Story

Irving Moore, reporter on the *San Francisco Daily News*, covers an assignment to write a book as easily as any other man would cover a luncheon club meeting. Last year during the Diamond Jubilee, celebrating the 75th anniversary of California's statehood, Moore wrote "El Dorado" in serial form for the *Daily News*.



IRVING MOORE

The story was a complete history of California, from the time of the Mexican conquest of the Indians, down to the present. It received wide acclaim from subscribers as being the most human and interesting history of the state ever written.

This week San Francisco was celebrating the sesqui-centennial of its birth and the *Daily News* decided the time was appropriate for a history of the city. Moore was put to work and in less than an hour had turned out the first chapter of Yerba Buena, a serial which will run in twenty installments.

THETAS FORM N. Y. CHAPTER

Theta Sigma Phi, national sorority of college women journalists, has formed an alumnae chapter for New York City, and regular meetings are being held monthly.

At a luncheon meeting Saturday, Nov. 13, Owen P. White, well known author and a member of the editorial staff of *Collier's* was scheduled as the speaker.

OUTDOOR FIRM LOSES

U. S. Supreme Court Refuses to Review Case Previously Dismissed

The United States Supreme Court in Washington has refused to review the action of the circuit court of appeals which reversed the action of the Federal District Court in Boston in dismissing the case of the Outdoor Advertising Company which challenged the regulation of

both the Massachusetts Commissioners of Public Work, Division of Highways, relating to billboards and electric display advertising.

The advertising concern challenged the regulations in both the state and federal courts but the federal district court threw the case out on the grounds that the state court action had been started first.

The billboard interests of Massachusetts are trying to prevent the state from carrying out regulations.

PRESS AGENT PAP FOR CONTENTED EDITOR BROADCAST BY MILK ASSOCIATION

Observance of Hallowe'en Had Its Origin in Days of Druids

Observance of the festival of Hallowe'en antedates Christianity. According to the ancient Druids' belief, the evening of the 31st of October was the one of all nights in the year when ghosts and witches were most likely to roam abroad. The Druids lit huge fires to ward off the visitations of such supernatural agents.

On the Druidic ceremonies of Hallowe'en were grafted the characteristics of a Roman festival in honor of Pomona, in which apples and various kinds of nuts, representing the winter's supply of food, played a part. From this source came the custom of ducking for apples, which is still a favorite Hallowe'en sport today.

Games have a great deal to do with the modern observance of All Hallows' Eve, but refreshments play an even more important role. On the refreshments depends the success or failure of the Hallowe'en party. In this connection, the following menu and recipes offer novel suggestions.

Chicken Salad Sandwiches
Jam-Nut Sandwiches
Hallowe'en Salad
Cider Doughnuts
Pumpkin Pie



Hallowe'en Salad

12 yellow apples
1 pt. chopped celery
1½ pts. chopped apple
1½ cups nuts, broken
2 cups cooked salad dressing
¾ cup evaporated milk
¾ cup whipping cream

Cut tops off apples at stem end. Scoop out centers. Chop apple pulp and add nuts and celery. Chill evaporated milk and cream and whip until stiff, then fold into salad dressing. Add dressing generously to salad ingredients and mix lightly. Fill apple cups with mixture. Cut a face on the outside of the apples. Place on lettuce leaf and decorate

with hobgoblin heads. Yield: Twelve servings.

Chicken Salad Sandwiches

1½ lb. chicken meat
1 cup mayonnaise
1 cup cooked salad dressing
½ cup chopped cucumber
1 cup chopped celery
Head lettuce

Chop chicken with a coarse knife in a food chopper. Add cucumber, celery and salad dressings. Mix thoroughly and spread on buttered slices of bread, cut into rounds.



Lay on lettuce leaf, trim edges and place on top a thin round slice of buttered bread with a face cut in the center. Wrap securely in paraffin paper to keep moist. Yield: Twenty-four sandwiches.

Cooked Salad Dressing

1 tsp. mustard
1 tsp. salt
Dash cayenne
2 tbsp. sugar
1½ tbsp. flour
½ cup evaporated milk
Milk diluted with ½ cup water
2 tbsp. melted butter
¼ cup vinegar
2 egg yolks, beaten

Mix dry ingredients in the top of a double boiler. Gradually add the egg yolks then the butter and milk, stirring constantly to keep smooth. Cook over hot water for 10 minutes. Remove from fire, cool and add the vinegar. Yield: One and one-quarter cups.

Pumpkin Pie

1½ cups strained pumpkin
¾ cup brown sugar
1 tsp. ginger
1 tsp. cinnamon
2½ tbsp. orange juice
juice
2 eggs, well beaten
1 cup evaporated milk
¼ cup water
½ tsp. salt

Make a smooth paste of the spices and water. Add this with the sugar, eggs and salt to the pumpkin. Stir to blend thoroughly, then add milk and orange juice. Pour into a deep pie tin lined with pastry. Bake in a 450° F. oven (hot oven) for 20 minutes, after which reduce the temperature to 250° E. (slow oven). About 1 hour is required for baking. Yield: One large, deep pie.

The press agent of the Evaporated Milk Association, with headquarters at 231 South LaSalle street, Chicago, is still convinced that there are newspaper editors in the United States who will publish free advertisements concealed in canned menu articles. The above bald attempt to exploit news columns is a specimen of the stuff that is now issuing from the Evaporated Milk Association sent out with the usual "free of charge" and "for educational purposes only" line of bunk.

BELOIT EDITOR STIRS BOOZE UNDERWORLD

Connivance of Police and Lawyers with Criminals Charged by Weekly—Stone Hurlled Into Editor's Home as Warning

Another Mid-Western newspaper editor whose indignation at collusion between law-breakers and those sworn to enforce the law expressed itself in his newspaper's columns finds himself facing threats of violence and death, which last week took the form of a large stone tossed through the front window of his home.

The editor is Blaine Hansen. His newspaper is the *Beloit (Wis.) Independent*, a weekly established in July, 1923. His targets of editorial denunciation have been bootleggers, a certain firm of lawyers which regularly defend them in court, and a police official charged with receiving bribes and conniving with law-breakers.

Following the stone-hurling episode, EDITOR & PUBLISHER asked Mr. Hansen for a description of his fight against the local underworld. His reply, received by telegraph Nov. 9, follows:

"Shortly after the *Beloit Independent* was founded July 13, 1923, I became interested in the booze situation in Beloit. I soon noticed that whenever bootleggers were taken into court, a certain law firm always defended them so that it became a case of the state and the police fighting the attorney for the criminals rather than the crooks themselves. This firm had me arrested in Aug., 1924, on criminal libel charges, because I recommended that lawyers who made a specialty of defending bootleggers be put in the same class as the bootleggers.

"Actions are still pending against me in the Rock County Circuit Court.

"Patrolmen came to my office a few weeks ago with charges of corruption in the police department involving a captain. They charged him with bribery, booze-handling, and otherwise conniving with bootleggers to defeat the law. Immediately after the issue was published, the captain had me arrested on a criminal libel charge. The police commission called a hearing and suspended the captain. The case is still pending."

"The patrolmen who made the charges in my paper received an anonymous letter advising them to 'keep still or get out of town, or you will be filled full of lead.'"

"Early on the following Sunday morning, my wife and I were awakened by the thud of a heavy weight and crashing glass on the lower floor of our house. We saw men leave the front of the house in an automobile. Our first thought was of a bomb and we waited for the house to blow up. We went down after a few minutes and found a large stone. A detective tells me that it was meant as a warning."

"A neighbor said he had seen men loitering in the back yards some nights before, who fled when our car drove in."

"I am going through with the case now before the police commission and the bootleggers are already beginning to pack up and leave. My answer to the warning of the stone, as printed in the last issue of the *Independent*, follows:

"It's unfair to make accusations when the identity of the assailant is unknown, hence this newspaper refrains from making any accusation. Nevertheless it takes this opportunity to inform those who may be to blame for the outrage that nothing they have done or may do in the future will alter in one iota our determination to carry through this fight for a clean-up in Beloit. That is our answer and our only answer to the missile hurled through the front window of our home on last Sunday morning."

JOINS CLASSIFIED STAFF

C. E. Phillips has been added to the classified advertising department of the *Chicago Herald and Examiner*. For the past three years Phillips has been on the advertising staff of *Delineator*.

ADAMS AWAITS VERDICT OF INDIANA JURORS

Vincennes Editor Holds in Abeyance His Own Investigation of State Political Evils While Grand Jury Sits

Thomas H. Adams, *Vincennes* (Ind.) *Commercial* editor and publisher and head of the probe committee of the Indiana Republican Editorial Association, whose charges of wholesale corruption and Ku Klux Klan influence in Indiana political life started a grand jury investigation and also a probe by the Reed senatorial committee, announces that he "has faith in the integrity of the grand jury," and has let his own investigation rest for the present. The grand jury inquiry has been resumed at Indianapolis and many officials high in state and city office have appeared. The probe hinges on the alleged control of the Indiana Legislature in 1924 and 1925 by D. C. Stephenson, former head of the Indiana Klan and now serving a life sentence in the State prison for murder.

Mr. Adams, who went back to his home for election week, has returned to Indianapolis.

No further developments have been reached in the \$1,000,000 damage suit of Mayor John L. Duvall of Indianapolis against the *Indianapolis Times*, and *Chicago Tribune* and others charging conspiracy to slander after the *Times* printed a facsimile of a purported "contract letter" between Duvall and Stephenson, promising liberal patronage if Stephenson would assure Klan support in Duvall's election. Mayor Duvall denies the entire letter and calls it a forgery, and the defendants have been ordered by Judge James M. Leathers of Superior court to produce the original of the "contract letter." The original has not been submitted, however, and it is the opinion in Indianapolis editorial circles that the damage suit will not be pressed.

CHURCH CAMPAIGN PLANNED

National Drive Discussed at Publicity Meeting in Chicago

Plans were outlined for a national church publicity campaign, promoted by 1,000 professional advertising writers and 250 advertising clubs, with the co-operation of a committee of 100 of the leading men of America and 100 pastors of the largest and most successful city churches, at the ninth annual church publicity conference under the auspices of the Chicago Church federation and the advertising council of the Chicago Association of Commerce.

The Rev. Charles Stelzle of New York, chairman of the church advertising department of the International Advertising association, outlined the publicity program in a talk to the delegates.

"Our aim will be to advertise religion and not simply the church," he said. "The church is not a reform organization, not a social club, nor a political party, but it has a monopoly on the cure for sin."

Dr. J. T. B. Smith, chairman of the church publicity commission of the Chicago Church federation, and Homer C. Buckley of the Buckley-Dement advertising company, presided at the conference.

BULLETIN ISSUES ROUTE LISTS

The *Philadelphia Bulletin* has just issued a set of route lists for salesmen covering Philadelphia and Camden as a service to its national advertisers. The lists are pocket size and contain key maps of the districts listed. Dealers are arranged by routes, making it easy for salesmen to call on them in order. The lists cover Electrical Goods and Radio Supplies Dealers, Women's Apparel and Specialty Shops, Cigar and Tobacco Dealers, Hardware and Housefurnishing, Confectioners, Drugs and Sundries. Additional lists covering Men's Wear, Grocers, Musical Goods, Shoe Dealers, and Automobiles and Accessories will be issued.

DAILY'S PUBLIC SERVICE OFFICE SERVED 1,022,733 PERSONS LAST YEAR

Chicago Tribune Forced to Provide Larger Quarters for Department Which "Just Grew" from a One-Man Basis—Now Has 13 Employees



New public service office in basement of Tribune Want Ad office, showing general filing cabinets.

THE Public Service Office, formerly the Public Service Bureau, of the *Chicago Tribune*, has again moved to larger quarters and now occupies the basement and sub-basement of the Tribune's former building at Madison and Dearborn Streets, now the Union Trust Building.

The Public Service Office last year served 1,022,733 persons, and will far surpass that figure for this year, it is expected. The office furnishes information on every conceivable subject to the general public, and dispenses architectural books, auto maps, auto letters, fishing licenses, football schedules, "Line" Books, news pictures, radio books, and dozens of other books and pamphlets published by the Tribune.

The new quarters of the Public Service Office has a floor space in both the basement and sub-basement of 88 feet by 66 feet, and is furnished throughout in walnut. In the office are desks for general information, a resorts and schools bureau, Western Union, a tourists' bureau, and sound-proof phone booths.

The Public Service Office employs 12 men and one woman, and furnishes for the use of the public, files of the Tribune and *Liberty* magazine takes subscriptions for the paper, makes minor adjustments, and gives almost every kind of information sought. On certain occasions, other services will be added. For instance, at Christmas time the Tribune's good-fellow campaign will be conducted from the Public Service Office.

The counters, literature racks, metal files, desks, waste baskets, all are in walnut. The air of the offices is filtered and washed and kept at about 70 degrees all year.

The Public Service Office had its origin as a one-man contact with the public, sponsored by the editorial department of the Tribune. In 1921 Parke Brown, of the local room, was established in a corner of the want-ad store as the loop city editor. The only records now available indicate that Mr. Brown's duties were almost wholly of an editorial nature.

When the loop editorial office had been functioning for a short time, Mr. Brown was given an assistant, Miss Emma Jean Drymiller. She distributed free departmental publications and dispensed general information.

In 1922 the Illinois bonus went into effect, and it became necessary to employ

several people in the loop editor's office to assist ex-service men in applying for the bonus. From this time on the office was called upon to perform a great many services not of an editorial nature. Mr. Brown was called back to the local room, and at Capt. Patterson's suggestion, the loop city editor's office, the name of which was changed to the Public Service Bureau, was placed under the direction of J. M. Cleary, director of the business survey. H. W. Donaldson was appointed manager.

In March, 1923, the Public Service Bureau moved into the store space at 11 South Dearborn Street, because of the many new functions it was called upon to perform, and it has grown steadily since. An information office is also maintained in the Tribune Tower, with a man in charge and several more dispensing information in the circulation department.

"When our bureau first opened," Mr. Donaldson says, "the executive who was most responsible for its establishment referred to it as a 'shot in the dark.' And it was. I should be hard pressed to name one subscriber or one advertiser whose interest in the paper could be traced directly to the Public Service Office. But the value of the service bureau to its paper is just as intangible and as incapable of estimate as are the advantages of libraries."

"In the Travel Bureau, we have a rack containing time tables of all the larger railroads in the United States; all of the steamship lines operating on the Great Lakes, and all the ocean lines whose ships sail from American ports to Europe, Asia and South America. In addition to the time tables, we always have three or four racks of useful, beautifully illustrated literature, which is furnished us by the transportation companies of the United States, or in some cases, a foreign country."

BECKMAN JOINS FARM PAPER

F. W. Beckman, for 15 years head of the agricultural journalism department of Iowa State College, Ames, Ia., has resigned to become managing editor of the *Farmer's Wife*, St. Paul, Minn., the first of the year. Mr. Beckman has been an Iowa newspaper man all his life, serving eight years as managing editor of the *Des Moines Register* and later associate editor of the *Register* before joining the Iowa State College staff in 1911.

EMPLOYEES BUYING INTO NEW YORK SUN

Dewart Permits Members of Staff to Purchase 8 Per Cent Stock on Instalment Plan—Many Take Advantage

William T. Dewart, president of the *New York Sun*, is permitting employees to buy 8 per cent preferred cumulative shares in the publishing corporation on the instalment plan as the first step toward mutualization of that newspaper according to the wishes of the late Frank A. Munsey. His first intention had been to offer the shares for cash, as announced previously in *EDITOR & PUBLISHER*, but he altered his decision when large numbers expressed a desire to buy on easy payments.

The shares have a par value of \$100. The preferred issue will total \$3,000,000, of which \$2,000,000 will be sold at this time. Members of the Sun's staff will be given a year in which to pay for shares they wish to buy, with weekly payments being taken off the pay checks. Temporary stock certificates will be issued within 10 days and the plan will then go into operation.

Nothing has yet been done toward mutualization of the *New York Evening Telegram*, which was also purchased by Mr. Dewart from the Metropolitan Museum of Art, residuary legatee of the Munsey estate.

BRIDGEPORT PAPERS MERGED

Star and Times Combined Following Purchase by Latter Daily

The *Bridgeport* (Conn.) *Star* has been purchased by the owners of the *Bridgeport* (Conn.) *Times* and the paper is now operating from the old *Star* plant, at present carrying both names but later to become the *Star-Times*.

The consolidation of the papers was effected by the payment of nearly \$250,000 to George B. Clark, publisher of the *Star*. Few changes have been made in the various staffs as yet, although J. Edward Elliott, former editor of the *Bridgeport Standard*, purchased and suspended nearly a decade ago by the *Bridgeport Post*, but of recent years editor of a trade paper for the Raybestos Company, has been added to the editorial department in replacement of Lynn W. Wilson, recent editor of the *Star*. Wilson's son, Curtis Wilson, former *Star* city editor, has joined the desk staff of the *Bridgeport Telegram*.

The merger leaves the afternoon field to two papers in Bridgeport. The *Telegram* is the sole morning edition. On Sunday there are the *Sunday Post* and the *Bridgeport Herald*.

The *Bridgeport Times* was the outgrowth of the old *Bridgeport Evening Farmer*, established in 1790.

ADVERTISING FOR BEVERAGES

Delegates attending the annual convention of the American Bottlers of Carbonated Beverages at Buffalo were informed more than \$1,049,000 of a proposed \$2,000,000 fund has been raised to conduct a national advertising campaign for such products. Carl A. Jones of Bristol, Va., is chairman of the association's advertising committee. The advertising plan is now being prepared and the campaign will be launched as soon as the association officers believe that its adequate financing has been assured.

CHANGES ON CHICAGO H.E.

R. C. Cornell of Los Angeles has been appointed city editor of the *Chicago Herald & Examiner*. He was formerly sporting editor and later news editor before going to Los Angeles in 1922. Cornell has been with the Hearst organization for 25 years. Frank Carson, executive news editor of the paper, has been appointed assistant managing editor.

The Growing Popularity of the Baltimore News

(another chapter)

IT'S just like a serial story; each month writes a new chapter of achievement in the story of the growing popularity of the Baltimore News!

October's record is an increase of 20,010 in circulation and an increase of 32,253 lines of local advertising!

This swing of popular favor toward the Baltimore News has been going on steadily for over a year; it shows the people of Baltimore like an aggressive, well-illustrated paper like the News; they not only buy the paper, but they support its advertisers with results.

Wise Coverage

You can now cover as many or more homes in the Baltimore territory with the Baltimore News as with any other evening paper and you are not *forced* to buy a morning paper of largely duplicating circulation—and you can't cover Baltimore *without* the News.

125,828

Average Net Paid Daily Circulation, October, 1926

CAST AWAY THE OUTWORN TRADITIONS, AD MEN ADVISE NEW ENGLAND

Region Is Not Slipping Industrially, Declares Robert Lincoln O'Brien—Clyne of New Haven Advanced to Presidency of District Body

WORCESTER, MASS., Nov. 9.—Five hundred delegates from sixteen cities were present at the two-day annual convention of the New England Advertising Clubs, which came to a close late this afternoon after one of the most successful conclaves in the history of the seven-year-old organization.

Abandonment of old New England traditions in industry and business was urged as the keynote of the advertising men's policy.

John H. Clyne, an advertising executive of the *New Haven Journal-Courier*, was elected chairman to succeed John W. Longnecker of Hartford, at the annual business meeting this afternoon. Mr. Clyne has been secretary-treasurer for the past year.

Major P. F. O'Keefe, president of the Boston Advertising Club, was elected to serve as second member from the New England district for the international commission. I. B. Myers of the *Waterbury Republican American* was named secretary-treasurer to replace Mr. Clyne. The elections were unanimous.

Following the routine of registration, which occupied the greater part of Monday morning, the association was formally called to order at a noon luncheon at the Bancroft Hotel. George H. Johnson, president of the Worcester Advertising Club, presided, and introduced Mayor Michael J. O'Hara, who delivered an address of welcome. The response was by Mr. Longnecker, retiring New England chairman, who was followed by C. King Woodbridge, president of the International Advertising Association.

"Local Merchants," declared Mr. Woodbridge, after stressing the need of local advertising, "spend 40 percent of the \$1,300,000,000 invested each year by United States advertisers. About 57 percent of this amount is spent on newspaper advertising. The 40 percent can be increased for local newspapers."

Robert Lincoln O'Brien, editor of the *Boston Herald*, chief speaker at the Monday afternoon session, was optimistic concerning the industrial outlook for New England. "New England is far from 'slipping' industrially," Mr. O'Brien asserted. "In the past fifty years many industries have been leaving New England. But more and more have been coming here to take their places. Proper and scientific advertising will establish

any business or commercial enterprise here."

Marcus L. Urann, president of the United Cape Cod Cranberry Co., the second Monday afternoon speaker, told an interesting story of how advertising had "put the New England cranberry on the map." Herbert Metz, advertising manager of the Graybar Electric Co., outlined a parallel case in explaining the launching of his company with well-planned advertising. Walter S. Ashby, advertising counselor of Manitou, Col., spoke on "Dealer Co-operation, How to Get It and Hold It."

The annual banquet and frolic was Monday night with George F. Booth, publisher of the *Telegram-Gazette*, as toastmaster. Franklin Collier, *Boston American* cartoonist and creator of "Otto Grow," entertained with a talk on "Humor in Advertising," and gave a number of illustrations drawn before his audience. Capt. Irving O'Hay, U. S. Army, retired, spoke on his experiences, after which there was dancing.

"New England offers a ripe field for the talents of the advertising man," declared Harry B. Kirkland of Newton Center, Mass., advertising expert, at the Tuesday afternoon session. "A buying era has passed and a selling era begun. New England progress hinges on vision, understanding, cooperation, courage and will to succeed. Advertising can and will accomplish this."

Paul M. Mazur of Lehman Brothers, New York, spoke on the functions of a publicity department in a department store. Other speakers were Allen B. McIntire, New England manager of Barton, Durstine & Osborn; Marion Hertha Clarke of Albert Frank & Co. of Boston; M. L. Wilson, vice-president of the Blackman Co. of New York; Neil Borden, assistant professor of Advertising at the Harvard Graduate School of Business Administration; and G. W. Freeman of Doremus & Co. of New York.

The next convention will be held in Boston, next November.



JOHN H. CLYNE

AIDS FLORIDA SUFFERERS

For the relief of sufferers of the hurricane which swept Florida, the *Chugai Shogyo Shimpo* (International Journal of Commerce), Japan, has forwarded 86,300 yen to the Japanese Ambassador at Washington, Tsuneo Matsudaira. The sum represented the contributions of 40,000 Japanese in all walks of life, most of them influenced by recollections of the aid extended them in their own great trouble, the earthquake and fire of 1923.

CHICAGO SEEKING BAN ON PISTOL ADS

State Law to Be Urged by Chicago City Council—Also Studying Ordinance to Stop Sale of Fire-arm Silencers

To forbid circulation in any way in Illinois of any magazines, newspapers or other periodicals that publish advertisements of pistols, revolvers or other firearms, a proposed State law, is being developed by members of the judiciary committee of the Chicago City Council.

A resolution introduced by John Toman, alderman, and accepted by the Council, at its first fall meeting, directed that the judiciary committee, of which Jacob Arvey is chairman, gather facts upon which to base reasons for need of such a law and that the committee prepare a bill with a view of obtaining permission from the State for Chicago and other cities to stop distribution of periodicals with firearm advertisements.

The judiciary committee is also working on an ordinance, suggested by Mr. Toman, to forbid manufacture or distribution here of any so-called silencers to deaden the report of a firearm. That the advertisements and the silencers are an aid to promotion of crime was the charge of Mr. Toman.

"Suitable legislation, if enacted into law, would help to stop indiscriminate sale of firearms by mail order houses in Illinois and outside of the state," stated the resolution presented to the council.

Who remembers the time when fellows had to go to a burlesque show to see what they wanted to see?—*Florence (Ala.) Herald*.

GREAT LONDON MERGER PENDING

Berry Brothers, Publishers of London and Manchester Papers, Negotiating for Purchase of Amalgamated Press, Ltd.

Berry Brothers, who, as already announced in *EDITOR & PUBLISHER*, have just completed the purchase of the *London Daily Sketch* and the *Illustrated Sunday Herald*, are negotiating for the purchase of the Amalgamated Press, Ltd. The purchase price of the *Daily Sketch* which has bought and consolidated the *Daily Graphic*, was £1,250,000. The Amalgamated Press was founded by Lord Northcliffe and his brother, Viscount Rothermere, and now owns and publishes more than 100 periodicals, and has an authorized capital of £3,800,000. Sir William Berry and his brother J. Gomer Berry, own also the *Sunday Times*, the *Manchester Sunday Chronicle*, the *Manchester Daily Dispatch*, the *London Financial Times*, etc., and the periodical and magazine publishing firms of Cassell and Company, Ltd., and Weldon's Ltd., and hold large interests in other provincial publications.

**The Leading
Family Daily
in
New England**

Boston Evening Transcript

Est. 1830

National Advertising Representatives

CHAS. H. EDDY CO.

Boston

New York

Chicago

Second Love



Eugene MacLean Syndicate
Uses Certified Dry Mats Exclusively

For Clean Printing Use Certified

Certified COLD Stereotyping is not merely *simplified* stereotyping.

With simplicity goes cleanly and clearly printed half-tones and type matter.

Why not find out all about it—there's no obligation on your part.

✱ ✱ ✱

CERTIFIED DRY MAT CORPORATION

340 Madison Avenue

New York, N. Y.

for wet mat printing with DRY MAT facility—use Certified

MADE IN THE U. S. A.

MR. EDITOR: You can increase circulation with Motion Pictures!

Bass has shown dozens of newspapers how to use motion pictures in conjunction with local events. Pulls big!

**Write today
for information**

about the marvelous new B. & H. Eyemo. Automatic hand-held camera for professional motion pictures. Also detailed data, cost of producing and free catalogues.

Bass Camera Co.
109 North Dearborn Street
EYEMO DIVISION CHICAGO, ILL.

What Quality Readers Buy

Quality readers alone buy advertised products high and low in price.

Quality readers discriminate in purchases. They buy—and remember—trade-marked advertised articles when convinced of quality. They seek low prices, but demand quality. They prefer advertised to non-advertised goods. They alone can buy at the highest price levels.

Quality readers set buying habits. To acquire the good-will of such purchasers is the foundation of merchandising success.

The New York Times has the greatest number of readers of high quality of any newspaper in the world. Its censored advertising columns have the solid confidence of these readers. The Times is advertising leader in volume and character of advertising.

The New York Times

Circulation

Average daily and Sunday, net paid 391,465 copies.

Advertising

9,248,622 lines more than the second New York newspaper in 10 months, 1926.

* * * The New York Times advertising columns are as clean and free and fair as its news. They whet the appetite of the average reader by showing him day after day and year after year what useful and lovely things he can buy with his money, what profitable savings he can make in his income, how he can get ahead materially or spiritually by patronizing the advertisers in its columns. * * *—WILLIAM ALLEN WHITE, Emporia, Kansas.

McKELLAR WILL FIGHT FOR 1920 RATES ON SECOND CLASS POSTAGE

Serves Notice on Sub-Committee of Senate That He Dissents from Moses Bill, Which Has New's Approval

WASHINGTON, Nov. 10.—Opinions clashed over the proposals for postal rate legislation at an executive session today of the special Congressional sub-committee on postal rates, Senator George H. Moses chairman.

The Moses bill, which was introduced at the last session and reported from the special joint sub-committee, was discussed. The majority of the sub-committee and Postmaster-General New, who appeared, favor this measure, but Senator McKellar of Tennessee declared that he would urge in the short session a bill which would restore rates on newspapers and magazines to the 1920 basis.

The sub-committee adjourned, subject to call by the chair without action, but it is clear that there is controversy ahead if an attempt is made this winter to pass any form of a postal rate bill.

The Moses bill is intended to make some comparatively minor changes in the 1925 law. It would restore the one-cent rate on private mailing cards, make the rate on transient second-class matter one cent for each two ounces or fraction thereof and bring about several other changes.

Mr. New submitted a report on the postal revenues for the fiscal year ended June 30, 1926, showing total revenues of \$659,819,801.03, this being a net increase of \$60,228,323.49 over the revenues for the fiscal year 1925.

The chief items of increase were from sales of stamps and other stamped paper, \$44,953,096.31; second-class postage paid in money, \$2,366,757.04; first, second,

third and fourth-class postage paid in money under permit, \$8,538,253.78; revenue from money-order business, \$3,585,093.25.

Mr. New is opposed to reducing the rates on newspapers and magazines to the 1920 basis, as urged by Senator McKellar. Mr. New pointed out that a total revenue of \$673,876,987 was forecast by the department for the fiscal year 1926 and the actual revenues fell \$13,814,017 short of that amount.

"The actual revenue from ordinary mail matter," he said, "proved to be 3.89 per cent less than expected. First-class mail failed to meet expectations by nearly \$7,000,000, third-class by \$5,000,000, and fourth-class by nearly \$10,000,000. On the other hand, revenues from second-class pound rate matter, money order service, postal savings and miscellaneous sources exceeded expectations, making the net difference somewhat less than \$14,000,000."

In the course of his remarks, Mr. New also said:

"The reduced revenue from second-class transient matter is obviously due, in a measure at least, to patrons making use of the special handling service, in lieu of the special delivery service.

"In the case of first-class matter the revenues fall short of expectations to the extent of more than \$6,000,000. Presumably the practical elimination of the post card as an advertising medium, due to the increase in rate from one cent to two cents, is the principal contributing factor."

Ambassador Matsudaira wore the robes of the Imperial Japanese University of Tokio as he was escorted by President Brooks to a place on the steps of the administration building. Escorted by students and faculty the party moved to Jay H. Neff Hall, where the formal presentation was made.

H. J. Blanton, chairman of the board of curators, and publisher of the *Paris* (Mo.) *Monroe County Appeal*, accepted the lantern on behalf of the University.

"It is significant that your gift was made to the School of Journalism because I have come to see in the newspapers of our world the key to nearly every international misunderstanding," he said. "More and more there are discouraging rumors, wild statements, and dangerous appeals to prejudice, weapons the demagogue and designing man have used all down the ages for the disruption of neighborly relations between individuals and nations.

"More and more they are insisting upon facts and exalting the truth, knowing that the truth, as one of our great religious teachers has said, will make us free—free



Japan's gift to Missouri school

from the doubts, suspicions and misunderstandings that have led so many people into wars they otherwise would have escaped, and into hatreds which persisted with ruinous consequences to the third and fourth generations."

The price of anthracite is up again this year probably because it naturally costs more to work the mines than to keep them idle.—*J. J. Montague in New York Herald Tribune.*

KEEGAN LEAVES WORLD

Bronx Man Resigns to Take Political Job After 20 Years' Service

Charles E. Keegan, for 20 years a member of the *New York Evening World* staff, has resigned to become assistant to Aldermanic President McKee.

More than 125 members of the Manhattan and Bronx Copy Club, an organization of newspaper men, honored him at a dinner Monday night. Mr. Keegan is a former president of the club.

Keegan joined the *Evening World* 20 years ago, and since 1913 has covered the Bronx. He is active in politics and is secretary of the Pontiac Democratic Club.

Among the guests of honor were Mr. McKee, District Attorney McGeehan, Sheriff Lester Patterson and Magistrate Albert Vitale. Congressman Frank Oliver was toastmaster.

James F. O'Connor, on behalf of the organization, presented Mr. Keegan an expensive silver set, while District Attorney McGeehan was called upon to present a clock to Charles Brodie, who succeeds Mr. Keegan as the Bronx representative of the *Evening World*.



CHAS. E. KEEGAN

STONE LANTERN GIFT TO MISSOURI SCHOOL

Japanese Ambassador Makes Presentation to Journalism Department—
Press Lauded as an Enlightening Force

"In this stone lantern I see a miniature lighthouse. It illuminates the darkness, even as the press illuminates society. Hewn from stone, it is indestructible, and it braves storm and defies stress, just as the press stands its ground against obstruction, oppression, and persecution. And as the light that burns within the lantern is a holy light, the ideals which are the driving force of the press must be pure and unselfish if it is to perform its proper function as an agency of enlightenment."

Thus Tsuneo Matsudaira, Japanese Ambassador to the United States, pictured the meaning of the stone lantern which his country presented to the school of journalism of the University of Missouri, Columbia, Nov. 9. The lantern was the gift of the American-Japanese Society of Tokio and was presented at the suggestion of the foreign office of Japan.

Before officials of the university, the entire student body, the R. O. T. C., in full uniform and a huge crowd of former students, the presentation was made. Afterwards the honorary degree of doctor of laws was conferred upon the Ambassador by President Stratton D. Brooks.

C. L. Hobart, president of the Missouri Press Association and editor of the *Holden* (Mo.) *Progress*, and a special committee appointed by the association at its September meeting in Cape Girardeau, attended the ceremonies. The members were: Will H. Zorn, *West Plains Gazette*; Mrs. Frances Jacob-O'Meara, *Martinsburg Monitor*; Miss Pearl Peters, *Monett Times*; B. Ray Franklin, *Jefferson City Capital News*; E. H. Winter of the *Warrenton* (Mo.) *Banner*, former president of the Missouri Press Association, also attended.

Largest
HOME
delivered
circulation
in
Los Angeles!
Los Angeles Examiner
190,000 DAILY 400,000 SUNDAY

20,000 more for 2 cents

If you charged \$10,000 for 36,000 units of your product you would charge about \$15,000 for 56,000 units or 57% more, wouldn't you?

The Akron Beacon Journal is selling 56,261 circulation now for the same price that they charged for 36,788 circulation four years ago.

35,788
38,176
39,193
40,558
42,209
45,727
47,254
51,925
56,261

Circulation by six month periods from Oct. 30, 1922, to Oct. 30, 1926.

AKRON BEACON JOURNAL

First in News, Advertising, and Circulation

STORY, BROOKS, and FINLEY, Representatives

New York Philadelphia Chicago St. Louis Los Angeles
San Francisco

1st in Ohio—8th in U.S. in advertising lineage among six-day evening newspapers

The Youngstown *Telegram*,
a Scripps-Howard news-
paper, is first in *city* circu-
lation, first in *suburban*
circulation, first in *country*
circulation, first in *total*
circulation. 35,014 A. B. C.,
September 30, 1926.

RADIO PROGRAM SYNDICATION SEEN AS SOLUTION OF AIR MUDDLE

Best Talent Obtained by Central Company Will Settle Rights to Stations, Radio Editor Believes—Local Stations Will Concentrate at Home

By E. M. BOYD,
Radio Editor, Cincinnati Enquirer

THE day of syndicated programs, supplied by several large broadcasting stations, and non-dependent on the advertiser, is near at hand.

Whether or not listeners have observed it, nevertheless it is obvious that conditions of radio broadcasting are in a transition stage which marks a distinct trend to that end. Prophecy at this stage of development of an industry so young that it has not yet been weaned may not be rash, but anyhow the notion is worth speculating on.

Briefly, it is that the highest type, each in its respective class, of musical, literary or other form of instructive or entertainment programs in the future will be provided by a few great broadcasting clearing houses. The outstanding pioneers best known in this field are WEA and its chain, and WJZ and the stations which customarily are linked with it in a hookup. There are other lesser ones. On the Pacific Coast is KGO and its chain.

Surely the plan has its advantages for all concerned and at this writing we are unable to think of a single objection that may be advanced to it. It is manifest that WEA, by having a long and growing list of subscribers to its service, is going to be increasingly able to provide better offerings. In the same way these offerings may be obtained by any broadcaster anywhere within practical range of telephone communication for a fixed charge, perhaps graded according to his power and the extent of his individual field.

In any case the cost to the subscribing broadcasting station will be far below any sum for which he might duplicate the program in his own studio.

This form of providing radio programs is becoming highly specialized right now. At present the advertisers are paying most of the cost of the operation of the central supply broadcasters, but it is obvious, for many reasons that the supply station must eventually be independent of the advertiser, and the campaign of EDITOR & PUBLISHER against the liberal space given by newspapers to the press agents of these advertisers, and the awakening of these air advertisers to the fact that they are not receiving direct results from their appropriations for good-will programs will prove factors in bringing about this change.

And why should not the highest forms of art represented by music and literature be carried to the nation through the medium of radio, as well as through the theater, the concert halls and books and periodical publications? In every way the public will be the gainer. The tremendous popularity of radio is bringing about the condition, and on the other hand, with the offering of superlatively good programs the popularity of radio is bound to go on increasing until the day will come when not to own a receiving set will be equivalent to an inability to read and write. The owner of a receiving set and his family are not going to think any less of their set, and their interest is not going to wane when they know that the best in music, literature, drama and absolute entertainment are theirs for the bother of twisting the dials.

The foregoing should not be taken as an argument that the local station's programs will pass. On the contrary, they will become as highly specialized as the syndicated programs. The individual station will continue to have special needs that must be met which can be accomplished only by programs prepared by its own staff in its own studio.

Doesn't this inevitable state of affairs suggest something?

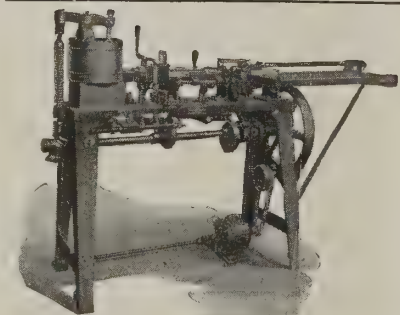
In our minds the condition is exactly paralleled by the daily newspaper. The same problems will be met and solved in

pretty much the same way. Here is a supply broadcaster who specializes in the higher grade of operatic music. He will gather about him the world's greatest singers. He will have on his salary list the greatest conductors. For a comparatively small sum any broadcaster may be provided with any concert or opera presented by the supply company.

It costs the great news gathering organizations vast sums of money to collect the world news, but when the cost is divided around among the hundreds of newspapers which publish this news, the amount is comparatively small for the individual newspaper. And so on in the different forms of radio purveying—another central station will maintain the greatest of symphony orchestras; another will devote itself to operettas, musical comedies and other forms of a lighter nature. And so on, in every field of general interest.

And just as the newspaper wouldn't be a newspaper if it neglected its local field, a large part of the time of every individual broadcaster will be devoted to its strictly local programs. Perhaps in that day, which is to dawn very soon, a way will have been discovered of splitting up available air channels into infinitesimal bands, or two or more transmitters may transmit on the same frequency at the same time without interference, just as two messages may be sent now over one wire simultaneously without interference by the use of different potentials. Today broadcasters are providing the necessity for such an invention by trying to transmit at the same time on the same frequency, but no one as yet, alas! has discovered the device that will enable them to function separately without interference.

Getting down to a concrete example, however, of what may be accomplished by such a system, consider the programs



Unlimited Quantities of Leads - Slugs - Plain Rules

STACKS and stacks of leads, slugs and plain rules, in various sizes and lengths, pile up after a day's run with the Elrod.

Firm, strong material, with smooth surfaces and clean edges, comes out without let-up. Any man in your plant can easily learn to produce this work with an Elrod as this machine operates automatically and requires only occasional attention.

You know what this abundant supply of quality material means in results and timesaved. All yours, with an Elrod.

Ludlow Typograph Co.
2032 Clybourn Ave., Chicago

San Francisco—Atlanta—Boston—New York

LUDLOW QUALITY COMPOSITION

provided by WEA through locals. Who among the vast army of listeners would forego these offerings? Not one, of course. Nor does any of a local station's programs suffer in any way by comparison with the syndicated programs. On the contrary, the local station, knowing that certain hours will be filled in by programs of first-grade quality, supplied by the syndicate to which it subscribes, is free to devote its energies and talents to the consideration and preparation of programs which are in keeping with its individual policies and which meet its own purposes. Thus the local's army of friends enjoy superior programs both through the syndicate and through what may be said to correspond to the local department. What resourceful leader in the radio industry will find it expedient to provide the radio syndicate service? It's bound to come.

PHOTOGRAPHERS ORGANIZE

Mallen of Graphic Head of New York's Latest Professional Body

Newspaper photographers and editors of news picture pages and supplements have organized the New York Photo Editors' Association with these officers:

Frank Mallen, *Graphic*, president; J. A. Nessensohn, *Acme News*, vice-president; Frank Gilloon, *Times*, secretary; William White, *Daily News*, treasurer. Directors: Frank Ryberg, *Daily News*, chairman; William J. Bodin, *Post*; Vincent J. Palumbo, *International News Pictures*; Louis Walker, *Mirror*; Eugene O'Brien, *Times Wide World*; Joe Lyons, *Sun*; Morris Gilbert, *Herald Tribune* and George Kabel, *Underwood & Underwood*.

The object of the organization is to remedy shortcomings in obtaining news photos, particularly of scheduled events, through conferences with promoters or committees of arrangements, and to facilitate in every way possible the work of news photographers.

ENWRIGHT TELEGRAPH SUSPENDS IN BOSTON

Plant Sold, Publisher Informed Staff Bondholders in Possession of Assets—Paper Succeeded Telegram Oct. 1

The *Boston Telegraph* suspended publication with its issue of Nov. 6 and assets are now in possession of the bondholders. Started as a tabloid Oct. 1, Frederick W. Enwright, following involuntary petition in bankruptcy against the *Boston Telegraph*, an evening paper which Enwright had published since 1920, the *Telegraph* was changed to standard size a week later and suspended after a staff meeting at which Enwright informed the employees that the plant had been sold and that if they wished to continue publication, they would have to find another printing establishment.

A statement attributed to Enwright that he had sold the paper three weeks ago to a group of Boston newspaper men could not be confirmed, nor could the names of any of the alleged purchasers be learned.

POWER COPY IN SOUTH

Aggressive advertising campaigns the effort to increase the number of manufacturing plants in the respective cities are being conducted by Charlotte, N. C.; Leigh, Aberdeen and Asheville, N. C.; Mobile, Ala.; New Orleans, La.; Macomb and Atlanta, Ga., and Norfolk, Va. The states of Georgia and Alabama as a whole are being advertised.

The United States Public Health Service has issued a warning against circulators that restrict circulation. "The hurt circulation," ventures Girlykins, the Lady Reporter, "but they help advertising."—F. P. A. in *New York World*

Every Advertiser Wants Results

THE newspaper that shows results has no trouble filling its advertising columns. One of the most important elements in the successful advertisement is the way in which it is presented to the readers. Shabby, out-at-the-elbows type or even out-of-style typefaces have difficulty in selling new Paris creations, and battered, worn and broken typefaces make it no small task to convey an atmosphere of freshness to a sale of millinery or frocks.

Every line new and bright—every heading fresh, clear-cut and attractive on easily handled slugs—these are a few of the many advantages brought to you by the Ludlow.

The Ludlow is conceded by many leading newspaper men to be the best method for setting ads and heads for any newspaper. Through many years of untiring service it has built up a reputation for efficiency, economy and speed that commends it to the careful attention of every newspaper publisher. Its wide range of popular typefaces in sizes up to full-width 72-point gives a variety of sizes and styles sufficient to meet the demands of even the most exacting advertiser.

Ludlow Typograph Company

2032 Clybourn Avenue, Chicago

San Francisco: 5 Third St.
Atlanta: 41 Marietta St.

New York: 63 Park Row
Boston: 470 Atlantic Ave.

LUDLOW QUALITY SLUG COMPOSITION UP TO 72-POINT

Industrial MICHIGAN

**Booth Papers Intensively
cover this Territory of
Great Prosperity and unusual
Buying Power**

To determine the basis of Michigan's great buying power study its present industrial position as a producer of wealth. Michigan is the acknowledged automobile center of the world, manufacturing two-thirds of the world's motor car supply valued at over \$1,500,000,000. Fifty-five plants are busily engaged in this great enterprise employing a vast army of skilled labor whose earning power is above \$260,000,000 annually.

Second in importance is the gigantic industry supplying the parts and bodies, whose aggregate production is valued nearly one-half billion dollars.

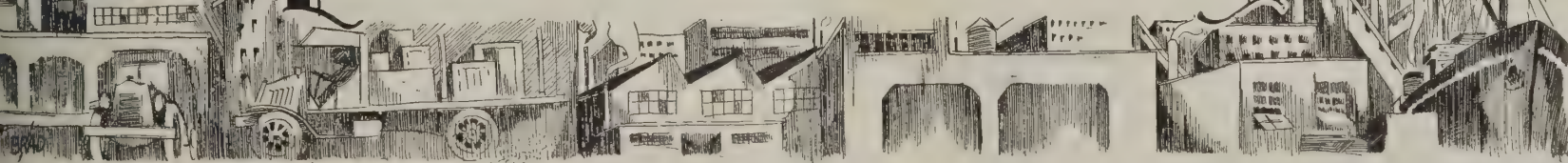
Then come the other industries, such as foundries and machine shops, engines and water wheels, iron and steel forgings, stoves, electric machinery, sheet metal goods, brass, lumber and timber, furniture, paper and pulp, chemicals, coal, iron ore and copper. All these industries are the great source of Industrial Michigan's productive wealth, and in total value represent nearly \$4,000,000,000 in annual output.

How Booth Newspapers Cover the State

Booth's 8 evening newspapers completely cover Industrial Michigan with the exception of Detroit. These papers not only enter the homes of over 250,000 families in the 8 leading cities but they reach out into the suburban territory and form one complete connecting link that blankets the State.

The national advertiser can reach one million readers who are among the greatest buyers, per capita, in the country at very little cost.

The Booth organization is ready to assist any advertiser anxious to capture this great market.



THE BOOTH NEWSPAPERS

Grand Rapids Press
Flint Daily Journal

Saginaw News Courier
Kalamazoo Gazette

Jackson Citizen Patriot
Bay City Times Tribune

Muskegon Chronicle
Ann Arbor Times News

BOOTH PUBLISHING CO.



HIGH PRESS WIRE RATES CHIEF BAR TO FAR EASTERN NEWSPAPERS

Cable, Telegraph and Wireless Tolls Prohibitive for Most Papers, Writer Declares in Survey of Japanese and Chinese Fields—Manila Favored by Navy Radio

By MILES W. VAUGHN

Far Eastern Manager, United Press

THE whole question of development of the press in the Far East is so closely linked with communications that any survey of the situation must be read with these facts constantly in mind:

1. Press rates between practically all Far Eastern countries and Europe and America are unbelievably high, averaging at least three times the rate between the United States and Europe.

2. Press rates between Far East points, such as Tokio and Peking, Shanghai and Manila, or Hongkong and Surabaya or Batavia, are equally exorbitant, averaging nearly twice the rate from New York to London.

3. Even when newspapers are able to pay the high rates communications often are slow and in many districts traffic must be handled roundabout fashion. Thus a message from Peking to Tokio usually is routed from Peking through Shanghai and Nagasaki, there being no satisfactory direct line. Traffic between Manila and Batavia or any of the other Java towns must be sent via Hongkong and Singapore, as the old Manila-Java cable, cut during the world war, never has been reopened pending a squabble as to who shall control it.

This lack of satisfactory communications, and between many points mail as well as telegraphic service is unusually difficult and slow, has of course retarded the growth of the press tremendously—for the simple reason that newspapers have not been able to obtain the volume of news, especially foreign news from distant points, that is essential if they are to fulfill their function.

Growth largely has been sporadic and haphazard and naturally has been greatest in those points where the possibility of large circulations has enabled editors to go ahead and pay the enormous sums necessary for big news services, charging the expense against advertisers and subscribers.

With this situation prevailing the press of Japan naturally has swept into a leading position in the Far East, for the material development of Japan and its concentrated population which makes handling of huge circulations comparatively easy, has given Japanese newspapers the money necessary to collect news, and satisfy their readers by giving them the world's news today.

It is no secret, however, that the press of Japan has suffered tremendously from the very high costs of foreign news, which must be cabled in at an average price of near 30 cents gold a word. Japanese newspapers have been crusading for months and years for a lower press rate, particularly to the United States, and an improvement in communications facilities. If they win the struggle, and new cable and radio facilities are provided and rates cut to something like a reasonable price, the press in Japan believes it will enter an era of tremendous development.

As things stand now some Japanese newspapers are among the greatest in the world, and by far the strongest both financially and editorially, in the Orient.

Two newspapers, the *Osaka Mainichi Shimbun* and the *Osaka Asahi Shimbun*, have circulations of well over one million a day, seven days a week, and with both morning and afternoon week day editions.

The *Osaka Mainichi* claims, and probably has, the largest circulation in Japan and one of the largest in the world. Its morning edition press run averages about 1,300,000 and the evening edition about the same. The newspaper has a fine plant with modern equipment and an enormous battery of American high speed presses to handle its huge circulation. The paper

is largely hand set, as a minimum of 4,000 Chinese and Japanese characters or ideographs are used in nearly every edition. Type is cast on a Japanese invented machine and scores of girls are used in distributing used type.

Distribution is by carrier and through branch offices in all principal cities of the Empire. Osaka is ideally located, near the center of Japan. Steamship docks and railway lines make it the economic heart of the Empire. Fleets of motor trucks take the newspaper to terminals and by morning the *Mainichi* can reach nearly all the main cities of Japan's principal island, Hondo, on which Osaka and Tokio are located, as well as Korea and Kyushu. In addition the newspaper has an urban population of upwards of 3,000,000 within an hour by steam and electric trains, of its plant.

The *Mainichi*, as well as most of the other leading Japanese newspapers, has a strongly independent editorial policy. The newspaper, as developed by the present president of the *Mainichi* Company, H. Motoyama, has a tremendous influence on opinion not only throughout the Japanese Empire but all over the world. It publishes an English edition, so that the policies of the paper may be conveyed daily to English speaking people.

The *Mainichi* also owns the *Nichi Nichi* in Tokio, with a circulation of about 700,000. The Tokio and Osaka plants are connected by direct telegraph and telephone systems for interchange of news.

Organization of the *Asahi* is along much the same lines as the *Mainichi*, the Osaka edition covering western Hondo and the Tokio edition the capital and the East. The Tokio edition is called the *Tokio Asahi* and now is building a big new plant.

There are strong independent morning and evening newspapers in nearly every city of Japan, most of them depending on the news agencies for foreign and general news. In this field the *Nippon Dempo Tsushinsha* and the *Nippon Shimbun Rengosha* are supreme, with *Nippon Dempo* probably in the stronger position in that it offers both foreign and domestic news services and has its own telephone system from one end of Japan to the other, enabling fast distribution of news to all cities of the main islands.

Nippon Dempo has offices and correspondents in all the main cities of Japan, the Japanese possessions (Korea, Formosa, etc.) and in China and foreign centers where there are large Japanese colonies. For European and American news it co-operates with the United Press, relaying the United Press foreign serv-

ices from London and San Francisco. The agency serves all principal newspapers of the Japanese Empire and supplies various foreign publications with Japanese news.

Nippon Shimbun Rengosha was organized a few months ago out of the old Kokusai news agency, originally a distributing agency for the Reuter foreign news service in Japan. It is described as a co-operative concern with several leading Japanese newspapers as members. The agency co-operates with the Associated Press and the various official and semi-official agencies of Europe, including Tass of Russia, Reuter of England, etc. Its foreign news service is filed direct from various points and relayed from the Reuter foreign news report in Shanghai. The agency does not yet deal in domestic news, although it plans to organize a domestic news service in future.

In the foreign owned, English language newspaper field the *Japan Advertiser*, owned by B. W. Fleisher, is widely known throughout the Far East.

In the afternoon English language field the *Japan Times*, Japanese owned and edited, is widely known in Tokio. There are two English language newspapers in Kobe and one in Osaka, the English edition of the *Osaka Mainichi* which circulates all over Japan and the Far East.

There are a number of small newspapers in both English and Japanese in Korea, Manchuria and the Kwantung Leased Territory (Port Arthur.)

In China the native press is in an almost primitive state outside the treaty ports, and one of the peculiar phases of development is that many of the principal Chinese organs for political and military

purposes either are printed solely in English or have an English edition. One of the leading of the Chinese owned newspapers in the North is the *Far Eastern Times*, Tientsin, with both English and Chinese editions. It is generally considered an organ of Marshal Chang Tso-lin, the Manchurian dictator.

Two other powerful English newspapers in Tientsin are the *North China Star*, edited by Dr. Charles James Fox, American, and the *Peking and Tientsin Times*, owned by a British Company.

In Shanghai the press has had a much greater development owing to the wealth of the great Treaty Port and its large foreign population. There are two big Chinese language morning papers, the *Shun Pao* and the *Sin Wan Pao*, each with a circulation of upwards of 75,000 a day and fine plants.

In the English language field the *North China Daily News*, often referred to as "the *London Times* of the Far East," is a big morning daily with a fine plant on the Bund and a considerable influence as the leading organ of British opinion in China. The *China Press* and the *Shanghai Times* also are large morning papers and there are two afternoon sheets.

An American company now is being formed in Shanghai and plans to start publication of a big "All American" newspaper in Shanghai early in 1927.

Hongkong has a number of English language newspapers including the widely known *South China Morning Post*. Singapore has two or three English newspapers and a number of small vernacular sheets for its polyglot population. In the Dutch Indies there are a dozen or so

(Continued on page 42)

Over 1000 cities laid
concrete streets in 1925

Your Concrete Street Will Meet This Requirement

Even when necessary to cut into a concrete street to make new water or sewer connections, it loses none of its attractive appearance.

The job is done quickly. There is no unsightly patching. The new concrete joins the old perfectly.

All of the facts are in our free booklet on "Concrete Streets." Ask for your copy

PORTLAND CEMENT ASSOCIATION
33 W. Grand Ave.
CHICAGO

A National Organization to
Improve and Extend the Uses of Concrete

OFFICES IN 31 CITIES

Detroit

Fourth
Largest
City

Complete coverage
with one paper.

The Detroit News

Offers advertisers
unusual opportunities

Duplex Super Unit

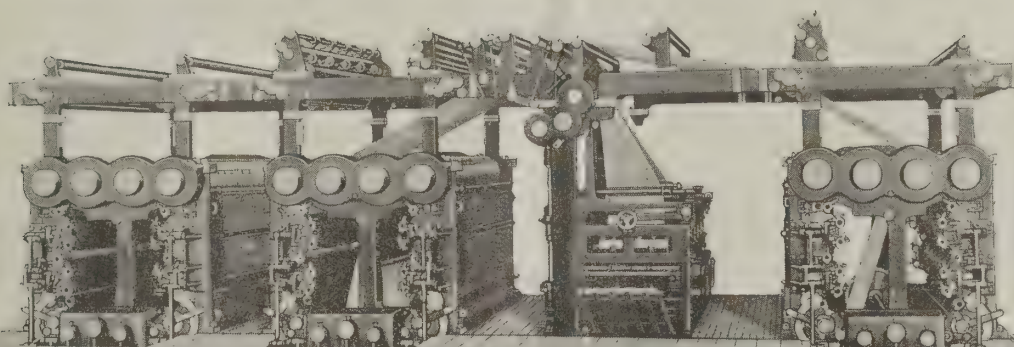
“OUR CUSTOMERS WRITE OUR ADS”

GEO. E. GRAFF

Publisher Williamsport Sun, writes:

**“From the Very Outset It Demonstrated Itself to Be
a Fine Printing Mechanism.”**

“IT IS THE BEST”



The Duplex Interchangeable Unit Super Duty Sextuple Press

The Williamsport Sun

Williamsport, Pennsylvania
Feb. 8, 1926

The Duplex Printing Press Co.,
Battle Creek, Michigan.

Gentlemen:

I am sending you herewith check, which, in connection with previous remittances, is payment in full for your Super Duty Unit-type Metropolitan Sextuple press recently installed in our plant. I know of no sincerer way of expressing our complete satisfaction with the new machinery than by prompt acceptance and equally prompt payment. *From the very outset it demonstrated itself to be a fine printing mechanism*, and in that respect justifies the original judgment upon which we made our decision to purchase, viz., upon the material and workmanship entering into its construction. Our own force, with their first experience on semi-cylindrical presses, has not as yet had any operating difficulty since your erector retired and they are enthusiastic believers that it is *“the best.”*

We moved our composing room into the new mechanical building on Saturday last and are now of the opinion that we are as adequately equipped for our purposes as any newspaper anywhere.

Thanking you for the consideration received from all your force, we are,
Very truly yours,

THE WILLIAMSPORT SUN,

Geo. E. Graff, President.

GEG/R

Reasons Why the Duplex
Super Duty

“IS THE BEST”

Simpler in design—less parts

Heavier and stronger running parts

Printing and folding units are interchangeable

No roller-bearings on printing cylinders—
but Duplex solid bearing guaranteed
for 25 years

Triple strength—quick plate lock-up

Duplex special heavy duty folder

Superior printing—no streaks

**The Duplex Printing
Press Company
of Battle Creek, Michigan**

One, two or three
standard main
magazines

Interchangeable

TRADE

LING

SINGLE DISTRIBUTION

For straight matter
without frequent changes
of size and face

MODEL 8
Also made with auxiliary
MODEL 14

Magazines

TYPE MARK ①

MULTIPLE DISTRIBUTION

For intricate composition
or matter requiring frequent changes

Continuous composition
from two standard main magazines
and two standard auxiliary magazines



MODEL 26
Also made without auxiliary
MODEL 25

MERGENTHALER LINOTYPE COMPANY

Brooklyn, New York

CHICAGO SAN FRANCISCO NEW ORLEANS
CANADIAN LINOTYPE LTD. TORONTO

Representatives in the Principal Cities of the World

EDITORIAL

STANDARD INVOICES

BY this time it must be pretty well known that the advertising agencies that handle considerable of the volume for daily and weekly newspapers are insisting that newspaper publishers adopt a uniform type of invoice. At present there are thousands of invoice forms, many giving such meager information that agency clerks spend hours puzzling them out and the results are needless expense for the agency and delay in the settlement of accounts.

Admirable work is being done by the National Editorial Association to bring about the use of the standard invoice. It has established a form which, when filled out, gives all the information any agency would want. This information is as follows: (1) Town, state and date. (2) Publisher's name and the papers published. (3) Name of advertiser or agency. (4) Date of insertion. (5) Description of advertisement. (6) Edition—if more than one is printed. (7) Number of inches or lines. (8) Rate and gross charges. (Agency accounting department computes the net amount after subtracting agency commission.) (9) Cash discount date, if allowed.

EDITOR & PUBLISHER suggests that every publisher take this occasion to consult his invoice form and make sure that these nine elements are included. He should also see to it that with the invoice, preferably attached to it, should be the checking proof, the best form, in our opinion, being a full page tear sheet which, however, must show the full name of the paper and the date of issue.

Secretaries of publishers' organizations may obtain sample invoice forms from the National Editorial Association, 622 Merchants' National Bank Building, St. Paul, Minn., or find an ideal blank form in EDITOR & PUBLISHER for September 11, page 20.

"What's easier than just to tell the truth?" queries poet J. McCombie Murray. Just the opposite is often easier.

OUR BUSINESS PAPERS

THE men and women who make trade and technical newspapers held an interesting convention in New York this week. In addition to exchanging experiences among themselves they called in for critical analysis of their work some of their more distinguished readers. Among the latter were G. C. Miller, President Dodge Manufacturing Co., and A. J. Brosseau, President of Mack Trucks.

The addresses these two men made were as if dictated from the same mind. They agreed in every particular, and here are some of the points they scored: The business world looks to the business press for leadership. Industry is thirsting for technical information. A high percentage of the executives and skilled mechanics in the automobile industry read trade papers. The publisher who is offering cheap paste-pot and scissors editorial material because his low advertising and circulation rates will not permit him to buy real news and authoritative technical articles has an unsound policy and should reverse the order, both for self-satisfaction and financial profit. Editors do too much office work and not enough traveling and interviewing. When one writes for the trade press he must know the field. The sickliest feature that comes under the eye of the busy man of industrial affairs is the glory stuff, the illustrated page which puffs some ordinary mortal who has merely succeeded in accumulating a large wad of cash without contributing anything of exceptional merit to the world. Let the puffs go to men who earn honors by real achievements, actual contributions through genius or sweaty strife.

These and other speakers told of the remarkable power of the trade papers in this country to serve their respective fields of interest with leadership in major policies, technical information, fraternal craft unity and also in respect to actual results through their advertising pages. Some of the advertising achievements described are unrivaled in any department of American journalism.

This was the 21st annual convention of the Associated Business Papers, in conjunction with the National Conference of Business Paper Editors. It is a live organization, pulsating with a force that has not yet been measured.



God is a spirit; and they that worship Him must worship Him in spirit and in truth.—St. John, IV; 24.

NEWS AND PROPAGANDA

SPEAKING in a Western city recently Will Irwin declared that the war, on both sides of the firing line, taught the art of propaganda to 8,000 or 10,000 men, who, since the armistice, have been turned loose upon the world to ply their new trade with resultant disastrous distortion of fact in numerous fields of interest. He held that much news is "slanted" in the press of America as well as abroad, but he specifically said that the American newspaper is the "most honest in the world." He asserted that the editorial had lost its power and that public opinion is largely founded on fact, or alleged fact, reported in news columns.

According to *St. Paul Pioneer Press* those who heard Mr. Irwin gained the impression that he looked with considerable doubt on the news columns of many American newspapers. Just how much pernicious propaganda does enter news columns of the American press EDITOR & PUBLISHER is not prepared to say. We feel sure that there are many times "8,000 or 10,000" seeking to influence public opinion, in behalf of good, bad or indifferent special interests through the press, in one way or another, and we positively know of the day and night, ceaseless vigilance of the American newspaper craft to defeat their designs. It is easy to exaggerate their successes. The faith of the people is strong in the press, and when it is imposed on the incident takes on the character of a scandal. One exposure of tampering with a set of news facts, in the minds of the critics of the daily press, is immediately held up as typical, discounting all the good work that editors and reporters may have done to conserve standard practice. We deny that there is in America any considerable amount of conscious pernicious propaganda in news columns, and it is true that our press is the most honest in the world—it is an unpurchasable press.

We do not agree that the editorial has lost its power, although perfected news system has in recent years offered to the public such an array of fact and credited opinion that abstract judgment on current events may be formed by the average reader in almost any column of the paper.

An often overlooked point in this persistent discussion of propaganda is that the American press has developed, to an admirable degree, a spirit of candor with the reading public that permits of free and ample correction of mistakes so that, when a paper is "taken in" it may later reverse the order and opinions formed through the passing into print of deceitful propaganda. The old idea was to "ride out your errors." Editors used to fear to print even simple corrections, and they would stand in terror of reversals of major policies. That false idea is as dead as a smelt in this country.

We are constantly hearing of incidents wherein newspapers that have been misled in matters of local importance have righted themselves with the public. One of the most interesting cases of this sort recently occurred in New England in the case of the two Italian "Reds" who, by eminent counsel, are alleged to have been framed-up by radical-chasing Federal and local authorities. Boston newspapers that at first seemed committed to the proposition that these men were guilty of murder, and had had a fair trial, have of late, on the presentation of new evidence and sound legal reason, candidly expressed the view that doubt exists and have advocated a new trial under auspices that would better insure justice. If their news accounts were once "slanted" by prejudice, these papers have certainly been free and direct in reversing their attitudes.

A DANGEROUS LAW

WISCONSIN has a corrupt practices act which makes it a crime to publish a false statement, in relation to any candidate, which tends to affect voting at a primary or election. It seems a reasonable legal protection, but like so many other laws, it may be used to defeat its own object.

When a warrant was sought for the arrest of William T. Evjue, editor of *Madison Capital Times*, under the provisions of this law, on the complaint of the campaign manager for the independent candidate for U. S. Senate, a week ago, the newspapers of the state gave the news a big play. This, of course, was an important influence on the election in the eleventh hour of a heated campaign. The complaint may have represented an honest belief that the editor had violated the state law, and it may have been merely a campaign manager's trick to win sympathy for his man and take the edge off of a newspaper's criticism. Anyway, the politician got over his publicity.

The editorial on which the complaint was based did not seem like a criminal utterance as we read it in New York. The purport of it was that the candidate in question had been trying to connect with the state pay-roll for six years, which was by way of advising voters that he was a professional job seeker; the candidate's claims to adherence to the old LaFollette principles were called specious, and the editorial gave notice to the voters that this candidate had supported Coolidge for President.

But this editorial was taken as sufficient cause for the editor's arrest. When the matter came before the court, however, Judge O. A. Stolen promptly refused to entertain the complaint, saying the newspaper man had not violated the corrupt practices act. This Wisconsin law has a bad hole in it. Its purpose may be excellent, but if under its terms an editor may thus be menaced and the process of public opinion be interfered with, the law surely needs restatement in terms that will permit of no confusion.

A Western newspaper publisher some time ago attacked a local commercial condition which he believed to be an evil and months later learned that several national advertisers, in response to some community of interest skulduggery worked up in New York, were withholding schedules as a punishment. The publisher has not been influenced. Some day organized journalism will deal with this ugly fact, occasionally revealed.

EXPENSIVE GUESSWORK

THERE is merit in positive statement in news recital, but not when the facts are in doubt. Editors are constantly breaking down public confidence in their columns by taking fact chances. It is a heedless and needless business.

A case in point occurred last week in the Hall-Mills story. Mrs. Gibson was unable to appear in court. The first story we saw announced that she was dying from cancer. The statement was positive. No authority was cited. Later the unqualified report was broadcast that she had a mild kidney disease, this being followed by stories, printed in many papers, that the woman would recover in time to testify at the trial. Then came announcements, on the authority of attending physicians, that Mrs. Gibson was suffering from an acute kidney affliction. One New York newspaper discredited all stories by publishing an interview with the woman's mother that she was feigning illness.

Pay your money and take your choice, seemed to be the editing theory. The story would have been as valuable if the reports had conformed to established news writing rules, qualified when reporters did not know the facts and wherever possible citing authorities, always present in a medical case. "Mrs. Gibson Ill and Unable to Testify" was the point of the story. The nature of her case was of secondary importance.

It is a popular notion that the "public is quick to forget," but experience is that a newspaper that is always guessing at the facts, inevitably missing more often than not, is accumulating a reputation for inaccuracy which will curse it for this generation and the next. The reader does not expect a writer to tell more than he knows, so why try?

PERSONAL

C. K. WOODBRIDGE, president of the International Association of Advertising Men addressed the meeting of the Pittsburgh Advertising Club in the Chamber of Commerce, Nov. 10.

Neal Dow Becker, president of the Intertype Corporation, sailed from New York, Oct. 30 for foreign fields in the interest of Intertype.

George T. Richardson, editor of the *Worcester* (Mass.) *Post*, returned to his desk Nov. 4 from a trip of several weeks abroad.

Sir Hugh Denison, who has just come to the United States as Trade Commissioner for Australia, succeeding Sir James Elder, is chairman and managing director of the Sun Newspaper, Ltd., of Sydney, New South Wales. He was a delegate to the Imperial Press Conference held in Ottawa in 1920 and took a prominent part in entertaining the delegates to the Conference in Australia last year. Besides his newspaper interests, Sir Hugh is prominently identified with several Australian industries.

George F. Booth, editor and publisher of the *Worcester* (Mass.) *Telegram-Gazette*, was a speaker Nov. 10 before a meeting of the Worcester Guild of St. Agnes.

C. K. Blandin, publisher of the *St. Paul Dispatch and Pioneer Press*, returned from Europe Nov. 4.

Irwin R. Kirkwood, editor of the *Kansas City Star*, was host to Herbert C. Hoover, Secretary of Commerce, when the latter spent part of a day in Kansas City recently. Mr. Kirkwood entertained Mr. Hoover at a breakfast, to which a number of newspaper men were invited.

Clarence Brown, publisher of the *Blanchester* (O.) *Star-Republican*, has been elected secretary of state for Ohio. E. Ben Yale, publisher of the *Waynesville* (O.) *Chronicle* and other papers, has been chosen a member of the House of Representatives. Herbert L. Rohe, of Tiffin, well known newspaper man, has been returned to the Ohio house.

Ole Buck, state field manager of the Nebraska State Press Association, will be the guest of honor on his birthday, Nov. 19, at a party given by the South-eastern Nebraska Press Club in Falls City.

Geo. S. Oliver, publisher of the *Pittsburgh Gazette Times* and *Chronicle Telegraph*; Arthur E. Braun, president of the *Pittsburgh Post and Pittsburgh Sun*; J. Y. Chidester, editor of the *Pittsburgh Press* and Alexander P. Moore, former publisher of the *Pittsburgh Leader*, are included in a committee named by Mayor Kline of Pittsburgh to make plans for the entertainment of Queen Marie of Rumania during her visit to Pittsburgh on Nov. 23 and also to receive her upon her arrival in the city.

Col. Henry W. Shoemaker, publisher of the *Altoona* (Pa.) *Tribune*, in his capacity as chairman of the Pennsylvania Historical Commission, will be one of the presiding officers at the unveiling of a monument to mark the farthest point of William Penn's advance up the Schuylkill River.

F. W. Kellogg, publisher of a string of southern California dailies, has sailed for the Orient on the Cunard round-the-world trip.

Walter A. Strong, publisher of the *Chicago Daily News*, and Mrs. Strong, returned Nov. 8 from a vacation in the Mediterranean countries.

Irvin S. Cobb and Robert H. Davis returned from Europe this week and told New York ship news men of their admiration for Premier Mussolini.

IN THE BUSINESS OFFICE

ARTHUR H. UTT of the promotion department of the *St. Louis Globe-Democrat* has resigned to become promotion manager of the *Columbus* (O.) *Dispatch*. He will assume his new duties Nov. 15.

Edwin Moss Williams, Southern rep-

resentative of the Omar D. Gray Newspaper Brokerage Company has left Columbia, Mo., on a trip through Texas and other Southern states.

Emery E. Hardwicke, former advertising manager of the *Wichita* (Kan.) *Eagle*, and more recently an advertising man in Florida, is now advertising manager of the *Independence*, (Kan.) *Daily Reporter*.

Mrs. Chas. K. Brown, national advertising manager of the *Evening Leader and News-Leader*, Staunton, Va., was in Richmond this week, attending a meeting of the Executive Committee of the American Legion Auxiliary.

William Schofield has become advertising manager of the *Burbank* (Cal.) *Review*, succeeding C. C. Blood.

IN THE EDITORIAL ROOMS

CHARLES N. CHRISTMAN, for many years assistant city editor of the *Philadelphia North American*, has been named as night city editor of the *Public Ledger*. John MacLaughlin, formerly on the rewrite desk of the *Evening Public Ledger*, has been made city editor, in place of George Emery, who returns to the copy desk.

Joseph B. Crandall, who came to the *New York Herald Tribune* a few months ago as day telegraph editor, has been promoted to assistant night editorship.

Bela Norton, assistant city editor of the *New York Evening Post*, has resigned to join the publicity staff of Ivy Lee, New York.

John B. Jones, telegraph editor, *Spokane Spokesman Review*, was a recent speaker before journalism students at the University of Washington.

Angus Perkerson, editor of the Sunday magazine and rotogravure section, *Atlanta Journal* is in New York until the last of November.

Mrs. Annie Russell Marble, literary editor of the *Worcester* (Mass.) *Telegram*, is the author of a new book, "The Story of Leatherstocking," a condensed version of Fenimore Cooper's "Leatherstocking Tales."

G. Kasuya, for the past two years a European correspondent of the *Tokio Jiji Shimpo*, has returned to Tokio and is engaged at present on special work in his newspaper's head office.

J. Walton Hall, Ashland (Va.) correspondent for the *Richmond* (Va.) *Times-Dispatch* and other newspapers, has been named publicity agent of the Virginia Educational Association.

W. W. Horton, former city editor of the *Poplar Bluff* (Mo.) *American*, recently returned to his old position.

John Weaver Sherman, attached to the *Boston Globe* editorial staff, was defeated for attorney-general on the Socialist ticket at last week's state election.

FOLKS WORTH KNOWING

THIRTY-FIVE years in newspaper work, ranging from reporting murder trials to covering the World War is the record of Frank Palmer Sibley, of the *Boston Globe*, one of the best known and most popular special writers on Boston newspapers, or in fact in all New England. On Sept. 15, he celebrated a double anniversary, it being his 55th birthday anniversary and also the day marking his



FRANK P. SIBLEY

thirty-fifth year in journalism.

Born in Chelsea, Mass., in 1871, he was educated in the schools of that city. He later attended Vermont Episcopal Institute at Burlington, Vt., and studied two years at Harvard College, with the class of 1893. He began his newspaper career with the *Boston Transcript* in 1891. Later he worked on the *Denver Post*, returning East to the *Boston Globe* where he has remained since. He left New York Sept. 5, 1917, as a war correspondent with the 26th Yankee Division comprising New England troops, for France, and went through all the fighting with that division. He returned to Boston with the division in April, 1919.

He is a member of the Boston Press Club, having been its president in 1923, Newspaper Club, Patria Club, Boston Bicycle Club and Eastern Collie Breeders. His principal hobbies are music, pictures, books and his country place. He married Miss Louie F. M. Lyndon, of Nuneaton, England, in July, 1894, and they have one daughter, Helen. They reside in Boston.

John Regan, ship news reporter for the New York City News Association, returned from Europe on the Transylvania last week.

Albert G. Laney, city editor of the *Paris Herald*, the foreign edition of the *New York Herald Tribune*, is in New York city for several weeks, working in the home office.

Everett S. Irwin, assistant editor of the *Worcester* (Mass.) *Telegram-Gazette*, who has been in England covering a series of international soccer games between Worcester, Mass., and Worcester, England, teams, returned this week.

Arthur J. Carruth, managing editor of the *Topeka* (Kan.) *State Journal*, spent his vacation in central Kansas duck hunting.

(Continued on page 30)

LEACOCK LAUGHTER
RINGS AROUND
THE WORLD

Ace of Humorists

STEPHEN
LEACOCK

His Articles, as Prepared for
Newspapers, a Delight for
Readers in

UNITED STATES
CANADA
GREAT BRITAIN
AUSTRALIA

INDIA
BRITISH EAST AFRICA
CHINA
BELGIUM
CEYLON

He Writes the Universal
Language of Humor

ONCE A WEEK

Illustrated by SALG

The Central Press Association
Announcement

Farris A. Flint, for some time our manager of sales, has been appointed business manager in place of H. A. McNitt, who has resigned. Mr. Flint has also been elected vice-president of the Central Press Co.

Leslie P. Eichel, late of New York, and formerly editor of the Evansville Press, has been appointed editor of the service. Other editors and executives continue in their work as before.

An extensive program of improvement is planned. Our service has increased in value to its clients steadily during past years, and with application of fresh energy will offer more and more value to newspapers.

All the resources of the McNaught Syndicate of New York, including the co-operation of its effective personnel, will be devoted to the further building of the Central Press Association.

V. V. McNITT, President.

Cleveland, Nov. 10, 1926.

Metropolitan Newspaper
Service

150 Nassau Street, New York City

Maximilian Elser, Jr. Earl J. Hadley,
General Manager Associate

(Continued from page 29)

Walter Law, of the *Council Grove* (Kan.) *Guard* staff, and Mrs. Law are parents of a daughter, named Rosalie Jane Law.

Jay R. Hayden, Washington correspondent of the *Detroit News*, and Mrs. Hayden sailed from Yokohama on the Dollar Line steamer President Wilson, Oct. 19, returning to America after a tour of Japan, China and the Philippines. While in Tokio, Mr. and Mrs. Hayden were entertained by the American Consul-General, Edwin Neville, with whom Mr. Hayden attended the University of Michigan.

William Lampmann, former police reporter for the *Omaha* (Neb.) *Bee*, has joined the staff of the *St. Louis Post-Dispatch*.

William W. Wilcox and Lee Decker, formerly with the *Miami* (Fla.) *Herald*, are now with the *Indianapolis Star*. Mr. Wilcox was assistant slot man on the *Herald* and has taken the same position with the *Star*, and Mr. Decker was in the *Herald* sport department, now occupying the same position on the *Star*.

Frank White, formerly a reporter with the *Indianapolis Star*, has resigned to become publicity agent for the American Legion France Convention committee.

Arthur Tiernan, formerly in the *Indianapolis Star* sports department, has resigned to become publicity agent for the Indianapolis Chrysler Company.

Roy Lee Harmon, former editor of *Beckley* (W. Va.) *Raleigh Register*, is now sporting editor of the *Huntington* (W. Va.) *Advertiser*.

HOLDING NEW POSTS

J. MANLEY STORM, from state editor *Indianapolis Star*, to *Cleveland News* copy desk.

Robert C. Elliott, from assistant news editor *Indianapolis Star*, to *Bundy Quill & Press* of Los Angeles, Cal.

Charles C. Stone, from slot man *Indianapolis Star* copy desk, to *Indianapolis Times*.

DeForrest O'Dell, from *Indianapolis Star* copy desk, to assistant professor of journalism in Butler University in Indianapolis.

Jewel Dean, from *Indianapolis Star* copy desk, to *Richmond* (Ind.) *Palladium*.

Ralph Dunham, from *Chicago Tribune* copy desk, to *Indianapolis Star*.

J. Douglas Perry, from reporter *Indianapolis Star*, to *Indianapolis News* copy desk.

Sam Crabtree, from *Washington* (Ill.) *Illinois Valley Herald*, to staff, *Springfield* (Ill.) *State Journal*. Paul Goddard, president of the Herald Company, has assumed managership of the *Herald* and will be assisted by Edwin G. Kilby, his son-in-law.

Ben Allan, from sports writer, *Asheville* (N. C.) *Citizen*, to *Atlanta Journal* staff.

WITH THE SPECIALS

FRED L. HALL COMPANY, INC., San Francisco, have been named to represent the *Sheridan* (Wyo.) *Post-Enterprise* in eleven western states. Payne, Burns & Smith represent the *Post-Enterprise* in the east.

George B. David Company, New York, has been named to represent the *Bridgeport* (Conn.) *Herald* and *Jamaica* (N. Y.) *Press*, nationally.

MARRIED

WILLIAM T. BUCK, circulation manager of the *Daytona Beach* (Fla.) *News*, to Miss Marie Turner, of the circulation department of the *News*, Nov. 3.

Gardner Cowles, Jr., news editor of the *Des Moines* (Ia.) *Register* and son of Gardner Cowles, publisher of the *Register*, to Miss Helen Curtiss, of Ames, Ia., at the Curtiss home, Nov. 3. They left for the east and sailed Saturday for Italy where the honeymoon will be spent. They expect to return to Des Moines for the

holidays. Mr. Cowles was graduated from Harvard in 1925.

John F. Sweeney of the *Worcester* (Mass.) *Post* to Miss Helen S. Sweeney of Worcester at St. Stephen's Church, that city, Oct. 30.

Daniel E. Ladd, Associated Press operator in the office of the *Bloomington* (Ill.) *Pantagraph*, to Miss Irene M. Suttles, Nov. 3.

Elvert Grant Cook, formerly of the advertising department, *Rockford* (Ill.) *Morning Star*, now of Dubuque, Ia., to Mrs. Ina Daily of Rockford, in that city, Oct. 31.

John W. Potter, managing editor and part owner, *Rock Island* (Ill.) *Argus* and Miss Aileen Trent at Rock Island, Nov. 9.

Miss Evelyn Gerstein, until recently assistant to the dramatic editor of the *Boston* (Mass.) *Herald*, to Gustave B. Garfield of New York at her home, Roxbury, Mass., Nov. 1.

Miss Betsy Hess, daughter of Sol Hess, cartoonist for the *Chicago Herald & Examiner*, and Stanley Baer of Chicago, early in January.

Miss Sybil Bauer of Chicago, world's champion backstroke swimmer, and Edward Sullivan, sports editor, *New York Graphic*, early in January. Miss Bauer was Olympic champion in 1924 and is holder of 33 world's records.

CHANGES IN OWNERSHIP

W. A. MAERZ, formerly of Watonga, has taken over the management of the *Covington* (Kan.) *Record*.

Russell Knight, formerly connected with the *Wilmington* (O.) *News Journal* and *Leesburg* (Fla.) *Citizen*, has taken over the *New Vienna* (O.) *Reporter*.

Mr. and Mrs. Richard De Pries of Craig, Col., have purchased the *Carlsbad* (Cal.) *Champion* from Mr. and Mrs. George Campbell.

James Wofford has bought the half interest of E. R. Galloway in the *Santa Cruz* (Cal.) *Herald*, but Mr. Galloway will remain as editor. The other owner is Charles H. Parker.

The *Huntington Park* (Cal.) *Morning Sun* has purchased the *Record-Review*, published in the same city.

Colchester (Ill.) *Independent*, formerly owned by Charles Hayden, has passed to Harry Todd of Astoria and Dean Gustine of Astoria. Mr. Hayden will move to Peoria, Ill.

Sale of the *San Rafael* (Cal.) *Independent* to Harry Lutgens, executive secretary to Governor Richardson, has been announced.

D. C. Pickard has purchased the *Savanna* (Ill.) *Times-Journal* from W. H. Gharrity, who has operated the paper the last six years. Mr. Pickard was formerly in Green Bay, Wis.

Solon (Ia.) *Economist*, published the last five years by P. S. Schaedler, has been sold to Charles Scott, a former employe, but recently of the mechanical force of the *Cedar Rapids* (Ia.) *Republican*.

NEW PLANTS AND EQUIPMENT

THESE newspapers have recently installed new Ludlows: *Alton* (Ill.) *Telegraph*, *Bristol* (Conn.) *Press*, *Manchester* (Conn.) *Herald*, *Seneca Falls* (N. Y.) *Reveille*, *Spartanburg* (S. C.) *Herald-Journal*, and *Bristow* (Okla.) *Record*, *The Wilkes-Barre* (Pa.) *Sunday Telegram* installed two Ludlows.

Spencer (W. Va.) *Times-Herald*—twinning Duplex Model "A" presses.

Port Alegre (Brazil) *Diario de Noticias*—Duplex Tubular press.

Townsville (Australia) *Star*—Duplex Model "A" press.

St. Catharines (Ont.) *Standard*—Duplex heavy duty mat roller.

Biloxi and Gulfport (Miss.) *Herald*—4-page Duplex Tubular unit.

The *Edmonton* (Alta.) *Journal* has purchased a new 5-unit Hoe press, each unit having a capacity of 16 pages. A dry mat system, with pony autoplating machine, is being installed in the stereotyp-

ing department. Concurrently the mailing room is being enlarged and a Cutler Hammer dispatch conveyor is being placed in operation.

SCHOOLS

E. O. RIGER has been named as editor of the *University of Washington Daily*, and W. W. Ude, business manager.

The course in journalism at the University of Wisconsin entered its 22nd year at the beginning of the current semester with an enrollment of 545 students and with 334 of them registered in the four-year course leading to a degree.

Twenty-three new members, the 10 per cent of the senior class of the Missouri School of Journalism leading in scholarship, have been elected members of Kappa Tau Alpha, honorary journalism fraternity. C. Edward Raymond of DeKalb, Ill., was elected associate editor to fill a vacancy left by graduation.

Member of the journalism classes of the University of Michigan attended the meeting of the University of Michigan Editorial Association in Ann Arbor, Oct. 21, 22, and 23, to learn more of the theory and practice of newspaper work.

Because of a physical breakdown, Professor Roscoe B. Ellard, director of the Lee Memorial School of Journalism of Washington and Lee University, Lexington, Va., has been granted a leave of absence for the first semester. Howard M. Thompson, assistant, will be acting director.

FLASHES

From the present cotton situation, it looks as if the cotton belt needs more boll weevils.—*Cleveland Times*.

Some candidates are buried in landslides and other drown in slush funds.—*Detroit Free Press*.

Another thing that makes life on this planet a little bit difficult and depressing is that the man always comes to give the furnace a good, thorough overhauling on the coldest day yet.—*Columbus* (O.) *State-Journal*.

"Young blood and old brains" are said to be a good combination. The trouble is to get either one of them to find any use for the other.—*Boston Transcript*.

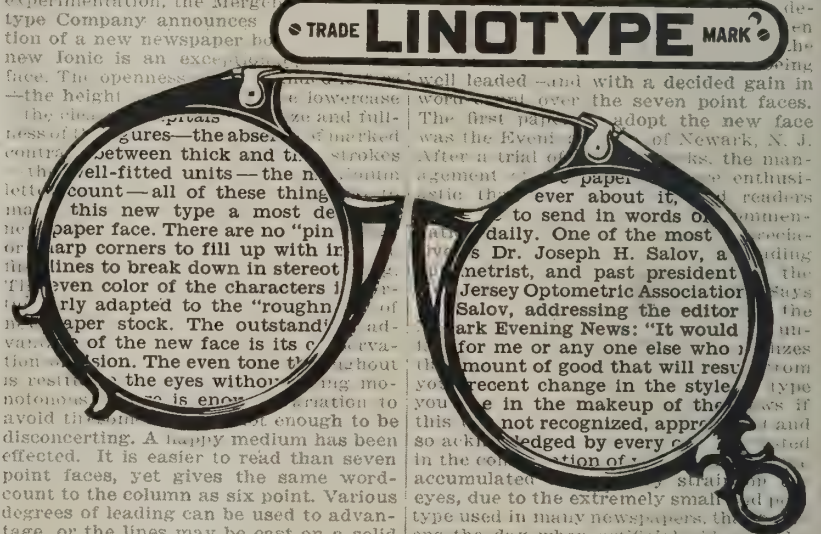
A considerable annoyance in the liquor cases is the eagerness to drink in the evidence.—*Boston Herald*.

Prohibition enforcement officers have been forbidden to drink. There goes the last inducement for a man to be an enforcement officer.—*New York American*.

"Find Second Trunk in McPherson Case" is the *Times's* headline, but the tabloids probably had it "Aimee's Pair of Trunks."—*F. P. A. in Conning Tower*, *New York World*.

After several years of investigation and experimentation, the Mergenthaler Linotype Company announces the introduction of a new newspaper body. The new Ionic is an exceptional type face. The openness of the face, the well ledged and with a decided gain in word count over the seven point faces. The first paper to adopt the new face was the *Evening News* of Newark, N. J. After a trial of several weeks, the management of the paper enthusiastically declared that it was the best ever about it, and that it was the best to send in words of commendation daily. One of the most prominent Dr. Joseph H. Salov, a optometrist, and past president of the Jersey Optometric Association, says, "The new Linotype is the best I have ever seen. It is not recognized, appreciated and so acknowledged by every eye in the community." The accumulated strain on the eyes, due to the extremely small type used in many newspapers, lessens the day when artificial aid must be

TRADE MARK
LINOTYPE



PLEASE! Help the Near Blind

Optical authorities have stated that 68 per cent of the American people have defective eyesight and that the modern newspaper with its small, badly printed type is largely to blame.

The new Linotype 6½ point Ionic No. 5 is designed to print clearly and legibly under modern newspaper printing conditions and to conserve eyesight. It gives the word count of 6 point with the legibility of 8 point.

Mergenthaler Linotype Company

Brooklyn, New York

San Francisco

Chicago

New Orleans

Canadian Linotype Limited, Toronto

Representatives in the Principal Cities of the World

Linotyped in the Cloister Family



BEATRICE BURTON

AUTHOR OF

"Love Bound," "Her Man," "The Petter," "Honey Lou," etc.

BEATRICE BURTON'S NEW SERIAL

"THE GIRL FROM HOLLYWOOD"

will be ready for release to newspapers, exclusively, through Johnson Features and its allied company, Editors Features Service, Inc., on or about

MONDAY, DECEMBER 13TH, 1926

Beatrice Burton is now in Hollywood, where she was sent by the company to write this serial. There have been other Hollywood stories but the one to be released over Beatrice Burton's signature will be unique in plot and transcend all the others.

Beatrice Burton Fiction Produces Increased Circulation

ASK THE PUBLISHER WHO HAS IT!

Beatrice Burton is under exclusive contract to Johnson Features, Inc., and her serials can be purchased only through us. Wire order or reservation now for

"The Girl From Hollywood"

JOHNSON FEATURES, INC.

New York Office: 1819 Broadway

Cleveland: East 22nd St. and Payne Ave.

BUILDING NEWSPAPER CIRCULATION

William O'Farrell Heads California Circulation Managers Assn.—Key Contest Functions Without Publicity in News Columns—Checking Up Commission Solicitors

WILLIAM O'FARRELL, *San Diego Union*, is the new president of the California Circulation Managers' Association, elected to succeed Harold Searles, *Hollywood Citizen*, at a convention held recently.

Victor Lattanner, *Oakland Post-Enquirer*, was named first vice-president; H. V. Parratt, *Modesto News*, second vice-president; and W. McKay, *Sanita Ana Register*, secretary-treasurer.

The convention went on record as denouncing the treatment accorded newspapers by railroad news companies. The resolution passed by the membership unanimously followed an address by R. J. Corrigan, *Los Angeles Examiner*, on "Should the Return Privilege be Granted Railroad News Companies and Hotels." Mr. Corrigan brought out that the railroad news companies were not inclined to give the newspapers a square deal, unless forced to do so by public demand or by some other pressure, whether or not the return privilege was granted them.

It was argued that the only way to accomplish a reform of present conditions would be by combined action on the part of all newspapers of importance in the state.

"If necessary," Mr. Corrigan declared, "we should carry this combined action to the officials of all railroad companies, presenting the plea that the railroads should be interested in providing their patrons with a newspaper along with other accommodations on the trains."

Some circulation promotion stunts worked by newspapers require little or no space on news pages to keep them alive and working efficiently. The writer has in mind a "key" contest, which has been carried on for months by a large metropolitan daily without the aid of a single stick of publicity to keep the readers biting. Prizes are offered and awarded weekly and the circulation manager in charge reports a satisfactory increase in sales.

The stunt works this way:

The paper has a large number of dodgers printed containing the picture of a key and explaining that on a certain day on the classified page a key will be printed. If the picture of the key on the dodger is a duplicate of the key printed on the classified page the holder of the dodger is entitled to a prize. There may be 50 or 60 different keys pictured on the dodgers. Out of a total of 2,000,000, or less for a smaller city, distributed, there will be 20 prize winners. Naturally, to keep within the lottery laws, the newspapers must take care that the key is not published in editions destined for the mails.

In distributing dodgers, the newspaper picks out the section where the latest prize-winner lives for the heaviest circulation.

Do you check your commission solicitors or are they pulling your leg?

Victor Lattanner, *Oakland Post-Enquirer*, can now say yes to the first query, and no to the second. He explains:

"If solicitors are employed either partially or wholly on a commission basis to take contract orders for a specified length of time, I have found that it is advisable to have a competent and reliable crew manager employed on a straight salary basis and to expect him to personally verify each and every order taken by his men before the orders are turned over to the dealer. This may seem somewhat expensive, but I have found that the few cents it adds to the cost of each order is in every way justified by the saving to the office in not paying solicitors for something they did not secure. It has been my experience that the average solicitor will in some way misrepresent a contract subscription if he can't secure

the order without misrepresenting it, and a personal verification of the order stops a large part of this trouble.

"If the crew manager goes to the newsdealer with a bunch of orders at night and makes it plain that he has verified every one of them, it is but natural that the newsdealer will go rather slow in killing any of the orders except as bad credit risks. Not only does this procedure protect the office against paying the solicitor for something he does not get, but the newsdealer is also protected against a great deal of loss on bad business. He very soon appreciates the trouble the newspaper is going to to protect his interests as well as their own."

The *Boston (Mass.) Evening Transcript* in a drive for circulation is featuring sports with daily stories from its correspondents at the schools and colleges and by members of its staff, a weekly forecast on games on Fridays, a special sports edition on Saturdays, and the broadcasting of the scores from Station WEEL, Edison Electric Illuminating Co. of Boston, every Saturday night.

L'Independant, a French daily newspaper, published in Fall River, Mass., is being sued in the Bristol County Superior Court by Jules Dufour for \$2,000 on the grounds that the plaintiff was deprived of a prize alleged to have been won in a subscription contest recently conducted by the newspaper.

The *Chicago Daily News* has introduced a "know Chicago's factories inside and out" program into the lives of its newsboys, in an effort to help them advance by showing them through first hand experience, how industry works. The boys will be taken through Chicago's greatest plants with guides capable of showing them how and why things are arranged as they are.

The *Chicago Evening American* recently awarded \$500 in prizes in its eighth limerick contest, to readers who submitted the best last lines to a limerick printed in the paper. The \$500 was divided as follows: First prize, \$100; second prize, \$50; third prize, \$25; next twenty, \$10 each; next twenty-five, \$5 each.

G. R. Miller is now in charge of circulation on the *Glens Falls (N. Y.) Post-Star*.

E. D. Ingram called at the office of the *Corsicana Daily Sun* and the *Corsicana*

Semi-Weekly Morning Light, and exchanged a bale of cotton for one year's subscription to the *Light*. The cotton weighed six pounds. Mr. Ingram took advantage of the offer of the Sun-Light Publishing Company to give one year's subscription to the *Semi-Weekly Morning Light* in exchange for four pounds of good ginned cotton, properly sacked, brought to the *Light* office. This is paying the farmer at the rate of 25 cents a pound for his cotton as the subscription to the *Light* is \$1 a year in advance. The *Light* has already received several hundred pounds of cotton in exchange for subscriptions and expects to receive much more.

An extensive advertising campaign in connection with the offer has been carried in both the *Sun* and the *Light*, advising farmers to harvest every boll of their cotton, not to waste this year's crop and gamble on the next in the face of present low prices.

The *Chicago Daily News* is awarding \$5 each week for the best letter from a grade school pupil on his favorite "torch-bearer of history," or the person in history who has given him the greatest inspiration. The letters must be not longer than 200 words. The winning letters are published in The *Daily News* every Saturday.

M. C. Gray has gone from district circulation manager of the *Portland (Ore.) Journal* to circulation manager of the *Medford (Ore.) News*.

Bradley Welfare has joined the *Winston-Salem (N. C.) Journal-Star* as director of circulation. For 15 years Mr. Welfare was circulation manager of the *Twin-City Sentinel* of that city.

Charged with soliciting funds for a Thanksgiving dinner for newsboys while posing as treasurer of the Newsboys'

Union of Boston, a man giving his name as Patrick H. Cronin, of Cambridge, was arrested in the former city last week. Before Judge Zottoli in Boston municipal court he was held in \$2,000 bail and his case was continued.

OMAHA NEWS ADDS TO STAFF

The *Omaha Daily News* advertising department has been reorganized and R. A. Nelson, formerly in charge of national advertising, has been made advertising manager. He succeeds William Tolson. O. E. Knisely and George W. Preston, formerly of the *St. Louis Times*, have recently joined the News staff. I. A. Carter succeeds F. P. McMahon as classified manager, and J. F. Maxwell, formerly of the *Springfield (Ohio) News*, and T. F. Dillingham, formerly of the *Omaha Bee*, have joined the classified department.

EDITOR & PUBLISHER, \$4.00 a year.

in Detroit—

Free Press circulation reaches 31,000 more than the total number of families owning their own homes.

The "Free Press"

"Starts the day in Detroit"

With a stable, uninfated, liberal priced circulation productive of greater advertising returns at lower cost.

PENNSYLVANIA PUBLISHERS—

The importance of the Keystone State needs no introduction. Its industries, agriculture, commerce and wealth place Pennsylvania in the front rank of the Nation's prosperity.

Throughout Pennsylvania lies city after city, thickly populated with people—rich in earnings—great in buying power—all potential buyers of advertised products.

Every publisher has a selling story to tell about his city's prosperity, and about the great buying power his market offers to the advertiser.

We know Pennsylvania. We understand how to prepare surveys and plan complete copy and layout campaigns that will sell your market and the value of your newspaper to the national advertiser. Let us show you how we do it.

"Tie Up Your Newspaper With Your Market"

PUBLISHERS SPACE SELLING SERVICE

49 West 45th St.

New York City

Copy - Layout - Art - Typography

HOLLISTER Is Now Conducting

Third Successive Circulation Campaign on Cleveland Plain Dealer. Also Second Campaign on Columbus State Journal.

WRITE OR WIRE
C. B. HOLLISTER
Care CLEVELAND PLAIN
DEALER, CLEVELAND, O.

Let Hollister Solve Your
Circulation Problems

HOLLISTER'S Circulation Organization

717-718 Commercial Exchange Bldg.
Los Angeles, Cal.

Now, Intertypes Exclusively!



New York Journal of Commerce, purchaser (in 1913) of first Intertype ever built, buys ten more Intertypes. Fifth repeat order—twenty Intertypes altogether



Part of the Journal of Commerce composing room and (at the left) the first Intertype ever built

THIRTEEN years ago, the first Intertype ever built was installed by the Journal of Commerce, New York. Some time later the publishers ordered another Intertype, then two more, one more, six more, and finally—a few months ago—ten more.

Intertype No. 1, installed in 1913 as a single-magazine machine, was converted in 1917 into a three-magazine Intertype (with three times its original range). It stands today as up-to-date and productive as any brand new machine.

Commenting on this exclusive Intertype feature—non-

obsolescence—Mason Peters, business manager of the Journal of Commerce, wrote some time ago: "Your protection against obsolescence, as demonstrated in the way our Intertype has been kept up to date, is a feature that saves real money for publishers."

On the same subject, Milton E. Porell, superintendent, said: "We trust you will continue the Intertype policy of protecting users against obsolescence by making new features applicable to old machines."

Remember, when you are buying slug machines, that no Standardized Intertype has ever become obsolete.

Write for Intertype literature. If you wish to see our local sales representative, please so state



INTERTYPE CORPORATION, 1440 Broadway, NEW YORK; 80 Federal Street, BOSTON; 127 North Sangamon Street, CHICAGO; McCall Building, MEMPHIS; 560 Howard Street, SAN FRANCISCO; 1240 South Main Street, LOS ANGELES. Toronto Type Foundry Company, TORONTO. Intertype Limited, LONDON, ENGLAND.

CLASSIFIED ADVERTISING

Introducing National Advertisers to the Want-Ad Section—a Promotion Idea from the San Antonio (Tex.) Light—Visualizing Classified Advertisements

A. E. DAVIS, of the classified advertising department of the *Sioux City* (Ia.) *Tribune*, is not overlooking a bet in his direct-by-mail promotion of the Tribune's want-ad section. He is suggesting to national advertisers that his newspaper can help them find that "needle in the haystack," the efficient local sales representative or district manager.

In a letter going out to sales managers of the nation's biggest concerns, Mr. Davis is selling his medium in efficient manner. His stationery pictures the problem he is offering to solve for his prospects. It is headed "The Needle in the Haystack," and in the upper right-hand corner a young go-getting salesman is shown in the glare of a night-flying airplane's searchlight marching out of a haystack's obscurity. The letter reads as follows:

"Are you trying to find one man among the multitude in the Great Tribune Territory?"

"Nearly every Want Ad is a message to One Individual—someone whose name and address you do not know.

"One man is all that is needed to fill that executive position, represent you in a certain territory, or act as your local agent. In most cases, one man is sufficient; yet, it is a greater advantage to have as many prospects as possible—the greater number to select from, the easier to pick the man.

"Reaching a large number of people promiscuously is not half so difficult a problem as to find the 'One Individual'—the man or the woman that you must get in touch with, and most of those 'Needle-in-the-Haystack' problems in Sioux City and its contiguous territory are solved as quickly as any other 'Help Wanted' problem through The Tribune Want Ads.

"Nearly every English reading home in Sioux City receives The Tribune—and the Saturday Feature Tribune, 'the newspaper read on Sunday in the majority of homes in this rich, productive field,' reaches ten thousand more families than does Sioux City's only Sunday newspaper. "There is no doubt that the man you are seeking can be found in Sioux City or in the Sioux City territory—whether he be a trained worker or an executive. Get in touch with him through the Tribune Want Ads. There is no better or quicker method.

"Ask your agency to place the Sioux City Tribune on their Sunday list—write us for further information on the territory."

How much easier it is to let the eyes wander up and down the columns of a classified page than to walk the streets looking for "rent" signs! But it's hard to spread this message in black and white on a newspaper page.

The *San Antonio* (Tex.) *Light* has found a way that should be a model in many cities of the same size and larger. The lay-out of a full-page ad showed two columns of the rental classifications set diagonally and converging at the bottom of the page. It successfully gave the impression of the intersection of two long and crowded streets.

Under the headline: "Why Walk the Streets Looking for Rent Signs?" the text, set in the triangle made by the two columns of agate, read:

"Property owners have come to the conclusion that 'signs' don't pay. Today few people walk the streets looking for a suitable place when they want to move—they turn to the Light classified pages and scan the 'rental' columns for places

that appeal to them—then go see to them!

"MR. PROPERTY OWNER OR RENTER USE LIGHT CLASSIFIED!"

"The Light Rental Columns are daily scanned by thousands, and if your place is not listed in these columns you are missing many prospects. And Mr. Renter you will find Light rental columns a guide to a place that will suit your needs as to size, location, and rental price. Turn to them now!"

The same message is conveyed by the same paper in a more conservative manner in a smaller advertisement, in which the illustration is a pen and ink drawing of a residential section and the catch-line reads "Blocks and Blocks of Houses." The text in part follows:

"When you rent a house, naturally you won't be satisfied with the first house you inspect. You will want to go from one to another until you find a home that will suit your needs.

"That's when Light Rental Ads 'come in' mighty handy. For under the 'Houses for Rent' heading you will find blocks and blocks of houses listed in a simple and convenient manner."

An ancient Chinese saying that, in this age of tabloids, has been given its share of publicity, states: "One Picture Is Worth Ten Thousand Words."

This saying at last has been carried over to the classified section. The *Rochester* (N. Y.) *Sunday American* is running a picture page for home-sellers and home-seekers, thus introducing visual classified to the newspaper world.

The page is divided into 36 one-column squares, each square designed to carry a half-tone cut of the home advertised and descriptive text. A four-column bold-face streamer reads, "Your Future Home Pictured Here." The *Sunday American* takes the picture, makes the cut, and runs it on the page at the flat cost of \$5.

The *Chicago Evening American* will distribute \$1,000 in 53 cash prizes, as Christmas gifts, to persons who insert want ads in the paper between Nov. 8 and

Dec. 7, and write letters to the American telling how they benefited by their ads. All letters must be in the office of the want ad contest editor by midnight of Dec. 14. The writer of the best letter will be awarded first prize of \$500; second prize will be \$100; third, \$50; next twenty, \$10 each, next thirty, \$5 each.

DOUNCE SUCCEEDS TEWSON

Former Sun Man New Editor of Literary Review

Harry Esty Dounce, formerly literary editor of the *New York Sun*, has been named editor of the *Literary Review* of the *New York Evening Post*, succeeding W. Orton Tewson, resigned.

In making the announcement Julian S. Mason, editor of the *Post* said:

"We feel in book reviewing the need of a continuing standard of criticism. In the past books have been reviewed in this and other publications by a large number of critical writers whose standpoint had no mutual correlation or correlation with any identifiable point of approach.

"This fall the *Literary Review* will establish a book review which will lose this hit-or-miss character and present criticism of current literature as a coherent whole.

"It will build up a staff of contributing editors who will handle various departments of criticism, so that the reader will be able to get from week to week a realization of a consistent point of view."

NEW DRAMATIC EDITOR

T. G. A. Goldsmith, formerly of the reportorial staff of the *New York Herald Tribune*, has been appointed dramatic editor. Charles Belmont Davis, who was formerly dramatic editor, has been made a critic, and will devote his time to dramatic criticism and to writing dramatic news. Mr. Goldsmith has been on the staff since 1921, prior to which he did free lance reviewing. He is a graduate of the University of Pennsylvania, and also attended Columbia University.

DAVID LAWRENCE PICKED

Twenty-five out of Twenty-six

WINNERS IN SENATE RACE

David Lawrence in his final forecast series on Saturday, October 30th and November 1st wrote:

NEW YORK—"The improvement in Governor Al Smith's chances in the last three days of the campaign will have a noticeable effect on the Senatorial contest. If the New York City Democrats vote solidly for Robert F. Wagner, the senior Republican Senator will lose. His (Wadsworth's) only hope is that the 'wet' Democrats will pull him through, and this not likely."—*Wagner won.*

PENNSYLVANIA—"Representative William S. Vare, Republican, will be elected by a big majority."—*Vare won.*

MARYLAND—"Senator Weller, Republican, is fighting nip and tuck with Colonel Tydings, and indications are that the latter will win."—*Tydings won.*

CONNECTICUT—"Senator Hiram Bingham has an easy time of it and will win by an overwhelming majority."—*Bingham won.*

MASSACHUSETTS—"Senator Butler is having a close fight. Republicans voters have aided David I. Walsh, Democrat, in his previous contests, but the chances are that he will not have this support, and that Mr. Butler will win."—*Butler lost.*

NEW HAMPSHIRE—"Senator Moses, Republican, will be elected."—*Moses won.*

VERMONT—"Senator Dale, Republican, will win."—*Dale won.*

OHIO—"Senator Frank B. Willis, Republican, looks like a sure winner."—*Willis won.*

INDIANA—"Both Senators Watson and Robinson, Republican, appear to be in the lead."—*Watson and Robinson won.*

KENTUCKY—"It looks as if Representative Barkley, Democrat, will defeat Senator Ernst, Republican."—*Barkley won.*

ILLINOIS—"The election of Frank Smith, Republican, is indicated."—*Smith won.*

WISCONSIN—"John J. Blaine, Republican of the LaFollette school, will be elected Senator from Wisconsin."—*Blaine won.*

IOWA—"Senator Brookhart is sure to win."—*Brookhart won.*

Just reporting—leg-work, head-work; and contact with reliable sources of information—the same thing that brings in the big story on any beat., plus a background of fifteen years of successful newspaper work.

The Washington dispatch of David Lawrence is printed in more newspapers than any other dispatch on National Affairs in America.

The Consolidated Press Association

Executive Offices, Evening Star Building, Washington, D. C.

New York
Eighth Floor
World Building

Chicago
Third Floor
Daily News Building

San Francisco
Third Floor
Bulletin Building

Paris
Fourth Floor
19 Rue d'Antin



DAVID LAWRENCE

MISSOURI—"Harry Hawes, Democrat, is strong in St. Louis, and the writer expects him to defeat Senator Williams, Republican."—*Hawes won.*

OKLAHOMA—"Elmer Thomas, Democrat, is picked to defeat Senator Harrel, Republican."—*Thomas won.*

KANSAS—"Senator Curtis, Republican leader of the Senate, is assured of re-election."—*Curtis won.*

COLORADO—"Indications point to Senator Waterman's election by a close margin."—*Waterman won.*

NORTH DAKOTA—"Senator Gerald P. Nye, Republican, is assured of success."—*Nye won.*

SOUTH DAKOTA—"Peter Norbeck, present Republican incumbent, is undoubtedly going to win over C. T. Gunderson, Democratic nominee."—*Norbeck won.*

IDAHO—"It is certain that Senator Gooding, Republican, will be re-elected."—*Gooding won.*

UTAH—"The re-election of Senator Smoot, Republican, is assured."—*Smoot won.*

NEVADA—"Indications point to the election of Senator Oddie."—*Oddie won.*

ARIZONA—"Representative Carl Hayden, Democrat, is practically assured of victory against Senator Ralph E. Cameron."—*Hayden won.*

CALIFORNIA—"Friends of John B. Elliott, Democrat, believe he will press Senator Shortridge closely. But not enough to endanger the latter's election."—*Shortridge won.*

OREGON—"The chances are that Senator Steiwer will win by a close margin."—*Steiwer won.*

WASHINGTON—"Senator Wesley Jones, Republican, probably will win."—*Jones won.*

National Advertisers Must Have Reasons For Increasing Iowa Linage

From Jan. 1 to Sept. 1, these 28 leading Iowa dailies gained $3\frac{2}{3}$ million lines over same period of 1925.

Every one of these 28 Iowa daily newspapers contributed to that combined gain, ranging as high as 34.7%.

Fifteen out of the twenty-eight gained over 20%. Seven gained over 30%.

Speaking of reasons, two are especially obvious: The excellence of this Iowa market, and the effectiveness of Iowa daily newspapers for covering it profitably.

These Definite Helps Offered

Each individual publisher gives the following definite cooperation, in conjunction with a campaign of 5,000 lines or more.

1. Make a study of local market and trade territory, as pertains to *your* specific product.
2. Supply complete and accurate list of retailers, in the newspaper's city and surrounding territory.

This association consists of 28 leading Iowa daily newspapers.

Combined circulation585,091

Families in Iowa550,000

Deal with these 28 papers as with one publication, if you wish: one order, one plate, one billing.

Note merchandising help below.

3. Introduce your salesmen to a number of big retailers. Advise you as to relative sales standing of competing products.

4. Urge retailers to feature displays of nationally advertised products. Furnish you with names of stores that will make use of window displays.
5. Make market investigation for prospective advertisers (Identity to be made known first).
6. Urge local retailers to mention your products in their own advertisements.
7. Send, on receipt of contract, a multigraphed letter to list of retailers in the territory, telling of the campaign.

The above outline gives the *minimum* of service offered. Perhaps in your specific case we can do more.

We will be glad to discuss this Iowa plan, as applied to *your* marketing problem to write to address below.



THE IOWA DAILY PRESS ASSOCIATION

DAVENPORT, IOWA

Ames Tribune
Boone News-Republican
Burlington Gazette
Burlington Hawk-Eye
Cedar Falls Record
Cedar Rapids Gazette
Centerville Iowegian & Citizen

Council Bluffs Nonpareil
Davenport Democrat
Davenport Times
Des Moines Capital
Des Moines Register and Tribune
Dubuque Telegraph-Herald
Dubuque Times-Journal

Fort Dodge Messenger
Fort Madison Democrat
Iowa City Press-Citizen
Keokuk Gate-City
Marshalltown Times Republican
Mason City Globe-Gazette
Muscatine Journal

Oelwein Register
Ottumwa Courier
Sioux City Journal
Sioux City Tribune
Washington Journal
Waterloo Evening Courier
Waterloo Tribune

IOWA—WHERE EVERY FAMILY READS A DAILY NEWSPAPER

WHAT'S WHAT IN THE FEATURE FIELD

Rodney Dutcher Made Manager of NEA Washington Bureau—Williams Signs With Associated Editors—Gene Byrnes to Draw Daily Strips for Herald Tribune Syndicate

RODNEY DUTCHER, for the last six years with the United News, has been appointed manager of the Washington bureau of NEA Service, Inc., succeeding Charles P. Stewart, resigned. He will assume his new duties Nov. 15.

For the past three years, Mr. Dutcher has been manager of the New York bureau of United News. He has been replaced in that capacity by Earl J. Johnson, formerly of the Chicago bureau, while Maurice Mermey has been sent from New York to succeed Johnson in Chicago.

Mr. Dutcher is best known as a feature writer. He started newspaper work on the *Fall River Herald*. He has also been connected with the *Worcester Post*, *Boston Post*, and *Providence News*. He joined the United News in the Boston bureau.

A. C. Williams, who recently resigned as cartoonist of the *Detroit Free Press*, has signed a contract with Associated Editors, Chicago, for a series of cartoons.

D. P. Syndicate, Garden City, L. I., is offering Senator Carter Glass' answer to Col. E. M. House's recently published "Intimate Papers." The author makes a scathing attack on Col. House's book as a work of history.

Pierre Guinon is author of a new newspaper serial called "Beauty Baiters," being distributed by the Merit Newspaper Service Corporation, New York.

Betty Brainerd, who writes "We Women" for Associated Newspapers, returned to New York last week from a visit to the Pacific Coast.

Gene Byrnes, artist, has signed a five-year contract with the New York Herald Tribune Syndicate, to furnish them with his daily strip, "Regular Fellers." The *Herald Tribune* is now handling Byrnes' Sunday page, while the daily strip is being distributed by Bell Syndicate, Inc., New York. The new contract becomes effective May 1, 1927.

"Rosalie's Career," by Jean Hervey, is the latest newspaper serial on the list of the Thompson Feature Service, New York.

Zoe Beckley, writer for Famous Features Syndicate, is undoubtedly writing with left and right hands these days. In addition to covering the Hall-Mills trial in Somerville, she is completing a biographical series for newspapers on Queen Marie of Rumania.

"The Black Glove" is the title of a serial romance by J. G. Sarasin to be offered by the O'Dell Newspaper Service.

Famous Features Syndicate, Inc., New York, has established special headquarters for its coverage of the Hall-Mills trial at the Somerset Hotel, Somerville, N. J. A private telephone wire has been installed to facilitate long distance communication. Famous Features is handling signed daily wire stories by Charlotte Mills and James Mills, and a wire feature coverage by Zoe Beckley.

EDITOR & PUBLISHER wishes to correct a statement published last week that Charlotte Mills is receiving only \$75 a



RODNEY DUTCHER

week for her services. Famous Features states that Miss Mills' compensation is in direct ratio to the proceeds of her articles. The total wire filing on her story is about 1,000 words a day, including morning and afternoon papers, and not 10,000 words, as stated.

Emma Goldman, once an anarchist and deported from this country, has written a series of five articles for NEA Service, telling among other things why she wants to come back to the U. S. Miss Goldman was found in Canada by Gene Cohn of the NEA staff. NEA announces the title of its newest serial is "Broken Threads" by Clifford L. Webb and Ernest Lynn. S. S. Van Dine, detective story writer, is covering the Hall-Mills trial for clients of this syndicate. His articles are going out under the by-line of his detective character Philo Vance. Another new NEA feature is written by Marion Hale and describes the experiences of a cloak model in New York.

Farris A. Flint, of the Central Press Association, manager of sales, has been appointed business manager in place of H. A. McNitt, resigned. Mr. Flint has also been elected vice-president of the Central Press Company. Leslie P. Eichel, late of New York, and formerly editor of the *Evansville Press*, has been appointed editor.

TESTIMONIAL "MILL" FOUND IN CHICAGO

Firm Offers Praises from 13 Film Stars for Any Product, Health Magazine Says—Several Stars Deny Agreement

Posed photographs of any of thirteen famous stars of stage and screen and signed testimonials for any product to be advertised have been offered manufacturers for from \$200 to \$275 each by a Chicago "testimonial mill," it is charged in the current issue of *Hygeia*, health organ of the American Medical Association.

The offer is made under the name of "Famous Names, Inc.," a Chicago firm with offices downtown.

According to the article, titled "The Testimonial Game," the manufacturer or advertiser can dictate his own testimonial and obtain the signature and posed photograph of any of the thirteen in the act of banishing dandruff, or whatever is wanted.

The article does not say whether the distributors of the signatures have the authority of their owners.

The stars listed are Lenore Ulric, Anita Stewart, Bessie Love, Patsy Ruth Miller, Norman Kerry, Lowell Sherman, Claiborne Foster, Pauline Frederick, Allen Dinehart, Johnny Walker, Walter Hiers, Cullen Landis and Jocelyn Lee.

Several of the film luminaries included in the list have denied, from Hollywood, that they had made any such agreement with "Famous Names, Inc." Helen Ferguson, May McAvoy and Norman Kerry said that they had been approached for the company by John F. Ditzell, president, but had refused to let their names or photographs be used.

Mr. Ditzell admitted the proposed sale of testimonials, but insisted the stars first would "test, use, and then endorse," the articles advertised.

In addition to the actors and actresses under contract, Mr. Ditzell said that 60 others are under "tentative contract" and that he can get the names and pictures of Red Grange, Eddie Tryon and George Wilson, football stars, and Suzanne Lenglen, tennis pro.

The SYRACUSE HERALD

Leads All Syracuse Newspapers in:—
Local, National and Automotive Advertisements

In order to settle for all time the controversies regarding the advertising lineages published in the three Syracuse newspapers the Herald on July 1, 1926, employed DeLisser Brothers, Inc., Accountants to measure all Syracuse newspapers and the following lineages are:

DE LISSER BROS., INC. FIGURES for

July, August, September and October

HERALD	Post-Standard	JOURNAL
	LOCAL	
2,466,616 lines	1,379,320 lines	1,396,868 lines
	NATIONAL	
515,624 lines	475,063 lines	375,317 lines
	AUTOMOTIVE	
345,497 lines	316,043 lines	217,859 lines
	TOTAL	
3,327,737 lines	2,170,426 lines	1,990,044 lines

Syracuse N. Y., Herald

National Representatives

PRUDDEN, KING & PRUDDEN, Inc.

270 Madison Avenue
New York

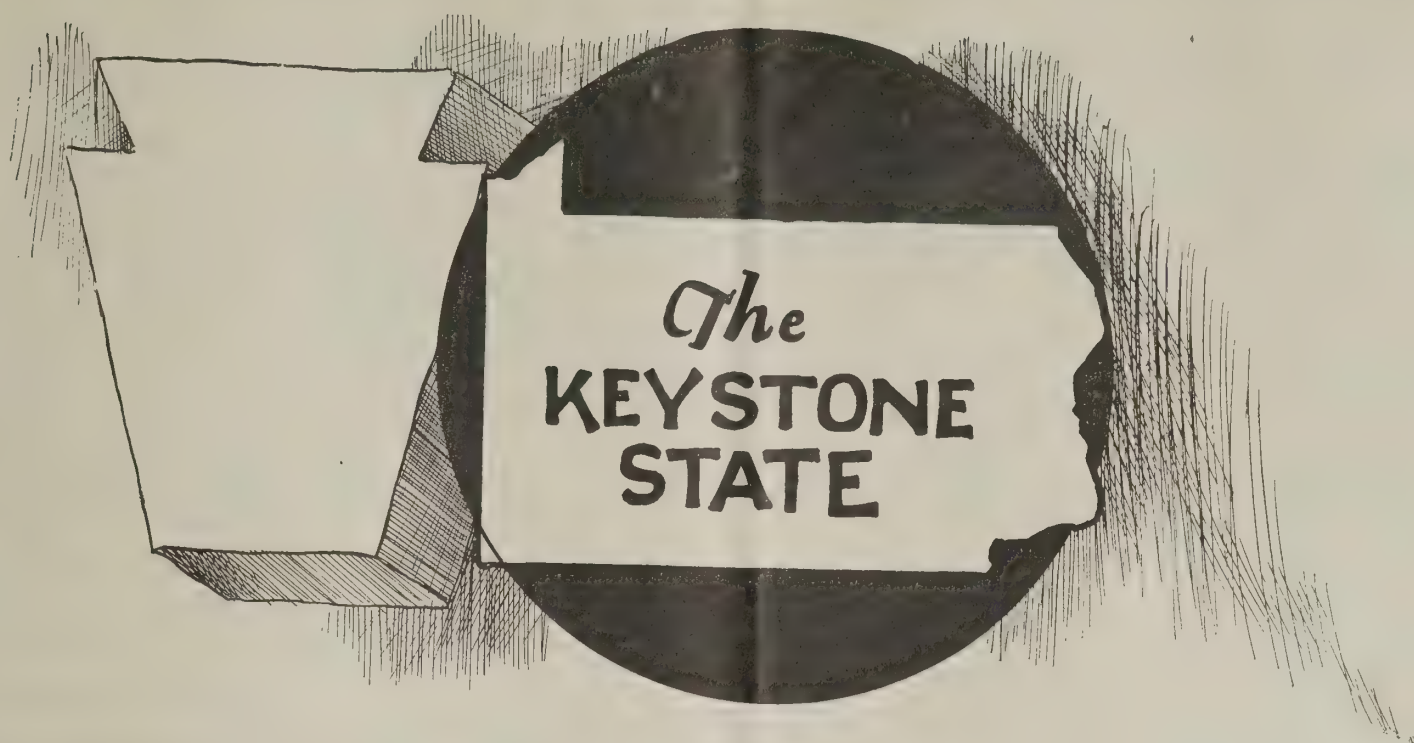
Globe Building
Boston

28 E. Jackson Blvd.
Chicago

507 Montgomery St.
San Francisco, California

Leary Building
Seattle, Washington

Chamber of Commerce Bldg.
Los Angeles, California



What Advertiser can overlook Pennsylvania's great buying power?

Study the statistical facts about the Keystone State—its area, population, industries, farming, wealth, and buying power.

Can any advertiser of a good salable product afford to overlook this market?

To obtain effective distribution, the newspapers are the logical medium. They enter the homes of the people who do the buying—the editorial and advertising pages directly influence their buying habits.

There is no quicker and more economical method an advertiser can employ to reach the people of the Keystone State than through the papers listed below.

	Circulation	2,500 lines	10,000 lines		Circulation	2,500 lines	10,000 lines
†Allentown Call(M)	34,188	.10	.10	*Pottsville Republican and Morning Paper(EM)	15,403	.08	.07
†Allentown Call(S)	23,207	.10	.10	*Scranton Times(E)	42,501	.13	.12
†Beaver Falls Tribune(E)	6,821	.03	.03	*Sharon Herald(E)	7,236	.0357	.0357
†Bethlehem Globe Times(E)	13,411	.06	.06	*Sunbury Daily Item(E)	5,442	.03	.03
†Bloomsburg Press(M)	7,786	.04	.04	*Washington Observer and Reporter(M&E)	17,384	.06	.06
*Chester Times(E)	18,612	.06	.06	†West Chester Local News.....(E)	11,826	.04	.04
†Coatesville Record(E)	6,834	.035	.03	*Wilkes-Barre Times-Leader(E)	26,204	.06	.06
*Connellsville Courier(E)	5,652	.02	.02	†Williamsport Sun and Gazette & Bulletin(ME)	29,890	.09	.09
***Easton Express(E)	34,523	.10	.10	†York Dispatch(E)	19,955	.05	.05
***Easton Free Press(E)							
**Erie Times(E)	28,596	.08	.08	**A. B. C. Publishers' Statement, March 31, 1926.			
††Greensburg Tribune Review..(EM)	14,883	.05	.05	††Government Statement, March 31, 1926.			
††Hazleton Plain Speaker....(E)	19,582	.07	.06	***Consolidated Aug. 28, 1926. A. B. C. Oct. 1, 1926.			
††Hazleton Standard-Sentinel.(M)				†Government Statement, Oct. 1, 1926.			
*Mount Carmel Item.....(E)	4,229	.0285	.0285	*A. B. C. Statement, Oct. 1, 1926.			
*Oil City Derrick.....(M)	8,191	.04	.04				

ADVERTISING AGENCY AFFAIRS

Newspaper Man Joins Moon Agency—Williams Resigns from Lord & Thomas and Logan—New Advertising Firm in Toledo

L. L. ANDERSON, night city editor of the *New York Daily News Record*, has resigned to join the writing staff of the Byron G. Moon Company, Troy advertising agency. He has been succeeded on the newspaper by Benjamin W. Kornfield.

Joseph H. Williams of Lord & Thomas and Logan, Chicago, has resigned to become chairman of the board of the Glen Buck Company, Chicago.

P. P. Willis, Inc., a new advertising agency at Toledo, has been organized with P. P. Willis, president; Benjamin Batch, vice-president, and C. M. Werning, secretary-treasurer. Mr. Willis was formerly connected with the United States Advertising Service, Toledo.

Charles C. Younggreen of Klau-Van Pierson-Dunlap-Younggreen Milwaukee Advertising Agency, visited New York last week on business.

J. H. Latchford has joined the Geyer Company at Dayton, O., and will have charge of that agency's outdoor advertising. Mr. Latchford was formerly with the national sales division of the Cusack organization, Chicago. He was more recently connected with Proctor & Collier Company and Vanderhoof agencies as an account executive.

Frank Presbrey, of the Frank Presbrey Company, New York agency, has been appointed a director of the First National

Bank of Greenwich, Conn. The bank will open for business Jan. 2.

F. R. Coutant has joined the staff of Young & Rubicam, New York advertising agency. He was formerly connected with Ray D. Lillibridge, Inc., also of New York.

William A. Jensen has been made space buyer of Evans, Kip & Hackett, Inc., New York agency. He was formerly with Hanff-Metzger, Inc., of New York.

H. T. Ewald, president of the Campbell-Ewald Company, has announced the appointment of R. W. Palmer as art director in the Detroit offices.

Weinstock, Landsheft & Buck, Inc., is the name of a new advertising agency recently organized in Buffalo, N. Y., with offices at 1001 Genesee Building, Buffalo. E. J. Weinstock was formerly a member of the firm of Walz-Weinstock, Inc. A. W. Landsheft was for eight years the head of the Landsheft Advertising Agency of Buffalo. Paul Buck has been engaged in sales promotion work in Buffalo, Chicago and New York.

The Central Advertisers Agency, Wichita, started six years ago by the McCormick-Armstrong Press, has closed its doors. President C. B. Witness announced: "We have too few small industries to support an ethical advertising agency." The agency was incorporated in 1922.

WITH THE GENERAL ADVERTISERS

Royal Baking Powder Company May Return to Large Scale Use of Newspapers in 1927—Ford Has New Advertising Plan—Kolster Radio to Use 75 Dailies, Agency Says

R ROYAL BAKING POWDER COMPANY is strongly considering a return to newspaper space in 1927, EDITOR & PUBLISHER was informed by an official of the company this week. The account, which formerly was placed direct is now handled by the J. Walter Thompson Company, and the newspaper list is the smallest in the firm's history, the bulk of the appropriation going to the magazines. At present the newspaper schedule lists only 15 or 20 papers, and the copy is appearing largely in rotogravure sections. At one time Royal was handling as many as 5,000 different newspaper contracts.

The Ford Motor Company, Detroit, which discontinued advertising by the factory last May, is missing the assistance of newspaper space in its sales program and active efforts are being made to get dealers to place advertisements in their local papers. For this purpose a new newspaper advertising service is being offered authorized dealers by McKinney, Marsh & Cushing, Detroit advertising agency, directing the Ford advertising. Advertisements are being furnished in the form of plates and mats in various sizes, according to dealer requirements. Service is being sold on the basis of so many advertisements a month, and dealers are asked to sign orders that can be cancelled on 30 days' notice. Newspaper publishers have been asked to check with their dealers and learn whether or not the latter are showing interest in the arrangements.

Consolidation of the Federal Telegraph Company of California and the Brandes Products Corporation into the Federal-Brandes, Inc., was announced late last week. The merged firm will have an authorized capitalization of \$10,000,000. Headquarters are in New York. Lieut.-Comm. Ellery W. Stone, U. S. N., R., is president. Advertising of the Kolster ra-

dio set, manufactured by the Federal Telegraph Company of California, will continue to be handled by Lord & Thomas & Logan, New York and Chicago advertising agency. The agency informed EDITOR & PUBLISHER this week that a newspaper campaign using a list of about 75 dailies was contemplated, supplemented by space in the *Saturday Evening Post* and trade papers.

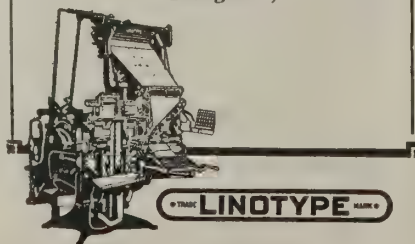
Community advertising placed by Maine through the Maine Publicity Bureau has lifted business of the state out of the doldrums into which it had fallen when the government took over the railroads dur-

From the Linotype Mailbag

"Splendid Service"

We want to thank you for the splendid service we have been getting on all Linotype parts from your company. We wish that each company we dealt with would respond as the Mergenthaler Corporation.

*The Daily Courier-Hub
Stoughton, Wisconsin*



ing the war and cancelled all advertising, according to Harrie B. Cow, bureau manager. The bureau was organized in 1922. Copy was placed in newspapers of the leading cities east of the Mississippi River south to St. Louis, west to Chicago, north to Toronto and Montreal. Records on file in the bureau show that replies received from the advertising from April 25 to June 19 of this year was 40 per cent ahead of last year, Mr. Cow said.

Increasing confidence in the value of newspaper space is shown by a report of the research committee of the Financial Advertisers' Association, made public by Thomas J. Kiphart, of the Fifty-Third National Bank and the Union Trust Company, Cincinnati. Of a total of 155 banks answering questionnaires sent out by the committee, 65 place more than 50 per cent of their advertising in the daily press. Thirteen of the 65 put more than 90 per cent of their appropriation in this medium.

Paid space in newspapers to develop "shoe consciousness" was urged last week by John C. McKeon, president of the National Boot and Shoe Manufacturers' Association, at a convention in New York. His address followed one by Paul Jones, chairman of the publicity committee, who pointed out there has been a decline in sales of men's shoes since 1914.

The Independent Oil Men of America will expend \$2,000,000 for advertising during the coming year. Raymond Shaw is director of advertising. He makes his headquarters in Chicago. The present advertising appropriation of the association is \$1,500,000.

F. C. Fitch, vice-president of the Royal Baking Powder Company, New York, has been made a member of the executive committee.

Chester I. Campbell, Boston advertising man and promoter of industrial exhibitions, was elected a member of the governor's council at the state election.

Barney Flynn, for the past eighteen months with Berkey & Gay Furniture Co., of Grand Rapids, has bought a substantial interest in the Luce Furniture Company of Grand Rapids. He is one of the best known men in the furniture and advertising business and it was largely through his efforts that the advertising campaign of the Simmons Bed Company was inaugurated ten years ago. It is now his intention to nationally advertise Luce furniture.

Roy C. Hayes, former automobile editor of the *Detroit Times* and at one time automobile editor of Universal Service, has joined the staff of Campbell-Ewald Company. He will direct the publicity of the Chevrolet Motor Co.

J. J. Connery, formerly advertising manager of the Graham Paper Company, St. Louis, and more recently conducting a service agency there, has been appointed advertising and promotion manager of the Mound City Paint & Color Company, St. Louis.

**Make Your Title
A Mark of Pride
with**

**Hardened Steel
Newspaper Heads**

— they last forever

::

**A. J. SOSSNER
361 West Broadway
New York**



GIVE HEALTH

The most valuable and least expensive holiday gift that you can make

GIVE health as a Christmas present—to yourself, to every member of your family, and everybody in your community. You can! Buy Christmas Seals.

The work done by these tiny, mighty little seals has helped to cut the tuberculosis death rate by more than half.

Seal every parcel, letter, and holiday greeting with Christmas Seals. Give health—and feel the joy that comes with the giving of man's greatest gift to his fellow man—healthy happiness now and for years to come.

THE NATIONAL, STATE AND LOCAL TUBERCULOSIS ASSOCIATIONS OF THE UNITED STATES

The Service

[illegible]



By MARLEN PEW

IF you lived and wrote news twenty years ago it is probable that at some time, somewhere, you indulged the bountiful privilege of knowing Mark Twain. This most beloved American writer, whose radiant rumor endures like precious metal, remained an instinctive journalist throughout his literary career, regarding the newspaper office as the old homestead and losing no opportunity to sit at its hearthstone in the company of writing men. In the quarter of a century prior to 1910 when death stilled his pen, Mark Twain, I believe, was more often interviewed than any contemporary in public life. Reporters were forever dogging his footsteps and he always was courteous and helpful to them. Thus his gently flowing philosophy in relation to passing events was made available to the public through the daily press for his generation. Contact with his glowing spirit was an experience to be treasured while memory lasts. The approach of Thanksgiving Day reminds me of Mark Twain on the occasion of his seventieth birthday (celebrated Thursday, November 30, 1905), and an interview with him which, until now, has only been published in part. The unpublished part was a little personal advice on the art of writing and interviewing, kindly offered and gratefully received.

THE three-score-and-ten milestone in Mark Twain's career was a news event of importance and we had plotted it in advance. My letter of solicitation happened to be the first received and the author agreed to give me an exclusive talk at his town house at Fifth Avenue and Ninth Street in time to allow national distribution of the copy through the mails, subject to release on Thanksgiving Day. J. C. Fireman, one of the most rapid and accurate pencil portrait sketchers I have ever known, whose sudden death occurred in New York only a few months ago, accompanied me and at ten o'clock that bright Fall morning, 21 years ago, we found our quarry in bed, propped up on a stack of pillows, smoking a pipe and reading the morning news. On a taboret at the bedside was a collection of at least two dozen pipes of varied shapes and coloring, for the humorist was an ardent smoker. Mark Twain scrambled out of bed and stood at a mirror tumbling the crop of long white hair which made his head seem out of proportion with his slight, short body. Fireman spoke of the crisp brilliance of his hair and he confided that he washed it weekly, using a lather of white laundry soap, rinsing it in cold water containing a mild solution of laundry bluing. He made no attempt to conceal his vanity in that snowy mass and in this seemed well within his rights. It was a magnificent crown. Artists concede that Mark Twain's head was classic, both in form and color. His bearing was noble. His nature was sweet. Fireman and I were presently at ease in the library and the humorist came in from the bedroom wearing a flowing robe, smoking a cigar.

I HAD, of course, come with a stock of preconceptions as to the form the interview should take, and immediately shot out questions intended to release a flow of Twainian philosophy, that rich mixture of humor and pathos that had made this man a god on the altar of the English reading public. I cannot recall what the questions were, but I do most poignantly remember that they did not bring the desired response. Baffled, I sought to probe in a different direction, hoping to touch the secret spring of interest, but the old master replied with a little curtain lecture to the tyro which has never

ceased to be a guiding influence in my newspaper work and, in his name, is here respectfully commended to youthful journalists.

"I DO not believe," he said, "that a writer can hold the interest of the reader if he attempts to discuss more than one subject at a time. I have long made it a practice to select a text, thrash out of it all that it holds for me, and then quit writing. It is a mistake to introduce alien subjects. Our business is to decide what the text of this interview is to be and then exhaust the idea."

"WOULD you mind," the cunning humorist asked, "if I should indulge a lifetime longing to interview myself? It could be presented as an interview with Samuel Langhorne Clemens by Mark Twain." Delightedly I agreed and took down his words, Fireman meanwhile sketching him in characteristic poses. Mr. Clemens said: "There have been all sorts of interviews except natural ones—that is to say, conversations which could occur naturally in real life. Necessarily an interview must be one of two things, question and answer, or monologue. Neither of these is quite what is wanted in an interview. The question and answer process belongs in the court, and the parties to it are a lawyer who wants to find out something, and the witness, who often wishes to defeat the lawyer's desire. Manifestly this process could not produce a valuable interview since it would lack its most interesting feature, the attempt to conceal what the interviewed person had been questioned about. In the case of the interviewed it is no trouble to conceal, for the accused can decline to answer when you put him in an uncomfortable place, and as there is no compulsion upon him the subject has to be changed. The result must always be a colorless interview, for the subject is changed at exactly the moment when it is about to become interesting."

"BUT never mind about the forms," he went on, "the real trouble about an interview is that the matters touched upon are always suggested by the interviewer, and as he cannot know what is of first interest in the prisoner's mind, he is not likely, save by accident, to suggest a topic that the prisoner can talk about with any real warmth. It is most unlikely that either of you gentlemen with a week to prepare in could guess the subject which is not only uppermost in my mind this morning, but is occupying and solidly packing to the exclusion of all other interests the whole spacious firmament of it. That subject will seem to you and to everybody else trivial, whereas to me for just this day and train only it is of first importance. It is a matter of portraits—portraits of me."

THUS did Mark Twain introduce the subject of this gay and original self-interview. He mercilessly delved into the inner-consciousness of the defenseless Sam Clemens, finding him to be, not the happy man most people supposed, but miserable because his portraits did not do him justice. "I would like to be drawn once, before I reach seventy again, as I would look if I had been made right instead of carelessly," he said bitterly, and in his ingenious way he wove a yarn about his portrait woes. He showed Fireman and me an old photograph of himself by Sarony and told this story:

"THAT alleged portrait has a private history. Sarony was as much of an enthusiast about wild animals as he

was about photography, and when Dr. Du Chaillu brought the first gorilla to this country, in 1819, he came to me in a fever of excitement and asked if my father was of record and authentic. I said he was. Then Sarony, without any abatement of his excitement, asked me if my grandfather also was of record and authentic. I said he was. Then Sarony, with still rising excitement and with joy added to it, said he had found my great grandfather in the person of the gorilla, and had recognized him at once by his resemblance to me. I was deeply hurt, but did not reveal this, because I knew Sarony meant no offense, for the gorilla had not done him any harm and he was not a man who would say an unkind thing about a gorilla wantonly. I went with him to inspect the ancestor, and examined him from several points of view, without being able to detect anything more than a passing resemblance. 'Wait,' said Sarony with strong confidence. 'Let me show you.' He borrowed my overcoat and put it on the gorilla. The result was surprising. I saw that the gorilla, while not looking distinctly like me, was exactly what my great grandfather would look like if I had one. Sarony photographed the creature in that overcoat and spread the picture around the world. It has remained spread around the world ever since. It turns up every week in some newspaper somewhere or other. It is not my favorite, but, to my exasperation it is everybody else's. Do you think you could get it suppressed for me? I will pay the limit."

THE night before his birthday interview, Mark Twain had seen Maude Adams in the premier of "Peter Pan" and of it he said: "It is a fairy play. There isn't a thing in it which could happen in real life. That is as it should be. It is consistently beautiful, sweet, clean, fascinating, charming and impossible from beginning to end. It breaks all the rules of real life drama, but preserves intact all the rules of fairyland, and the result is altogether contenting to the spirit. The longing of my heart is a fairy portrait of myself; I want to be pretty; I want to eliminate facts and fill up the gap with charms."

SUES PHONE COMPANY

Omission of Name from Directory Lost Boston Firm Business, Charge

Dickie-Raymond Company, of Boston, proprietors of an advertising and mailing business, has filed suit for \$10,000 against the New England Telephone and Telegraph Company because the name of the firm, it is alleged, was omitted from the company's telephone directory. The company contends that it lost considerable business as a result of the omission and extensive advertising in newspapers was necessary. The company has been a telephone subscriber for several years.

EDITOR & PUBLISHER, \$4.00 a year.

HEARING ON BILLBOARDS

Outdoor Company Seeks Test of State Regulatory Power

That some billboards might be a menace to traffic was admitted by Walter R. Skiff, a representative of the General Outdoor Advertising Company, at a hearing on billboards in Boston last week before Frank H. Stewart as master, at the State House. The advertising company seeks to ascertain the validity of the regulations drawn up by the Commissioner of Public Works William F. Williams and passed by the Massachusetts legislature a few months ago regarding billboards.

Skiff, who was cross-examined by Asst. Atty. Gen. M. F. Weston, representing Commissioner Williams, maintained that the majority of billboards were safe, however. One advertiser removed a billboard because it proved to be a traffic menace, he said. He admitted that there were plenty of places in open fields 300 feet from the highway where boards would be visible and the signs on them legible.

The United States Supreme Court last week declined to review the question whether the Federal Court in Massachusetts could pass on the law's validity, while a similar proceeding was pending in the state courts.

PENNY TAB RAISES PRICE

Washington Daily News Goes to 2 Cents Nov. 8—Its 5th Birthday

The *Washington Daily News*, Scripps Howard tabloid, will raise its selling price from a penny a copy to two cents Nov. 8, Ralph H. Quinn, business manager, announced this week.

On that date the *Daily News* will be five years old. It claims more than 70,000 circulation at the penny price.

The Scripps-Howard management has always maintained that the *Washington* tabloid is not a picture paper, but a small sized newspaper, handling its pictures on an equality with the news. That is the policy of the *Daily News*.

IOWA A. P. GROUP ELECTS

J. Tracy Garrett, editor of the *Burlington (Ia.) Hawkeye*, was re-elected president of the Iowa Associated Press Editorial Association at its annual meeting in Des Moines Nov. 4, at which 25 editors and publishers of Iowa dailies were present. J. A. Rawlings, state correspondent of the A. P., was re-elected secretary. Service problems were discussed at the meeting.

UNIONS TO CO-OPERATE

A closer co-operation and affiliation between the various unions in the newspaper field in Boston is the aim of a series of meetings planned for this fall and winter. The opening meeting was held Oct. 27 at the American House, Boston, with James Martin, president of the Mailers' Union, presiding.

FOR PROMPT SERVICE

TYPE

BORDERS - ORNAMENTS - BRASS RULE

Printers' Supplies

KELLY PRESSES - KLYMAX FEEDERS - PAPER CUTTERS

HAMILTON WOOD AND STEEL EQUIPMENT, INCLUDING OUR AMERICAN CUT-COST EQUIPMENT

Carried in stock for prompt shipment at the following Selling Houses of the

American Type Founders Company

BOSTON	RICHMOND	DETROIT	MINNEAPOLIS	SAN FRANCISCO
NEW YORK	ATLANTA	CHICAGO	KANSAS CITY	PORTLAND
PHILADELPHIA	BUFFALO	CINCINNATI	DES MOINES	SPOKANE
BALTIMORE	PITTSBURGH	ST. LOUIS	DENVER	WINNIPEG
	CLEVELAND	MILWAUKEE	LOS ANGELES	

WOMEN IN ADVERTISING AND JOURNALISM

Miss Foldes Only Woman Managing Editor in New York—Leola Allard
Left Denver With \$40 and Return Ticket—Women
Entertain Hugh Walpole

"THE only woman managing editor in New York," and one of the youngest at that. Such is the position of Miss Margaret Foldes, managing editor of the *North Side News*, published in the Bronx, New York.



Margaret Foldes

Miss Foldes, who is now only 23 years old, joined the *News* at the age of 18, while she was still a student in the Columbia School of Journalism. Like so many of her fellow workers, she did everything that could be done on a newspaper, from reporting to copy reading, from type-setting to advertising, and finally to city editing and managing editing. While working for the *News* during this period, she also covered for the *Daily Examiner* in Westchester and the *Corwalk Sentinel* in Connecticut, which is also owned by George W. Markey, publisher of the *North Side News*.

Miss Foldes has a staff of twelve reporters, and the usual special departments, such as society, sports, dramatic and music. She writes the lead editorials, covers important political gatherings in the Bronx, and writes the banner headlines for the paper, in addition to the many other duties of a managing editor.

For six months recently, Miss Foldes covered Congress in Washington for her paper, and while there, also edited the weekly called the *National Center*.

Considering that Miss Foldes could not speak a word of English when she came here in 1914, this is rather a remarkable achievement. She and her family came to this country from Hungary for a visit before the war, and never returned. She attended elementary school until she learned to speak English, and then went to Wadleigh High School in Manhattan, where she was awarded a scholarship for Columbia University.

Margaret Foldes is her business name. In private life, she is married, and the mother of a two and a half year old son.

When Leola Allard, reporter for the *Chicago Herald and Examiner*, left her home in Pueblo, Col., in 1909 to try her hand at newspaper work, she took with her \$40 and a return ticket to Denver. She never used the return ticket, and she never written home for money.

She had never worked in her life before, but was determined to do newspaper work. By dint of persuasion, she managed to go to work, for nothing, for the *Denver Post* when Josiah Ward was editor. At the end of two weeks she was given \$25 and told that the paper could not keep her on its staff. But Leola stayed on, again working for nothing, undaunted by the difficulty of getting started. And her confidence in herself was justified when she was assigned to

cover a murder story and did the job so well that she was put on the paper's payroll, editing verses and doing other miscellaneous tasks around the office. Before long, however, she was assigned to write society news. Later she went to work on the *Herald and Examiner* at \$5 a week less than she had been getting on the *Denver Post*, and except for a year and a half when she worked for the *Chicago Tribune*, she has been with the *Herald and Examiner* ever since.

Miss Allard interviewed Margot Asquith when that rather formidable English lady was in Chicago, and Miss Asquith made mention of her in her book. Miss Asquith remarked that she found the woman reporter interesting and charming and wondered why she was still doing newspaper reporting. Henry Kitchell Webster, too, has used Miss Allard as one of his characters in his book, "Real Life."

Miss Allard says she prefers interviews and writing stories for the St. Vincent Orphanage above all other newspaper work. She is rather proud of the fact that as a result of the series of stories she writes about the latter institution each year that every baby for whom a home had to be found has been adopted, many of them by millionaires, and the supply of babies has been insufficient to meet the demand.

She received her education in the public schools of Pueblo, Col., and at Northwestern University, Evanston.

Henriette Weber, who has been associated with John B. Woodward, Inc., publishers representative, New York, is now in charge of book advertising. Mae T. Geraghty, also a member of the staff, has been placed in charge of resort and travel advertising.

The Cleveland Women's Press Club entertained Hugh Walpole, the English novelist, at a luncheon Nov. 10.

Miss Abbie Lewis, society reporter for the *Storm Lake* (Ia.) *Register*, has proved without question that a woman and a society reporter can keep a secret. The announcement of her marriage last August to F. L. Edwards, linotype operator on the *Register*, was made this week.

Mrs. Leslie E. Wallace of the *Larned* (Kan.) *Tiller and Toiler*, was elected president of the Larned Business and Professional Women's Club last week.

Miss Joyce McLenahan of LaFayette, Ill., a Knox college graduate, is covering society for the *Cedar Falls* (Ia.) *Daily Record*. Miss Harriett Elston, formerly with the *Des Moines Tribune*, has joined the news staff of the *Record*.

Miss Margaret Weimer, prominent women's club worker throughout New England and formerly with the Washburn-Crosby Company, flour manufacturers, is now associated with the *Boston* (Mass.) *Herald-Traveler* Better Homes Bureau. Miss Weimer is devoting her time to visiting clubs and church organizations throughout the New England states, giving lectures and conducting cooking classes.

Mrs. Jessie E. Donahue, formerly of the staff of the *Boston* (Mass.) *Transcript*, is now editor of the *Unitarian Church Letter*, a religious denominational newspaper. Mrs. Donahue was formerly associated with the *Manchester* (N. H.) *Union-Leader*.

Miss Dorothy Borg has returned to the staff of the *New York World* after a year's leave of absence because of illness. Miss Allene Talmey has also returned to the *World* after a leave.

The Sioux City Journal

EDITORIAL ROOMS

SIoux CITY, IOWA.

October 28, 1926.

Herald Tribune Syndicate,

New York, N.Y.

Dear Sirs:

You will be interested and, I dare say, pleased to know that after a brief experiment leaving out the Burgess Bedtime Stories we have been obliged to restore them to their accustomed place in the paper. The mothers and the kids would not stand for the omission.

With your permission, therefore, we will withdraw our cancellation of this feature, which was to have taken effect December 11 next, and request you to continue sending copy as usual.

Yours truly,

The Sioux City Journal

A. F. Allen

A. F. Allen.

NEW YORK
Herald Tribune
Syndicate

BANK KEEPS TEN SALESMEN BUSY ON LEADS FROM NEWSPAPER ADS

Campaign in Boston Dailies Exploited by Alert Merchandising of an Intangible Service Sold Like "Bricks or Bridges"

By HAMMOND EDWARD FRANKLIN

TEN salesmen have been kept busy for over a year selling banking service with the help of leads obtained by unusual advertising used by the Exchange Trust Company of Boston.

Tests and records kept by this banking institution prove that advertising in newspapers can bring a tangible return—not merely "good will" and "confidence," the usual aim—if hooked up with up-to-the-minute merchandising.

"Our business of selling bank service is exactly the same as selling anything else in the world," declared G. Wallace Tibbets, vice-president, to some fellow bankers a while ago, "and not until we grasp the full significance of that thought shall we be able to approach the subject at all. We have something very definite to sell, just as definite as bricks or bridges."

Weekly advertisements of 800 lines each were mapped out to appear in the *Boston Herald* and the *Boston Globe*. The first was designed to appeal to pride in New England as a whole. It was headed "The spirit of New England is the spirit of enterprise." It "sold" faith in New England as much as the bank.

This was followed by another piece of copy, "Does Boston know its strength?" which put across specific reasons why Boston business men should face the future with courage. Another advertisement asked, "Why does Massachusetts lead in thrift?" and then drove home pertinent facts.

A full-size proof of each as it appeared was mailed to a carefully chosen list of business executives, bankers, manufacturers, directors, lawyers, realtors, brokers, etc., throughout Massachusetts and New England. This list totalled about 16,000, all of whom were told in advance that they would receive the series.

Much of the direct-mail "merchandising" of the advertising was a bit above the ordinary. For instance, with one newspaper proof went this memo on a 3 x 5 card in imitation handwriting of John J. Martin, president of the bank:

"I thought this particular ad would hit you right. What do you think of it? Tell me, have I your right address? And, by the way, send for the booklet. It'll interest you. J. J. M."

"Who forgot to cash these coupons?" was the headline of another advertisement, which showed that of a \$12,000,000 bond issue, over a million dollars' worth of coupons had gone uncollected, due to carelessness of bondholders. This gave the bank a chance to present its estate management.

"Where are they now—the old familiar faces?" was the subject of another advertisement, which explained that the bank avoids as far as possible causing the customers of the bank having to deal with new and unfamiliar employees.

"Youth's not an age, it's a feeling—financial independence prolongs it" is the underlying theme of an advertisement for bonds, which concludes by offering to analyze a man's present securities and suggest a definite plan for buying bonds. From 30 to 60, the copy points out, far-seeing men should build for the future with care.

A booklet, "How to Increase Your Estate 100 Per Cent," by Earl G. Manning, a special agent of the John Hancock Life Insurance Company, outlined what a life insurance trust is and how it works, and was published by the bank. This was featured in an advertisement inserted in four Boston papers, with keyed coupons.

The staff of the new business department delivered each book personally to each inquirer and talked the various phases of the bank's service. Many requests from direct mail and radio talks also came in for the book. A total of more than 1,000 finally were distributed

to advantage and did much in the way of tangible benefit for the bank.

Mr. Tibbets for a time spoke each Monday before life insurance salesmen to win their co-operation.

The company broadcast talks from two Boston stations. In connection with one on bonds, 30 direct inquiries were received. Addresses were given before student bodies, department store executives, etc.

Numerous letters were received congratulating the bank on its campaign. One was from Frank M. Archer of the Moxie Company. This was reprinted and mailed out, with this memo attached:

"Mr. Martin has asked me to send the attached letter to you as he believes you will be interested in reading what Mr. Archer has to say. It will be very helpful to us if you will be good enough to write Mr. Archer your opinion of our advertising. Ruth Lupien, secretary to Mr. Martin."

The bank as a result of the campaign was much impressed by the value of lawyers, insurance men and real estate men, from which three groups more new business originates than from any other.

Before the campaign went under way, a dinner of most of the employees of the bank was held and they were impressed with the importance of extending friendliness and real service to customers and prospects. From time to time as the advertising was released, smaller groups met and talked over various questions raised. The sales group of the bank met each morning at 8:30. Once a week a salesman from some outside line was permitted to speak. An accurate record of all calls, telephones, letters, mailings, advertising releases, etc., is kept. Each salesman has a quota as to number of calls and volume of new business to try for.

"There are certain essentials necessary to success in every bank and trust company, as in every business," Mr. Tibbets declared. "First, each employee must be 100 per cent sold on his own bank."

"The second essential is a real desire to depart from the conventional way of getting business. I do not mean stunts or radical measures, but I do mean that success is not obtained by following in the footsteps of other institutions. There must be personality, individuality, different vision, new ideas and development of characteristics as outstanding and clear-cut as are the characteristics of different individuals in society."

"The third essential is the portrayal of the human side of your institution, here admitting your bank has a human touch on the real things in life."

"The fourth essential is a plan or survey or analysis of the people or business you seek to attract. You cannot use the same methods in making friends with every man. Hence, you must decide what you want in new business and to whom your appeal is to be made. There should be in your program an individual or composite personality about whom the human elements of your institution should center. Wisdom and character are necessary, but in sales of your merchandise, the human element has the strongest appeal."

FAHEY DELAYS MERGER

As a result of a newspaper campaign conducted by John H. Fahey, publisher of the *Worcester* (Mass.) *Post*, a merger of gas and electric light companies which was being accomplished without opposition has been indefinitely delayed.

ARCHER TRANSFERRED

F. E. Archer, assistant classified manager, *San Francisco Examiner* has been transferred to the local display department.



Youth's not an age, it's a feeling—

Financial independence prolongs it . . .

After work—what? Leisure to enjoy your later years? Or a harassing dependence upon others? The last is the lot of all but every 100 people over 65 years of age.

No wonder the man who acquires an independent income feels younger than his less provident fellows. And no wonder that—as statistics prove—he lives longer!

From thirty to sixty, far-sighted men build for the future—and build with care. They not only save money. They secure sound advice as to its investment.

Buying sound bonds, in which their principal is well secured, such men escape the uncertainties that sooner or later overtake the ill-advised speculator in stocks. In the recent stock market slump, countless thousands of

such speculators lost sums totaling billions. But the man who buys well-chosen bonds, builds on a firm foundation. To be sure that he buys the bonds best suited to his personal needs, the investor will do well to secure the advice of a thoroughly experienced and disinterested authority—such as the Bond Department of the Exchange Trust Company.

The sure road to freedom

Whether you have only a few hundreds to invest or whether you have thousands, our Bond Department will give your investment problem the same serious study.

When your aim is financial independence—when your immediate needs are to build up a reserve against possible misfortune—to reach our Bond Department. We will analyze your present securities and suggest a definite plan. No expense—no obligation.

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The unusual appeal in the newspaper copy of the Boston Trust Company has kept ten salesmen busy selling banking service. Above is one of the weekly ads, which totalled 800 lines.

FRATERNITY CONVENTION

Sigma Delta Chi Meeting at Madison Nov. 15-17

Sixty delegates representing students and alumni of the 39 chapters of Sigma Delta Chi, professional journalism school fraternity, are expected to attend the national convention of the organization at Madison, Wis., Nov. 15 to 17. A special feature of the convention will be the editing of an edition of the *Wisconsin State Journal* by the delegates.

Among those scheduled to address the meeting are Kent Cooper, general manager of the Associated Press; William Allen White, editor of the *Emporia* (Kan.) *Gazette*, and honorary president of the fraternity; and Glenn Frank, former editor of the *Century Magazine*, now president of the University of Wisconsin.

An exhibit of newspapers tracing the history of journalism from its origin in the English "Courants" in 1621 to the present day will be presented by Dr. W. G. Bleyer, director of journalism at the University of Wisconsin.

Social features of the convention include a dinner dance given by the *Wisconsin State Journal* and the *Capital Times*, and a banquet by the Wisconsin chapter of the fraternity.

J. L. MAPES WINS A.N.P.A. DIRECTORS' CUP

Texas Publisher Scores 67 Net, Followed by Treanor and Howell, With 69s—Special Service For Golfers

(By Telegraph to Editor & Publisher)

FRENCH LICK, Ind., Nov. 11.—A man from the "Lone Star State" was the lone star of the A. N. P. A. annual golf tournament which ended today. Presentation of prizes was made tonight, at J. L. Mapes, *Beaumont* (Tex.) *Enterprise and Journal*, will carry back home with him the coveted Director's Cup awarded to the best golf player among association members annually.

Mr. Mapes's score with a handicap of 18 was 67 over the 18-hole course here. Two publishers tied for the honor of second best. They were A. R. Treanor, *Saginaw* (Mich.) *News-Courier* and Clark Howell, Jr., *Atlanta* (Ga.) *Constitution*. Their winning tally was 69. Treanor, despite the official tie, had a slight edge on Howell. His actual score was an 84 with 15 points as a handicap while Howell went around in 92 and required the help of 23 points to bring him down to second place.

William H. Reed, *Taunton* (Mass.) *Gazette*, Walter Dear, *Jersey City* *Jersey Journal*, and M. C. Meigs, *Chicago American*, came in third.

Golfers were treated like thoroughbred race horses at this convention. The program was mapped out largely for their pleasure. Delegates were hustled into convention hall each morning and golfers were provided with a special lunch to allow them to leave for the links.

Walking down to the course the players saw snow on the roof tops of the pullman cars that had pulled in from Chicago that morning. It had rained the night before and the fairways and greens were soggy.

But the championship finals were played in ideal weather. About 80 members took part in the tournament. In addition to the top prizes, rewards were made to winners of each foursome as follows: Mr. Meigs, Mr. Reed, Mr. Dear, Clark Howell Jr., S. E. Thomson, F. Guy Davis, Chicago manager of the Bureau of Advertising; Lee P. Loomis, W. A. Thomson, Harvey Kelly, A. E. Kaye, Charles A. Webb, Fleming Newbold, L. B. Tobin, and W. P. Burn.

H. L. Conland, *Hartford Courant* won the low net in the qualifying round with a 67.

WELCOME TO WILLIAMS

One hundred students of the Missouri School of Journalism attended the "Dear is Back" banquet Nov. 4 in honor of Dear Walter Williams, who recently returned from the World Press Congress in Geneva. Prof. Frank L. Martin, acting dean, retired with an address on "Abdication."

EDITOR & PUBLISHER, \$4 a year.

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CHASE'S FORTY YEARS HONORED IN TOPEKA

William Allen White Host at Gridiron Dinner in Honor of Veteran Capital Editor Last Week

Forty years of journalistic work on the part of Harold T. Chase, veteran editor of the *Topeka Daily Capital*, were commemorated by William Allen White, editor of the *Emporia Gazette*, at a dinner last week. Eighty Kansas newspaper men and others who had known Chase for many years gathered as guests of Mr. White.

At each place was the program for the evening, with the following characteristic Will White appreciation written by Mr. Chase:

Harold T. Chase came to Kansas from Pennsylvania in 1887 and began work on the *Topeka Daily Capital* as soon as he arrived. He has continued in the capital's service ever since.

At that time he has written 1,500 words a day, mostly seven days a week, weeks in the year, making in all 19,000. The average full-length novel contains about 150,000 words. A doctor's thesis is considered large when it extends 100,000 words. It is easy to see, therefore, that if Harold Chase's writings were compiled they would make 131 full books, or 196 books on current history, economics, politics and social sciences. His work is constantly honest, diligent and courageous. He has condescended his readers always without ever being cruel. He has held his friends out ever sacrificing his courage. He has been intelligent without being pedantic. He has been wise without bragging about it. He has seen governors, senators and congressmen come to drink in the spring of fame in the vain illusion that it was the source of earthly mortality. He has seen them rise, at their dull day, fall, fade and pass into oblivion—a long procession, while he has gone on in his daily work, knowing how cheap a thing is fame, how precious a thing is wisdom, how rare and lovely a gift is friendship.

We who have gathered to the dinner come to pay the testimony of our esteem to a modest scholar and a Christian gentleman.

The "frying pan crew" of the Topeka Club injected humor into the occasion. Roy L. Bone led the "community sing" with a clever printed chorus in his song "Wild Waves" in which Senator Capper, Gov. Paulen, Mr. White, Chase, Dr. S. S. Estey, E. L. Cope, Frank P. MacLennan, Clyde M. and former Gov. Roscoe Stubbs were "panned."

The host then called upon the maligned to defend themselves, but before the program could continue, the stage cleared and turned into a representation of Mr. Chase's office.

The desk sat "Mr. Chase," portended by Mr. Bone. The door opened in stepped "Senator Capper," in the life, J. Frank Jarrel, of the Santa publicity bureau.

How glad you're feeling so much better I've got a lot for you to do," "Senator" told his "editor."

He had a wonderful trip. I've been every county in the State and while I talked principally to the farmers, we also talked to a lot of laboring men and the officers of some of the big organizations. Besides, I've listened to a thousand people talk and I believe I know where I stand on most of the burning questions of the day and got a pretty fair idea as to what is going to be the popular position for the time on these matters. Of course, to take on Harold, I leave the editor-writing to you, that is most of the but I don't mind telling you that the most part your stuff has been comfort to me; for the way you get I can prove most anything by it."

The two agreed that some "burning" subjects with a "positive" stand should be put on the farm question, freight mail order business and politics. The senator is discussing matters,

Chase brings in a huge mill, dumps in a couple of catalogs, a copy of the *Merchants Journal*, a few envelopes and grinds away. Out drops a completely written editorial.

When Chase attempts to grind out an editorial on farming, the machine is fed cabbages, corn and a bushel of farm products. The mill gets stuck. "I know what is the matter," Chase said, as he dropped in a large box labeled "bunk," "I had forgotten this." Out came the editorial.

During the stunt, E. E. Kelley as "copy boy" and Cecil Howes as foreman of the composing room, kept up the newspaper atmosphere.

Senator Capper paid a glowing tribute to Mr. Chase and Mr. Chase replied. Then Arthur J. Carruth and Robert Stone turned the guns of the press club on Mr. White and hounded him for everything from his 1924 campaign for governor to his 1926 world's series score board episode.

Mr. White presented to Mr. Chase a book containing a collection of well-wishing letters from guests at the dinner.

When a girl elopes from her bedroom these days the Old Man generally goes out and holds the ladder for her.—*New York American*.

TWO SOLONS ON STAFF

New London (Conn.) Day Has State Senator and Representative

The *New London* (Conn.) *Day* has the distinction of having a reportorial staff, thirty-three and a third per cent of whom are lawmakers.

J. James Floyd, representative from Waterford in the last general assembly, was elected to the state senate from the twentieth, or Shoestring, district by a plurality of 3,181 over his Democratic opponent, Joseph Wellington of Baltic, and John M. Mallon, Jr., was elected representative from New London, leading three other candidates for that office on the two tickets.

Floyd, who covers city hall for the *Day*, began his political career running against Charles M. Gallup, for years town clerk of Waterford, four years ago. His defeat at the polls failed to deter his political ambitions and two years later found him running against Hadlai L. Peabody for a seat in the house. He won by 514 votes, a greater plurality than ever before known in Waterford.

Floyd is a graduate of Middlebury College and the New York University Law School.

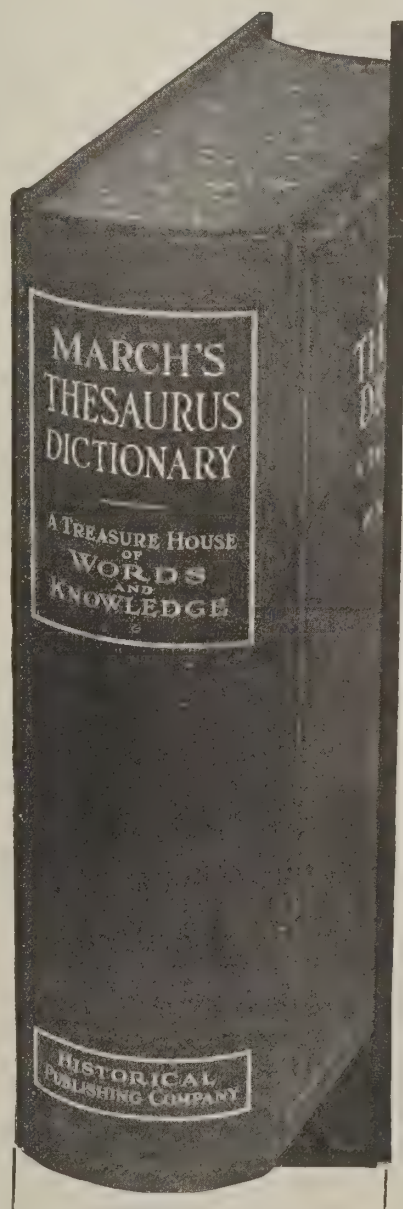
Mallon, the *Day's* political writer, holds

public office for the first time. His running mate was Representative George W. Sisson, long in public life, whom he led by a margin of 80 votes. His total vote was 2,759, a plurality over his Democratic opponent, Thomas F. Gragan, former alderman and city councillor, of 1,550, and Christopher B. Barry, a political newcomer, of 1,481.

Mallon, who was graduated from Georgetown University, started his political career as private secretary to Congressman Richard P. Freeman of the second Connecticut district. He later was field supervisor for the Treasury Department.

A. P. PARIS BUREAU TO MOVE

The Associated Press offices in Paris will be moved within a month from 13 Place de La Bourse to new and larger quarters across the street at 21 rue Vivienne. The present address is that of the Agence Havas and connection with the French news agency will be maintained by means of pneumatic tubes now being installed between the two buildings. The Paris staff of the A. P. numbers eight news men, and the offices have long been too small. They have been occupied by the Associated Press since 1893.



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What is insulin, and for what purpose is it used?	

The Editorial Writer and Journalist

after using this revised edition will agree with Edgar K. Zook, who writes: "March's Thesaurus Dictionary is a wonder book."

The Advertising Man and All Connected with the Business Offices of Newspapers

will find it helpful in suggesting "selling copy," in pertinent allusions, in creating a larger, more virile vocabulary. Raymond Stevens sums up the increasing usefulness of March's Thesaurus Dictionary, when he says:

"I have lost all track of the number of times during the day that I have consulted March's Thesaurus Dictionary. I thought at first that I would keep it on the upper corner of my desk. Now I keep it at my elbow. The book is a gold mine."—Raymond A. Stevens.

Despite the addition of thousands of new words, including those which arose out of the World War, despite the fact that this Amplified Edition covers the only list of words known from all the leading sciences, despite the addition of valuable illustrations and diagrams, it has been possible to reduce the cost of this new Amplified Edition to a new low price. And so firmly do we believe that you will instantly realize the value of this Treasure House of Words and Knowledge, we want you to see it before you buy it.

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Address

TRIBUTE TO SCOTT, MANCHESTER GUARDIAN'S GRAND OLD MAN OF JOURNALISM

By J. FRED ESSARY

Mr. Essary, for many years in Washington for the *Baltimore Sun* and now its London representative, cabled the following dispatch to his newspaper on the occasion of the 80th birthday of C. P. Scott, for 45 years editor of the *Manchester Guardian*. As reported in *EDITOR & PUBLISHER* of Oct. 30, a bust of Mr. Scott by Epstein was presented to the city.

IT may seem an anomaly that the most potential and influential figure in contemporary English journalism should be the editor of a provincial daily newspaper with a circulation of less than 100,000 and making no pretense to "metropolitanism." But it is a fact, recognized far and wide that C. P. Scott of the *Manchester Guardian* is the literal leader of his profession in the British Empire and is perhaps the foremost master of his craft in the world today.

This veteran journalist has just attained his 80th birthday and in celebration of that event distinguished subscribers from three continents united in the presentation of his bust, by Epstein to the city of Manchester, a presentation conducted, moreover, by Lord Derby, a leader of the Conservative Party in England, against the policies of which Mr. Scott has volleyed for 45 years.

The influence of this liberal journalist upon the thought of his country dates back more than half a century when he assumed the editorship of the *Guardian* and began drawing about him a group of brilliant writers who gave to the manufacturing city of Manchester a newspaper as virile, as clean, militant and as consistently progressive as any printed in the English language. And it is said of him that he has personally selected every member of his staff from that day to this.

Happily he has lived to see many of the major reforms which he has championed accepted by his countrymen, notably home rule for Ireland and equal suffrage for women. But his convictions as often led him into foul weather as into fair. In 1899 he committed his paper to an uncompromising opposition to the second Boer War, a step so unpopular as to all but dash him and the *Guardian* upon the rocks. His circulation and advertising almost vanished and his paper was reviled as no other had ever been upon this island.

It was during that period when with his revenues at their lowest ebb, with many of his friends shunning him and when it seemed that his ruin must inevitably follow, it was then that the quality of his character showed finest. A group of South African magnates called upon him and offered him what was then a fabulous price for his paper, the purpose being to silence it. Scott's only answer was to point to the door!

Perhaps the most remarkable tribute ever paid him was the proposal in the course of the late general strike that he come down to London and mediate between the strikers and the Government. He was the one man in all the Kingdom trusted equally by labor, on the one hand, whose battles he had so often fought, and

by the conservative elements, on the other, who knew the measure of his patriotism and the inherent fairness and squareness of his judgments. As it happened the strike collapsed before it became necessary to enlist the conciliatory services of the great editor.

When Woodrow Wilson visited England in 1918 just before the opening of the Peace Conference, he paid a visit to Manchester. While there he invited Scott to see him. They were closeted together for perhaps two hours. As the President was crossing the Channel on his return to France he told a group of correspondents in the writer's presence, that "the most interesting man whom I have met in England was Scott of the *Guardian*."

Eight years later it was my pleasure to spend an evening in Mr. Scott's company. I found him living as much in the world of today as any young journalist in Fleet Street. His vibrant mind was absorbed in the problems of the present and in the possibilities of the future. He could not be persuaded to reminisce upon the great measures or the great personalities with which his long and captivating career has been intimately, even historically, associated.

Mr. Scott is a man of medium height. It is the splendid head above his slightly drooping shoulders that fascinates the observer. Every feature of his face is finely chiseled. He has the brow of a "Michelangelo prophets," to borrow a phrase from one of his admirers, and eyes really remarkable for their fire, a fire which age has not obscured. His carefully groomed snow-white beard gives the whole a patriarchal picturesqueness and it is easy to believe that the daring Epstein revelled in the opportunity to reproduce such a face in bronze.

Unlike most members of his staff Mr. Scott has never published a book and cannot be induced even to write his memoirs. Only on rare occasions has he put aside the anonymity which is characteristic of his paper that his light might shine before all men. One such occasion was the centenary issue of the *Guardian* a few years ago when he outlined those articles of journalistic faith which have guided his long course. Here is a passage from that declaration worthy to long out-live the hand that penned it:

"A newspaper is of necessity something of a monopoly and its first duty is to shun the temptations of a monopoly. Its primary office is the gathering of the news. At the peril of its soul it must see that the supply is not tainted. Neither in what it gives nor in what it does not give, not in the mode of presentation, must the unclouded face of truth suffer wrong. Comment is free, but facts are sacred."

JEFFRIES HEADS MISSOURI A. P.

The Missouri Associated Press Editorial Association held its annual meeting in St. Louis on November 6, re-electing the following officers: President, H. B. Jeffries, publisher *Hannibal Courier-Post*; W. C. Van Cleve, publisher *Moberly Monitor-Index*, member of the Central Division Advisory Board, and Kenneth Clark, St. Louis, correspondent secretary. Joseph Pulitzer, editor of the *St. Louis Post-Dispatch*, was host to the members of the association at a luncheon at Hotel Jefferson, but he was unable to be present and was represented by George S. Johns, editor of the editorial page. Edgar T. Cutter, superintendent of the Central Division, and E. Lansing Ray, president of the *Globe-Democrat*, and a director of the Associated Press, attended the luncheon.

HIGH PRESS RATES BARS EAST NEWS

(Continued from page 24)

Dutch language dailies the most widely known of which is *De Locomotief* of Semarang, which circulates throughout the archipelago.

From an American viewpoint the newspapers of the Philippine Islands are among the best of the Far East, as the low press rate afforded by the United States Navy Radio enables them to get big news service through the United Press and the Associated Press.

Advertising is handled efficiently by the Japanese press along much the same lines as in the United States, although agencies have not yet made the progress in the Empire that they have in America. A great deal of foreign advertising is placed through an agency operated by the Japan Advertiser, which has a good layout and copy department.

In Shanghai an American advertising

agency operated by Carl Crow, Inc. has built up a big business and handles copy for both the Chinese and foreign language press.

As a whole the Far East press is greatly hampered by the tremendous difficulty and expense of news collection and distribution. China, in particular, is a huge field with only a sketchy telegraph and railway system. The result has been a multiplicity of fly-by-night press associations existing on subsidies and dealing largely in propaganda. And recent wireless has been called in to help spread the views of various of the Chinese War Lords. Marshal Chang Tso-Lin has station in Mukden which broadcasts of such "items of news" as the Manchurian would like to have China believe. Japan also broadcasts what the Japanese Government wants known, while the French have a small organization for distributing the French official wireless and the Germans manage to distribute the National broadcast in a number of cities.

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THROUGH the HEART of OHIO

106,814

Dispatch average daily net paid circulation six months' period ending September 30th, 1926. This exceeded second paper by 19,163.

City	55,920
Suburban	27,897
Country	22,997

City circulation of the Dispatch equals 90% of the homes in Columbus.

The Columbus Dispatch

Slugs & Borders at Special Prices

Stock up now for the
rush season will soon
be here. Send for price
list today.

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LANCASTER, PA.
U. S. A.

FORCING CIRCULATION AN OUTDATED PRACTICE

(Continued from page 8)

Street Sales—visible circulation.

In placing his contracts, the advertiser generally chooses the medium having the largest and best home-delivered circulation.

Newsdealer circulation, next to home-delivered circulation in importance, is confined to sales over the counter at neighborhood stores, hotels, railroad depots, interurban stations, etc.

The average newsdealer does not solicit subscriptions for any newspaper; he handles them all, and the reader must choose. In other words, he is not a booster, preferring to let circulation be regulated by the demand.

Newsboy and street sale circulation in the smaller cities is perhaps of the least value to the advertiser, while in the metropolitan centers, where carrier delivery is practically unknown, it in a measure takes the place of home-delivered circulation, as far as value to the advertiser goes.

Newsboys often resort to fake cries to enable them to sell their papers, and frequently overcharge the buyer on "Extra" editions, all of which is not countenanced by the newspaper, and as fast as the guilty are discovered, they are removed from the paper's staff of sellers.

Paid corner men or hustlers are fast disappearing. Newspapers have learned that a great deal of insane competition established by this method is expensive and productive of very few extra sales. It often causes street brawls, and the system is frowned upon by the buying public and the advertiser. It may be necessary to pay a corner man or boy a bonus to sell in certain localities on account of scant sales. This is considered legitimate, providing all the newspapers of the city join in keeping the corner covered. This applies largely to outlying localities, where representation is required, and yet the sales are too small to make it inducive for a boy to stay.

In country towns, within and beyond the trading area, circulation is built along the same lines as in the city. The newspaper representatives are designated either as agents or newsdealers, and a certain part of their circulation is delivered into the home, and the rest sold on the streets or at the stores.

Some newspapers have salaried representatives in the larger towns, who conduct the business as it is handled in the city. They look after transfers of bundles of newspapers from one transportation line to another, canvass, look after complaints, stops, and verify new orders. They distribute copies to newsboys, newsdealers and carriers, selling at the wholesale rate.

This arrangement permits these sub-dealers to earn the usual profit. The special agent gets his pay from the publisher. This is the best and most effective method for outside circulation, but is expensive, and is not in general use.

The Indianapolis News covers all its country territory in this manner.

Since the building of hard surface highways, and the improvements of roads in general throughout the nation, a different mode of delivery to subscribers living in obscure sections of the country has been adopted.

Evening newspapers handicapped by the absence of evening R.F.D. delivery, are establishing motor delivery of their own, and although the expense is large, it is not much greater than if the mails were resorted to at prevailing postal rates.

This new method of delivery to farmers and others heretofore not reached in the evening, has caused most newspapers operating under this new system, to discontinue "predating" its mail editions, and instead giving service to country readers, similar to that given city subscribers.

During October The News delivered a daily average of 22,030 copies to agents, dealers and individual subscribers in the trading area in this way.

The curtailment of train and interurban service, and the substitution of buses, has made this service necessary. The improvement of highways, however, has stimulated this method of delivery more than anything else.

It is a proven fact that newspaper readers, who were inaccessible to the rural mail carrier during certain seasons of the year, were themselves inaccessible to the merchant for the same reason, and since the improvement of highways, advertising results have been greatly stimulated, because the newspaper readers have greater advantages in coming and going.

The question of unsold copies has never been satisfactorily adjusted either to the publisher, the advertiser, or the auditing bureau. The newspaper giving "full returns," and making deductions from its gross daily run, comes nearer satisfying all concerned. This, however, encourages carelessness and waste on the part of agents, newsdealers and others, increases transportation costs, and entails considerable additional clerical work.

Newspapers giving only a limited return privilege or no returns, often have their figures questioned because there are opportunities under this system to present misleading figures. The honest publisher gives credit for every copy not sold by his agents, or at least gives instructions, when on a non-returnable basis, that orders must be regulated to conform with actual sales. If an agent does not take advantage of these privileges, the publisher is not at fault. This publisher will not pad orders, or insist upon increases being made in times of emergency, without giving full credit for unsold copies.

Some publishers have contractual relations with their agents, that they must report the number of unsold copies at regular intervals for credit on their accounts.

There are some newspapers placed in the fortunate position of being first in the field, making it unnecessary to resort to the use of premiums, contests, bargain periods, clubbing arrangements, insurance, etc.

The papers which need more circulation, however, to compare favorably with their stronger competitors, in order to secure a higher advertising rate, must look to "schemes" outside of the ordinary circulation building to get results. To produce circulation on merit alone is out of the question in many cases. If all newspapers in a particular locality possess merit, it becomes extremely difficult for the weaker newspaper to make headway without the use of schemes.

Merchandise premiums have been successfully used in many cases, but usually the articles used to promote circulation, are in direct competition with the goods sold by the advertiser from whom the publisher is constantly soliciting space.

The main criticism of the use of premiums, is that the average prospect is more influenced by the use of the premium than by the newspaper he is asked to subscribe for, and renewals are hard to get unless the use of premiums is continued.

Popularity contests, used by some

newspapers, have produced results, but as a rule the public is opposed to them. To help a candidate in the contest to win a prize, the public is often compelled to buy subscriptions for long periods in advance. Sometimes readers of long standing are compelled to help more than one candidate in the same contest, and in a general way the contest creates ill-will toward the newspaper conducting it.

Bargain offers are used by some newspapers for the purpose of getting new readers, but primarily to get renewals within a short space of time. This plan usually produces a large sum of money at one time, but the rest of the year the income is rather lean, and in the end nothing has been accomplished but a deficit in the cost of handling this particular classification of circulation.

Travel accident insurance offered in connection with newspaper circulation, has grown in practice in recent years. Some of the strongest and best newspapers in the country use it. The subscriber usually pays the full cost for this service, while in some instances, policies are issued at slightly less than cost to meet competition.

The trouble with this kind of circulation building is sometimes due to disputes with readers, who failed to get benefits they thought they should have in case of accident not covered by the terms of the policy.

Another objection is that the insurance must be offered from year to year, and while producing results in most cases, is expensive and requires a substantial clerical force to handle.

A newspaper with a large coverage, in adopting insurance, usually finds it necessary to serve many of its old readers, getting only a small percentage of new business.

The service may be called a good-will builder, but it seems necessary to make it a continuous performance.

Circulation secured without outside influences as described, and built solely upon the merit of the newspaper, is after all the result-producing circulation for the advertiser.

The Place to Push Sales—

Kansas—made unusually prosperous this year by excellent crop yields—offers an attractive market to persistent advertisers.

The Topeka Daily Capital—

thoroughly covers Topeka and its big trading radius. The only newspaper with a circulation throughout the state.

Included in primary distribution campaigns by leading national advertisers.

40,000 Guaranteed Circulation

Published by Arthur Capper
Topeka, Kansas

If Quality

of circulation is your first consideration

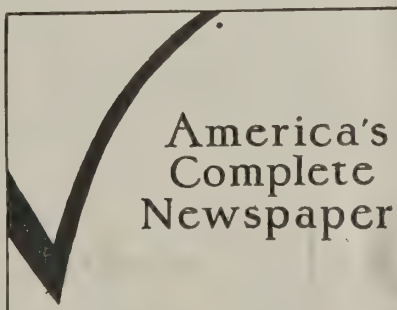
The Evening Star

With Sunday Morning Editions
Washington, D. C.

will have your preference—same as it has the preference of practically everyone in the National Capital.

The Star's circulation is home circulation—both quality and quantity—the kind that counts most with advertisers.

N. Y. Office—110 E. 42nd St.
Dan A. Carroll
Chicago Office—Tower Building
J. E. Lutz



America's
Complete
Newspaper

NEW YORK
**Herald
Tribune**

Advertising our service from A to Z

334

PROGRESSIVE NEWSPAPERS

now use our Complete Checking Proof Service as a simple and practical solution to their checking proof problems.

The following is our "C" list of satisfied subscribers:

Camden, N. J.—Courier
Camden, N. J.—Post
Canton, O.—Repository
Cedar Rapids, Iowa—Gazette
Charlotte, N. C.—Observer
Charleston, S. C.—News-Cour.
Charleston, S. C.—Post
Chicago, Ill.—American
Chicago, Ill.—Herald-Ex.
Chicago, Ill.—Tribune
Cincinnati, O.—Post
Cleveland, O.—Press
Columbia, S. C.—State
Columbus, O.—Dispatch
Columbus, O.—State Journal
Concord, N. H.—Monitor-Pat.
Council Bluffs, Ia., Non-Par'l

PROGRESS REPORT:

During the past two weeks we have had the pleasure of starting our two months' trial test demonstration on the following publications:

Albany, N. Y.—Knickerbocker Press & Eve News
Brockton, Mass.—Enterprise
Pittsburgh, Pa.—Press
Providence, R. I.—News
Schenectady, N. Y.—Union-St.
Utica, N. Y.—Observer-Dis.
Youngstown, O.—Telegram

The Advertising
CHECKING BUREAU Inc.
538 So. Clark St. CHICAGO
79 Madison Ave. NEW YORK

PLAN TO TELL PUBLIC ABOUT ADVERTISING

Five-Year Educational Campaign to Be Discussed by Quarterly Meeting of I. A. A. Advertising Commission

Creation of a better public understanding of advertising will be the keynote of the fall meeting of the Advertising Commission of the International Advertising Association at the Edgewater Beach Hotel in Chicago Nov. 15 and 16, according to an announcement by the chairman, W. Frank McClure, vice-president of the Albert Frank & Co., Chicago.



W. FRANK MCCLURE

Definite launching of a five-year program to develop a more intelligent appreciation of the benefits of advertising among people generally will come at the meeting with organization of a commission committee of eighteen leading representatives of various fields of advertising.

A generous part of the Monday morning program has been set aside for open discussion of this educational undertaking, declared by many advertising men to be the most important and constructive work ever instituted by the commission. The discussion will treat such questions as these:

Has advertising raised the standards of living?

Has advertising reduced the cost of products to the consumer?

What is the relation of advertising to public health?

What is the educational value of advertising?

Commission members have been asked to take suggestions to the meeting for the benefit of the committee in formulating its program.

It will be the first meeting of the Commission since its reorganization as the "congress of organized advertising" at the Philadelphia convention of the International Association, when seats in the assembly were voted to accredited representatives of Advertising Clubs, Federation of Women's Advertising Clubs, Sustaining Membership, and National Better Business Bureau, in addition to those from the twenty-seven national organizations of specific advertising interests who formerly constituted the body.

Chairman McClure will preside at all sessions, and C. K. Woodbridge, president of the International Advertising Association and president of the Dictaphone Corporation, New York, will participate in the meeting and be one of the speakers.

In accordance with the new plan of the Commission of giving its departmental representatives opportunity to present discussions of the constructive work of their organizations, Merritt Lum of the A. W. Shaw Company, Chicago, representing the Associated Business

Papers; Theodore R. Gerlach of the Gerlach-Barklow Company, Joliet, representing the Advertising Specialty Association, and Ezra W. Clark of Buchanan, Michigan, representing the National Industrial Advertisers' Association, will be the principal speakers on Monday afternoon. Messrs. Lum, and Gerlach, will tell what their organizations are doing to make advertising pay the advertiser better, and Mr. Clark will describe the educational activities of the Industrial Advertisers.

Plans for the 1927 convention of the International Advertising Association will be reported by Joseph Moorhead of Denver, where the meeting is to be held. He is chairman of the general local convention committee.

Other speakers will include Edward L. Greene of New York, director of the National Better Business Bureau, who will discuss the new plan of operation of the Bureau.

Obituary

WILLIAM D. CHANDLER, 63, publisher of the *Concord* (N. H.) *Evening Monitor* from 1898 to 1923, died Nov. 5 in that city following a surgical operation. He was vice president and treasurer of the Republican Press Association from 1883 to 1892. He was a 33d degree Mason and former postmaster of Concord. He is survived by his widow and three sons.

THOMAS J. GOLDING, 56, at one time managing editor of the *Los Angeles* (Cal.) *Herald*, died at San Antonio, Tex., Nov. 3.

JAMES H. WADE, 60, formerly employed as linotype operator on the *New York American*, died in Wollaston, Mass., Oct. 31.

MRS. LENA ROTHSCCHILD ADLER, 54, wife of E. P. Adler, publisher of the *Davenport* (Ia.) *Daily Times*, and head of the Lee Syndicate, died Oct. 30 in Kenilworth sanitarium, Chicago, following a long illness. Mrs. Adler was born in Muscatine, Ia., but had lived in Davenport since childhood. Beside the husband she leaves a son, Philip D. Adler, publisher of the *Kewanee* (Ill.) *Star-Courier*, and a brother and a sister.

CHARLES J. JAEGLER, SR., 73, founder of the *Pittsburgh Catholic Observer*, died in that city Nov. 6 after a long illness. He was a native of Germany and located in Pittsburgh in 1868. In 1880 he was made manager of the *Pittsburgh Beobachter*, which post he retained until July, 1898, when he established the *Observer*, and continued as publisher of that paper until 10 years ago. He is survived by three sons and five daughters.

RALPH E. WALKER, 44, editor of the *Montezuma* (Ind.) *Enterprise* for the last 18 months, died Nov. 3, following a nervous breakdown.

PETER GOODMAN, 70, pioneer color pressman of the Pacific Coast, died in San Francisco recently at the home of his daughter. He started work in New York City on the *Journal*, later going to the *San Francisco Examiner*. During the Panama-Pacific International Exposition he ran the exhibition color presses, his last active work.

JAMES W. HUMPHREYS, 80, a pioneer editor and publisher, at one time connected with the *Colon* (Panama) *Telegram*, died recently in Los Angeles.

EDWARD F. SULLIVAN, 53, for many years Associated Press operator on the *San Diego* (Cal.) *Union*, died recently after a long illness.

J. H. MILLER, editor and owner of the *Lees Summit* (Mo.) *Journal*, died Oct. 28.

R. S. MARTIN, 90, senior editor of the *Hedrick* (La.) *Journal*, died Nov. 1 after a three weeks' illness. He was a veteran of the Civil War and one of the oldest active newspapermen in the state. Two sons, C. J. Martin, associated with his father in the paper, and W. D. Martin, Mineral Point, Wis., and a daughter survive.

ROBERT KIRKLAND KERNIGHAN, 69, better known as "the Khan," died on Nov. 4 at Rushdale Farm, Rockton, Ont. He was at one time a member of the editorial staff of the *Hamilton* (Ont.) *Spectator* and was later editor of the *Winnipeg* (Man.) *Sun*, but it was as a contributor of verse to the daily press that he was best known to a wide circle of readers both in Canada and the United States. Latterly he contributed a daily poem to the *Toronto Evening Telegram* and several volumes of his verse have also appeared.

MRS. AL SPINK, wife of Al Spink, dean of America's sports writers and a member of the Old-Timers' Baseball Association of Chicago, died at her home in Oak Park, Ill., last week. Spink is also ill at his home.

DONALD HANCHETT JEFFRIES, advertising executive with the Kling-Gibson company, Chicago, died Nov. 8.

WILLIAM D. CHANDLER

William D. Chandler, publisher of the *Concord* (N. H.) *Evening Monitor* from 1898 to 1923 and secretary and treasurer of the Republican Press Association from 1892 to 1898, died in Concord, N. H., Nov. 5, following an operation.

IN some cities, the "leading" newspaper may have merely a few hundred more circulation than its competitor. The Press has 40,000 more net paid circulation in Pittsburgh than the other two evening newspapers combined—and 35,000 more net paid circulation in Pittsburgh than the other two Sunday newspapers combined.

THE PITTSBURGH PRESS

A Scripps-Howard Newspaper
Member of the A. B. C.

LA PRENSA OF BUENOS AIRES has

more circulation than any other newspaper South of the Mason and Dixon Line.

Daily 236,065 Sunday 296,442

JOSHUA B. POWERS

Exclusive Advertising Representative
250 Park Ave., New York

"South America's Greatest Newspaper"

T. J. GOLDING DIES

Thomas J. Golding, 56, former newspaper man, is dead at San Antonio, where for five years he had been chemist inspector at Fort Sam Houston. His first newspaper work was in Ohio and Indiana, where he held executive positions on papers of the Leeds interests. Moving west later, he was for several years managing editor of the *Los Angeles Herald*. He was a veteran of the Spanish-American and World wars.

NEWS FROM QUEEN'S TRAIN

SEATTLE.—It is understood that Steve Womple, engineer of the royal train, will be tossed out of the cab tomorrow. Col. Carroll doesn't like his face.

* * *

SPOKANE, Wash.—The special train bearing Queen Marie and her party stopped just outside the city today to throw off additional friends of the Queen.

Thorough Coverage in One of the World's Richest Buying Centers—
Coupled with the Ability to Produce Results
Pittsburgh Gazette Times
(Morning and Sunday)

AND
PITTSBURGH CHRONICLE TELEGRAPH
(Evening except Sunday)

These newspapers in News and Advertising have the confidence of their readers. Their readers have the power to purchase.

Sold Singly or Combined

URBAN E. DICE, Nat'l Advg. Mgr.
Gazette Square, Pittsburgh, Pa.

E. M. BURKE, Inc.,
1457 Broadway, New York.

122 S. Michigan Blvd., Chicago.

Constitution Bldg., Atlanta, Ga.

R. J. BIDWELL COMPANY,
742 Market Street, San Francisco, Cal.

Times Bldg., Los Angeles, Cal.

White-Henry-Stuart Bldg., Seattle, Wash.

EVIDENCE

The October first Government Statement of the Tampa Tribune showed that the average daily increase in circulation of the Tribune over the preceding six months' period was

4053

The second Tampa paper showed an average increase during the same period of

235

Readers and advertisers in Tampa and the Tampa trade territory are coming more and more to appreciate the merit of South Florida's leading newspaper.

The Tampa Morning Tribune

S. C. Beckwith Special Agency
Representatives in National Field

The Los Angeles EVENING HERALD consistently carries more paid advertising than any daily newspaper in the west

Representatives

New York Chicago San Francisco
Herb W. Moloney John H. Lederer A. J. Norris Hill
604 Times Bldg. 910 Hearst Bldg. 2018 Union St. 014

A good product—
A good schedule—
THE TIMES-UNION
—Success—In
Albany, N. Y.

The Times-Union

Albany's Leading Newspaper

Every possible logical comparison

Verne & Condit Inc.

New York Chicago Detroit San Francisco

GRAVURE SECTIONS PRINTED

SPECIAL AND REGULAR EDITIONS, MAGAZINE INSERTS AND COMMERCIAL WORK

Standard Gravure Corporation

LOUISVILLE KY

DON'T SELL CLASSIFIED AS ADVERTISING

(Continued from page 6)

should be large enough to fortify the publisher against sudden and unexpected increase in production costs.

Classified advertising is a service that the newspaper performs for the advertiser and reader, or it is nothing. I have always felt, therefore, that when rate increases were being made that this should be a consideration in addition to the items I have just mentioned. If it were possible to ascertain the exact value that each classified ad renders to every advertiser, I would say that the rate should be based on that service alone, but inasmuch as it cannot be determined with any degree of exactness, an arbitrary value should be arrived at based on sound theory.

For instance, the Reliable Mfg. Co. need a factory superintendent, they place an ad in your newspaper and a few hours after the ad appears they are in communication with practically every man in their community qualified to take the job and their need is filled. Assuming that a three-line ad was used, the charge would vary from 20 cents to \$3. Now let us suppose that instead of charging so much per line that the charge was made on a basis of service rendered, and that the general manager of this factory came into your office and said "I need a superintendent, and what will you charge to get one for me?" your answer would be,

"Well, there are not many men qualified for that job, I think a hundred dollars would be a very reasonable charge to find the man you want. Of course, we understand this service is worth much more than that to you."

Having no other means to secure this superintendent do you suppose that this general manager would refuse to pay the price you asked and wouldn't a hundred dollars be a very low price to pay to secure a competent man to run his factory. Yet, the maximum charged by any newspaper in the United States would be \$1 per line or \$3 for the service.

The big point that I am driving at is to make you understand that classified is not exactly advertising as we understand advertising to be, but instead is a distinct service performed by the newspaper and that the advertiser places a service value on it and is willing to pay for it on that basis. I am an advocate of charging for classified on that basis—of cost, plus service value, of charging a rate as much more than is charged for display to make the net rate for classified equal to or more than from display. Also the same rate for all classifications and a flat rate to all advertisers, with the exception of time orders and daily insertion contracts on a yearly basis.

I have probably had as much experience with making rate increases as any classified manager. Nine years ago the rate charged by the Globe-Democrat to transients for solid agate was 10 cents per line, to contract advertisers the rate was .09 and to real estate agents .075. The national rate was the same.

Rates were gradually increased until now the rate for transients for solid agate is .35, contract advertisers .33, real estate agents .33 daily, .35 Sundays and the national rate is .40 daily and .50 Sundays, for headings and matter set in display type the rate is .40 daily and .50 Sundays. We do not make contracts for Help Wanted advertisements or with real estate agents. We have very few bulk contracts in force and these are mostly with automobile dealers.

Our contracts provide that the advertiser must pay the transient rate during the life of the contract and at its expiration if the space contracted for has been used and paid for, the Globe-Democrat will refund the amount due at the contract rate. This form of contract eliminates short rate charges entirely.

The discount allowed to contract advertisers is only 2 cents per line for agate

and five cents per line for display type. Our charges now are almost entirely on a flat rate basis and our net earnings from classified are only .018 per line less than from local display. Operating on this basis makes rate increases a very simple matter and the newspaper obtains the increase immediately instead of getting it gradually over a period of twelve months. It also eliminates the unfairness to advertisers whose contracts have just or are about to expire when the increase becomes effective as against those who have signed new contracts just previous to the increase.

In making these revisions we have never had a decrease in volume and further, I have no knowledge of any newspaper that has lost volume because of rate increases. The *Chicago Tribune* presents an outstanding example of how rates can be increased without affecting patronage and also of the fact that advertisers will pay a high rate for the service that classified performs. Just a few years ago, the rate was .30 per line; it now is .65 per line daily and \$1 per line Sundays. They are now publishing from seven to eleven pages daily and up to thirty pages on Sunday and it is generally understood that their revenue from classified is well over \$5,000,000 per year. I know of a newspaper not the dominating medium published in a metropolitan city whose revenue from classified in a comparatively few years has been increased \$750,000 per year.

If the correct method in arriving at the selling price of classified advertising is on a basis of manufacturing costs, is there any sane argument that can be advanced for charging a different rate for so many classifications as is a common practice on such a large number of newspapers. If a person wants to sell a household article he pays one rate, to rent a room another, to secure a situation another and so on, all in the same newspaper, set in the same type and expense of handling identical. Is it sound business practice or good newspaper ethics to charge advertising customers according to their supposed ability to pay? Physicians and men of other professions do this and are being continually severely criticized and condemned for it.

Since the manufacturing cost of an advertisement under one classification is identical with that under any other classification, there should be no difference in the rate the newspaper charges. I also stated that I advocate a flat rate to all advertisers. I know that there are still many publishers and advertising managers who will not agree with me. For years I have made a careful study of the space used by contract advertisers and it is my opinion that an advertiser buys only the space that he has need for and not because of any contract obligation.

AD-TIPS

George Batten Company, 383 Madison avenue, New York. Placing the advertising of Iver Johnson's Arms & Cycle Works, 109 River street, Fitchburg, Mass., revolvers, shot guns, bicycles and velocipedes.

Thomas E. Basham Company, Inc., Our Home Life Bldg., Louisville, Ky. Handling the advertising of Brillion Iron Works, Brillion, Wis., farm implements.

Cotter Advertising Agency, 52 Chauncey street, Boston. Placing the account of the Hathaway Baking Company, 10 High street, Boston, bakery products, vitamin bread and cream bread.

Albert Frank & Co., 14 Stone street, New York. Directing the advertising of Distantone Radios, Inc., of Lynbrook, L. I., radio receiving sets.

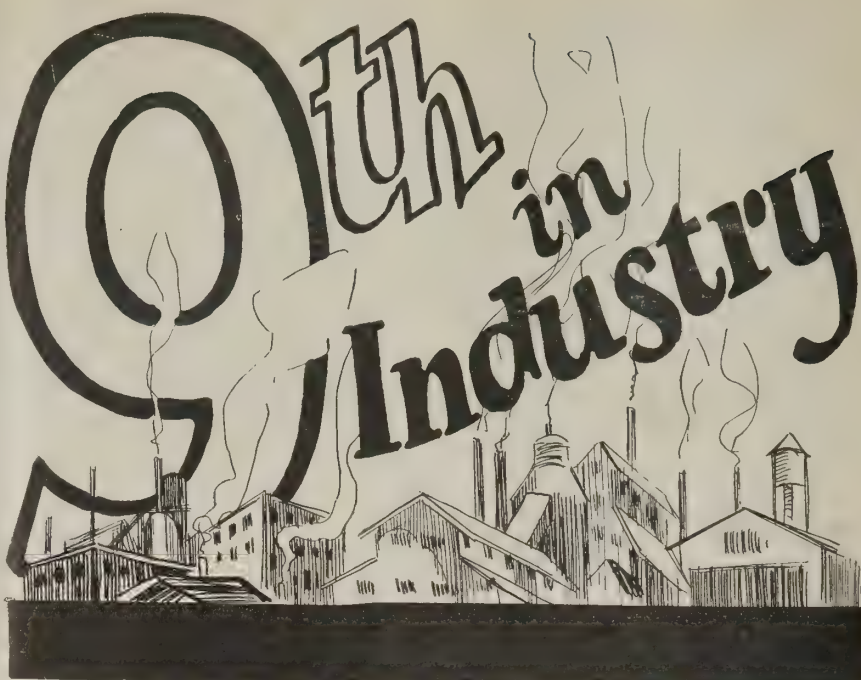
Griffin, Johnson & Mann, 350 Madison avenue, New York. Placing the account of The Chelmsford Company, 117 Heath street, Boston, Chelmsford Pale Dry & Golden Ginger Ales & Tonics.

Lyons Advertising Agency, Inc., 270 Madison avenue, New York. Handling the account of A. H. Grebe & Co., Inc., 109 West 57th street, New York, radio sets.

Harry C. Michaels Company, 113 Lexington avenue, New York. Placing the advertising of the Spine Protector Company, 69 Fifth avenue, New York.

Wm. H. Rankin Company, Inc., Tribune Tower, Chicago. Placing the account of George D. Roper Corp., 707 So. Main street, Rockford, Ill., gas ranges and furnaces.

Arthur Rosenberg Company, 110 West 34th street, New York. Has been appointed to handle the advertising account of the Vanguard Press, Inc., New York.



\$723,803,000—

Indiana's Annual Value of Manufactured Goods

In 7,915 establishments are engaged 227,580 wage earners who produce annually \$723,803,000 worth of manufactured products. The leading industries are the steel works and rolling mills employing 25,888 with an average output of \$246,000,000 annually.

Most of these industries employ skilled labor at high wages. These people live in communities where they own their homes, educate their children properly and enjoy home life in its fullest measure. These people are the back-bone of Indiana's great wealth.

They are all potential buyers of every class of product and commodity that is used and consumed today. They are worthy of the utmost consideration of every national advertiser who has a product to sell.

	Circulation	Rate for 5,000 lines
*Columbus Republican (E)	4,851	.03
†Connersville News-Examiner..... (E)	4,827	.025
†Decatur Democrat..... (E)	3,204	.025
*Fort Wayne Journal-Gazette..... (M)	36,070	.08
*Fort Wayne Journal-Gazette (S)	28,910	.08
*Fort Wayne News-Sentinel (E)	43,021	.10
*Gary Post-Tribune..... (E)	16,503	.06
**Huntington Press (M&S)	5,129	.025
†Indianapolis News (E)	127,079	.25
**Lafayette Journal & Courier.. (M)	7,878	} 21,461
(E)	13,583	
†La Porte Herald-Argus..... (E)	7,069	.04
**Marion Chronicle (E)	9,364	.04
†Shelbyville Democrat..... (E)	4,021	.025
†South Bend News-Times..... (M)	9,751	} 26,788
(E)	17,037	
†South Bend News-Times..... (S)	25,089	.07
†South Bend Tribune.... (S)	21,874	.06
†Terre Haute Tribune..... (E&S)	23,273	.06
**A. B. C. Publishers' Statement, March 31, 1926.		
*A. B. C. Statement, October 1, 1926.		
†Government Statement, October 1, 1926.		

A. N. A. TO MAKE STUDY OF NEWSPAPER CIRCULATION

(Continued from page 7)

most costs have materially increased during the past few years.

"The big advertising interests, newspapers, periodicals, agencies, and others are sincerely co-operating in eliminating wastes and increasing the returns on expenditures. Greater progress along these lines should be made this year than ever before in the history of advertising.

"The ante to get in the national advertising field and stay in successfully is much higher today than ever before. In the past it was possible to buy quarter pages and get your message to the public, but today the advertiser must buy pages, color, or spreads. The cost of getting results and holding dominance has greatly increased.

"There are several dangerous factors that should be met before economic laws begin to take effect with unpleasant results.

"Among these factors are:

"1. The race for circulation, frequently forced by competition, that creates an increase of rate and a decrease in reader interest.

"2. The use of forced methods that may be abused in creating and maintaining this fictitious circulation.

"3. The development of sales outside of logical trading areas or at periods in the day or in sections of the city when and where circulation is of little value to the advertiser.

"4. The development beyond sound economics of high pressure space selling.

"5. Publications of a size that materially decrease the visibility of the advertising.

"6. Special editions.

"7. Free reading abuses, such as exist in the automobile field; and other points which publishers themselves know are not sound.

"All of this is of increasing danger because of the decrease in time available for reading. This is due to changing American habits, radio, hard roads, the automobile, etc.

"The ante for getting results through advertising has been raised. We must face facts and work together to strengthen mediums and eliminate those factors that are not good for advertising, and which in the long run will be bad for publishers.

"From contact with many of the keenest minds in the newspaper business, I know that publishers recognize that many dangerous tendencies are at work, and I believe that the time is ripe for a big constructive movement. The big buyers of advertising are in a position, with the co-operation of publishers, to render an inestimable service to advertising in general and to gradually change unsound practices before harsh economic laws force such changes."

S. E. Conybeare, reporting for the A. N. A. agency committee stated that the committee had made a thorough study of agency contracts, and that it had concluded there can be no standardized form of contract.

"It is an individual relationship between the advertiser and the agency," Mr. Conybeare reported. "You must demand an individual service from the agency suited to your needs. There can be no standardized service which will fit a general contract."

BUILDINGS PLANT LAYOUTS PRODUCTION OPERATION

An organization specializing solely in newspaper building design, manufacturing and production problems.

S. P. WESTON

Newspaper Buildings
Plant Layouts
Production, Operation

120 West 42nd Street New York

"Don't sign a contract on the grounds that 'everyone else is doing it.' The contract should cover your specific service needs."

R. K. Leavitt, secretary of the A. N. A. reported on the progress made during the past year on the question of color standardization. Advertisers are seeking four standardized colors which must be used by all publications, for the purpose of improving color advertising.

The need for standardization arose from the fact that often colors which appear on the engraver's proofs cannot be duplicated by the various magazines printing the copy, resulting in dissatisfaction to the advertiser.

The American Association of Advertising Agencies and many large engraving companies are working with the A. N. A. for four-color standardization, Mr. Leavitt said.

"When we achieve the standardized colors, we intend to print a color book for the use of advertisers, agencies, engravers and publishers," he stated. "It will then be possible for the advertiser to check publisher's proofs, and determine whether specified color is being used. We will urge the A. N. A. to specify the standardized inks, and demand that publishers use them."

Intertwined in the convention program with the study of newspaper circulation was a penetrating study in the new psychology supervised by John B. Watson, Ph. D., vice-president of the J. Walter Thompson Company. The psychology course was delivered in a series of three lectures, the first delivered Tuesday morning, the second Tuesday afternoon, just before the circulation clinic, and the third Wednesday morning.

It was his intention, Mr. Watson said, to take the bunk out of psychology. Psychology has been overworked through popular interest in it and through popular interpretation, he declared, and then told the advertisers "There is no single principle in psychology we can apply directly to advertising and selling."

"One of the main errors we make," he stated, "is that people are born instead of being made, and that there is a standardized appeal we can make to all human beings."

"There are no born salesmen; there are no born advertising men."

"The real business of psychology is to study what human beings do, in order to judge what they will do. The whole psychological problem is solved when, given a stimulus, you can predict a response, and vice versa."

"The whole tendency today is to throw out the old terminology of psychology, the stream of consciousness, heredity, etc., and substitute environment instead."

"Fear, rage and love are the three basic mechanisms which affect human development and action. Many sales have been lost because the prospect was bigger than the salesman, or had a louder voice. The salesman was dominated by fear mechanisms inculcated in him while very young, and which he may not even be aware of."

In his third talk Wednesday morning Mr. Watson applied to adults in industry the fundamentals of behaviorism, explained in his two previous lectures.

He denounced as "rank charlatanism" the claims of those who maintain they can "pick men" for executive and sales positions by head measurements, reading of photographs, diagnosis of handwriting, etc.

"Business men should throw out these fakirs who are now taking from a million to a million and a half dollars annually out of industry with bunk 'readings' and other so-called tests for picking salesmen," he declared. "Some even claim they can pick men by studying their hair color, texture of skin, etc. All of it is bunk from the word go."

Mr. Watson said it is impossible even for a trained psychologist to differentiate between an intelligent person and a feeble minded one by the above tests.

"Pick six feeble minded persons, and six intelligent men, groom them carefully and then dress them all in evening clothes, and I defy anyone to separate them into their correct groups by use of any of the above tests," he said.

Mr. Watson also landed a healthy blow upon the pate of that highly regarded industrial factotum, the "efficiency man."

"Outside of discovering the obvious facts as to whether a man is cleanly and dresses tidily, an efficiency man can tell little about his aptitude for his position by 'sitting in' with him for a few days," he said.

Mr. Watson recommended the trial and error method—giving the man a month on the job, and then deciding whether he will eventually "make good."

He also said he would investigate the following points regarding an applicant for a position:

1. His education, not putting too much stress upon a college degree. If a man quit school, find out why—whether he was too lazy to continue.

2. How many jobs he has held since leaving school, and whether he has advanced in salary and opportunity with each new post.

3. His recreation chart, whether he is proficient at any game or sport. Pro-

ficiency, or an intense liking for any recreation from bridge to golf indicates ability to get along with other people.

"So-called mental tests should be used cautiously," Mr. Watson said in closing. "They indicate thought processes, the amount or erudition, you might say, but they cannot indicate how a man will act when confronted by a specific problem."

"Study human beings, what they do, what stimuli they respond to, if you would write compelling advertising copy," he said in answer to a question.

"Ring doorbells, talk to people, to learn their responses. Give more emphasis to this, and employ better people to do your interviewing, and you will have far better information upon markets and people. When you are close to the people your copy will write itself."

"Make your advertising vie with the news in interest and your selling problem will have been solved."

The psychology course was an innovation in ANA programs, retiring President Hall declared.

Buffalo, The Wonder City of America

Buffalo—a profitable Market for Advertisers

Sales in Buffalo are splendid for advertised goods. Employment conditions excellent, retail and other business thriving. One newspaper will put your story over to 83% of the people—that paper is the

BUFFALO EVENING NEWS

Read in 4 out of 5 Buffalo Homes

Edward H. Butler, Editor and Publisher
Kelly-Smith Company, Representatives
Marbridge Bldg. Tribune Tower
New York, N. Y. Chicago, Ill.
Atlantic Bldg. Waterman Bldg.
Philadelphia Boston

The World

These two newspapers offer the most powerful all-day service in New York available as a unit under a single contact. The 600,000 DAILY WORLD—EVENING WORLD readers constitute a highly concentrated force to be reckoned with in any campaign designed to effect distribution in Greater New York.

The Evening World

Pulitzer Building, New York
Tribune Tower, Chicago

Morning Paper Territory

Salt Lake City (its suburbs and its surrounding territory) is and always has been strongly morning paper territory. Look at the circulation and advertising figures for proof:—

1925	Tribune	2d Paper	3d Paper
Adv. Linage	10,718,316	6,212,248	4,709,348
Circulation (June 30-26)			
Daily	41,788	28,055	20,750
Sunday	70,014		25,271

The Salt Lake Tribune

THE S. C. BECKWITH SPECIAL AGENCY

—Sole Eastern Agents—
New York—Chicago—Detroit
St. Louis—Kansas City—Atlanta
M. C. MOGENSEN & CO., Inc.
—Pacific Coast Representatives—
San Francisco—Los Angeles
Seattle

Largest
Newspaper
West of
Chicago

500,000
Copies
DAILY

The
KANSAS CITY
STAR

LARGEST
WEEKDAY
CIRCULATION
in the City

The
Item
Tribune

NEW ORLEANS

THE WELFARE COMMITTEE of the INTERNATIONAL CIRCULATION MANAGERS ASSOCIATION

Can supply you with competent circulation men of capacity and ability capable to take entire charge of your department or to fill important posts in the department.

Address the Secretary-Treasurer please, Mr. Clarence Eyster, care Star Building, Peoria, Ill.

Members listened diligently to Mr. Thomson's exposition of this intricate new approach to understanding the human bond and the forces which have moulded it still mould his actions.

The retailers' slant on national advertising was told by Frank H. Cole, of Asbury Park, N. J., advertising manager of Peter Henderson Company and proprietor of the Frank H. Cole Company. He gave the following "don'ts" to the advertisers:

"Don't overtrain your salesman. It isn't set well. We don't want to be taken to by youngsters fresh from a period of intensive sales trainings. We can always detect them. We want a man friendly and willing to aid us in our problems. Often a good listener is better than a high pressure talker."

"Don't send us broadsides. They take more room in our waste baskets than are entitled to."

"Don't make your advertising helps too machine-like, too perfect. Often your clerical copy has lost the human touch, which the common man responds to."

"Don't put prices in your tie-up copy, less your regular price is well established and well known."

"Don't send window displays."

Mr. Cole said there has been an epidemic of direct-by-mail campaigns by manufacturers for dealers, which the retailers have not at all appreciated.

"We don't want our customers circumscribed by another firm, even if we handle products. We are never sure that the mail will not get into the hands of other firms, where we do not wish to have it."

Richard H. Lee, of New York, counsel for the National Council of Business Mailers, on Tuesday, told the A. N. A. the present situation in the campaign for low rates. He said almost every member of congress is now of the opinion that the postal department should not necessarily self-sustaining, a big change from the previous attitude. He asked the active operation of all A. N. A. members in the fight against the present rates.

Other speakers at the convention were D. H. Weld, H. K. McCann Company, on "New Tendencies in Market"; William M. Zintl, director of sales, paint division, E. I. duPont de Nemours Company, Wilmington, Del., "National Distribution for a New Product in Ninety Days"; W. T. Grant, president, W. T. Grant Chain Stores, "Chain Store Distribution"; O. B. Westphal, vice-president and general sales manager, Jewel Tea Company, "Selling Direct to the Consumer"; N. S. Greensfelder, advertising manager, Hercules Powder Company, "New Tendencies in Industrial Advertising"; P. B. Zimmerman, advertising manager, National Lamp Works of General Electric Company, "How We Sell and Advertising to Salesmen"; and F. W. Lovey, sales manager, Vacuum Oil Company, "Gaining Distribution and Overcoming Substitution."

One entertainment feature was a Sesqui-Centennial Pageant of Advertising staged Monday night in which A. N. A. members appeared as actors and presided many present phases of advertising. The trials of an advertiser trying to find his copy in the *Saturday Evening Post* were graphically shown. There were many other "take-offs" on popular publications and products.

The annual banquet was held Tuesday night with Robert Benchley, dramatic critic of *Life*, and Dr. W. E. Lingelbach, chairman of the History Department, University of Pennsylvania, as speakers.

H. F. Barnes, of the Edison Lamp Works of the General Electric Company was chairman of the entertainment committee.

Among prominent advertising men in attendance were:

E. J. Allee, Pittsburgh Plate Glass Company; S. E. Baldwin, Willard Storage Battery Company; R. D. Baldwin, Simonds Saw & Steel Company; L. H. Bartlett, Eastman Kodak Company; T. A. Carroll, E. C. Atkins & Co.; E. Cox, Celotex Company; G. H. Crofut, Mallory Hat Company; F. R. Davis, General Electric Company; F. T. Denman, Mergenthaler Linotype Company; C. H. Gager, Welch Grape Juice Company; C. N. Gates, Goodyear Tire & Rubber Company; W. T. Grant, W. T. Grant Company; W. R. Green, Charles E. Hires Company.

N. S. Greensfelder, Hercules Powder Company; J. L. Grimes, Wheeling Steel Company; W. A. Hart, E. I. du Pont de Nemours Company; R. P. Kelley, Timken Roller Bearing Company; W. S. Lockwood, Johns-Manville, Inc.; E. B. Loveland, Standard Oil Company of New Jersey; F. W. McElroy, Alpha Portland Cement Company; Miss M. E. O'Conner, Fisk Tire Company; Stanley P. Seward, White Motor Company; Guy C. Smith, Libby, McNeill & Libby; W. C. Sproull, Burroughs Adding Machine Company; C. W. Stuart, General Electric Company; W. W. Watchell, Loose-Wiles Biscuit Company; G. G. Whitney, Kelvinator Corporation; M. H. Wright, John B. Stetson Company; J. A. Barron, Knox Hat Company; T. I. Crowell, Jr., Colgate & Co.; D. R. Erwin, Cadillac Motor Car Company; John W. Welles, Coldair Corporation; H. Beecher, Society Brand Clothes; E. T. Welch, Welch Grape Juice Company; O. C. Harn, National Lead Company; A. M. Taylor, Franklin Automobile Company.

CHANGES ON JAPAN ADVERTISER

Hugh Byas, former managing editor of the *Japan Advertiser*, has returned to Tokio to resume his old post after four years as London correspondent of the same newspaper. In Tokio, Byas succeeds Frank H. Hedges, who becomes contributing editor, and who left Tokio the last of October on a long trip through China, India and Europe. He will visit the United States also before returning to Tokio about a year hence. A. C. MacKenzie, formerly of the *London Times* and more recently a European correspondent of the *Chicago Daily News*, succeeded Byas as London correspondent.

Altruists, the movie folks. At any rate, a *New York American* headline reads: "Marcus Loew Had Pneumonia, Kept It From His Friends."—F. P. A. in *New York World*.

A. N. P. A. KEYNOTE IS GREATER REVENUE

(Continued from page 4)

Mr. Friendly advised beginning with a small increase, perhaps five per cent more than the regular rate, and then gradually working up. The biggest demand on a newspaper, he said, are for pages two and three. Sometimes these bring 100 per cent above the flat rate.

"Where a newspaper has an adequate local rate and isn't forced therefore to establish position charges, wouldn't that newspaper by charging for position discount the value of other linage in the paper and thus impair the ultimate revenue?" Mr. Thomason asked.

"Results I know about have not been decreased linage or revenue," Mr. Friendly responded. "Merchants who fight the position charge to begin with later demand position and fight to pay for it."

Marcellus Murdock, *Wichita* (Kan.) *Eagle*, wanted to know what a newspaper would do in the event of a clash between a local and national advertiser with both wanting to buy the preferred position.

"Preference in such a case should be based upon the timeliness of the advertisement," Mr. Friendly replied.

Louis Wiley, *New York Times*, supported the speaker in this answer stating that a business manager should choose between advertisers in the same manner in which a managing editor judges news value.

At this point the question of the differential between local and national advertising rates raised its head and tried weakly to enter the discussion. It didn't get very far.

"The differential is wrong," Mr. Friendly stated, flatly and without explanation.

Senator Thomas Rees, *Springfield Illinois State Register*, insisted the theory

was right, and that the big trouble was that it was wrongly considered a differential between local and national advertisers. The two advertisers are each a class in itself, each should have its own differential in rate based on a sliding scale upon the amount of space purchased.

Someone pertinently asked if Mr. Rees considered there should be a differential in rates for newsprint sold to newspapers by the manufacturers.

"There is and there should be," the Senator answered. "Bigger papers buying more newsprint always can get it cheaper than the smaller buyers."

RIDDER RE-ELECTED

Charles H. Ridder, the *Catholic News*, was re-elected chairman of the religious press department of the International Advertising Association at the annual meeting held at the Advertising Club of New York, Tuesday, Nov. 9. The new secretary-treasurer is W. H. Wooster, *The Illustrator*.

A paper with the people

The public decides the progress of a newspaper.

The continuous rising circulation of the *New York Evening Graphic* vividly demonstrates popular acceptance of this newspaper as a medium of unusual reader interest.

Advertisers daily realize the benefit of this power through achieved results from the advertising columns of the *New York Evening Graphic*.

With a constantly increasing circulation, plus a constant growth in advertising linage, the *New York Evening Graphic* offers the advertiser an extremely profitable opportunity.

Published by BERNARD MACFADDEN

NEW YORK EVENING GRAPHIC

H. A. AHERN, Advertising Mgr.
25 City Hall Place
New York City

A Different Health Service

That will produce and anchor circulation.

A Daily and Sunday Health Article, and readers' questions answered by Dr. Frank McCoy.

Write or Wire Today

McCoy Health Service

Brack Shops Building
Los Angeles, California

NEW YORK STATE Westchester County's

Fastest Growing Cities

Mount Vernon and
New Rochelle and
The Vicinity Towns

Are Covered Completely by
THE DAILY ARGUS

of

Mount Vernon
THE STANDARD STAR

of

New Rochelle

Both Members of A. B. C.

Westchester Newspapers, Inc.

Franklin A. Merriam, Pres.
Mount Vernon—New Rochelle

Have you ordered
your Shop-o-scope
Campaign yet?
This is the last
call!

☞

THE BASIL L. SMITH SYSTEM, Inc.

International Classified Advertising
Counsellors

Packard Building Philadelphia

CHRISTMAS SHOPPING REMINDERS

Begin November 14th

½ and 1 column sizes

The International Syndicate
Baltimore, Md.



OUR OWN WORLD OF LETTERS

By JAMES MELVIN LEE

A HANDY booklet for those who write has been compiled by L. Armstrong Kern. It is published by the Bureau of Information of the National Council of the Y. M. C. A., 347 Madison Avenue, New York City.

This manual, "Style," is not a bad style book for newspapers which have not yet set forth their standard of usage in print. Its compiler frankly admits that he is greatly indebted to the style books of the *Chicago Tribune* and the *Detroit News*.

Mr. Kern has not hesitated to secure the cooperation of the press in the compilation of his manual. Harold T. Pulsifer of the *Outlook*, for example, furnished this contribution:

News is like food. Its palatability depends not only upon its original constituents, but also upon the manner in which it is served. Some food is hard to spoil; it's good even raw. Some food must be cooked with all the skill of a French chef to make it go down.

The trouble with most religious news or religious food is that it is cooked without flavor and according to a worn-out formula. When it is received in an editorial office the words, phrases, and thoughts are too familiar to be digestible.

Serve wholesome things hot and steaming from the kitchen. Don't boil everything together in the same kettle. Editors are hungry for real news when they can get it.

The section on "Elements of News Writing" is so boiled down that it occupies only three pages. Yet some text books on news writing do not contain as much practical information as may be found in these three pages.

THREE editorials in the *Nation* for Nov. 10 deal with subjects of immediate interests to the readers of *EDITOR & PUBLISHER*. The first pays a fine tribute to Henry N. Brailsford, who recently resigned as editor of the *New Leader* in London.

The second editorial chats about the remarks that President Coolidge made on the subject of advertising. It concludes with the following:

The goods we consumers buy advance upon us from behind a great smoke-screen of advertising, brewed by astute psychologists in vast retorts where shame, envy, fear, pride, love, and to "break down sales resistance," stimulate every other human emotion are skillfully blended wants, create new facts, and force us to buy, buy, buy, until it hurts, hurts, hurts! Of the value, the utility, the relative cost of the goods themselves we learn nothing whatever from advertising.

One wonders whether the *Nation* would accept this generalization for its own house ads which it prints week after week. One also wonders whether this generalization was made after a survey had been undertaken to get the facts, or whether it is a mere expression of the personal opinion of the editor.

The third editorial is headed "Note on Newspapers" and deals with the way the milk story was handled by three New York newspapers. The editor then classifies the newspapers of the United States as "newspapers, party papers, and personal papers."

WILL the country weekly survive?

This is the question that John H. Casey of the Department of Rural Journalism of the University of Missouri answers in the *Kivwanis Magazine* for November. His answer is yes—"if it renders a service to the community."

Mr. Casey believes that the typical American community without its weekly paper is like a district school without a teacher or a country church without a pastor. He calls attention to the fact that while the city daily is hastily read and thrown away, the country weekly is carefully passed around among members of the family and preserved until the arrival of the next edition. He finds much to praise in the continued improvement in the make-up of the country weekly and makes special mention of the gaining popularity of the pyramid style for grouping advertisements. While admitting that the list is not complete, he passes a bouquet

to the following for being attractive in make-up and interesting in content: *Northfield* (Minn.) *News*, *Traer* (Ia.) *Star-Clipper*, *Boonville* (Mo.) *Advertiser*, *Walton* (N. Y.) *Reporter*, *York* (Neb.) *Republican* and the *Houlton* (Me.) *Times*.

Mr. Casey then points out the "pull power" of the rural weekly for national advertisers, praises the improved business methods of country publishers, and concludes with the assertion that while the country field is changing, owing to cement and hard surface highways, automobiles and other influences, the future was never brighter, then today for the wide-awake country newspaper.

THOMAS LAWRENCE REILLY was for many years city editor of the *Daily Journal* of Meriden, Conn. The press and politics mixed well in his case. He became mayor of Meriden which he

shocked terribly by saying that it most needed a few successful fires and about a half dozen first class funerals.

Reilly had one stroke of luck from an unexpected source. At the time he entered politics George M. Cohan was coming out as a playwright as well as a comedy star. He had just staged for the Four Cohans a play "Running for Office" in which the central figure was a politician—one Reilly. The song hit of the show was entitled "Root for Reilly." The friends of Thomas L. Reilly promptly seized the song and worked it to the limit in the Meriden campaign.

How Reilly divided his time between the city room of the *Journal* and the mayor's office, how he went to Congress and how he was elected to other offices is told in a little book, "Thos. L. Reilly—Public Official and Newspaperman," published by his son, Louis J. Reilly. Newspapermen in New England in general and in Connecticut in particular will be especially interested in this volume.

THE special supplement issued by the *New York Times* on its seventy-fifth anniversary—aided possibly by the sketch of the publisher, Adolph S. Ochs, in *EDITOR AND PUBLISHER*—was sure to bring forth an article or two in the magazines. The first to be publicly announced is "Ochs and His Times" which

will appear in the December issue of the *Atlantic Monthly*.

RAMSEY ON ASHEVILLE TIMES

Now Business Manager After Seven Years in Public Service

FRENCH LICK, Ind., Nov. 11.—D. H. den Ramsey became business manager of the *Asheville* (N. C.) *Times* Nov. 10. Don S. Elias, proprietor and publisher of that paper, informed *EDITOR & PUBLISHER* here today. Mr. Elias is attending the A. N. P. A. Convention.

Mr. Ramsey was at one time owner of the *Times*, but now has no financial interest in the property. He has been devoting himself recently to special writing and business. He has been city commissioner of Asheville, and formerly was city manager of Winston-Salem.

CLARK SUCCEEDS SPAULDING

Frank W. Clark, formerly editor of the *Albany* (N. Y.) *Knickerbocker Press* and recently with the *Syracuse Herald* in an advisory capacity has been named editorial director of the *Binghamton* (N. Y.) *Press* to succeed Frank W. Spaulding, managing editor, resigned. Mr. Clark started his newspaper career on the

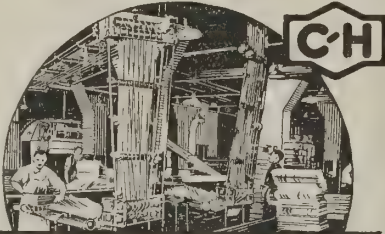
Supplies and Equipment

Modern Composing Room Furniture

as made by us will speed up production and reduce costs—a real saving in your Pay Roll. Are you interested? If so, consult your regular dealer in printers' supplies or write us direct.

Do it now!

HAMILTON MFG. CO.
TWO RIVERS, WIS.



Newspaper Conveyors

take the papers in a steady stream, as fast as the presses can deliver them, up, overhead, around corners, through a ceiling or a wall to wherever they're wanted for mailing or delivery. Eliminating waste and delay by their speedy, dependable operation they are profitable equipment for papers large or small. Newspaper plants from London to Tokio have been using them for years. Let us tell you how you can speed deliveries from your presses.

The CUTLER-HAMMER Mfg. Co.
Pioneer Mfrs. of Electric Control Apparatus
1203 St. Paul Avenue
MILWAUKEE, WISCONSIN
CUTLER-HAMMER

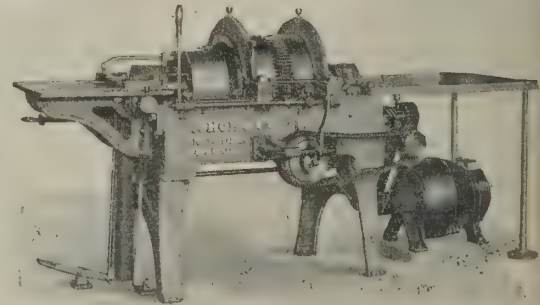
Publishers!

Secure your Executives through the Classified Department of
Editor & Publisher

Rebuilt
GOSS & HOE
PRESS
BARGAINS
ALL TYPES
SEND for LIST
THE GOSS PRINTING PRESS CO.
CHICAGO - NEW YORK - LONDON

GOSS
STEREOTYPING
MACHINERY
Carried in Stock
Fastest, most easily operated, most accurate and durable flat casting box you can buy. Perfectly balanced. New design lock-up bar allows for quick change when regulating thickness of casts. Positive quick lock-up at four points on box with one lever movement. Write for complete catalog of Goss Stereotyping Machinery.
THE GOSS PRINTING PRESS CO., CHICAGO

Hoe Automatic Curved Plate Trimming and Shaving Machine



A Machine that will trim, tail-cut and shave five or six Stereo Plates a minute efficiently and economically. Arranged with Motor Drive connected by a Silent Chain.

R. HOE & CO., INC.
7 South Dearborn Street
CHICAGO, ILL.

504-520 Grand St., New York City
also at
DUNELLEN, N. J.
7 Water Street
BOSTON, MASS.

Employment—Equipment—Services

EDITOR & PUBLISHER

Classified Advertising Information

TRANSIENT RATES

SITUATIONS (Cash with Order)

- 1 Time — .40 per line
3 Times — .30 per line

ALL OTHER CLASSIFICATIONS

(Cash with Order)

- 1 Time — .60 per line
4 Times — .55 per line

White space charge at same rate per line per insertion as earned by frequency of insertion. Special rates quoted for 13, 26 and 52 insertions. The Editor & Publisher reserves the right to classify, edit or reject any advertisement.

COUNT SIX WORDS TO LINE

ADVERTISING

General Promotion

Advertising Promotion—If you want more business, communicate with the International Publications Service, Incorporated, Suite 1004, 1841 Broadway, New York City.

To the Low Classified Paper—Will build your Classified on a percentage of increase basis. B-577, Editor & Publisher.

BUSINESS OPPORTUNITIES

Brokers

Bulletin of Publishing Properties for Sale—Trade, class, general, etc., sent upon request. Harris-Dibble Co., 345 Madison avenue, New York City.

In Many Respects this is the best newspaper proposition in the country. Exclusive field, central west city of 12,000 with business district equal to average city of 25,000, embracing more than 100,000 population. Ad sales over \$6,000 a month; netting \$15,000 to \$20,000 a year. Housed in own building worth \$25,000. Complete for \$100,000; what terms will you require? Prop. 1390x. The H. F. Henrichs Agency, Litchfield, Ill.

Very Attractive—Evening paper; high-class, exclusive field, middle-west; good real estate; splendid equipment; earning large dividends on price asked; initial payment, \$75,000. Also several desirable weekly publications. J. B. Shale, Times Bldg., New York.

Newspapers Wanted

Small Florida Daily wanted by client; mail full particulars, price, terms, H. W. Watts Co., P. O. Box 781, Miami, Fla.

Wanted to Buy—Daily newspaper, worth from \$250,000 to \$750,000, that will show at least 15 per cent net. Address B-576, Editor & Publisher.

CIRCULATION

Promotion

Circulation—When quick, additional circulation coverage becomes necessary, remember that our twenty years in this one line of endeavor is your proof against experimenting. Write or wire Pacific Coast Circulation Service, Bell Block, Cincinnati, Ohio.

Circulation Builders—Blair & Austin, 1504 Centre Ave., Reading, Penn. Originators of Salesmanship Club Campaigns.

On January 1st two of my well organized, experienced crews will be available to any publisher who wants clean, quick, additional circulation. Minimum cost. Results guaranteed. Peerless Circulation Service, 42 Millwood St., Dorchester, Mass., Talbot 4625.

Wire Our Pottery Direct for supplies to start a holiday dish offer. Results—Low cost. The Albright China Co., Carrollton, Ohio.

EDITORIAL

Syndicate Features

Pittsburgher and Wilkesbarre Pictorial are the new customers this week. For samples of a live, up-to-date service, write The Graphic Syndicate, 25 City Hall Place, New York.

Press Clippings

Associated Clipping Bureaus, Buffalo, N. Y.

EMPLOYMENT

Help Wanted

Advertising Representatives wanted for leading publication in its field. If you are now traveling states of Ohio, Nebraska or Wisconsin, California, Oregon, Washington or Texas, desirable connection can be made. Commission basis. Write in full to Box B-545, Editor & Publisher.

Advertising Manager wanted by daily paper in Southern town of about 20,000. Circulation about 5,000. Growing field. Give full information and references with first letter. B-570, Editor & Publisher.

Advertising Salesman for only daily, circulation over 7,000 and growing in progressive community; not merely copy chaser or seller of white space, but a man of ideas who can plan, write and sell campaigns; prefer married man who seeks permanent connection where ability will be recognized and rewarded; \$40 to start. If qualified for this job tell us why, fully covering experience, age, references, enclosing photograph if possible. Post-Tribune, LaSalle, Ill.

Assistant City Editor, morning newspaper in New England city of 100,000. Good man can build himself into good organization. B-567, Editor & Publisher.

Classified Advertising Manager, man or woman, to build real classified section for newspaper now carrying less than two columns daily; only newspaper, 7,000 circulation, progressive community; opportunity for salesman who knows classified and has ambition to make reputation for self and his newspaper; nominal salary to start, with prompt advance as ability demonstrated; write fully of past experience, knowledge of classified and how to develop it; age, references, salary expected, enclosing photograph if possible. Post-Tribune, LaSalle, Ill.

Classified Advertising Salesman—We are looking for a man who knows how to sell Classified Advertising, particularly in the real estate field. The right man has a record of successful experience; he is probably employed now and seeking an opportunity to better himself financially. He will find an unusual opportunity for advancement with this New England daily. Write fully, giving education, experience and salary to start. B-572, Editor & Publisher.

Editor—For small town daily within thirty miles of New York. Experienced, energetic, good mixer; between thirty-five and forty-five years of age. Good salary with opportunity for future depending on man. Write, giving details of experience, salary expected, and enclose photo if possible. B-582, Editor & Publisher.

Situations Wanted

Advertising Manager now employed desires change. Seven years' experience. Married. A-1 references. A man capable of assuming responsibility. B-569, Editor & Publisher.

Advertising—Efficient all round man, salesman, copy writer, successful manager, seeks southwest connection. Box B-571, Editor & Publisher.

Advertising Salesman, age 37, ten years' experience, now employed, seeks permanent connection with newspaper requiring the services of tactful, capable layout man who can sell advertising. B-580, Editor & Publisher.

Business Manager or Assistant Publisher—15 years successful experience all branches of newspaper business, training under personal supervision of outstanding publisher. Can organize and develop any branch of advertising department for efficiency and increased business. Good organizer and executive. Broad knowledge of business and qualifications necessary for successful management; 14 years with one newspaper. Seek connection where youth, energy, ambition and progressiveness may be asserted; 32 years of age, single, but with dependents. Christian. Pleasing personality. Splendid references. Prefer Middle West. Address B-575, Editor & Publisher.

Circulation Manager, 15 years' experience, desires to connect with Eastern Pennsylvania daily. Familiar with promotion, all delivery systems, A. B. C. records, etc. Will call for personal interview. B-573, Editor & Publisher.

Circulation Manager with 20 years' experience on morning and evening papers, cities about 100,000, seeks connection. Successful record. Age 38. B-581, Editor & Publisher.

Circulation Manager, 7 years' successful experience, desires change January 1st. Versed in all phases circulation work. Will accept position as city man. B-566, Editor & Publisher.

Circulation Manager, now employed, desires change Dec. 1st. Experience in every phase of circulation and promotion work, from carrier to circulation manager. Can give best references and show excellent results on three papers. Morning, Evening and Sunday experience. B-578, Editor & Publisher.

Circulation Manager, 34, proven ability, aggressive, persistent. References. Daniel, 411 West 115th St., New York.

EMPLOYMENT

Situations Wanted

Circulation Manager wanted for eight-page Ohio daily. Doubled circulation and advertising past six months. Circulation two thousand out of four thousand families in trade area. Must canvass half time. Only newspaper in city ten thousand. State full experience and salary wanted in first letter. B-584, Editor & Publisher.

Copy-Writer—College man 28; record successful, forceful writing; background experience complete; now seeking real opportunity. Box B-563, Editor & Publisher.

Composing Room Foreman—Resourceful executive, getting maximum results at minimum cost; expert makeup and adman; experience on large and small dailies; union. E. Landfear, 97 Chestnut street, Nutley, N. J.

Experienced Reporter and publicity man. Have seven years standing with western newspaper. Willing to go anywhere. Box B-535, Editor & Publisher.

Managing Editor or Assistant—Position wanted on Pacific Coast newspaper, with independent, liberal or progressive tendencies. Have been News Editor of admittedly highest type afternoon daily in California for eight years. Will be available after January 1, 1927. Am making change voluntarily. Very highest references. Address Lew Head, 2163, Glen avenue, Pasadena, Cal.

Newspaper Pressman, with thirteen years' experience on presses and in stereotyping, desires connection about first of year. Have executive ability and can furnish best of references. B-579, Editor & Publisher.

Reportorial Work—University graduate (British and American), 26. School of Journalism. Some experience. Wide educational background. B-583, Editor & Publisher.

Reportorial work, part time, wanted by college student. Experienced. Box 564, Editor & Publisher.

To a Chicago Newspaper Representative—Young man of pleasing personality and sterling character; 15 years' experience in newspaper and advertising work. Desires to become associated with aggressive organization representing good list of daily newspapers. Experience covers every branch of newspaper business. Possess broad knowledge of newspaper situation throughout country, and wide acquaintance among publishers. Confident of ability to bring practical ideas into organization, whereby new business and papers can be added; 32 years of age. Christian. Pleasing personality. Single, but with dependents. Excellent references. Address B-574, Editor & Publisher.

MECHANICAL

Equipment for Sale

For Sale—On account of consolidation we offer for sale one Scott 24-page, 2-plate wide Rotary Press, with stereotype machinery complete. Every machine equipped with electric motor (220 volt, A.C.); new rollers, new blankets. Nothing more to buy. Details on application. Bedford Printing Co., La Salle, Ill.

Job Presses, Paper Cutters, Wire Stitchers, etc.—A complete line. Overhauled and guaranteed machines at bargain prices. Easy terms. Hoffmann Type & Engraving Co., 114 E. 13th St., N. Y. City.

Photo-Engraving plant for sale. Ideal for one or two men. Miles Machinery Co., 409 W. 26th St., New York.

Printers', Bookbinders' Outfitters—Modern cut-cost equipment, also rebuilt machinery. Conner, Fendler Branch, A. T. F. Co., New York City.

Unusual Opportunity—Printing plant for sale in northwest city of 8,000 population. Only two other shops in city, both small. Plant run in connection with office supply store. Modern equipment, including new model 14 Linotype; No. 3 Miehle; four jobbers, power cutter, power stitcher and power perforator. Gross business last twelve months over \$25,000. Growth of other manufacturing business reason for sale. Machinery and stock inventory \$30,000. Priced at \$25,000 for quick sale. Excellent opportunity for office supply business in connection with job printing plant and weekly newspaper. Careful investigation by responsible parties solicited. Write or wire B-568, Editor & Publisher.

Used Goss Matt Roller for wet mats only, for sale cheap. The Goss Printing Press Co., 1535 So. Paulina St., Chicago, Ill.

Equipment Wanted

All Kinds of Photo-Engraving, electrotyping and stereotyping equipment wanted. We pay cash. Miles Machinery Co., 409 W. 26th St., New York.

Newspaper Press

for immediate delivery. 20-page Duplex Press, Single Deck, 8-column, 22½" out-off. This press is priced below usual figure and would be valuable equipment. Write or wire

PALMER, DEWITT & PALMER

Newspaper Properties,

350 Madison Ave., New York

CONSOLIDATION

The merging of newspaper interests is a subject that has received special study and investigation by this firm for nearly 17 years. It is a big subject and requires considerable technical knowledge, both as to valuation and operating methods. When properly organized, the results are never disappointing.

We have been factors in many important consolidations, sales and appraisals.

HARWELL & CANNON

Times Bldg. New York

WE CONNECT THE WIRES

NEWS EXECUTIVE and

Make-up Editor, over fifteen years as telegraph editor, city editor, and head of copy desk with leading eastern dailies. "Quick and accurate sense of news values. Can dress up good appearing page with news properly displayed." Age 40; college; married; Northeast preferred. Minimum \$50. Mention our No. 2063.

FERNALD'S EXCHANGE, INC
SECURITY BLDG. SPRINGFIELD, MASS.

Pictures

Publishers read the Classified page to determine the material available when they are considering staff changes.

Let your advertisement convey to the busy executive a mental picture of your qualifications. Put into print the selling talk that you would use if you met your prospective employer face to face.

You can get copy service from the Classified department of

Editor & Publisher

DOLLAR PULLERS

ONE DOLLAR
WILL BE
PAID
FOR EACH
IDEA
PUBLISHED

MAKING a special event such as a beauty show the pivot about which to canvass for advertisements, the *Concord* (N. H.) *Monitor* has been able to run a number of such full page advertisements during a season. The page is split up into 10 or 12 equal sections and those sections sold to the merchants. Each one mentions some gift that they will give the winner of the contest. If there is a stock company playing in the city, the subject being played can be made the pivotal selling argument, as "Dancing Mothers," each merchant adapting their ad to fit in with that slogan. The idea has infinite possibilities, the only requirement being the finding of a good pivotal sales point. Beauty contests, stock company shows, special mardi gras, conventions are just a few of the possibilities.—L. E. Richwagen, Portland, Ore.

The *Boston Post* has recently been making a Sunday feature of used automobiles and trucks listed for sale. The charge is \$1.00 for two lines, double column. The vehicles are run according to price, from lowest to highest. Each ad is keyed by number, the names and addresses of the sellers appearing at the bottom of the page. No difficulty has been experienced in filling a full page each week.—E. R. L.

Mail order houses do quite a bit of newspaper advertising, especially about this season of the year. Start a page in your local paper under the heading of: What you can buy through the mails. You will find a page of this nature easy to fill up. Many of your local firms have articles they sell through the mail, such as Xmas cards, special assortments of goods, etc. Don't overlook any of them.—C. E. Pellissier, Boston.

A Michigan newspaper offered a \$10 cash prize to every school room in the city where the paper was delivered to the home of every pupil in that particular room. Several rooms copied the prize at the start through 100 per cent representation, thus affording the newspaper good advertising copy; a number of others which were lacking but a few of the necessary 100 per cent came into the ranks shortly afterward when parents subscribed after their children had told them of the situation.—B. A. T.

Your city has nearby a number of roadside eating places, roadhouses and dance halls. Why not capitalize on this and get some otherwise untouched advertising? A weekly page, featuring a 1-col. week-end motor tour, mentioning the eating places and amusements along the road, will bring in six to seven columns of advertising weekly.—H. L. C.

What stores, theatres and other establishments in your city have special facilities for the care of children and special provision for the enjoyment of children? What stores, for instance, have playgrounds for children where the young-

sters can have good times while their mothers shop? Which theatres welcome children at matinees or have special Saturday morning matinees for children? Get up a page of ads of such concerns or a spread and have an appropriate heading over the page or spread and, perhaps, use a good news story with the stunt.—F. H. Williams, Santa Ana, Cal.

There are many articles and appliances nowadays which promote health by the use of heat, such as electric pads, hot water bottles, special steam baths and so on. Get the concerns handling these articles and appliances to use ads on a page in your paper headed, "Use Heat for Health."—Frank H. Williams.

HUNCHES

ONE DOLLAR
WILL BE PAID
FOR EACH
"HUNCH"
PUBLISHED

WHAT is the Thanksgiving dinner of Mr. Average Man going to cost in your community this year? Is it to cost less or more than last year? Give some enterprising reporter the assignment to go out into the market and dig up prices of the turkey and all the "fixin's" and then compare them with the prices of last year. This can be made a good human interest story and will be welcomed by all housewives who will want to know what their holiday spread is to cost this season.—D. P. C., Fall River.

The *Columbus* (Ind.) *Republican* got several news stories and had a lot of fun in locating the school building in the county which boasted of the most sets of twins. After seven sets had been discovered in one building they were photographed, making another good feature.—Yandell C. Cline, Columbus (Ind.) *Republican*.

Are there any of the old wooden bathtubs in your section of the state? An Indian recently purchased what is believed to be the last wooden tub in Kansas and used it for a tom-tom, giving papers of that State several chances for feature stories.—Yandell C. Cline.

County correspondents in Massachusetts report that there is more than one fairly large town in which no marriage intentions have been filed since the June

BIDDEFORD PAPERS MERGE

Record Last Democratic Paper, Taken Over by Journal—Robinson Remains

The *Biddeford* (Me.) *Record*, which had been published by John W. Robinson for 31 years, was sold last week to the *Biddeford Journal* and the *Record* was discontinued. The *Journal* takes over the plant and good will, and will have Mr. Robinson on its staff as a special writer. By this consolidation Maine Democrats lose their last party organ and the *Journal*, an Independent Republican paper, becomes the only daily newspaper in York county.

The *Journal* was established in 1884 by Col. C. H. Prescott, who sold it in 1922 to Julius Mathews, who has made many improvements. The sale of the *Record* was made through direct negotiations between Mr. Robinson and James A. Cook, manager of the *Journal*.

SELDES COMING HOME

George Seldes, of the *Chicago Tribune* foreign staff is returning to America for six months leave of absence, after a year with the French army in Syria.

bride month, an unusual condition for a period of four months. Is Cupid slipping in your territory, too? This assignment, sent out to your suburban men, will bring in a story.—R. B. S.

The new policeman's first day on the force can be developed into a good feature story. Usually he finds his new

post monotonous. Instead of chasing thugs, he finds himself an "encyclopedia," giving street directions to strangers, minding babies or helping aged or blind persons across the street.—J. N. Medrech, *Worcester* (Mass.) *Telegram*.

An interesting special story for a country weekly or the Saturday issue of an urban daily would be a census of all the very old residents of the community—say all those 75 years of age and older. The paper might even go so far as to promote a "get-together" of these old folks for the purpose of making them better acquainted. In the case of those who were not native to the city or town but who came there as adults, it would be interesting to ascertain what consideration caused them to choose the place as their residence. The idea should prove of some circulation value to the paper because such a story would be of interest to the families of all the old-timers doubtless comprising a large percentage of the paper's readers.—Victor N. Vetro mile.

Twice as many newspapers are printing the weekly family circle fiction stories by

INEZ HAYNES IRWIN

as there were six months ago. Here are seven of the outstanding successful newspapers printing this attractive feature to advantage:—

Los Angeles Examiner

Boston Post

Philadelphia Public Ledger

Cincinnati Inquirer

Minneapolis Tribune

Louisville Herald-Post

Pittsburgh Post

Let us send you samples

The McClure Newspaper Syndicate

373 Fourth Avenue, New York City



Every one of our clients is proud to print features impressed with that seal.

NEA Service, Inc.,
1200 West Third Street
CLEVELAND, OHIO



Margaret Sangster
Is Writing
A Daily Poem
Write for Terms



The O'Dell Newspaper Service
55 Fifth Avenue, New York

How To Play GOLF

By JOHNNY FARRELL
Famous Teacher of That Game

24 LESSONS

Illustrated

For release daily

KING FEATURES
SYNDICATE, Inc.
New York City

BY UNITED PRESS



UNITED PRESS ASSOCIATIONS
World Building New York

DO YOU NEED A TRAINED MAN?

The Personnel Bureau of Sigma Delta Chi, an organization of college trained newspaper, magazine and advertising men, wants to help you find him. The Bureau puts you in touch with experienced, energetic men—it saves you time by recommending only those who meet your requirements.

If you expect a vacancy, please write Robert B. Tarr, Director, Personnel Bureau of Sigma Delta Chi, P. O. Box 115, Pontiac, Michigan.

NO CHARGE TO EMPLOYERS

COMPLETE WIRE REPORTS
FOR EVENING AND SUNDAY
PAPERS

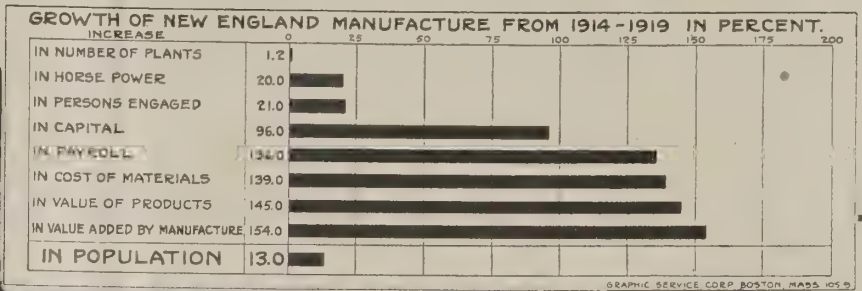
International
News Service

"Get It FIRST but First Get It
RIGHT"

63 Park Row
NEW YORK CITY

FACTS about New England

NO. 6



This Chart tells the complete story by showing New England's manufacturing growth in a five-year period. Observe the tremendous gains made in persons engaged in employment; in capital; in pay-roll particularly; in cost of materials and in value of products.

This is conclusive proof that New England is still one of the most important, and one of the most dominant markets in the United States as a producer of wealth and as an employer of labor.

Business is always good in New England, mainly because of its diversified industries, and national advertisers will always find a ready market for their products in this compact unified area.

MASSACHUSETTS—Population, 3,852,356

	Circulation	2,500 lines	10,000 lines
**Attleboro Sun(E)	5,845	.03	.03
*Boston Globe(M&E)	278,988	.50	.50
*Boston Globe(S)	325,234	.55	.55
†Boston Transcript.....(E)	36,165	.20	.20
*Boston Post(M)	393,002	.60	.60
*Boston Post(S)	339,486	.55	.55
*Fall River Herald-News (E)	21,544	.08	.08
*Fitchburg Sentinel(E)	11,842	.06	.045
*Haverhill Gazette(E)	16,118	.07	.05
††Lynn Item(E)	16,699	.065	.05
†Lowell Courier-Citizen and Evening Leader....(M&E)	21,310	.07	.07
**New Bedford Standard Mercury (M&E)	33,321	.10	.10
**New Bedford Sunday Standard (S)	28,806	.10	.10
*North Adams Transcript (E)	10,265	.0425	.035
†Pittsfield Eagle(E)	18,202	.05	.05
*Salem News(E)	21,444	.09	.07
†Taunton Gazette(E)	9,228	.05	.04
*Worcester Telegram-Gazette (M&E)	92,862	.28	.25
*Worcester Sunday Telegram (S)	50,960	.21	.18

CONNECTICUT—Population, 1,380,631

	Circulation	2,500 lines	10,000 lines
*Bridgeport Post-Telegram (E&M)	44,446	.15	.15
*Bridgeport Post(S)	21,910	.10	.10
**Hartford Courant.....(M)	33,003	.09	.09
**Hartford Courant(S)	56,274	.13	.13
*Hartford Times(E)	53,665	.13	.13
*Middletown Press(E)	8,381	.05	.03
†New Haven Register.(E&S)	48,076	.14	.13
*New London Day.....(E)	12,671	.07	.045
†Norwich Bulletin(M)	12,826	.07	.05
*Norwalk Hour(E)	6,196	.04	.04
†South Norwalk Sentinel.(E)	5,188	.03	.025
*Stamford Advocate(E)	10,619	.05	.04

* A. B. C. Publisher's Statement, Oct. 1, 1926.
 † Government Statement, Oct. 1, 1926.
 ** A. B. C. Publisher's Statement, March 31, 1926.
 †† Government Statement, March 31, 1926.
 (B) Combination rate Daily Journal and Eve. Bulletin.

MAINE—Population, 768,014

	Circulation	2,500 lines	10,000 lines
**Portland Press-Herald Express (M&E)	63,964	.18	.16
NEW HAMPSHIRE—Population, 443,683			
*Concord Monitor-Patriot.(E)	5,309	.0375	.025
†Keene Sentinel(E)	3,934	.036	.023
*Manchester Union Leader (M&E)	32,032	.15	.12
RHODE ISLAND—Population, 604,397			
†Newport Daily News....(E)	6,442	.0336	.0293
*Pawtucket Times(E)	27,548	.07	.07
*Providence Bulletin(E)	69,039	.18	(B).25
*Providence Journal(M)	39,770	.11	(B).25
*Providence Journal(S)	70,186	.18	.18
*Providence News(E)	28,189	.08	.08
*Providence Tribune(E)	21,808	.10	.09
*Westerly Sun(E&S)	5,139	.025	.025
*Woonsocket Call(E)	14,680	.05	.05

VERMONT—Population, 352,428

	Circulation	2,500 lines	10,000 lines
†Barre Times(E)	7,001	.03	.025
†Bennington Banner(E)	3,155	.0125	.0125
*Brattleboro Reformer....(E)	3,416	.03	.0175
†Burlington Free Press....(M)	13,621	.05	.05
*Rutland Herald(M)	11,539	.04	.04
††St. Johnsbury Caledonian-Record(E)	4,055	.03	.0175

The Progress of THE NEW YORK SUN

*T*HE Sun has been for many years one of the outstanding newspapers in the country.

Outstanding in the completeness of its news columns, in the fairness of its editorials, in the high literary qualities of its articles, in the wholesomeness of its contents.

Outstanding, also, in the productiveness of its advertising columns, in its effectiveness as a medium for creating and increasing sales in New York.



*T*ODAY, The Sun has the largest circulation it has ever had.

It has a larger circulation among the intelligent, prosperous people of New York than any other evening newspaper.

And The Sun today publishes more advertising than it has ever published.

It publishes more advertising than any other New York evening newspaper.

The Sun is the home newspaper among the intelligent, prosperous people of New York. As such, it is the most powerful selling force in the world's greatest market

Progress in Circulation

The average daily net paid circulation of The Sun for the six months ended September 30, 1926, was 265,000—A GAIN of 8,766 copies daily over the corresponding period of 1925.

Progress in Advertising

During the first ten months of 1926 The Sun published 13,173,026 lines of advertising—A GAIN of 1,580,170 lines over the corresponding period last year—A LEAD of 1,195,634 lines over the second New York evening newspaper.

The



Sun

280 BROADWAY

NEW YORK

THIS ISSUE: SOUND NEWSPAPER STRUCTURES RISE FROM MERGERS

EDITOR & PUBLISHER

1884 *The Oldest Publishers' and Advertisers' Journal in America* 1926

SUITE 1700 TIMES BUILDING, NEW YORK
42ND STREET AND BROADWAY.

Original second class entry The Journalist, March 24, 1884; Newspaperdom, March, 1892; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Advertising, February 7, 1925; Revised entry, Editor & Publisher, May 11, 1910, at the Post Office at New York, N. Y., under the act of March 3, 1879.

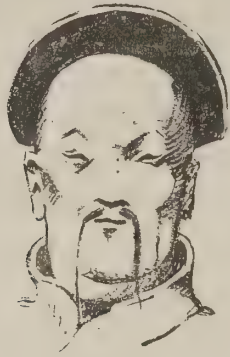
Vol. 59. No. 26

TWO SECTIONS
SECTION ONE

NEW YORK, NOVEMBER 20, 1926

By Mail in Advance \$4, U. S. A.
\$4.50, Canada; \$5, Foreign

10c Per Copy



Not to be taken from this room

ONLY the wisest and stupidest of men never change—said Confucius. And that applies to advertising schedules, too. We invite all the in-betweens not covered in this Chinese wisecrack to consider earnestly

THE  NEWS

New York's Picture Newspaper

Tribune Tower, Chicago 25 PARK PLACE, New York

October Averages

DAILY - - - - 1,162,429

SUNDAY - - - 1,417,741

These are the largest circulations
Daily or Sunday in America

Now OVER

500,000

Effective November 24, The Weekly Kansas City Star will take over all the circulation of The Weekly Globe-Democrat west of the Mississippi River

CIRCULATION

BY STATES

Missouri	194,601
Kansas	100,870
Arkansas	47,867
Oklahoma	56,616
Iowa	44,488
Nebraska	26,073
Colorado	14,163
Other States	44,139
TOTAL	528,817

WITH the addition of 125,000 subscribers, due to the purchase of The Weekly Globe-Democrat's mail list west of the Mississippi, The Weekly Kansas City Star now offers advertisers a total circulation of more than 500,000 paid copies each issue—the largest farm weekly in the world!

More than half a million circulation in the richest agricultural section of America!

No Increase in Advertising Rate

Five hundred thousand circulation at an advertising rate scaling from \$1.25 a line down to 75 cents a line.

The supremacy of The Weekly Kansas City Star in Missouri and Kansas has been augmented particularly. The Missouri circulation now totals nearly 200,000 subscribers; the Kansas circulation more than 101,000 subscribers—300,000 subscribers in the two states!

See the revised circulation by states in the column to the left. It tells the story of amazing sales opportunity in an aggressive, progressive territory where two-thirds of the entire population is rural.

Make reservations now for winter and spring. Get your share of business from this three thousand million dollar market.

The Weekly Kansas City Star.

Over 500,000 Paid-in-Advance Circulation

Chicago Office, 1418 Century Bldg.

New York Office, 15 E. 40th St.

suburbs the New York Tribune has the largest morning circulation standard size newspaper.

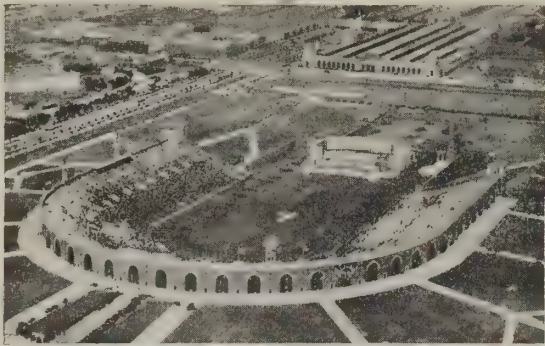
PUTNAM
ORANGE
NEW YORK
ROCKLAND
WESTCHESTER
CONN
FAIRFIELD
BERGEN
SUFFOLK
LONG ISLAND
NASSAU
QUEENS
BROOKLYN
HUDSON
ESSEX
UNION
STATEN ISLAND
MIDDLESEX
SOMERSET
NEW JERSEY
HUNTERDON
MERCER
MONMOUTH
OCEAN

The average daily and Sunday circulation of the Herald Tribune for the six months ended October 1st, 1926, as reported to the Post Office authorities, was **298,090**. This represents a gain of **10,704** over the same period in 1925—the largest gain of any standard size morning newspaper.

During the first nine months in 1926 the Herald Tribune carried **13,688,574** lines of advertising. This represents a gain of **2,337,254** lines over the same nine months in 1925—the largest advertising gain of any newspaper in America.

NEW YORK
Herald Tribune

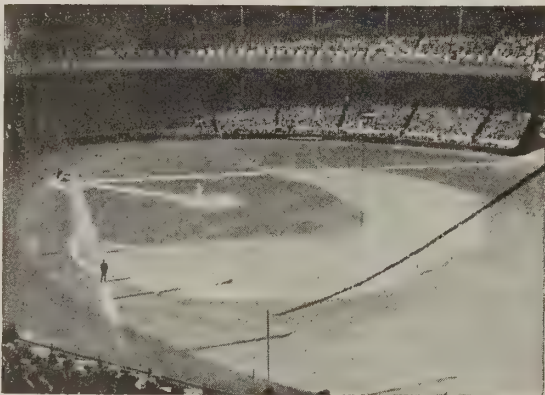
BOSTON
Carroll Judson Swan
933 Park Square Bldg.



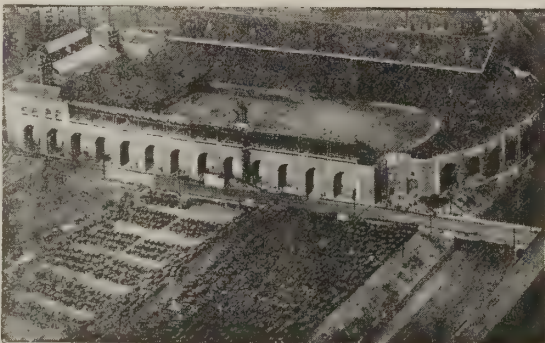
Philadelphia Sesqui Stadium Seats 125,565 people



Princeton Football Stadium Seats 56,000 people



New York Polo Grounds Seats 55,000 people



Franklin Field, Philadelphia, Seats 83,500 people

How many are 535,096 people?

125,565 people attended the Dempsey-Tunney Fight in Philadelphia

That's a whale of a lot of people, BUT, when you come to think of it, that's a small number if compared with the big mass of people who assemble in the homes of Philadelphia and vicinity each evening to read "Philadelphia's home newspaper"—The Bulletin.

To picture in your mind

what a mass of people 535,096 really makes, let us consider for comparison the capacities of well-known stadiums, as given below:

Sesqui-Centennial Stadium	125,565	people
Franklin Field (Philadelphia)	83,500	"
Shibe Baseball Park (Phila.)	33,000	"
Phillies Ball Park	19,000	"
Princeton Stadium	56,000	"
Yale Bowl	80,000	"
New Baltimore Stadium	75,000	"
New York Polo Grounds	55,000	"

527,065 people

That many people and 8,031 more buy The Bulletin each day, and there is a vast army of others—their families—who read it.

To be exact, 535,096 copies of The Bulletin were sold each day during the six months' period ending September 30, 1926, and there has been steady daily increase since.

No matter what other newspaper they buy, there is hardly a family in the Philadelphia retail trading area that does not get The Bulletin regularly each day.

The circulation of The Bulletin is the largest in Philadelphia, and one of the largest in the U. S.

Examine the photos of these vast stadiums and consider just what a daily circulation of 535,096 means in its saturation of America's Third Largest Market.

Think of the daily needs of this multitude of humans in your line of business alone, and mark the "Acres of Diamonds" you are neglecting if your advertising is not in "Philadelphia's newspaper."—The Bulletin.

PHILADELPHIA NEWS-PAPER CIRCULATIONS

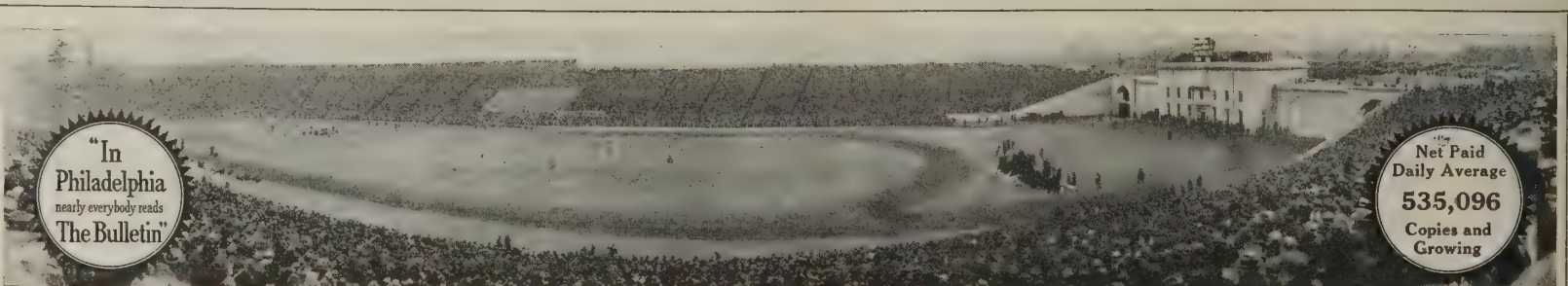
as per A. B. C. report for 6 months ending Sept. 30, 1926.

Daily	
The Bulletin	535,096
Second Newspaper	295,627
Third Newspaper	201,226
Fourth Newspaper	145,091
Fifth Newspaper	106,169

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Evening Bulletin



New Baltimore Stadium Seats 75,000 people.

"In
Philadelphia
nearly everybody reads
The Bulletin"

Net Paid
Daily Average
535,096
Copies and
Growing



Issued every Saturday, forms closing ten P. M. Thursday preceding Publication by The Editor & Publisher Co.,
J. W. Brown, Publisher; Marlen E. Pew, Editor; Suite 1700 Times Building, 42nd St., at Broadway,
New York. Telephone, Bryant 3052-3053-3054-3055-3056. Charter Member Audit Bureau
of Circulations. Member Associated Business Papers, Inc.

Solid Newspaper Structures Rise From Mergers and Consolidated Production

General Analysis of Conditions Which Favor Elimination Transformation of Weak Competitors into Strong Operation—Advantages of "Double-Header" Newspaper Publication

By ARTHUR ROBB

NEWS DISPATCHES from several large cities which have appeared in recent issues of EDITOR & PUBLISHER indicate that the era of newspaper consolidations is still in full swing.

Newspapers which would have been considered phenomenally strong in 1919 find it impossible to hold the pace of 1926 competition. They form one element that feeds the consolidation flame. Wealthy men who own newspapers but leave their actual management to minority stockholders or employees often see an excellent business stroke in the acquisition of a competitor and subsequent "cleaning-up" of the field. Often the competitor acquired and submerged was the stronger newspaper; sometimes its owners disposed of it because they felt that they could never again hope for such favorable conditions for sale; sometimes they sold it because they wished to retire and enjoy the profits of years given to back-bending labor. Sometimes the sale was made for personal or political reasons wholly beyond the bounds of newspaper management.

Whatever the reasons, the number of newspaper suspensions and consolidations has more than kept pace with the natural annual increment and the tabulation as of Jan. 1, 1927, will place the country's total of daily newspapers well below 2,000.

"Cleaning up the field" is the cliché applied to most of the merger operations in recent months. Business has been good. Advertising has been of tremendous volume. Competition among newspapers has never been sharper. Great sums, in the aggregate, have been expended to get new circulation and to hold it. Some newspapers have paid out thousands of dollars in contest prizes and commissions for a few hundred or thousand new readers. They have bought new press and stereotype facilities. They have taken on new feature and news services. As pointed out in EDITOR & PUBLISHER a few weeks ago, the additional expense in 1926 has cut severely into the increased revenue from advertising.

Back of all this circulation scurry is the idea that the second or third paper in the field finds it difficult to sell space in flush times and the fear that it will be next to impossible in slack times. National advertisers with a comparatively small appropriation have learned to concentrate their money in the medium that proves ability to return the greatest number of sales for the money invested. Usually, though by no means invariably, the newspaper with the dominant circulation gets the coveted plum.

Take for example a field with a strong morning newspaper, and two well managed fairly profitable evening papers. The city and its trading territory are prosperous, good markets for nationally advertised goods. The morning paper, let us say, is the oldest of the trio and has built up a reputation over the years as the "bible" of its readers. Through

PRIME REASONS FOR MANY MERGERS

- (1) A desire to "clean up the field" in behalf of sound economics.
- (2) Despite flush advertising and excellent public response, many publishers find 1926 increased expense has cut into increased revenue.
- (3) Noticeable disposition by national advertisers of limited appropriations to concentrate in a single community medium.
- (4) Destructive competition of rivals, unreasoning and uncontrollable.
- (5) Purchase of a morning or evening rival, giving 24 hour operation of a single plant, is considered by some a practical method of fully occupying a field.
- (6) Six-day publishers may buy a seven-day rival essentially to gain entrance to an established Sunday field.
- (7) Economic pressure, usually exerted by local advertisers, has been the leading cause of post-war consolidations.
- (8) Politics has rarely dictated a merger.

this reputation and by aggressive sales methods it goes into practically every home in the city and has an even larger distribution in the surrounding country. Its evening rivals each have slightly larger city circulations than the morning paper, but cannot reach the suburban and country districts in equal volume. Their total circulations are dwarfed.

The morning paper gets as much lineage as both of the evening papers combined. Its rate is higher by far than that of either contemporary, and only slightly less than their combined rates. Its net revenue, despite more ambitious and more expensive operations than either of its rivals, doubles their combined profit.

By dint of the hardest fighting against the morning paper and each other and with lynx eyes watching the expense sheets, both of the evening papers can end the year in the black—provided a prolonged strike in an important local industry does not cripple the merchants and cause them to curtail advertising. Their margin of operation is too close to be comfortable in such circumstances.

That situation, slightly altered in details, has existed in a number of cities. The two trailing papers might be pressing hard for second place, neck and neck in the race today, but a month hence might find one of them far in the rear, due to a slight shift in the national advertising currents or a sudden burst of speed by its adversary.

Every dollar of income represents a bitter fight, with seldom a plum dropping unsought into the office of either paper. The dominant morning paper on

the other hand, *ipso facto*, received practically unsolicited a good share of its business. Expenses, thought tightly controlled by the second and third papers, nevertheless depend to no small degree on what the first paper does.

If one of the second stringers determines to add a new feature or to spend money to strengthen an editorial activity, gossip of its intention is almost certain to leak to its eager rival down the street. With a long purse, a large and able staff, it usually is easy to forestall the effort of the weaker rival by doing what he intended to do and doing it better—damn the expense!

The past year has accentuated these disadvantages. The strong grow stronger and the weak, though sharing in the increased revenue, have to put out a larger and larger part of it to keep in the race. Little possibility usually exists of making and holding workable agreements between such rivals as to holding down expenses to a level that will permit the weakest of the trio to keep abreast.

They can and will agree on wage scales paid to unionized workmen, but the minimum wage is determined not by what the little fellows can pay, but what the big paper will pay. Agreements as to circulation and editorial promotion expenses are often made—to be broken when necessity demands. The old Bethmann-Hollweg doctrine of "necessity knows no law" has been demonstrated time and again between competing newspapers.

Under these circumstances a mutual buy-or-sell proposition is a natural development. Each of the evening papers knows about what the other is doing.

They have been conducted by good business management; secret rebates or other crooked deals with advertisers are not at all in the picture. There is some duplication in their respective city and suburban circulations, probably about 20 per cent. Their advertising, local especially, is marked by much duplication of firm names and considerable of copy. This is a typical American industrial town, backed by fertile and rich agriculture. It has practically no foreign section, no foreign language press, and its Negro population is of sufficient importance and intelligence to warrant the publication of several columns daily of news interesting to colored readers.

Either evening paper could cater to the whole field without any vital changes in its editorial structure. One large and important daily newspaper could operate comfortably for less than 75 per cent of the present combined manufacturing costs, and could produce an evening circulation which would stand the cursory one-shot comparison of the national advertising space-buyer with the great morning paper.

Given an agreement on price, either could buy the other. Or, that failing, a new company might be formed representing the ownership interests of both old papers to merge the properties.

Both methods have been worked successfully in 1926 mergers.

In one city competition between the managements of two dailies—one morning and one evening, both having Sunday papers—became so keen that readers were treated to a name-calling, mud-slinging exhibition like that of mining camp journals 70 years ago. Co-operation between them was impossible in any department.

Then the merchants took a hand. They went over the heads of the editors and managers to the controlling ownerships and quietly arranged for an end to the unpleasantness. The city was being hurt by the endless bickering; the unrestrained whip-cuts of the editors at each other were bringing readers to regard both papers with contempt, which, the merchant feared, would not be limited to the editorial utterances. The advertising solicitors and business staffs, they were sure, were up to all sorts of skulduggery with the rate cards in their itch to get a little piece of business and keep it away from their rivals. It ought to be stopped, said the business men, and the owners agreed. The surest way to stop it was to bring both papers under one ownership and one management—but neither would sell and neither could buy.

Finally a solution was proposed. Form a new company and give each of the old owners a share in it proportionate to the value of his present property as determined by a competent appraiser. The latter gentleman was found, and greatly to his surprise, his

(Continued on page 39)

MEMPHIS PRESS BUYS NEWS-SCIMITAR FOR REPORTED PRICE OF \$600,000

Two Papers Are Combined Under Scripps-Howard Ownership
—G. V. Sanders, Editor—Plant
Being Enlarged

(By Telegraph to Editor & Publisher)

MEMPHIS, Tenn., Nov. 15.—The *Memphis Press*, a Scripps-Howard newspaper, has absorbed the *News-Scimitar* in one of the most spectacular newspaper deals of recent years.

The consolidation was announced in both papers Monday and Tuesday the *News-Scimitar* was merged with the *Press* and the two papers were published as one.

The consolidation leaves but two papers in the city, the *Press* and the *Commercial Appeal*, morning, published by C. P. J. Mooney.

The announcement of absorption of the *News-Scimitar* was merged with the bombshell to the *Memphis* territory, since it was known that the *Commercial Appeal* was considering purchasing the *News-Scimitar*. The *Commercial Appeal* had had auditors in the *News-Scimitar* office as a preliminary to purchase it is reported.

The stockholders and directors of the *Commercial Appeal* failed to agree upon the purchase, although an option had been taken upon the *Scimitar* properties. In the meantime Roy W. Howard of the Scripps-Howard Papers stepped in, closed the deal and took over the *News-Scimitar*.

The sale was completed in Memphis and New York. The *Memphis* end was handled by J. A. Keefe, business manager of the *Press*; G. V. Sanders, editor of the *Press*; E. E. Cook and W. G. Chandler of the Ohio Group of Scripps-Howard papers, and Bernard Cohn, publisher of the *News-Scimitar*. In New York Paul Block, owner of the *News-Scimitar*, and Mr. Howard kept in touch with developments.

Mr. Sanders is editor of the consolidated paper. J. A. Keefe is business manager of the *Press* and L. G. Swarts managing editor. George Morris, editor of the *News-Scimitar*, becomes associate editor and will devote his main attention to editorial writing.

Many of the *News-Scimitar* employees were taken over by the *Memphis Press*. Virtually all editorial desk men took jobs with the *Press*. Nearly all the circulation department was taken over. Many other men were drawn from the mechanical and business offices.

Bernard Cohn, publisher of the *Scimitar*, it is understood, will go east in the near future to become associated with Mr. Block in his newspaper interests there. For some time he will co-operate in establishing the merged paper.

The *Press* will be published from the *Press* plant but *News-Scimitar* presses will also be used temporarily. The *Press* will start at once to enlarge its present plant. In the meantime it has an option on the *News-Scimitar* plant.

In combining the two papers the *Press* took over all features of the *Scimitar* but dropped the Associated Press wire service. This is in line with the Scripps-Howard policy of discarding the A. P. membership of any paper purchased. It is probable the day A. P. bureau will be moved into the plant of the *Morning Commercial Appeal*.

The *Press* will be served exclusively by the United Press over three leased wires.

The sale price of the *Scimitar* has not been announced, but it is reported that while negotiations were under way with the *Commercial Appeal*, a price of \$600,000 was set on the property, exclusive of the building but including the mechanical equipment.

It is understood the *Press* takes over all advertising contracts of the *Scimitar* along with the circulation at present rates. Changes in advertising rates based upon the new circulation are being worked out.

The *Memphis Press* will continue its present editorial policy based upon Scripps-Howard principles.

The *Scimitar* was established in 1882, and consolidated with the *Memphis News* in 1902.

The *Memphis Press* was established as a Scripps-McRae paper in 1906.

PRINTS 112-PAGE EDITION

The *St. Cloud* (Minn.) *Daily Times*, a 112-page "Achievement Edition," Nov. 8 to mark sixty-five years of continuous newspaper service in St. Cloud and the reconditioning of its plant involving an expenditure of \$55,000. The edition was printed on a new 24-page press.

NEWS COMPANY EXPANDS

The Metropolitan News Company, New York, wholesale distributor for New York City newspapers, including the foreign language group, has purchased three buildings at 255 South street for use as a new downtown distribution center. The building is so constructed that 25 trucks can unload directly upon the distributing tables, where bundles are made up for the various newsstands. A balcony is being provided with escalators and chutes to facilitate re-loading the sorted bundles. The properties acquired cover an area 100 by 160 feet. Louis Weinstock is president of the Metropolitan News Company.

NEW YORK POST HONORS FOUNDER



Cyrus H. K. Curtis placing wreath; John C. Martin to left of Mr. Curtis; Julian Mason, Editor, *New York Evening Post*, at corner of monument, opposite Mr. Curtis.

THE memory of Alexander Hamilton, founder of the *New York Evening Post*, was honored last Tuesday, on the 125th anniversary of the *Evening Post*, when Cyrus H. K. Curtis, present publisher, placed a wreath of oak leaves on his grave in Old Trinity Churchyard. The ceremony took place in the presence of John C. Martin, vice-president and treasurer; Julian Mason, editor, and other business, editorial and mechanical executives.

Among those to congratulate Mr. Curtis and the *Evening Post* on its birthday were President Coolidge, who said in a message:

"In sending my greetings and congratulations to the *New York Evening Post* upon its 125th birthday, I am impelled at the same time to felicitate you personally upon the ownership of this newspaper which for so long a period has stood for high-minded journalism.

NEW MEMPHIS DAILY

Mooney to Start Evening Appeal Dec. 1
With A. P. Service

A new paper called the *Memphis Evening Appeal* will be started Dec. 1 by the Commercial Appeal Publishing Company, C. P. J. Mooney, president, told EDITOR & PUBLISHER Nov. 18 answering a long distance telephone call for verification of the report.

The new paper will be a member of the Associated Press. As soon as Mr. Mooney learned that the Scripps-Howard newspapers would drop the A. P. membership of the *News-Scimitar*, he telegraphed his application to New York headquarters and it was accepted. "We believed an A. P. membership in the *Memphis* evening field was vitally necessary," Mr. Mooney said.

"The *Evening Appeal* will be strictly a newspaper. It will be set in six point, with modest headlines, and will carry the full A. P. report, with only few pictures. At present the new paper will be published from the Commercial Appeal's plant, but it will be a distinct newspaper organization."

Mr. Mooney said the editor has not yet been appointed. The staff is now being organized with members being recruited chiefly from newspaper men thrown out of work by the *Press-News-Scimitar* merger.

"I want the new paper to be something like the *Indianapolis News*—a cross between the *Boston Transcript* and the *New York Sun*," Mr. Mooney said.

DON J. M. GOVIN DIES

Don Jose M. Govin, 58; publisher of *Havana El Mundo*, died Nov. 14. Mr. Govin's brother, R. E. Govin, owner of several newspapers in the United States and Cuba died early this year.

CHARLESTON DAILY SOLD TO LOCAL GROUP

News and Courier Now Allied with
Evening Post Following Sale by J.
E. Rockwell—Lathan Re-
mains Editor

The *Charleston* (S. C.) *News and Courier* published, in its issue of Monday, announcement of the sale of a controlling interest in the paper to a group of Charleston citizens closely allied with the *Charleston Evening Post* and that working arrangement had been made with the management of the *Evening Post* whereby economies of administration and improvements in service would be effected in the business department of the *News and Courier*.

Purchasers of the *News and Courier* are: Julian Mitchell, Thomas R. Waring, Benjamin A. Hagood and Robert S. Small. Mr. Waring, it is stated, more particularly represents the ownership of the *Evening Post*, which has acquired a substantial interest in the *News and Courier* Company. Mr. Mitchell has been elected president of the *News and Courier* and Mr. Waring and Mr. Hagood have joined the board of directors. Robert S. Manigault, president of the *Evening Post*, has been elected secretary and treasurer of the *News and Courier*, and Hall T. McGee, business manager of the *Post*, has been appointed business manager of the *News and Courier*.

Mr. Mitchell is a prominent lawyer of Charleston. He has long been a stockholder in and for many years was solicitor for the *News and Courier*. Mr. Hagood is also a prominent member of the Charleston bar. He is a member of the board of directors of the *Post*. Mr. Waring is editor and secretary and treasurer of the *Post*. Mr. Small is president of the South Carolina National Bank.

The controlling interest acquired by this group was purchased from James E. Rockwell, who acquired it in July last from the estate of the late Rudolph Siegling. Mr. Rockwell took charge on July 27, as publisher. He came to Charleston from Duluth, where he published the *News-Tribune*. He has not announced his future plans.

Robert Lathan for 16 years editor of the *News and Courier*, continues in that capacity and also retains his stock interest.

The John Budd Company, New York, which has represented the *Evening Post* for a number of years, has taken over representation of the *News and Courier*.

REINDEER INJUNCTION

A temporary injunction restraining Harry M. Newman and associates from conducting an advertising enterprise through newspapers and department stores involving the exhibition of live reindeer, was issued by Justice Wasservogel in the New York State Supreme Court on Nov. 13. The complainant was the Arctic Circle Corporation, L. A. Van Patten, president, and unfair competition was charged. Mr. Van Patten swore that Mr. Newman, a former employee, with others, appropriated and used for profit his original reindeer advertising plan. The case has been marked for hearing Nov. 22.

"XMAS" TABOO

The abbreviation "Xmas" is taboo in all advertising and placard merchandising by the Raleigh (N. C.) Merchants' Association and members have been requested not to use this abbreviation for Christmas during the approaching holiday season.

WINTER HAVEN SUN STARTS

The *Winter Haven* (Fla.) *Chief* started publication of a morning paper called the *Sun* on Nov. 15, using the Associated Press report. C. L. Lee is publisher. He is the son of M. M. Lee owner of the *Chief*.

NEW YORK PUBLISHERS NIP HOCKEY BALLYHOO

Charge Intended Press Agent Bribery of Writers, Which Is Promptly Denied—Editorial Investigation Under Way Probing Professional Sport Industry

By PHILIP SCHUYLER

NEW YORK newspaper publishers this week took some of the wind out of this season's hockey ballyhoo, by spreading charges of intended press agent bribery of sports writers to make the game go over big.



FRED A. WALKER

Shortly before the first game of the hockey season Nov. 16 the Publishers Association of New York City notified by letter the managing editors of all member dailies that the two New York teams had set aside \$12,000 to obtain publicity, with instructions that the money should not be expended for paid advertising, but "should if necessary be presented to newspaper men supposed to be in a position to either influence or direct the publication of reading notices."

Col. J. S. Hammond, president of the New York Rangers Professional Hockey Club, immediately countered with a letter addressed to the publisher of every New York paper denying the association's serious allegation and offering an opportunity to investigate the publicity methods.

Col. Hammond declared in his letter he was ready to "appear before any body of newspaper men to further refute these false accusations."

Fred A. Walker, managing director of the *New York Evening Telegram*, and chairman of the Publishers' Association, refused to comment on Col. Hammond's denial of the bribery insinuation.

"I presume the association will be glad to afford Col. Hammond an opportunity to present his side of the affair at an early meeting," Mr. Walker said to EDITOR & PUBLISHER.

The press agent firm of Bruno & Blythe is handling part of the hockey publicity. G. A. Shomaker, formerly on the staff of the New York morning daily, is the representative at Madison Square Garden. He added his denial to that of Col. Hammond, declaring the \$12,000 was a "phantom sum." Bruno & Blythe, he said, were engaged Oct. 25 on a weekly retainer which was barely enough to meet necessary bills in the handling of free tickets, news photographs, and routine releases.

"If we wanted to bribe newspaper men, as we most certainly do not, there are no funds available for that purpose," Shomaker said.

Hockey's introduction to New York as a professional sport was aided by V. J. Macbeth, sports writer on the *New York Herald Tribune*, who was interested in the sport for its sake and also in its circulation building possibilities. When Thomas Duggan bought the hockey franchise, Macbeth became financially interested in the sport. As he explained it to EDITOR & PUBLISHER, he was never the paid press agent for the New York Americans, one of the teams, but he did act in an advisory capacity in publicity matters.

"Hockey publicity has a clean record," Macbeth declared. "Any one who pays money to get publicity for this sport into the papers, is foolish. It is a good game, exciting to watch, and destined to be popular."

"When we started the game last year, advised purchasing paid advertising space in the newspapers. My advice was followed."

The two New York hockey teams, the

THE CHARGES

The Publishers' Association letter to managing editors follows:

In accordance with the vote of the Publishers' Association, I am sending to you the following information regarding the conditions surrounding the publicity plans for the Hockey Season.

At Madison Square Garden there will be two Hockey Teams, one controlled by Tex Rickard and the other controlled by Colonel Hammond. The publicity has been placed in the hands of Bruno & Blythe, 220 West 42nd Street, and they have been told that the sum of \$12,000, \$6,000 from each team, has been set aside for publicity purposes. Instructions have been given, however, that this money is not to be expended for advertising, but is to be expended if necessary among newspaper men who are supposed to be in a position to either influence or direct the publication of reading notices.

There are in the archives at Madison Square Garden a list of men on the newspapers who are alleged to be receptive to financial rewards for the services intimated above. All the newspapers are represented on this list, although there are names on this list of men who are absolutely beyond approach with this sort of a proposal. The only conclusion to be drawn is that money alleged to be paid to these newspaper men finds a resting place in some intermediary's pocket, but this in no way lessens the undesirability of the reputation which is being visited upon those honest newspaper men whose names are on this list.

It was the recommendation of the Publishers' Association that this information be sent to every managing editor in the city, with the suggestion that proper action be taken.

Rangers and Americans, are purchasing a small amount of paid space on the sport pages of New York newspapers. The sum of \$8,500 has been appropriated for this purpose, according to the James A. Devine Agency, which is handling the account. Last year \$3,500 was spent for advertising in New York papers, Mr. Devine said.

The press agent denials of corruption were scoffed at this week by Paul Gallico, sports editor of *New York Daily News*, who by publishing the letter sent out by the publishers association was among the first to air the nasty mess in public print.

"We caught them in time," he said to EDITOR & PUBLISHER, "Now they are simply ducking to cover."

Mr. Gallico, besides printing the publishers' letter under the caption "Another Little List," also gave space to Col. Hammond's denial with the comment that now everyone's position was clear. The News was not on any bribery list and Col. Hammond had assured the readers that everything was on the square.

Mr. Gallico declared bribe offers to newspaper men were common in professional sport circles, particularly boxing. He cited two instances in support of his assertion. One was what he termed a "stupid offer" to himself of \$20 from a press agent, and another was an offer of money made to and refused by a young member of his staff sent out to report the news of a benefit boxing match.

"It was the young man's first assignment on the street," Mr. Gallico said, "and the first thing he ran up against was an attempt to buy him."

"Pay-off systems" carried on between professional sport promoters and newspaper men is the subject of an investigation which is now being made by a committee of the American Society of

THE DENIAL

Col. Hammond's form letter denying the Publishers' follows:

November 11, 1926.

Dear Sir:

A morning newspaper published what is purported to be an extract from a letter addressed to the newspaper publishers of New York City. Permit me to inform you that each of the three sentences of the alleged extract are contrary to the fact.

It is not true that Tex Rickard and the writer control more than one hockey team. No money has been appropriated or placed in the hands of any persons connected with the New York Rangers Professional Hockey Club, of which I am president, to be expended among newspaper men to influence or direct the publication of reading notices.

There is no list in the archives of Madison Square Garden or among the officers or employees of the New York Rangers Professional Hockey Club containing the names of newspaper men alleged to be receptive to financial reward.

I shall be glad to furnish any further information concerning the above which you may desire. I will also hold myself in readiness to appear before any body of newspaper men to further refute these false accusations. If there be any doubt in your mind as to the truth of the foregoing the opportunity to further inform yourself will be most gladly afforded you.

Yours very truly,

J. S. HAMMOND.

Newspaper Editors of which Erie C. Hopwood, editor of the *Cleveland Plain Dealer*, is president. Philip A. Payne, managing editor of the *New York Mirror*, is a member of that committee and he informed EDITOR & PUBLISHER this week that he is including an investigation of the New York hockey situation in a report he is now preparing for the society.

"I have been investigating the situation quietly for weeks," he declared. "While it is a hard thing to pin down, there is absolutely no question that professional sport promoters are spending large sums of money to bribe newspaper men. It has reached a very bad stage in New York. My belief is that 85 to 90 per cent of the sports writers are honest, while a dishonest 10 or 15 per cent is taking all the money offered."

"If the Publishers Association of New York wants to clean up, what they should do rather than issue reports is to use their influence to obtain a grand jury investigation. I don't believe that the promoters would have to be pressed very hard on the witness stand to reveal instances of bribery, because they aren't overanxious to spend their money in this way."

Mr. Payne reported that boxing bribery was particularly rampant. One practice he said he had uncovered was for a promoter or manager to give a boxing writer an interest in a fighter. It would thus be to the advantage of the writer to puff his protege in order to swell the gate receipts.

The writer was afforded a close-up of the indignation registered by Col. Hammond and Tex Rickard at the way New York papers played down hockey this week as a result of the publishers' insinuations of bribery. Mr. Shomaker, the publicity man, also bemoaned the fact that hockey was ignored by the majority of the newspapers on Friday and Saturday,

Nov. 12 and 13, saying that only small mention was made Sunday, and that following the opening game, on Tuesday, Nov. 16, one paper went so far as to refuse to report it.

The press agent introduced Col. Hammond, who later brought in Tex Rickard, and the subsequent verbal explosions were entertaining to hear.

"They are slaughtering us," was one ejaculation of Col. Hammond, in reference to the newspapers. "Why I was aghast when I looked at the newspapers."

The only "oiling" either Col. Hammond or Tex Rickard would admit, as far as hockey is concerned, is the age-old free ticket custom. The Colonel said about 475 tickets had been given out to newspaper men with a value of \$1,700 for the opening match between the New York Rangers and the Montreal Maroons. He expects that as many as 600 free passes are sometimes given out, so that "the boys can see how clean a sport we are furnishing the public."

Col. Hammond seemed very anxious to tell how generous he is with passes to the newspapers. He makes a point to satisfy requests of sports editors for best seats, he said, even though he might easily sell them at the box office.

"We want to play the game as the newspaper men want us to play it," he declared. "We are advertising now and are willing to increase our advertising if that is what they want."

With this latter assertion, Tex Rickard differed.

"Advertising wouldn't ever help professional sport," he said. "It is the sport stories that draw the crowds. People would discount the advertisements."

"But the newspapers can't kill hockey by refusing to play it up. It is too good a game in itself, a game cleanly and fairly played. It made a hit in New York last year, and it is going to spread all over the country."

Mr. Rickard admitted that boxing was not as clean as it should be. He charged, however, that there were "more black-mailers among newspaper men than those who accept bribes."

"I think the newspapers print altogether too much about boxing," he said. "If there isn't any story the newspaper men invent one. I'm sick and tired reading the drivel that is written."

"But on the other hand, newspapers couldn't get along without strong sport pages. You are aware, I suppose, of the *Chicago Tribune's* attempt to play down professional baseball."

The *Chicago Tribune* endeavored to persuade newspapers in major league cities to agree to cut down the space given to professional baseball. Other newspapers refused to enter into such an agreement.

"I tell you hockey is a clean sport," Mr. Rickard concluded, "and deserves space on the sport pages."

Some editors and sports writers interviewed by EDITOR & PUBLISHER shared in the indignation of Col. Hammond and his press agent over the suggestion that newspaper men would accept money to boost professional sport.

Paul Neuman, *New York Evening Post*, declared no member of his staff ever had or ever would accept money offers from promoters or press agents.

Keats Speed, managing editor of the *New York Sun*, declared no member of the Sun staff was suspected.

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PHILIP A. PAYNE

DICKEY LOSES SUIT TO HAVE SALE OF KANSAS CITY STAR SET ASIDE

Journal-Post Publisher Has No Right of Action, Judge Rules, Also Declaring Not Even Attorney General Could Legally Intervene

THE suit to set aside the recent sale of the *Kansas City Star*, to members of its own organization, instituted by W. S. Dickey, owner of the *Kansas City Journal-Post*, was thrown out of court, Saturday, Nov. 13, by Judge O. A. Lucas of the circuit court.

Judge Lucas sustained all the demurrers and motions to dismiss filed by attorneys for the *Star* organization, ruling that Mr. Dickey had no standing in court and was without any right to contest the sale of the *Star* by the trustees of the William Rockhill Nelson estate.

Formal notice of appeal to the Missouri Supreme Court was issued by attorneys representing Mr. Dickey on No. 16.

In the opinion of the court, the trustees—William Volker, J. C. Nichols and Herbert V. Jones—have full and exclusive power to administer the estate of Mr. Nelson, subject only to the power of removal by the board of university presidents comprising Dr. E. H. Lindley of the University of Kansas, Dr. Stratton D. Brooks, of the University of Missouri and Dr. W. B. Bizzell of the University of Oklahoma.

Mr. Dickey sued the *Star*, the trustees of the W. R. Nelson trust and North T. Gentry, attorney general of Missouri. When Mr. Gentry declined to lend the name of the state to the suit, Mr. Dickey included the attorney general in the suit.

The court cited that Mr. Nelson provided in his will for all the machinery necessary to the handling of his property. The court said the trustees could not be required "to make a report to any court or individual; the will makes them responsible to the board alone."

The opinion held the court could not question the acts of the trustees in the sale of the *Star* when their duties were specified clearly in the will left by Mr. Nelson.

The exclusive powers of the trustees, accountable only to the board of university presidents, was a main point in the case.

"The main reason, as I see it, for the disposition of the case was not argued nor briefed by either side, and in my judgment it is conclusive," Judge Lucas stated, referring to the authority of trustees.

Another point in the court's opinion was that Mr. Nelson had provided for supervision of the trustees by the university presidents:

"The testator (Mr. Nelson) had the legal right to provide for the ones he desired to manage the property he left behind. If he provided for supervision of trustees outside of any court, it is as binding as if he said so in such words. How may a court take jurisdiction of a trustee with no power to remove or substitute? This is all provided for in the will. And the court cannot run counter thereto, no law being violated by the terms of the will.

"Then, too, suppose a court started to supervise these trustees, and the board (of university presidents) should remove them as it has a perfect right to do, there would be nothing left in court but a moot case. Neither an individual nor the attorney general can call the acts of the trustees in question."

Any act of the trustees, according to the opinion, is answerable only to the board of presidents created by Mr. Nelson's will.

"Manifestly, the testator had this very situation in mind and named the arbiters in his will. And the board is perpetual as long as the star of education shines and enlightened people maintain seats of learning, called universities," the opinion stated, "and should the day

ever come when this condition ceases to exist, the public will not have delectation nor enjoyment in works of art."

That last reference was to the purpose of the art fund provided in Mr. Nelson's will to "contribute to the delectation and enjoyment of the public generally."

The court cited that all were given a permissive right to enjoy the fruits of the fund created by the Nelson will as the trustees may determine and direct. There were no inherent rights in the trust estate, according to the court.

The court cited that Mr. Dickey had bid for the *Star* and that Mr. Dickey could not now "complain that he did not know on what he was bidding. Neither has he any standing as an unsuccessful bidder."

Judge Lucas holds that the "authorities do not substantiate his (Dickey's) right to maintain the suit."

Before the court gave his opinion Wilbur F. Spottswood, a lawyer, offered an intervening petition. Judge Lucas would not accept the petition, reminding the lawyer that, if he were allowed to file such an action, every citizen in Missouri could come into the action and the trust would be hampered. The judge said if he allowed Spottswood to intervene the "celebrated case in Dicken's 'Bleak House'—Jarndyce and Jarndyce—which ran on for generations, would be only a brief proceeding."

The opinion of Judge O. A. Lucas follows:

This case has been exhaustively argued and industriously briefed; yet it is narrowed to clear and decisive grounds for

understanding and decision. The main reason, as I see it, for the disposition of the case was not argued or briefed by either side, and in my judgment it is conclusive, as will be noted later.

On the main point urged, "that plaintiff has no right to bring suit," I regret that time does not permit a trial judge to set forth and analyze herein the law that clearly supports the conclusion I have reached. But suffice it to say that the law is clear and decisive, that the power to question the handling of a broad public charitable trust is lodged only in an officer representing the public.

Trustees may bring suits and make attorney general party defendant where some construction of the instrument is desired or their powers are in doubt, and then, the attorney general would be the only proper and necessary party. And possibly one with a special interest in the trust property might do the same. But that is not this case. The plaintiff bid, and he cannot now complain that he did not know on what he was bidding. Neither has he any standing as an unsuccessful bidder.

The authorities do not substantiate his right to maintain the suit.

This will creates a singularly broad and comprehensive public charity, works of fine art, which will contribute to the delectation and enjoyment of the public generally. Not Kansas City, not Missouri, not the United States. Public generally. All have no inherent right in the trust estate, but only a permissive right, to enjoy as the trustees may determine and direct.

Right to question acts of trustees of public charities is vested in the public but such acts can only be called in question by some designated officer of the public. The attorney general alone can act for the public. Manifestly it can not be left to the discretion of any individual member of society, who concludes that the trust is not managed as he thinks it should be, or some act performed that he thinks should have been left undone or differently executed. Suits would be

interminable and property wasted in its weary march through the courts.

To advert to an existing reason, heretofore referred to, that, to my mind, presents an insuperable barrier to the further progress of this suit.

Reading from this will of Colonel Nelson, the intent, purpose and language are perfectly plain. "A majority of the members of said board (university presidents) shall constitute a quorum and be sufficient to appoint or remove any university trustee or university trustees, or do any act authorized to be done by them hereunder, and all the trustees shall hold office at the pleasure of said board and may be by the board removed at any time."

The testator had the legal right to provide for the ones he desired to manage the property he left behind. If he provided for supervision of trustees outside of any court, it is as binding as if he said so in such words. How may a court take jurisdiction of a trustee with no power to remove or substitute? This is all provided for in the will, and the court cannot run counter thereto, no law being violated by the terms of the will. Then, too, suppose a court started to supervise these trustees, and the board should remove them as it has a perfect right to do, there would be nothing left in court but a moot case.

Neither an individual nor the attorney general can call the acts of the trustees into question. The will makes them answerable only to the board created by the will. Manifestly the testator had this very situation in mind and named the arbiters in his will. And the board is perpetual, as long as the star of education shines and an enlightened people maintain seats of learning called universities. And should the day ever come when this condition ceases to exist, the public will not have delectation nor enjoyment in works of art.

Again from the will, "in providing for the appointment of said university trustees by the presidents of the three leading western universities, it has been my wish to keep said trust free from political influence or control and it is my wish that the presidents of these three universities will appoint and continue in such trusteeship only such men as, having superior taste and good business ability will carefully and conservatively manage the trust estate for the best interest of a concerned."

A broad discretion and independent judgment for which no court can substitute its own mood or manner. The creators of the trustees must supervise their acts and acquiesce or condemn an if flagrant, or for any reason, they alone can remove.

The trustees cannot be required to make a report to any court or individual; the will makes them responsible to the board alone. And, again, how can a court question their acts, when the bounden duties are all legally arranged for elsewhere?

It might be termed the trustees had private duty for a public use, in the sale of this property. Much can be urged for the point of the attorney general, his refusal to act, that the property was not in a public trust until after sale. This as it may, the points considered above are conclusive.

Hence it must follow that the petition in this case displays a defect of party, plaintiff, and no right of action from a single, by the terms of the will, and the demurrers are all sustained and the petition dismissed.

NEW ALASKAN PAPER

The *Petersburg* (Alaska) *Progress* has been started in Petersburg and the result of the combination of the papers the *Report* and the *Herald* had suspended publication some time ago. John W. Schoettler and Albert O. Elson are the editors and publishers.

NEW A. P. MEMBERS

Two newspapers elected to Association Press this week were announced as *Yonkers* (N. Y.) *Herald* and the *Seaside* (Neb.) *Star Herald*.

RALPH (PRONOUNCED "RAFE")

By Arthur Guiterman

(Reprinted from *New York Times*)

Ralph (pronounced "Rafe")—what? in all of these Winters
No one has told you his name?—
Ralph is a goblin who lives at the printer's,
Some one who's always to blame.
He eats up the ink and he ties up the presses,
He mixes the paste in unspeakable messes,
He trips up the foreman (the scandalous japer!),
Bewilders the copy boy, smudges the paper,
Tips over the pails till the floor is all sloppy,
Misplaces the galleys and loses the copy,
While publishers worry and editors chafe
Because of the antics of Ralph (pronounced Rafe").

Ralph (pronounced "Rafe"), irrepressibly spiteful—
No one has ever said why—
Jumbles our beautiful type in the frightful,
Hopeless confusion called "pi."
Debaser of manners, corrupter of morals,
His guile is the cause of uncountable quarrels;
Inciting disputes about hours and wages
With bull-headed misunderstandings and rages,
The Apple of Discord—whole barrels of apples!—
He casts in the conclaves of bosses and chapels.
All lockouts are due to that impudent waif,
All strikes are fomented by Ralph (pronounced "Rafe").

Ralph (pronounced "Rafe"), that insidious terror,
Fitfully—no one knows how—
Hatches a black typographical error,
Starting the deuce of a row—
An error so shocking I can't even quote it;
The author is certain that he never wrote it,
The comp. will be jiggered if he ever set it,
The stonemen can prove that they didn't abet it,
The proofreader shows that he wasn't the sinner;
The thing simply happened like breakfast or dinner;
But Robert and Timothy, Michael and Lafe,
Will quake for the mischief of Ralph (pronounced "Rafe").

Ralph (pronounced "Rafe"), the deserving of curses—
No one can measure our wrongs!—
Harbors a Phillistine hatred of verses,
Madrigals, lyrics and songs.
He punches a stanza and gives it the stAggErS;
Slips in a few asterisks*****, dollar signs \$ \$ \$, daggers † † †,
With maybe a colon : and dash — for good measure,
Mispelling a wurd with maulevolint plezure;
He varies the spacing to make it look better,
He turns up a quad and reverses a letter.
A masterpiece even like this isn't safe
From that reprehensible Ralph (pronounced "Rafe")!

FIGHT LOOMS ON BULK SALES AND PRE-DATES

Effort to Obtain A. N. P. A. Endorsement of Proposed Revision of A. B. C. Rulings Will Be a Feature of April Convention—Postal Resolution Passed—Labor Problems Probed at French Lick

By PHILIP SCHUYLER

REAFFIRMATION of a former postal resolution, semi-executive discussion of labor problems, and the preliminary rounds of a heavyweight battle scheduled to be fought at the April convention over bulk sales and pre-date editions of newspapers as handled by the Audit Bureau of Circulations brought the second annual fall convention of the American Newspaper Publishers' Association to a whirlwind conclusion last Friday, Nov. 12, at French Lick, Ind.

Passage of the postal resolution was a surprise move. Jerome D. Barnum, *Syracuse Post-Standard*, and chairman of the postal committee, did not attend the convention due to the illness of his son. Directors had announced there would be no resolutions offered for membership consideration at the fall meet.

A telegram from Mr. Barnum at the eleventh hour changed this plan. Mr. Barnum advised the convention to reaffirm the resolution passed by A. N. P. A. two years before.

The resolution, unanimously adopted, reads as follows:

"That the American Newspaper Publishers' Association, in convention assembled, without qualification, recommends to the National Congress the restoration of the so-called 1920 postal rates on second class matter and urges in addition thereto that there be established a reasonable bundle rate for transportation of newspapers in bundles within three hundred miles radius of the office of publication."

Following the vote it was announced that there would be an important meeting of the association's postal committee in Washington, Dec. 6. It was pointed out that the association stood firmly behind the McKellar Bill, as far as it concerns second class rates, and that a strong fight would be made to get that bill passed at the next Congressional sessions.

This postal business was sandwiched in between rounds of a heavyweight battle the principals of which were S. E. Thomason, *Chicago Tribune*, and M. C. Meigs, *Chicago Herald & Examiner*. It proved to be a friendly sparring match over the pre-date and bulk sales questions, which, however, showed promise of heavy slugging next April at the Waldorf Astoria Hotel, New York, when Mr. Thomason will present a formal resolution to A. N. P. A. members urging newspaper publishers to demand regulation by A. B. C. rulings to prevent what the *Chicago Tribune* executive declared was "deception and misrepresentation" in the circulation reports. That the *Chicago* contest was being fought out in the interest of all newspapers, both large and small, was made plain by speakers who joined in the fray immediately after the two chiefly concerned had delivered their first blows.

Labor matters, as presented by Harvey J. Kelly, chairman of the special standing committee; Charles A. Webb, *Asheville* (N. C.) *Citizen*, and H. M. Flagg, chairman and executive secretary of the open shop division of A. N. P. A., were discussed for the most part in executive session. The writer, however, is in a position to say that Mr. Webb made an ardent plea for adoption of the "open shop" method of plant operation by newspapers generally and that Mr. Kelly, after thorough study, is convinced that if wage scales have not reached the peak they should have been it not for the fault of the publishers failing to unite and present a strong and courageous stand in opposition to the unions.

William B. Bryant, *Paterson* (N. J.) *Press-Guardian*, and convention chairman, opened the Friday meeting by introducing Mr. Thomason, who, as a past president of A. N. P. A., always has

considerable influence behind any proposition he chooses to make.

Mr. Thomason began by denying he was in any way criticizing the A. B. C. in attacking the pre-date and bulk sales problem, but rather the newspaper publishers themselves who have allowed those problems to come into existence. Before him on the speaker's table as he spoke were copies of the *Chicago Tribune* and the *Chicago Herald & Examiner* dated Sunday, Nov. 14, and which he declared he had purchased at a newsstand on Tuesday, Nov. 9, and he referred to them continually to bring home his arguments against the pre-date. No bitter, but many trenchant words were spoken. Mr. Thomason handled the matter with soft kid gloves, devoting no small proportion of his speech to paying compliments to his friendly enemy Mr. Meigs, a former football star at the University of Chicago. Mr. Meigs in turn removed the sting of his reply by recalling that Mr. Thomason had himself shown prowess on the football field at the University of Michigan and in addition had won prizes as a "boy orator."

Mr. Meigs' chief argument was that

no attempt was being made to deceive either by A. B. C. or the newspaper publishers. He also suggested that pre-date circulation, which was usually spread over national territory, was a good argument to present national advertisers in justification of the differential in rate over local business. He insisted bulk sales were too small in volume to be worth discussion.

The nub of Mr. Thomason's contention was that Sunday pre-date circulation and bulk sales should not be included in total circulation figures as audited for advertisers by A. B. C. He described bulk sales as "valueless circulation."

Pre-dates, particularly those issued as far in advance as his own paper and the *Herald & Examiner* he maintained were not newspapers in any sense of the word. C. P. J. Mooney, *Memphis Commercial Appeal*, made the point clearer later by describing a pre-date as a mule or maverick.

Mr. Thomason outlined the contents of the *Tribune* and *Herald Examiner* of Nov. 14. Ripples of laughter swept over the convention floor as he read the newsless headlines. The *Tribune's* pre-

date is called the "First Edition"; the *Herald Examiner's* the "City Edition." The *Tribune* carries a 12-page main sheet; a six-page women's section; eight pages of colored comics; eight pages black and white comics; a 12-page magazine section; and a rotogravure section. The *Herald Examiner* is made up of 12-page main section; 12-page city life section; eight pages of colored comics; and the *American Weekly*.

"Neither of these pre-dates is sold as a newspaper. It is sold as a magazine; and sold readily at 10 cents a copy," Mr. Thomason declared.

The *Tribune*, he said, started its pre-date about 10 weeks ago. It is published and ready for shipment at 6:45 Monday evening before the Sunday date carried on the masthead. The edition costs five and a quarter cents to manufacture. Transportation adds 8/10 or 9/10 of a cent. It sells at wholesale for 7½ cents; leaving, after other miscellaneous expenses, a profit of 8/10 of a cent per copy. Mr. Thomason said that circulation of the pre-date had grown at the rate of 2,000 or 3,000 a week since it was started, until now it has an approximate circulation of 87,000.

"We make a profit; it's good business, but it is not the newspaper business," Mr. Thomason continued.

"The A. B. C. in publishing its reports permits the circulation of a paper issued as a pre-date to be included in the total figures under the present rulings. Now as I see it the purpose of the A. B. C. is to determine circulation figures for the benefit of advertisers, to audit our statements and returns, in order that advertisers may intelligently purchase space in newspapers."

"I don't believe we want to have pre-date circulation included in our total Sunday circulation. It seems deceptive to me. Advertisers are concerned chiefly with the total figures. It is the totals they carry in their heads. Advertising men tell me this is true almost universally."

"Is it wise for us in the newspaper business to advise advertisers that our total circulation including pre-date figures is of value to them when perhaps it isn't?"

Mr. Thomason frankly admitted he was going to continue publishing the *Tribune's* pre-date until the A. B. C. ruling was changed, because he said profits from it represented honest business, but he urged A. N. P. A. members to join the movement to change the present A. B. C. practice.

The *Tribune's* manager was more guarded in his attack on bulk sales. He mentioned no newspapers by name, but showed plainly he had investigated the matter carefully.

On Wednesday, Oct. 13, according to Mr. Thomason, a *Chicago* newspaper folded a special section featuring *Aurora*, Ill., over its regular edition and sold 25,000 copies in bulk to a jockey club, which distributed them.

"This is not reprehensible under present A. B. C. rules," Mr. Thomason said. "The A. B. C. permits this practice of bulk sales. Do you think it is wise that such sales are included in total circulation figures as well as under the separate item 24 in the Bureau's reports?"

Mr. Thomason told of another issue distributed in bulk by newsdealers, paid \$5 to \$27.50 each to distribute copies free ranging in number from 600 to 3,000 by each dealer.

"Papers are frequently bought and paid for by Chambers of Commerce and merchants for free distribution," Mr. Thomason asserted. "It is considered a good transaction under present rules. But do we want it to continue?"

"I urge the A. N. P. A. to go on rec-

(Continued on page 41)

ECHOES OF A.N.P.A.'S FALL MEETING

Wise Management and Advertising Rates—A Clearing House for Photo-Engraving Problems—A Prospect for Some Live-Wire Agency

LAST week when the Pullman smoker talkers were mile-a-minuting on their way to the second annual fall convention of A. N. P. A. at French Lick, Ind., considerable emphasis was placed on the opinion that increased production costs justify an increase in newspaper advertising rates.

Frank E. Tripp, publisher of the *Elmira* (N. Y.) *Star-Gazette*, but more than that an expert appraiser for up-state New York's industrious newspaper purchaser Frank E. Gannett, has different views on the subject.

"Where there has been wise management, newspaper production costs have not increased to any great extent in the last few years," Mr. Tripp declared. He was referring particularly to the golden spoon era of the American press which dates back to just before the World War.

"The small newspaper property netting \$10,000 before the war is today netting \$100,000," he declared. "So much money was too much money for many a publisher. Not a few lost their heads."

"Money was invested in luxurious plants. Equipment was unnecessarily junked and new equipment purchased. Production costs increased out of proportion to the increased profits, which have doubled and even tripled."

"The wise manager hasn't increased production costs to contend with. He has kept his plant up to maximum efficiency at minimum expense. He has carefully maintained his equipment, buying what he needed as he needed it."

"Newspaper advertising rates are too low. They should be raised and, as I see it, for the reason that the newspapers are growing too large in size. If rates are increased and smaller space is sold to present and new advertisers, newspaper advertising will be worth more to the purchaser and newspapers will be easier for the reader and the publisher to handle."

A summary of the Newspaper Photo-Engraving School, Inc., dated Nov. 8, was distributed among delegates at French Lick. This school was started

March 7, 1926, by the seven daily newspapers of the *Chicago* local of the American Newspaper Publishers' Association and is maintained at 179 North Michigan avenue, Chicago. The directors reported that the demand for workmen in all departments of photo-engraving alone, not to mention scores of requests from other parts of the country, far exceeds the supply.

An interesting feature of the school is an extension department conducted modestly for the benefit of *Chicago* newspaper advertising solicitors. Special classes are held and solicitors are shown the processes of photo-engraving to stress the necessity for clean copy and to furnish them with some idea of cost together with saving devices for the customer.

James L. Griswold is in charge of the school's new publication called *The Student Engraver*. This pamphlet is designed to be a clearing house for photo-engraving problems. It is being mailed monthly to all A. N. P. A. members.

G. B. Williams, *Geneva* (N. Y.) *Daily Times*, can furnish any live-wire advertising agent with a good prospective client. This sounds like applesauce, and, indeed, it does concern apples. Mr. Williams brought a barrel of nice juicy reds to the convention, and many followed the familiar family advice to keep the doctor away.

For years Mr. Williams has been trying to sell the co-operative advertising idea to the farmers of his locality. He has made some headway. The farmers have given the best apples they grow a brand name and are following set rules in packing and distributing them.

Some one has yet to make them actual buyers of advertising space. They decidedly belong to that class of people berated by President Coolidge, among whom advertising is underestimated.

For some reason they fail to see that advertising would correct the present condition which results in apples being sold locally for 25 cents a bushel which bring \$2.50 in New York City.

I. A. A. COMMISSION PLANS 5-YEAR DRIVE TO TEACH VALUE OF ADVERTISING

**Committee Named at Chicago Meeting to Formulate Plans—
President Woodbridge Says I. A. A. in Healthy
Financial Condition—Next Meeting in Columbus**

A FIVE-YEAR educational campaign to create a better public understanding of advertising was launched at the meeting of the Advertising Commission of the International Advertising Association at the Edgewater Beach Hotel, Chicago, Nov. 15 and 16. Organization of the committee to handle the campaign is now under way. E. D. Gibbs, chairman of the program committee for the Denver

convention of the I. A. A., was appointed chairman of the committee, but because of pressure of work he declined. The chairmanship is now open, but will be filled shortly.

W. FRANK McCLURE

W. Frank McClure, vice-president of Albert Frank & Co., chairman of the Advertising Commission, was authorized to enlarge the scope of the committee for the educational campaign to include not only members of the commission, but also outsiders directly connected with the advertising fields represented by the commission.

C. K. Woodbridge, I. A. A. president, in the course of a full and detailed report of the work of the association and its plans for future development, announced that it had been able in the past year to liquidate all of its obligations, and that it would from now on put all of its energies back of its program of constructive work, including a campaign for increased sustaining membership support. With all bills paid, subscriptions to the association's fund will be devoted to completing as nearly as possible the tasks President Woodbridge has set for himself between now and the convention in Denver on June 26, when the fiscal year of the organization closes.

The association needs \$55,000 in sustaining membership subscriptions at once in order to put its program into operation, Mr. Woodbridge declared. That sum, he said, would get the program well under way and would leave a fair sum of cash in reserve to enable his successor to take up the work of the organization next June without a shortage.

On a motion of the commission, a finance committee was appointed to confer with Mr. Woodbridge on the apportionment of amounts to be raised by the various departments represented in the membership of the commission, and the allocation to each of amounts the total of which would be sufficient to make up the \$55,000 required. C. H. Sudler of Chicago was named chairman of the committee, which also includes Judge E. Allen Frost and William H. Hodge, both of Chicago. The committee started functioning immediately and held a preliminary conference with President Woodbridge while the commission was still in session.

Joseph Moorehead of Denver, general chairman for the Denver convention of the I. A. A., was present at the meeting of the commission and outlined the steps being taken for the convention in June. Departmental sessions, he announced, will all be held within a radius of 3 or 4 blocks in the heart of the business district, for the convenience of the various departments.

It was voted to hold the next meeting of the Advertising Commission in Columbus, O., Monday and Tuesday, Jan. 24-25.

President Woodbridge made the state-

ment that \$1,400,000,000 is being spent in advertising each year—enough, he declared, to suggest the need for a strong, practical, well-financed, working international organization, so that all branches and departments can be co-ordinated to bring about a better public understanding of the work being done in advertising, and so that the advertising dollar will bring as near 100 per cent returns as possible.

A proposition was advanced to change the name of the Advertising Commission to the International Advertising Commission, in order to make advertising clubs of other countries eligible for membership, and that the commission might correspond more accurately with the International Advertising Association. A committee was authorized to work on the proposal and to present a report at the next meeting.

The Rev. Charles Stelzle of New York, chairman of the church advertising department of the I. A. A., outlined the program for church advertising, which includes the building up of a large paid membership, and an extensive educational campaign. The aim of the department, he said, will be to advertise religion, and not simply the church.

Charles F. Hatfield of St. Louis, president of the American Community Advertising Association, who last June retired as secretary of the Advertising Commission, was presented with a pair of diamond cuff buttons by his associates on the commission. A presentation speech was made by Frank L. Blanchard of H. L. Doherty Company, New York, at a luncheon Monday at which the executive board of the advertising council of the Chicago Association of Com-

merce was host to the Advertising Commission.

A resolution of sympathy was adopted and sent to the family of the late Senator Lafayette Young, veteran publisher of the *Des Moines (Ia.) Capital*.

The meeting of the Advertising Commission this week was the first since its reorganization as the "congress of organized advertising" at the Philadelphia convention of the I. A. A., when seats in the assembly were voted to accredited representatives of Advertising Clubs, Federation of Women's Advertising Clubs, Sustaining Membership, and National Better Business Bureau, in addition to those from the 27 national organizations of specific advertising interests which formerly constituted the body. The attendance was the largest ever drawn by the commission, and the meeting, according to declaration of speakers on the floor—including James O'Shaughnessy and Mr. Blanchard—was one of the most important they had ever attended.

Robert A. Warfel of New York, executive secretary of the Advertising Commission, arranged details for the meeting. Mr. McClure, chairman, presided at all sessions.

WHITE GIVES PARK SITE

**Editor of Emporia Gazette and Wife
Donate 51 Acres to City**

Fifty-one acres of land along the Cottonwood river was recently presented to the city of Emporia, Kan., for park purposes by William Allen White, editor of the *Emporia Gazette*, and Mrs. White.

The gift is in memory of their daughter, Mary Katherine White, who died in May, 1921.

The land was given the city with three restrictions, that it should be used for park purposes only, that the name of White should never be used in connection with the park and that Mr. and Mrs. White be allowed to bring the landscape gardening up to plans prepared by Hays and Hays, of Kansas City.

OCTOBER LINAGE IN NEW YORK RUNS EVEN WITH 1925 AT HIGHEST RECORD

OCTOBER advertising in New York

City newspapers reached a new total for the month and made a record high for a single month's business. The total of 17,682,776 lines is a gain of 294,868 lines over the total carried during Oct., 1925, but the volume this year was dis-

proportionately increased due to five Sundays against four in 1924. Analysis of the figures show that the gain is nominal rather than actual and that the amount of linage carried was about equal for the month, this year and last. The comparative figures follow:

Pages		Percentage of Total Space		1926		1925		Gain		Loss	
1926	1925	1926	1925								
1,536	1,470	American	7.7	1,364,934	1,355,408	9,526				
1,876	1,554	Herald Tribune	10.8	1,914,324	1,774,878	139,446				
2,392	2,012	Times	17.0	3,003,466	2,897,642	105,824				
1,556	1,454	World	9.9	1,749,904	1,762,298	12,394				
936	924	Mirror (Tabloid)	2.2	389,722	386,024	3,698				
1,672	1,452	News (Tabloid)	4.9	865,570	731,638	133,932				
1,128	1,008	Evening Graphic	2.2	388,478	240,230	148,248				
1,300	1,432	Evening Journal	8.5	1,501,444	1,600,824	99,380				
854	834	Evening Post	2.9	518,328	532,296	13,968				
854	876	Evening World	5.4	962,666	967,504	4,838				
1,198	1,178	Sun	9.1	1,600,234	1,642,102	41,868				
608	678	Telegram	3.0	525,248	659,554	134,306				
1,356	1,268	Brooklyn Eagle	9.9	1,752,638	1,656,942	95,696				
750	678	Brooklyn Times	3.6	633,648	555,578	78,070				
482	642	Standard Union	2.9	512,172	624,990	112,818				
18,502	17,460	Totals	17,682,776	17,387,908	294,868				

*No Sunday edition.

Net Gain

	1926	1925	1924	1923	1922	1921	1920
American	1,364,934	1,355,408	1,279,726	1,408,092	1,093,872	1,056,762	1,031,432
Herald	1,914,324	1,774,878	1,397,140	1,066,654	1,240,434	1,167,942	1,285,416
Herald Trib.	3,003,466	2,897,642	2,563,230	970,456	952,746	940,708	1,033,188
Times	1,749,904	1,762,298	1,559,278	2,438,942	2,504,096	2,154,542	2,234,254
World	389,722	386,024	334,100	1,654,118	1,826,518	1,405,766	1,682,738
Mirror (Tab)	865,570	731,638	581,906	495,346	329,318	324,884	209,570
News (Tab)	388,478	240,230	1,187,118	1,081,276	1,028,202
Eve. Graphic	1,501,444	1,600,824	1,516,514	798,620	579,432	590,152	607,106
Eve. Journal	518,328	532,296	459,916	407,250	346,740	411,884	533,542
Eve. Mail	962,666	967,504	854,992	834,958	854,040	854,040	947,318
Eve. Post	1,600,234	1,642,102	1,382,630	753,302	718,542	718,542	765,398
Eve. World	525,248	659,554	791,052	758,064	639,008	601,478	623,894
Globe	1,752,638	1,656,942	1,473,250	1,555,462	1,502,974	1,409,590	1,277,986
Telegram	633,648	555,578	443,420	461,164	326,040	336,800	382,564
Bklyn Eagle	512,172	624,990	678,472	792,610	657,726	657,726	787,566
Bklyn Times
Stand. Union
Totals	17,682,776	17,387,908	15,315,626	16,466,140	15,870,962	14,501,518	15,300,898

†Figures not recorded.

††Sun and Globe combined June 4, 1923; name changed to Sun, March 10, 1924.

†††Telegram and Mail combined January 28, 1924; name changed to Telegram, May 18, 1925.

††††Herald and Tribune combined, March 19, 1924.

NEW DAILY PLANNED FOR WELLSVILLE, O.

George C. Davis Is Publisher of Evening News to Be Launched Nov. 23—Victor W. Free Editor—Completing New Plant

WELLSVILLE, O., Nov. 17.—The *Wellsville News*, an afternoon daily, will begin publication Nov. 23 here in a field heretofore not served by any local daily newspaper.

George C. Davis, for 19 years assistant chief engineer for Jones and Laughlin Steel Corporation, of Pittsburgh, Pa., is publisher of the new paper while Victor W. Free, a graduate of Ohio Wesleyan University and editor at one time of the *Ohio Wesleyan Transcript*, will be the editor. For the past four years Free has been connected with the editorial staff of the *Painesville (O.) Telegraph* and more recently the advertising staff of the *Ashtabula Star-Beacon*.

Davis has been a resident of Wellsville for a year. Wellsville is a city of approximately 9,500 population. One other paper, a tri-weekly, is now being published in the city. Wellsville is situated on the Ohio River, 45 miles southwest of Pittsburgh and 15 miles north of Steubenville. It is in the heart of the pottery district of Ohio and has in addition a steel plant and many other industries.

Two Intertypes, one new and the other a rebuilt Model B are being installed at the present time. An eight page flatbed Duplex press is also a part of the starting equipment. United Press pony service and N. E. A. features and the Meyer-Both advertising service are to be used.

The new plant will be completed the latter part of this week.

N. Y. PRESS MEET JAN. 27-29

Syracuse Named for Three-Day Convention—E. Conrath, President

The New York Press Association will hold its next annual meeting at Syracuse on Jan. 27-29, with headquarters at the Onondaga Hotel. This is its 75th annual meeting and tentative plans call for an observance of the occasion on Thursday evening, Jan. 27. It is possible that a joint meeting with the two Daily press associations—New York State Publisher's Association and New York Associated Dailies will be arranged. The business sessions of the New York Press Association will be held on Jan. 28 and 29.

The New York Press Association was organized in Elmira on September 8, 1853. Owing to the changing of the annual meeting date from mid-summer to mid-winter, its next meeting will be its 75th.

The present officers are: President, Elmer E. Conrath, *Cuba Patriot and Free Press*; vice-president, Fay C. Parsons, *Cortland Democrat*; secretary, Jay W. Shaw, Elmira; treasurer, Elias Vair, *Waterloo News*.

The two oldest living members of the Association are A. C. Kessinger of the *Rome Sentinel* and Wellington E. Bassler of the *Middleburgh News*. Both of these have maintained their membership continuously for more than 55 years.

Up to three years ago, the Association's activities were largely along social lines. At that time, a paid secretary with field duties was installed.

MOREHOUSE JOINS N. Y. SUN

Ward Morehouse, for the past seven years a member of the *New York Herald Tribune*, recently left to join the dramatic department of the *New York Sun*. Mr. Morehouse came to the *Herald Tribune* as a staff member, and served at various times as night rewrite man, assistant night city editor, and assistant dramatic editor. He is writing a daily signed column of theatrical news and comment for the *Sun*.

OCTOBER LINAGE IN 35 CITIES SHOWS 2 PER CENT GAIN OVER 1925

GAIN of 3,311,753 lines, or 2 per cent, is noted in the October advertising linage figures covering 151 daily newspapers in 35 large cities of the United States. The Oct., 1926, total of 163,869,794 lines exceeds the Oct., 1925, total largely by virtue of the fact that this year had five Sunday issues against four last year. The summaries and comparative figures follow:

SUMMARY OF ADVERTISING BY CITIES

35 cities listed	23 show gain	12 show loss	
151 papers listed	86 show gain	59 show loss	
	6 no comparison		
	1926	1925	
New York	17,682,776	17,387,908	294,868 Gain
Chicago	9,132,900	8,825,175	307,725 Gain
Philadelphia	8,014,996	8,521,057	506,061 Loss
Detroit	6,235,838	6,067,096	168,742 Gain
Cleveland	4,431,300	4,467,675	36,375 Loss
St. Louis	4,934,620	4,904,920	29,700 Gain
Boston	7,551,777	7,428,586	123,191 Gain
Baltimore	5,306,546	5,341,261	34,715 Loss
Los Angeles	7,733,127	7,503,481	229,646 Gain
†Pittsburgh	5,752,222	5,538,158	214,064 Gain
Buffalo	4,010,900	4,601,002	590,102 Loss
San Francisco	5,305,784	5,168,506	137,278 Gain
Milwaukee	3,715,242	3,619,312	95,930 Gain
†Kansas City	3,796,578	3,651,194	145,383 Gain
Washington	5,816,882	5,145,709	671,173 Gain
Cincinnati	4,152,000	3,987,600	164,400 Gain
New Orleans	4,417,148	4,119,984	297,164 Gain
Minneapolis	3,478,544	3,447,051	31,493 Gain
Seattle	3,480,288	3,020,066	460,222 Gain
Indianapolis	3,489,945	3,641,151	151,206 Loss
Denver	2,636,116	2,649,920	13,804 Loss
Providence	3,376,543	3,256,701	119,842 Gain
Columbus	4,080,427	3,959,144	121,283 Gain
Louisville	4,290,556	4,176,855	113,701 Gain
St. Paul	2,849,994	2,910,782	60,788 Loss
†Atlanta	2,500,722	2,301,264	199,458 Gain
†Portland	3,542,202	3,637,592	95,390 Loss
†Memphis	2,887,101	2,689,288	187,813 Gain
Oakland	2,882,362	2,895,382	13,020 Loss
Omaha	2,105,572	2,085,083	20,489 Gain
Birmingham	3,155,754	2,927,512	228,242 Gain
Richmond	2,055,382	2,173,416	118,034 Loss
Dayton	3,416,924	3,533,950	117,026 Loss
Houston	3,512,684	2,758,098	754,586 Gain
Des Moines	2,138,042	2,216,362	78,320 Loss

†Figures supplied by individual publishers.

NEW YORK

	1926	1925	
American	1,364,934	1,355,408	9,526 Gain
Herald Tribune	1,914,324	1,774,878	139,446 Gain
Times	3,003,466	2,897,642	105,824 Gain
World	1,749,904	1,762,298	12,394 Loss
*Mirror (Tabloid)	389,722	386,024	3,698 Gain
*News (Tabloid)	865,570	731,638	133,932 Gain
*Evening Graphic	388,478	240,280	148,198 Gain
*Evening Journal	1,501,444	1,600,824	99,380 Loss
*Evening Post	518,328	532,296	13,968 Loss
*Evening World	962,666	967,504	4,838 Loss
*Sun	1,600,234	1,642,102	41,868 Loss
*Telegram	525,248	659,554	134,306 Loss
Brooklyn Eagle	1,752,638	1,656,942	95,696 Gain
Brooklyn Times	633,648	555,578	78,070 Gain
Standard Union	512,172	624,990	112,818 Loss
Totals	17,682,776	17,387,908	294,868 Gain

CHICAGO

	1926	1925	
*Daily News	2,123,725	2,124,261	1,464 Gain
Tribune	3,273,588	3,095,973	177,615 Gain
Herald Examiner	1,513,562	1,181,613	331,949 Gain
*Post	583,452	566,874	16,578 Gain
*American	1,408,422	1,403,955	4,467 Gain
*Journal	427,851	452,499	24,648 Loss
Totals	9,132,900	8,825,175	307,725 Gain

PHILADELPHIA

	1926	1925	
Inquirer	2,249,100	2,180,100	69,000 Gain
Record	851,100	909,900	58,800 Loss
Ledger	1,600,807	1,606,329	5,522 Loss
*Evening Ledger	1,442,589	1,635,328	192,739 Loss
North American	1,871,400	2,189,400	318,000 Loss
*Bulletin	1,871,400	2,189,400	318,000 Loss
Totals	8,014,996	8,521,057	506,061 Loss

North American combined with Ledger May 18, 1925.

DETROIT

	1926	1925	
News	3,221,806	3,213,378	8,428 Gain
Times	1,827,914	1,258,320	569,594 Gain
Free Press	1,686,118	1,595,398	90,720 Gain
Totals	6,235,838	6,067,096	168,742 Gain

CLEVELAND

	1926	1925	
Plain Dealer	1,776,450	1,798,050	21,600 Loss
News-Leader	1,228,125	1,230,450	2,325 Loss
*Press	1,426,725	1,439,175	12,450 Loss
Totals	4,431,300	4,467,675	36,375 Loss

ST. LOUIS

	1926	1925	
Post-Dispatch	2,470,720	2,441,320	29,400 Gain
Globe-Democrat	1,451,100	1,422,600	28,500 Gain
*Star	622,800	675,600	52,800 Loss
Times	390,000	365,400	24,600 Gain
Totals	4,934,620	4,904,920	29,700 Gain

BOSTON

	1926	1925	
Herald	1,585,178	1,528,732	56,446 Gain
Globe	1,551,567	1,433,591	117,976 Gain
Post	1,193,954	1,214,419	20,465 Loss
Advertiser	634,736	468,295	166,441 Gain
*American	521,672	515,015	6,657 Gain
*Traveler	1,194,510	1,235,493	40,983 Loss
*Transcript	703,531	736,524	32,993 Loss
*Telegram	186,629	297,917	111,288 Loss
Totals	7,551,777	7,428,586	123,191 Gain

BALTIMORE

	1926	1925	
Sun	1,797,363	1,714,315	83,048 Gain
*Evening Sun	1,674,103	1,846,421	172,318 Loss
American	644,568	576,996	67,572 Gain
News	780,421	775,875	4,546 Gain
*Post	410,091	427,654	17,563 Loss
Totals	5,306,546	5,341,261	34,715 Loss

LOS ANGELES

	1926	1925	
Times	2,442,258	2,295,818	146,440 Gain
Examiner	2,208,285	2,035,333	172,952 Gain
*Express	791,182	845,558	54,376 Loss
*Herald	1,604,890	1,638,518	33,628 Loss
*Record	452,620	441,252	11,368 Gain
*News	233,012	247,002	13,990 Loss
Totals	7,733,127	7,503,481	229,646 Gain

†News Sunday edition suspended publication May 2, 1926.

BUFFALO

	1926	1925	
Express	551,470	551,470	0
Courier	1,065,550	782,514	283,036 Gain
Post	125,366	125,366	0
Times	1,423,760	1,302,499	121,261 Gain
*Star	115,169	115,169	0
*News	1,521,590	1,630,984	109,394 Loss
Totals	4,010,900	4,601,002	590,102 Loss

Post discontinued February, 1926. Express and Star combined with Courier June 19, 1926.

SAN FRANCISCO

	1926	1925	
Chronicle	1,052,590	1,006,250	46,340 Gain
Examiner	1,882,014	1,757,294	124,720 Gain
*Bulletin	610,862	685,566	74,704 Loss
*Call	1,026,690	880,726	145,964 Gain
*News	733,628	705,158	28,470 Gain
*Herald	133,532	133,532	0
Totals	5,305,784	5,168,506	137,278 Gain

Herald discontinued May 5, 1926.

MILWAUKEE

	1926	1925	
Journal	1,973,059	1,776,926	196,133 Gain
S. T. & A. M. Sen.	682,907	704,217	21,310 Loss
*Leader	290,670	313,177	22,507 Loss
*Wisconsin News	768,606	824,992	56,386 Loss
Totals	3,715,242	3,619,312	95,930 Gain

WASHINGTON

	1926	1925	
Star	2,870,075	2,664,757	205,318 Gain
Post	1,155,549	1,006,128	149,421 Gain
*Evening Times	746,254	785,342	39,088 Loss
Herald	770,557	470,594	299,963 Gain
*Evening News	274,447	218,888	55,559 Gain
Totals	5,816,882	5,145,709	671,173 Gain

CINCINNATI

	1926	1925	
*Post	921,600	937,800	16,200 Loss
*Times-Star	1,470,600	1,508,100	37,500 Loss
Enquirer	1,432,500	1,248,900	183,600 Gain
Tribune	327,300	292,800	34,500 Gain
Totals	4,152,000	3,987,600	164,400 Gain

NEW ORLEANS

	1926	1925	
Times-Picayune	1,872,879	1,698,575	174,304 Gain
Item	1,079,781	906,033	173,748 Gain
States	873,347	871,297	2,050 Gain
*Tribune	591,141	644,079	52,938 Loss
Totals	4,417,148	4,119,984	297,164 Gain

MINNEAPOLIS

	1926	1925	
Tribune	1,440,942	1,459,864	18,922 Loss
Journal	1,482,134	1,436,980	45,154 Gain
*Star	555,468	550,207	5,261 Gain
Totals	3,478,544	3,447,051	31,493 Gain

SEATTLE

	1926	1925	
Times	1,520,498	1,395,856	124,642 Gain
Post-Intelligencer	1,080,562	868,098	212,464 Gain
*Star	564,018	649,194	85,176 Loss
*Union-Record	815,210	106,918	208,292 Gain
Totals	3,480,288	3,020,066	460,222 Gain

INDIANAPOLIS

	1926	1925	
*News	1,690,800	1,811,886	121,077 Loss
Star	1,259,658	1,232,436	27,222 Gain
*Times	539,478	596,829	57,351 Loss
Totals	3,489,945	3,641,151	151,206 Loss

DENVER

	1926	1925	
News	638,288	655,504	20,216 Loss
Post	1,454,740	1,885,188	430,448 Loss
*Times	543,088	606,228	63,140 Loss
Totals	2,636,116	2,649,920	13,804 Loss

PROVIDENCE

	1926	1925	
Journal	1,028,287	958,464	69,823 Gain
*Bulletin	1,387,387	1,338,698	48,689 Gain
Tribune	475,960	435,881	40,079 Gain
*News	484,900	523,658	38,758 Loss
Totals	3,376,543	3,256,701	119,842 Gain

COLUMBUS

	1926	1925	
Dispatch	2,234,188	2,084,344	149,844 Gain
Journal	679,049	798,917	119,868 Loss
*Citizen	1,147,190	1,075,883	71,307 Gain
Totals	4,080,427	3,959,144	121,283 Gain

LOUISVILLE

	1926	1925	
Courier-Journal	1,517,293	1,285,408	231,885 Gain
Herald-Post	873,148	955,487	82,339 Loss
*Times	1,236,220	1,190,692	45,528 Gain
*Post	663,886	745,268	81,382 Loss
Totals	4,290,556	4,176,855	113,701 Gain

ST. PAUL

	1926	1925	
*Dispatch	995,022	1,039,780	44,758 Loss
Pioneer	980,266	984,872	4,606 Loss
News	874,706	886,130	11,424 Loss
Totals	2,849,994	2,910,782	60,788 Loss

OAKLAND

	1926	1925	
Tribune	1,801,562	1,784,510	17,052 Gain
*Post-Inquirer	933,932	933,296	636 Gain
*Record	126,868	124,096	2,772 Gain
*Times	126,868	53,480	73,388 Gain
Totals	2,882,362	2,895,382	13,020 Loss

Record discontinued October 23, 1925. Times inaugurated October 23, 1925.

SMILEY RESIGNS AS EDITOR OF CURTIS' THREE PHILADELPHIA NEWSPAPERS

Veteran Executive to Take Complete Rest Beginning Dec. 1
—Began Career on Philadelphia Star Late Nineties—
Studied Law and Was Admitted to Bar

(By Telegraph to EDITOR & PUBLISHER)

PHILADELPHIA, Nov. 17.—David E. Smiley today announced his resignation as editor-in-chief of the newspapers published here by the Curtis-Martin Newspapers, Inc., the *Public Ledger* and *North American*, the *Evening Public Ledger* and the *Sun*, tabloid.



DAVID E. SMILEY

The resignation will become effective on Dec. 1, which will mark the fourth anniversary of the date on which Mr. Smiley took editorial charge of the *Public Ledger* and the *Evening Public Ledger*. Mr. Smiley has made no announcement of his plans for the future except to say that he intends to take a complete rest. It is understood no definite plans have yet been made as to his successor.

From a "cub" reporter on the old *Evening Star*, then under the editorial direction of the illustrious James Jankin Young, Mr. Smiley rose through the ranks to a position as a newspaper executive. At one time he directed the editorial destinies of four metropolitan daily newspapers, the three Curtis-Martin newspapers in Philadelphia and the *New York Evening Post* also in the Curtis-Martin group. He resigned as editor of the *New York Evening Post* on June 6, of this year, being succeeded by Julian S. Mason, formerly managing editor of the *New York Herald Tribune*.

Within a year after he had started his newspaper career on the *Evening Star*, Mr. Smiley had become its city editor. He resigned from the *Star* to become associated with the *Philadelphia Evening Bulletin*, where he went in 1899 as an assistant city editor. He remained with the *Bulletin* until 1902 when he became political editor of the *Philadelphia North American*, recently absorbed by the Curtis-Martin interests. He also served some time on the old *Philadelphia Press*. It, too, was subsequently absorbed into the Curtis-Martin group.

In 1903, Mr. Smiley returned to the *Evening Bulletin*. In his spare moments between head-writing activities and at night, he studied law. Three years later, while still on the *Evening Bulletin*, he was admitted to the bar. He opened a law office and began his practice. Like virtually every other young lawyer, he was confronted with a dearth of clients. A lawyer by day, he became a copy reader by night, taking a job on the *Public Ledger*. He subsequently became night city editor, then city editor of the *Public Ledger*. In 1906 Mr. Smiley resigned to go back to the *Evening Bulletin* for the third time. He became an editorial writer and dramatic editor. He remained with the *Bulletin* this time for 10 years. In 1916 Cyrus H. K. Curtis invited him to reorganize the staff of the *Public Ledger*, making him city editor. Later he became its managing editor.

In 1918 Mr. Smiley was named by Mr. Curtis as editor-in-chief of the *Evening Public Ledger* which Mr. Curtis had launched a short time previously. Mr. Smiley directed the editorial departments of both publications. When Mr. Curtis bought the *New York Evening Post* in 1924, Mr. Smiley was named editor-in-chief of that newspaper, still retaining his editorial direction of the Curtis newspapers in Philadelphia. Mr. Smiley reorganized the staff of the *Post* and con-

tinued his editorial direction until last July. In 1925 Mr. Curtis bought the *Philadelphia North American* from the Wanamaker estate. The next day Mr. Curtis and Mr. Martin sailed for Europe, leaving Mr. Smiley to complete the purchase arrangements.

Mr. Smiley is active in the affairs of the American Society of Newspaper Editors having been one of the charter members, chairman of the membership committee, one of its directors and now second vice-president. He is active also in the Press Congress of the World. Mr. Smiley has made two trips to Europe in the last few years, he helped reorganize the *Public Ledger* foreign news staff and while abroad interviewed some of the figures then directing old world affairs.

HEARST PLANS ALASKA PAPER PROJECT

Application Filed with Federal Power Commission for Preliminary Permit
—Wilbur-Jardine Report on Resources Recalled

William Randolph Hearst has filed an application with the federal power commission for a preliminary permit to construct a power project in Alaska for the manufacture of paper.

In connection with this publisher's interest in Alaska, the recent reports of Secretary of the Navy Wilbur and Secretary of Agriculture Jardine regarding the water power and pulpwood possibilities of the territory are recalled. Secretary Wilbur was enthusiastic over the results of the navy's expedition headed by Lt. B. H. Wyatt.

Secretary Jardine, in advising Secretary Wilbur of the value of the work performed by the naval expedition, said: "We have been making efforts for years to have the extensive timber and water power resources of southeastern Alaska brought into use under Government supervision for paper manufacture and some of the larger paper companies' engineers now are making surveys there. The aerial survey already has been of immeasurable service in this connection. Valuable additional power sites have been discovered and feasible transmission line routes of great strategic value have been found in places previously thought to be impassable."

"It is providing an excellent preliminary reconnaissance of the pulp wood resources of that entire region to use as a basis for blocking out the very large sale areas that must be considered in connection with large paper mill projects."

MERGENTHALER REPORTS PROFIT

A net profit of \$2,625,033, after depreciation and taxes, was reported this week by the Mergenthaler Linotype Company for the 12 months ending Sept. 30. This is equivalent to \$10.25 per share on 256,000 shares of no par stock, comparing with \$2,699,028 or \$10.54 a share on the present share basis in the preceding 12 months.

RUCKER SELLS INTEREST

F. J. Rucker, business manager of the *Winona (Minn.) Republican Herald*, announced the sale of his interests in that newspaper to H. G. White, managing editor, on Nov. 13. Mr. Rucker plans to move to Tucson, Ariz. He had been associated with Mr. White for 23 years.

EDITOR & PUBLISHER CALENDAR

Nov. 22—Newspaper Credit Managers Assn., meeting with advertising agents, Advertising Club of New York.

No. 23—Sphinx Club, 30th anniversary dinner, Waldorf-Astoria Hotel, New York.

Dec. 6—American Newspaper Publishers Association, postal committee meeting, Washington, D. C.

Jan. 5-7—North Carolina Press Assn., third annual newspaper institute, University of North Carolina, Chapel Hill.

Jan. 14-15—North Dakota Press Assn., winter meeting, Bismarck, N. D.

MUZZLE IS CLAMPED ON POLISH PRESS

Dictator Pilsudski's Degree Penalizes Publication of Any News His Government Dislikes—Three Offenses Listed

Marshal Pilsudski on Nov. 7, issued a decree gagging the Polish press in a manner equaled only in Italy and Russia, according to the *New York Times*.

Imprisonment is provided for three specific offenses, Government officials themselves being empowered to impose fines or jail sentences without the aid of courts or juries. The decree goes into effect tomorrow.

The offenses listed are as follows:

1. The circulation of printed news concerning the State or a Minister of the State which would cause a public demonstration. The fact that such news is plainly branded only as a rumor does not minimize the offense. The governing authorities of a large city or of a province are authorized to impose a fine as high as \$1,000 or a prison sentence of three months in such cases without a court hearing.

2. The printing or circulating in speeches or privately of news or rumors affecting members of the Government and Judges of the courts, either ridiculing or criticizing them, is punishable by a fine as high as \$500 or a jail term of one month, the penalties being imposed out of court.

3. The printing by newspapers or periodicals of matter considered by Government officials to be derogatory even through error, is punishable by a fine of \$300 or a month's imprisonment.

There is also a special act covering libel, taking the matter out of the hands of the judicial authorities. Those punished have recourse to the courts within seven days, but an appeal does not prevent the collection of a fine, nor the stay of a prison sentence.

The Socialist papers have already lodged a strong protest, and all papers except the Pilsudski organs are expected to join as the edict goes into effect. The Sejm has authority to accept or reject the decree, and unless it is thoroughly subdued by the marshal's tactics before its meeting, scheduled for Saturday, it undoubtedly will reserve the action.

In their complaint the Socialists declare that the action is not only a plain abrogation of the right of free speech in the press stipulated by the Constitution, but is also the second occasion upon which the Government has deliberately flouted the basic law, the first being the failure to open the session of Sejm within the prescribed time limit.

MACFADDEN BUYS REAL ESTATE

Bernarr Macfadden, publisher of magazines and the *New York Evening Graphic*, has purchased the Hackensack Golf Club for a sub-division development, at a price said to be \$626,000. The property comprises 111 acres and will be developed as a residential section.

ARGUE CONTEMPT CASE IN BALTIMORE

Bar President Asserts There Can Be No Appeal from Sentence in Case Involving Five Hearst Men

(By Telegraph to EDITOR & PUBLISHER)

BALTIMORE, Nov., 17.—Newspaper editors and photographers found in contempt of court may not appeal to the Court of Appeals in Maryland it was argued today. The case of the five Hearst men found in contempt by Judge Eugene O'Dunne in the Criminal Court of Baltimore was being argued before the Maryland Court of Appeals. The view that the case was not appealable was set forth by Jesse N. Bowen, president of the Bar Association of Baltimore and William C. Coleman, member of the executive committee of the association. They appeared as the friends of the judge.

George Weems Williams, appearing as counsel for the Hearst men, argued that the case should be heard by the higher court since, according to Judge O'Dunne, the contempt proceedings grew out of what was regarded by Judge O'Dunne as a criminal act. The five men were declared in contempt because two of them, photographers, made photographs in the courtroom after Judge O'Dunne had issued orders expressly forbidding such photographing. The editors were held to have ordered the photographers to make the pictures knowing of Judge O'Dunne's ban. The pictures were made last May during the trial of Richard Reese Whittemore, bandit and hold-up man, for murder. Whittemore was found guilty of murder in the first degree and some months later was hanged.

The men involved in the contempt proceedings are: Harold B. Elliston, managing editor and Harry Clark, city editor of the *Baltimore News*; Earl C. Deland, managing editor of the *American*; William Klemm and William Sturm, photographers. Each was sentenced to serve one day in jail. Elliston was fined \$5,000 in addition. Realization that the case is unappealable moved Judge O'Dunne to impose light sentences upon the appellants, Mr. Bowen argued. In asking the Court of Appeals to dismiss the case, however, Mr. Bowen urged that the matter be given a complete review in order that in the future there may be no dispute regarding the authority of a judge in the lower courts.

"Do you mean," interrupted Judge T. Scott Offut, "that in no circumstances could a ruling of a lower court be reviewed in contempt cases even though the judge in the lower court sentenced when there was insufficient evidence to prove contempt, or some other legal bearing?" Mr. Bowen replied that was exactly what he meant. Other remedies than a review in the Court of Appeals are available, he said. After Mr. Bowen had completed his addresses Mr. Coleman resumed the same argument, reminding the members of the Court of Appeals that the case at hand challenged their authority and called for a definition of the power of the state judiciary. In regard to the contempt proper, Mr. Coleman asserted that the lower court had been within its rights. It was invested with the power, he said, to say who should attend hearings and what should be carried away.

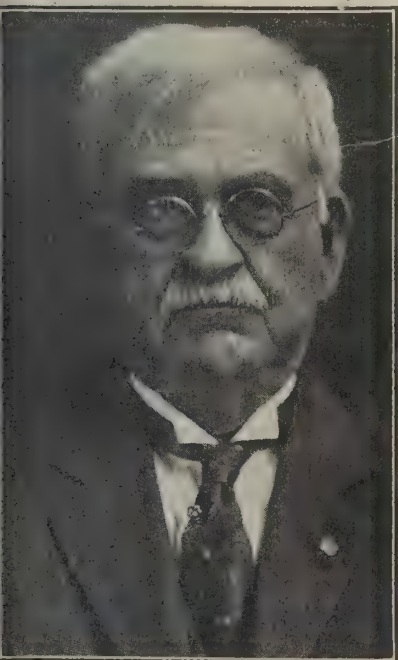
Mr. Williams, counsel for the five men, held that no judge had a right to say who could come into court and who could not. Judge O'Dunne's ruling in the case before the court, he said, interfered with the freedom of the press. It was Mr. Williams' contention that the case could and should be reviewed by the higher Court, because the offense had constituted a criminal act, according to Judge O'Dunne. Mr. Williams did not believe that his clients' conduct had amounted even to misbehavior.

He told the court that it was "shocking" to think that a single judge could put a man in jail or take away his property when there was no appeal from his decision.

LAFAYETTE YOUNG SR., NOTED IOWA PUBLISHER, DIES AT 78

Owner of Des Moines Capital Was Prominent in Republican Politics—Served as U. S. Senator—Covered Spanish-American and World Wars

AMERICA'S old school of personal journalism lost another of its leading figures Nov. 15, when Lafayette Young Sr., former United States Senator from Iowa and for the last 36 years publisher of the *Des Moines (Ia.) Capital* died peacefully during a nap after a steam bath in a Des Moines bath parlor. He was 78 years old.



Lafayette Young

Mr. Young suffered a severe heart attack two months ago and had been under medical care since.

Orator, politician, war correspondent, and Senator, Mr. Young, despite his diversified interests, was first and foremost a newspaperman who solely through his own efforts rose to a commanding position in Iowa journalism.

Son of a family of pioneers, Mr. Young was born in a rude little log cabin in Monroe County, Ia., in 1848. His elementary education consisted of three winters in a country school to which he trudged through snow-drifted roads. When he was thirteen his classroom schooling ended with the outbreak of the Civil War. His father and two brothers enlisted and the boy, compelled to earn a living for his mother and himself, went to work in a woolen mill. Two years later he sought to enlist but his youth disqualified him. His father and one brother were killed in the war.

Before he was 17 Mr. Young had deserted the loom for the composing stick as "printer's devil" in a newspaper shop at Albia, Ia. In 1866, already a capable compositor, he came to Des Moines to work in the job printing shop of Mills & Company, owners of the *Iowa State Register*. Then followed two years as a printer in St. Louis while he attended night school five times a week and saved the money with which to launch his first newspaper venture.

The year 1870 found him reporter and later city editor for the *State Register* in Des Moines during the turbulent days of the reconstruction period. A year later the young man went to Atlantic, Iowa, and became a publisher in his own right by founding the *Atlantic Telegraph*, carrying his equipment piece by piece on his back from the railroad station to the little room which was his office.

Extension of trunk telegraphic lines in 1879 was the signal for the enterprising young man to make his paper one of the first small town dailies in Iowa, and eventually he was established in his

own building with a profitable publishing and bindery business. He was still a youth of 25 when he made his debut in politics. He was elected to the state senate in 1873, starting twelve years of service in that body during which he, with the late Senator Albert B. Cummins, was among the progressive leaders of the Iowa legislature.

Mr. Young came to Des Moines and purchased the *Capital* in 1890. Under his vigorous management the *Capital* soon outgrew its basement quarters and established itself finally in its own building.

In 1898 Mr. Young left the *Capital* in charge of his wife and children and went to Cuba as a war correspondent. He followed the Rough Riders through the campaign with such vigor that he was made an honorary member of the organization. It was at this time that he formed a friendship with Theodore Roosevelt, Colonel of the Rough Riders, that lasted until Roosevelt bolted the 1912 Republican convention.

A lifelong Republican and in later life a staunch conservative, Mr. Young was delegate at large to two national conventions and chairman of two state conventions. It was he who nominated Colonel Roosevelt for the vice-presidency at the Republican convention in 1900.

Mr. Young was appointed United States Senator from Iowa by Governor Carroll in 1910 upon the death of Senator Jonathan P. Dolliver. He served until April, 1911, and was a candidate through the long deadlock of the Iowa legislature to fill the place for the remainder of the term but was beaten when W. S. Kenyon was named. Mr. Young opposed Senator Kenyon in the primary campaign of 1912 but was defeated.

Although 62 years old, Mr. Young again felt the powerful call of the war fronts in 1914 after his service in the Spanish-American war and the Balkan trouble of 1913. Consequently in 1915 he once more obtained the necessary credentials of a war correspondent and spent four months in the early arenas of the World conflict.

A zealous Austrian intelligence officer misled by the name "Lafayette" into imputing French sympathy to the Iowan, arrested him as a French spy. When the news reached America it brought from his thousands of friends expressions of astonishment and incredulity.

Mark Sullivan, then editor of *Collier's Weekly*, characterized the episode as "The most serious indictment of Teutonic intelligence that we know. Deceit or any kind of dissimulation is about the last thing that Lafayette Young is capable of. If the Germans really want to hold on to the Iowa Senator and make some use of him, let them lock him up in a comfortable museum as the real thing in the line of that much sought and not often seen article—the Typical American."

Surviving Mr. Young are his widow and two sons, Lafayette Jr., and Harold C. Young. To the former Mr. Young had entrusted in late years much of the active management of the *Capital*.

Tributes to Mr. Young from men high in the life of Iowa and the nation have poured in upon the family.

"Senator Young was one of those personalities of whom it can be said that the people loved," says the *Des Moines Register* in a tribute to his ability as public speaker, journalist, and patriot.

Mr. Young's own paper, the *Capital*, said in the announcement of his death: "Iowa was his field and into it brought a pure type of individualism which was untainted by any quality borrowed from other states or other men. Eminent citizens of every state in the Union and nearly every country of the civilized

world have known and loved this pioneer Iowa editor.

"The files of his office contain letters of a most intimate nature from many Presidents and from high officials of foreign countries. He traveled extensively, but above all else he prized his natural inclination to live a life of simplicity in a prairie state."

\$45,000,000 OFFERED FOR AMALGAMATED PRESS

Berry Brothers Seeking to Acquire British Group Which Controls 100 Publications Including 4 Newspapers

Graphic Publications, Ltd., a company with which Sir William Berry and J. Gomer Berry are associated, have made an offer of £3 5s. per share with five per cent per annum interest, to the ordinary shareholders in the Amalgamated Press (1922) Ltd., for the purchase of the company.

The Berry Bros. have recently made a number of purchases in the British publishing world, including the *Daily Sketch* and *Illustrated Sunday Herald*, Ltd., of London, with which they amalgamated the *London Daily Graphic*, and they are the controllers of Allied Newspapers, Ltd., which owns considerable newspaper property in Manchester.

The total amount that will be distributable among the ordinary shareholders in the Amalgamated Press will be £8,832,577, and will be satisfied as to £2 5s. in cash, and £1 in £2,717,716 (part of £3,500,000) five and a half per cent 1st. Mortgage Debenture stock in a new company to be formed by Berry Bros. In addition the Preference shares would also be purchased for 24 shillings each in cash, and the whole deal represents a sum of £9,497,377.

The Amalgamated Press owns and publishes 100 publications. The Berry Bros. control also the *London Sunday Times*, the *Manchester Sunday Chronicle*, the *Manchester Daily Dispatch*, the *Financial Times*, London, as well as the magazine and periodical publishing houses of Cassell & Co., Ltd., Weldon's Ltd., and Kelly's Directories.

A. P. GROUP MEETS

Central Division Advisory Board Members Gather in Chicago

The Associated Press advisory board for the central division composed of 11 states in the middle west met in Chicago, Nov. 9, to consider matters pertaining to the division and to the Associated Press in general. All of the states in the division were represented except North Dakota. Those present were George H. Adams, of the *Minneapolis Journal*; Arthur R. Treanor, *Saginaw (Mich.) News-Courier*; J. T. Garrett, *Burlington (Ia.) Hawk Eye*; H. C. Schaub, *Decatur (Ill.) Review*; F. A. Miller, *South Bend (Ind.) Tribune*; Louis B. Tobin, *Lincoln (Neb.) Star*; C. H. Spencer, *Newark (O.) Advocate*; D. K. Hoopes, *Mitchell (S. D.) Republican*; William T. Evjue, *Madison (Wis.) Capital Times*.

Norman B. Black, of the *Fargo Forum*, representative for North Dakota was unable to be present. Mr. Miller was elected chairman of the board and Mr. Spencer was named for secretary. Edgar T. Cutter, of Chicago, superintendent of the central division spent the afternoon with the board answering questions and giving advice.

A report of the board's work will be prepared and presented by the chairman to the January meeting of the board of directors in New York.

CELEBRATES 75TH YEAR

The *Hornell (N. Y.) Tribune-Times* observed its 75th anniversary on Nov. 15. Edwin Hough, a journeyman printer, founded the *Hornellville Tribune* on Nov. 15, 1851, naming it in honor of Horace Greeley's metropolitan publication, in recognition of a friendship which had existed for many years.

ST. LOUIS PRESSMEN RETURN TO UNION

Six-Year Fight Between Local Union and International Group Settled—Liberal Terms Provided—Peace Restored

The St. Louis Web Pressmen's Union has accepted by a referendum vote the plan for reaffiliation with the International Printing Pressmen and Assistants' Union of North America submitted by the International through the St. Louis Newspaper Publishers' Association, restoring peace within the ranks of the union and avoiding a divisional war in which the publishers would have been innocent victims.

St. Louis was one of six unions which seceded from the International in 1919. The six-year fight has been bitter even the courts being resorted to by the locals. Chicago was the first of the seceding unions to reaffiliate, and Pittsburgh and Philadelphia followed.

The terms offered to the St. Louis union by the International are regarded as extremely liberal. It is understood that the same terms will be offered to the unions in Cincinnati and Milwaukee, the other two holdouts, assuring their acceptance and peace.

The settlement with the St. Louis union was brought about when Major George L. Berry, president of the International, against whom the 1919 revolt was directed, and other International officials came to St. Louis with James M. Lynch, president of the International Typographical Union, and Charles M. Smith, president of the International Mailers' Union to force the issue. The Pressmen's International at its convention last August had instructed its president to make every effort possible to bring the seceding unions back to the fold, even to the extent of such drastic measures as revocation of charters, abolition of contracts and the organization of new unions.

The St. Louis union was obstinate in its demands for changes in the International's constitution and by-laws. These could not be granted by the International. A serious situation was arising.

The officials of the various International Unions explained the situation to the St. Louis Newspaper Publishers' Association, who were asked to submit terms to the web pressmen's local. In order to avoid a divisional contest, which would have proven costly and long-drawn out, the International officials submitted terms which made it easy for the local to reaffiliate.

No stipulations whatever affecting the standing of local members, or finances, were made by the International Union.

The agreement has been accepted by the St. Louis Web Pressmen's Union, and the International Union and approved by the St. Louis Newspaper Publishers' Association.

Besides Major Berry, the representatives of the International Pressmen's Union who came to St. Louis to take part in the settlement of the difficulties were William H. McHugh and S. B. Marks, vice-presidents and John J. Kane, international representative.

M. J. Lowenstein, secretary of the St. Louis Newspaper Publishers' Association, was active in bringing about the settlement, which was gratifying to the publishers.

The St. Louis Job Pressmen's Union and the Franklin Association, composed of job press feeders had previously rejoined the International.

AIDING THE RED CROSS

John Martin, vice-president and general manager of the *New York Evening Post*, is head of a newspaper group appointed to assist the American Red Cross in its annual roll call for funds, which began Nov. 11. F. M. Lawrence, George Batten Company, is head of the advertising agency group, while Frank Braucher, Crowell Publishing Company, is chairman for the magazine publishers.

"EYES ON THE FUTURE" FYFE URGES PRESS

Newspaper's Job Is to Help People to
Get Away from Past, Former
London Herald Editor
Tells Correspondents

By HAROLD BUTCHER

"Our job is to keep on pointing people to the future," said Hamilton Fyfe, British editor, writer and playwright, 'till recently editor of the *London Daily Herald*, the labor newspaper, at a luncheon given Thursday in his honor at the Lawyers Club, New York. It is, according to Mr. Fyfe, the newspaper man's business to spy out the trend of things, to see the significance of tendencies, and to tell the public what is going on.

Introduced by Dr. A. M. Nawench, president of the Association of Foreign Press Correspondents, which was host at the luncheon, Mr. Fyfe was described as one who had traveled round the world not in search of emotion and pleasure but in the investigation of social conditions, political and economic—"an inquisitive mind, a pioneer."

"Our job as journalists is to help people to get away from the past," said Mr. Fyfe. "In Europe we have turned our faces away from the past and are trying to forget its hates and bitterness. Newspapers can do an enormous lot in keeping people reminded of the points that are in favor of improvement rather than in suggesting that no change is possible. Harm has been done by newspapers who say that change is impossible. We ought to let people know that the future lies in their own hands. I was greatly impressed by some words of the late President Wilson who said that it is the common people everywhere who can mould the future according as they wish it to be. And newspapers can help them do it—not by vague idealism but by concrete suggestions. A vague hope is poor sort of nourishment."

Putting his own doctrine into practice Mr. Fyfe looked out on the Europe of today and reported that although there was no real danger of "the Balkanization of Europe"—that is, the splitting of it up into warring states as in the Balkans—there was, on the other hand, no immediate prospect of the formation of a United States of Europe. The danger of monarchy still existed.

"There are still a number of kinglets and queenlets," he said. "America has just had experience of one such queenlet, going round the country like a circus, and not a good circus at that! Monarchy is not a danger in England, which is for all practical purposes a republic, the king being a sort of perpetual president without the fuss of electing a new one and disturbing business. The great trouble in the eastern part of Europe is the revival of nationalism. Mussolini has aroused an enormous amount of nationalism. There has been something like it in Spain, and a good bit in Greece. The fact that it has not come to more than talk in France is hopeful. France has learned that a dictatorship leads to more trouble than there was before."

"In regard to Great Britain it seems to me unarguable that her place is with a European federation as against the suggestion that the British commonwealth of nations should be one unit until such time as a bigger unit, a world state, emerges. The various British nations within the commonwealth are determined to be masters in their own house, the directors of their own destiny. What they will choose we cannot tell. When Canada has become a powerful nation it seems to me almost unthinkable that she will not form part of the group with the United States instead of with the British people three thousand miles away. Our place is in Europe. We cannot get away from that. That is our destiny."

On the coal dispute Mr. Fyfe said: "The real root of the coal difficulty in England, the coal lockout—it was not a

strike—which has lasted from the end of April 'till now, is the social system in England, which is still medieval. People have not got away from the idea that there are certain classes in the community which must be content with a living wage, just enough to get along. American employers say that it pays to pay high wages. No doubt there are others who would pay fifty cents a day if they could get away with it. If there should be a slump in trade the testing time would come, and we would find which type of employer predominates."

Immediately after his speech Mr. Fyfe left to catch his boat which sailed the same afternoon for London.

SOCIETY OF GENESEE TO HONOR DEWART

President of New York Sun Will Be
Feted at Dinner to Be Held Jan. 24
—Many Newspaper Men Will At-
tend—A. P. Directors Coming

Plans are being made for a notable gathering of newspaper men to honor William T. Dewart, new president of the *New York Sun*, at a dinner to be given him by the Society of the Genesee at the Commodore Hotel, New York, Jan. 24.

Directors of the Associated Press, meeting at New York headquarters on that date, will attend in a body. Newspaper men will be present from many cities of New York state and beyond.

F. E. Tripp, *Elmira* (N. Y.) *Star Gazette*, will head a body of editors and publishers of southern New York who will come to New York for the occasion, while George B. Williams, *Geneva Daily Times*, is arranging to have western New York well represented. Edwin S. Friendly, business manager of the *New York Sun*, is a member of the committee.

The Society of the Genesee, the membership of which is made up of men born in the Genesee valley, was founded in 1898 by Louis Wiley, business manager of the *New York Times*.

CONFER ON RADIO

W. A. Strong Represents Publishers at
Washington Meeting

WASHINGTON, D. C., Nov. 18.—A conference promising to have a far reaching influence upon the muddled national radio legislative situation was held here today in which W. A. Strong, publisher of the *Chicago Daily News*, and chairman of the radio committee of the American Newspaper Publishers Association, and the National Coordinating Committee of the radio industry, took a leading part.

The conference was for the purpose of seeking such coordination of the radio field, by legislation or otherwise, as will provide relief from the growing congestion of the air, various controversial phases of the pending Dill and White bills, which are still dead, locked in a Congressional conference with little prospect of early action on either, were gone into. In order to keep in touch with whatever progress is made in congress toward a legislative solution of the radio tangle it was agreed to establish headquarters at the Washington Hotel where the conference was held. L. S. Baker, of New York City, who is identified with the National Broadcasters Association, was placed in charge of the headquarters.

Besides Mr. Strong, those participating in the conference were W. S. Hedges, radio editor, *Chicago Daily News*; Paul B. Klugh, New York City, executive manager, National Broadcasters Association; Harold E. Wrape, St. Louis, Federated Radio Trade Association; Arthur T. Haugh, Buffalo, president of the Radio Manufacturers Association; Charles E. Stewart, Washington, American Radio Relay League, and A. M. Demott, New York City, Radio Magazine Publishers Association.

DAILY IMPROVING PLANT

Indianapolis News Spending \$50,000 to
Expand Departments

A program of improvements that will cost well above \$50,000 is now being carried out by the *Indianapolis Star*. The improvements are being made in several different departments.

In the mailing room, 700 square feet of floor space will be added by the construction of a mezzanine floor over the present room. A total of 600 square feet is being added to the composing room by using an areaway between the *Star* building and the adjacent Meridian Life Insurance Company building.

One of the major improvements is taking place jointly in the advertising and circulation departments. The *Star* has rented one-half of the third floor of the life insurance building for the circulation department, giving much more floor space and moving the department from the second floor of the *Star* building. A large stairway, entering from Pennsylvania street, will be constructed between the two buildings, giving entrance into both buildings. The advertising department, both classified and display, has been moved into the old circulation rooms, giving much more floor space. The old display advertising department on the second floor is being converted into the new morgue, which when completed will be the most complete library and reference room in the state of Indiana.

The *Star* has established a new truck run, serving several cities, which leaves at 2:30 a. m. and arrives at French Lick at 1:30 a. m. and arrives at French Lick, Bloomington, Bedford, Mitchell, Paoli and West Baden are included in the run.

INK POT WAR FOUGHT IN PARIS PLANT

Lead Paper Weights and Chairs Also
Used by Staff of Action Francaise
Repulsing 50 French Fascists
—3 Wounded

Hurling inkstands, chairs and lead paper weights, members of the staff of the *Action Francaise*, Royalist newspaper in Paris, repulsed 50 armed Fascist invaders Nov. 14, who sought to reach the offices of the Chief Editor Maurras. Three of the attackers were wounded when the Camelots du Roi drew revolvers and fired in time to prevent the assailants from reaching the editor.

The Fascists began the attack at 5:30 o'clock. Apparently, according to carefully laid plans, one group took possession of the porter's lodge with threatening revolvers, while the remainder rushed up the staircase brandishing weapons. Before they could reach their objective, the office of Chief Editor Maurras, the paper's reporters and sub-editors formed a defense line.

The Fascists continued their advance and had almost gained the main offices when the Camelots du Roi fired. The battle was furious for a few moments while the invaders were driven step by step down the stairway.

Three remained, shot through the lungs, in a heap at the foot of the stairs. Fascists less seriously wounded were taken away by their comrades.

Leon Daudet, leader of the Royalist Party, who left the building shortly after the battle, was pounced upon by police and arrested. A revolver in his pocket was taken from him, but the Magistrate to whom he appealed ordered his release and restitution of the pistol.

The Fascists charge the Royalists with executing for pay the orders of Luigi Federzoni, Italian Minister of Colonies, until recently Minister of the Interior; the Royalists accuse the Fascists, notably their leader Valois, who writes in their organ, the *Nouveau Siecle*, of being paid agents of Premier Mussolini.

As M. Maurras was leaving the plant he was arrested on the charge of carrying a revolver, but was later released.

LEAVITT RESIGNS AS A.N.A. SECRETARY

Arthur H. Ogle, Advertising Manager
Wahl Company, Will Succeed Him
Dec. 15—Retiring Executive to
Join Sumner Agency

Robert K. Leavitt, for the past two years secretary-treasurer of the Association of National Advertisers, announced his resignation this week effective Dec. 15. On that date he will become associated with G. Lynn Sumner, president of the G. Lynn Sumner Advertising Agency, New York. Arthur H. Ogle, at present advertising manager of the Wahl Company, Chicago, will take over the association position.



ARTHUR H. OGLE

Mr. Sumner is a former president of A. N. A. and was largely responsible for Mr. Leavitt's appointment in 1924. Mr. Leavitt will have an interest in the agency and the title of secretary-treasurer.

Mr. Ogle was a director of A. N. A. and at the recent Atlantic City session was elected a vice-president. He is graduate of the University of Illinois and has had newspaper and advertising agency experience. He is also familiar with association work, having been connected with the Portland Cement Association for several years. For three years he was with Erwin, Wasey & Co.

"Your board feels that Mr. Ogle is in every way a worthy successor to Mr. Leavitt, and that he will take up the association's work where Mr. Leavitt lay it down; that his energy and vision will carry the A. N. A. to still larger accomplishments in the months that lie ahead. S. E. Conybeare, the new A. N. A. president stated.

30 EDITORS ASK JUDGE THAYER'S REMOVAL

New York Foreign Language Group
Says Prejudice Caused His
Denial of New Sacco-
Vanzetti Trial

A demand for the removal from the Massachusetts Superior Court judgeship of Judge Webster Thayer of Worcester, Mass., for his recent denial of final motion for a new trial of the Sacco-Vanzetti payroll murder case has been voiced by editors of 30 foreign language and Hebrew newspapers of New York.

The demand was in the form of a letter sent to Gov. Alvan T. Fuller of Massachusetts as he was sailing Nov. 18 from Boston on the French liner *France* with Mrs. Fuller.

The letter of the editors declared that they felt that Governor Fuller "cannot" in sympathy with the marked abuse of judicial discretion shown by Judge Thayer in his decision, and express the opinion that the judge's action against the two radicals, Nicola Sacco and Bartolomeo Vanzetti, accused murder during a holdup, was based on "sober judicial opinion," but "prejudice and nervous self-justification."

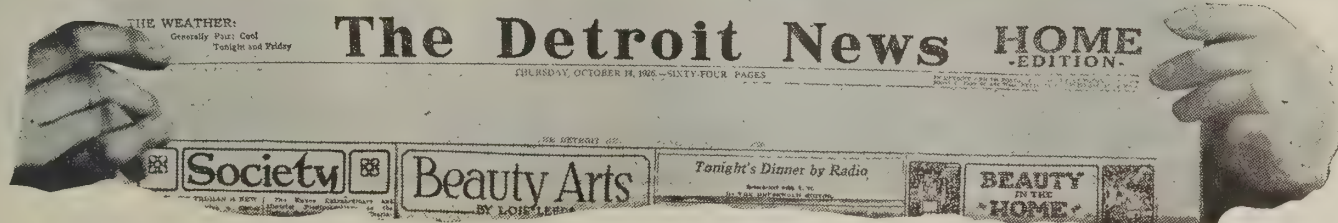
The outspoken opinion of the New York editors follows close upon the heels of an editorial in the conservative *Boston Herald*, which took decided exception to the judge's refusal of the motion for a new trial.

WOMEN BAN CRIME NEWS

The Hall-Mills murder trial was boiled down to a few lines in the *Meridian* (Miss.) *Daily Star* Thursday, while club women of the city supervised the day's editions.



Women In Detroit Read The News



*150,000 Voluntary Letters Received In 10 Months
Testify To Its Special Interests For The Home Maker*

THE buying factor, the last point of sales resistance, is the home purchasing agent—the American woman. She controls the greatest budget yet known. She is the one to decide what automobile, what cereal, what rug or what soap enters her domain. That is why manufacturers more and more select the medium preferred by the housewife for their sales campaigns.

In Detroit, The News has been the home newspaper for more than half a century. Its special articles on household economy, interior dec-

oration, health, recipes, beauty and domestic affairs have won for it the greatest audience in Michigan—a fact easily supported by the great volume of voluntary mail received by the women's editors, over 150,000 letters requesting information and aid so far this year!

Use the home newspaper of Detroit and cover the whole field thoroughly with one newspaper. The News' great circulation is concentrated in the local trading area and reaches practically every English-speaking home.

The Detroit News

The HOME newspaper

350,000 Sunday Circulation

320,000 Weekday Circulation

JUDGE BARS REPORTERS, NEWSPAPERS PROTEST

Calgary Herald Leads Attack by Interviewing Leading Attorneys—Publicity Necessary to Justice, Is View

Police Magistrate G. E. Sanders of Calgary, Alta., Canada, started something recently when he barred reporters from a preliminary hearing on which he sat. The Calgary newspapers at once registered protest and the incident has been taken up by the Canadian press from Halifax to Victoria.

The *Calgary Herald* followed up the matter with vigor gathering views which may be summarized in the well established view that "where there is no publicity there is no justice." Here are some of the opinions:

"Publicity in the administration of justice has been regarded as ranking even higher than the rights of parliament as a guarantee of public security."—A. Macleod Sinclair, K.C., Calgary.

"The greatest check on arbitrary proceedings in court is to have the public represented through the newspapers."—I. Seymour Corley, K.C., Toronto.

"There has never been such a case in this city."—Editor, *Hamilton Spectator*. "Without parallel in Canadian court history."—*Montreal Star*.

"Without precedent on the west coast."—*Vancouver Province*.

"I never heard of such a thing in my life."—R. B. Graham, K.C., crown prosecutor, Winnipeg.

"The magistrate has no right to do it."—R. A. Bonnar, K.C., Winnipeg.

"This discretion is only exercised on grounds of public policy, that is, only in those cases where the evidence is not fit to be heard in public."—Hon. R. W. Craig, attorney-general of Manitoba.

The Herald contended that the action of the magistrate in barring the newspapermen was wrong and proceeded to obtain eminent authority to back up its position. It presented these authoritative views in a front page display.

In his statement defining his position, Magistrate Sanders closed by saying:

"Too many people have the idea that a preliminary is a trial. That is not the case. The preliminary hearing is simply for the purpose of determining whether or not there is sufficient evidence against a defendant to warrant his standing trial on the charge laid against him.

"If a lawyer asks for closed court, explaining that certain evidence to be adduced at that time might seriously prejudice public opinion and create bias in the minds of jurymen to be chosen from the public, I do not see that I would have a right to question the veracity of his statement. Of course I might consider his opinion unfounded after hearing the case, but one has to exercise discretion."

CORRECTION

In an item concerning Miss Margaret Foldes in "Women in Advertising and Journalism" EDITOR & PUBLISHER, Nov. 13, it was stated she once worked for the *Norwalk* (Conn.) *Evening Sentinel*, George W. Markey, publisher. Mr. Markey is not the publisher of the *Sentinel*. Leigh Danenberg is president and publisher of that paper. The *Sentinel* was taken over by its present owners three years ago.

LAUNCHES STATISTICAL SERVICE

The Advertising Statistics Company, with offices at 405 Lexington avenue, New York, has been formed by William J. Punch to provide publishers and advertising agencies with monthly service on national newspaper advertising statistics. Mr. Punch was formerly manager of the Statistical Department of the New York *Evening Post* which compiles monthly lineage tables for New York newspapers and for dailies in the thirty principal cities.

THEY TALK SHOP WHEN THIS NEWSPAPER FAMILY MEETS



H. M. Butler, veteran publisher of the *Hartshorne* (Okla.) *Sun*, has to put extra leaves in the table when he invites his family in to dinner. And shop talk is not taboo at the dinner table, because of the predominance of editors, editors' wives and newspaper workers in general in the group. In the center, front row, are Mr. and Mrs. Butler. The last four men to the right in the back row are Mr. Butler's editor sons, James G. Butler, publisher of the *Milburn* (Okla.) *News*; Henry M. Butler, now running the *Mayes County* (Okla.) *Democrat*; Joe Butler, one of the founders of the *Mayes County Democrat*; and Orlando Butler, who learned to set type on the *Prairie Grove* (Ark.) *Banner* when he was 7 years old. He now publishes the *Grove Sun* and the *Jay Chieftan*. Three of Mr. Butler's daughters have worked in newspaper offices. The grandchildren and other members of the family get around the various newspaper offices often enough to get ink on their fingers.

INDIANA A. P. MEETS

B. F. Lawrence of Star League Named President at Indianapolis

Expansion of news telegraph service was considered at length, but without final decision, at the semi-annual meeting of the Indiana Associated Press Editorial Association.

Plans for augmenting present wire facilities of state A. P. papers by adding an automatic printer service in the daytime were laid before the editors by Edgar T. Cutter of Chicago, superin-

tendent of the central division of the A. P., who detailed the operation of similarly expanded wire circuits in Michigan and Texas. Lawrence, general manager, The Star of Indiana, president; Henry Marshall Jr., *Lafayette Journal-Courier* vice-president, and S. P. Ochiltree, correspondent at Indianapolis, secretary.

Altoona Mirror

**DON'T GUESS;
BUY THE BEST**

All local merchants in Altoona buy space in the Mirror. Many of them use the Mirror exclusively. They are not taking chances, they know how to reach practically all of the people in this industrial bee-hive at one cost.

**Circulation
for October
28,983**

CONSOLIDATED PRESS SERVICE
UNITED PRESS SERVICE
N.E.A. SERVICE

The ALTOONA MIRROR
Altoona, Pa.
Business Direct
Fred G. Pearce, Advertising Manager

From the Linotype Mailbag

"Press the Button"

In response to your esteemed favor of the 14th instant, we are pleased to advise that Mr. Sherman wired us, and we replied, asking him to come on. He arrived today, and is at the present time operating our model 8 machine.

We certainly cannot say too much in commendation of your wonderful co-operation in the matter of securing help to operate linotypes. It seems as though all we have to do is press the button, and you do the rest. We wish to assure you that we fully appreciate the service you have rendered, and are only sorry that we do not know how to reciprocate.

Fresno Republican Printery Co.
Fresno, California

LINOTYPE

9,000,000

consumers within the 50-mile radius covered by

The NEW YORK EVENING JOURNAL

¶ The *New York Evening Journal* gives unequalled opportunity for sales concentration

SELLING is like warfare—you have to hit hard and often, with a concentration of strength behind each blow. Napoleon, the greatest soldier of all time, won countless battles that way. He always struck in one strategic spot, with every man and gun available.

The key-position

In national merchandising, there is one spot which is more important than any other. The New York market is the key-position to national selling. Here, within a fifty-mile area, there are 9,000,000 consumers—more than there are in all New England. Here there is more money than in seven large mid-western states combined. Here is pre-eminently the richest prize, the most desirable goal, in America.

In the New York market, the *Evening Journal* occupies a situation that is absolutely unique. Its circulation of 700,000—the largest evening paper circulation in the world—is more than twice that of the next largest evening paper in New York. It is greater than the next two combined—plus 100,000! Every evening

it is taken into 700,000 homes, in which live approximately 3,000,000 consumers—one-third of the entire population of this area!

Power with economy

There is no other evening paper in the New York market which enables you to reach, at one stroke, so large a percentage of the total possible consumers in this great field. The *New York Evening Journal* gives concentration; it saves your money by utilizing every cent of it in carrying your message to a productive prospect.

A compact market

The *New York Evening Journal* dominates the most highly organized of all trading areas. Nowhere else will you find such concentration of outlets, such closely knit centers of merchandising, such scientifically arranged trade routes and channels. Salesmen working this territory see the maximum number of prospects with the minimum traveling expense. Transportation is cheap and fast. Distribution is thorough and effective.

The 9,000,000 people living in the

New York district are consumers of quality goods. They have a high standard of living. They make good money and they are willing to spend it to get a good article. Every year hundreds of millions of dollars' worth of merchandise is consumed by these metropolitan dwellers—the most consistent and profitable customers in the world.

Yet important as this key-position is, it is the easiest of all to enter—if you know the way in. For those who believe in their product and in themselves, the New York area presents almost inexhaustible sales opportunities. Here is the world's richest market. Dominate it with the *New York Evening Journal*!

JOHN WANAMAKER

New York

Invested over a million dollars in the *New York Evening Journal* during the past six years

AN IDEA of the appreciation of John Wanamaker New York for the purchasing power and responsiveness of more than two million *New York Evening Journal* readers may be had from the fact that during the past six years this store has invested over ONE MILLION DOLLARS in this one newspaper.

Wanamaker Store News has become as much a part of the *New York Evening Journal* as the news and features. Out of 309 publication days last year the merchandise news of this house appeared in 245 issues.

The *New York Evening Journal* carries the day-to-day store news of the Wanamaker store into over 700,000 homes in New York and suburbs. This newspaper has more than double the circulation of any other New York evening paper—it goes home, stays home and is read by every member of the family.

It is a policy of Wanamaker's to reach out for the greatest possible number of customers throughout the metropolitan retail trading area. They invest more money in the *New York Evening Journal* than in any other New York morning or evening newspaper. This fact, alone, is the most convincing endorsement of the intensive coverage, reader-interest and productiveness of the largest evening circulation in Greater New York and suburbs.

CIRCULATION FOR SIX MONTHS ENDING SEPTEMBER 30, 1926, 677,844 DAILY, NET PAID

A daily gain of 42,039 over the same period last year

NEW YORK EVENING JOURNAL

America's largest evening newspaper circulation . . and at 3c a copy daily, 5c Saturday

Chicago Office	New York Office	Detroit Office
913 HEARST BUILDING	2 COLUMBUS CIRCLE	GENERAL MOTORS BLDG.
Chicago, Illinois	New York City	Detroit, Michigan

WINES FINDS PUBLISHERS INTERESTED IN MECHANICAL STANDARDIZATION

Director of New A. N. P. A. Service Department Opens Office in New York—First Query Awaiting Him—Committee to Formulate Plans Next Week



W. E. Wines, Mechanical Director, A. N. P. A.

"STANDARDIZATION of equipment, standardization of accounts, arrangement of plants, newsprint waste, and the liveliest subject of all, dry mats."

W. E. Wines, director of the new mechanical department of the American Newspaper Publishers' Association, who opened the department's New York office this week at 270 Madison avenue, listed the above subjects as uppermost in the minds of publishers and mechanical superintendents he interviewed prior to his introduction to A. N. P. A. members at the French Lick convention last week.

Next week A. N. P. A.'s mechanical committee, headed by George M. Rogers, *Cleveland Plain Dealer*, will meet in New York. Until then, Mr. Wines, interviewed by *EDITOR & PUBLISHER* this week, was reticent about predicting what he intends to accomplish as the mechanical engineer working in the interest of about 500 dailies comprising the membership of the big national organization.

Before attending the French Lick meeting, Mr. Wines visited twelve newspaper plants and discussed mechanical problems with double that number of newspaper publishers and engineers. It was from this preliminary tour he obtained an index to the mechanical situation and interests in newspaper land.

"Two things particularly struck me as a result of my trip," Mr. Wines said. "One was that everyone I talked to appeared to be vitally interested in A. N. P. A.'s mechanical department. They told me they thought it was a good move that should be encouraged.

"Another thing I learned was that there is a great variety of points of view which must be catered to by the new department."

The papers Mr. Wines visited were the *Minneapolis Tribune*, *Minneapolis Journal*, *St. Paul Dispatch*, *Milwaukee Journal*, *Chicago Tribune*, *Chicago Daily News*, *Chicago Herald and Examiner*, *Aurora Beacon-News*, *Battle Creek (Mich.) Enquirer and Evening News*, *Detroit News*, *Indianapolis News*, and *Indianapolis Star*.

Arriving in New York this week, Mr. Wines found the first mechanical inquiry from an A. N. P. A. member awaiting

him. It was from the *Port Huron (Mich.) Times-Herald* and requested information regarding the general experience in the use of metal base. Mr. Wines, while disclosing the query, declined to make public his reply, stating that the department was to be maintained for the A.N.P.A. membership exclusively.

Mr. Wines received his A.N.P.A. appointment following several years spent teaching mechanical engineering at the University of Wisconsin. While his classes were largely on steam engines, he kept up his interest in newspaper engineering, being called upon at intervals for advice and consultation by the *Minneapolis Tribune* and the *Waterloo (Ia.) Courier*. He is also author of "The Newspaper Plant," a treatise on newspaper mechanics published by the university.

A graduate of Armour Institute, Chicago, Mr. Wines' first newspaper connection was with the *Minneapolis Tribune*, where he spent eight years as mechanical superintendent, beginning in 1900. W. J. Murphy, owner of the *Tribune*, had as his ideal the best newspaper plant in the Northwest, and Mr. Wines

was instructed to make the dream come true. The *Tribune* became one of the first newspapers to install newspaper reels as inaugurated on the *Chicago Daily News*, by Irving Stone. This was in 1902, several years before the innovation found its way to other pioneers such as the *Brooklyn Eagle* and the *New York Times*. Now it is standard press room equipment.

The *Tribune* was also the first plant in the Northwest to install the double motor push button press drive, which was placed in the plant by Mr. Wines in 1901. By 1905 the *Tribune* was using the standard autoplating machine.

Leaving the *Minneapolis newspaper*, Mr. Wines' next connection was with the University of Minnesota as superintendent of buildings. From this position he became mechanical engineer of the *Chicago Tribune*. In 1913 he first went to New York where he spent a year as mechanical superintendent of the *Times*. The following four years he ran a poultry farm in Minnesota, giving up this to become factory superintendent of the Globe Electric Company in Milwaukee. It was from this later connection that he joined the teaching staff at the University of Wisconsin.

In New York, Mr. Wines shares the office of W. J. Mathey, manager of the new traffic bureau.

NEWS MEN NAMED CENSORS

A committee of newspaper writers whose names are being kept secret, was appointed by Judge Howard Hayes of the South Clark street court, Chicago, to determine whether 13 volumes seized in two Loop book stores recently should be confiscated, or whether they have literary or scientific merit and should be permitted a restricted sale. Included in the volumes seized are the works of Rabelais, Boccaccio's "Decameron," and Balzac's "Droll Stories."

ADDS SUNDAY EDITION

Beginning Nov. 14, the *Ketchikan (Alaska) Chronicle*, edited by Edward G. Morrissey, began publishing a Sunday edition of 20 pages, with a four-page comic section.

MAGICIAN WINS £500 IN 11 LIBEL SUITS

English and Irish Newspapers Pay Damages for Reporter's Story of Trickery in Illusion Show

A libel action involving eleven English and Irish newspapers was heard at the King's Bench Division of the High Court of Justice at the end of October. The plaintiff, Frederick Fant Abbott, known as "Charcot," an illusionist, claimed damages for alleged libels contained in reports of a performance he gave in Waterford, in which a woman was placed in a box, fastened with cords at wrists, ankles and neck, and the box was then sawed in half, members of the audience meanwhile holding the ends of cords which passed through holes in the box.

The report stated that one member of the audience insisted on tying a slip-knot round the woman's neck, and the assistants, fearing that she would be strangled hurriedly separated the box when it was sawed and revealed her curled up at one end. The audience, it was stated, made an uproar and the illusionist was obliged to leave hurriedly.

£500 damages were awarded plaintiff against the eleven newspapers collectively. The newspapers, it was pointed out by counsel for plaintiff, erred in good faith as the report was sent to them by their regular local correspondent.

DALEY RE-ELECTED PRESIDENT

George Daley, *New York Morning World*, was re-elected president of the New York Chapter of the Baseball Writers' Association at a meeting held Nov. 16. William J. Slocum, *New York American*, was named secretary-treasurer. The date of the fourth annual dinner of the chapter was set for Feb. 6. Commissioner Kenesaw M. Landis will be one of the guests of honor. As usual the dinner will be staged at the Commodore Hotel, New York.

The DAILY OKLAHOMAN OKLAHOMA CITY TIMES

thoroughly and alone cover the Oklahoma City Market

Every foot of the great Oklahoma City market is in the zone marked "Excellent," on current Forbes and Nation's Business maps.

Oklahoma's 1926 value of production of growing crops will exceed the 1925 value by \$27,000,000, guaranteeing a continuation of the activity which has made the Oklahoma City market one of outstanding stability during the past year.

Oklahoman and Times advertising insures your participation in the wealth of this market.

E. KATZ SPECIAL ADVERTISING AGENCY

New York Chicago Kansas City Detroit Atlanta San Francisco

Largest
HOME
delivered
circulation
in
Los Angeles!

Los Angeles Examiner

190,000
DAILY

400,000
SUNDAY

The Memphis Press, a Scripps-Howard newspaper, has purchased the Memphis News-Scimitar, effective November 15, 1926. The consolidated newspaper will be known as "The Press and News-Scimitar." A minimum of 70,000 circulation is guaranteed. New flat rate is 18 cents a line applying to all contracts received on or after November 15, 1926

JOURNALISM SOCIETY HONORS KENT COOPER

Sigma Delta Chi, Names Him Honorary President at Madison Meeting—Roy L. French New President—Raising Standards Discussed

(By Telegraph to Editor & Publisher)

MADISON, Wis., Nov. 17.—"The trend of modern journalism to round out a full picture of life will make for greater understanding among nations," declared Kent Cooper, general manager of the Associated Press, at the twelfth convention of Sigma Delta Chi, professional honorary journalistic fraternity here this week. The sessions, attended by nearly 100 campus journalists, active newspaper men and several publishers, ended Wednesday.



KENT COOPER

"Let the reporters get out into the byways and hear what the common people are saying, for that's what the Government will be thinking tomorrow. The newsgatherer must aim for brotherhood of man," Mr. Cooper said.

He declared small town newspaper experience provides splendid background for the writer.

In the closing session Mr. Cooper was named honorary president of the fraternity.

Prof. Lawrence W. Murphy University of Illinois, urged better schools of journalism, and the elevation of the newspaper profession to the plane of such professions as law and medicine. Requirement of a period of "internship" before the graduate is permitted to practice the profession recommended by Murphy was endorsed in resolutions.

A resolution endorsed the Canons of Journalism of the American Society of Newspaper Editors and the stand on training for journalism which recommended either a complete course as a prerequisite for a degree at a university or attendance at a summer school maintained by a recognized institution and supplemented by regular courses.

Four ways of heightening the standards of journalism, outlined by Dr. William G. Bleyer, University of Wisconsin, were endorsed.

The plan provided: Organization of newspaper workers into local, state, and national professional associations; testing of professional qualifications of young men and women desiring to enter the profession; setting up machinery for maintaining professional ethical standards; maintaining a salary scale adequate to retain in journalism those showing marked ability instead of letting them be lured into allied fields by higher salaries.


250,648

was the average net paid daily circulation of The Baltimore Sun (morning and evening issues) for the month of

October, 1926

The average net paid circulation of THE SUNDAY SUN per Sunday for the month of October, 1926, was 192,269.

Everything in Baltimore Revolves Around

THE  SUN

Morning Evening Sunday

The University of Kentucky was granted a charter, making the thirty-ninth since the fraternity's founding in 1909 at Depauw University, Greencastle, Ind.

The Portland (Ore.) *Morning Oregonian*, was chosen the model paper for use in initiation next year. Montana chapter was awarded the efficiency cup. Charles E. Snyder, editor, *Chicago Daily Drovers Journal*, was initiated.

The University of Kansas, Lawrence, Kan., will be host at the next convention. Willis J. Abbot, editor of the *Christian Science Monitor*, and champion of conservative and idealistic journalism, was made national honorary member. One honorary member is named from the active newspaper field each year.

Roy L. French, retiring secretary, who was elevated to the presidency, was awarded the Wells Memorial Key for outstanding service to the fraternity the past year.

Other officers are: James A. Stuart, managing editor *Indianapolis Star*, and Prof. Lawrence A. Murphy, University of Illinois, both re-elected vice-presidents; Robert Tarr, Pontiac, Mich., secretary; and Prof. Bristow Adams, Cornell University; Maurice Ryan, editor of the *Devil's Lake* (N. D.) *Weekly World*; Walter Humphry, *Fort Worth Press*, and Edwin V. O'Neill, *Indianapolis Times*, executive council members.

SPHINX SPEAKERS NAMED

Sir William Letts Will Come from England for 30th Dinner

Sir William Letts, European representative of John M. Willys of the Willys-Overland Company, will come to New York from England to address the 30th anniversary dinner of the Sphinx Club to be held in New York Nov. 23. Other speakers will be Cyrus H. K. Curtis, of the Curtis Publishing Company, and the *New York Evening Post*, and Robert Benchley of *Life*.

Many past presidents of the advertisers' society will attend the dinner, including Herbert B. Hardin, Frank Presbrey, Samuel Brill, George Ethridge, R. F. R. Huntsman, Corbett McCarthy, W. T. Mulally and Joseph P. Day.

Present officers are: James P. Gillroy, president; Charles Dana Gibson, George Ethridge, W. H. Rankin, John Irving Romer, James W. Brown, vice-presidents; executive committee, R. F. H. Huntsman, chairman; Stanley R. Letshaw, George Howland, Gilbert T. Hodges, Frank W. Harwood, Herbert Everett, James O'Flaherty; secretary, Roger J. O'Donnell; treasurer, F. St. John Richards.

ONE STAFF PUBLISHES TWO TULSA DAILIES

Morning World Men Shifted to Cover News for New Evening Paper—Ad Staff Unchanged—Few Union Men Added

An afternoon and morning newspaper can be published and made to function properly through the medium of the same facilities, slightly improved, that one paper originally used.

This has been proved conclusively by the Tulsa World Publishing Company, publishers of the *Tulsa* (Okla.) *Morning and Evening World*.

On Sept. 14, the *Evening World* was inaugurated. Executives of the paper decided to use the same editorial room, same editorial staff, same composing room force and same advertising force employed on the *Tulsa Daily World* morning paper.

The same copy desk is used by both papers, copy readers have hours shifted so as not to conflict. Only one more man, a night city editor has been added to the staff. Previous to inauguration of the afternoon paper, a day telegraph editor had been employed to handle day wire service. This man was shifted to the day side and a night desk man was shifted to day hours, cutting down one man on the night force. This was made possible by "pick-up" copy from either paper being used by the other in early street and mail editions.

The reportorial staff was made to understand it was working on a 24-hour a day paper, not an afternoon or morning paper. Hours were shifted so that court house, city hall, federal building and regular "run" men worked in the daytime, writing their stories for the afternoon paper and then following them up in early afternoon for the morning paper. General assignment and rewrite men checked the stories up at night for later developments and only two new men were thus needed for the staff.

The same managing editor directs both papers. The day city editor was made assistant managing editor, taking charge of one paper. The telegraph editors are known as day and night men, one coming on when the other goes off with a lapse of a few hours in early morning.

The circulation department has been increased only to meet natural development. Night and day carriers are the same.

The advertising staff is supplying ads for both papers, the combination ad system being used, without the addition of a single man.

The composing room force was divided

into day and night shifts with only a few more men being added to the payroll. Stereotype and press room forces were necessarily increased to comply with overtime conditions.

Previous to inauguration of the new paper, wire and feature services sufficient for both papers had been maintained by the one publication. These were merely divided between the two papers.

Due to duplicate circulation each home edition must be entirely different from the other, and so no "pick-ups" from one home edition to the other are allowed, all such copy being weeded out during the earlier editions.

Eugene Lorton, publisher and owner of the *World*, finds the system so satisfactory that no move will be made in the near future to inaugurate separate staffs for the two papers, as is usually considered necessary when afternoon and morning papers are published under the same management.

FARM PAPERS MERGED

Weekly K. C. Star Absorbs Weekly Globe-Democrat West of Mississippi

Effective with its issue of Nov. 24, the *Weekly Kansas City Star* will take over the circulation of the *Weekly St. Louis Globe-Democrat* west of the Mississippi River. This will add approximately 115,000 subscribers to the circulation of the *Weekly Star*. The discontinuance of the *Weekly Globe-Democrat* was made necessary by the growth of the *Daily and Sunday Globe-Democrat*, it was stated.

Despite the increased circulation, there will be no increase in advertising rates by the *Weekly Star*, the *Star* announced.

JUST PUBLISHED

An important new book on

NEWSPAPER MANAGEMENT

By FRANK THAYER

Formerly Assistant Professor Medill School of Journalism, Northwestern University

A practical, thorough presentation of the business phases of newspaper publishing. The accepted practices of newspapers in all parts of the country are described and the details of organization, office and plant management, circulation and advertising, financing, general administration, etc., fully covered. Illustrated, \$4.00.

This is an Appleton Book

D. APPLETON and COMPANY
35 West 32d Street, New York

Certified Stereotyping Means Good Printing

Simplicity and economy are always desirable. With Certified Dry Mat Cold stereotyping, not only are both assured, but good printing is obtained at the same time.

As a matter of fact, the New York Times and the New York World will tell you that with Certified Dry Mat stereotypes they get even better printing than when they used wet mats.

And as for half-tone reproductions, Certified are in a class by themselves.

It is a pleasure for us to give you the facts—there's no obligation on your part.

CERTIFIED DRY MAT CORPORATION

342 Madison Ave.

New York, N. Y.

for wet mat printing with DRY MAT facility—use Certified.

MADE IN U. S. A.

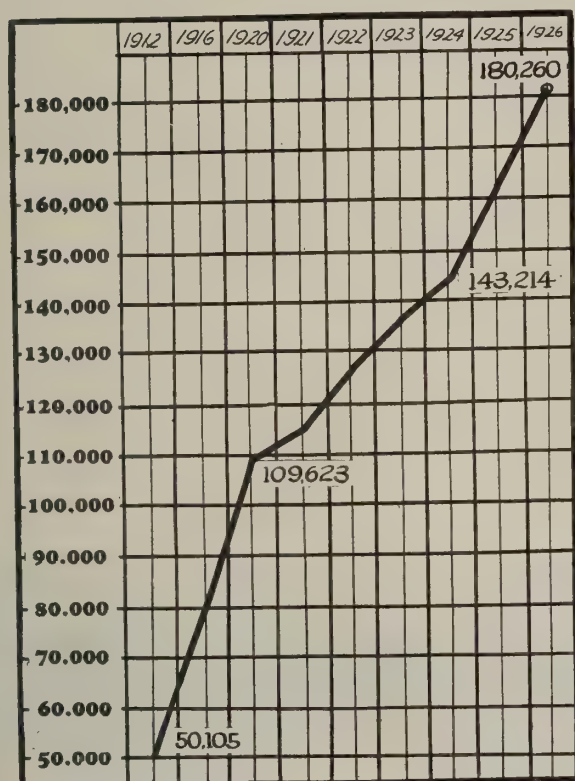


By courtesy of Runge & Co.

Breaking World's Records

simply means bettering our own

Des Moines Daily Register and Tribune



Charts are based on net paid circulation for 6 months ending Sept. 30 of each year.

The Des Moines Register and Tribune's daily circulation for the six months ending September 30, 1926, broke the world's record for newspapers in its class, with a new total of 180,260.

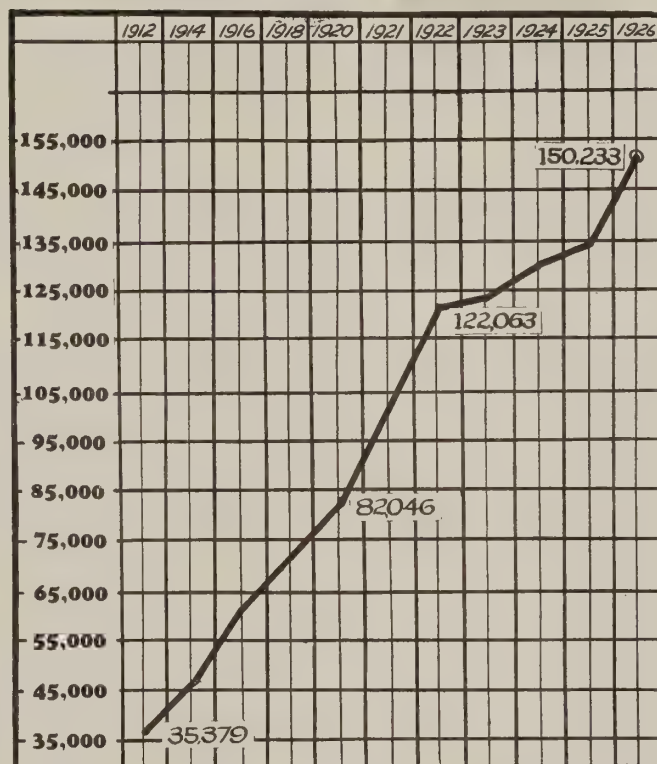
The Des Moines Sunday Register broke the world's circulation record for newspapers in its class, with a new peak of 150,233.

For years The Daily Register and Tribune and The Sunday Register have had the largest circulations, daily and Sunday, of any newspapers in the world published in cities the size of Des Moines.

Making new world's records thus means for The Register and Tribune and The Sunday Register simply bettering their own previous high peaks.

The charts above show The Register and Tribune's circulation growth, daily and Sunday, for the past fourteen years.

The Des Moines Sunday Register



There is no mysterious secret behind The Des Moines Register and Tribune's steady circulation growth! Here's How It Was Done:

This big increase in circulation was accomplished in the same way that any other business can increase its volume: by hard, intensive selling backed by adequate, intelligent newspaper advertising.

The people of Iowa have an enormous purchasing power, as those who are really going after business know. But these days you have to go after business to get it!

Whether you're selling washing machines or silk stockings, face powder or automobiles, newspapers or electric refrigerators, fur coats or neckties, if you go after business hard enough, with a sound sales organization and adequate, intelligent newspaper advertising, you can get the volume in Iowa.

The Des Moines Register and Tribune

October, 1926, Net Paid, 188,994 Daily—155,203 Sunday

COST OF SYNDICATED RADIO PROGRAMS WOULD "FREEZE OUT" SMALL STATIONS

U. P. Radio Editor Believes Programs by Advertisers a Boon to Listeners—Says Editors to Blame for Free Publicity in Newspapers

By WILLIAM J. FAGAN,
Radio Editor, United Press

E. M. BOYD, radio editor of the *Cincinnati Enquirer*, in EDITOR & PUBLISHER for Nov. 13, has come forward with an apparently plausible solution for the future of radio broadcasting—broadcast syndicates from which the individual radio stations may buy programs just as newspaper editors buy a serial story, a comic strip and health articles from a newspaper syndicate.

Mr. Boyd says, "... it is obvious, for many reasons, that the supply station must eventually be independent of the advertiser."

Advertising is not only responsible for the success of all periodical publications, including newspapers and magazines, but of radio broadcasting in its present form. Independence from advertisers today would mean that the radio audience would not be permitted one-tenth the excellent program material which is theirs each week. Where, may we ask Mr. Boyd, is the small station going to get the money to pay the syndicator of symphony concerts, light operas and recitals by world renowned artists?

Take the case of a high class operatic performance, for example. There would be four leading principals, for instance, each getting not less than \$100 for their services, a chorus, especially adaptable for good broadcasting, of 20, each being paid a low average of \$15 each, an orchestra of 20 musicians, each receiving approximately \$15, the services of the conductor to prepare, rehearse and direct the performance, \$50. There is a total of over \$1,000, for the cast and necessary accompaniment. This opera would be confined to 60 minutes.

If ten stations subscribed to it, it would mean approximately \$100 each for the one hour of opera, plus the telephone tolls required to relay the program from the nearest point. Radio broadcasting stations are expensive to maintain. American genius has invented advertising programs as a solution. Taxation has miserably failed in Great Britain where programs are consistently of a very low grade and in no sense comparable to the average run of the week in the United States. A prominent British radio man to whom I talked a month ago said that British fans were only satisfied with British programs because they had no alternative. He said that he was going back to England sold on the "publicity" idea in radio broadcasting, and intended to see what could be done toward elevating the air entertainment of that country nearer to our level.

It may be contended that manufacturers of radio sets should be forced to provide entertainment for buyers of their sets. Edgar H. Felix answered this very aptly a few weeks ago in EDITOR & PUBLISHER when he asked whether there was any legislation to compel a phonograph manufacturer to keep a continuous supply of records before the public. In fact, it is well known that a very prosperous phonograph manufacturer produces only machines, relying upon other manufacturers to record the music which will be played on the instruments he sells to the public.

Even if radio manufacturers were compelled to furnish entertainment, which, of course, many of them are doing either through their own stations or through leasing time on hook-ups, could they be compelled to furnish anything other than what they chose to put on the air?

Americans have apparently solved the problem of keeping the receiving sets humming with any and all sorts of programs. It is my firm opinion that restrained publicity, the mere mention of the company sponsoring a broadcast, is here to stay and that we should not close

our eyes to the fact that radio advertising programs are making possible entertainment which could not be arranged for without a fat fee to the artists.

That press agents graft large volumes of space on radio pages and throughout the news section is not the fault of the press agent but of the editor. False, misleading statements are cheerfully accepted and published by editors who know nothing of radio technique. A radio manufacturer prepares elaborate statements in which his product is frequently mentioned and in which veiled references are made to the ineffectiveness of certain other manufacturers' products. The radio editors of our largest newspapers are not newspapermen, however much they may know about all the queer duffickers which combine to bring music out of chaos.

The editorial department lets the radio editor have full swing in too many instances, keeping hands off technical material about which it knows nothing, but which the radio editor is presumed to comprehend with unusual expertness.

The radio sections in New York City are the most shining examples of unilluminating newspaper features to be found in any other sphere of human interest. The Saturday and Sunday tabloid sections are crammed to overflowing with technical matter which interests less than 10 per cent of a newspaper's readers. Elaborate diagrams, instructions on how to make battery eliminators and every conceivable kind of apparatus fill the section's pages. All seem to compete with one another in ascertaining just how much technical material can be crowded into the 12 to 16 pages.

News of broadcasting activities, the personalities and the programs which interest the large majority of the readers who would possibly be interested in a radio section are relegated to an obscure

position. Even articles on exceptional achievements in low wave broadcasting or reception from the far corners of the earth are stuck in presumably as a compromise between the editorial judgment of a minor staffer and the technical persiveness of the radio editor.

How can newspapers expect to attract national advertising from radio manufacturers—and by radio manufacturers is meant the builders of complete sets—when the newspapers of this country are so blind as to devote the largest quantity of the space they devote to radio news to technical instruction on how to build your own so you can save half and beat the manufacturer?

Do newspapers give instruction on how to build your own aeroplane or your own phonograph? Competent radio authorities are agreed that the days of amateur set building are at their close. A survey of the figures compiled by the Radio Manufacturers Trade Association show a tremendous annual drop in the sale of parts as compared to the sales of complete sets. Yet the newspapers of the United States continue to cram their radio sections and pages full of technical writings.

Those who want technical instruction and diagrams of circuits should be compelled to look elsewhere for their information. The newspaper should not become the vehicle of such reader non-interest.

The newspaper has solved the problem of obtaining the services of great writers and the world wide reports of great press associations, as Mr. Boyd says. But newspapers couldn't commence to pay for these features were it not for the revenue which advertising brings them. Again, I ask, where is the subscribing broadcaster to get the money for his features?

Municipal station WNYC of New York is an excellent example. This station receives an appropriation from the city. The appropriation is limited to cover the salaries of technical men, announcers, staff accompanist, station director and clerical force, none of whom are overpaid in the slightest. What is

left over from the appropriation after salaries and operation costs are taken into consideration may be used for the erection of remote control lines or the expenses attendant upon an exceptional piece of broadcasting such as a series of band concerts in the park.

The pitiful efforts of this station, underfed by the city and thus unable to secure features which can stand side by side with the programs offered by the high grade commercial broadcasters, has earned the sympathy of radio listeners for the well intentioned men and women in charge of its programs. WNYC could not possibly secure the services of high grade talent without becoming the object of private beneficence or turning commercial, which latter, of course, it is unable to do.

Air advertising may be a viper curled up to strike at the lifeblood of newspapers; but I see no reason why editors should stand around and wring their hands. Since it is absolutely essential that newspapers pay close attention to a field in which there is the greatest reader interest in the history of journalism, it is up to the editor to provide a radio page which his advertising man can present to the national radio advertiser as a demonstration of what his newspaper is trying to do in the creation of reader interest which will lead to the reader's attention to the advertisement. In my opinion, the advertising department of the newspaper has been sitting, feet atop of desk, waiting for the radio manufacturer to walk in and plank a fat contract down in front of him.

DAILY PROMOTES CANNED GOODS

The Better Homes Bureau of the Boston (Mass.) *Herald-Traveler* in co-operation with many of the wholesale and retail grocery concerns of Greater Boston, as well as many national advertisers, assisted in the distribution of thousands of cans of canned goods last week as a part of the national canned goods week campaign. Hundreds of coupons were distributed Nov. 8 from an airplane.

The INDIANAPOLIS

It isn't by chance or accident that The Indianapolis News has gained nearly a million lines of national advertising this year so far, on top of a national volume already outstanding in America. It's because the Indianapolis Radius is more than ever before one of the really great American markets, and because the 57-year leadership of The News is increasing year by year.

Dan A. Carroll
110 E. 42nd
NEW YORK

J. E. Lutz
Tower Bldg.
CHICAGO

In the Feature Field
It Is the Bad
That Die Young

For More Than
Twenty-five Years
The Ellis Lesson
Has Appeared
In a Long List
Of Daily Papers

Never Has It Been
So Much Like
The Bible's
"Green Bay Tree"
As Today.

THE ELLIS SERVICE
Swarthmore, Pa.

NEWS

Frank T. Carroll,
Advertising Director

The Advertiser who says:
“I Can't Afford Newspapers”
—is only Temporizing

If Newspapers will sell more of your goods in a given territory than any other type of advertising, there is certainly a way for you to employ Newspaper advertising at a profit.

There is more profit in advertising to do a few dealers a lot of good than a lot of dealers little good.

“Hand-to-mouth” buying, first seen as a spectre, is now hailed as a savior.

From the clear cut trend toward national Newspaper advertising, its continued growth is as inevitable as the demand for daily news.

Invest in Newspaper Advertising

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

Detroit
Atlanta

New York
Chicago

Kansas City
San Francisco

THRIFT WEEK TO BRING 500,000 EXTRA LINES TO NEWSPAPERS

Prediction Based on Survey of Business Done Last Year with Tie-Up Copy—10,000 to 15,000 Extra Lines Sold in Several Cities

By HAMMOND EDWARD FRANKLIN

ARE you looking for some double trucks, full-page and half-page copy from advertisers who ordinarily use far too little space with you? And would you prefer to have these released in January when your space sales are sloping down rapidly after the Christmas peak and some new "ginger" is needed to get your solicitors to go over the top?

More than ever, Thrift Week, which will open Jan. 17, and continue through the 23rd will offer a chance for increased high class linage. The co-operation of life underwriters and building and loan associations promises to open the door for more space to be sold. The big life insurance companies have placed themselves back of the idea in an organized way and the United States League of Building & Loan Associations has lined up with it.

In order to check up with leading newspaper publishers as to their success with the plan last January and how they put it across, a survey has been made by EDITOR & PUBLISHER in co-operation with John A. Goodell, director of the National Thrift Week Committee, 347 Madison Avenue, New York City.

Ten to fifteen thousand lines were sold in many cities last season. Realtors, building and loan associations, insurance agents, banks, trust companies, credit men, and stores proved the most responsive prospects.

The *Hartford Courant* made the high record of all papers by selling 30,870 agate lines which were published in the one week. The paper did this by gunning for the logical prospects for each day. They saw the banks on thrift, the general merchants on the budget plan, insurance agents and companies (yes, Hartford is an insurance center) on insurance day, the brokers on safe investments, real estate men and builders on "Own your home," etc.

W. Edward Myers of the *Toledo Blade* also rolled up one of the outstanding totals by publishing 12,000 lines or more.

The *Lufkin* (Tex.) *Daily News* set a new record for smaller towns by carrying nine full pages in a week in a city of only 6,900. This was the first year this paper had tied up with the special week. During the period the paper published on the front page each day an article on the value of thrift and published two editorials on the editorial page. Walter A. Wood, advertising manager, directed the selling of the nine pages.

L. R. Duvall, advertising manager of the *Augusta* (Ga.) *Chronicle*, reports that his paper obtained increased space to the amount of 319 inches split as fol-

lows: automobile, 108 inches; bank, 94; insurance, 20; bond and trust companies, 70; grocery, 27.

Insurance men joined together and bought a double truck advertisement in the *Milwaukee Herald*, a German language newspaper, which was a complete scoop over the field. For "Own your own home" day, the real estate men bought a good-sized advertisement.

An especially satisfactory volume of Thrift Week advertising was sold by the *Niagara Falls Gazette*. It amounted to 13,538 lines: loan associations, 5,978; banks, 812; furniture, 1,764; electric supply houses, 1,750; department stores, 3,234. The paper went directly to the prospect with illustrations from its mat service and that of the National Thrift Week Committee. Next to the loan association, it found the general retail merchants most responsive.

At Schenectady, N. Y., a harvest was reaped by both papers. The *Union-Star* obtained special linage of 15,685 and the *Gazette* 5,698. Large co-operative pages were sold to special groups and individual advertisements to those who wanted to co-operate, but not to be listed in groups.

"We would suggest for next year that local committees be urged to make an appropriation for newspaper advertising to run once or twice the week preceding Thrift Week, say on Thursday or Friday, inasmuch as we find keen interest is not aroused until two or three days after the display advertising starts. We have found it easier to secure co-operation during the latter part of Thrift Week," says the Schenectady *Union-Star*.

A double truck on the opening day and a liberal amount of copy during the week was landed by the *Williamsport* (Pa.) *Sun*.

The *San Antonio Express* published a Thrift Week section on Sunday, Jan. 17. It found savings banks and building and loan associations "best bets," but other lines, such as home builders, subdivision and life insurance, came in also. The *Evening News* carried much during the week.

"I believe this is a good thing, not only from the advertising standpoint, but from the standpoint of institutions which participate and believe that Thrift Week each year will be bigger and bigger," says F. B. Cunningham, advertising manager of the *Topeka* (Kan.) *Daily Capital*. That paper carried 8,000 extra lines.

Joseph Kerney of the *Trenton* (N. J.) *Times* reports a 10 per cent increase in space used.

The *Marion* (Ind.) *Chronicle* used much space of its own as well as did

local advertisers, with copy prepared by its advertising department.

Realtors ran much space in the *St. Louis Star* and in the *Globe-Democrat*. A page advertisement headed, "Safe investment day," appeared during the week in the *Cincinnati Enquirer*.

Three hundred inches extra space were the reward of the *Winston-Salem* (N. C.) *Journal* for soliciting various prospects.

Some three thousand lines, sold on co-operative plans, were published by the *Hamilton* (O.) *Daily News*.

A 20 per cent space increase, largely from merchants, was achieved by the *Milwaukee Leader*.

"We did very well with the proposition this year," says the *Madison* (Wis.) *Capital Times*. "We ran about 8,000 extra lines. To start the week, we published a full page underwritten by many of the leading business men of the city on Saturday, Jan. 16, then followed through the week with advertisements for various institutions, closing with a 1,050 line feature on 'Pay your bills promptly' on Saturday, Jan. 23. Quite a systematic canvass was made of the city. Many special editorial and news features were run through the week."

Among other papers which made notable showings were the *Joplin Globe* with 2,240 lines, *Flint* (Mich.) *Daily Journal* with over 3,000 lines, *Marion* (Ind.) *Leader-Tribune* with 17,000 lines, *Passaic* (N. J.) *Daily News*, *Macon* (Ga.) *Daily Telegraph* with 75 inches a day, *St. Joseph* (Mo.) *News-Press* with 8,400 lines, *Lincoln* (Neb.) *Star* with three full pages, *Wausau* (Wis.) *Daily Record-Herald*, the *Medina County* (O.) *Gazette*, *Rock Hill* (S. C.) *Evening Herald*, *Tiffin* (O.) *Daily Advertiser*, *Racine* (Wis.) *Times-Call*, and *Daytona Beach* (Fla.) *Journal* with 1,500 inches.

This year the Thrift Week Committee will send out mat headings for Thrift Week pages and copy for Jan. 17, Thrift Day; Jan. 18, Budget Day; Jan. 19, Life Insurance Day; Jan. 20, Own Your Own Home and Make a Will Day; Jan. 21,

Safe Investments Day; Jan. 22, Pay Bills Promptly Day; and Jan. 23, Share with Others Day, which may be used in advertising or editorial messages, prepared by the Edwin Bird Wilson advertising agency.

Because all the leading advertising mat services will send out suitable material within a week or two, this year the Thrift Week Committee will not send out a general mat service. This is in line with the suggestion of the newspapers.

It is estimated that as much as 500,000 high grade local linage will be booked for Jan. 17 to 23, 1927, in connection with National Thrift Week.

N. E. DAILIES MEETING

Editors and Publishers at Hartford to Discuss Boosting Their States

Editors and publishers of New England daily newspapers were to assemble at the Hotel Bond, Hartford, Conn., Friday evening upon invitation of President John Lawrence of the New England Conference for organizing newspaper support and influence for promotion of New England industrial, commercial and recreational interests.

Results obtained by the New England Conference, composed of prominent business men, will be summed up and policies of the future will be discussed.

William J. Pape, publisher of the *Waterbury Republican-American* and president, New England Daily Newspaper Association, is endeavoring to insure a large attendance at the meeting.

TRI-WEEKLY BECOMES DAILY

The *Adirondack* (N. Y.) *Enterprise* formerly a tri-weekly newspaper, became a daily Nov. 15, with membership in the Associated Press. The *Enterprise* recently took possession of its new publishing plant at Saranac Lake to replace the office destroyed by fire several months ago.

A Year of Unusual Progress

On October 18, LA PRENSA of BUENOS AIRES celebrated its fifty-seventh birthday.

In his annual address to his staff, the owner and publisher of LA PRENSA, Don Ezequiel P. Paz, gave the following facts with regard to the unusually large increase in circulation during the year:

"On September 20, 1925, when the first supplement in roto-gravure appeared, the circulation was 249,000 copies; six months later, in March of this year, the average Sunday circulation had already reached 275,000.

"When, recently, the roto-gravure section was increased to 16 pages, we reached 298,000 copies.

"The average Sunday circulation of the present month, to date, is 315,000.

"On last July ninth, we established a new record with 321,204 copies.

"The net circulation yesterday, October 17, was 325,010 copies, and the circulation of the seventeen days of October amounted to 4,142,108, or a daily average of 243,653 copies."

THE CIRCULATION OF

LA PRENSA

IS LARGER THAN THAT OF ANY OTHER NEWSPAPER IN SOUTH AMERICA

JOSHUA B. POWERS

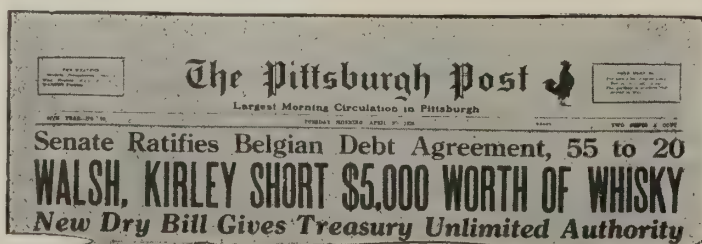
Exclusive Advertising Representative

250 Park Avenue

New York, N. Y.

23 INTERTYPES

are being used by



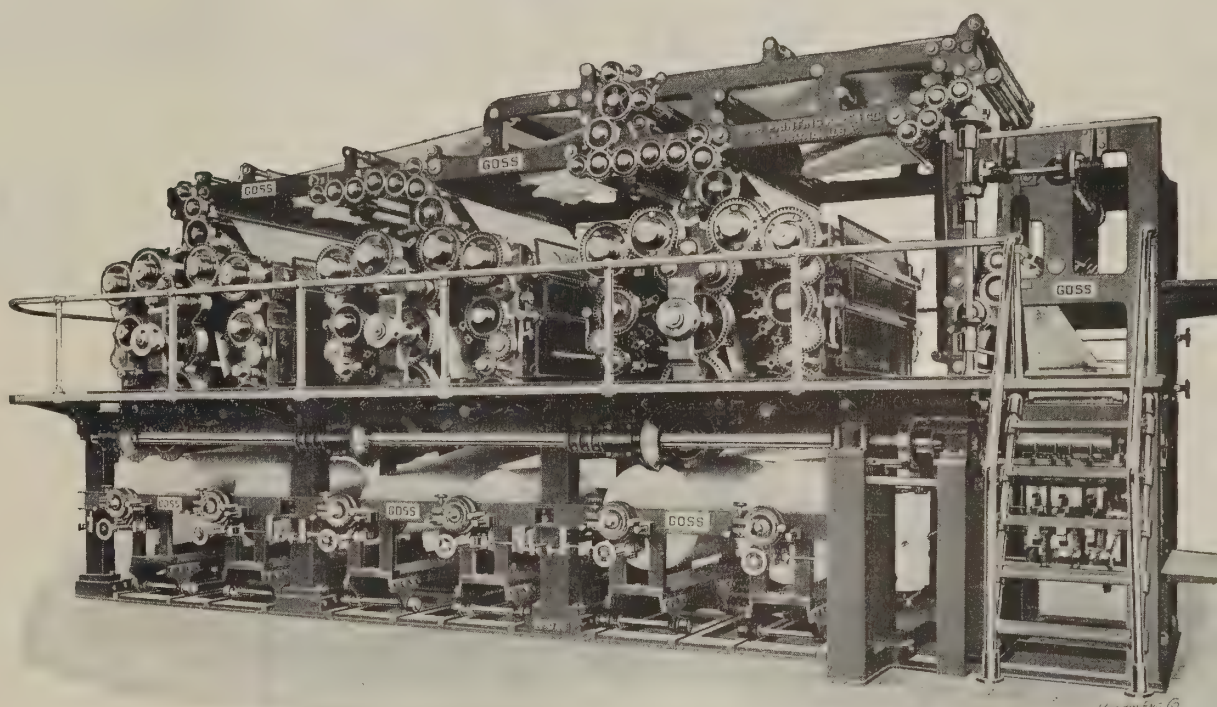
No Standardized Intertype has ever become obsolete

The Original GOSS Balcony-Type Press

with Folders on Pressroom Floor

Installed in
1912

*This is the Original
Balcony-Type Press
—built by GOSS and
shipped in 1912 to
the PALL-MALL
GAZETTE, London,
England.*



FOURTEEN YEARS AGO, GOSS introduced the Balcony-Type Press with folders on the pressroom floor. Fourteen years of actual experience in building and developing presses of this type—a type obviously not new to Goss—offers assurance to the publisher that the presses he buys from us, bearing all of our latest patented improvements, are thoroughly time-perfected.

A few of our Balcony-Type Press installations:

Two Goss Balcony Type Presses, one Octuple and one Sextuple, comprising seven 16-page units with two pairs of Goss Imperial High Speed Folders—installed for the Minneapolis News in 1917—are today printing the Tulsa (Oklahoma) Tribune A number of Goss Balcony-Type presses are also running in London, England We have just completed a Balcony-Type Double-Sextuple for a prominent publishing house there and are building, for this same publisher, another Goss Balcony-Type Press consisting of nine units Catalog on request.

THE GOSS PRINTING PRESS COMPANY • CHICAGO
The Goss Printing Press Company of England, Ltd., London
Messrs. Edwards Dunlop Company, Ltd., Sydney • Sole Australian Agent

Do Your Stereotype Plates
Are They Good Printers
Are They Round and True

Presses of F

A POOR PRINTING PLATE
*is the Father of a Lot of
Trouble*

IF plates are not true in curvature, they cannot print well.

If they are inaccurate in thickness—or are sprung in the making—they will break sheets on the press, injure press blankets, and print poorly.

Mis-shapen printing plates are not the fault of those who make them, but of the apparatus in which they are made. The most expert stereotyper cannot turn out true plates with hand apparatus.

Even with the best hand box and plate finisher made, plates will be untrue in curvature, inaccurate in thickness, and out of shape. Such plates are the cause of newsprint waste, press delays, and poorly printed papers.

Do You Use

Are Your Plates

Come Quickly Enough?

? Do They Rid Your
of Breaks?

the Autoplate Machine?

or

ates Still Made by Hand?

EDITORIAL

VENALITY IN SPORTS

FOR many years rumors have circulated that the sports departments of certain newspapers, or individual sports writers, were in the secret pay of sport promoters. There has never been any evidence to support the nasty charge. Now the New York Publishers' Association alleges that the promoters of professional hockey, which has developed into a popular and evidently very profitable business at Madison Square Garden, appropriated the sum of \$12,000 to be judiciously expended through a firm of press agents during the present season to influence newspaper publicity in news columns. It was further charged that the Tex Rickard coterie possessed a list of names of sports writers who would accept bribes. The ugly charges were given to the public in at least two New York newspapers.

The promoters and the press agents deny the allegations, both as regards the appropriation and the "sneak list." Mr. Rickard admits that the boxing game is not free of venal press operations, but holds hockey up as pure and unsullied. He "invited investigation." Mr. Rickard does not believe in advertising. A crowd can't be drawn by paid announcements, he says, which will make department store people smile. That newspaper men were given \$1,700 worth of seats for the opening hockey game, is asserted, but Tex thinks that perfectly legitimate.

It is highly improbable that the New York Publishers' Association would make these charges without knowledge of the facts. One thing is certain, professional hockey was outlandishly puffed in the local newspapers last season. Since the charges were made this week most of the New York papers gave the game about a tenth of the space it would ordinarily receive, which is about what it deserves as news.

We do not believe there is a sport department in New York that has been in the actual pay of the Garden, and if some sports writers have been reached with anything more than free passes they represent a minority. Can't tell us that good fellows, well paid and well known to the sporting public, would take a dirty dollar. There are skunks around the edges of the newspaper business everywhere, but few get to places of authority. A few may have taken bribes and set the pace for the unreasonable amount of space hockey got last winter. That the promoters would buy their way in news columns sounds reasonable to us. One theory is that they have been bribing intermediaries and that the money never reached staff men.

Whatever may be the facts, the publishers have done right to open the situation. Notice has been given that this form of fixing is a ticklish business, both for the promoter and the venal reporter. The next step should be to abolish the free pass evil. Newspapers that have done so, report wholesome results. Professional sport is a business. Let it pay its way and take no favor from it.

Just as great actors are born for the stage, so do the Woof Bunnies, Peaches, Eleanors, Thaws, Rhinelanders and bath-tub bar-maids seem to have been created to fill the requirements of jazz journalism.

A SPELLING GAME

INTELLIGENCE testing has become a parlor game, according to the *New York Evening Sun*. One phase of it is a spelling game, and in this newspaper men are said to excel. Most newspaper men are good spellers, but some lean heavily upon printers and proof-readers, who are the best spellers on earth. Here is the list of "hard words" that is being used in the parlor contests: Repellent, Vilify, Rarefy, Inoculate, Supersede, Harass, Innuendo, Embarrass, Plaguy, Accommodate. They look easy, but the *Sun* says it is amazing how often they are misspelled.

"Xmas," that ugly profanation of the sacred day in Christendom, almost disappeared from news and advertising columns of the American press in 1925—this year, gentlemen, make it unanimous!



And let the peace of God rule in your hearts, to the which also ye are called in one body; and be ye thankful.—Colossians, III; 14, 15.

GHOULISH TRADING

ONE of the remarkable revelations of the horrific New Jersey murder trial has been the apparent willingness of persons intimately concerned to sell information to the New York newspapers and syndicates. The slain preacher once wrote a prayer in behalf of his paramour and it was sold as a manuscript. Several exhibits of great value to the state, and perhaps to the defense also, became newspaper copy and the subject of testimony as to the financial consideration received by those who gave them to reporters. The husband and daughter of the murdered woman sat at the press tables, calmly writing reports of a trial that, it would seem, would have wrung the heart's blood from normally developed human beings.

The public appears to have received complacently this unusual exhibition of trading upon the tortured dead, but to some sensitive readers it must have seemed ghoulish. Perhaps we are finicky and out of tune with the age, but we must confess that the signed stories by the husband and daughter were journalistic monstrosities, than which we have never seen worse. That the public has accepted them with apparent relish may mean one of two things: that normal sensibilities are paralyzed and anything stewed in the greasy pots of vulgarity is appetizing to the great jazz majority; that if the murdered wretch's severed tongue and windpipe were to be put on exhibition in the Mall, Central Park wouldn't hold the crowd. Another theory is that this is peculiarly a newspaper case. The local system of justice had utterly failed to solve the murder mystery and the lapse appears sinister indeed. The people, appreciating the service of the press to force prosecution of powerful persons accused, are not prepared to take offense at anything newspapers have done in this case. However, the spectacle of a husband and young daughter writing the newspaper story of the downfall and butchery of a wife and mother, were the case taking a normal course through the courts, might be too revolting to warrant publication, at least in decency's name we may so hope.

A news story that repeats a fact in headline, lead and interview is a thrice-told tale.

COURSE OF DESPOTISM

IN Poland the Dictator Pilsudski is pursuing the normal course of his ilk. By his decree the newspapers are removed from the jurisdiction of the courts and placed under the authority of his government. Editors are warned that publication of anything "derogatory" will lead to imprisonment or fines.

The one thing that a Dictator cannot bear is a free press. It is interesting that the despotisms in Italy, Poland and elsewhere, largely created in fear of Bolshevism, take the same measures against free discussion of public questions as do the leaders of the Soviet Government of Russia, birthplace of Bolshevism. The Russian press may not now be as ruthlessly gagged as heretofore, but it is wholly controlled and subservient. Dictatorship, in behalf of any cause, does not mix with free press or free speech. They are attributes of freedom. We know them to be the first essentials of democratic institutions. When Governments cannot support them they have demonstrated failure and deserve to fall, making way for some more popular form. Sensible people instinctively know that any government that is afraid of free discussion of its affairs, both at home and abroad, depending upon sugary censored "news" and pseudo opinion, is rotten to its core and will stand only so long as a Dictator can hold the people in check by flourishing his weapons.

NEW TOWERS OF BABEL

ANARCHY continues its reign in radio broadcasting, with extremely small expectation of an early end through Congressional action at the impending short session. The chaos that has marked traffic in the ether since a court order ended the jurisdiction of the Department of Commerce is daily becoming more aggravated. New stations are licensed apparently for any wave-length or power named in their applications. Old stations change their wave bands or increase their power without any thought for their fellow-broadcasters or for the millions of citizens who own receiving sets.

The latter are the first and principal sufferers. They have bought sets which cost from a few dollars to several hundred in the expectation of receiving entertainment and information. What they receive in this third week of November is almost indescribable. Even the largest stations on the Eastern seaboard transmit their programs to the accompaniment of the shrill squeals, whines and whistles known to the trade as heterodynes. A transmitter operated on feeble power by a village retailer may not be audible 50 miles distant, but its activities can ruin the costly and well-planned program of a major station half across a continent. At some points on the dials of a sharp-tuning set, three and four stations are audible at once.

It remains to be seen whether the public will make its usual holiday investment in new receiving sets in the face of this transmission confusion. A change in this buying habit will bring economics into play to correct by force what the industry and the nation have failed to govern by law.

If the public turns in disgust from the din that is now destroying the pleasure of radio programs, the super stations will find it difficult to sell their broadcasting time to manufacturers, merchants, and others, in the name of advertising. Confusion and noise may be necessary adjuncts of business on the Curb Market, but they find no favor with firms accustomed to the established and orderly channels of placing their goods before the public.

A man may be as accurately judged by enemies as friends.

DESPICABLE AND STUPID

HERE'S a new wrinkle of the space mooching fraternity, a little "dirty work," in the parlance of the street. It indicates just how deep-set is the conviction on the part of some greedy egotists that the newspaper is a public hack on which they may ride without price.

A local jeweler in a western town opened a sale of Gruen watches and, to attract the crowd, arranged a novel window display. He called in a reporter for the local daily and induced him to write a little yarn about the window display. The editor, on receiving the copy, properly said, "That's advertising, since it is to sell watches," and tossed the story aside. The jeweler, who had done no advertising, reported to a representative of the Gruen Watch Company that the local newspaper had declined to print the story, and presently the merchant received from the slick manager of that great patron of magazine space, who proposes to beat his way on the newspaper line, a letter the object of which was to break confidence with the local editor.

This worthy learnedly discussed the "news" men of the jeweler's window display. He thought the editor's judgment was "peculiar" and that as newspapers in big cities, like Chicago and Cincinnati, are willing to print press agent dope on page one, the editor in the small city should be shown up as incompetent and perhaps the sinister enemy of local business men. He enclosed some press agent clippings from large city papers to show the local merchant how successful the graft was elsewhere.

Space grafters are getting more and more desperate, particularly in the smaller cities where conscientious editorship is at its highest plane of development. The conduct of the manager of the Gruen Watch Company was, of course, despicable, but also painfully stupid. What he seeks is to sell watches through the local jeweler. A few dollars invested in the jeweler in local newspaper advertising might just as well have sold some Gruen watches.

PERSONAL

JOSEPH A. DEAR, editor of the *Jersey City (N. J.) Jersey Journal*, has been named as lay judge of the Court of Errors and Appeals by Governor Moore.

John H. Finley, associate editor of the *New York Times*, addressed members of the Boston Mass Chamber of Commerce last week on the subject of "Eight Years After."

Everett C. Willson, president of the *Hartford Times*, has been elected a director in the Travelers Insurance Company, the Travelers Indemnity Company and the Travelers Fire Insurance Company, to fill the unexpired term of the late Charles Hopkins Clark, publisher of the *Hartford Courant*.

Harry G. Stoddard, associate publisher of the *Worcester (Mass.) Telegram-Gazette*, has been appointed a member of the executive committee in charge of raising several hundred thousand dollars in the Worcester Golden Rule charity drive. He opened the campaign with an address over the Telegram-Gazette radio Station WTAG.

A. T. Richardson, editor of the *Pomona (Cal.) Progress*, has been appointed by Governor Richardson, as a member of the Sixth district agricultural board, Los Angeles.

Frank A. Day, dean of Minnesota newspaper men, will stage a comeback in the Minnesota state capitol next January after an absence of 21 years. The veteran editor of the *Fairmont Daily Sentinel* has been named senator from the ninth district. Mr. Day was formerly lieutenant governor and state senator. He was also private secretary to Governor John A. Johnson of Minnesota, until the latter's death in 1905.

Capt. Roland F. Andrew, editor of the *Worcester (Mass.) Telegram-Gazette*, gave an address before the Gardner (Mass.) Rotary Club on Nov. 18.

Lou E. Holland, for three years president of the old Associated Advertising Clubs of the World, and now president of the Better Business Bureau, affiliated with the International Advertising Association, was re-elected president of the Kansas City Chamber of Commerce recently.

IN THE EDITORIAL ROOMS

JOHN B. OLDS, sports editor, *Tulsa World*, has just returned from his vacation in the East, where he refereed several collegiate football games.

Frederick Houck, formerly of Baltimore, has resigned from the city staff of the *Worcester (Mass.) Telegram* to go to Springfield, Mass.

W. W. Thompson has been made farm editor of the *Parsons (Kan.) Daily Republican*.

Lawrence J. Donahue, formerly of the *Providence (R. I.) Tribune* and now with the *Providence Journal*, has been re-assigned to police work after having been in the Journal sports desk for the past six months.

Harry O. Winch, manager and editor of the *McComb (O.) Herald* has resigned to go to Columbiana, O.

Walter Daniels, reporter on the *Providence (R. I.) Journal*, is now on the copy desk.

George H. Seigle, managing editor of the *Newton (Ia.) Daily News* has been elected coroner of Jasper county. He was placed on the Republican ticket by the county committee when it was discovered that the primary had failed to nominate.

George Hull, reporter on the *Providence (R. I.) Journal*, is covering the sessions of the Rhode Island General assembly this fall.

Floyd Maxwell, ex-movie editor on the *Portland Oregonian* has been named manager of the new Broadway theater in Portland.

E. R. Simpson has succeeded John Rhone as editor of the *Lind (Wash.)*

Leader. Mr. Rhone is recovering from a recent operation.

Nason H. Arnold, Sunday editor of the *Worcester (Mass.) Telegram*, spoke on "The Making of a Modern Newspaper" at Oxford, Mass., Nov. 9.

George Johnston, formerly in the journalistic field at Ridgeway, Ont., has joined the editorial staff of the *Financial Post* of Toronto, Ont.

Joseph Eagan has joined the sports staff of the *Worcester (Mass.) Morning Telegram*.

James McKenna has been put in charge of the city news desk of the *Danville (Ill.) Commercial-News*. He replaces R. F. Frankenberger. Harold V. Streeter, a graduate of the School of Journalism of the University of Missouri, is now handling the farm page and general assignments. Robert Poissall, formerly farm editor, has been made sports editor, replacing Dan J. Farrell, transferred to the railroad beat.

MARRIED

WARREN WORTH BAILEY, JR., son of W. W. Bailey, owner of the *Johnstown (Pa.) Democrat*, to Miss Mary Statler of Johnstown, Nov. 20.

W. Dunlap of the *Minneapolis (Minn.) Tribune*, night copy desk staff, to Betty Stoddard recently.

Arthur X. Deegan of Dorchester, Mass., of the mechanical staff of the *Boston (Mass.) Herald-Traveler*, to Miss Mary Rose Dabrowski, also of Dorchester, last week.

Glen Cunningham, who recently left the editorial staff of the *Des Moines (Ia.) Capital*, to enter the insurance field, to Miss Dorothy Kelsey, Nov. 5, in Des Moines.

CHANGES OF OWNERSHIP

M. T. VERNON (Wash.) HERALD has been purchased by Harry B. Averill, who will take immediate possession. Mr. Averill is owner of the *Cle Elum Mineral-Echo*.

Mellette (S. D.) Tribune, one of the oldest papers in its section of the state, has been sold by Paul Zerbe to E. J. Meyers of Ashton, S. D. Mr. Zerbe has gone to Orid, Colorado, where he will take over a newspaper.

Jenkintown (Pa.) Times-Chronicle, weekly, has been sold to Rev. Harry H. Bird, who recently resigned the pastorate of the Abington Presbyterian Church.

J. M. Pile, of the *Wellington (Kan.) Monitor-Press*, has purchased the *Christian County (Mo.) Republican* at Ozark, Mo. He assumed charge Nov. 15.

PRESS ASSOCIATION NOTES

GLENN BABB, Peking correspondent of the Associated Press, left the Northern Capital the middle of October on a trip through the turbulent region of

FOLKS WORTH KNOWING

JAMES HOSSACK WOODS, as president of the Canadian Press, is making the improvement of this already



J. H. Woods

efficient national news - gathering association one of the major objectives of his great energy and enthusiasm. He has for many years been a leading spirit in Canadian Press circles, the "Voice of the Prairies" he might be called, for J. H. Woods knows his Western Canada.

Mr. Woods was born in Quebec and naturally went to McGill University, Montreal, to round out his education which was thorough. He started his newspaper career on the *Toronto Mail and Empire*, as a reporter; and served in turn on the *Montreal Herald* as news editor, *Mail and Empire* as city editor, business manager *Toronto News*, and then moved to Calgary, Alberta, becoming managing director of the *Calgary Daily Herald*, one of the Southam newspaper chain.

He has had a distinguished career in Canadian journalism being chairman of the Press Delegation to Great Britain and Europe during the war; decorated chevalier of the Order of King Leopold for services during the war in behalf of Belgium; elected president of the Canadian Press in 1917. He was the chief spokesman for Canada in the recent tour of British Empire editors to Australia.

Central China and the scene of the present combat between the forces of North and South.

Elmer B. Murphy, on Nov. 15, rounded out a period of 25 years as Associated Press operator at the *Reading (Pa.) Eagle*. In recognition of the event members of the Eagle editorial staff presented him with a cluster of roses and several boxes of cigars.

H. H. Stansbury, assistant general manager of the European service of Universal Service, is spending his vacation in Washington and New York. He was formerly managing editor of the *New York American*.

T. H. Tipton has been appointed Associated Press correspondent at Cheyenne, Wyo., effective Nov. 7, succeeding R. C. Davies, transferred to Washington.

J. L. Laub was this week appointed manager of the International News Service bureau at Tallahassee, Fla., replacing R. R. Frazer, resigned.

(Continued on page 28)

A LARK WITH LEACOCK EVERY WEEK

Sparkling—Whimsical
Delightful

STEPHEN LEACOCK

Ace of Humorists

Known to Newspaper
Readers

ON FIVE CONTINENTS

A Leacock Line
Will Stand the Test
of Every Climate

Metropolitan Newspaper Service

Maximilian Elser, Jr. Earl J. Hadley,
General Manager Associate
150 Nassau Street, New York City

An Editor Replies to Our Announcement

Toledo, Nov. 11, 1926.

Dear Mr. McNitt:

You can rest assured that the Times will cooperate with Mr. Flint in helping to make the Central Press Association a bigger and better organization.

We have been subscribers to your service for so many years that we have come to regard you folks as sort of members of the staff.

Wishing you the best of luck in the contemplated changes and improvements, I am,

Very truly, yours,
John D. Dun,
Editor Toledo Times.

The above letter is one of a great sheaf of friendly messages received from client newspapers during the past few days.

The Central Press Association

V. V. McNITT
President

Central Press Bldg.,
Cleveland, Ohio

FARRIS A. FLINT
Manager

(Continued from page 27)

Jack Meddoff is the new manager of the International News Service bureau at Jacksonville, Fla. He succeeds James R. Connor, Jr., resigned to join the sales force of King Features Syndicate.

NEW PLANTS AND EQUIPMENT

RECENT shipments from R. Hoe & Co., Inc., include a 16 page deck for the *Seattle Times*, a single-cooled equipoise curved casting mould and a combined saw table and trimmer for the *Boise (Idaho) Statesman*, two heavy-design 16-page units for the *Hartford Times*, and seven late news devices for the Hearst publications.

Additional Ludlow casting units have been purchased recently by the following newspapers: *Philadelphia Bulletin*, *Bridgeport (Conn.) Post*, *Detroit News*.

Renton (Wash.) Eagle, new model 5 Linotype.

Seattle (Wash.) North End Herald, new Model 5 Linotype.

Dunn (N. C.) Dispatch has installed a new Goss eight-page printing press. L. Busbee Pope is publisher, and F. Grover Britt, editor.

O'Neill (Neb.) Independent has acquired a site adjoining the First National bank in O'Neill, upon which it will erect a new and modern newspaper home.

Construction of a new building for the *Blaine (Wash.) Journal-Press* was recently started.

SPECIAL EDITIONS

ASHLAND (Ky.) DAILY INDEPENDENT, 88-page Progress and Industry edition, Nov. 7.

Schenectady (N. Y.) Union-Star, 40-page Progress edition, marking completion of new plant, Nov. 8.

Cedar Rapids (Ia.) Republican, Merchants National Bank edition.

Seattle Post Intelligencer, semi-centennial edition, Nov. 7.

Christian Science Monitor, special section devoted to North Carolina, Nov. 6.

Okmulgee (Okla.) Times-Democrat, 74-page Okmulgee District Inventory edition, Sept. 26.

HOLDING NEW POSTS

A. D. HALLMAN, from courthouse reporter, *Wichita Falls (Tex.) Record-News*, to courthouse reporter, *Tulsa Daily World*.

Max Hawkins, from copy desk, *Tulsa Daily World*, to copy desk, *Kansas City Journal-Post*.

Merle Blakely, from copy desk, *Oklahoma City Daily Oklahoman*, to copy desk, *Tulsa Daily World*.

John T. Fahey, from city staff, *Portland (Me.) Express*, to copy desk, *Worcester (Mass.) Gazette*.

Carl Hill, from staff, *Bridgeport (Conn.) Sunday Herald*, to staff, *Fall River (Mass.) Globe*.

Ray Bachman, from *Hoquiam (Wash.) Washingtonian*, to reporter, *Vancouver (Wash.) Columbian*.

ASSOCIATIONS

B. ARP LOWRANCE, field secretary of the NORTH CAROLINA PRESS ASSOCIATION, will spend considerable of his time in Raleigh during the forthcoming session of the state legislature in January.

Plans for the midwinter meeting of the NORTHEAST MISSOURI PRESS ASSOCIATION at Shelbyville will be discussed by the officers of the Association at Macon on Nov. 27. The Association includes about 25 counties, with a membership of 100.

H. Von P. Thomas, advertising manager for the Bussman Manufacturing Company, was recently elected president of the Industrial Advertisers' division of the ADVERTISING CLUB OF ST. LOUIS. Other officers elected follow: Vice-Presidents: George C. Nagel, and Kenneth G. Baker; secretary, Harry L. Nagel, and treasurer, L. H. Gault.

An exhibit of manufacturers and jobbers' advertising will be a feature of the convention of the Fifth district of the INTERNATIONAL ADVERTISING ASSOCIATION, which will be held in Columbus, O., Jan. 24-25, according to plans made by the local committee. Prof. H. H. Maynard of Ohio State University, president of the Columbus Advertising Club, is chairman of the committee, which includes C. S. Anderson, C. E. Dittmer and Fred W. McCann.

SCHOOLS

EDITORS and professors of journalism were features as speakers at the sixth annual conference of the Eastern Interscholastic Publications' Association held in Ithaca, New York. Sigma Delta Chi, college journalistic fraternity, sponsored the conference. Awards were made for the best newspapers and magazines published by high schools in New York, Pennsylvania and New Jersey.

Offer of a \$20 prize for the best editorial written by any student in the school of Journalism at the University of Washington, during the present fall term, was announced by the *Seattle Post Intelligencer*, Nov. 11.

Clement E. Trout, publicity agent for the U. S. Department of Agriculture at Washington, assumed charge of the publications and publicity department of the Oklahoma Agricultural and Mechanical College, Stillwater, Nov. 1.

The Press Club of DePauw University, sponsored by Professor L. E. Mitchell who directs the course in journalism, has elected officers and decided on a lecture series by an editorial writer, a city editor, poet, sports writer, publicist, and a reporter. Eldorado Fields, feature writer for the *Indianapolis Times*, spoke at this last meeting. It is the hope of the Club to secure Louis Howland, editorial writer on the *Indianapolis News*, for the coming lecture date. Officers elected for the year are: President, Charles Byron Johnson, Bellmore, Ind.; vice-president, Miss Thelma Davy, Indianapolis; secretary, Miss Doris Smith, Aurora; treasurer, Roscoe Gravitt, Greencastle.

PANCOAST'S NEW BOOK

"Trail Blazers of Advertising," recounting thrilling adventures in the space business in the United States when Barnum's business philosophy was valid and everything "went," which appeared serially in the columns of EDITOR & PUBLISHER from the pen of Chalmers L. Pancoast, has just appeared in book form, the handsome bright yellow volume, priced at \$3.50, coming from The Grafton Press, New York, Frederick H. Hitchcock, publisher. The drawings are by Ray Hight, who also illustrated the EDITOR & PUBLISHER serial, and there are numerous half-tone plates.

CORRECTION

In the Nov. 6 issue of EDITOR & PUBLISHER under "Ad Tips" it was erroneously stated that the Southwestern Advertising Company, Dallas, Tex., was placing copy on "Flit" for the Standard Oil Company of New Jersey. This agency is not handling any Standard Oil accounts.

NEW DAILY INSTALLS PRESS

The *Fort Smith (Ark.) Journal* has just completed installation of a 28-page Hoe press, unit type, with color cylinders. The Journal was started on July 1. C. E. Palmer is publisher.

ADDRESSES WANTED

Joseph H. Adams
Bert A. Andrews
J. A. Willis
C. H. Schooley
Dewey M. Owens
Gordon MacQuarrie
Edgar S. White
B. S. Brown
George L. Bird

TWO V.-P'S. ELECTED

Salisbury and Willnus Honored by Intertype Corporation

Two vice-presidents have recently been added to the executive staff of the Intertype Corporation, of New York.



H. G. WILLNUS

secretary of the corporation, was elected vice-president to succeed C. W. Gaskell.

A little less than eleven years ago Mr. Willnus, then only nineteen years of age, entered the employ of the Intertype Corporation, the well-known manufacturers of Intertype composing machines, as a clerk in the accounting department at \$9.00 a week. He is now not quite 30 years old.

Mr. Willnus was born in Brooklyn, N. Y. Upon being graduated from Boys' High School he got his first business experience with a fire insurance company.

Mr. Salisbury left New York on Nov. 15, for an extended trip through the Intertype sales territories covered by the branch offices located at Chicago, Memphis, Los Angeles, and other cities. He will return to the executive offices at New York in time for the general conference upon the arrival of President Neal Dow Becker, who is expected to return from Europe the latter part of December.

FLASHES

The President should have postponed that Thanksgiving Proclamation until he heard from the Massachusetts election.—*New York Evening World*.

In case of United States of Europe, it is assumed the King of Roumania would be the junior Senator from Idaho.—*Detroit News*.

Mussolini is interested in modern machinery.—*Headline*. Notably, the steam roller.—*Little Rock Arkansas Gazette*.

To judge by the comments of the foreign newspapers, we are entertaining not only Marie but the rest of the world.—*Norfolk Virginian-Pilot*.

The only trouble with doing your Christmas shopping early is getting the wherewithal on the same schedule.—*Dallas News*.

One trouble with the country is that it wants to raise nothing but cotton and wear nothing but silk.—*American Lumberman*.

What Europe seems to want is handouts across the sea.—*Wall Street Journal*.

Among the hard workers who really need a five-day week is the Presidential Spokesman.—*Publishers Syndicate*.

The first real touch of winter is the coal dealer's.—*Norfolk Virginian-Pilot*.

In Peking they are executing editors without a trial. Well, most editors have trials enough.—*Baltimore Sun*.

One thing the discovery of the North Pole proved is that there's no one sitting on top of the world.—*Little Rock Arkansas Gazette*.

Christmas Pages

Two Beautiful Cover Pages

By FRANK GODWIN

In Four Colors or Black and White

Two Christmas Stories in Page Form

Inside Magazine Pages on Christmas Themes

For Terms and Samples Wire

LEDGER SYNDICATE

INDEPENDENCE SQUARE

PHILADELPHIA, PA.

~FOR PROMPT SERVICE~

TYPE

BORDERS ~ ORNAMENTS ~ BRASS RULE

Printers' Supplies

KELLY PRESSES ~ KLYMAX FEEDERS ~ PAPER CUTTERS
HAMILTON WOOD AND STEEL EQUIPMENT, INCLUDING OUR
AMERICAN CUT-COST EQUIPMENT

Carried in stock for prompt shipment at the following Selling Houses of the

American Type Founders Company

BOSTON	RICHMOND	DETROIT	MINNEAPOLIS	SAN FRANCISCO
NEW YORK	ATLANTA	CHICAGO	KANSAS CITY	PORTLAND
PHILADELPHIA	BUFFALO	CINCINNATI	DES MOINES	SPOKANE
BALTIMORE	PITTSBURGH	ST. LOUIS	DENVER	WINNIPEG
	CLEVELAND	MILWAUKEE	LOS ANGELES	

EACH DOLLAR Returned \$37.40

in this little test of Iowa daily newspapers

This association is composed of 28 leading Iowa daily newspapers.

Combined Circulation.....571,151
Families in Iowa550,000

Think what that means: more circulation than the number of families in the state.

Deal with this group as with one publication, if you wish: one order, one plate, one billing.

Note merchandising help below.

AS surely as straws show how the wind blows, this little campaign indicates two things about Iowa: the unusual receptiveness of Iowa people to advertised products; and the great value of space in these Iowa daily newspapers.

This client appropriated \$500, to see what it would do in these Iowa dailies. Comparatively small space was used in nine of the newspapers of this group.

The sales—directly from these advertisements—amounted to \$18,700.00. (Client's own statement of above facts is in our files. Name on request.)

UNIFORM MERCHANDISING HELP

And this association is doing more than offering you the preferred medium in this preferred market. Each of these individual daily newspapers pledges the following definite helps, in connection with any campaign using 5,000 or more lines in his paper:

1. Make a study of local market and trade territory, as pertains to your specific product.



2. Supply complete and accurate list of retailers, in the newspaper's city and surrounding territory.
3. Introduce your salesmen to a number of big retailers. Advise you as to relative sales standing of competing products.
4. Urge retailers to feature displays of nationally advertised products. Furnish you with names of stores that will make use of window displays.
5. Make market investigation for prospective advertisers. (Identity to be made known first).
6. Urge local retailers to mention your products in their own advertisements.
7. Send, on receipt of contract, a multigraphed letter to list of retailers in the territory, telling of the campaign.

Upon request we will be glad to furnish full information about these Iowa daily newspapers and about this market—in relation to your specific products.

Of course, there will be no obligation. Write to address below.

THE IOWA DAILY PRESS ASSOCIATION

DAVENPORT, IOWA

Ames Tribune
Boone News-Republican
Burlington Gazette
Burlington Hawk-Eye
Cedar Falls Record
Cedar Rapids Gazette
Centerville Iowegian & Citizen

Council Bluffs Nonpareil
Davenport Democrat
Davenport Times
Des Moines Capital
Des Moines Register and Tribune
Dubuque Telegraph-Herald
Dubuque Times-Journal

Fort Dodge Messenger
Fort Madison Democrat
Iowa City Press-Citizen
Keokuk Gate City
Marshalltown Times Republican
Mason City Globe-Gazette
Muscatine Journal

Oelwein Register
Ottumwa Courier
Sioux City Journal
Sioux City Tribune
Washington Journal
Waterloo Evening Courier
Waterloo Tribune

IOWA—WHERE EVERY FAMILY READS A DAILY NEWSPAPER

BUILDING NEWSPAPER CIRCULATION

Two Groups of Carrier Boys Described by Schmid, Indianapolis News—
"Mama" Dolls Cry for Circulation in Massachusetts—
Lenett with New Orleans Item & Tribune

BOYS ranging from eight to 15 years of age are considered the best circulation producers by John Schmid, business manager of the *Indianapolis News*.

"They give the best service," he said, "and are usually the best collectors. A boy, or a girl for that matter, will invariably get an audience with a prospective subscriber where a grown person often fails."

"The boy has an appeal in soliciting a subscription, which seldom fails in landing an order, whereas the adult is often abruptly turned away with any kind of an excuse."

"Boys, the country over, may be divided into two groups,—groups that are sharply defined. The older a boy gets, the more distinctly he shows the earmarks of the class into which he has been thrown."

"The first group is composed of the class of boys who have the help, the advice, the kindly direction of their parents in everything they do. They have partners. Every advantage is theirs."

"The second group is composed of another kind of boys who, through oversight or indifference on the part of their parents, are thrown pretty much on their own resources, who do almost as they please, and to their credit it must be said, that many of them have made wonderful successes in their life's work."

"This last group, in many instances, is particularly unfortunate. Many of the boys in this group are deprived of the helpful influence of the persons who are most able to help them at the time they stand in greatest need of help. From this class, there naturally comes a larger number of failures."

"An active interest should be taken in his business. He should be questioned daily as to his work and be prodded a little—if necessary. This is an important point, for 'tis said, 'as the twig is bent, so the tree is inclined,' and the habits he forms as a boy will in all likelihood affect his whole career."

"Successful newspaper solicitation depends upon several things, the newsboy's knowledge of his newspaper, of other newspapers, of current affairs, and his ability. He must not only develop the ability to study, but he must also be courteous. He soon learns that study is not only of the schoolroom, and courtesy not only a requirement of society, but that each has an important commercial value."

"There is one danger which confronts every boy—the temptation of idleness. When a boy has nothing to do, he usually thinks of some mischief. The juvenile courts have discovered the necessity of keeping the boy busy, so that his mind will be occupied with the worthwhile things in life. Delivering newspapers is one solution of this problem, as it keeps the boy busy during those hours when the temptations of loafing are most apt to confront him."

"These boys are ingenious in their methods of getting business. They watch Real Estate Transfer columns in the newspapers, follow moving vans, solicit people they meet on the street, watch vacant houses, deliver sample copies to non-readers, and even resort to the telephone, or write letters. Some boys have been known to have business cards printed, giving their names, street addresses and telephone numbers. These appeals in many instances, get results. Everybody like a hustling boy, and is willing to help."

"Boys of grade school age usually make the best carriers for evening newspapers. Morning papers require older boys on account of the early hours of delivery, and the larger routes covered. Morning paper carriers seldom see their subscribers excepting on collection days, which as a rule, are set aside by the carrier for canvassing."

Twenty-eight out of the 200 newsboys of the *Lewiston (Me.) Sun-Journal* were awarded valuable prizes Nov. 6 as the result of a lively subscription contest. A new contest is already under way and will end on Dec. 25 with the prizes to be distributed Jan. 1. In the recent contest the three major prizes were all won by Journal carriers.

The *New Bedford (Mass.) Standard-Mercury* conducted a very successful cooking school in New Bedford four days this week with several hundred women attending each session. Mrs. J. Watson Shockley lectured on food qualities, dieting, nutritive values, budgeting and other timely topics as well as demonstrating the proper ways to prepare food.

Three Massachusetts newspapers are "crying" for circulation with "Mama" dolls. They are the *New Bedford Standard-Mercury*, the *Worcester Evening Post* and the *New Bedford Times*. The Times and Standard-Mercury are offering the dolls for three new six-month subscribers for carrier delivery while the Post requires four subscriptions. The Post doll is named "Vanity Anne," the Times "Baby Marjorie" and the Standard-Mercury "Flossie Flirt."

C. W. S. Lenett, circulation manager, *Houston (Tex.) Post-Dispatch*, resigned Nov. 15, to become circulation manager of the *New Orleans Item & Tribune*.

The *Boston (Mass.) Herald-Traveler* through the co-operation of Boston grocers plans a distribution of free canned goods in observation of Canned Goods Week. An aeroplane will circle over the city on Monday dropping special coupons that can be exchanged for canned goods at the household dept. of the paper. They have also recently published a cook book containing a choice assortment of recipes that have been published in the paper from time to time.

To take care of their increasing circulation in Chehalis, Washington, the *Centralia (Wash.) Chronicle* has established a branch office in that town. D. A. Edlin will be the new manager and Miss Zilda Deebach who has been representing the Chronicle in Chehalis for the last two years, will be transferred to Centralia.

The *Chicago Daily News* awarded \$25 in six prizes for the best letters submitted during the week ending Nov. 20, on "How to Sell Ability." Letters are limited to 100 words, although additional material may be added for the information of the editor. The contest is being run as part of the series of vocational stories the paper has been printing. The prizes are divided as follows: first prize, \$15; second prize, \$5; third prize, \$2, and the next three, \$1 each.

Mae Tinee, motion picture editor of the *Chicago Tribune*, is running a contest to elect a King and Queen of Movieland.

The *Chicago Herald and Examiner* is awarding five turkeys daily for the five best letters of 50 words or less, on what readers of the paper have to be thankful for this year. The paper is also awarding \$500 weekly in fifty-four prizes for the best letter dealing with any purchase made of any article advertised in the Herald and Examiner. Letters may be laudatory or critical, may deal with the article itself, the store advertising it, or the advertisement in which it appeared. The paper has set no word limit on letters, but asks, as a sign of good faith, that sales slip given with the purchase be attached.

Calumet Baking Powder places 93 per cent of its advertising appropriation in newspapers.

WOMEN IN ADVERTISING AND JOURNALISM

Mrs. Helen Leavitt Named Assistant Advertising Manager of N. Y. Herald Tribune—News Women Honor Magazine Writers—
Mrs. Murphy at Livestock Show

MRS. HELEN LEAVITT, who since 1919 has been office manager in the advertising department of the *New York Herald Tribune*, has been appointed assistant advertising manager. R. H. Schooley is advertising manager of the Herald Tribune.

Prior to coming to the Herald Tribune, Mrs. Leavitt was an active worker for woman suffrage. She was suffrage leader of Albany County for several years, and in 1916 and 1917 Chairman of the Albany legislative committee during the passage of the suffrage referendum bill through the legislature. Mrs. Leavitt then came to New York to become executive secretary of the New York State Suffrage party, which position she held throughout the campaign.

Mrs. Leavitt attended the School of Pedagogy at the University of Buffalo, and before her marriage taught school for several years in Buffalo.

The New York Newspaper Women's Club gave a dinner Friday, Nov. 19, in honor of former newspaper women who are now associated with magazines. Guests of honor were Mrs. Genevieve Parkhurst of *Pictorial Review*, Miss Ruth Boyle of *Good Housekeeping*, Miss Emily Burt of the *Women's Home Companion*, and Mrs. Clara Savage Littledale of *Children*. The opportunities for women in touch with the news to contribute to the magazines formed the theme of the discussion.

At the last meeting of the board of directors the following were elected to membership; Miss Mary Stem, and Miss Lentilhon Gilford, *Evening Post*; Miss Katherine Zimmerman, *Evening Tele-*

gram; Miss Irene Graves, and Miss Julia Riordan, *The World*; and Miss Ethyl Mockler, formerly of the *World*.

Mrs. F. E. Murphy, wife of the editor of the *Minneapolis Tribune*, prefers exhibiting her husband's prize Holstein cattle to tramping over a golf course or playing bridge. Mrs. Murphy accompanied a string of twelve Holsteins entered in the American Royal Livestock show in Kansas City, Mo., November 14 to 21.

Mrs. Murphy came to Kansas City from Portland, where she showed her cattle at the Pacific International Livestock show.

"It is one of the major policies of the Minneapolis Tribune to boost diversified farming and it is to practice what a paper preaches that my husband and I began raising purebred Holstein cattle," Mrs. Murphy said.

On the Murphy farm at Breckenridge, Minn., the Murphys have 250 registered Holsteins.

Mrs. Anne C. E. Allison, former dean of women at Brown University, Providence, R. I., and now women's page editor of the *Providence Journal and Bulletin*, is conducting a book review class in the university extension series.

Marjorie Mills of the Better Homes Bureau of the *Boston (Mass.) Herald-Traveler* is the editor of the new book "Better Homes Recipe Book," just published by the Bureau.

Miss Margaret Shay has been added to the staff of the *Fall River (Mass.) Globe* as society reporter.

For Immediate Sale

Goss Wet Mat Rolling-in Machine

One Pair of Steam Tables

Five Model C Intertypes

Fully Equipped—A. C. Motors

One C. S. M. Intertype

Fully Equipped—A. C. Motor

ALL OF THESE MACHINES WERE BOUGHT NEW AND USED THREE YEARS—GUARANTEED IN A-1 CONDITION

WRITE TO

I. J. HORNSTEIN

The Reading Times

READING, PA.

newspaper face. There are no "pin holes" or sharp corners to fill up with ink; no fine lines to break down in stereotyping. The even color of the characters is particularly adapted to the "roughness" of newspaper stock. The outstanding advantage of the new face is its conservation of vision. The even tone throughout is restful to the eyes without being monotonous. There is enough variation to avoid tiresomeness, yet not enough to be disconcerting. A happy medium has been effected. It is easier to read than seven point faces, yet gives the same word-count to the column as six point. Various degrees of leading can be used to advantage, or the lines may be cast on a solid six and a half point body. The comparative shortness of the ascenders and descenders gives good legibility even when set solid. Cast on seven point body, the 6½ Point Ionic gives the effect of being well leaded—and with a decided gain in word-count over seven point faces. The first paper to adopt the new face was the Evening News, of Newark, N. J. After a trial of several weeks, the management of the paper is more enthusiastic than ever about it, and readers continue to send in words of commendation daily. One of the most appreciative is Dr. Joseph H. Salov, a leading optometrist, and past president of the New Jersey Optometric Association. Says Dr. Salov, addressing the editor of the Newark Evening News: "It would be unfair for me or any one else who realizes the amount of good that will result from your recent change in the style of type you use in the makeup of the News if this was not recognized, appreciated and so acknowledged by every one interested in the conservation of vision; for it is the accumulated unnecessary strain on the eyes, due to the extremely small and poor type used in many newspapers, that hastens the day when artificial aid must be sought. Although not versed in the nomenclature of type you have been using for the Evening News, it is of a style and charac-

After a trial of several weeks, the management of the paper is more enthusiastic than ever about it, and readers continue to send in words of commendation daily. One of the most appreciative is Dr. Joseph H. Salov, a leading optometrist, and past president of the New Jersey Optometric Association. Says Dr. Salov, addressing the editor of the Newark Evening News: "It would be

WHAT'S WHAT IN THE FEATURE FIELD

Alexander Cairns to Write Daily Editorial Articles—"Bill" Roper Becomes Autobiographical—Valentino Still a Feature—"An Attic Salt Shaker" on Market

ALEXANDER CAIRNS, preacher, lecturer and essayist, will write a series of daily editorial articles for King Features Syndicate, Inc., New York, beginning Jan. 3.



ALEXANDER CAIRNS

Dr. Cairns has contributed many special articles to newspapers but his contract with King marks his debut as a regular daily feature writer. His fame as an orator is said to be nationwide. On Chattanooga circuits he has spoken in

every state. He is also a frequent radio broadcaster.

Born in Belfast, Ireland, Dr. Cairns was brought to this country when 14 months old. His father was a circuit riding Methodist preacher. The son worked his way through school and the University of Michigan. He was engaged in educational work in Japan for four years after college. Then he returned to America, where he located in Newark, N. J., to become pastor of a church there and later an ardent spokesman for temperance.

W. W. "Bill" Roper, coach of the Princeton football team, this year's champion of the "Big Three," is writing his life story and choosing an all-American eleven for Johnson Features, Inc., Cleveland and New York.

O'Dell Newspaper Service, New York, is offering "Valentino as I Knew Him," by S. George Ullman, manager of the late movie star.

"An Attic Salt Shaker," by W. Orton

Tewson, formerly a feature of the *Philadelphia Public Ledger* and the *New York Evening Post*, has been taken over by United Feature Syndicate, and is being distributed as a weekly column.

The Star Newspaper Service, Toronto, has arranged to handle and distribute in Canada the Chicago Tribune's Newspaper Advertising Service.

Dow Walling, creator of the daily strip "Campus Cowboys" for Editor's Feature Service, New York and Cleveland, is recovering from a severe illness at his home in Washington state.

Capt. R. Innes-Taylor has prepared a series on the game of Badminton for the Star Newspaper Service, Toronto.

Theodore Kaufman is business manager and Irvin Hood, formerly of the *Brooklyn Citizen* and *Staten Island Advance*, is news editor of the Park Row News Service, recently organized to act as New York representative for out-of-town newspapers.

Leo Margulies, formerly head of the research department of Fox Film Corporation, is the new Syndicate Manager of Service for Authors. Mr. Margulies succeeding Mr. Richard F. Merrifield who resigned to devote his time to writing fiction for the magazines. This service is offering as their latest releases "Sea Fog" by J. S. Fletcher and "The White Circle" by Carroll John Daly.

Eugene MacLean Newspaper Features, San Francisco, announce their latest serial, "Those Lucky Pullens," a love and mystery story by Malcolm Duart. "Laila," by John Newport, a tale of the days of Christ, is being brought out in book form by the book department of the MacLean syndicate.

WITH THE GENERAL ADVERTISERS

Increased Appropriation in Home Building Campaign Going to Newspapers—Dealers Prefer Dailies—MacConachie Resigns from Dunlop Tire and Rubber Company

BETTER building of small homes and the elimination of the "jerry-builder" will be supported nationally during 1927 by the expenditure of approximately \$5,000,000 in educational newspaper and magazine advertising, L. Porter Moore, of New York City, president of the Home Owners' Service Institute, informed members of the American Construction Council in Cleveland, Nov. 10, at the closing session of its fifth annual convention.

"This will be an increase of about \$1,000,000 for advertising over the expenditures for the current year in this field," Mr. Moore declared, "and the increased expenditures will be made largely in newspaper advertising."

That the building materials and construction industries are awake to this need for educational advertising to produce better homes was indicated by the report of the Home Owners' Service Institute that 34 leading associations and manufacturers have, for the first time co-operatively, this year combined for this purpose with the building of model demonstration homes throughout the United States, supported by newspaper and magazine advertising, and the local aid of the National Association of Real Estate Boards, the American Gas Association and the National Electric Light Association.

The associations in the building materials field include the Copper and

Brass Research Association, Common Brick Manufacturers Association and Wallpaper Manufacturers Association supporting the campaign.

In 1927 this co-operating group is planning to spend \$225,000 for better homes advertising, Mr. Moore stated, \$150,000 in newspaper advertising and \$75,000 in magazine advertising, largely in trade papers.

"The trend is decidedly toward newspaper advertising," he said. "With our newspapers today taking the leadership in advocating better homes and educating the everyday reader on the subject of better building and home ownership for better citizenship, sponsoring model homes and 'Own Your Home' and building materials expositions, the manufacturer is finding that newspaper advertising pays. Our co-operative organization will spend twice as much in newspapers next year than in magazines."

Eighty per cent of replies to a questionnaire sent to 33,000 automobile accessory dealers indicated a dealer preference for newspaper advertising space, according to H. F. Kingsley of the Kingsley-Miller Company, Chicago. Sales of accessories have increased 300 per cent in the last seven years, he said.

G. O. MacConachie has resigned as advertising director of the Dunlop Tire and Rubber Company to become vice-

president in charge of new business of the Brieger Press, New York. He was formerly advertising manager for Joseph P. Day, Inc., New York, assistant to the president of the United States Shipping Board, and publicity director for the Bethlehem Shipbuilding Corporation.

Carl A. Janes, Bristol, Va., chairman of the advertising committee of the American Bottlers of Carbonated Beverages, reports that \$1,049,000 of a proposed \$2,000,000 advertising fund for carbonated beverages has been raised.

Douglas A. Paterson has been appointed advertising manager of the Health Products Corporation, Newark, N. J., makers of Feen-a-mint, succeeding J. J. Larmour.

G. G. Hunter has been appointed sales promotion manager of part of the eastern territory for the Vick Chemical Company, Greensboro, N. C. He will make his headquarters in the New York office.

The City Commissioners of Atlantic City, N. J., have set the seal of their approval on the expenditure of \$200,000 for an advertising campaign during the year 1927. The money will be spent largely on newspapers and magazines.

The Fitchburg (Mass.) Chamber of Commerce has turned to newspaper advertising to attract new industries and new people to the city.

HOUSE MADE AUTO EDITOR

William House has been appointed manager and editor of the automobile department of the *Louisville (Ky.) Herald-Post*. Since his graduation from the University of Wisconsin in 1920, Mr. House has been associated with the *Louisville Courier-Journal* and *Louisville Times*, representing these newspapers in the local automobile field.

"MUSTARD CLUB" COPY INTERESTS ENGLAND

Billboard and Newspaper Space Employed by Benson, Ltd., to Promote New Brand—Teaser Copy Used With Great Effect

Generally admitted to be one of the smartest things that has emanated from a British advertising agency is the effort to boost the sales and consumption of mustard, run by S. H. Benson, Ltd., London.

The scheme was originated by Oswald Green, M. A., a director of Benson's, and made its first appearance on the hoardings, and on the panels of motor omnibuses in the large cities with the question in large black letters: "Have You Joined the Mustard Club." Well-known eating houses in London carried the announcement "This is a branch of the Mustard Club." Written and displayed on the lines of a regular, "public issue" advert, the financial page of some of the dailies a week or two later carried a semi-humorous advertisement announcing the directors, etc., of the Mustard Club, and this was followed by the report of a fictitious court case in which the directors of the "Club," charged with "undue mystification," were ordered to make public announcement of their intentions by Oct. 29. Large spaces were taken on that date to relate that the Mustard Club was open to everyone—all users or potential users of mustard and this is being followed by novel advertisements designed to create further interest.

N. C. LEGAL RATES TOO LOW

The National Editorial Association has just sent a circular to newspapers in North Carolina showing comparisons of legal rates in that and other states.

Ludlow Typefaces to the Forefront

ONE of the principal things that has put Ludlow typefaces to the forefront—and keeps them there is—High Quality Slug Composition.

The Ludlow has speed, for it daily beats the deadline in hundreds of daily newspaper composing rooms. It has versatility, for it produces from 6-point to full-width 72-point faces without mold or machine changes. It saves time, for there is no sorts hunting, no waiting for sorts to be cast, and no time required for distribution of used forms.

But climaxing its speed, its versatility and its economy is—the day-in, day-out high quality of Ludlow slug-lines which can be cast new in sufficient quantities to print the biggest runs of ads and heads. Ludlow quality makes an irresistible appeal to those who want things done quickly—yet, done right.

As an advocate of clean-cut and attractively printed pages—as a believer in the value of quality typography for increasing advertising linage—let us send you complete details of the value of the Ludlow for your plant.

Ludlow Typograph Company
2032 Clybourn Avenue, Chicago

San Francisco: 5 Third St.
Atlanta: 41 Marietta St.

New York: 63 Park Row
Boston: 470 Atlantic Ave.

The Buffalo Times

J On Monday, Nov. 1st, started running its new battery of Goss presses which were purchased two years ago and which have been under the course of erection in the Times press room for the last four months.

The battery extends straight through the Times building, one full city block from Main to Washington streets, and consists of 16 units, with five high speed double folders, which admits of the presses being operated as five sextuples, four octuples, three decuples or in other combinations when necessary.

These presses occupy the entire first floor and basement under it, of the new Times Building, which is 40 feet wide by 200 feet deep, extends through from Main to Washington streets adjoining the regular Times Office building.

The Times plant is now one of the most complete in the United States, and is equipped to print its papers with the speed and dispatch necessary to serve promptly and efficiently its large and growing clientele in Buffalo and surrounding territory, the new plant overcoming a press handicap under which the paper has labored for the past two years.

THE BUFFALO TIMES

NORMAN E. MACK

Editor and Publisher

ADVERTISING AGENCY AFFAIRS

Meeting Called for Nov. 22 to Form Association of New York Advertising Agencies—St. Louis Agency Changes Its Name—G. D. Wiley Opens New Firm in California

PLANS to form a permanent association of New York advertising agencies will be discussed at a meeting to be held at the Advertising Club of New York, Nov. 22, under the auspices of the Newspaper Credit Managers Association of which W. B. Cozzens is chairman and Harold H. Keefe, secretary.

In addition to possible organization of the agency association, purposes of the meeting are listed as follows:

1. To provide a better means of checking credits.
2. To supply more detailed and accurate credit information on all advertisers.
3. To increase the agent's profit.

The name of the Britt-Schiele Advertising Company, St. Louis, has been changed to Britt-Gibbs Advertising Company, following the withdrawal of Seymour Schiele. Frank P. Gibbs continues as president. George H. McCormick, formerly of the *Houston* (Tex.) *Post* and the McCormick-Van Demark Advertising Agency, Houston, has joined the agency as account executive.

John L. Tait, formerly of the Fisher-Brown Advertising Agency, and more recently in the publishing business, has joined the staff of the D'Arcy Advertising Company, St. Louis.

George D. Wiley, formerly president and general manager of Wiley, Dummer & Bevis, Inc., advertising agency in Miami, Fla., has announced the opening in Long Beach, Cal., of the George D. Wiley Company, at 414 Kress Building. The new agency will offer a commercial art service as well as general advertising.

Associated with Mr. Wiley are Bernal E. Clark, formerly production manager of Wiley, Dummer & Bevis, Inc., who will

act as head of the copy department; and Eduardo C. Sandback, formerly of the advertising department of the Onyx Hosiery Company of New York, who will head the commercial art department.

C. R. Lawson, for the past ten years advertising and sales manager of the Warner Industries, of Ottawa, Kan., has resigned to become associated with the Potts-Turnbull Advertising Agency at Kansas City, Mo. Mr. Lawson will be an account executive.

R. F. Shults has joined the Joseph Richards Company, New York, advertising agency, in charge of the newly inaugurated outdoor advertising department. During the past eight years, Shults has served as manager of the Atlanta, Ga., branch of the Thomas Cusack Company and as manager of the Rochester, N. Y., branch of the General Outdoor Company.

Don S. Tarvid has opened an advertising agency under his own name in Chicago. He was at one time advertising manager of the Leiter Building Stores.

The L. R. Uhlenhart Advertising Agency and the M. G. Jonas Advertising Service, both of Los Angeles, Cal., have merged under the name of the Jonas-Uhlenhart Advertising Agency.

The Stack Advertising Agency, Chicago, has changed its name to the Stack-Goble Advertising Agency.

Clarke Ashworth, who after serving an apprenticeship on the *Toronto Globe*, was invited by Lord Beaverbrook to join the staff of the *London Daily Express*, has returned to Canada and joined the advertising agency of Campbell-Ewald, Ltd., Toronto.

Language newspapers for this company is placed by Louis Kram, Inc., 1440 Broadway, New York.

Lord & Thomas, 247 Park avenue, New York. Handling the account of Beecham Estates, Ltd., Beecham's Pills, 417 Canal street, New York.

Myers, Beeson, Golden, Inc., Pershing Square Bldg., New York. Placing the advertising of the Watson Stabilator Company, "Mot-Acs" Hot Water Heater for automobiles, 102 West End avenue, New York City.

Nelson Chesman & Co., Pound Office Bldg., Chattanooga, Tenn. Now handling the advertising of the Good Grape Company, Beverage, Chattanooga.

Olmstead, Perrin & Leffingwell, 250 Park avenue, New York. Sending out orders to newspapers in various sections for the Brown, Durrell & Co., Gordon Underwear, Boston, Mass.

John O. Powers Company, 247 Park avenue, New York. Placing the account of the Mum Manufacturing Company, 1106 Chestnut street, Philadelphia, "Mum" deodorant.

Wm. H. Rankin Company, Tribune Tower, Chicago. Placing the orders with newspapers

Our Customers Write Our Ads

Lawrence, Kansas, Daily Journal-World Says—

"We have not only used our DUPLEX TUBULAR press for printing the JOURNAL-WORLD, but we use it for printing a magazine and some other forms of job printing."

DUPLEX PRESSES

FOR ALL NEWSPAPERS

Duplex Printing Press Co.
BATTLE CREEK, MICH.

in various sections for B. F. Goodrich Company, Zippers, Akron, Ohio.

Redfield Advertising Agency, Inc., 34 West 33d street, New York. Placing the account of the American Lead Pencil Company, 220 Fifth avenue, New York, Venus Pencils, Blue Band Velvet Pencils and Unique Thin Lead Colored Pencils.

Frank Seaman, Inc., 470 Fourth avenue, New York. Placing orders with newspapers in selected sections for R. B. Davis Company "Cocomalt", Hoboken, N. J.

Alfred J. Silberstein, Inc., 116 W. 32d street, New York. Handling the account of Joseph Spector, Pianos, 1. E. 37th street, New York City.

J. Walter Thompson Company, 244 Madison avenue, New York. Sending out orders to newspapers in selected sections for the U. S. Rubber Company, "Globe Brand Rubber Arctics," 1790 Broadway, New York City.

Vredenburg-Kennedy Company, 171 Madison avenue, New York. Placing orders with some New York City newspapers for the Carbo Septic Corp., 303 Fifth avenue, New York City.

Young & Rubicam, 285 Madison avenue, New York. Again sending out orders to newspapers in various sections for the Coldak Corp., Electric Refrigeration, New York City.

AMBROSE LAMBERT DEAD

Ambrose Lambert, 50, member of the staff of the *Boston Post*, died at his Boston home Nov. 15. He was at one time London correspondent of the *New York Sun*. During the World War he was in charge of the English Bureau of Public Information, handling publicity for the British government. After hostilities he went to Russia to report operations of the Bolshevik army. He was said to have been the first newspaper man to publish interviews with Lenin and Trotsky.

NEW PRESS ORGAN

The first issue of the *North Carolina Press*, official organ of the North Carolina Press Association, with B. Arp Lowrance, newly elected field secretary of the association, as editor, is fresh from the press. The publication will make its appearance monthly.

Newspapers in North Carolina, it is stated, get only about one-third the legal rate paid in other states.

COAST CHAIN TURNS TO NEWSPAPERS

Safeway Stores Drop Free Circular Idea When Vice-President Hears Merits of Newspapers Told at Convention

That another merchandising organization has become completely sold on newspaper advertising as opposed to house-to-house distribution of advertising is indicated by the abrupt discontinuance of the *Safeway Weekly*, a free advertising newspaper circulated by the Safeway Stores, Inc., Los Angeles, a chain of 500 grocery stores.

The change was made due to the economic waste entailed in the distribution of 225,000 copies of the paper weekly, and the public's refusal to take kindly to indiscriminately circulated advertising matter, even though styled a "paper."

Edward Dale, vice-president of Safeway Stores, came to the decision regarding such a change in advertising policies, while attending the National Chain Grocers' Association at Buffalo. He was influenced by the talks and papers read at the convention that pointed to the daily press as the best medium for reaching the public quickly. His telegram sent here reads as follows:

"Safeway Stores, Los Angeles:

"Advertising papers and talks before today's session of the National Chain Grocers' Association point unanimously to newspaper advertising as our best medium for reaching the public quickly and effectively. Suggest that arrangements be made to use the newspaper for our full advertising program."

FIRE RAZES VIRGINIA WEEKLY

Fire on the afternoon of Nov. 13 destroyed the newspaper plant of the *Halifax* (Va.) *Record-Advertiser* resulting in a loss of \$11,000.

HOW WE SERVE THE PUBLISHER

A newspaper publisher, located in a city within the so-called 50 mile New York City trading radius, wanted to prove to national advertisers that his market is wholly independent and cannot be considered as a part of the New York City market.

We were called in to prepare the campaign, and our survey showed that the people living in this market are influenced in their buying only by the advertising columns of their local newspaper. The dealers are prosperous and have no fear of New York City competition. Therefore, national advertisers who wish to capture this market cannot depend on New York City circulation, but must advertise in the local dailies.

We are ready to study your market and to prepare a campaign that will conclusively prove that it is independent of any surrounding markets, and tie up its value with your newspaper.

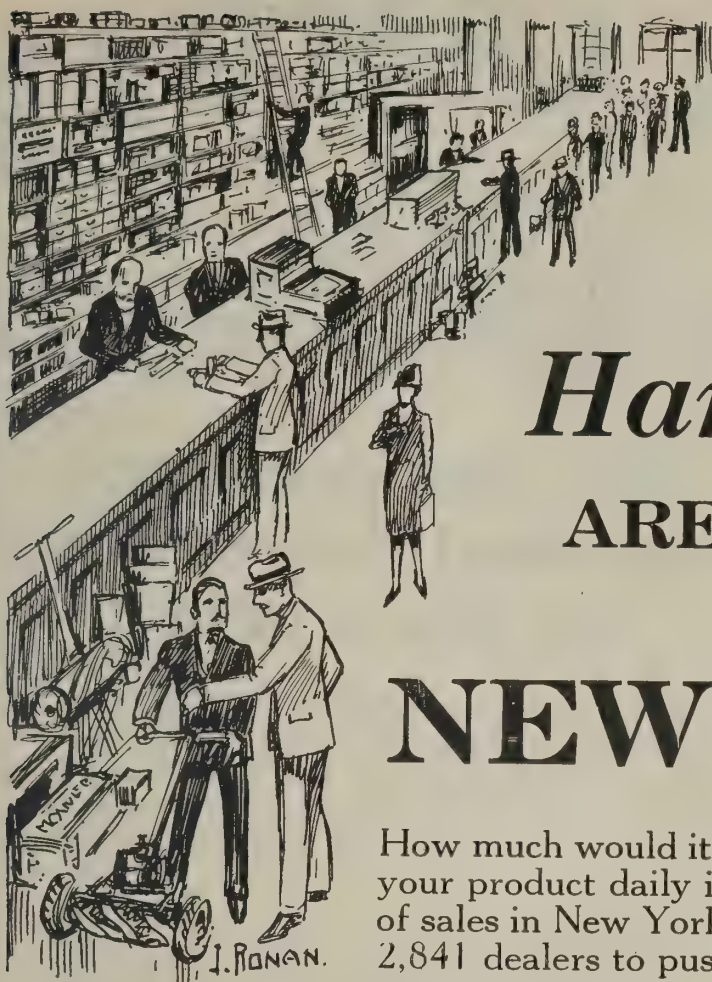
"Tie Up Your Market With Your Newspaper"

PUBLISHERS SPACE SELLING SERVICE

49 West 45th St.

New York City

Copy - Layout - Art - Typography



Is your Product sold in the ? Hardware Store ?

ARE YOU GETTING YOUR SHARE IN NEW YORK STATE

How much would it be worth to you if 2,841 hardware dealers feature your product daily in their stores? Can you realize what your volume of sales in New York State alone will amount to if you can get these 2,841 dealers to push your product over their counter day in and day out.

You can not only win their co-operation but you can get them to work for and with you by advertising direct to the consumer and letting the 11,000,000 buyers in the Empire State know the merits of your product.

The New York State hardware dealer is one of the most progressive merchants you will find in the retail field. He will readily co-operate with any manufacturer who has a meritorious product and who is willing to show he has confidence in his product by advertising it in the daily papers to the consumer.

Here are 2,841 dealers. You can hire them with very little investment. Reach them through this group of daily newspapers.

	Circulation	2,500 Lines	10,000 Lines
**Albany Evening News.....(E)	34,444	.10	.10
**Albany Knickerbocker Press.....(M)	34,013	.11	.11
**Albany Knickerbocker Press.....(S)	56,924	.16	.16
*Amsterdam Recorder-Democrat.....(E)	7,824	.04	.04
†Auburn Citizen.....(E)	6,278	.065	.065
**Brooklyn Daily Eagle.....(E)	73,764	.22	.22
**Brooklyn Daily Eagle.....(S)	84,997	.22	.22
**Buffalo Courier-Express.....(M)	113,583	.23	.23
**Buffalo Courier-Express.....(S)	154,046	.30	.30
**Buffalo Evening News.....(E)	138,294	.25	.25
†Buffalo Evening Times.....(E)	107,027	.21	.21
†Buffalo Sunday Times.....(S)	127,231	.21	.21
†Corning Evening Leader.....(E)	9,098	.05	.05
*Elmira Star-Gazette Advertiser.....(E&M)	34,370	.11	.11
*Freeport Daily Review.....(E)	9,011	.05	.05
*Geneva Daily Times.....(E)	5,292	.04	.04
*Gloversville Leader Republican.....(E)	7,108	.035	.035
*Ithaca Journal-News.....(E)	7,587	.05	.05
**Jamestown Morning Post.....(M)	11,722	.04	.035
**Middletown Times-Press.....(E)	7,145	.04	.04
**Mount Vernon Daily Argus.....(E)	10,437	.05	.05
*Newburgh Daily News.....(E)	12,130	.06	.06

	Circulation	2,500 Lines	10,000 Lines
*New Rochelle Standard-Star.....(E)	7,976	.04	.04
*The Sun, New York.....(E)	265,000	.60	.56
†New York Times.....(M)	358,350	.80	.784
†New York Times.....(S)	591,425	1.00	.98
†New York Herald-Tribune.....(M)	290,534	.6435	.624
†New York Herald-Tribune.....(S)	343,716	.693	.672
††New York World.....(M)	287,682	.595	.58
††New York World.....(S)	532,929	.595	.58
††New York Evening World.....(E)	294,442	.505	.58
*Niagara Falls Gazette.....(E)	21,508	.07	.07
*Port Chester Item.....(E)	4,695	.03	.03
*Poughkeepsie Star and Enterprise.....(E)	12,974	.06	.06
*Rochester Times-Union.....(E)	70,660	.21	.20
*Syracuse Journal.....(E)	64,910	.16	.16
*Troy Record.....(M&E)	21,709	.06	.06
†Watertown Standard.....(E)	13,220	.07	.07
*Watertown Times.....(E)	17,386	.08	.08

** A. B. C. Statement, March 31, 1926.

†† Government Statement, March 31, 1926.

*** Merged as Buffalo Courier-Express, June 14, 1926.

† Government Statement, Oct. 1, 1926.

* A. B. C. Statement, Oct. 1, 1926.

WHAT THEY ARE SAYING

RADIO'S PLACE IN ADVERTISING

"RADIO has not replaced any existing force, nor do I believe it will ever replace any existing force. It will amplify and complete the facilities that are already well established."—David Sarnoff, Radio Corporation of America.

NEWSPAPERS MUST ENLIGHTEN PUBLIC

"THE successful newspaper must have a purpose. It must seek to enlighten the public by presenting true facts. It must seek to instill in its readers a love for the finer things of life. It must seek to inspire constructive work. To accomplish such purposes, the newspaper of today must have character."—Governor Ed Jackson of Indiana, before Indiana High School Association.

GLORIFYING TRIVIALITY

"OUR greatest weakness in newspapers today lies in our tendency toward giving prominence to trivial matters because they will attract the superficial attention of the readers instead of allowing the proper emphasis to be given to the fundamentally important news of the day."—Roy L. French, Director, Department of Journalism, University of North Dakota.

EMOTIONAL APPEAL BEST

"COLD facts alone do not accomplish the purpose of advertising. We do not believe that people are interested or buy goods through logic or pure reasoning. People are persuaded through their emotions. Facts do not sell many goods. We try to stimulate interest by using emotional appeal."—Everett R. Smith, Hartford Advertising Man, in an Address at Worcester, Mass.

WHY SPOIL GOOD COPY WITH POOR MATS?

"IT has always been a mystery to me why men will spend \$50,000 to \$100,000 on a single advertising campaign and, at the same time, permit the use of faulty mats which greatly detract from the effectiveness of their advertisements. It should be remembered that, even in a first-class mat, some of the detail is lost in recasting and that, unless every precaution is exercised to procure a deep, clean matrix, the result will be smutty and shallow."—John P. Keating, mechanical superintendent, *Milwaukee Journal*.

TWO THINGS TO SELL

"IN selling national advertising the newspaper has two things of equal importance to sell to the advertiser. The first is the value to him of the market which it covers and the second is the extent to which it covers the market. In other words, what you are offering is not only circulation and influence of a medium, but also a place in which advertising can be done profitably."—William A. Thomson, director, Bureau of Advertising, American Newspaper Publishers Association.

ADVERTISING FORMS PUBLIC'S HABITS

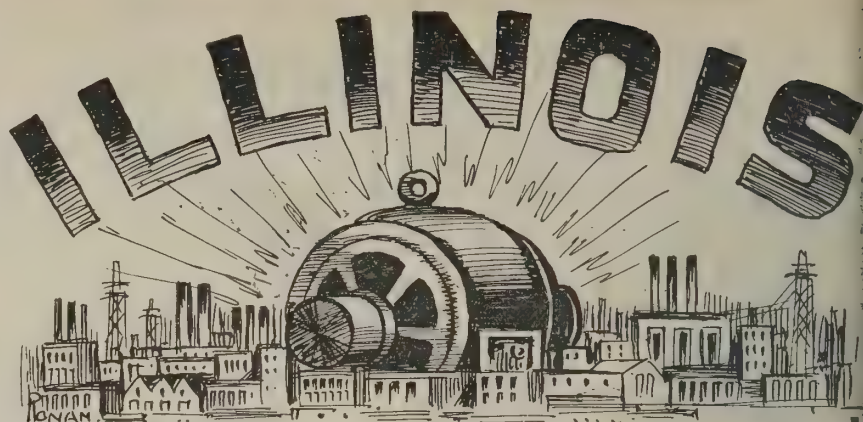
"WITHIN the past 75 years we have found that the habits of the public can be controlled by advertising. Today most of our habits are being created and controlled by national advertising. No manufacturer can ever rest content, even though he may have created a nation-wide habit, unless he continues to dominate that habit by dominating advertising. If he loses control for a moment, someone else will come along and change that habit to the advantage of his own product."—Everett R. Smith, advertising manager, Fuller Brush Company.

"BOOSTING"

"THE word 'boost' is the most seductive word in the newspaper vocabulary and should be eliminated forthwith. In the good old days the town pack horse was not expected to give anything like money. He could give of his space and heavy drafts were made on it. Now when there is a community enterprise under way, the editor's check is as good as the banker's, and sometimes larger. But after the merchant has contributed money, does he also throw in a bolt of cloth? Does the dentist pull a tooth? Does the doctor extract a tonsil? No, their money contribution relieves them from further obligation. But the editor! He must in addition to his cash, give lavishly of his stock in trade, every inch of which is costing him 40 cents. If this is heresy, bring on your lighted fagots."—C. L. Hobart, president, Missouri Press Association.

THE GREAT PRESENT

"OURS is one of the most absorbing and interesting of all professions, first because it treats of the great present which Pascal finds sorely neglected, and, second, because of its limitless opportunities for responsible public service. To dig patiently for the truth and then to tell the truth clearly, fearlessly and fairly; to narrate the events of life, seen and heard, whether they be beautiful, disappointing, surprising or extraordinary; to expose without passion the problems which confront humanity; to uncover turpitude and injustice—such is the task of the press which should spread the light."—Joseph E. Sharkey, Associated Press correspondent, speaking before Press Congress of the World at Geneva.



Has the greatest electrical Power Pool in the world

Although Illinois has but 6% of the country's population, it has 9% of the electric consumers. The interconnected electric systems of Illinois operate more than 7,000 miles of high voltage transmission lines which extend into practically every county in the State.

In 1925 electric generating stations in Illinois had an aggregate capacity of 2,364,000 horse power. 1,487,670 customers used the central station company's power. 225,000 investors are interested in Illinois' gigantic industries and 73% of the homes in Illinois are wired for electricity. 96% of Illinois' electricity is generated from coal mined in Illinois.

These indisputable facts are convincing evidence of the richness of Illinois as a market. What a field it offers for electrical appliances. How can any advertiser fail to take advantage of this market?

Let these newspapers assist you.

		Circulation	Rates for 2,500 Lines	Rates for 10,000 Lines
††Aurora Beacon-News.....	(E)	18,973	.07	.07
†Chicago Herald & Examiner....	(M)	385,276	.55	.55
†Chicago Herald & Examiner....	(S)	1,153,360	1.10	1.10
††Chicago Daily Journal.....	(E)	123,469	.26	.24
*Evanston News Index.....	(E)	7,631	.04	.04
*Freeport Journal-Standard	(E)	9,545	.045	.045
*Joliet Herald News.....	(E)	19,644	.07	.07
*Mattoon Journal Gazette.....	(E)	5,836	.04	.04
*Moline Dispatch	(E)	12,048	.05	.05
*Monmouth Daily Review Atlas ..	(E)	5,338	.035	.035
*Peoria Star	(S)	23,050	.085	.07
††Rock Island Argus.....	(E)	11,778	.05	.05
*Waukegan Daily Sun.....	(E)	5,348	.03	.03

††Government Statement, Oct. 1, 1926

*A. B. C. Statement, Oct. 1, 1926

†Government Statement, March 31, 1926

CLASSIFIED ADVERTISING

Booth Newspapers Hold Classified Meeting at Saginaw, Mich.—"Christmas Shoppers Note Book"—Changes in N. Y. Graphic's Department

SUBJECTS concerning the writing of copy, the building of classified advertising in all its branches, and the detail work of handling transactions, were on the program of a recent meeting of the classified advertising directors of the Booth Newspapers held at the plant of the *Saginaw* (Mich.) *News Courier*.

The meeting was conducted by John H. Tovey of the Basil L. Smith System.

Addresses were made by A. R. Treanor, manager of the *Saginaw News Courier*; J. R. Taylor, *Flint Daily Journal*; E. T. Lockhart, *Grand Rapids Press*; C. M. Bennett, *Muskegon Chronicle*; W. J. Babb, *Saginaw News Courier*; Briggs Beurmann, *Ann Arbor Times News*; G. D. Chow, *Jackson Citizen Patriot*; Frank Becker, *Flint Journal*; and Mr. Hudson, *Bay City Times Tribune*.

Basil Smith in a message to the meeting said in part:

"The classified worker is the connecting link between the public and a newly developed public utility which has won for itself a place in that group of services which includes the telephone, the telegraph and the street railway. As we expect exact and skilled service from the employees of these later utilities, so the public has a right to expect from classified advertising workers the same intelligent understanding and knowledge of practice in this particular field. It is to this end that all of our efforts in training must finally be directed.

"When we think of holding new business brought into the medium, we think actually of only one thing—and that one thing is the producing of results for these new advertisers. It is to this end that we insist upon proper classification and indexing, clean columns and full

description copy. When we have seen to these features of a classified medium, we have done the most needed thing for the permanent development of new business."

The *Memphis Commercial Appeal* has announced "The Christmas Shoppers' Notebook" as "a new, unique and easy Christmas shopping plan that Memphis merchants have provided to make Christmas shopping as easy for you as possible."

"No need to run all over town to find what you want," the notice to readers continues. "Just turn to 'The Christmas Shoppers' Notebook' in the Commercial Appeal classified ads and there you will find Christmas suggestions for her, for him, for the home and dinner and decoration."

To interest merchants in buying classified space under the notebook classification, a series of effective promotion advertisements have been produced for publication in display space.

"It's so much easier to select gifts the classified way than to walk for miles" is the burden of ballyhoo.

William F. Metz, classified advertising manager of the *New York Evening Graphic*, has reorganized the classified advertising department of that newspaper. He announced the following additions to the staff this week:

Arthur Nottenberg, J. R. Jacoby, E. G. Starck, G. R. Thompson, W. E. Perkinson, Harold Sutcliffe, Thomas Fay, all from the *New York American*; J. C. Bitoff of the *New York Evening Telegram*; Haddam Thomas of the *New York Herald Tribune*, and J. Sanders of the National Advertising Agency.

NEW PLANT ADDITION

Buffalo Times Occupies Adjoining Building—16 Press Units Installed

The *Buffalo Times* has just moved into its expanded building, the company having occupied an adjoining building extending from Main through to Washington street. The editions of Nov. 14 were published from the new headquarters. Sixteen high speed, low construction Goss press units have been installed.

The editorial staff has been moved into the remodeled building which also houses the new press room. The newly occupied building is seven stories high, 40 feet wide and 200 feet deep. Offices in the old *Times* building have been given over to quarters formerly occupied by departments which have been moved into new surroundings.

Plans for the expansion have been under serious consideration since a disastrous fire visited the *Times* plant on Jan. 18, 1920, causing a loss of nearly \$1,000,000. Increased circulation and greater advertising volume have made publication difficult for two years or more, and have forced the expansion which is now in the process of completion.

A new composing room will be ready for use by the end of this month having been equipped at a cost of more than \$50,000. W. E. James will be superintendent of the new room and will have a working force of 85 men.

A. N. P. A. TO MOVE

The two new service departments, mechanical and traffic of the American Newspaper Publishers' Association, now located on the sixth floor of 270 Madison avenue, New York, will move to offices adjoining the headquarters office on the 15th floor of the same address on May 1. L. B. Palmer, manager, announced this week.

NEW YORK PUBLISHERS NIP HOCKEY BALLYHOO

(Continued from page 5)

"We don't give much space to advance hockey releases, treating the sport only as news," he said. "All professional sport should be judged on its news value."

Julian S. Mason, editor-in-chief of the *New York Evening Post*, said he did not consider that professional sport was overplayed by the newspapers.

Few deny that press agency and circus ballyhoo is the life blood of the promoters. James W. Jennings, *New York Evening Graphic*, who declares one of his pet hobbies is "pricking pretty tales of fiction designed to bunk the dear old public," seized on the announcement this week that Gene Tunney might desert Tex Rickard and fight for Humbert Fugazy and informed his readers it was simply part of the "ballyhoo extraordinaire" to boost box office receipts for Tunney's vaudeville act which opens at Youngstown, O., Nov. 22. Tunney is going on the stage for a period of 15 weeks at the rate of \$7,000 per week.

"How well the Tunney press bureau is doing its stuff may be judged by the fact that one week from Tuesday, the very day that Gene appears on the stage in New York, he will have another conference with Fugazy at the Hotel Astor, after which the champion will give a dinner to newspaper men and tell them something that will warrant headlines and send the crowds to the theater where Tunney will appear," Jennings wrote in the *Graphic* of Nov. 18.

"Just a few weeks ago Tunney tendered a dinner to the press and in a speech said he would fight for Rickard. Now it's Fugazy, tomorrow it may be Lew Raymond and Jimmy Ambrose.

"We may expect all sorts of sensational reports from Tunney until the vaudeville act ends."

Imperial METAL



Wins National Recognition

THE Imperial Plus Metal Plan now has a National Recognition as the standard method of caring for type metal.

The use of the Plus Plan has become so widespread that a visit to almost any newspaper plant will find the Plus Plan at work. In many cities the Plus Plan is in every newspaper plant. Regardless of other differences they unite in their approval of this method of keeping type metal up to its highest efficiency.

The Plus Metal Plan has met with the approval of both the stereotyping and the composing rooms of thousands of newspapers. It is employed by village weeklies and metropolitan dailies with equal success.

The Plus Plan has won this National Recognition because it is the most reliable and economical method known for keeping type metal in A-1 condition at all times and adding years of life to the metal. If you are not depending upon the Plus Plan, by all means send and get a copy of the Plan.

IMPERIAL TYPE METAL CO.

Manufacturing the following metals:

LINOTYPE	MONOTYPE	INTERTYPE	STEREOTYPE
ELROD	LUDLOW	LINOGRAPH	THOMPSON
Philadelphia	Cleveland	New York	Chicago



HARRY E. FIRST

Former President of International Circulation Managers Assn., Dies

Harry E. First, 65, former circulation manager of the *Cincinnati Enquirer* and later with the Methodist Book Concern, died Oct. 27. He had been in ill health for three years, and only on rare occasions had he been able to engage in active work during this period.

Mr. First was born in Hoopston, Ill., and educated at Valparaiso University. He came to Cincinnati when a young man and entered the Railway Mail Service. He remained with the mail service for a number of years. In 1895 he was appointed assistant superintendent of the fifth division of the railway mail service.

He resigned this post in 1904 to take charge of the circulation department of the *Enquirer*. In 1910 he was elected president of the International Circulation Managers Association.

Mr. First remained with the *Enquirer* until 1916, when he resigned to become director of circulation of the Methodist Book Concern publications.

Besides his wife, Mr. First is survived by eight children.

"Harry E. First played the game of life on the square," H. C. Kloecker, present circulation manager of the *Enquirer*, said in tribute. "Never in the 14 years that I was associated with him on the *Enquirer* did he ask any employee of his department to take an unfair advantage of a competitor. He was a true and loving father to his large family. He sacrificed business opportunities in order to keep his home intact. No sacrifice was too great to make for his family."

JAMES O. WINSLOW

President of Yonkers (N. Y.) Statesman Dies After Fall from Horse

James O. Winslow, president of the *Yonkers (N. Y.) Statesman*, died Sunday morning, Nov. 14, of heart failure following a fall from a horse which he was riding. His mount stumbled and he was pitched forward, but broke the fall by throwing his arms about the horse's neck. He remounted, assuring friends who were with him that he was unhurt, but a moment later toppled from the saddle.

Mr. Winslow was a graduate of Cornell University and began newspaper work on the old *New York Herald* when James Gordon Bennett was in control. During the war he was a lieutenant in charge of Naval Communications in New York City. After the war he became connected with the Morris Plan bank in New York. About five years ago he became part owner of the *Mount Kisco (N. Y.) North Westchester Times*, and later became associated with J. Noel Macy in the formation of County Publishers, Inc., which controls the *Yonkers Statesman*, *Tarrytown Daily News*, *Ossining Citizen-Sentinel*, and the *Port Chester Daily Item*.

Interment was at Ithaca, N. Y.

Obituary

GEORGE H. SEWALL, 67, vice-president of the *Carthage (Mo.) Press*, and brother of W. J. Sewall, president of the company, died in that city on Nov. 14. He published the *Virden (Ill.) Reporter* for 15 years before going to Carthage 27 years ago. Burial was in Carthage.

J. MAX COULTER, 38, member of the *Houston (Tex.) Press* staff and formerly a reporter on the *Arkansas City (Kan.) Traveler* staff died recently following an operation.

WILLIAM WHITSON WORKMAN, 49, manager of the Richmond district of the General Outdoor Advertising Company, died Nov. 11 in a Richmond hospital after an illness of five weeks.

LOUIS A. LEONARD, 81, a veteran newspaper man of Cincinnati, died at his home

there a few years ago following a paralytic stroke. Mr. Leonard formerly was on the editorial staff of the *Times-Star*.

HENRY B. BESS, 68, collector of the *Peoria (Ill.) Star* the last five years, died of a heart attack Nov. 9.

J. F. SATTERWHITE, 78, father of Lee and Ed Satterwhite, editors of the *Wortham (Tex.) Journal*, died Nov. 10.

JOEL F. LACROIX, 59, of Worcester, Mass., for 44 years a compositor for the *Worcester Telegram*, died Nov. 13 at the Union Printers' Home at Colorado Springs, Col., where he went last August for his health.

FRANK CARPENTER, 56, editor of the *Estherville (Ia.) Democrat*, died suddenly Nov. 6 in Chicago where he was undergoing treatment following a nervous collapse three months ago. Mr. Carpenter had been associated with the *Democrat* 40 years, starting as an apprentice and later becoming editor and publisher.

EDWARD C. CULLINAN, former sporting editor of the *Rochester (N. Y.) Herald*, died recently and was buried in Genesee, N. Y. Cullinan became secretary of the Rochester International League baseball team after leaving the *Herald*.

MISS LOLA BARTHOLOMEW, 30, an employee of the advertising department of the *Wichita (Kan.) Eagle*, died Nov. 11 following an operation. Miss Bartholomew was employed in the classified department.

HERBERT A. KENNY, Boston attorney and former newspaper man, died at the Boston City Hospital Nov. 9, following a heart attack. One of the most widely known attorneys at the Massachusetts bar, Kenny was formerly an editorial writer on the *Boston Herald* and secretary to John H. Holmes, then publisher. He was also for several years a reporter on the *Boston Post* and secretary to the late Edwin A. Grozier, publisher. For a time, he was secretary to the late Richard Harding Davis, war correspondent and author.

A. B. GREESON, manager and part owner of the *Salt Lake Mining Review*, Salt Lake City, Utah, for about 20 years, died at his home last week at the age of 66. Mr. Greeson was born in Indiana and came to Salt Lake City in 1890 as circulation manager of the old *Salt Lake Times*. He was later advertising manager of the *Salt Lake Tribune*.

NEWS MAN PLEADS GUILTY

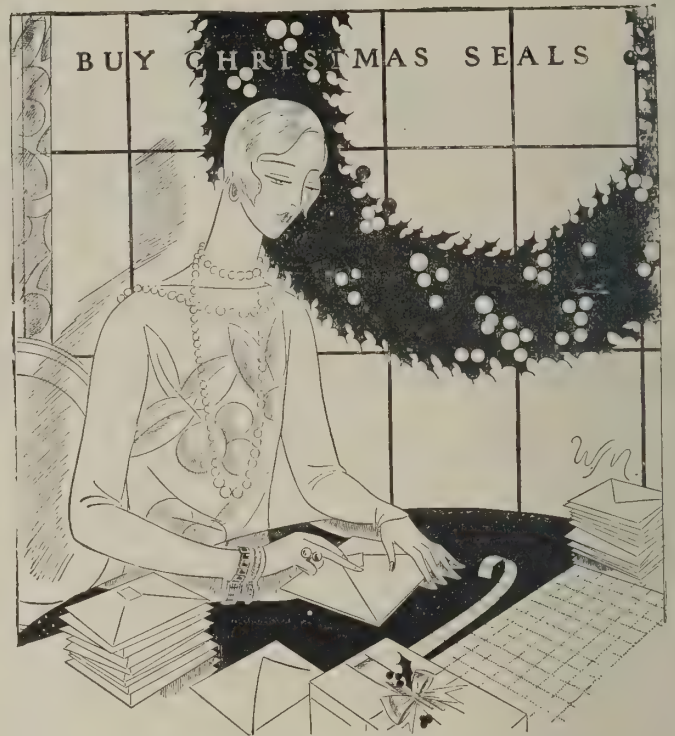
Gerald Dwyer, 27-year old copyreader formerly with the *Brooklyn Eagle*, pleaded guilty of manslaughter in the first degree, Nov. 17, before Judge Morris Koenig of General Sessions Court, New York, and will be sentenced Nov. 24. He will receive from 10 to 20 years. On Oct. 3 he shot and killed Joseph Ruffner, a copyreader of the *Bronx Home News*.

DAILY MERGES RADIO STATIONS

WEBB and WJJD, two of Chicago's radio stations, have been banded together in the presentation of programs under the direction of the *Chicago Herald & Examiner*. Heretofore both stations have shared the same wave length on an hourly basis, but under the joint operation by the newspaper the hours are flexible and all features developed by the *Herald & Examiner*, as well as the musical aggregations of the Edgewater Beach Hotel and the Palmer House, can be put on the air for unlimited periods at any time.

URGE COMMERCIAL UNITY

Thirty members of the Publicity Club of Dublin journeyed to Belfast on Nov. 3, as the guests of the Ulster Advertising Club, and were welcomed by the Lord Mayor of Belfast, who said he would like to see all Ireland united in at least the commercial sense. This plea was echoed in the speeches at the luncheon that followed the civic welcome. Sir Robert Baird, D. L., proprietor of the *Belfast Telegraph* and president of the Belfast club, presided, and in a speech said he hoped the function would become an annual affair.



BUY CHRISTMAS SEALS

*The first requirement
of holiday etiquette*

THE use of Christmas Seals is more than the correct thing to do. It is the right thing to do.

In a few short years, the organized health work of the Tuberculosis Associations has helped to cut the tuberculosis death rate by more than half. This work is financed by the sale of Christmas Seals.

At the head of your Christmas list, write "Christmas Seals." Buy them. They bring to you the pleasure of unselfish generosity. They bring health and happiness to many. Buy Christmas Seals first—and then seal every letter, parcel, and holiday Greeting Card with these holiday health seals.



THE NATIONAL, STATE AND LOCAL TUBERCULOSIS ASSOCIATIONS
OF THE UNITED STATES

SOLID NEWSPAPERS RISE FROM MERGERS

(Continued from page 3)

estimate of the value of the respective properties was accepted without question. The new company was formed, the papers brought under one roof, the principal belligerents among the management pacified or sent on their way, the rate card adjusted, and the papers were back at their business of watching the city rather than each other. And incidentally, dividends are being earned on the new company's stock.

Probably the classic among all mergers of recent years is that arranged in Pittsburgh four years ago. At that time, as most EDITOR & PUBLISHER readers recall, Pittsburgh had four evening and three morning papers, five of them having Sunday editions. Pittsburgh publishers for years have found it easy to co-operate on questions of mutual interest and it is probably the only city in the country where the business before them could have been done as they did.

Trade in the steel country was not so good in 1922 and early in 1923 and the four evening, three morning, and one Sunday newspapers fighting for the business that was destined to Pittsburgh, at least one and probably all of the papers would receive a smaller share than was necessary to support them as they liked to be supported.

The owners of the several newspaper groups canvassed the situation. Here was the *Post*, morning and Sunday, and the *Sun*, evening, a closely-held, well-knit organization. Its operations were profitable and it represented the Democratic persuasion in a region where Democratic papers were scarce. Here was the *Press*, evening and Sunday, a popular journal with the largest individual circulation and for years one of the leaders in advertising lineage throughout the country. Here was the *Gazette-Times*, morning and evening, and the *Chronicle-Telegraph*, evening, profitable, well-financed, and representing the conservative Republican viewpoint.

In any arrangement of the cards, these three organizations were fated to live. On the other hand was the *Dispatch*, old and distinguished morning and evening paper, with an excellent past but unprofitable present, and the *Leader*, evening and Sunday, with a history of several ownerships and a curious reputation in which praise for fighting a courageous battle for public good mingled with and anon with general and unproven charges of venality. Both of these papers had A. P. memberships, a news service which was desired by at least one of the prospective survivors.

Their sale was arranged to the group named above. The old A. P. memberships were cancelled and one of the non-members was granted a new membership. The other non-member declined to agree to some of the conditions stipulated in the Associated Press. The machinery, not the real estate, of the *Dispatch* and the *Leader* was taken over and either used or sold by the purchasers.

Proofs of the circulation lists of both papers were distributed simultaneously to each of the purchasers and a grand amble ensued with all of the old rules of instant sampling and other profit-cutting practices temporarily suspended.

Legal advertising contracts requiring immediate performance were assumed by the purchasers, but no other current obligations were taken over. When the matter settled, Pittsburgh had two morning, one Sunday, and three evening newspapers, and subsequent attempts to establish new dailies have been either abortive or quickly unsuccessful.

Such a transaction has no parallel anywhere in American journalism, but there are numerous examples of less drastic "clean-ups."

Mr. Munsey's charge through the New York City field is recent enough to be remembered by all. Mr. Munsey stepped

into the New York field to stay in 1912, when he bought the *Press*, a morning and Sunday paper. The *Press* had a smaller format than the other morning papers, though it was a "standard" paper, and a piquant concise style of news editing that attracted a comparatively small and discriminating group of readers. It was Republican until Mr. Munsey substituted the "Bull Moose" antlers for the elephant's ears. The *Sun* was also of the Republican tradition when Mr. Munsey purchased it in 1916 and produced from the merger the "*Sun and the Press*," which shortly afterwards became "*The Sun*." The *Evening Sun*, also included in the purchase, was unaffected. The *Press* membership in the A. P. was transferred to the *Sun*, which for years had fought a losing battle in the news service field.

Four years later Mr. Munsey captured the Bennett newspapers—the *Herald*, *Telegram*, and *Paris Herald*. After several experimental weeks, Mr. Munsey somewhat consolidated his numerous possessions, merging the Morning *Sun* into the *Herald* and changing the name of the *Evening Sun* to that of its older morning partner. The *Telegram* followed its accustomed path untouched.

Then in 1923, Mr. Munsey startled Park Row by purchase of the *Globe*. It was immediately merged with the *Sun*, which at last received evening A. P. service. Six months later, in January, 1924, Mr. Munsey bought the *Evening Mail* and merged it with the *Telegram*.

Two months later after a series of "buy or sell" negotiations with the owners of the *Tribune*, he sold his *Herald* to them in March, 1924.

He had in his operations in New York spent \$20,000,000. He had wiped out the *Press*, the *Sun* and the *Herald* as morning paper entities, and the *Globe* and *Mail* as evening paper competitors of his *Sun* and *Telegram*, and after the sale of the *Herald*, he announced that he had completed the task he had set out to do—the elimination of wasteful and uneconomic conditions in the operation of newspapers and the purchase and sale of advertising space.

It is still too early to say whether events will permit Mr. Munsey's judgment to be the last word on that subject.

The advent of three tabloid newspapers, two in the morning, and one in the evening field, during Mr. Munsey's manœuvres have created a new situation. More than a million and three quarter people daily buy these exponents of the new journalism, which hardly existed when Mr. Munsey bought the *Herald*. Some of these daily tabloid buyers have no doubt come from the ranks of those who formerly read or would now read a standard-sized paper, but the circulation totals of the old papers show no shrinkage that can be traced to the tabloid invasion.

The generally accepted theory is that the tabloids have discovered a great body of people who formerly read no newspapers and who find the picture papers an easy method of absorbing information.

Another theory which has not yet had time for test is that people will "graduate" from the tabloids to the standard-sized papers. Up to now the tabloids have counted their semi-annual gains in circulation in the hundred thousands while the standard-sized dailies have been content with the usual gains of the olden days, five or ten thousand increment a year.

Yet, it cannot be said that Mr. Munsey's operations paved the way for the tabloids, or made their task any easier. Only the oldest of the New York tabloids is reputed to rank with the older papers as a profitable enterprise, and practically all of the older newspapers are on a far sounder economic basis than they were before Mr. Munsey "cleaned up the field." It requires no gift of prophecy to predict that the last chapter has not yet been written.

Another variety of "clean up" has been seen in recent years in several smaller cities, where competition between rivals has been sharp and expensive to every-

(Continued on page 40)

Do It, But Do It Right

The evolution of the dry mat since the first more or less crude American dry mat was produced twelve years ago by Wood Flong Corporation has now reached the point where the dry process has become standardized.

The hit-or-miss theory that anyone can use a dry mat, and without proper preparation, has been exploded. Concentrated study of the stereotyping art and of the part the dry mat must play in that art has enabled this Corporation to perfect a dry mat for each particular requirement.

It is said that conditions concerning the printing of daily newspapers are, or should be, the same the country over. While it is true that all can use the same make of print paper, of presses, if necessary, and that all can and should use Autoplates, it is *not* true that all can stereotype successfully with the same grade of dry mat.

We make four types of dry mats, one of which will fit your conditions ideally, and furthermore we can offer you the services of trained experts to coordinate your mechanical departments and teach your men in a few days things that would require many months to learn from experience, and at great cost and irritation to you. We offer also the only proper equipment for using dry mats—perfected after years of experimentation.

Go to dry mats—you must sooner or later—but don't go until you are willing to go at it in the right way.

WOOD FLONG CORPORATION

Stillwater, New York

body, including advertisers and readers.

One situation, which may be regarded as unusually spectacular rather than typical, arose in a mid-western city. Prior to the war, the city's newspapers had gone along somnolently, neither having much loose change to rattle in its purse. One was a morning and Sunday issue, the other a six-day evening paper. After the war came the advertising deluge. The evening paper thought it saw a way to divert a bit more of the flood its way by establishing a Sunday edition. The morning paper retaliated by putting on an evening edition.

Rivalry grew keener and keener and old hates that had been buried for years shook off their shrouds to get into the fray. Circulation contests waged furiously with dinner dishes, pots and pans, penny whistles, grand pianos and seven-passenger limousines being hurled pell-mell at the astonished citizens.

National advertisers were promised everything but the freedom of the city in return for a 1,000-line contract.

Wages skyrocketed, so did rates.

Then came the 1920 deflation and the return of sanity. Advertisers began to count pennies and the newcomer evening and Sunday editions were looked at askance. Income was down, but outgo continued at a ruinous pace. After a few weeks, the publishers buried the hatchet and in the same ceremonies they wrapped the baby Sunday and the baby evening editions, leaving the field as it had been for years before. It was an expensive spree, but it left no lasting headache.

Consolidations of two established properties operating at different hours of the day under one management and in one shop has been especially popular during the past five years and the double-header idea has won many publishers. Purchase by an evening paper of an existing morning paper, or vice versa, is considered a more practical method of fully occupying a field than is the establishment of a new daily in the opposite quarter. The latter method can point to its successes too, but it is less rarely attempted than the former. Surprisingly few adherents are today found for the old idea of using money to start a new enterprise rather than pour it into the vessel made and perhaps marred by another.

No standard procedure or method can be described to cover all consolidations of this type. As a rule the new owner's first concern is to eliminate duplication of work and expense. Circulation lists have to be checked for each of the papers to assure full performance of contract with all readers. Arrangements must be made to adjust differences in circulation rates and a combined rate evolved.

The advertising rate card for the combination is usually set for the first few weeks at a point, say 20 per cent below the sum of the combined basic rates of the former individual papers, pending circulation adjustment.

Then the publisher has to evolve his policy. Will he sell all advertising, national, local and classified, for a straight run through both editions? Will he sell only national for both editions? Will he sell classified for both editions?

Can he sell local display arbitrarily through both editions, even though one goes far into the country beyond the daily range of the merchants' delivery?

Each publisher has to answer those questions for himself and it is to be doubted whether the experience of the man in Connecticut, would be of much assistance to the owner of a "double-header" in Kansas. The most general practice is to sell national and classified advertising to be run for a single charge in both editions. A comparatively few publishers, and these almost invariably having old established properties, sell all space at a single charge for both editions. The more usual idea in recent years is to permit local advertisers to advertise in either edition at a rate based on the circulation of the edition chosen.

Another comparatively recent development among "double-header" operations is the result of strict cost-finding on the Sunday paper. Some publishers find that

their strong Sunday paper carries a weak six-day operation, but these are few. The more usual product of the cost-finding machine, with application of strictly proportioned manufacturing and capital charges to the Sunday paper, was that it was not paying full fare.

It was bulky and expensive and did not carry a volume of advertising sufficient to produce a profit.

This has been met and in some cases overcome by a special rate to advertisers who use both the evening and the Sunday editions on one contract. In fact some publishers refuse to quote a rate for either the morning or the evening or the Sunday edition separately.

The advertiser buys either morning and evening, morning and Sunday, or evening and Sunday. Where the rate is fair to both buyer and seller and adequate service is rendered, this arbitrary rule will not be strenuously opposed by advertisers. The rule alone is not strong enough medicine to cure an inherently weak Sunday edition.

A number of publishers have told the writer that a well managed and competently sold Sunday edition should produce approximately 30 per cent of a newspaper's advertising revenue, but it is hardly safe to draw a general conclusion from that estimate. As stated above, some Sunday newspapers produce considerably more than 50 per cent of the weekly income.

The number of mergers in recent years and their patent success appears to have exploded the belief that a proprietor in the long run gains little by attempting monopoly, for the reason that a given advertiser will spend only so much money with a given newspaper and that with the addition of a morning or an evening issue to his old property, the proprietor merely succeeds in splitting the income or adding to it inappreciably. That thought has been expressed in recent years by men of high standing in the business, but the evidence does not attest its truth.

Success so far has attended the most ambitious effort for monopoly to date in the newspaper field—the operation of two morning, two evening, and one Sunday paper in Springfield, Mass. Since last January, the *Republican* and the *News*, morning and evening, and the *Union*, likewise morning and evening, have been engaged in competition as keen in the editorial, news, advertising and circulation departments as they ever had before the ownership strings of the *Union* were twined in the fingers of Sherman Bowles and his associates in the ownership of the *Republican* and the *News*.

The only merger has been of the two Sunday papers and the establishment of a rate card covering all four editions if an advertiser wishes to buy his space that way. Separate forces are maintained throughout both establishments, and no attempt has been made so far to reconcile their divergent editorial policies. It is the most interesting experiment in journalism that recent years have seen

and its development is being keenly watched throughout the craft.

With the possible exception of Springfield, it may be said that economic pressure, usually exerted by advertisers who felt that they were being overtaxed by the surplus of journals, has been the motive force of the post-war consolidations. Some of the recent mergers have reflected the desire of publishers to intrench themselves impregably against a business rainy day while the sunshine of prosperity permitted the expenditure necessary to buy out a competitor.

Politics appears in a very few, where a man with ambition for office seeks a channel through the "bargain" purchase of a moribund property and later finds his only salvation to be the purchase of a strong competitor and its amalgamation with his first acquisition. That is a rare class and the one which usually vexes the advertiser with arbitrary rules and inequitable rates to pay the freight on a bad investment.

Examining the situation in the large, little fault can be found with principles or their execution in the majority of existent newspaper consolidations. Where monopoly has resulted, extraordinary efforts have been noted to serve all shades of opinion with impartiality. Advertisers have not been mulcted; in fact rates of most newspapers, consolidated or not, could not be reduced 5 per cent without disaster.

Circulation methods, freed from the rowel of unbridled competition, are sounder than they were a decade ago, and the advertiser is getting far more for his 60 cent dollar of today than he did for his 100 cent dollar in 1914.

The consolidation wave has engulfed many a good newspaper which was a boon to its community and a credit to its producers, but it also has taken from the scene most of the shysters, political pack horses, beggars and blackmailers which disgraced the profession and harassed many communities. The net balance is undoubtedly in the favor of the industry and the nation.

VANDERBILT SUED

Ralph, Former Los Angeles Manager, Seeks \$150,000 Libel Damages

(By Telegraph to Editor & Publisher)

LOS ANGELES, Nov. 18.—With \$150,000 as the damages sought, trial started yesterday in Judge Walton J. Woods court with Cornelius Vanderbilt Jr., as defendant and Edward J. Ralph, former director and executive official on Vanderbilt's staff when the latter was publishing, as plaintiff.

The suit for damages is based on an article which was published in the May, 1924, issue of a nationally circulated magazine which was purported to be an interview with Vanderbilt, in which he related his difficulties in launching the *Los Angeles Illustrated Daily News*.

Newspaper-Making in an Eventful Three-Quarters of a Century

The New York Times published, in connection with its Seventy-fifth Anniversary, on September 19, 1926, a 64-page rotogravure section, telling in text and beautifully reproduced pictures the story of The Times.

This interesting section describes the modest beginnings and the handicaps under which a newspaper was produced in the early fifties, compared with the present-day machinery which enables The New York Times to print 8,000 thirty-two page newspapers a minute.

The section has now been bound in stiff black cloth covers, attractively lettered in gold. It is well worth preservation, particularly by all those connected with or interested in newspaper-making.

Bound copies at 50 cents or unbound at 10 cents each may be purchased at any office of The New York Times or ordered by mail by addressing

75th Anniversary Department

The New York Times

Ralph contends that inference was given in the article that he, Ralph, was one of the employees dismissed who was referred to as being guilty of treachery and efforts to wreck the newspaper plant and destroy the enterprise.

Vanderbilt did not appear personally in court, he was said to be in New York and was represented by Attorney Paul H. Valley, who contended that there was no cause of action as Vanderbilt was not the editor, publisher or owner of the magazine in which the interview appeared. The answer set forth that the interview was oral and under California laws did not constitute libel.

BRITISH ADVERTISING COMMITTEE

The following have been appointed chairmen of the various committees of the British Advertising Association for the ensuing twelve months. Finance: Lieut.-Col. E. F. Lawson, D. S. O. Vigilance: Mrs. Ethel M. Wood; Character Development: Sir Charles F. Higham; Speaker's Bureau, T. Day.

Introducing "Those Lucky Pullens"

by Malcolm Duart

It's a comedy!

It's a love drama!

It's a mystery!

It's a study of the psychology of women that'll make husbands sit up and say:

"My gosh, that sounds familiar!"

It'll make wives burst out: "Just like Mrs. Jones—exactly."

And it will make every reader puzzle through sixty chapters to learn where the money came from that descended upon the heads of

"THOSE LUCKY PULLENS /"

—in the midst of of their neighborhood troubles.

Built for newspaper use.

Sixty chapters; beautiful photographic art; a full line of excellent promotion material with daily synopsis.

Produced by—
EUGENE MacLEA
Newspaper Features
827 Folsom St. SAN FRANCISCO



Julia Pullens who loves and wins



Her Mother who fails at matchmaking



Her Father and her Boy Friend



HOLLISTER Is Now Conducting

Third Successive Circulation Campaign on Cleveland Plain Dealer. Also Second Campaign on Columbus State Journal.

WRITE OR WIRE
C. B. HOLLISTER
Care CLEVELAND PLAIN
DEALER, CLEVELAND, O.

Let Hollister Solve Your Circulation Problems

HOLLISTER'S
Circulation Organization

717-718 Commercial Exchange Bldg.
Los Angeles, Cal.

NEWSPAPERS BOOSTING SOUTH'S HIGHWAYS

New Orleans Item-Tribune Completes Survey With Co-operation of Other Dailies—Brings Road Data Up to Date

Leading newspaper publishers in the Southern States, including the border States of Missouri, Kentucky, Oklahoma, West Virginia and Maryland have cooperated with the *New Orleans Item and Morning Tribune* in the preparation of a survey of Southern roadway and highway conditions, James M. Thomson, publisher, announced this week.

A separate article has been prepared in each of these states bringing up to date road building information on the Southern highway system.

Contributing publishers will have exclusive release rights in their respective states.

Explaining the scope and purpose of the series, Mr. Thomson says: "The idea of this series occurred to me when on a survey we found that many of our own people in New Orleans were in almost total ignorance of the extent and development of the Louisiana highway system. During the past year we have sent out from our office to cover some 1000 miles of Southern highways. We find many people of other Southern States densely ignorant of the wonderful roadway development of the South.

It is not surprising, therefore, that the automobilists of America for the most part look upon the South as 'no man's land' from the tourist's standpoint.

The states represented in this series are spending this year upwards of a hundred and fifty millions of dollars on roadway building, and some of them have passed through highway systems far better than those of many Northern and Western sections.

The South is really on the national map today but it does not realize the fact itself and consequently the country does not know it.

The trouble is, of course, that the highway systems are publicly built and financed, and not advertised.

I believe that anyone who reads what the South has already done and what it is scheduled to do in through highway building will be more than repaid for the time spent on these articles.

A vast amount of work was necessarily done by the publishers preparing this series. It was contributed partly as a courtesy in response to our request, and partly as a contribution to the spread of information on Southern road development.

Publishers wishing proofs of the articles may have them free of charge by application to him, Mr. Thomson said.

ROYALTY VISITS DAILY

Royalty viewed the plant of the *Wash. Times*, when the Royal Romanian party was in that section of the Northwest last week. Princess Ileana and Prince Nicholas of Rumania added their collection of mementoes of their trip to the West slugs of type metal in the machines in the Times composing rooms upon which their names had been set by Mrs. E. C. Erickson, a linotype operator there.

FREEMAN DISCUSSES NEWSPAPERS

Arthur Freeman, general manager of Gimbel Brothers, New York department store, was the speaker Nov. 16 in the lecture course of the Advertising Club of New York. His address, on advertising in newspapers, was delivered at the Engineering Foundation, 29 W. 39th street.

INSTALLS ENGRAVING PLANT

The *South Bend (Ind.) Tribune* has just installed an engraving plant, which occupies part of the third floor of the Tribune's three story brick building.

BULK SALES AND PREDATE FIGHT LOOMS

(Continued from page 7)

ord as favoring a change in A. B. C. rules so that we can continue to make these bulk sales and still the advertiser will not be fooled.

"My own opinion, and it may be thought to be an old-fashioned idea, is that bulk sales is bad business. I know that when merchants buy and distribute in large lots it is said to be good sampling at no cost.

"My idea is that it is the business of a newspaper to advise advertisers that our circulation is confined to those readers who buy the paper and read it."

In reply Mr. Meigs stated that Mr. Thomason assumed that advertising agents and advertisers "are more dumb than they really are."

"Having been in the agency business myself, I think I know what I am talking about when I say there is not an advertising agent or manager in the country who doesn't thoroughly understand the pre-date. The A. B. C. statement gives all the necessary facts and figures. There is no attempt to deceive either by A. B. C. or the publishers."

Mr. Meigs declared he disagreed violently with Mr. Thomason regarding the value of advertising in pre-date editions.

"There is no such thing as valueless advertising or valueless circulation," he declared.

In conclusion, Mr. Meigs expressed the opinion that the "principle of asking A. B. C. to regulate our business is wrong."

"We are getting on dangerous ground when we ask A. B. C. to regulate our business," he said. "We are all glad to have A. B. C. do what it was organized to do, audit circulation. I firmly believe that in asking A. B. C. to change the rules on pre-date and bulk sales we are putting a foot in the door that may lead to all kinds of distasteful problems."

Mr. Thomason was on his feet immediately to answer the points made by Mr. Meigs. He declared he was not asking A. B. C. to regulate the newspaper business, he was asking the publishers to carry on a clean-up from the inside.

Charles H. Taylor, *Boston Globe*, also joined in the argument, emphasizing the bulk sales issue.

"The bulk sales proposition is just starting," he insisted. "It is small today. Even so it is a disgraceful affair, with papers scattered all over the landscape and dumped into the sewers."

"The advertising agents may be as smart as Mr. Meigs would have us believe, but I have seen considerable evidence to the contrary. The agents don't read all the details in the A. B. C. report. I believe it is wrong that gross figures are used to sell advertising. If newspapers want to issue a pre-date, let them. But make it perfectly clear that it is separate circulation and let's not have it quoted in the totals."

Mr. Meigs asked the chair for another opportunity to speak and his request was granted. The point he wished to raise was that the extra circulation afforded national advertisers in the pre-date was justification for the differential existing between national and local rates.

C. P. J. Mooney, Memphis Commercial Appeal, declaring he was speaking sub rosa, hurled sarcastic remarks some of which he later allowed the writer to quote. He accused Mr. Meigs of scattering his shots far from the target.

"The main thing to be considered is that the publisher selling a pre-date is not selling a newspaper," he said. "Maybe it's a mule or maybe a maverick."

He deplored the present era in publishing when there is "a cash register on every floor and in every corner of our buildings."

ROGERS ATTENDS DAILY'S PARTY

Will Rogers was the chief speaker at a dinner the *Kansas City Star* gave Nov. 16, for the farm boys and girls attending the vocational congresses at the American Royal Livestock show in Kansas City, Mo.

One thing that keeps Niagara Falls popular is man's inability to paint a sign on them.—*Publishers Syndicate* (Chicago).

Thorough Coverage in One of the World's Richest Buying Centers—Coupled with the Ability to Produce Results

Pittsburgh Gazette Times

(Morning and Sunday)

AND

PITTSBURGH CHRONICLE TELEGRAPH

(Evening except Sunday)

These newspapers in News and Advertising have the confidence of their readers. Their readers have the power to purchase.

Sold Singly or Combined

URBAN E. DICE, Nat'l Advg. Mgr.
Gazette Square, Pittsburgh, Pa.

E. M. BURKE, Inc.,
1457 Broadway, New York.
122 S. Michigan Blvd., Chicago.
Constitution Bldg., Atlanta, Ga.

R. J. BIDWELL COMPANY,
742 Market Street, San Francisco, Cal.
Times Bldg., Los Angeles, Cal.
White-Henry-Stuart Bldg., Seattle, Wash.

Have you ordered
your Shop-o-scope
Campaign yet?
This is the last
call!



THE BASIL L. SMITH SYSTEM, Inc.

International Classified Advertising
Counsellors

Packard Building Philadelphia

If Quality

of circulation is your first consideration

The Evening Star

With Sunday Morning Editions
Washington, D. C.

will have your preference—same as it has the preference of practically everyone in the National Capital.

The Star's circulation is home circulation—both quality and quantity—the kind that counts most with advertisers.

N. Y. Office—110 E. 42nd St.
Dan A. Carroll

Chicago Office—Tower Building
J. E. Lutz

Advertising our service
from A to Z

341

PROGRESSIVE NEWSPAPERS

now use our Complete
Checking Proof Service as a simple and practical solution to their checking proof problems.

The following is our
"D" list of satisfied
subscribers:

Dallas, Tex.—Times-Herald
Danville, Va.—Bee
Danville, Va.—Register
Davenport, Ia.—Democrat.
Davenport, Ia.—Times
Dayton, O.—Herald
Dayton, O.—Journal
Decatur, Ill.—Herald
Decatur, Ill.—Review
Detroit, Mich.—Free Press
Detroit, Mich.—News
Detroit, Mich.—Times
Dubuque, Ia.—Times-Journal
Dubuque, Ia.—Telegraph-Her.
Duluth, Minn.—Herald
Duluth, Minn.—News-Tribune

PROGRESS REPORT:

During the past week
we have had the pleasure of starting our two months' trial test demonstration on the following publications:

Fall River, Mass.—Herald-News
Little Rock, Ark.—Gazette
Rochester, N. Y.—Journal-American
Syracuse, N. Y.—Post-Standard
Texarkana, Texas—Gazette
Watertown, N. Y.—Times
Watertown, N. Y.—Standard

The Advertising
CHECKING BUREAU Inc.

538 So. Clark St.
CHICAGO



79 Madison Ave.
NEW YORK

Slugs & Borders
at
Special Prices

Stock up now for the
rush season will soon
be here. Send for price
list today.

Steinman & Steinman
(Inc.)
LANCASTER, PA.
U. S. A.



By MARLEN PEW

PHOTOGRAPHING for the press is a hard trade and deserves greater honor than it has received. Camera men can't dream their way through a newspaper career—can't bluff it out—can't turn up late at an assignment, borrow a few facts from friendly bystanders and fill up the gaps with guesses. The photographer must actually face the substance in the news. His sensitized plate is a tangible record of his degree of efficiency. Most of his pictures are taken on the fly. Sunlight is the prime requisite in photography, but the press camera man is expected to return good prints, etchable because of nicely contrasting light and shade, whether the sky be leaden or bright, time day or night, place the gloom of some hideous slum or the wide open spaces. We believe, professionally, that it is a social service to describe passing events in news columns, whether they be ugly or pleasant. "Truth shall make them free" is the theory. Because his descriptions are accurate, except when editors tamper with them, the photographer's average of service is high. In this day his offering is as valid as the written word in most offices.

THE average man or woman shrinks from the camera, particularly when the news concerning them is unfavorable. It is a natural reaction. We have seen pictures in newspapers that seemed to be outrageous impositions. It is strange that people put up with these abuses of privileges as patiently as they do. The 16-year-old daughter of a prominent New Yorker, on an occasion I vividly recall, did not want to be photographed as she paraded Fifth avenue on an Easter morning and stuck her tongue out at the camera just as the shutter clicked. Her picture in that attitude was spread before the public with an impudent caption. It labelled the little girl as a saucy imp, but she was really a charming child who was not at all in the habit of sticking her tongue out at people she didn't like. The picture was unjust. She was not a legitimate news subject, and was in her right to resent being snapped as a style mannikin. Dick Canfield, the gambler, smashed dozens of cameras in his day. George Perkins would run. But few people rebel. I have often wondered what I would do if I should get caught in some of my breaches of the peace and hear the hounds on my trail. In one of his plays Bernard Shaw says of the guilty wretch who servilely submits to the noose: "At least he might give the chaplain a black eye." I think I'd whack the first camera man who came my way, knowing that if he caught me smiling the caption would describe me as impudently defiant, or if scowling, the cut-line would point out my hate, fear or sullenness, or if placid,

I should be held up as indifferent to the charge against me. Editors can make photographs lie like the devil, but photographers can't be blamed for that. Safely behind the barricade of the press I sympathize with the photographer in his work, and honor him for an amazing success. Privately, I'll knock his blooming head off if he invades my privacy.

THE magazine Liberty had a good piece last week about press photography, written by Joseph S. Jordan who gave the craft credit as men of resource, ingenuity, expediency and nerve—especially nerve. Yes, some of them have nerve, some gall, and some bravely do an honorable job. Mr. Jordan tells how the late J. Pierpont Morgan, father of the present head of the great international banking house, resented press photography, but does not say why. The truth is that Mr. Morgan suffered from a peculiar disease which caused an ugly enlargement of his nose. For this pathetic reason he avoided the camera. A snapshot once taken of him as he passed through Wall Street was published. It seemed to magnify his disfigurement and greatly distressed him and his family. When Morgan came in from Europe, as did twice or thrice a year, all cameras were barred from the ship and I well remember an occasion when one photographer who smuggled an equipment aboard a vessel to snap the financier was seized by members of the crew, while his valuable camera and plates were taken from him and thrown into New York Bay. The photographer threatened to bring suit, but my recollection is that his claim was settled by Morgan's press agent.

MORGAN'S name was in every newspaper almost every day 25 or 30 years ago and editors everywhere were anxious to have a recent picture of him. The portrait most often used was from a painting in which the artist had mercifully discounted the abnormal proboscis. Reproductions of this painting were obtained in a curious manner. On his departure for Europe the painter announced in the Sunday art columns that he had just completed a portrait of the famous financier, but that it would not be put on exhibition. A newspaper photographer went to the artist's studio, hoping to get permission from the artist's agent to copy the painting. He was met at the door by the landlady, soul of kindness and glowing with motherly pride in her

studio lodger. She invited the newspaper man in for a view of the painting and the wily photographer complimented it highly and asked permission to photograph it and give it the newspaper publicity it deserves. He would do it without money or price. The flattered lady in the wide apron grandly accepted the proffer. When the painter returned to America his public fame was made, but how he got on with Morgan, who hated newspapers and evidently had wanted this portrait for his private gallery, is not related. That it was hot is taken from the fact that the artist at first vainly attempted to recover the image by process of law and then as vainly begged editors not to use it again.

ONE day in a New York court-room, where photographs had been forbidden, I saw a peppy little Irish lad, employed on one of the dailies, calmly stand up and snap a picture of a witness on the stand and then walk to the window and throw out the camera. As a guard approached the boy mumbled something about his disgust at being unable to make pictures, adding that he might as well throw his camera away. The guard probably thought him nutty and ordered him out, without investigation. The photographer was crazy like a fox. He had tossed his camera into a snow-bank where it was recovered by a confederate and taken to the office. An exclusive picture appeared, but the court paid no attention to it.

ONE bleak morning Donnie, our most valiant Knight of the Tripod, sneaked into the office 45 minutes late and locked himself in the dark-room. Donnie had been slipping for weeks. His mind was not on business. Some of us knew it was "girl trouble." Donnie had been our best man but at present was turning in the largest number of blanks, or prints out-of-focus, or views of people's backs, or other faulty pictures per assignment of any man on the staff. His indifference had reached the limit and the city editor called him forth and sentenced him in these words: "This is your last chance, Donnie. Henry H. Rogers, president of Standard Oil, is on the witness stand before a commissioner in the anti-trust suit down in Wall street today. There is no picture of Rogers, except

that Civil War chromo with the twirling mustache and we want a new picture. Get it, Donnie, or don't come back at all more." Poor Donnie looked out of the window at a leaden sky. Defeat was written all over him. He went to a reporter's desk and scribbled something signing his name with a flourish. He folded it neatly and approached the desk then turned, tore the paper into shreds and dashed out with his camera, tripod and flash lamp. In about two hours Donnie returned to the dark-room. We heard him whistling in there. We had passed since we had heard Donnie whistle. Donnie always whistled when he was developing a first-pager, didn't disturb him, but presently the la-tick assistant city editor, who had just started his day, dashed in. "Say," he demanded, "get a camera man down to cover that explosion in Wall street. We asked what explosion? "Why, some half-baked photographer set off a enormous flash at the Standard Oil hear-

The Evening World

These two newspapers offer the most powerful all-day service in New York available as a unit under a single contact. The 600,000 DAILY WORLD — EVENING WORLD readers constitute a highly concentrated force to be reckoned with in any campaign designed to effect distribution in Greater New York.

The Evening World

Pulitzer Building, New York
Tribune Tower, Chicago.

IN some cities, the "leading" newspaper may have merely a few hundred more circulation than its competitor. The Press has 40,000 more net paid circulation in Pittsburgh than the other two evening newspapers combined—and 35,000 more net paid circulation in Pittsburgh than the other two Sunday newspapers combined.

THE PITTSBURGH PRESS

A Scripps-Howard Newspaper
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DO YOU NEED A TRAINED MAN?

The Personnel Bureau of Sigma Delta Chi, an organization of college trained newspaper, magazine and advertising men, wants to help you find him. The Bureau puts you in touch with experienced, energetic men—it saves you time by recommending only those who meet your requirements.

If you expect a vacancy, please write Robert B. Tarr, Director, Personnel Bureau of Sigma Delta Chi, P. O. Box 115, Pontiac, Michigan.

NO CHARGE TO EMPLOYERS

Baltimore American

The Baltimore Sunday American

Received in the morning, absorbed all day long, a paper that lives with 170,000 satisfied families.

Average net paid circulation, for October:

173,132

EVIDENCE

The October first Government Statement of the Tampa Tribune showed that the average daily increase in circulation of the Tribune over the preceding six months' period was

4053

The second Tampa paper showed an average increase during the same period of

235

Readers and advertisers in Tampa and the Tampa trade territory are coming more and more to appreciate the merit of South Florida's leading newspaper.

The Tampa Morning Tribune

S. C. Beckwith Special Agency
Representatives in National Field



the room filled with smoke, there was a panic and a fire alarm was turned on. Henry H. Rogers now says he will testify again as his life was imperilled. The Commissioner is taking the case to the Federal Court for instructions. There's to be a warrant for the photographer." Just then Donnie emerged from the dark-room, carrying a dripping print on the palms of his hands, meek offering to the Great God. It was an excellent photograph of Mr. Rogers on the witness stand, when suddenly and without permission, a sympathetic friend of Donnie's named G. O'Brien, having set off the flash, tried to help Donnie hold his good job. The Standard Oil lawyers did seek to keep Rogers off the stand on the ground that his life was in peril, but the court wouldn't listen and Donnie was never molested, although he took a few days off to fishing.

* * *

BILLY SHEPHERD tells a wonderful story of a photographer who went up Sagamore Hill with him in a cab to get the first interview with Theodore Roosevelt after the Colonel had retired to private life. This camera man, who was charitable, was a bit of a roughneck, and noisily boastful of his fistic ability. Indeed, much of his normal conversation concerned his enemies against whom he was forever making the most violent threats. This irascible party felt that the world was pretty much against him and life was just one jam after another. "We were riding along in the small compass of an Oyster Bay station cab," Billy relates, "discussing the job in hand. I told the photographer that the Colonel would probably look upon our visit as an intrusion, as on leaving Washington he had expressly declared he wanted complete rest and privacy at Sagamore Hill and also hoped he had used for his last newspaper picture. My companion then announced that he would stay in the cab and snap Roosevelt on the sly if I would engage him in conversation and lead him into focus of the camera. But I replied it would be better to take a straight-forward course and ask for the picture. The photographer did not concur. He insisted that the way to get the picture was to let him stay in the cab and snap Roosevelt when he was off guard. Then, in parlance which would impress my rough and ready friend, I said: 'You don't know this guy Roosevelt. He doesn't like that sly stuff. He's likely to do something.' I saw a steely glare come to the photographer's eyes. A new enemy was after him. 'He won't do nothing to me, by God,' he muttered. 'Of course, he won't,' I answered tactfully, for his ugly gesture frightened me a bit. Mr. Roosevelt is a perfect gentleman, but he does not like rough stuff or any slicker business. You know he used to be a cowboy and he's right at home with a gun.' My companion glared, but said nothing, and we drove up to the house. 'I'll stay here in the cab,' he announced solidly. 'If he says he'll stand for a pose you can just call me, and if he doesn't and comes around here I'll snap him, that's all.' 'Don't do anything that will embarrass me with Col. Roosevelt,' I implored. 'He is a friend of mine.'

I saw angry color rise to the photographer's neck. 'Cut that stuff,' he snarled. 'He's no friend of mine and I've been up against guns before. I'll snap him if he comes around here.' The color had risen to his ears and hate was all over his countenance. To my horror he then burst out, 'If the blankety blank lays a hand on me he'll get this,' and he seized his tripod sticks, their sharp prongs glistening like bayonets. Flourishing them over his head he hissed, 'I'll soak him over his bean.' It was a minute before I could collect my thoughts. Then, as soothingly as possible, I said: 'I've only been kidding. This man is the best known and most loved man in the world today. Why, it's terrible for you to talk that way about Col. Roosevelt. He wouldn't touch you, only he is tired of pictures and it would be wrong to snap him unawares.' I guess I can get him to pose.' The Colonel met me with a smile and came out to pose and when it was over shook hands very cordially with my roughneck friend who talked all the way home about what a good fellow the former President was."

* * *

BUG O'BRIEN was not the politest photographer that ever plied the trade on Park Row. He would poke a camera into the face of a woman bending over her child's grave without turning a hair. There is this story of him, which I believe was first printed in the *Morning Telegraph*. A sensational murder out on Long Island was claiming attention and Bug caught the assignment to photograph the murderer. The keeper of the little jail refused to admit Bug, saying the murderer was in a cell upstairs, very sick. Bug hung around until after dark, borrowed a crowbar or some such instrument from a neighboring blacksmith shop, climbed on a roof and attacked the barred window. Gaining entrance he located the murderer's cell and broke in. He propped the half-conscious criminal upon a stack of furniture appropriated for the occasion, set off a flash and made his get-a-way, but something happened to the plate and the picture went into the discard.

* * *

I APPEAR to have selected only invincible incidents in these references to the press photographer's guild. I have said these men deserved honors better than they get and mean it and might write as many stories of creditable deeds. Times have changed and the camera man of today is not the roughneck, sneak or bully, many proved themselves to be in "yellow journalism" years ago. Today he compares with the reporter in conduct. Editors still demand good pictures, but they do not expect a staff man to break into a jail, nor ruthlessly prey upon people in unfortunate circumstances nor otherwise make license of freedom. I agree with Mr. Jordan that one of the most remarkable news-pictures ever made was that showing the late Mayor Gaynor of New York at the moment a bullet from the pistol of an insane

crank struck him down as he was about to board a steamer at a Hoboken dock in the year 1910. Years ago EDITOR & PUBLISHER picked that photograph as the best news-picture ever made. It was more or less of a happenstance that William Warnecke, one of the famous old guard photographers, was standing by, camera focused on the Mayor, when the crank broke into the circle and fired. When one thinks, however, of the remarkable photographs that were made during the Great War, in the air, on land and sea, it must be agreed that there never has been such a thrilling graphic record of a news event. But the men who, with great daring and sacrifice, snapped those pictures are lost in anonymity. Few photographers have ever received credit commensurate with that given to writers. The late Jimmy Hare, war photographer extraordinary, demanded that his name be signed to his pictures and his fame goes marching on. But I can name two dozen camera men whose feats favorably compare with his, yet are unknown outside their immediate circles.

HITS NEWSPAPER SALES

Glasgow Editor Wants Three Months' Notice to Staff Writers

Sir Robert Bruce, editor of the *Glasgow Herald*, and president of the British Institute of Journalists, speaking at the annual dinner of the London District of the Institute, expressed regret that the control of organs of public opinion should be bought and sold in the market place as if it were merely a money-making counter.

At a meeting of the executives of the Institute Sir Robert was the prime mover in a resolution deciding to approach the proprietors organizations and urge that in sales or amalgamations of newspapers journalists should receive at least three months' notice or equivalent salary, as an equitable adjustment.

JUDGE'S ACT PROTESTED

The attention of the British Home Secretary was recently called by the Institute of Journalists to the action of a metropolitan magistrate in ordering reporters to leave Lambeth Juvenile Court during a sitting. Under a section of the Children Act, press and news agency representatives are definitely allowed to remain throughout the proceedings in children's courts. The Home Secretary communicated with the magistrate in question, who expressed his regret through the chairman of the bench to the reporters at the next sitting.

SPECTATOR EDITOR RESIGNS

J. B. Atkins has resigned from the editorship of the *London Spectator*, which he assumed last year when St. Loë Strachey sold the control of the paper to Evelyn Wrench, who now takes the editorial chair.

NEW YORK STATE Westchester County's

Fastest Growing Cities

Mount Vernon and
New Rochelle and
The Vicinity Towns

Are Covered Completely by THE DAILY ARGUS

of
Mount Vernon
THE STANDARD STAR
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New Rochelle

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Westchester Newspapers, Inc.

Franklin A. Merriam, Pres.
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Selling Power

97 PER CENT. of THE SUN'S large, responsive circulation is concentrated in New York City and its suburbs—the territory in which manufacturers have the largest number of retail outlets and the largest number of potential purchasers.

The *Sun*

280 Broadway New York

A paper with the people

The public decides the progress of a newspaper.

The continuous rising circulation of the New York Evening Graphic vividly demonstrates popular acceptance of this newspaper as a medium of unusual reader interest.

Advertisers daily realize the benefit of this power through achieved results from the advertising columns of the New York Evening Graphic.

With a constantly increasing circulation, plus a constant growth in advertising lineage, the New York Evening Graphic offers the advertiser an extremely profitable opportunity.

Published by BERNARD MACFADDEN

NEW YORK
EVENING GRAPHIC

H. A. AHERN, Advertising Mgr.
25 City Hall Place
New York City

have
you been
following the
remarkable
growth
of the
Detroit Times

The
Los Angeles
EVENING HERALD
consistently carries more paid
advertising than
any daily news-
paper in the west

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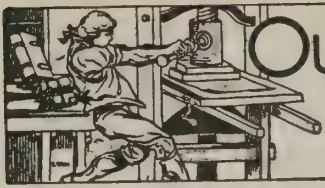
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MERCIAL WORK

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LOUISVILLE KY



OUR OWN WORLD OF LETTERS

By JAMES MELVIN LEE

SPEAKING at New York University on the subject "Opportunities for Women in Newspaper Work," Dorothy Dix once remarked that there were two occupations that belonged to women by hereditary rights. One of these was running a newspaper and the other was running a hotel. The reasons given were the hotel keeping was merely home keeping on a large scale and the newspaper was simply tittle-tattle raised to the *nth* power.

Dorothy Dix has certainly foreclosed her mortgage on journalism. Through her editorials designed primarily to appeal to women she has probably wielded greater influence than any he-editor. Some of the best of her editorial contributions she has collected and put in permanent form under the title "Dorothy Dix, Her Book" (Funk & Wagnalls Company). A special sub-head, or a special sub-title to be more exact, is appended—"Everyday Help for Every-day People." No better phrase could be found to describe the contents of the volume. A foreword—contributed by Richard Duffy of the editorial staff of *The Literary Digest*—tries to interpret Dorothy Dix to the reader.

Of course the volume is made up of thoughts that first broke into print in articles syndicated to newspapers. Consequently they have already stood the test of popular appeal. Fun is often poked at the sob-sister of the newspaper, but it is extremely doubtful whether any other member of the working press has a better idea of human nature or possesses a more broadminded tolerance. (Dorothy Dix is still in the game and her articles on the Hall-Mills case strike the same note as that sounded in her book.)

When Dorothy Dix writes an editorial she selects such subjects as "Are You a Good Companion for Yourself?", "Grafting on the Old Folks," "Sell Yourself to Your Children," "Taking Husbands As Is," "Don't Make Your Children Glad You Are Dead," and "Should Women Tell?" Certainly the author Dix tells a lot about women in this volume and she has a few things to say about men. Some of these things in the latter group might well be headed "Editorials for Newspaper Workers." Possibly no occupation takes more from home life than does the one which we follow.

Personally I regret that Dorothy Dix did not include in "Her Book" the able address which she gave at New York University for that had a message for women workers in American Journalism.

G. D. EATON, who until recently was literary editor of the *New York Morning Telegraph* opens *McNaught's Monthly* for December with an article entitled "Simon Legree and the Civil War." In this article Mr. Eaton takes up old ideas about slavery, brushes the dust off from them and then takes a new inventory.

In this inventory some of the things on the debit side are changed to the asset side of the ledger. Eaton believes that many of the stories published in the press before the Civil War were unfair and un-

truthful. No Mason and Dixon line ought to divide editors who read this article.

THE story of "The Story Behind the Newspaper Stories" is told by Albert Payson Terhune in the *American Magazine* for December. He frankly admits that he is going to limit his story to the "romantic end of the most romantic industry on earth, the reporters." He goes one step farther and says that he is going to talk about himself as an experimenter and his journalistic experiences. Terhune went on the staff of the *New York Evening World* in November, 1894. He confesses that he did rather poor work and was about to be fired by the city editor, Fred Duneka, when the trolley strike broke out in Brooklyn and the paper needed the assistance of all its men. He then chats about his various assignments and how he was nearly mobbed by the strikers because of a mistaken idea on their part that he was a Pinkerton detective.

The article is very interesting. Possibly its best feature is the account of how a reporter, at the time of the severe illness of a multi-millionaire, posed as a doctor in order to reach the bedside of the patient. Finding the patient asleep, the "reporter-doctor" did not disturb him, but asked the head nurse for the charts and chatted with her about the opinions of those specialists who had been called to attend the sick man. From her he learned that the multi-millionaire, called Smith in the story, was not expected to live 24 hours.

But things were not going so well down stairs. One of the servants had found a pawn ticket in the hat of the "reporter-doctor" and he had taken the matter up with the millionaire's private secretary. But let Terhune tell about the climatic situation that followed:

The secretary could not afford to commit any avoidable solecism. Tact was called for, that first requisite to every great man's private secretary. Running over in his mind a list of the hastily-summoned specialists' names, and picking one at random, the secretary stepped between Butler and the front door, inquiring with perilous suavity:

"Pardon me, but are you Doctor Blankton of Baltimore?"

Butler halted, glaring down at the worried little secretary with a soul-searing contempt. Then, with a voice like the roll of thunder from mountain peak to mountain peak, he declaimed: "Doctor Blankton forsooth? Not I am Old Doctor Munyon!"

Brushing aside the babblingly horrified secretary, Butler strode to the door, and out of the house. Presently, all the newspaper-reading world was informed that Smith was dying. For some reason, Butler was never called to account in any way for his amazing hoax.

(To none but the youngest generation is it needless to mar my anecdote by a postscript explanation that "Old Doctor Munyon" was a healer whose illustrated and flashy advertise-

ments used to appear regularly in nearly every paper in America. His name was a favorite in vaudeville wheezes and topical songs of the period.)

In telling this incident Terhune gives the facts on which Irvin S. Cobb once built a short story that in a way is a newspaper classic. In fact, after reading this article by Terhune, one sees where Cobb found a lot of his material for his newspaper yarns which he has been selling to the magazines in recent years and which he recently brought together in book form.

THE six sweetest words to a newspaper publisher are said to be "I want to Place an 'Ad.'" These six words are the head for an article in the *Telephone Review* for November—an article which shows the improved mechanical equipments for receiving want ads over the phone by the *New York World* and the *Brooklyn Daily Eagle*. The article is illustrated and shows how the telephone company co-operates with newspapers for better service.

THE newspaperman's humorist has always been Edgar Wilson Nye. In the days when the American Press Humorist Association was more active than it is today, Nye was the patron saint of that organization. He was either its first president or its first honorary president—I have forgotten which. For years it had in mind the preparation of a volume that should give Nye's life story and it did issue one book to honor his memory.

The task of compiling such a volume was finally undertaken by the son, Frank Wilson Nye, who has just published "Bill Nye—His Own Life Story" (The Century Company). The son has followed the wise policy of letting the humorist tell the story. In other words, the son has simply supplied the continuity—to use a motion picture phrase.

Nye was born at Shirley, Me., Aug. 25, 1850. Eleven years later on the same day of the same month Bret Harte was born, the man responsible for the name

"Bill" before Nye's name. Nye himself once wrote a humorous skit about Shirley in which he said that if he were to do it over again he did not know whether he would select that particular spot or not. Nye's first newspaper experience was in Wisconsin where he was country correspondent for the *Hudson Star* and the *Chippewa Falls Weekly Herald*. In his weekly letters to these newspapers may be found "traces" of the humor that was later to make him famous. His first newspaper job was on the *Laramie Sentinel*, a morning paper.

Of Sentinel days Nye once spoke as follows:

The salary was not large; it was not oppressive. It was not calculated to canker soul. By putting handles on it every Saturday evening, I was enabled to carry it home myself, the distance being short. I used wisely, not running through it as some would have done. In this way at the end of the year, I had two dollars in money and a new set of whiskers. I also had acquired gum overcoat, whose views one could easily

Morning Paper Territory

Salt Lake City (its suburbs and its surrounding territory) is and always has been strongly morning paper territory. Look at the circulation and advertising figures for proof:

1925	Tribune	2d Paper	3d Paper
Adv. Linage	10,718,316	6,212,248	4,709,343
Circulation (June 30-26)			
Daily	41,788	28,055	20,750
Sunday ..	70,014		25,271

The Salt Lake Tribune

THE S. C. BECKWITH SPECIAL AGENCY

—Sole Eastern Agents—

New York—Chicago—Detroit

St. Louis—Kansas City—Atlanta

M. C. MOGENSEN & CO., Inc.

—Pacific Coast Representatives—

San Francisco—Los Angeles

Seattle

Largest Newspaper West of Chicago

500,000 Copies DAILY

The KANSAS CITY STAR

in Detroit—

Free Press circulation reaches 31,000 more than the total number of families owning their own homes.

The "Free Press"

"Starts the day in Detroit"

With a stable, uninflated, liberal purged circulation productive of greater advertising returns at lower cost.

225,227 Daily

The Cleveland Plain Dealer now has the largest circulation in its history

263,431 Sunday

J. B. Woodward, 110 E. 42d St., New York Woodward & Kelly, 350 N. Mich. Ave., Chicago

THROUGH the HEART of OHIO

106,814

Dispatch average daily net paid circulation six months' period ending September 30th, 1926. This exceeded second paper by 19,183.

City 55,920
Suburban 27,897
Country 22,997

City circulation of the Dispatch equals 90% of the homes in Columbus.

The Columbus Dispatch

BUILDINGS PLANT LAYOUTS PRODUCTION OPERATION

An organization specializing solely in newspaper building design, manufacturing and production problems.

S. P. WESTON

Newspaper Buildings Plant Layouts Production, Operation

120 West 42nd Street New York

Peoria The Try-Out City

THE PEORIA JOURNAL Transcript Puts Tryouts Over!

CHAS. H. EDDY CO. New York - Chicago - Boston

being thrown in its society for a few minutes a warm day.

In addition to reporting for the Laramie Sentinel Nye acted as the local correspondent for the *Cheyenne Sun*. The newspapers throughout Wyoming copied extensively Nye's breezy locals that sent samples of his work to the *Denver Tribune*. Thomas F. Dawson, the editor of that paper, thought the copy sent in by Nye worth the \$15 asked for it. But the owner suggested to Dawson that an offer of \$7 be made. As Nye was in no position to refuse he consented to supply the *Denver Tribune* regularly with weekly letters at that figure. The bargain was not so bad as it seemed. The wider audience in the *Denver Tribune* made it easier for Nye later to establish his famous *Boomerang* at Laramie and to syndicate his skits to other newspapers.

To boom the *Boomerang* Nye once printed the following:

A company incorporated itself and started a paper of which I took charge. The paper was published in the loft of a livery stable. That the reason they called it a stock company, you could come up the stairs into the office you could twist the tail of the iron gray mule take the elevator.

The volume by Nye's son after quoting the item just given thus explains the reason:

Sundry reasons are given for naming it the *Boomerang*. One was that so many copies came back. The fact is it was named for Bill Nye's mule, *Boomerang*.

This mule was Nye's mascot. One day appeared on the streets of Laramie—no one knew where. Ambling up to where it rubbed its nose against his sleeve and brayed into his ear. From that time the animal was known as Bill Nye's mule, *Boomerang*. In gratitude for services rendered Nye dedicated his first book to his mascot.

Vol. I, No. 1 of *Boomerang* was dated March 11, 1881. Addressing a convention of editors years after he had left Laramie, he thus outlined his experiences:

It wasn't much of a paper, but it cost \$16,000 a year to run, and it came out six days in a week, no matter what the weather. We of the Associated Press news by telegraph at the time, and part of the time we relied the *Cheyenne* morning papers, which we cured from the conductor on the early night freight. We received a great many special telegrams from Washington in that way. When the freight train got in late, I had to guess at what Congress was doing and fix a column of telegraph the best I could. There was a rival evening paper there, and sometimes it would send a smart boy down to the train and get hold of our special telegrams. Sometimes the conductor would go away on a picnic and take our *Cheyenne* paper with him. All these things are annoying to a man who is trying to supply a long felt want. There was one conductor, in particular, who used to get into the foot-hills shooting sage hens and eating our cablegrams with him. This threw much strain on me. I could guess at what Congress was doing and make up a pretty readable report, but foreign powers and crowned heads and dynasties always mixed me up.

The circulation of the *Boomerang* was no means limited to Wyoming. Subscriptions came from every state and in many foreign countries. Many distinguished men were numbered among its subscribers. To show its popularity among newspaper men I need only remark that Charles Anderson Dana of the *New York Sun* liked it so well that he sent Nye a check for \$10. In editing the paper Nye had a boomerang in the shape of a row with the publisher. It is now published as the *Laramie Republican*. But it wasn't Charles Dana of the *Sun*, Joseph Pulitzer of the *World* who bought Nye to New York at a salary of \$150 a week. Pulitzer's managing ed-

itor, J. A. Cockerill, once remarked about Nye's connection with the *World*:

I had to use a great deal of persuasion to get him to take up his abode in New York and become a regular member of the *World* staff. He was afraid of the big city. He thought that his homely humor would not be appreciated here, and that he would lose touch with things rural. I convinced him that the metropolis was made up of country born men, and that our active, potential citizens loved the smell of dog-fennel, the hum of the bee and the sweet incense of the haymow on wet days. It was only when satisfied that there was a great deal of human nature in the metropolis that he consented to come at all, and even then he pitched his tent down on Staten Island, where he could romp with his children and keep a cow.

The volume prints a letter from Nye to his wife in which the following paragraph appears:

I have made verbal contract with the American Press Association for two years more at the old price, \$8,320 per year, and \$2,600 with the *World* to January 1st, \$10,920, in all, with the hope of more, but at least I go cheerfully away.

This letter shows Nye had improved his status financially since the days when he got \$7 a week for the same material from the *Denver Tribune*. But money could not restore his health, which had been gradually failing. Long Distance called "30" on Washington's Birthday, 1896. Bill Nye answered the call at Buck Shoals, N. C.

To "Bill Nye—His Own Life Story," Melville E. Stone of the Associated Press contributes the foreword. A quotation from this foreword may well sum up an estimate of Edgar Wilson Nye:

Hamlet's estimate of Yorick seems to be applicable to Bill Nye. "I knew him," and he was "a fellow of infinite jest." But something more. He was scrupulously careful that nothing of his should corrupt either the morals of the pure English of his readers or his hearers. He had no recourse either to slang or dialect. He wrote in our best English and was most amusing. Of course, upon occasion he quoted the native vernacular, but did not depend upon it for his fun, as Josh Billings and many others did.

Friends of the father will always be grateful that the son, Frank Wilson Nye, let "Bill" write the biography. On first glance it looks as though the son had not done much except to write a connecting paragraph here and there. Those who have been on the copy desk, however, will realize that the son picked out a harder task by this method of compilation than if he had written all the text. For 20 years the father contributed copy to American newspapers. Just to read what appeared in the press from Nye's pen was a big job in itself.

The suggestion the father once made about reading will apply equally as well to the book by the son:

Do not read it all at once to see whether he married the girl or not. Take a little at a time. If you read it all at once and it gives you the heaves, you deserve it. I will not bind myself to write the obituary of such people.

* * *

THOSE who write to the College of Agriculture, University of Arkansas, Little Rock, Ark., and ask for Extension Circular No. 226 will receive the pamphlet, "The Country Correspondent" by Gus M. Oehm. This booklet is an excellent one for the editors of community weeklies and small city dailies to put into the hands of correspondents who cover the news of rural sections.

It develops in detail the fifteen rules which E. B. White of the *Benton* (Ark.) *Courier*, sends to his correspondents. On the cover page of each pad for such correspondents he prints the following:

1. Above all get the news.
2. Boost every worthy movement in your community; in fact, have progress for your slogan.
3. Do not express your own opinion of news events; just give the facts and let the reader form his own opinion.
4. Do not depend on rumor; investigate carefully all important news.
5. Write regularly, even though there are only a few notes. People become accustomed to a letter each week and look for it.
6. Who? Where? When? What? Why? How? Answer these questions in your news stories, and you are sure to make them interesting.
7. Speak a good word for everyone in your community. If you can't, leave them alone.
8. Give accurate reports of all public meetings.
9. Do not use the paper to "get even" with anyone.
10. Speak a good word for the paper you represent. The paper is here to serve the best interests of our country, state and nation.
11. We welcome articles on timely subjects; only ask that same be as short as possible.
12. Try and make all items and articles concise—that is, to the point.
13. Leave one line between each item.
14. Mail letters so that they will reach this office Wednesdays.
15. In case of some extraordinary news event, telephone us at once.

In addition to an elaboration of these principles Mr. Oehm, who by the way is Agricultural Editor of the University of Arkansas, adds by way of good measure a number of practical hints on the preparation of copy.

* * *

NELSON A. CRAWFORD, director of publicity for the Department of Agriculture at Washington, D. C., has undertaken the editorship of the *Borzoï Journalism Handbooks* to be published by Alfred A. Knopf of New York City. In editing this series Mr. Crawford plans to meet the demand that is constantly increasing for shorter texts on more individual journalism subjects and thus avoid the criticism that text books on journalism are too general in material covered. He has already arranged for "The Column" by Hallam W. Davis, pro-

fessor of English at the Kansas State Agricultural College; "Circulation Management" by Marco Morrow, assistant editor of the *Capper Publications* of Topeka, Kansas; "Printing and the Journalist" by E. W. Allen, dean of the School of Journalism, University of Oregon; "What Is News?" by Gerald W. Johnson, former professor of journalism, University of North Carolina; "A Manual of Newspaper Style" by Marvin G. Osborn, professor of journalism, Louisiana State University and "Advertising and the Newspaper" by W. F. G. Thacher of the University of Oregon. Mr. Crawford himself will write "Evidence and the Journalist."

The volume by Professor Davis on the column will probably be published some time during the present month. Other volumes contemplated will take up such subjects as book reviewing, sports writing, the house organ, the press associations and syndicates, technical journalism, etc.

MICHIGAN

Is growing faster than any State in the Union.

Its increase in manufacturing products surpasses anything in the world.

BOOTH NEWSPAPERS

cover Michigan outside of Detroit—Eight principal cities with the only or leading Newspaper in its respective community.

The Grand Rapids Press
The Flint Daily Journal
The Saginaw News Courier
The Kalamazoo Gazette
The Jackson Citizen Patriot
The Bay City Times Tribune
The Muskegon Chronicle
The Ann Arbor Times News

National Advertising Representatives
I. A. KLEIN J. E. LUTZ
50 East 42nd St. Tower Building
New York City Chicago, Ill.

Buffalo, The Wonder City of America

Buffalo—a profitable Market for Advertisers

Sales in Buffalo are splendid for advertised goods. Employment conditions excellent, retail and other business thriving. One newspaper will put your story over to 83% of the people—that paper is the

BUFFALO EVENING NEWS

Read in 4 out of 5 Buffalo Homes

Edward H. Butler, Editor and Publisher
Kelly-Smith Company, Representatives
Marbridge Bldg. Tribune Tower
New York, N. Y. Chicago, Ill.
Atlantic Bldg. Waterman Bldg.
Philadelphia Boston

142

Recommendations.

EDITORS' Feature Service, which started January 1, 1926, with two clients, now has 142. We invite you to write any of them for an explanation of this extraordinary growth.

EDITORS' FEATURE SERVICE, Inc.

Times Building, Cleveland, O.

Regional Advertising

Regional Rates in The Christian Science Monitor

An International Daily Newspaper Publishing SELECTED ADVERTISING

ATLANTIC, CENTRAL and PACIFIC Editions

Rates and Circulation Data Supplied on Request

ADVERTISING OFFICES

Boston New York Kansas City
Philadelphia London San Francisco
Chicago Paris Los Angeles
Cleveland Florence Seattle
Detroit Portland

"Buy What You Can Use"

A Different Health Service

That will produce and anchor circulation.

A Daily and Sunday Health Article, and readers' questions answered by Dr. Frank McCoy.

Write or Wire Today

McCoy Health Service

Brack Shops Building
Los Angeles, California

COMPLETE WIRE REPORTS FOR EVENING AND SUNDAY PAPERS

International News Service

"Get It FIRST but First Get It RIGHT"

63 Park Row
NEW YORK CITY

65,063 NET PAID CIRCULATION
Cover Half a State
EVENING COURIER
MORNING POST
CAMDEN, N. J.
National Representatives
Story, Brooks & Finley.

WHAT OUR READERS SAY

WHAT DO OTHER EDITORS THINK?

To EDITOR & PUBLISHER: You have given considerable space to items dealing with expanding schools of journalism and the prominence of the heads of these schools at gatherings of newspaper publishers and editors.

But you have not discussed the practical value of these schools as illustrated by their graduates in newspaper life. I wonder if newspaper executives throughout the United States have found graduates of schools of journalism an asset or a liability.

In St. Louis I believe the general attitude is hostile to journalism school pupils—these pupils require a tremendous amount of training, instruction and attention. And when you have carefully and painstakingly given them of your time you may find your efforts thrown away.

My own experience has been that the graduates lack ability to see news, are unable to spell, affect a flippant, indolent attitude, and will not really concentrate on learning. Many of them appear to have taken journalism because of the fancied easiness of the course.

In winnowing the wheat from the chaff of graduates, you may find that the wheat isn't of sufficient quantity to deserve the effort.

Your graduate lacks the splendid enthusiasm of the reporter who entered the game fresh out of high school, stuck because of a love for the game, and can turn out sports, markets, features or straight news matter with a versatility that is astonishing.

The graduate lacks the knowledge of law, court customs, market matters and other general information which the regular reporter has absorbed during his years of service. The graduate will pull blunders in facts that an office boy has learned should be avoided.

I recall a graduate who dreamily went out to lunch just as a big story broke. "Well, what of it?" he asked. "Wasn't it my lunch time?" Another on a copy desk, had an item about a pretty blonde girl being found dead. He was particularly well satisfied with a head he wrote, "Blonde is killed; Gentleman Sought." He lacked taste.

Schools very obviously need to teach spelling, ordinary grammar, how to write a first paragraph, how to cover police stations, what is news, how to write briefly, and—what to put in heads and how to write them.

Perhaps too many instructors in schools of journalism are not acquainted with technical newspaper work. I have known of many office misfits who turned to teaching journalism when they were fundamentally unfit to be newspaper men themselves.

The reward in newspaper work may not be any too great. But if a newspaper man saves his money and pays attention to business he can progress just as well in a newspaper office as in any other business and command just as much respect. Too many newspaper men stand with one foot on a bar rail, drinking poor liquor, and regret the lack of opportunity in their occupation.

What do you think about the matter?

R. C. SCHROEDER,
St. Louis Times.

CIRCULATION VIEWS

To EDITOR & PUBLISHER: I see EDITOR & PUBLISHER assumes, as a matter of course, that "flash extra" circulation is something newspapers desire. We discourage extras.

As a matter of duty, we still print election extras—for which the A. B. C. gives us no credit, and which certainly cost us a lot of money. As a matter of advertising ourselves, and to give readers a service they desire, we still print world series baseball extras—and sell them to radio fans who've heard the whole game!

But are there still publishers who really like to see their circulation figures

go up and down like a fever chart, according to whether January had more "extra" flashes than December? Fine when it goes up—but when you have to explain to an advertiser why it fell down—not so good.

Up here, we like smoother curves. (Still speaking of circulation, of course.)

If the old-fashioned bulletin board was a good "teaser" and every publisher seemed agreed on that, the radio is one hundred times more valuable. If it be true that the best prospective customer for a sports extra is the man walking out of the ball park gate, the next best is the man who attended the game by radio. What do you read first in your paper? Isn't it always the story of the game you saw, or the speech you heard, or the show you attended?

It cannot—but if radio only could wipe out the expensive and unprofitable but necessary nuisance of extras, I think most of us should be grateful.

M. R.

These are commonly expressed views of practical-minded men, but EDITOR & PUBLISHER does not share them. Grant that there isn't a cent in flash extra circulation, either in the sale of papers or the sale of advertising, still it has been valuable and to pass it up is to lose something. The people of this country who count know who is working for them and who is merely trading on them. Nothing brings such sure and ample rewards as good public service. If newspapers have proved anything it is that there is nothing in inaction. A. B. C. showings

are desirable, and fluctuating circulations may be annoying, but they are minor details in the big scheme. The old-fashioned bulletin board was a good thing when it was a real teaser, and a poor thing when it told the news so no one need buy a paper. London publishers found that their street posters retarded circulation when too complete. That is also true of radio. When information has been given the job has been done. Our friendly critic asks if we do not first read in our newspaper the story of the game we saw, speech we heard or show we attended? Perhaps, if there isn't something more interesting, but we do not buy a newspaper to find out what the score was. We read the story as a separate and distinct contribution to our field of interest. We do not buy two newspapers to read the round-by-round account of a fight, and for the same reason, if we have heard a satisfactory round-by-round radio account of a fight, we shall not buy a paper to read it. We read reviews of shows with interest. We certainly do not want to read a speech that we have heard any more than we want two break-fasts on the same morning.—EDITOR.

STATE'S APPEAL DENIED

Nov. 15, 1926.

To EDITOR & PUBLISHER: Your issue of November 13 contains an erroneous reference to the recent decision of the United States supreme Court in the case of General Outdoor Advertising Co. et al vs. Williams, et al.

Suit was filed first in the Supreme Judicial Court of Massachusetts, and later in the United States District Court at Boston. The Attorney-General of Massachusetts moved to have the suit in the District Court dismissed, and his motion was sustained in the District Court. However, on appeal to the Circuit Court of Appeals, the decision of the District Court was reversed, and the suit thereby retained its Federal jurisdiction. The Attorney-General appealed this decision of the Circuit Court of Appeals to the Supreme Court of the United

States, and it was that appeal which the United States Supreme Court refused to entertain.

The result, therefore, was that the claim contended for by the outdoor advertising interests was sustained by the United States Supreme Court.

I. W. DIGGES, Secretary,
GENERAL OUTDOOR ADVERTISING COMPANY, INC.

UNIFORM INVOICES

To EDITOR & PUBLISHER: Thanks and congratulations on your leading editorial in your issue of November 13th.

As a person experienced, I know of some publishers whose invoices have required many hours' attention each month on the part of the accounting departments of the larger agencies in order to correct errors and make adjustments so that the publishers would receive the exact amount due them. In many instances this work had not been done by the accounting departments it would have made a difference of thousands of dollars in the publisher's net profit at the end of the year.

I hope you will be able to continue this good work and that you will have some item on this subject in many of your issues for a long time to come, as there is a lot of education necessary and it will benefit both publisher and agency alike.

F. G. HUBBARD,
Chairman, Board of Governors, New York Council of the American Association of Advertising Agencies.

U. S. NEWSPRINT OUTPUT UP

Production of newsprint in the United States in October aggregated 143,147 tons as compared with 136,167 in September. Shipments were 141,411 tons against 137,257.

Supplies and Equipment

Rebuilt
GOSS & HOE
PRESS
BARGAINS
ALL TYPES
SEND for LIST
THE
GOSS PRINTING PRESS CO.
CHICAGO - NEW YORK - LONDON

PRESS CONTROL
"Safest System in the World"

For large and small plants

Cutler-Hammer Controllers for presses of every size and for every type of motor-driven machine.

Address all communications:

The CUTLER-HAMMER Mfg. Co.
Pioneer Manufacturers of Electric Control Apparatus
1203 St. Paul Avenue, Milwaukee, Wis.

CUTLER-HAMMER

Modern
Composing Room
Furniture

as made by us will speed up production and reduce costs—a real saving in your Pay Roll. Are you interested? If so, consult your regular dealer in printers' supplies or write us direct.

Do it now!

HAMILTON MFG. CO.
TWO RIVERS, WIS.

USED NEWSPAPER PRESSES

Scott 16, 24 and 32-Page Presses

GOSS 24 and 28-page presses good for black or color work, also Goss Sextuple.

HOE Pony Quadruple, Quadruple, Sextuple, Sextuple color Press, Octuple and Double Sextuple Presses.

DUPLEX Metropolitan Quadruple stereotyp presses—print up to 32 pages.

Available For Early Delivery

WALTER SCOTT & COMPANY

Main Office & Factory.....Plainfield, N. J.
New York Office.....Brokaw Bldg., 1457 Broadway
Chicago Office.....Monadnock Bldg.

Hoe Quick-Lock-Up Flat Casting Mould

The throwing of a single Lever locks this Hoe Flat Casting Mould which is carefully designed and constructed for perfect Balance as well as Quality and Durability.

Made in three sizes—five, seven and eight columns.

If It's a Hoe, It's the Best.

R. HOE & CO., Inc.
7 South Dearborn Street,
CHICAGO, ILL.

504-520 Grand St., N. Y. City
Also at
DUNELLEN, N. J.



Newspaper Supplies

Can be marketed direct through the advertising columns of
EDITOR & PUBLISHER

Employment—Equipment—Services

EDITOR & PUBLISHER

Classified Advertising Information

TRANSIENT RATES

SITUATIONS (Cash with Order)

1 Time — .40 per line
3 Times — .30 per line

ALL OTHER CLASSIFICATIONS

(Cash with Order)

1 Time — .60 per line
4 Times — .55 per line

White space charge at same rate per line per insertion as earned by frequency of insertion. Special rates quoted for 13, 26 and 52 insertions. The Editor & Publisher reserves the right to classify, edit or reject any advertisement.

COUNT SIX WORDS TO LINE

ADVERTISING

General Promotion

Advertising Promotion—If you want more business, communicate with the International Publications Service, Incorporated, Suite 1004, 41 Broadway, New York City.

BUSINESS OPPORTUNITIES

Brokers

Bulletin of Publishing Properties for Sale—Trade, class, general, etc., sent upon request. Harris-Dibble Co., 345 Madison Avenue, New York City.

Many Respects this is the best newspaper position in the country. Exclusive field, central west city of 12,000 with business district total to average city of 25,000, embracing more than 100,000 population. Ad sales over \$6,000 monthly; netting \$15,000 to \$20,000 a year. Based in own building worth \$25,000. Complete for \$100,000; what terms will you require? op. 1390x. The H. F. Henrichs Agency, Chicago, Ill.

Real Bargain for Quick Buyer—Evening paper, exclusive field, middle-west; splendid equipment; good circulation; net earnings over 22 per cent; price \$85,000, one-half cash. J. B. Shale, Times Bldg., New York.

Newspapers for Sale

Newspaper—Long established weekly, New York, near N. Y. City; complete plant, newspaper and job printing; contracts for publications; legal advertising. Box B-594, Editor & Publisher.

CIRCULATION

Promotion

Circulation—When quick, additional circulation coverage becomes necessary, remember that our ten years in this one line of endeavor is our proof against experimenting. Write or call Pacific Coast Circulation Service, Bell Bldg., Cincinnati, Ohio.

Circulation Builders—Blair & Austin, 1504 Centre Ave., Reading, Penn. Originators of Salesmanship Club Campaigns.

January 1st two of my well organized, experienced crews will be available to any publisher who wants clean, quick, additional circulation. Minimum cost. Results guaranteed. Wireless Circulation Service, 42 Millwood St., Rochester, Mass., Talbot 4625.

Our Pottery Direct for supplies to start holiday dish offer. Results—Low cost. The Bright China Co., Carrollton, Ohio.

EDITORIAL

Syndicate Features

uff News, Johnson City, Tenn., is the new paper this week. For samples of a live, alert, up-to-date service write the Graphic Syndicate, City Hall Place, New York.

Press Clippings

Associated Clipping Bureaus, Buffalo, N. Y.

EDITOR & PUBLISHER reaches the man who buys Syndicate Features and all other Services and Supplies used by the Editorial Department.

EMPLOYMENT

Help Wanted

Advertising Representatives wanted for leading publication in its field. If you are now traveling states of Ohio, Nebraska or Wisconsin, California, Oregon, Washington or Texas, desirable connection can be made. Commission basis. Write in full to Box B-545, Editor & Publisher.

Advertising Manager wanted by daily paper in Southern town of about 20,000. Circulation about 5,000. Growing field. Give full information and references with first letter. B-570, Editor & Publisher.

Advertising Salesman for only daily; circulation over 7,000 and growing in progressive community; not merely copy chaser or seller of white space, but a man of ideas who can plan, write and sell campaigns; prefer married man who seeks permanent connection where ability will be recognized and rewarded; \$40 to start. If qualified for this job tell us why, fully covering experience, age, references, enclosing photograph if possible. Post-Tribune, LaSalle, Ill.

Advertising Manager wanted by old established southern morning paper in city of about 60,000. Prefer young man who has had experience in the South. Applicant must be able to write advertisements; be a man of vision; a first-class solicitor and one who can set the pace for the men under him. Permanent position, salary, bonus and advancement. B-586, Editor & Publisher.

All Around Newspaper Man wanted for New York City weekly Community Paper. Opportunity to acquire part interest. Must be able to finance himself for a short period. Write Box 900, 120 East Fordham Road.

Circulation Manager wanted for eight-page Ohio daily. Doubled circulation and advertising past six months. Circulation two thousand out of four thousand families in trade area. Must canvass half time. Only newspaper in city ten thousand. State full experience and salary wanted in first letter. B-584, Editor & Publisher.

Classified Advertising Manager, man or woman, to build real classified section for newspaper now carrying less than two columns daily; only newspaper, 7,000 circulation, progressive community; opportunity for salesman who knows classified and has ambition to make reputation for self and his newspaper; nominal salary to start, with prompt advance as ability demonstrated; write fully of past experience, knowledge of classified and how to develop it; age, references, salary expected, enclosing photograph if possible. Post-Tribune, LaSalle, Ill.

Classified Salesman—One of New Jersey's fastest growing daily papers can use 2 or 3 experienced classified salesmen. Those familiar with Basil Smith system preferred. Will pay salary and commission. Write giving full particulars to B-585, Editor & Publisher.

Crew Manager Wanted. Must organize a small crew of six to eight men who can produce in highly competitive territory. Many excellent pulling inducements to offer. Daily paper of 30,000 circulation. Real selling will get 10,000 more. Apply, giving references and experience to Box B-590, Editor & Publisher.

News Photography—Is there a real news photographer running his legs off keeping up with the crowd in New York, Chicago or Philadelphia who would like to become a little monarch in a field of 150,000? I want a first class camera man who is ready to settle down to make a home for his family. Location, best city of 150,000 in the United States. It's west of the Mississippi river and south of Kansas City. B-588, Editor & Publisher.

Situations Wanted

Advertising Manager now employed desires change. Seven years' experience. Married. A-1 references. A man capable of assuming responsibility. B-569, Editor & Publisher.

Advertising Manager, Business Manager, of wide experience and unbeatable record as organizer and business getter seeks connection with greater opportunity. Now employed as business manager. Any location. B-591, Editor & Publisher.

Advertising Salesman—35 years of age. Several years' experience representing leading newspapers, both locally and nationally. Knowledge of Eastern Territory. Would like change. Salary around \$4,000.00 if opportunity for advancement offers itself. References. Box B-596, Editor & Publisher.

Business Manager—Need Business Manager? Our experience of 20 years your guarantee. Investment will insure permanency. 38, married, Mason. Confidential correspondence invited. B-595, Editor & Publisher.

Circulation Manager, 7 years' successful experience, desires change January 1st. Versed in all phases circulation work. Will accept position as city man. B-566, Editor & Publisher.

Circulation Manager, now employed, desires change Dec. 1. Experience in every phase of circulation and promotion work, from carrier to circulation manager. Can give best references and show excellent results on three papers. Morning, Evening and Sunday experience. B-578, Editor & Publisher.

EMPLOYMENT

Situations Wanted

Circulation Manager, thoroughly familiar with home delivery, street sales and general promotion, wishes to make connection with morning or evening paper in city of from 50,000 to 150,000 population. Will locate anywhere. B-589, Editor & Publisher.

Circulation Manager, 15 years' experience, desires to connect with Eastern Pennsylvania daily. Familiar with promotion, all delivery systems, A. B. C. records, etc. Will call for personal interview. B-579, Editor & Publisher.

City or Managing Editorship daily, city of 40,000. Begin January 1. Write "C", P. O. Box 692, Bartlesville, Okla.

Classified—A real producing manager desires a new connection in a larger and broader field. Twelve years experience from the Sticks to N. Y. My best reference is my record. B-592, Editor & Publisher.

Copy Writer, Promotion Woman, successful record New York publication, will take charge advertising or circulation campaigns—writing, layout, production; direct mail. Box B-587, Editor & Publisher.

Composing Room Foreman—Resourceful executive, getting maximum results at minimum cost; expert makeup and adman; experience on large and small dailies; union. E. Landfear, 97 Chestnut street, Nutley, N. J.

Look! Have just graduated from the College of Journalism of New York University and want to get on a newspaper. Won first prize for year's work in composition; wrote and sold a short story; wrote and sold an interview with Fanny Hurst; had some of my work accepted by New York newspapers, yet have no swelled head. I don't know it all, but I do have a liking for newspaper work, a good foundation on which to make good, and initiative. What have you to offer? Frieda Friedman, 2675 Valentine Avenue, New York.

Managing Editor or Assistant—Position wanted on Pacific Coast newspaper, with independent, liberal or progressive tendencies. Have been News Editor of admittedly highest type afternoon daily in California for eight years. Will be available after January 1, 1927. Am making change voluntarily. Very highest references. Address Lew Head, 2163, Glen Avenue, Pasadena, Cal.

Newspaper Pressman, with thirteen years' experience on presses and in stereotyping, desires connection about first of year. Have executive ability and can furnish best of references. B-579, Editor & Publisher.

Promotion—A fighting young newspaper man seeks a new connection due to limitations in present field. Experienced in all departments with a record as a real high class producer. Unquestionable character. B-593, Editor & Publisher.

Reportorial Work—University graduate (British and American), 26. School of Journalism. Some experience. Wide educational background. B-583, Editor & Publisher.

Reportorial work, part time, wanted by college student. Experienced. Box 564, Editor & Publisher.

Writer, advertising, promotion, editorial. College graduate, gentle, 29; excellent record as creator of successful copy. Versatile, adaptable. This man would be invaluable to the right organization. Available all or part time. B-563, Editor & Publisher.

MECHANICAL

Equipment for Sale

For Sale—On account of consolidation we offer for sale one Scott 24-page, 2-plate wide Rotary Press, with stereotype machinery complete. Every machine equipped with electric motor (220 volt, A.C.); new rollers, new blankets. Nothing more to buy. Details on application. Bedford Printing Co., La Salle, Ill.

For Quick Purchaser, sixteen-page single-plate Potter press, dry mat roller, all turtles, pot, motors and equipment for handling paper. Three thousand dollars. Terms if desired. Better price for all cash. Available because of plant's failure. Must act quickly. Apply Box 1003, Rocky Mount, North Carolina.

Hoe Observer Press for sale; with complete stereotyping equipment including 35 h.p. motor. Prints 16 pages, 7 columns, 13 ems. Excellent condition, requires only 1 pressman and apprentice. Reason for sale: Times has outgrown this press. Press will be boxed for shipment f.o.b. Bridgeport at \$2,750. 1 newly acquired Ludlow with 1 cabinet of matrices also for sale. For particulars write or phone Bridgeport Times, 179 Fairfield Ave., Bridgeport, Conn.

Job Presses, Paper Cutters, Wire Stitchers, etc.—A complete line. Overhauled and guaranteed machines at bargain prices. Easy terms. Hoffmann Type & Engraving Co., 114 E. 13th St., N. Y. City.

Photo-Engraving plant for sale. Ideal for one or two men. Miles Machinery Co., 409 W. 26th St., New York.

MECHANICAL

Equipment for Sale

Printers and Bookbinders equipment, machinery, type, supplies, Kelly presses, cut cost material, send for revised pre-used machine sheet. Conner Fendler Branch, A.T.F. Co., 96 Beekman St., New York City.

Used Goss Matt Roller for wet mats only, for sale cheap. The Goss Printing Press Co., 1533 So. Paulina St., Chicago, Ill.

Equipment Wanted

All Kinds of Photo-Engraving, electrotyping and stereotyping equipment wanted. We pay cash. Miles Machinery Co., 409 W. 26th St., New York.

Newspaper Properties

Bought, Sold and Appraised. All negotiations confidential.

PALMER, DEWITT & PALMER

350 Madison Ave., New York
Business Established in 1899.

CONSOLIDATION

The merging of newspaper interests is a subject that has received special study and investigation by this firm for nearly 17 years. It is a big subject and requires considerable technical knowledge, both as to valuation and operating methods. When properly organized, the results are never disappointing.

We have been factors in many important consolidations, sales and appraisals.

HARWELL & CANNON

Times Bldg. New York

WE CONNECT THE WIRES

NEWS EXECUTIVE and

Make-up Editor, over fifteen years as telegraph editor, city editor, and head of copy desk with leading eastern dailies. "Quick and accurate sense of news values. Can dress up good appearing page with news properly displayed." Age 40; college; married; Northeast preferred. Minimum \$50. Mention our No. 2063.

FERNALD'S EXCHANGE, INC
SECURITY BLDG. SPRINGFIELD, MASS.

Help Wanted!

We have several good openings for Advertising Salesmen. The demand seems to be greater than the supply.

On this page publishers are offering opportunities and we have numerous direct requests that we furnish names of available men.

Employer and Employee can get together through the classified page of

Editor & Publisher

DOLLAR PULLERS

ONE DOLLAR
WILL BE
PAID
FOR EACH
IDEA
PUBLISHED

A CO-OPERATIVE campaign of all the laundries in Seattle newspapers now announces a prize contest for housewives, which offers awards for the best letters indicating how the housewife improved the time she saved in sending clothes to the laundry—a contest applicable to other cities.—C. M. L., Seattle, Wash.

Gift, department and other stores in some cities are placing an assortment of holiday articles in a gaily colored stocking and selling the bulk at a reduced price. The mystery surrounding the contents of the stocking attracts many customers. Persuade stores in your city to do likewise and to advertise the gift stockings.—Ruben Levin, Milwaukee, Wis.

When a Friday falls on the thirteenth why not get out a double-page listing thirteen advertisements with thirteen different articles featured in each advertisement. This will certainly tie-up with Friday, the thirteenth.—Gordon Hebert.

A weekly that carried a double spread ad proved it believed in service by doing more than the average newspaper would. On the opening day of the sale the business manager paid for a general telephone call over the rural lines broadcasting that the sale opened that morning. Maybe the merchant didn't appreciate this thoughtfulness.—A. R. B., Austin, Minn.

With the heavy advertising season just ahead every advertising solicitor should carry a copy of his cut service while "making the rounds." Illustrations and especially those of the Yule season, often bring increased business and new ideas when seen by the individual advertiser. And, too, he'll appreciate the convenience of your service or services.—Davis O. Vandivier.

A small newspaper office may get its share of election money—and without going into crooked politics. Unused ballots may be purchased after election from the county clerk and cut and bound into pads. Any live stationery shop will undertake the sales end for a small commission and dispose of them to school children for scratch pads. Ballots could also be cut to a size suitable for copy paper and sent to the paper's country correspondents. Then they would send in uniform copy, instead of writing on everything from paper sacks to expensive bond.—James E. Daugherty.

The Rockford (Ill.) Register-Gazette recently sponsored a Used Car Show and Auction Sale. A central location was obtained, and each dealer was asked to place on exhibition a selected stock of his used cars. A seven page advertising campaign had been laid out, and based on 100 cars, each dealer was taxed so

much per car to take care of the advertising.

The paper carried front page stories during the four day event, and paid the small cost of the building. Dealers were asked to select cars that they wanted to auction off to highest bidders, and an auctioneer was obtained to carry out this feature. Each dealer, paid the auctioneer as cars were sold. The event was highly successful, and emphasized to the dealers that one paper covered their territory.—C. E. P.

HUNCHES

ONE DOLLAR
WILL BE PAID
FOR EACH
"HUNCH"
PUBLISHED

IN response to a letter from a little 9-year-old reader, the editor of the *Chicago Daily News* has called upon the city's children to write in and answer the little girl's question:

"Mister Editor, is there really a Santa Claus, and has he a reindeer and a sleigh, and does he live far up in the north where it is always snow?"

Instead of answering himself, the editor has printed the girl's letter, and asked the boys and girls of Chicago to write the Santa Claus editor, what they think about Kris Kringle.—L. B. G., Chicago, Ill.

"Books You Have Always Intended to Read" is the title of a section conducted weekly by the *Milwaukee (Wis.) Journal*. The department reviews each week an old novel, now become classic, and gives new, interesting, human interest sidelights on the author.—Ruben Levin, Milwaukee, Wis.

It is not too early for the schools to be planning their Christmas plays and entertainments. Early stories on the coming events would make good news and would build up interest in the entertainments themselves. Ask your reporter to check up on this now, and then follow up all leads regularly.—Ralph Gibler, Huntington, Ind.

The *New York Herald Tribune* recently conducted a roller skating contest for the city children in Central Park, and issued medals and prizes to the winners, co-operating of course with the Department of Parks.—C. O.



New readers gained
by our clients with
it total hundreds
of thousands.

NEA Service, Inc.,
1200 West Third Street
CLEVELAND, OHIO

ON PRESIDENT'S TRAIN

12 Writers and 5 Cameramen on Coolidge's Kansas City Trip

Twelve newspaper men accompanied President Coolidge, Mrs. Coolidge and the Presidential party to Kansas City, Mo., where the President was the guest of honor and principal speaker at the dedication of Kansas City's Liberty Memorial, Armistice Day.

The correspondents were: W. P. McAvoy, United Press; George E. Durno, International News Service; Steven Early and E. B. Hulen, Associated Press; John Lambert, Universal Service; J. Russell Young, *Washington Evening Star*; Charles Michaels, *New York Times*; Glenn Tucker, *New York World*; Carter Field, *New York Herald Tribune*; Michael Hennessey, *Boston Globe*; Arthur Sears Henning, *Chicago Tribune*; Roy Roberts, *Kansas City Star* Washington correspondent.

There were five news photographers on the train.

two prominent citizens in each Saturday issue offering prizes totalling \$1,000 for the correct pasting up of all the pictures in the series.—H. L. Cecil.

A new method of giving radio programs in a compact manner is used by Boston paper. A list of stations given with spaces after each one that has a heading of the hours such as 6-7, 7-8, etc. In each of these spaces a star printed during the hours of which the station is active. When the station is not broadcasting no star appears. By this chart the listener-in can tell who to tune in for any certain station. By where on the page he can get the program of that station if he desires to read it.—C. E. Pellissier, Boston.

Shortly before Christmas, banks throughout the country will pay out the Christmas Club accounts. Find out the approximate amount of cash which will be distributed to depositors in your city.—R. B. S.

How To Play GOLF

By JOHNNY FARRELL
Famous Teacher of That Game

24 LESSONS

Illustrated

For release daily

KING FEATURES
SYNDICATE, Inc.
New York City

At Last

The Real Story of

V-A-L-E-N-T-I-N-O

by

His Friend and Manager
S. GEORGE ULLMAN

Chicago Daily News

Ordered by Wire

Boston Globe

Ordered by Phone

Immediate Release

Wire for Terms



The O'Dell Newspaper Service
55 Fifth Avenue, New York City

During September
More than 45 high class
Newspapers
Took on

FRANK SIMONDS'

Interpretative stories of the European situation

Among leading newspapers printing the Simonds' articles are the:

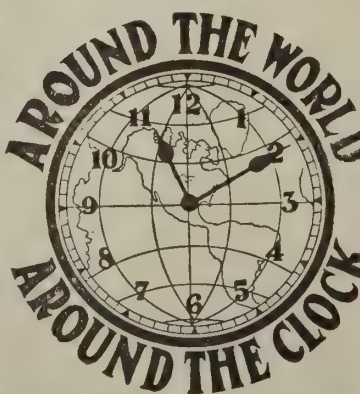
Boston Herald
Washington Star
Hartford Courant
Philadelphia Inquirer
Providence Journal
Los Angeles Times
San Francisco Chronicle
Buffalo News
and papers of this type

Here is an opportunity to attract the public of purchasing power

The McClure Newspaper Syndicate

373 Fourth Ave., New York City, N. Y.

BY UNITED PRESS



UNITED PRESS ASSOCIATIONS
World Building New York

THE WELFARE COMMITTEE of the INTERNATIONAL CIRCULATION MANAGERS ASSOCIATION

Can supply you with competent circulation men of capacity and ability capable to take entire charge of your department or to fill important posts in the department.

Address the Secretary-Treasurer please, Mr. Clarence Eyster, care Star Building, Peoria, Ill.

Our 1926 CHRISTMAS PICTURE

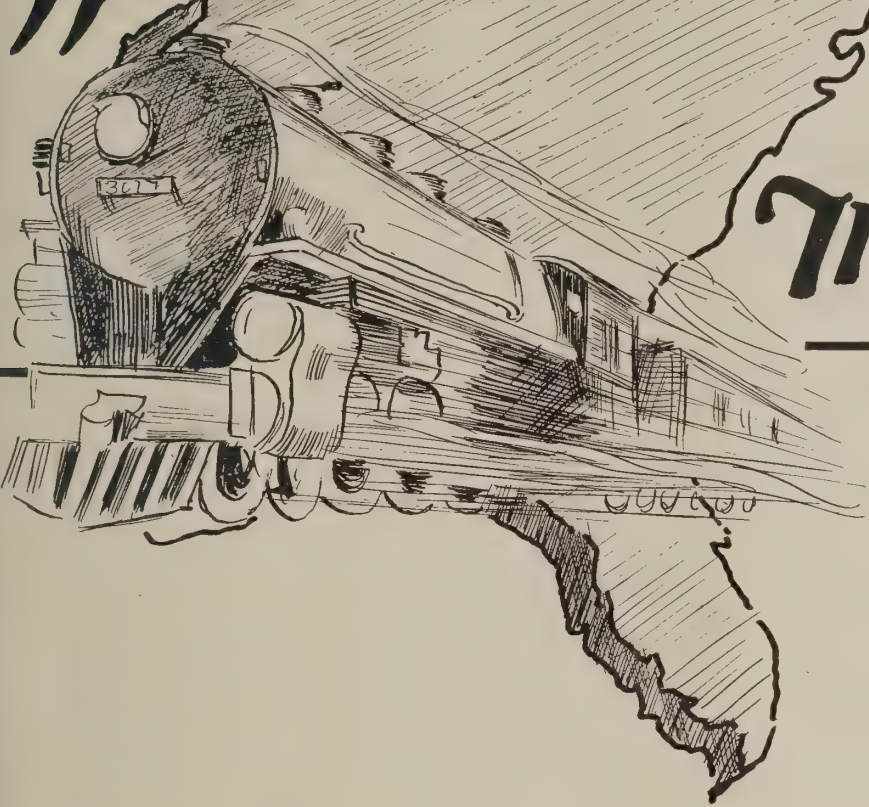
By W. Charles Tanner

Released December 1st

3, 4 and 5 Column Sizes

The International Syndicate
Baltimore, Md.

Why the South's Prosperity Sixth - Transportation -



The railroads have greatly aided the South in developing its natural resources, and have been one of the important contributors to the present prosperous conditions the entire South enjoys. Throughout this territory a network of railway trunk lines with their numerous branches

penetrate into every rich industrial and agricultural section, offering convenient freight and passenger schedules with excellent through service.

The South Atlantic and Gulf ports of Norfolk, Wilmington, Charleston, Mobile and New Orleans are the connecting links with rail and water shipping, and are the great factors in enabling the South to maintain low freight rates. Thus the South can compete all over the world with its products.

With the advantages that the South offers in labor, power, natural resources, climate and transportation, it is evident that the South is the market of today for the national advertiser, one he should go after without delay, for every day the potential buying power of the South is becoming greater and greater.

ALABAMA	Circulation	2,500	10,000
	Lines	Lines	Lines
*Birmingham Age-Herald (M)	34,994	.09	.09
*Birmingham Age-Herald (S)	50,699	.11	.11
*Mobile News-Item (E)	11,993	.05	.05
*Mobile Register (M)	20,427	.08	.08
*Mobile Register (S)	32,096	.10	.10
FLORIDA			
††Daytona Beach News (ES)	5,560	.04	.04
*Florida Times-Union (M) 49,903 (S)	59,239	.12 (S.15)	.12 (S.15)
*Lakeland Ledger (E)	5,173	.03	.03
*Miami Herald (M)	48,108	.11	.11
*Miami Herald (S)	60,006	.12	.12
*Orlando Reporter-Star (E)	8,502	.06	.06
*Orlando Sentinel (M&S)	10,655	.06	.06
*Pensacola News and Journal (E&M)	9,590	.07	.07
*St. Augustine Record (E&S)	3,382	.04	.04
††St. Petersburg Independent (E)	9,708	.065	.065
*Tampa Times (E)	24,389	.08	.08
*Tampa Tribune (M) 38,622 (S)	59,412	.10 (.14S)	.10 (.14S)
*West Palm Beach Post (M)	11,339	.06	.06
GEORGIA			
*Augusta Herald (E)	14,515	.05	.05
*Augusta Herald (S)	15,254	.05	.05
*Macon Telegraph (M)	25,903	.08	.08
*Macon Telegraph (S)	26,198	.08	.08
*Savannah Morning News (M), 21,220 (S)	22,161	.06 (.07S)	.06 (.07S)
KENTUCKY			
*The Lexington Leader (E)	19,262	.06	.06
*The Lexington Leader (S)	19,266	.06	.06
††Paducah Sun (E)	9,391	.04	.04

NORTH CAROLINA	Circulation	2,500	10,000
	Lines	Lines	Lines
**Greensboro Daily News (M)	27,656	.08	.07
**Greensboro Daily News (S)	30,691	.09	.08
**Salisbury Post (E)	7,324	.04	.04
†Winston-Salem Journal (M)	13,702	.05	.05
†Winston-Salem Journal (S)	13,720	.05	.05
**Winston-Salem Sentinel (E)	17,832	.07	.07
SOUTH CAROLINA			
**Columbia State (M)	22,627	.07	.07
**Columbia State (S)	24,281	.07	.07
*Greenville News (M)	21,648	.075	.07
*Spartanburg Journal (E)	6,112	.05	.05
**Spartanburg Herald (M) 6,112 (S)	9,110	.05	.05
TENNESSEE			
**Chattanooga Times (M)	31,107	.10	.10
**Chattanooga Times (S)	30,573	.10	.10
††Memphis Commercial Appeal (M)	101,603	.18	.18
††Memphis Commercial Appeal (S)	130,794	.21	.21
*Nashville Banner (E)	54,519	.11	.11
*Nashville Banner (S)	56,007	.12	.12
VIRGINIA			
**Danville Register and Bee (M&E)	14,336	.06	.06
**Danville Bee and Register (E&S)	19,217	.07	.07
*Newport News Times-Herald (E)	7,968	.05	.05
*Newport News Daily Press (E&M)	5,413	.05	.05
**Roanoke Times & World News (M&E)	25,246	.08	.08
**Roanoke Times (S)	16,458	.07	.07
*Staunton News-Leader (M), Leader (E)	6,855	.035	.035
** A. B. C. Statement, Oct. 1, 1926. * A. B. C. Statement, March 31, 1926. † Government Statement, March 31, 1926. †† Government Statement, Oct. 1, 1926.			

MORE LOCAL!!

—a call and an answer—

Unique in the history of features, a service on major *local topics* is announced by Current News Features, Inc., in the form of *timely letters on current municipal problems.*

By LOUIS BROWNLOW

Administrator of three American cities, with twelve years of active municipal work and fifteen years of newspaper training from city hall reporter to managing editor, Louis Brownlow offers the interpretive facts on the

*live subjects
under active discussion
by the citizens
of your city.*

Your newspaper can give its readers the background of the experience of the nation's cities on which to work out the problems of your city.

It will stimulate interest in your local news and help your newspaper to help the tax-payer get a dollar's worth for a dollar.

It's too big a story to tell on a page, but our representative will be glad to call if your territory is still open.

Current News Features

INCORPORATED

520 Star Bldg., Washington, D. C.

EDITOR AND PUBLISHER

MARKET GUIDE FOR 1927



JOURNALISM LIBRARY
Not to be taken from this room

A Service to General Advertisers - Advertising and Sales Executives - Advertising Agencies and Commercial Organizations

A Page from The Christian Science Monitor

THE CHRISTIAN SCIENCE MONITOR, BOSTON, WEDNESDAY, OCTOBER 5, 1927

3

RADICALS RALLY ROUND MALINOFF

Bulgarian Democrats May Cooperate With Agrarians—Strong Opposition

By Special Cable
SOFIA, Oct. 4.—All the Sofia papers are devoting much space to the trial of Malinoff, the Bulgarian agent who has been Prime Minister. Malinoff is one of the most prominent and respected statesmen outside the Government group. All the opposition parties are rallying round him and forming a strong enough body to elect him to the National Assembly. The trial was attended by thousands of people, including many peasants. Mr. Malinoff, in a stirring speech, strongly criticized the present Government for its alleged undemocratic actions and for the exorbitant taxes levied on the peasants. He urged the peasants to cooperate with the villagers to bring about a new regime in Bulgaria after the Great War. He was overthrown by the Great War. He was overthrown by the Great War. He was overthrown by the Great War.

REAL ESTATE MEETING TO PROTECT PUBLIC INTERESTS
National Board Working New Rating Code

By Special Cable
CHICAGO, Oct. 4.—Intended to be a help for real estate in promoting building of better homes throughout the Nation, the National Association of Real Estate Boards is here developing a standard code for rating buildings. Report of the committee on the subject was made by Mr. W. H. Nelson, president of the association, at a meeting of the board of directors held here today. The code is being worked out by Mr. Nelson, who is also president of the National Association of Real Estate Boards. The code is being worked out by Mr. Nelson, who is also president of the National Association of Real Estate Boards. The code is being worked out by Mr. Nelson, who is also president of the National Association of Real Estate Boards.

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Genetule Tests Encourage Commercial Production

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EXPERTS DEBATE ARMS PROBLEMS

Commission on Limitation of Armaments to A-Higher Deliberations to Paris

By Special Cable
GENEVA, Oct. 4.—A joint committee of the League of Nations and the disarmament commission will finish their deliberations on Oct. 8, and will meet again in Paris on Oct. 12 to consider the reports which the small sub-committees have been asked to draw up on the discussion of the arms problem.

MINERS DRIFT BACK TO WORK
Measures Being Taken in Britain to Provide Continuity

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UPHOLDER OF THE HOME

PARENTS' RIGHT IN HOME UPHELD

By Special Cable
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Dominant Over Church and School, Says Parent-Teacher Educator

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SHIPS RESCUE 12,000 CHINESE IN BATTLE ZONE NEAR HANKOW

Vessels Agree to Cross Yangtze to Bring to Safety as Many More Refugees as Possible—Peace Negotiations Have Been Broken Off

By Special Cable
HANKOW, Oct. 4 (AP)—Twelve vessels launched and saved hundreds of Chinese refugees from the battle zone near Hankow. The vessels agreed to cross the Yangtze River to bring to safety as many more refugees as possible. Peace negotiations have been broken off.

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RUSSIA CLOSES COMMISSION HOUSES

Shops and Offices Closed in Moscow—Public Prosecutor Has Closed 346 Commission Houses Representing Different Cities Within the Soviet Union

By Special Cable
MOSCOW, Oct. 4.—Public prosecutor has closed 346 commission houses representing different cities within the Soviet Union. The shops and offices were closed in Moscow. The public prosecutor has closed 346 commission houses representing different cities within the Soviet Union.

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Revillon Frères, Creators of Fur Fashions to the World

Courtesy and Personal Attention, Appreciated by the Paris Shopper, found at Revillon Frères

By Special Cable
PARIS, Oct. 4.—Revillon Frères, creators of fur fashions to the world, are showing a great variety of fashions at their Paris salon. The shop is located at 53rd Street, New York. The shop is located at 53rd Street, New York.

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Measures Being Taken in Britain to Provide Continuity

By Special Cable
LONDON, Oct. 4.—The coal mines in Britain are beginning to open again, and the miners are drifting back to work. The coal mines in Britain are beginning to open again, and the miners are drifting back to work. The coal mines in Britain are beginning to open again, and the miners are drifting back to work.

REAL ESTATE MEETING TO PROTECT PUBLIC INTERESTS
National Board Working New Rating Code

By Special Cable
CHICAGO, Oct. 4.—Intended to be a help for real estate in promoting building of better homes throughout the Nation, the National Association of Real Estate Boards is here developing a standard code for rating buildings. Report of the committee on the subject was made by Mr. W. H. Nelson, president of the association, at a meeting of the board of directors held here today. The code is being worked out by Mr. Nelson, who is also president of the National Association of Real Estate Boards. The code is being worked out by Mr. Nelson, who is also president of the National Association of Real Estate Boards.

CALIFORNIA FOGS AND RUBBER PLANT
Genetule Tests Encourage Commercial Production

By Special Cable
LOS ANGELES, Oct. 4.—California fog which has been a hindrance to the growth of rubber plants here for years ago to the plants of the coast has equalled a new use as a minister of the fog. According to experts, the fog is a hindrance to the growth of rubber plants here for years ago to the plants of the coast has equalled a new use as a minister of the fog.

Now on display—all 1927 Peerless models of the famous "V" type Eight-69, the powerful Six-77, the remarkable Six-80. See them at any Peerless dealer. There is a Peerless for every purse.

PEERLESS MOTOR CAR CORPORATION
Cleveland, Ohio

Model of the Famous Six-77, the powerful Six-80. See them at any Peerless dealer. There is a Peerless for every purse.

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Revillon Frères, Creators of Fur Fashions to the World

Courtesy and Personal Attention, Appreciated by the Paris Shopper, found at Revillon Frères

By Special Cable
PARIS, Oct. 4.—Revillon Frères, creators of fur fashions to the world, are showing a great variety of fashions at their Paris salon. The shop is located at 53rd Street, New York. The shop is located at 53rd Street, New York.

MINERS DRIFT BACK TO WORK
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A Merchandising Service That Serves!

THE MERCHANDISING DEPARTMENT OF THE WORLD was recently entrusted with an important phase of the distribution of a nationally advertised product* in the New York market. When the work was finished:

Here Is What the Local Distributor* Said:

"I wish to thank you for the cooperation you are extending my company in the marketing of our product. I just want you to know that we realize your assistance is helping us greatly to keep pace with the volume that we have to meet."

Here Is What the Advertiser* Said:

"Our District Sales Manager has passed to us a summary of the work done by your Merchandising Department, and we wish to take this opportunity to thank you for such splendid cooperation. All of us justly feel that such conscientious effort will have materially increased the results of our advertising."

And Here is What the Advertising Agency† Said:

"It is a pleasure to express to you the appreciation of [our clients] and this Agency because of your efficient cooperation."

*Names on request.

† Yes; the agency also, on request.

The

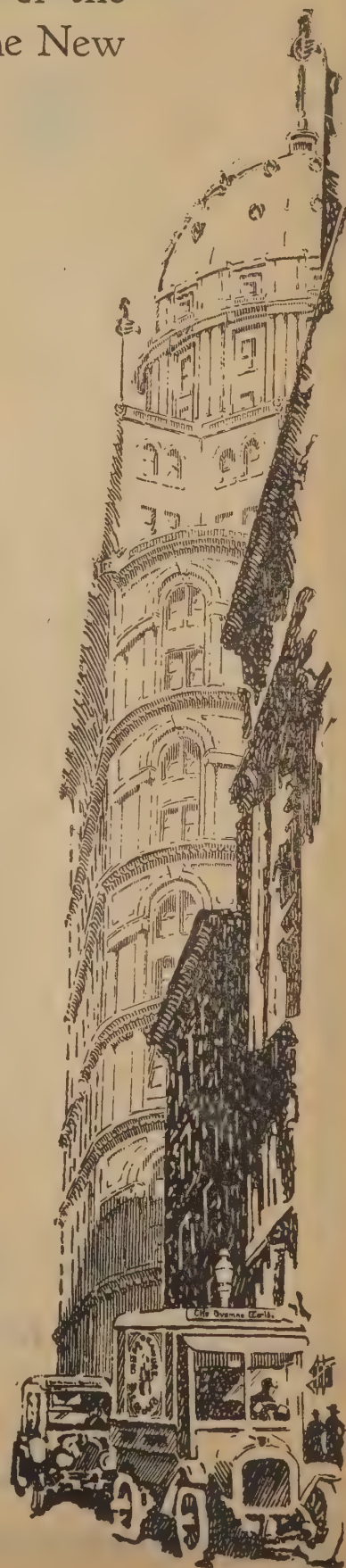


NEW YORK

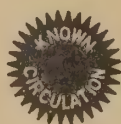
World

Pulitzer Building
New York

Tribune Tower
Chicago



The Newspaper of Today is the Most Direct, Acceptable, Completely Covering, Readily Available, Economical and Resultful of All Advertising Mediums.



NEWSPAPER advertising now, more than ever, demonstrates its immediate availability, its instant adaptability, and its speedy responsiveness. You may send your sales message to every nook and corner of this broad land tomorrow if you like, or you may select your spots and sections, a score, a hundred, a thousand cities and towns, as you desire, or as manufacturing and transportation conditions advise.

We are the National Advertising Representatives of Twenty Progressive Newspapers in that many fine cities of the United States.

Our several offices are the offices of each of those publications, where complete files and data of all kinds concerning both field and publication are in readiness for anyone interested. Our traveling representatives are thoroughly familiar with the publications and the fields in which they circulate.

We are at all times prepared — in conjunction with their respective service departments — to provide valuable and useful merchandise surveys and information reports that will assist the manufacturer of any commodity, either in opening up the territory, or in extending distribution already under way.

We bring to the advertising agency an intimate, complete and down-to-the-minute knowledge of market conditions and possibilities and of publicity outlets in the fields we cover, that will enable it to act with the decision, speed and assurance so largely contributing to satisfactory and successful service to its clients.

The JOHN BUDD COMPANY

***National Advertising Representatives
of Newspapers***

9 East 37th Street,
NEW YORK

Tribune Tower,
CHICAGO

Chemical Building,
ST. LOUIS

Healey Building,
ATLANTA

Sharon Building,
SAN FRANCISCO

Chamber of Commerce Building, LOS ANGELES

Security Building, PORTLAND



EDITOR & PUBLISHER



Issued every Saturday, forms closing ten P. M. Thursday preceding Publication by The Editor & Publisher Co.,
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Vol. 59

NEW YORK, NOVEMBER 20, 1926

No. 26

Editor & Publisher's Market Guide

Authoritative Compendium Telling Essential Market Facts About 1,400 American Cities for Use by Sellers of Merchandise and Buyers of Advertising—Up-to-date Statistics Enabling Advertising and Sales Executives to Visualize Specific Markets—An Exclusive Editor & Publisher Service

IT is with unconcealed pride that EDITOR & PUBLISHER now presents its third annual Market Guide. It is the most complete and accurate compilation of fundamental trade data ever assembled, eclipsing our previous efforts. This Space Buyers' Key to 1,400 city and town markets in the United States and Canada, where daily newspapers are published, is addressed to the many thousands of business executives who are involved, directly and indirectly, in mass distribution of salable merchandise and publicity that carries the flag of national commerce and trade.

EDITOR & PUBLISHER'S Market Guide is an exclusive service. A glance at the contents of this manual will reveal an amazing range of information. To gather it has been a stupendous task. That EDITOR & PUBLISHER has, in this work, filled a business need of incalculable value is the testimony of thousands of general advertisers, advertising and sales executives, advertising agencies and commercial economists.

ON the desk of practically every important sales or advertising executive this key, which unlocks the populous treasure vaults of the continent, will operate throughout the business year, an unfailing aide to scientific trading. It is the one and only complete, authoritative and up-to-the-minute census of city and town commercial factors.

Dependability of these data is assured by reason of the fact that each city and town survey has been made by newspaper men, skilled in the preparation of accurate statements for publication. They are in the best possible position to obtain authentic information. Each and every survey has been twice checked by a staff of trained collators in the office of EDITOR & PUBLISHER.

EDITOR & PUBLISHER again dedicates this work to the high new science of synchronized advertising and selling, a distinctly American achievement. The secret of success in this art lies in operating with all of the consumer facts apparent to the seller of useful commodities. So vast has the trading area of the United States and Canada become that no man can intelligently direct a sales campaign by rule of thumb. Advertising and selling operations, when based on intelligent consideration of all of the factors in the field, represent the least hazard of failure, the largest assurance of success.

OUR readers will notice in the pages, which follow that our form of survey is much more comprehensive than in our initial effort. The Guide has grown to these big proportions from relatively small beginnings. Last year we added to the data such items as number of medical doctors, dentists and osteopaths; number of wired houses; facts regarding local transportation; natural or artificial gas or alternating or direct electric service; hard or soft water; information concerning general stores operating locally; traveling distance to the nearest large city by automobile, trolley or railroad and some information concerning climatic conditions. All this information is again available in this book, but there are some important additions.

For instance, it will be noticed that the 1927 surveys give the number of gas meters, one of the important indices of the character of home economics. Other vital new items concern local financial conditions. It is now possible, in most instances, to find in these pages facts concerning bank capital, surplus, and undivided profits, giving the reader an important clue as to the financial stability of a community. Another new item gives the total deposits of all local banks, together with bank clearances for twelve months. In this item is a reliable clue to the average prosperity of the individual. Indeed, there is no better index to local prosperity.

It is important that an advertiser or sales executive should have in mind in plotting a campaign what principal adjacent cities may bring influence to bear upon an area in question. Therefore, we are listing for the first time, the most important cities and towns in each specific area.

All of the classifications of interest covered in our previous issues are comprehended in this number, together with the additions noted.

EDITOR & PUBLISHER hereby gratefully acknowledges the cooperation of newspaper men in the 1,400 cities and towns surveyed in this number. While the larger cities have been reported by trained investigators, especially assigned to the task, the bulk of the information contained in this volume was prepared at the request of EDITOR & PUBLISHER by the advertising staffs of local newspapers, on our forms. It has been a work of time and patience and one of the striking facts concerning it is that the authenticity of no survey that EDITOR & PUBLISHER has printed has ever been successfully challenged.

THE vast range of service made available to the business world through the facts marshalled in the following pages is suggested in letters which heads of large corporations, national sales executives and advertising agency experts have volunteered throughout the year. EDITOR & PUBLISHER is in possession of hundreds of such endorsements of this work and it becomes obvious that the Market Guide has developed into an influence in modern trade unparalleled by any other work of reference, either privately or publicly produced. No longer need there be blind commercial speculation in unknown fields. The Market Guide puts the spot-light of sound knowledge onto every important community in the United States and Canada. The best evidence as to the value of the data may be found in the following communications from leading authorities:

"An Exceptionally Constructive Piece of Work"

June 1, 1926.

"Your 1926 Space Buyers' Guide is an exceptionally constructive piece of work, and we do not know of any suggestions that can be given for improvement."

Charles Daniel Frey—Advertising.

"Satisfactory and Reliable"

May 26, 1926.

"We use the Space Buyers' Guide and have found the information contained therein satisfactory and reliable."

Piggly Wiggly Corporation.

"Very Helpful"

June 10, 1926.

"Your annual Space Buyers' Guide has been very helpful in our organization and we hope that you will continue to publish it."

Campbell-Ewald Company—Advertising.

"Could Not Be Improved Upon"

June 10, 1926.

"One of the worth-while publications. We have no criticisms or suggestions to offer, for we do not see how it could be improved upon."

Aetna Life Insurance Company.

"Very Useful"

May 27, 1926.

"Although we have no suggestions to make for improvements, we do desire to take this occasion to express our appreciation of the service you have rendered in publishing the preceding issues of the Space Buyers' Guide. We have found it very useful in a number of instances."

Johnson, Read & Company—Advertising.

"Nothing But Praise"

May 25, 1926.

"I have nothing but praise for EDITOR & PUBLISHER'S Space Buyers' Guide. The use to which it has been put in this office suggests no improvements in connection with the preparation of your 1926 Guide."

Life Savers, Inc.—M. B. Bates, Adv. Mgr.

"Make Frequent Use"

May 21, 1926.

"We make frequent use of your Space Buyers' Guide and have found it handy. At the present time have nothing to suggest in the way of improvements."

Carnation Milk Products Company.

"Refer to It Constantly"

May 22, 1926.

"The Space Buyers' Guide is very valuable for the information it contains, and practically everybody in the shop uses it some time during the year, while eight or ten of us are referring to it constantly. We try to find, borrow or steal about ten copies each time that it comes out."

Dorrance, Sullivan & Company—Advertising.

"Complete and Thoroughgoing"

May 21, 1926.

"We have found the data and statistics included in your 1925 Space Buyers' Guide to be so complete and thoroughgoing that we really are at a loss to make any suggestions for its betterment. We have found the Guide to be extremely valuable and make a great deal of use of it."

J. Walter Thompson Company—Advertising.

"An Important Part of Our Equipment"

Dec. 3, 1925.

"It is useless for me to say what I think of your Space Buyers' Guide, because I have already told you that we consider it a very important part of our equipment. You are to be congratulated on the good work you are doing."

George Batten Company—Advertising.

Complete Index of Contents of the Space Buyers' Guide, See Pages 304, 305, 306 and 307

ALABAMA Daily Newspaper Markets in Standard Surveys

ALBANY-DECATUR,
ALABAMA
(Morgan County)

1920 Population, 12,404 (1926 est. 13,405).
City and Suburban Estimate, 20,000
Native Whites, 90%; Negroes, 8.4%; Foreign Born, 1.6%; Industrial Workers, 25%; English Reading, 98%; Families, 5,000.
Schools: Public Grade, 8; High, 3; Number of Pupils, 4,500.

Churches: Baptist, 5; Christian Science, 1; Christian, 2; Episcopal, 1; Hebrew, 1; Methodist, 5; Presbyterian, 4; Roman Catholic, 1; Miscellaneous, 5.

Banks: National, 3; State, 1; Total Resources (all banks), \$9,500,000; Savings Bank Deposits Total (all banks), \$1,500,000.

Theatres: Legitimate, 1; Moving Pictures, 5; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 4. Total number of seats, 7,000.

Location: On the south shore of the Tennessee River, served by the Southern, and L. & N. R. R. Tennessee River Line of ship traffic. Bus service to south and west to Muscle Shoals, south to Birmingham. River boats to Chattanooga, Paducah, Muscle Shoals cities. Middle point Chicago to Florida Highway. To nearest large city by railroad, 3 hours; by auto, 4 1/2 hours.

Principal Industries: Silk dress goods, silk shirting, mattresses, pillows, brick, tile, staves, handling, casting, hosiery, cooking oils, box and basket cornice, ventilators, railway cars, wood products, fertilizer, tanning extract. Only cities in south with the silk manufacture, location of second largest plant of American Oak & Leather Co. Railroad shops employ 2,500 men.

Manufacturing Establishments: Leading firms: Asphalt Rock (Southern Rock Asphalt Co.), Louisville and Nashville R.R. shops, American Oak & Leather Co., Schwartzbach-Huber (silk), Alabama Brick & Tile Co., Albany Broom Works, Southern Cotton Oil Co., Home Oil Co., Churchill Compress Decatur Fertilizer Co., Cooper-Wells Hosiery plant, Decatur Brick Corporation, Decatur-Albany Furniture Mfg. Co., Y. & S. Piston Ring Mfg. Co. Total value of yearly output of factories estimated at \$26,000,000.

Special Information: Location of cities places them among the largest distributing centers in northern part of the state. Position relative to Muscle Shoals project makes cities highly desirable locations for eastern manufacturers. Distributing point for agricultural section, with annual output of \$50,000,000. Large bridge now under construction to cost \$500,000. Cotton crop predominant feature in agricultural figures. Principal marketing point for farm products in northern section of state.

Residential Features: Mostly one and two-family houses. Limited section devoted to workingmen's tenements. Private homes predominate. Health and climate make this one of the finest residential sections of the state. Frame houses in great number, although brick is now being used in most new buildings.

Retail Shopping Section: Extends from Fourth Avenue, South Albany, to Church Street, (Decatur), a distance of 12 blocks. People come from south, 16 miles, with the aid of valuable bus service, west, and east, a distance of six miles. Northern trade extends for a distance of seven miles.

Trading Area: Extends in a 10-mile radius, with an approximate population of 40,000.

Wholesale Houses: Groceries, 8; meats, 4; fruits, 2; hardware, 2; dry goods, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial automobile agencies, 3; automobile accessories, 16; automobile tire agencies, 12; bakers, 2; cigar stores and stands (including hotels), 24; confectioners (including hotel stands), 17; delicatessens, 3; dressmakers, 15; druggists, 11; dry goods, 32; department stores, 1; electrical supplies, 6; florists, 2; fruits, 35; furniture, 11; furriers, 2; garages (public), 9; grocers, 76 (chain, 3); hardware, 6; jewelry, 3; meat markets, 15; men's furnishings, 23; men's clothing, 4; merchant tailors, 2; milliners, 5; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 5; radio supplies, 4; restaurants (including hotels), 9; shoes, 2; sporting goods, 7; stationers, 11; women's apparel, 32 (5 exclusive); total, 37.

Miscellaneous Data: Average temperature, 85 degrees; most pleasant months, April, May, Oct., Nov., Dec. Doctors (medical, 12); (dentists, 6); gas, artificial; electric current, alternating; water, soft.

ANNISTON, ALABAMA
(Calhoun County)

1920 Population, 17,784.

City and Suburban Estimate (1926), 25,000.

Native Whites, 66%; Negroes, 32%; Foreign Born, 2%; Industrial Workers, 33 1/2%; English Reading, 100%; Families, 4,000.

Schools: Public Grade, 10; High, 1; Junior High, 1; Alabama Military Institute; Number of Pupils, 200 (Presbyterian), Barber Memorial Seminary (Col.), 150.

Churches: Baptist, 15; Christian Science, 1; Congregational, 1; Episcopal, 2; Hebrew, 1; Methodist, 17; Presbyterian, 6; Roman Catholic, 2; Miscellaneous, Salvation Army.

Banks: National, 3; State, 1; Total Resources (all banks), \$9,000,000. Savings Bank Deposits Total, \$2,125,000.

Theatres: Legitimate, 2; Moving Pictures, 4; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 4,000.

Location: Northeast Alabama in foothills of the Alleghenies, 56 miles ENE. of Birmingham, 104 west of Atlanta. Southern, L. & N. and Seaboard Rys. Has 2 express and 2 telegraph companies. Southern Bell telephone. Through Pullman service to New York, Chicago, St. Louis, Kansas City, and Florida points. Water rates to Orient, Central and South America via Mobile Port and Panama Canal.

Principal Industries: Cast iron and pressure pipe, textiles, chemical products, iron and steel, cotton and corn. Principal farm products valued at \$4,165,000. annually.

Manufacturing Establishments: 91. Leading firms, Federal Phosphorus Co., U. S. Cast Iron Pipe and Fdy. Co., Central Fdy. Co., Anniston Fdy. Co., and 10 other pipe plants. M. & H. Valve and Fitting Co., American Net and Twine Co., Anniston Mfg. Co., Avalon Knitwear Co., and 7 other textile plants. Kilby Car & Fdy. Co., Anniston Steel Co., using the electric process. Pipe output valued annually at \$20,000,000. Total value of yearly output of factories estimated at about \$35,000,000.

Special Information: Anniston is the home of Camp McClellan, where a garrison is maintained the year round and 10,000 young men of the R. O. T. C. and C. M. T. C. are trained every summer. The army payroll and other expenditures locally amount to about \$2,250,000.

Residential Features: Principally one and two-family houses. Limited section devoted to workingmen's tenements. Private homes predominate. Sunset Heights, set in the foothills of the Blue Ridge, overlooking the Country Club and golf links, is one of the show places of the South. Homes in this section average \$25,000.

Retail Shopping Section: Eighth to Fifteenth on Noble St., with two blocks east and west on Tenth and Eleventh, and three blocks on West 15th St. This does not include Oxford, a town of 3,000 adjoining Anniston on the south, and Blue Mountain, a prosperous mill village on the north.

Trading Area: Twenty-five miles north, south, and east, and fifteen west. Splendid motor bus connections to Jacksonville, Piedmont, White Plains, Choccolocco, Talladega, and Gadsden. Good railway schedules to Heflin, Edwardsville and to Tallapoosa, Ga.

Wholesale Houses: Groceries, 7; Meats, 3; Fruits, 2; Hardware, 2; Dry Goods, 1; Miscellaneous Lines, 1 Paper.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial automobile agencies, 5; automobile accessories, 19; automobile tire agencies, 19; bakers, 3; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 13; delicatessens, 6; dressmakers, 12; druggists, 13; dry goods, 3; department stores, 4; electrical supplies, 4; florists, 3; fruits, 4; furniture, 9; furriers, 1; garages (public), 8; grocers, 95; hardware, 6; jewelry, 7; meat markets, 15; men's furnishings, 8; men's clothing, 7; merchant tailors, 10; milliners, 4; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 35; shoes, 7; sporting goods, 3; stationers, 5; women's apparel, 8.

See announcement column 4

BIRMINGHAM, ALA.

(Jefferson County)

1920 Population, 178,806 (237,693 est. in 1926).

City and Suburban Estimate, 600,000. Most important cities and towns in this area are: Bessemer (pop. 23,000); Tarrant City (8,000); Anniston (22,000); Gadsden (16,000); Tuscaloosa (13,000).

Native Whites, 60%; Negroes, 35%; Foreign Born, 5%; Industrial Workers, 40%; Dwellings, 52,400.

Schools: Public Grade, 67; High, 5; Colleges, 2; Junior, 6; Business Colleges, 5; Parochial, 8. Number of Pupils, 59,202.

Churches: 347. Baptist, (membership), 18,500; Christian Science, 3,000; Congregational, Episcopal, 10,000; Hebrew, 12,000; Methodist, 32,000; Presbyterian, 12,000; Roman Catholic, 12,500; Miscellaneous—Christian, 6,000.

Banks: National and State, 30; Federal Reserve Branch, Total Resources (all banks), \$107,818,225; Deposits Total (all banks), \$93,742,010. Bank Clearings, \$1,372,000,000. (12 months). Total Capital (all banks) \$5,275,000.

Theatres: Legitimate, 2; Moving Pictures, 30; Vaudeville, 3; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 35,500.

Location: Birmingham is located in north-central Alabama and extends up and down Jones Valley for 18 miles. The valley is five miles across, country hilly, mining center, coal, iron, limestone and minerals. Served by Louisville & Nashville R.R.; Southern Railway System, Alabama Great Southern R.R.; Atlanta, Birmingham & Atlantic Ry.; Central of Georgia Ry.; Illinois Central R.R.; Mobile & Ohio R.R.; Seaboard Air Line Ry.; St. Louis & San Francisco R.R. Two district railways serve the main lines—Birmingham Southern Ry. and the Birmingham Belt Line. Thirty miles from Warrior River, which has barge lines leading direct to Gulf. Can ship direct by water. Birmingham covers 52 square miles. To nearest large city, by railroad, 6 hours; by auto, 8 hours.

Principal Industries: Coal, iron and steel and by-products. Cement, brick and hollow tile, structural and bridge steel, railroad cars, rails and equipment, cotton gins and machinery, coke, tar, benzol and all by-products of coal. Lumber manufacturing.

Manufacturing Establishments: 776. Varied products manufactured, 1,913. Leading firms: Tennessee Coal, Iron & Railroad Co., and the American Steel & Wire Co., subsidiaries of the United States Steel Corporation; Sloss-Sheffield Steel & Iron Co., Woodward Iron Co., Gulf States Steel Co., Republic Iron & Steel Co., Alabama By-Product Co., Pratt Consolidated Coal Co., De Bardeleben Coal Corp., American Cast Iron Pipe Co., Lehigh Portland Cement Co., Alabama Portland Cement Co., Atlas Portland Cement Co., Continental Gin Co., Hardie-Tynes Mfg. Co., Ingalls Iron Works, Virginia Bridge & Iron Co., The Barrett Co., American Radiator Co., Alabama Power Co., Grissell Chemical Co., Stockham Pipe & Fittings Co., Kaul Lumber Co. Total value of yearly output of factories estimated at \$600,000,000.

Special Information: Birmingham is the center of the industrial South and is referred to as the "Pittsburgh of the South." City is only 55 years old and is one of the largest cities for its age in the country. Phenomenal growth due to rapid expansion of coal, iron and steel business; unlimited supplies of coal and iron remain in hills surrounding Birmingham. Recent rapid growth of cement industry adds another basic industry to Birmingham.

Residential Features: Private residence prevail; very few two-family homes; best residential sections and one of the finest in South, located on Red Mountain, south of business district; majority of homes of bungalow type. On account of continued large increase in population many magnificent apartments have been constructed in the last two years.

Retail Shopping Section: Bounded by L. & N. R.R. tracks on south, Fifth Avenue on north, six blocks; 17th Street on west, and 23d Street on north, three blocks. These are boundaries of retail, department store section. Downtown retail section reaches from L. & N. tracks to Eighth Avenue 16th Street to 26th Street. Eight blocks by ten blocks.

Trading Area: Within radius of 52 miles, including such small cities as Anniston, Gadsden, Jasper, Carbon Hill, Sylacauga, Talladega, Tuscaloosa and Cullman.

Wholesale Houses: Groceries, 27; produce, 40; meats, 14; hardware, 4; dry goods, 17; electric, 8; drugs, 3; bottlers, 11; cigars and tobacco, 5; confections, 15; flour, feed and grain, 35; jewelers, 3; lumber, 42; shoes, 3; bakers, 8.

Number of Real Outlets for Nationally Advertised Products: Passenger automobile agencies, 34; commercial automobile agencies, 16; automobile accessories, 109; automobile tire agencies, 48; bakers, 47; cigar stores and stands (including hotels), 1,260 (chain, 22); confectioners (including hotels), 116; delicatessens, 14; dressmakers, 61; druggists, 185 (chain, 15); dry goods, 81; florists, 25; fruits, 138; furniture, 126; furriers, 4; garages (public), 74; grocers, 1,104 (chain, 260); hardware, 34; jewelry, 57; meat markets, 18 (chain, 3); men's furnishings, 32; men's clothing, 6; merchant tailors, 56; milliners, 14; opticians, 19; photographers, 24; pianos (and miscellaneous musical instruments), 13; radio supplies, 19; restaurants (including hotels), 444 (chain, 12); shoes, 33; sporting goods, 4; stationers, 8; women's apparel, 20.

Miscellaneous Data: Average temperature, 63 degrees; average number of rainy days per twelve months, 43.02. Doctors (medical, 292); (dentists, 118); (osteopaths, 4); street car service; gas, artificial; number of meters, 30,062; electric current, alternating and direct; number of wired houses, 42,000. Number of automobile registrations, 33,152; water, soft.

DOTHAN, ALA.

(Houston County)

1920 Population, 10,034.

City and Suburban Estimate (1926) 18,000.

Native Whites, 60%; Negroes, 40%; English Reading, 100%.

Schools: Public Grade, 3; High, 1; Junior High, 2.

Churches: Baptist, 3; Christian Science, 1; Episcopal, 1; Methodist, 3; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 1.

Banks: National, 3; State, 1.

Theatres: Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), Municipal Opera House; Total number of seats, 2,000.

Location: Dothan is located in the extreme southeast corner of Alabama, is on the Atlantic Coast Line, Atlantic and St. Andrews Bay, and Central of Georgia R.R.s., connecting Dothan with all the larger cities of the South. The Atlanta & St. Andrews Bay Railroad furnishes us a direct route to the Gulf of Mexico, only 80 miles to the south. The nearest larger city is Montgomery, 4 hours distant by automobile and 4 hours by railroad.

Principal Industries: Agriculture, fertilizer, and lumber manufacturers; coffins and caskets, overall and mattress factories, peanut oil mills, cigar factories, cottonseed oil mills, sulphuric acid plant.

Manufacturing Establishments: Home Guano Co. (Red Fox), Grascilla Chemical Co., Dothan Coffin & Casket Co., Inc.; Bama Cigar Co., Virginia-Carolina Chemical Co., Southern Cotton Oil Mill Co., Young-Sanders Oil Mill Co., Williams-Voris Lumber Co., Dothan Overall Factory,

Dothan Mattress Factory, Dothan Oil Mill, Dothan Ice Cream Co., Houston Guano Co., Dothan Guano Co.

Special Information: In 1890 Dothan's population was 247; 1900, 3,275; 1910, 7,016; 1920, 10,034; 1925 (post office statement), 18,788. Dothan is in the center of the wiregrass region of south Alabama, and has a trade territory of 200,000 derived from a number of small towns within a radius of 80 miles. It is one of the largest distributing centers in this section, reaching south-east Alabama, southwest Georgia and west Florida.

Residential Features: 1,997 White residences, approximately 600 Negro dwellings, 6 apartment houses.

Retail Shopping Section: Foster Street, 3 blocks; Main Street, 4 blocks; St. Andrews Street, 5 blocks; Crawford Street, 2 blocks; Troy Street, 3 blocks; College Street, 2 blocks; Powell Street, 3 blocks; Oates Street, 2 blocks.

Trading Area: North, as far as Abbeville, Ala., and Ft. Gaines, Ga., 35 miles; west as far as Florida, Ala., 60 miles; south as far as Panama City, Fla., 80 miles; east as far as Bainbridge, Ga., 60 miles. Towns within a radius of 50 miles are: Abbeville, Ft. Gaines, Headland, Newville, Ozark, Brundidge, Newton, Pinkard, Midland City, Slocumb, Hartford, Geneva, Webb, Samson, Taylor, Ashford, Cowarts, Malvern, Madrid, Alaga, Cottonwood, Ala.; Cottondale, Fla.; Campbellton, Fla.; Blakely, Ga.; Donaldsonville, Ga.; and other small towns.

Wholesale Houses: Groceries, 6; Meats, 1; Fruits, 3; Hardware, 2; Dry Goods, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial automobile agencies, 2; automobile accessories, 15; automobile tire agencies, 7; bakers, 2; total cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 8; dressmakers, 10; druggists, 7; dry goods, 10; department stores, 7; electrical supplies, 2; florists, 3; fruits, 3; furniture, 5; garages (public), 15; total grocers, 66 (chain, 2); hardware, 4; jewelry, 3; meat markets, 14; men's furnishings, 4; men's clothing, 9; merchant tailors, 5; milliners, 6; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 4; shoes, 17; sporting goods, 2; stationers, 4; women's apparel, 8.

Miscellaneous Data: Average temperature, 65 degrees; most pleasant months, Jan. to June, Sept. to Dec., inclusive. Doctors (medical, 14); (dentists, 6); number of wired houses, 1,800; electric current, alternating; water, hard.

FLORENCE, ALABAMA

(Lauderdale County)

1920 Population, 10,529.

City and Suburban Estimate, 1926 School Census, 19,300. Most important cities and towns in this area are: Sheffield, Tusculumbia, Russellville, Lawrenceburg.

Native Whites, 75%; Negroes, 22%; Foreign Born, 3%; Industrial Workers, 20%; English reading, 98%; Families, 3,860 approx.

Schools: Public Grade, 5; High, 2; Junior High, 2; Parochial, 1; Normal Training, 3; Negro Graded, 1; Negro High, 1. Number of Pupils, 4,910.

Churches: Baptist, 8; Christian Science, 1; Congregational, 2; Episcopal, 1; Hebrew, 1; Christian, 2; Nazarene, 1; Methodist, 4; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 1.

Banks: National, 1; State, 4; Total Resources (all banks), \$4,000,000; Savings Bank Deposits Total (all banks), \$1,000,000, aggregate (approx.).

Theatres: Legitimate, 1; Moving Pictures and Vaudeville, 1 (combination); Motion Pictures, 1; White, 1; Colored, 1; Miscellaneous (Auditoriums, etc.), 4.

Location: On Louisville & Nashville R.R., 122 miles south of Nashville, Tenn., on the Tennessee River, at the foot of the famous Muscle Shoals. Wilson Dam, greatest hydro-

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ALABAMA (Cont'd)

electric development in America, is just outside of corporate limits of the city. To nearest city, by railroad, 5 hours; by automobile, 6 hours.

Principal Industries: Iron furnaces, wagon building plant, knit underwear factory, cotton mills, fertilizer plant, stove foundry, asphalt producing plant, cotton gins, grist mills, lumber mills, dimension mills. Located within a hundred mile radius of coal, iron, phosphate, limestone, asphalt, kaolin, bauxite and with the greatest hydro-electric power in the world at its front door. At head of present navigation on the Tennessee River.

Residential Features: Said to be one of the most beautiful small cities in this section of the South. Streets broad and well-paved. Over 20 miles of asphalt streets. Beautiful and well-kept residences. Great majority of population own their own homes. Health conditions far above average. Recent inspection by U. S. Health Service said: "Florence and Lauderdale County can be held up as a model community from health standpoint." Municipally owned waterworks thoroughly modern.

Retail Shopping Section: Occupies approximately eight city blocks, and there are two suburban shopping centers, each with a group of stores.

Trading Area: Extends in a 30-mile circle around city, with bus service to all important points. Three national highways converge at Florence, Jackson, Lee and Scenic. All three of these highways are routed across the top of Wilson Dam.

Wholesale Houses: Groceries, 4; meats, 1; fruits, 2; hardware, 1; dry goods, 1; miscellaneous lines, drugs and sundries, 1; produce, 1; meat packing distributing offices, 2.

Number of Retail Outlets for National Advertised Products: Passenger automobile agencies, 19; commercial automobile agencies, 5; automobile accessories, 5; automobile tire agencies, 14; bakers, 3; cigar stores and stands (including hotels), 7; confectioners (including hotel stands), 3; delicatessens, 2; dressmakers, 12; druggists, 9; dry goods, 18; department stores, 2; electrical supplies, 3; florists, 2; furniture, 7; furriers, 1; garages (public), 3; groceries, 54 (chain, 6); hardware, 4; jewelry, 2; meat markets, 6; men's furnishings, 7; men's clothing, 2; merchant tailors, 4; milliners, 3; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 4; restaurants (including hotels), 14; shoes, 2; sporting goods, 5; stationers, 1; women's apparel, 7; decorators and drapers, 1.

Miscellaneous Data: Doctors (medical, 24); (dentists, 7); (osteopaths, 2); number of wired houses, 1,800; street car service; gas, artificial; number of meters, 700; electric current, alternating; water, soft.

GADSDEN, ALA.

(Etowah County)

1920 Population, 14,787 (1926, est. 22,160).

City and Suburban Estimate, 32,355.

Native Whites, 79%; Negroes, 20%; Foreign Born, 1%; Industrial Workers, 25%; English Reading, 85%; Families, 3,500.

Schools: Public Grade, 6; High, 1; Parochial, 1. Number of Pupils, 3,150.

Churches: Baptist, 3; Episcopal, 1; Hebrew, 1; Methodist, 3; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 2; State, 1; Total Resources (all banks), \$6,250,000; Savings Bank Deposits Total, \$1,250,000.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 2,300.

Location: On Coosa River. Water transportation to Rome, Ga., and south to Lock 3, on Coosa River. Served by the Louisville & Nashville Ry.; Nashville, Chattanooga & St. Louis Ry.; Southern Ry.; Alabama Great Southern Ry.; Tennessee, Alabama & Georgia Ry., and interurban lines to Alabama City and Attalla.

Principal Industries: Iron and steel, including pig iron, steel billets, merchants' bar iron, reinforcing steel for concrete construction, ties, fish plates, wire (plain and barbed), wire fencing, nails and staples, stoves and ranges, plumbers' pipe and fittings, also brass plumbers' fittings, steam fittings, doors, sash and blinds, general lumber supplies, fertilizers, overalls, hosiery, mattresses, cotton goods, hot air house-heating furnaces, brick, jugware, cast-iron pipe.

Manufacturing Establishments: 47. Leading firms: Gulf States Steel Co., Dwight Mfg. Co., Southern Mfg. Co., A. & J. Stores, Stringer Bros., Alabama Pipe Co., Walworth Alabama Co., The Alabama Co., Eureka Foundry Co., Etowah Foundry & Machine Co., Davis-Alcott Co., Wetter Pipe Co., United Overall Co., Agricola Furnace Co.

Special Information: Gadsden's location on the Coosa River at the southern end of Lookout Mountain, with its numerous railroads, makes it the distributing point of a large territory.

Residential Features: Mostly one-family houses, a few apartments, and a few double residences. The Bellevue Highland section, on Lookout Mountain near the city and surrounding beautiful Noccalula Falls, is being developed and promises to be one of the finest residential sections in the South.

Retail Shopping Section: Extends 4 blocks on Broad Street, 3 blocks on Chestnut, 3 blocks on Third, 2 blocks on Fifth, and 2 blocks on Sixth. There are several small outlying shop-

ping centers—the largest being at the corner of Forest Avenue and Twelfth Street.

Trading Area: The retail trade covers a radius of from 30 to 45 miles, containing a population of, approximately, 150,000. The improved roads are extending it farther.

Wholesale Houses: Groceries, 8; meats, 2; fruits, 2; hardware, 1; dry goods, 1; Miscellaneous lines, 2 notions.

Number of Retail Outlets for National Advertised Products: Passenger automobile agencies, 8; commercial automobile agencies, 3; automobile tire agencies, 4; bakers, 2; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 9; delicatessens, 3; druggists, 9; department stores, 3; electrical supplies, 2; florists, 3; fruits, 10; furniture, 9; garages (public), 10; men's furnishings, 6; men's clothing, 6; merchant tailors, 2; milliners, 8; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 11; shoes, 2 (exclusive—12 or more dealers); sporting goods, 4; stationers, 3; women's apparel, 7.

HUNTSVILLE, ALABAMA

(Madison County)

1920 Population, 8,018.

City and Suburban Estimate (1926), 25,000.

Native Whites, 70%; Negroes, 20%; Foreign Born, 10%; English Reading, 95% Families, 4,650.

Schools: Public Grade, 2; High, 1; Junior High, 1; Number of Pupils, 2,800; Huntsville College, 250.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 5.

Banks: National, 2; State, 3; Total Resources (all banks), over \$8,000,000; Savings Bank Deposits Total (all banks), over \$2,000,000.

Theatre: Legitimate, 4; Moving Pictures, 3; Vaudeville, 1. Total number of seats, 2,000.

Location: So. Ry.; N. C. & St. L. Ry.

Principal Industries: Cotton mills, foundries, agriculture and nurseries, also live stock.

Trading Area: 50 miles.

Wholesale Houses: Groceries, 5; meats, 2; fruits, 3; hardware, 4; dry goods, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, about 50; commercial automobile agencies, 5; automobile accessories, 5; automobile tire agencies, 8; bakers, 3; cigar stores and stands (including hotels), 2; confectioners (including hotel stands), 3; delicatessens, 5; druggists, 10; dry goods, 40 to 50; department stores, 10; electrical supplies, 5; florists, 2; fruits, 6; furniture, 10; furriers, 2; garages (public), 10; grocers, 18; hardware, 4; jewelry, 4; meat markets, 21; men's furnishings, 10; men's clothing, 10; merchant tailors, 3; milliners, 3; opticians, 8; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 1; restaurants (including hotels), 10; shoes, 2; sporting goods, 1; stationers, 2; women's apparel, 10.

MOBILE, ALA.

(Mobile County)

1920 Population, 60,777.

City and Suburban Estimate, 105,000.

Native Whites, 61%; Negroes, 34%; Foreign Born, 5%; Industrial Workers, 32%; English Reading, 85%; Families, 11,201.

Schools: Public Grade, 38; High, 2. Number of Pupils, 20,105.

Churches: 40.**Banks:** 4. Total Resources, \$31,160,500.**Theatres:** 9. Total number of seats, 7,300.

Location: On main line Louisville & Nashville R.R.; served by Southern R.R., Mobile & Ohio R.R.; Missouri Central.

Principal Industries: Shipbuilding, lumber, foundries, steel, cotton mills, turpentine cups, canning plants, grain elevator.

Residential Features: Mostly individual of Southern type.

Retail Shopping Section: Covers area of 15 or 16 blocks.

Trading Area: Radius of 25 miles.

Wholesale Houses: Groceries, 15; meats, 7; fruits, 3; hardware, 1; dry goods, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 26; commercial auto agencies, 10; automobile accessories, 26; automobile tire agencies, 18; bakers, 17; cigar stores and stands (including hotels), 19; confectioners (including hotel stands), 18; delicatessens, 1; dressmakers, 31; druggists, 28; dry goods, 25; department stores, 4; electrical supplies, 7; florists, 3; fruits, 23; furniture, 28; furriers, 1; garages (public), 20; grocers, 330; hardware, 6; jewelry, 11; meat markets, 51; men's furnishings, 33; men's clothing, 33; merchant tailors, 7; milliners, 11; opticians, 5; photographers, 4; pianos (and miscellaneous musical instruments), 4; radio supplies, 5; restaurants (including hotels), 58; shoes, 18; sporting goods, 4; stationers, 9; women's apparel, 7.

MONTGOMERY, ALABAMA

(Montgomery County)

1920 Population, 43,464 (1926, est. 60,000).

City and Suburban Estimate, 65,000. Most important towns and cities in this area are: Selma (pop. 15,589); Troy (5,696); Dothan (10,034); Andalusia (4,023).

Native Whites, 60%; Negroes, 39% Foreign

Born, 1%; Industrial Workers, 20%; English Reading, 90%.

Schools: Public Grade, 10; High, 3; Junior High, 2; Parochial, 2.

Churches: Baptist, 3; Christian Science, 1; Congregational, 1; Episcopal, 2; Hebrew, 2; Methodist, 4; Presbyterian, 2 (white only); Roman Catholic, 3; Miscellaneous, 1.

Banks: Total Capital, Surplus and Undivided Profits, \$3,058,809.73; Total Deposits (all banks), \$10,591,393.97; Total Resources (all banks), \$21,654,352.10; Total Bank Clearings, (12 months), (1925), over \$93,000,000.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Burlesque, none; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 6,000.

Location: L. & N. R. R.; Western Railway of Ala.; Central of Ga. Ry.; S. A. L. Ry.; A. C. L. Ry.; Mobile & Ohio Ry. On Alabama River, head of navigation. To nearest large city by railroad, 3 hours; by automobile, 4 hours.

Principal Industries: Textiles; railroad repair shops; commercial; fertilizer; lumber and timber products; agricultural products (syrup, etc.); brick and tile; Water Power Co.

Manufacturing Establishments: 170. Leading firms: Ala. Ga. Syrup Co., Penick & Ford Syrup Co., Southern Cotton Oil Co., V. C. C. Chem. Co., American Agricultural Chemical Co., Jenkins Brick Co., Anderson Lumber Co., Georgia Show Case Co., Southern Dairies, Inc.

Total value of yearly output of factories estimated at \$25,000,000.

Residential Features: Largely single cottages and duplex houses. Chiefly owned by the occupant. River and industrial section on the north, and residential section to the south.

Retail Shopping Section: Business section covering about 20 square blocks is located just between the railroad and industrial section and the residential section.

Trading Area: The wholesale trade area has a radius of about 150 to 200 miles. The retail trade covers a territory of approximately 50 miles.

Wholesale Houses: Groceries, 5; meats, 5; fruits, 5; hardware, 4; dry goods, 4; drugs, 2; Miscellaneous Lines—Shoes, 2; paper, 3; cigars and tobacco, 2; candy, 2; miscellaneous, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial automobile agencies, 3; automobile accessories, 25; automobile tire agencies, 7; bakers, 6; cigar stores and stands (including hotels), 27 (chain, 1); confectioners (including hotel stands), 17; delicatessens, 6; druggists, 29 (chain, 1); dry goods, 18; department stores, 4; electrical supplies, 8; florists, 2; furniture, 7; garages (public), 25; grocers, 260 (chain, 40); hardware, 4; jewelry, 6; meat markets, 60; men's furnishings, 9; men's clothing, 9; merchant tailors, 3; milliners, 4; opticians, 4; photographers, 5; pianos (and miscellaneous musical instruments), 3; radio supplies, 12; restaurants (including hotels), 19 (chain, 1); shoes, 5; sporting goods, 4; stationers, 5; women's apparel, 15.

Miscellaneous Data: Doctors (medical, 78); (dentists, 32); (osteopaths, 2). Average temperature, 66 degrees; average number of rainy days per twelve months, 33½; most pleasant months, April, May, October, November; number of wired houses, 10,588; street car service; gas, artificial; number of meters, 3,170; electric current, alternating and direct; water, soft. Number of automobile registrations, 8,000 in city.

OPELIKA, ALA.

(Lee County)

1920 Population, 4,960 (1925 est. 6,135).

City and Suburban Estimate, 10,000.

Native Whites, 55%; Negroes, 44%; Foreign Born, 1%; Families, 1,377.

Schools: Public Grade, 3; High, 1; Number of Pupils, 1,371.

Churches: Baptist, 2; Episcopal, 1; Methodist, 3; Presbyterian, 1; Roman Catholic, 1.

Banks: National, 3; Total Resources, \$4,020,672.43.

Theatres: Legitimate, 1; Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 1,240.

Location: At intersection of Central of Georgia, and Western & Alabama R.Rs. To nearest large city, by railroad, 2 hours; by auto, 2½ hours.

Principal Industries: Cotton mills, oil mill, mattresses and overalls, dressed lumber, fertilizer, dairy products, stock raising, cotton growing.

Special Information: Opelika is a cotton center, and surrounding country is going into diversified farming. It has 7 miles of paved highway to Auburn, Ala.

Residential Features: Many large homes, but small bungalows are being built.

Trading Area: Extends from 30 to 40 miles. Wholesale Houses: 5.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 4; commercial automobile agencies, 3; automobile accessories, 6; bakers, 3; cigar stores and stands, 3; confectioners, 3; druggists, 5; dry goods, 12; department stores, 2; florist, 1; furniture, 3; garages, 7; grocers, 15 (chain, 2); meat markets, 3; men's furnishings, 4; merchant tailors, 1; milliners, 2; opticians, 1; photographer, 1; radio supplies, 2; restaurants, 2; shoes, 6; stationers, 1; sporting goods, 1.

Miscellaneous Data: Average temperature, 63 degrees; average number of rainy days per 12 months, 32; most pleasant months, April to Nov. Doctors (medical, 7); (dentists, 4); (osteopaths, 1); number of wired houses, 970; electric current, alternating; water, soft.

SELMA, ALA.

(Dallas County)

1920 Population, 15,589 (1926 est. 19,000).

City and Suburban Estimate, 25,000.

Native Whites, 48.3%; Negroes, 52.6%; Foreign Born, 1.1%; English Reading, 95%; Families, 4,232.

Schools: Public Grade, 5 white, 2 colored; High, 1 white, 1 colored; Junior High, 1 white; Parochial, 1; Number of Pupils, about 2,100 in white schools, 1,400 in colored.

Churches: Baptist, 2 white, 12 colored; Christian Science, 1 white; Congregational, 1 colored; Episcopal, 1 white; Hebrew, 2 white; Methodist, 3 white, 6 colored; Presbyterian, 3 white, 2 colored; Roman Catholic, 1 white; Miscellaneous, 4 white, 1 colored.

Banks: National, 2; State, 3; Total Resources, \$10,000,000; Savings Bank Deposits \$2,000,000.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 3,600.

Location: Southern, Western of Alabama and Louisville and Nashville Railroads. Ala. River Steamboat service. Naturally located so as to serve as the distribution point for the rapidly developing Gulf States. Proximity to the Port of Mobile makes Selma destined to become an inland port of considerable consequence.

Principal Industries: Textile, lumber and cotton seed products, also creamery products.

Manufacturing Establishments: 51. Leading firms: Sunset Textile Mills, Selma Manufacturing Co., Dallas Lumber Company, Buckeye & People's Cotton Oil Companies, Union Iron Works, Dallas Canning Co. and Southern R.R. Shops, Selma Creamery & Ice Co., Purity Creamery & Ice Co., Selma Maid Syrup Co., Brownlee-Lowery Lumber Co., Selma Dairy Products Co. Total value of yearly output of factories estimated at \$12,000,000.

Special Information: Location of city in the rich, fertile agricultural section of the South makes it an important trade center for Alabama. Water and rail transportation makes it an ideal location for textile mills, furniture factories, and its proximity to the iron and coal fields, with its cheap hydro-electric power makes it admirably suited for location of foundries.

Residential Features: Delightful climate and pure artesian water makes it an ideal city in which to live. Private homes predominate, with a very large percentage of the homes owned by the occupants. The town is growing rapidly and steadily.

Retail Shopping Section: Broad St., 4 blocks; Washington St., 3 blocks; Selma Ave., 2 blocks; Ala. Ave., 3 blocks; Water Ave., 2 blocks.

Trading Area: 70 miles west, 70 miles south, 60 miles north and 25 miles west.

Wholesale Houses: Groceries, 11; meats, 2; fruits, 1; hardware, 4; dry goods, 2; miscellaneous lines, candy, 1; seeds, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 1; automobile accessories, 15; automobile tire agencies, 9; bakers, 3; cigar stores and stands (including hotels), 18; confectioners (including hotel stands), 12; delicatessens, 1; dressmakers, 7; druggists, 12; dry goods, 12; department stores, 8; electrical supplies, 4; florists, 4; fruits, 4; furniture, 9; garages (public), 3; grocers, 90; hardware, 6; jewelry, 9; meat markets, 8; men's furnishings, 1; men's clothing, 8; merchant tailors, 1; milliners, 3; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 5; radio supplies, 1; restaurants (including hotels), 26; shoes, 6; sporting goods, 3; stationers, 2; women's apparel, 10.

SHEFFIELD, ALA.

(Colbert County)

1920 Population, 6,682.

City and Suburban Estimate, 10,000.

Native Whites, 75%; Negroes, 22%; Foreign Born, 3%; Industrial Workers, 12%; English Reading, 80%; Families, 1,360.

Schools: 3. Number of Pupils, 2,400.**Churches:** 11.**Banks:** 2. Total Resources, \$1,900,000.**Theatres:** 2. Total number of seats, 1,000.

Location: On Tennessee River in northern part of state. Served by Southern and L. & N. R.I.

Principal Industries: Pig iron and blast furnaces, stove foundry, Cottonseed oil, railroad shops, machine shops, nitrate plant, agriculture.

Residential Features: Mostly one and two-family houses of southern and bungalow types.

Retail Shopping Section: Six blocks along Montgomery Street.

Trading Area: Radius about 30 miles.

Wholesale Houses: Groceries, 1; meats, 1; fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 13; commercial auto. agencies, 5; automobile accessories, 13; automobile tire agencies, 5; bakers, 1; cigar stores and stands (including hotels), 6; confectioners (including hotel stands), 3; delicatessens, 1; dressmakers, 7; druggists, 9; dry goods, 10; department stores, 1; electrical supplies, 3; florists, 1; fruits, 2; furniture, 6; garages (public), 10; grocers, 60; hardware, 4; jewelry, 3; meat markets, 8; men's furnishings, 10; men's clothing, 4; merchant tailors, 2; milliners, 6; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 2; restaurants (including hotels), 10; shoes, 8; sporting goods, 2; stationers, 1; women's apparel, 4.

ALABAMA, ALASKA and ARIZONA Markets in Standard Surveys

TROY, ALA.

(Pike County)

1920 Population, 5,696 (1925 est. 6,862).

City and Suburban Estimate, 8,000. Most important cities and towns in this area are: Brundridge (pop. 2,000); Goshen (1,200); Lu-verne (2,000); Glenwood (1,500).

Native Whites, 75%; Negroes, 25%; Industrial Workers, 10%; English Reading, 100%; Families, 1,350.

Schools: Public Grade, 1; High, 1; Junior High, 1; Number of Pupils, 1,850; State Normal, 1,150 pupils.

Churches: Baptist, 8; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1.

Banks: National, 2; State, 2; Total Resources, \$4,720,000; Savings Bank Deposits Total, \$1,973,000.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2.

Location: Atlantic Coast Line and Central of Georgia Railroads serve Troy in Southeastern Alabama, about fifty miles from the capital of the state.

Principal Industries: Farming.

Manufacturing Establishments: 6. Leading firms: Standard Chemical & Oil Co., Troy Veneer & Crate Co., Wiley Fertilizer Co., Troy Chemical Co., James Lumber Co.

Special Information: Location of one of the State Normal Schools with about 1,150 attending yearly. Center of rich farming territory.

Residential Features: Practically all one-family homes. Most streets are either paved or in the course of. Private homes.

Retail Shopping Section: Three Notch (5), Elm (3), Church (4), Love (2), Market (4), Oak (4), Walnut (3), and College (2). Town is built on the square style. In other words, the heart of the business district circles the County Court House, forming the Square of the town.

Trading Area: Extends about 25 miles in every direction.

Wholesale Houses: Groceries, 4; fruits, 1; hardware, 1; dry goods, 1; lumber, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial automobile agencies, 3; automobile accessories, 6; automobile tire agencies, 14; bakers, 1; cigar stores and stands (including hotel stands), 3; confectioners (including hotel stands), 1; delicatessens, 1; dressmakers, 3; druggists, 6; dry goods, 14; department stores, 4; electrical supplies, 2; florists, 1; furniture, 3; furriers, 1; grocers, 14; hardware, 4; jewelry, 2; meat markets, 5; men's furnishings, 6; men's clothing, 6; merchant tailors, 2; milliners, 6; opticians, 2; photographers, 1; radio supplies, 4; restaurants (including hotels), 8; shoes, 2; sporting goods, 3; stationers, 2.

Miscellaneous Data: Doctors (medical, 7); (dentists, 5); electric current, alternating; water, soft.

TUSCALOOSA, ALABAMA

(Tuscaloosa County)

1920 Population, 11,996.

City and Suburban Estimate (1926), 30,000.

Native Whites, 23,000; Negroes, 5,250; Foreign Born 95%; Industrial Workers, 5,600; English Reading, 100%; Families, 4,400.

Schools: Public Grade, 11; High, 4; Junior High, 3; Parochial, 2; Number of Pupils, 3,846. University of Alabama, enrollment, 4,000.

Churches: Baptist, 3; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 2.

Banks: National, 2; State, 1; Total Resources (all banks), \$9,311,000.; Saving Bank Deposits Total (all banks), \$7,812,000.

Theatres: Legitimate, 1; Moving Pictures, 5; Total number of seats, 2,000.

Location: Southern, Mobile & Ohio, Louisville & Nashville. On the Warrior River, Government barge line to Mobile and New Orleans. Bus lines to suburban towns. Belt line around city. To nearest large city, by railroad, 2½ hours; by automobile, 2 hours.

Principal Industries: Iron, coal, lumber, coke, iron pipe, furniture, brick and clay products.

Manufacturing Establishments: 46. Leading firms: Central Iron & Coal Co., Kaul Lumber Co., Horn Veneer Co., Fox Brick Co., Senet Solvay Co. Total value of yearly output of factories estimated at \$5,000,000.

Special Information: Location of the University of Alabama. Water transportation.

Residential Features: Six, to eight-room bungalow homes predominate. Ten exclusive residential sections with homes costing \$8,000 to \$15,000. Two industrial sections.

Retail Shopping Section: The business district is confined within approximately fifteen blocks, and contains 4 department stores, 4 hardware stores and 13 drug stores.

Trading Area: Covers a radius of 30 miles, or 34 miles north, 55 miles west, 40 miles south, 25 miles east.

Wholesale Houses: Groceries, 7; meats, 4; fruits, 5; hardware, 2; dry goods, 1; miscellaneous lines; bottling works, 4.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agen-

cies, 13; commercial automobile agencies, 6; automobile accessories, 13; automobile tire agencies, 15; bakers, 2; cigar stores and stands (including hotels), 14; confectioners (including hotel stands), 20; delicatessens, 3; dressmakers, 2; druggists, 13; dry goods, 12; department stores, 5; electrical supplies, 3; florists, 3; fruits, 6; furniture, 7; furriers, 7; garages (public), 15; grocers, 85 (chain, 18); hardware, 4; jewelry, 4; meat markets, 7; men's furnishings, 12; men's clothing, 9; merchant tailors, 3; milliners, 8; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 37; shoes, 10; sporting goods, 5; stationers, 7; women's apparel, 12.

Miscellaneous Data: Most pleasant months in the years: May, June, Sept., Oct., Nov. Doctors (medical, 30); (dentists, 13); number of wired houses, 2,500; street car service; gas, artificial; electric current, alternating; water, soft.

Standard Surveys of ALASKA

ANCHORAGE, ALASKA

(Third Judicial Division)

1920 Population, 1,856.

City and Suburban Estimate, 1,000.

Native Whites, 90%; Foreign Born, 1%; English Reading, 100%; Families, 1,000.

Schools: Public Grade, 1; High, 1; Junior High, 1; Number of Pupils, 300.

Churches: Christian Science, 1; Episcopal, 1; Presbyterian, 1; Roman Catholic, 1.

Banks: National, 1; State, 2; Total Resources, \$1,300,000; Savings Bank Deposits Total, \$500,000.

Theatres: Moving Pictures, 1; Total number of seats, 600.

Location: On Alaskan Railroad.

SEWARD, ALASKA

(Third Judicial Division)

1920 Population, 652. (860 est. in 1926).

Native Whites, 90%; Negroes, 3 only; English Reading, 100%; Families, 400.

Schools: Public Grade, 1; High, 1.

Churches: Episcopal, 1; Methodist, 1; Roman Catholic, 1.

Banks: One Territorial: Capital, Surplus and Undivided Profits, \$42,268.45; Deposits, \$375,150.43. Total Resources, \$417,418.88. (July, 1926).

Theatres: Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 700.

Location: Head of Resurrection Bay, gateway to interior points, also to Aleutian Islands, Pribilof's Cold Bay oil fields, and to Fairbanks and Anchorage. Coast terminal of Alaska R. R., Pacific S. S. Co. and Alaska S. S. Co., and San Juan mail boat, Starr, which plies westward.

Principal Industries: Mining, fishing, fur farms, farming, printing, railroad shops, outfitting point for big-game hunters, lumbering, Standard Oil station, cold storage, cannery, summer resort at Lake Kenai. Kenai Peninsula is the breeding ground for Alaskan game.

Special Information: Seward is the salt water terminus of the Alaska Northern Railroad, the basis of supplies for the Alaska Peninsula, with water transportation to the States all the year round.

Residential Features: Mostly one-family structures, one apartment house for 40 families. Modern homes and smaller apartment houses and hotels are numerous.

Retail Shopping Section: Railroad Ave to Adams (2 blocks) on Fourth St. (Main St.).

Trading Area: People come from about 52 miles on the railroad, and from Kenai Lake and from 2,000 miles from the westward and outlying islands. Seward is a large and important trading center, serving the immense westward district which, especially during the summer months, supports a population of approximately 20,000 people—mostly workers in the fish canneries.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 4; commercial auto. agencies, 4; automobile accessories, 4; automobile tire agencies, 4; bakers, 2; cigar stores and stands (including hotels), 4; confectioners (including hotel stands), 2; delicatessens, 1; dressmakers, 3; druggists, 1; dry goods, 2; department stores, 1; electrical supplies, 3; florists, 1; fruits, 1; furniture, 2; furriers, 2; garages (public), 2; grocers, 6; hardware, 3; jewelry, 2; meat markets, 2; men's furnishings, 3; men's clothing, 2; merchant tailors, 4; milliners, 1; opticians, 1; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 6; shoes, 3; sporting goods, 4; stationers, 3; women's apparel, 2; paint shops, 2; placer, and quartz mining products, 3; fox farms, 5.

Miscellaneous Data: Doctors (medical, 1); (dentists, 1); (osteopaths, 1); electric current, direct; number of wired houses, 300; water, soft.

Standard Surveys of ARIZONA

BISBEE & BISBEE MINING DISTRICT, ARIZ.

(Cochise County)

1920 Population, 9,205.

City and Suburban Estimate, including Bisbee mining district, 22,836.

Native Whites, 85%; Negroes, 1%; Foreign Born, 14%; Industrial Workers, 95%; English Reading, 92%; Families, 8,600.

Schools: Public Grade, 12; High, 1; Junior High, 3; Parochial, 1. Number of Pupils, 3,500.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 3; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 3.

Banks: State, 3; Total Resources, \$7,275,824.26.

Theatres: Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 3,100.

Location: 750 miles east of Los Angeles on Southern Pacific Ry., 9 miles from Mexican border in southeastern corner of Arizona. To nearest large city (El Paso, Tex.) by railroad, 11 hours; by auto, 16 hours.

Principal Industries: Mining and allied industries are the only ones in the district.

Special Information: Steam shovel mining on a large scale, coupled with largest known underground ore discoveries made during the present year, place the Bisbee District far in the front of the copper producers of the United States. Three large companies operate producing mines in the district, with two other large companies prospecting additional acreage. The population is a well-satisfied, well-paid class—the minimum wage being \$5.20 per day, and the average wage being \$6. Over fifty miles of railway trackage is above ground in the district, and more than 200 miles underground. Various towns in the district are reached by an electric railway. Bisbee and Lowell are the two leading trade centers.

Residential Features: Homes modern in every respect.

Retail Shopping Section: 14 blocks along Main Street and Brewery Gulch constitute the retail district, the other district being 4 blocks in Lowell, 3 miles from Bisbee.

Trading Area: Confined to the Warren district, with a good trade from outlying points in Cochise county and that portion of northern Sonora, Mexico, easily accessible to the district. Excellent concrete and macadam roads lead to the district from all the trading area.

Wholesale Houses: Groceries, 3; meats, 2; fruits, 4; hardware, 1; dry goods, 1; miscellaneous lines, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 13; commercial automobile agencies, 8; automobile accessories, 6; automobile tire agencies, 14; bakers, 5; cigar stores and stands (including hotels), 35; confectioners (including hotel stands), 20; delicatessens, 3; dressmakers, 3; druggists, 9; dry goods, 20; department stores, 4; electrical supplies, 4; florists, 2; fruits, 26; furniture, 7; garages (public), 22; grocers, 61 (chain, 3); hardware, 4; jewelry, 5; meat markets, 15 (chain, 2); men's furnishings, 12; men's clothing, 10; merchant tailors, 10; milliners, 6; opticians, 2; photographers, 4; pianos (and miscellaneous musical instruments), 3; radio supplies, 6; restaurants (including hotels), 24; shoes, 9; sporting goods, 3; stationers, 6; women's apparel, 15.

Miscellaneous Data: Most pleasant months, all but January, February and March. Doctors (medical, 16); (dentists, 5); (osteopaths, 3); gas, artificial; electric current, alternating; water, soft.

DOUGLAS, ARIZ.

(Cochise County)

1920 Population, 9,916 (11,677 est. 1926).

City and Suburban Estimate, 14,000.

Native Whites, 75%; Negroes, 1%; Foreign Born, 24%; English Reading, 85%.

Schools: Public Grade, 8; High, 1; Grammar, 1; Parochial, 1. Number of pupils, 2,700.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 1; State, 2; Total Resources (all banks), \$4,648,877.60 (June 30, 1926). Savings Bank Deposits Total, \$4,153,775.36 (June 30, 1926).

Theatres: Legitimate, 1; Moving Pictures, 3.

Location: On main line of Southern Pacific Railroad. State service and railroad (So. Pac. branch) in valley north of Douglas. Nacozari Railroad South into Mexico.

Principal Industries: Smelting of copper.

Manufacturing Establishments: 6. Leading

firms: Phelps Dodge Corp., Calumet & Arizona Mining Co., Arizona Gypsum Plaster Co.

Special Information: City modern in every respect. Metropolis of Sulphur Springs Valley, rich agricultural section. Splendid schools, churches, parks, public buildings and a progressive, hospitable citizenship. Bankhead Transcontinental Highway; free camping ground. Fine climate, maximum of sunshine, altitude, 3,390 feet. One of the greatest copper smelting cities in the West, smelters having monthly capacity of 31,000,000 pounds of copper. Fine paved streets—eight miles in length. Gateway to rich State of Sonora, Mexico.

Residential Features: Mostly one-family homes.

Retail Shopping Section: Business section concentrated, with a few grocery stores in outlying sections.

Trading Area: Fifty miles west, 90 miles east, 150 miles north, and 150 miles south in Sonora, Mexico.

Wholesale Houses: Groceries, 4; meats, 2; fruits, 2; hardware, 3; dry goods, 1; miscellaneous lines, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; automobile accessories, 13; automobile tire agencies, 15; bakers, 5; cigar stores and stands (including hotel stands), 10; confectioners (including hotel stands), 3; delicatessens, 2; dressmakers, 3; druggists, 5; dry goods, 8; department stores, 4; electrical supplies, 5; florists, 1; fruits, 20; furniture, 3; furriers, 2; garages (public), 10; grocers, 51; hardware, 3; jewelry, 2; meat markets, 7; men's furnishings, 7; men's clothing, 7; merchant tailors, 7; milliners, 5; opticians, 8; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants, 12 (including hotels, etc., 38); shoes, 7; sporting goods, 2; stationers, 5; women's apparel, 6.

MIAMI & GLOBE, ARIZ.

(Gila County)

1920 Population (Miami, 6,639; Globe, 7,044); Total, 13,733.

City and Suburban Estimate, 25,000.

Native Whites, 75%; Foreign Born, Mex., 25%; Industrial Workers, 80%; English Reading, 80%.

Schools: Public Grade, 16; High, 2; Junior High, 2; Number of Pupils, 7,000.

Churches: Baptist, 2; Christian Science, 2; Episcopal, 2; Methodist, 3; Presbyterian, 2; Roman Catholic, 2; Miscellaneous, 2.

Banks: National, 3; State, 2; Total Resources, \$5,935,000; Savings Bank Deposits Total, \$2,590,000.

Theatres: Legitimate, 2; Moving Pictures, 5; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 4. Total number of seats, 8,000.

Location: Arizona Eastern R.R., (subsidiary of the Southern Pacific) is the only railroad touching these two cities. Regular stage service to Phoenix in western part of state, also to New Mexico state line. Miami is terminal of Miami Superior Highway also on route of famous "Apache Trail" to Roosevelt Dam, 40 miles distant. To nearest large city, by railroad, 8 hours; by auto, 4 hours.

Principal Industries: Copper mining and smelting.

Manufacturing Establishments: Leading firms: Inspiration Con. Copper Co., Miami Copper Co., Old Dominion Copper Co., Boston and Superior International Smelting Co., Iron Cap. International smelts 23,000,000 pounds of copper per month. Present price of copper is 14½ cents f. o. b. New York. Total value of yearly output of factories estimated at \$42,000,000.

Special Information: Miami and Globe are situated about 6 miles apart. Due to congested living conditions, as far as homes are concerned, the employees, or rather a large number of them, who are employed at the smelters of the Miami Copper Co. and the Inspiration Co., live in Globe as well as in Miami. This has created a better business condition in both cities. While the freight rates are quite high in this region, these two cities are twelve-month towns. Monthly payroll over \$1,000,000. Not susceptible to mail order houses and very little outside trading in other cities. The district also draws trade from the big ranches in this vicinity. The Coolidge Dam on the Gila River, 25 miles distant from Miami, to cost \$5,500,000, is now in course of construction. It will generate power and irrigate 25,000 acres of adjacent land. The Inspiration Cons. Cop. Co.'s leading plant, to cost \$5,000,000, is now in course of construction at Miami. The Horse Mesa Dam, 60 miles from Miami on the Salt River, is building at a cost of \$4,500,000 to furnish cheap power for Miami mines and smelters. These three projects will be completed by the end of 1926, or early in 1927.

Residential Features: Mostly one-story houses. Inspiration, and Miami Copper Co.'s both have many houses near their mines for employees. All modern conditions in both cities.

Retail Shopping Section: In Globe, North Broad Street is principal business street, while in Miami there are 3 streets running parallel, extending about 7 city blocks, and 3 streets crosswise, 3 outlying sections between Globe and Miami, known as Lower Miami, Midland City, and small business city outside of Globe.

Trading Area: 7 miles west, south and east, also some intermittent business from the north—San Carlos, Indian Reservation, ranches, etc.

ARIZONA and ARKANSAS Newspaper Markets in Standard Surveys

ARIZONA (Cont'd)

Wholesale Houses: Groceries, 5; meats, 3; fruits, 3; hardware, 6; dry goods, 13; Miscellaneous lines, 14.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial automobile agencies, 4; automobile accessories, 17; automobile tire agencies, 15; bakers, 6; cigar stores and stands (including hotels), 35; confectioners (including hotel stands), 16; delicatessen, 10; dressmakers, 7; druggists, 10; dry goods, 13; department stores, 4; electrical supplies, 3; florists, 2; fruits, 10; furniture, 6; garages (public), 12; grocers, 36 (chain, 2); hardware, 6; jewelry, 6; meat markets, 5; men's furnishings, 12; men's clothing, 20; merchant tailors, 10; milliners, 9; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 6; radio supplies, 4; restaurants (including hotels), 28; shoes, 16; sporting goods, 8; stationers, 10; women's apparel, 11.

Miscellaneous Data: Average temperature, 70 degrees; average number of rainy days per twelve months, 6; most pleasant months, September to May. Doctors (medical, 30); dentists, 12; osteopaths, 4; gas, artificial; electric current, alternating; water, hard.

NOGALES, ARIZ.

(Santa Cruz County)

1920 Population, 5,199—(1926 est. 5,755)—plus 3,261 members of 25th U. S. Infantry (colored).

City and Suburban Estimate, 8,321, including 1,100 colored soldiers.

Native Whites, 45%; Negroes, 4%; Foreign Born, 51%; Industrial Workers, 12%; English Reading, 66%; Families, 1,400.

Schools: Public Grade, 3; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 1,447.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 2; Roman Catholic, 1.

Banks: National, 2; Total Resources, \$5,458,554.45. Savings Bank Deposits Total, \$1,148,737.24.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 2,576.

Location: On the Mexican border. Port of entry for the Southern Pacific Railway system extending 1,000 miles into the interior and is projected through to the city of Mexico.

Principal Industries: Eighty per cent of the business of Nogales is the export and import trade of the west coast of Mexico. Roy & Titcomb, Inc., has a large plant turning out Mexican hardwood products. This plant is now supplying sixty per cent of the cedar cigar boxes of the United States.

Manufacturing Establishments, 2. Leading firms: Roy & Titcomb, Inc., Arizona, Sonora Mfg. Co.

Residential Features: All residences of Nogales must be built of fireproof, or semi-fireproof materials.

Retail Shopping Section: Morley Ave., four blocks; Grand Ave., four blocks.

Trading Area: One thousand miles into Mexico—maximum of 44 miles into Santa Cruz County in the agricultural and mining district.

Wholesale Houses: Groceries, 2; meats, 1; fruits, 1; hardware, 1; dry goods, 2; automobile accessories and mining machinery.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial automobile agencies, 7; automobile accessories, 3; automobile tire agencies, 5; bakers, 3; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 5; dressmakers, 6; druggists, 3; dry goods, 11; department stores, 3; electrical supplies, 2; fruits, 4; furniture, 3; garages (public), 4; grocers, 14; hardware, 3; jewelry, 4; meat markets, 2; men's furnishings, 3; merchant tailors, 2; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 4; shoes, 2; sporting goods, 1; stationers, 2; women's apparel, 1.

PHOENIX, ARIZ.

(Maricopa County)

1920 Population, 20,053 (1926 est. 48,000).

City and Suburban Estimate, 150,000. Most important cities and towns in this area are: Mesa (pop. 5,000); Glendale (4,000); Globe-Miami (8,000 and 7,000); Prescott (6,000).

Native Whites, 90%; Negroes, 1.5%; Foreign Born, 8.5%; English Reading, 95%; Families, 9,400 in Phoenix. Approximately 30,000 in immediate suburban area.

Schools: Public Grade, 18; High, 1, (Group of seven buildings); Parochial, 2; Number of Pupils, 12,328.

Churches: Baptist, 7; Christian Science, 2; Congregational, 2; Episcopal, 1; Hebrew, 2; Methodist, 8; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 16.

Banks: National, 4; State, 4; Total Resources (all banks), \$28,911,074. (Jan. 1, 1926); Savings Bank Deposits, Total, \$10,038,832; Total Deposits (all banks), \$26,160,526. (Jan. 1, 1926); Total Bank Clearings, \$291,057,000 (12 months, 1925).

Theatres: Legitimate, 1; Moving Pictures, 8; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 5. Total number of seats 11,800.

Location: Phoenix is located in the heart of Salt River Valley (110,000 population), irrigated by famous Roosevelt Dam. Southern Pacific and Santa Fe Railroads serve community. Excellent railway and auto stage service connects with all of Arizona. To Los Angeles, Calif., by railroad, 12 hours; by automobile, 18 hours.

Principal Industries: Agriculture which embraces the raising of high grade long staple cotton, large crop of early cantaloupes, all citrus and deciduous fruits. Dairying, mining, cattle, poultry, jobbing and distributing center for state. Cotton gins, cotton seed oil mills, brick yards, broom factory, canning factories, creameries, flour mills, ice plants for freight-car refrigeration.

Special Information: Claims 161% increase in population in 10 years. Over 426 miles of concrete roads within 35 miles of Phoenix makes this city easily accessible to entire state, as these roads in turn connect with splendid state highways. 340,000 acres of rich irrigated land surrounds Phoenix with 360,000 additional acres available for irrigation. Phoenix is the political, shopping, wholesale, shipping, supply, educational, social, railroad and geographical center of the whole state. That is why Phoenix, a town of 48,000, looks, acts, and does business equal to a city of a quarter of a million. The Southern Pacific Ry. is expanding \$15,000,000 on its new main line. A \$3,000,000 private irrigation project is now under construction, 40 miles from the city. The Coolidge Dam, located near Casa Grande, 60 miles S. E. of Phoenix, and now under construction, will bring 67,000 acres under irrigation. Phoenix is the natural supply center for this development and will also be greatly benefited by the future developments of the Colorado River projects.

Residential Features: A city of beautiful homes and apartment houses, mostly of brick and other durable materials. Annual winter residents build palatial homes, with extensive grounds. Spanish style of architecture coming into favor, majority of homes bungalow type. Wide streets, evergreen parks, unexcelled schools and public buildings. Extensive building operations are now progressing outside of the city limits in the adjacent citrus belt, the figures for which are not included in the official reports of the city proper. Phoenix is also a noted health and winter tourist resort.

Retail Shopping Section: Extends from railroad tracks on South to Pierce Street on North a distance of eight blocks. From Seventh Street on East to Seventh Avenue on West, a distance of 14 blocks. An outlying business district covering 4 square blocks. Neighborhood sections. Because of great number of paved roads radiating from city, the entire Salt River Valley becomes as one large town, with Glendale, Mesa, Tempe, Chandler and Scottsdale considered as suburbs of Phoenix.

Trading Area: Immediate daily trading area bounded by Maricopa County approximately 40 miles in each direction. Entire trading area embraces practically whole state. Although not of metropolitan size, Phoenix is looked upon as being the metropolis of this vast area. There are 426 miles of concrete highway radiating from Phoenix, which make connection with boulevard highways extending into the mining and cattle country and comprise the trading territory. The city is therefore easily accessible to residents of the mountain territory who do not possess the advantages in their own communities which the shops of Phoenix afford. This condition has given Phoenix control over a larger trading area than the average city of equal size usually enjoys.

Wholesale Houses: Groceries, 4; meats, 9; fruits, 8; hardware, 1; dry goods, 2; miscellaneous lines, stationers, 4; automobiles, 16; optical, 1; confectionery, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 34; commercial automobile agencies, 8; automobile accessories, 25; automobile tire agencies, 30; bakers, 10; cigar stores and stands (including hotels), 12 (chain, 2); confectioners (including hotel stands), 250; delicatessen, 6; dressmakers, no figures available; druggists, 25 (chain, 5); dry goods, 12; department stores, 4; electrical supplies, 10; florists, 3; fruits, 25; furniture, 5; furriers, 2; garages (public) 50; grocers, 250 (chain, 17); hardware, 7; jewelry, 8; meat markets, 32 (chain, 4); men's furnishings, 2; men's clothing, 20; merchant tailors, 3; milliners, 6; opticians, 6; photographers, 8; pianos (and miscellaneous musical instruments), 8; radio supplies, 10; restaurants (including hotels), 40; shoes, 10; sporting goods, 5; stationers, 5; women's apparel, 5.

Miscellaneous Data: Average temperature, 69.3 degrees; average number of rainy days per twelve months, 39; most pleasant months, October to June. Doctors (medical, 80); dentists, 30; osteopaths, 6; street car service; gas, artificial; electric current, alternating; number of wired houses, 7,000; number of automobile registrations, 25,100 (for Maricopa County Aug. 1, 1926); water, soft.

PRESCOTT, ARIZ.

(Yavapai County)

1920 Population, 5,010 (1926 est. 7,300).

City and Suburban Estimate, 11,250. Most important cities and towns in this area are: Jerome (pop. 6,500); Clarksdale (2,750); Humboldt (2,250).

Native Whites, 98%; Foreign Born, 2%; Industrial Workers, 50%; English Reading, 98%; Families, 1,499.

Schools: Public Grade, 3; High, 1; Number of Pupils, 2,000.

Churches: 14.

Banks: State, 4; Capital Surplus and Undivided Profits (all banks), \$1,800,000. Total Deposits (all banks), \$3,250,000; Total Resources (all banks), \$9,000,000.

Theatres: 1; Total number of seats, 850.

Location: On the Santa Fe Railroad. To nearest large city by railroad, 3 hours; by automobile, 1½ hours.

Principal Industries: Mining, stock raising and farming.

Residential Features: One and two family houses.

Retail Shopping Section: A few blocks on Cortez, Curley and Montezuma streets.

Trading Area: About thirty miles.

Wholesale Houses: Groceries, 3; hardware, 2; miscellaneous lines, confectionery, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial automobile agencies, 6; automobile accessories, 10; automobile tire agencies, 10; bakers, 5; cigar stores and stands (including hotels), 3; confectioners (including hotel stands), 3; dressmakers, 8; druggists, 5; dry goods, 4; department stores, 2; electrical supplies, 2; florists, 3; fruits, 3; furniture, 2; garages (public), 10; grocers, 12 (chain, 2); hardware, 2; jewelry, 3; meat markets, 6 (chain, 2); men's furnishings, 3; men's clothing, 3; merchant tailors, 4; milliners, 3; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 4; restaurants (including hotels), 15; shoes, 6; sporting goods, 1; stationers, 3; women's apparel, 3.

Miscellaneous Data: Average temperature, 68 degrees; average number of rainy days per twelve months, 25; most pleasant months, May to September, inclusive. Doctors (medical, 8); dentists, 6; osteopaths, 1; gas, artificial; number of meters, 2,150; electrical current, direct; number of wired houses, 2,100; number of automobile registrations, 5,500 (for Yavapai County); water, soft.

TUCSON, ARIZ.

(Pima County)

1920 Population, 20,292.

City and Suburban Estimates, 35,500.

Native Whites, 73%; Negroes, 2%; Foreign Born, 25%; Industrial Workers, 8%; English Reading, 80%; Families, 6,850.

Schools: Public Grade, 14; High, 1; Parochial, 5; Number of Pupils, 6,373.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 4; Miscellaneous, 3.

Banks: National, 2; State, 2; Total Resources (all banks), \$10,482,343; Savings Bank Deposits (Est.), Total, \$7,933,543.90. No complete statement has been issued on savings accounts.

Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 5. Total number of seats, 5,800.

Location: In Pima County, Arizona, on the main line of the Southern Pacific R.R. Tucson is 312 miles west of El Paso and 500 east of Los Angeles. It is the terminus of the Southern Pacific de Mexico R.R., 70 miles north of the international line. It lies on a plateau surrounded by mountain ranges, is 2,400 feet above sea level, and has a climate comparable with lower Egypt. To nearest large town by railroad, 15 hours; by auto, 24 to 36 hours.

Principal Industries: Railroad shops, brick manufacture, printing, flour mills, candy manufacture, mining, cottonseed oil, agriculture.

Manufacturing Establishments: 5. Leading firms Albert Steinfeld & Company, Tucson Pressed Brick Company.

Special Information: Being only 70 miles from Mexico, Tucson serves as a distributing point for the Mexico West Coast. The city is also a health center.

Residential Features: Private homes predominate with considerable numbers of apartment houses. Also, large Mexican quarter.

Retail Shopping Section: Extends on three streets—Congress, Broadway, and Pennington for eight blocks, and four blocks on six cross streets—Fifth, Sixth, Fourth, Stone, Myer, and Scott.

Trading Area: 100 miles in all directions, thinly settled, with approximately 10 small towns. Railroad or automobile stages connecting all towns with Tucson.

Wholesale Houses: Groceries, 5; meats, 5; fruits, 4; hardware, 3; dry goods, 2; miscellaneous lines, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 19; commercial automobile agencies, 4; automobile accessories, 8; automobile tire agencies, 8; bakers, 6; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 10; delicatessen, 2; dressmakers, 5; druggists, 10 (chain, 1); dry goods, 11; department stores, 2; electrical supplies, 5; florists, 3; fruits, 10; furniture, 7; furriers, none; garages (public), 17; grocers, 45 (chain, 3); hardware, 7; jewelry, 7; meat markets, 11; men's furnishings, 7; men's clothing, 6; merchant tailors, 3; milliners, 3; opticians, 3; photographers, 4; pianos (and miscellaneous musical instruments), 3; radio supplies, 4; restaurants (including hotels), 35; shoes, 8; sporting goods, 2; stationers, 3; women's apparel, 5.

Miscellaneous Data: Average temperature, 57.7 degrees; average number of rainy days per twelve months, 18; most pleasant months, October to May, inclusive. Doctors (medical, 28); dentists, 9; osteopaths, 3; gas, artificial; electric current, alternating; number of wired houses, 7,500; water, hard.

YUMA, ARIZ.

(Yuma County)

1920 Population, 4,237.

City and Suburban Estimate, 8,000. Most important cities and towns in this area are: Somerton (pop. 1,500); Gadsden (800); Well-ton (400).

Native Whites, 95%; Negroes, 1%; Foreign Born, 4%; English Reading, 99%.

Schools: Public Grade, 3; High, 1; Parochial, 1; Number of Pupils, 2,300.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1.

Banks: National, 1; State, 1; Total Resources, \$3,000,000; Savings Bank Deposits Total, \$1,000,000.

Theatres: Legitimate, 1; Moving Pictures, 2. Total number of seats, 2,000.

Location: Southern Pacific (Main Line), and on Main Transcontinental Highway.

Principal Industries: Agriculture, mining, railroad shops.

Manufacturing Establishments: Concrete tile, ditch headings, brooms.

Special Information: Division headquarters of S. P. Ry. Division point to Gulf of California in Mexico, which is an all-the-year-round pleasure resort. United States irrigation projects of 130,000 acres places Yuma among the leaders of all such projects in the United States. Central station of the Pickwick Stage Line to points east and west. Good hotel and rooming house accommodations, with 2 new up-to-date hotels under construction.

Residential Features: Mostly one-family residences. Finest residence district on highest lands leading toward Yuma's celebrated mesa grapefruit and orange section.

Retail Shopping District: Extends from Second Avenue to River. One mile square, with every kind of store known in modern cities.

Trading Area: Extends 60 miles west, and 100 miles east and north, and to Gulf of California, 75 miles south. Good surfaced auto roads in all directions.

Wholesale Houses: Groceries, 2; meats, 2; fruits, 2; hardware, 2; dry goods, 1; miscellaneous lines, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial automobile agencies, 1; automobile accessories, 11; automobile tire agencies, 20; bakers, 4; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 5; dressmakers, 2; druggists, 4; dry goods, 6; department stores, 4; electrical supplies, 4; fruits, 10; furniture, 4; garages (public), 10; grocers, 20; hardware, 2; jewelry, 3; meat markets, 6; men's furnishings, 7; men's clothing, 7; merchant tailors, 4; milliners, 2; opticians, 3; photographers, 1; radio supplies, 4; restaurants (including hotels), 8; sporting goods, 4; stationers, 3; women's apparel, 6.

Miscellaneous Data: Doctors (medical, 10); dentists, 2; osteopaths, 1; gas, artificial; electric current, alternating; number of automobile registrations (for Yuma County), 3,670; water, medium soft.

Standard Surveys

of

ARKANSAS

ARKADELPHIA, ARK.

(Clark County)

1920 Population, 3,311.

City and Suburban Estimate, 5,000.

Native Whites, 80%; Negroes, 20%; Industrial Workers, 30%; English Reading, 100%; Families, 1,000.

Schools: Public Grade, 2; High, 2; Junior High, 2; Parochial, 4. Number of Pupils, 2,000.

Churches: Baptist, 3; Christian Science, 1; Methodist, 2; Presbyterian, 2; Miscellaneous, 4.

Continued on page 8

ARKANSAS (Cont'd)

Arkadelphia (cont'd)

Banks: National, 1; State, 2. Total Resources, \$2,000,000; Savings Banks Deposits Total, \$785,865.47.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 5. Total number of seats, 1,800.

Location: Missouri-Pacific Railroad. Bus service east, south and west.

Principal Industries: Flour and feed, staves, lumber, wooden toys, candy, printing, cotton seed oil, meal and hulls.

Manufacturing Establishments: 9. Leading firms: Arkadelphia Milling Co., Thos. G. Clark Lbr. Co., Clark-Hule Lbr. Co., Temple Cotton Oil Co., Galloway Candy Co., Wellborn & Walls, toys; Arkadelphia Ice Co., Arkansas Light & Power Co., J. G. Clark Lbr. Co. Total value of yearly output of factories estimated at \$6,500,000.

Special Information: County site of fine agricultural country. Ouachita (Baptist) and Henderson-Brown (Methodist) State Colleges. Presbyterian (negro) and Baptist Academy (negro).

Residential Features: Almost exclusively one-family residences. Private homes predominate.

Retail Shopping Section: Main from 5th to 8th Streets; Caddo to Clay on 6th, 7th and 8th Streets; Clinton from 5th to 8th Streets; Clay from 5th to 8th Streets.

Trading Area: Extends about 15 miles east, south, north, and west. Considerable trade from great distance, owing to fine cotton market and good highways.

Wholesale Houses: Groceries, 1; meats, 1; fruits, 1; flour and feed, 1; confectionery, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial auto. agencies, 2; automobile accessories, 5; automobile tire agencies, 6; bakers, 2; cigar stores and stands (including hotels), 9; confectioners (including hotel stands), 6; dressmakers, 2; druggists, 5; dry goods, 14; department stores, 3; electrical supplies, 2; florists, 1; fruits, 2; furniture, 2; furriers, 1; garages (public), 6; grocers, 6; hardware, 3; jewelry, 2; meat markets, 4; men's furnishings, 2; men's clothing, 7; merchant tailors, 1; milliners, 2; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 1; restaurants (including hotels), 3; shoes, 10; sporting goods, 2; stationers, 2; women's apparel, 3.

BLYTHEVILLE, ARK.

(Mississippi County)

1920 Population, 6,447. (1926 estimate, 6,700). City and Suburban Estimate, 12,000.

Native Whites, 80%; Negroes, 20%; Industrial Workers 600; English Reading, 100%; Families, 2,380.

Schools: Public Grade, 3; High, 1; Junior High, 1; Parochial, 1; Number of pupils, 3,610.

Churches: Baptist, 2; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; miscellaneous, 2.

Banks: National, 1; State, 2; Total Resources, \$8,000,000. Savings Bank Deposits Totals, \$1,680,000.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Total number of seats, 1,500.

Location: On St. Louis & San Francisco, Cotton Belt, and Jonesboro, Lake City & Eastern Railroads, and Florida Midwest Highway, with concrete roads and daily truck service to Memphis, Paragould, Jonesboro, Caruthersville, and other cities. To nearest large city by railroad, 3 hours; by auto, 3 hours.

Principal Industries: Cotton compresses, cotton oil mills, cotton warehouses, hardwood lumber mills, woodworking factories, barrel factories.

Manufacturing Establishments: 20. Leading firms: Chicago Mill & Lumber Co., Arkansas Compress Co. Total value of yearly output of factories estimated at \$25,000,000 (including output of cotton compresses).

Special Information: Blytheville claims to be the largest cotton market in Arkansas, having received 248,611 bales for the year ending July 31, 1926. Mississippi County, of which Blytheville is the seat, grows \$20,000,000 worth of cotton annually, leading all other counties of the United States. The city draws heavily from adjoining counties in northeast Arkansas, and southeast Missouri. Is a railroad center with extensive wholesale and jobbing interests, wheat, alfalfa, and flour mills.

Residential Features: Some of the finest homes in Arkansas are located in Blytheville. Of a total of 2,550 homes, more than 2,000 are owned by their occupants. New buildings are now under construction with contracts totalling more than \$1,000,000, including a new 125-room hotel.

Retail Shopping Section: Ten blocks on Main Street, 4 blocks on Second Street, 4 blocks on Fourth Street, 6 blocks on Ash Street, 4 blocks on Walnut Street. Blytheville has more stores than most cities of twice its size, due to the rich country tributary to the town, and the extensive country trade enjoyed by local merchants and dealers.

Trading Area: Nine miles east to the Mississippi River, 60 miles south toward Memphis, 40 miles west toward Paragould, and Jonesboro, and 30 miles north toward Poplar Bluff, Mo.

Wholesale Houses: Groceries, 4; meats, 2; fruits, 2; hardware, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agen-

cies, 12; commercial automobile agencies, 4; automobile accessories, 16; bakers, 2; total cigar stores and stands (including hotels), 11 (chain, 6); confectioners (including hotel stands), 6; delicatessens, 3; dressmakers, 14; druggists, 12; dry goods, 22; department stores, 5; electrical supplies, 4; florists, 2; fruits, 11; furniture, 6; garages (public), 9; grocers, 89 (chain, 2); hardware, 5; jewelry, 4; meat markets, 7; men's furnishings, 9; men's clothing, 9; merchant tailors, 5; milliners, 5; opticians, 5; photographers, 4; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; total restaurants (including hotels), 11; shoes, 14; sporting goods, 5; stationers, 3; women's apparel, 12.

Miscellaneous Data: Doctors (medical, 22); (dentists, 6); (osteopaths, 2); electric current, alternating; number of wired houses, 2,418; water, soft; number of automobile registrations for county, 5,628.

See announcement columns 2 and 3

CAMDEN, ARK.

(Ouachita County)

1920 Population, 3,238.

City and Suburban Estimate, 10,000.

Native Whites, 40%; Negroes, 40%; Foreign Born, 20%; English Reading, 100%.

Schools: Public Grade, 2; High, 2; Junior High, 1.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 15.

Banks: National, 1, State, 2.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1.

Location: Cotton Belt, Rock Island, and Mo. Pac. R. Rs. Boats the year around from Camden to New Orleans on Ouachita River.

Principal Industries: Oil, sawmills, screen doors, furniture.

Manufacturing Establishments, 4. Leading firms: Rockwell Mfg. Co., Houston Oil Co., Camden Furniture Co.

Special Information: Center of oil fields, Good farming.

Residential Features: Mostly one and two-family houses, private homes predominating. Limited section devoted to workmen's tenements.

Retail Shopping Section: Two main streets, namely: Washington and Adams, which run crosswise. Eight blocks of main business, with 2 blocks with retail groceries, confectionery, meat, and other small shops.

Trading Area: Extends for 20 miles, extending to the oil fields. Daily trains run extras on the Missouri Pacific Railroad.

Wholesale Houses: Groceries, 2; meats, 7; hardware, 3; dry goods, 12; miscellaneous lines, 50.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 1; commercial auto agencies, 4; automobile accessories, 9; automobile tire agencies, 9; bakers, 3; cigar stores and stands (including hotels), 25; confectioners (including hotel stands), 10; druggists, 6; department stores, 5; electrical supplies, 4; fruits, 7; furniture, 4; garages (public), 6; hardware, 3; jewelry, 3; meat markets, 8; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 8; shoes, 4; sporting goods, 2; stationers, 1; women's apparel, 4.

CONWAY, ARK.

(Faulkner County)

1920 Population, 4,564 (not including 1,000 college students here 9 months every year).

City and Suburban Estimate, 8,250. Most important cities and towns in this area are: Greenbrier (Pop. 200), Vilonia (200).

Native Whites, 85%; Negroes, 15%; Foreign Born, .001%; Industrial Workers, 300; English Reading, 99%; Families, 1,650.

Schools: Public Grade, 4; High, 2; Junior High, 2; Parochial, 1; Number of Pupils, 2,850; Colleges, 3.

Churches: Baptist, 2; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous—Christian, 1; Nazarene, 1.

Banks: State, 3; Total Resources (all banks), \$2,975,075.42; Savings Bank Deposits Total, \$2,120,242.83. Capital, Surplus and Undivided Profits, \$390,160.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 8. Total number of seats, 4,000.

Location: In almost exact center of state, Served by Missouri Pacific R.R. Numerous bus lines to the interior of county and south part of state.

Principal Industries: Merchandise stores (trading to farmers), cotton, cotton seed, cotton oil, printing, cotton compress, dairying, truck farming, staves.

Manufacturing Establishments: 10. Leading firms: Conway Oil & Ice Co., Conway Compress Co., Conway Ice and Fuel Co., Co-operative Dairy Assn., Nona Lee Dress Co.

Special Information: Location of State Teachers' College, Hendrix College and Central College makes Conway one of the main centers of educational activities in the state. Conway has a wide trading territory with a population of about 50,000.

Residential Features: Practically all one-family homes. Several apartment houses near schools. Private homes predominate. Fine residential section. Many fine homes, and fine college and church buildings.

Retail Shopping Section: Extends for six blocks on north and south Front Streets; four blocks on East, and West Oak Streets; two blocks on Railroad Avenue. Two outlying business sections.

Trading Area: Extends about 15 miles south and west; 25 miles east, and 50 miles north.

Wholesale Houses: Groceries, 3; Miscellaneous Lines, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial automobile agencies, 5; automobile accessories, 18; automobile tire agencies, 18; bakers, 3; cigar stores and stands (including hotels), 24; confectioners (including hotel stands), 9; delicatessens, 1; dressmakers, 15; druggists, 3; dry goods, 16; department stores, 3; electrical supplies, 2; florists, 4; fruits, 25; furniture, 7; furriers, 1; garages (public), 7; grocers, 42; hardware, 5; jewelry, 2; meat markets, 5; men's furnishings, 4; men's clothing, 4; merchant tailors, 1; milliners, 3; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 3; radio supplies, 3; restaurants (including hotels), 11; shoes, 17; sporting goods, 4; stationers, 4; women's apparel, 18.

Miscellaneous Data: Doctors (medical, 15); (dentists, 3); (osteopaths, 1); electric current, alternating; number of wired houses, 1,600; number of automobile registrations for the county, 3,200; water, soft.

EL DORADO, ARK.

(Union County)

1920 Population, 3,887. (Industrial Engineer's report of September 1, 1925, 30,000).

City and Suburban Estimate, 33,300. Most important cities and towns in this area are: Camden (pop. 8,500); Smackover (5,000); Norphlet (2,500); Strong (2,500); Junction City (1,000).

Native Whites, 88%; Negroes, 12%; English Reading, 100%.

Schools: Public Grade, 7; High, 1.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Christian Holy Rollers (colored), 1.

Banks: National, 2; State, 1; Capital, Surplus, and Undivided Profits (all banks), \$1,002,593.44; Total Deposits (all banks), \$11,087,548.76; Total Resources (all banks), \$12,089,636.20; Total Bank Clearings (June 17 to Dec. 31, 1925), \$15,206,130; average amount on deposit, June 1, 1926, \$11,087,548.76; average daily debits, \$489,600; total deposits of all banks in El Dorado, Jan. 1, 1920, \$1,330,432.17—or approximately one-tenth of the city's bank deposits of 1926.

Theatres: Moving Pictures, 7; Miscellaneous (Auditoriums, etc.), 1.

Location: On the Mo. Pacific, Rock Island, and the El Dorado & Wesson Railways.

Continued on page 9

Are You Turning
Your Back On
This Market

EL DORADO
ARKANSAS

EL DORADO is in the heart of America's greatest oil field—the key city to a vast outlet of nationally known products.

EL DORADO in five years time has grown from a town of 3,800 to a city of 30,000 population.

EL DORADO and its trade territory, 110,000 population, 25-mile radius, is an annual \$31,000,000 market.

EL DORADO, July, 1926, ranked among the 26 leading cities of the United States in building. Permits from Jan. 1 to Aug. 1 totaled \$2,010,133.

EL DORADO is midway between Shreveport, La., and Little Rock, Ark., a distance of 280 miles, outside the trade areas of either city.

National Advertisers
desiring detailed information as well as
distribution in this
area, write—Merchan-
dising Department.

EL DORADO
NEWS-TIMES

El Dorado, Ark.

National Representatives
THE S. C. BECKWITH
SPECIAL AGENCY

New York

Chicago	Detroit
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Atlanta	San Francisco
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Blytheville
Arkansas

"Wonder City"
of the
"Wonder State"

Serving a trading population of 100,000, in the richest agricultural section of America.

Blytheville receives each year more than 248,000 bales of cotton, bringing into the channels of local trade more than \$25,000,000.

The DAILY COURIER NEWS

Occupies the Blytheville field alone and is the dominant newspaper in Northeast Arkansas.

Nationally Represented by The S. C. Beckwith Special Agency

ALABAMA (Cont'd)

El Dorado (cont'd)

Principal Industries: Oil production and refining, lumbering, cotton gin, cotton-seed mill, harness, dairying, ice cream plants (3); foundry.

Manufacturing Establishments: 21. Leading firms: Lion Oil Refining Co., El Dorado Foundry Co.

Special Information: El Dorado is located in the heart of the Arkansas oil fields, and within a radius of 25 miles (its trade territory) there are 110,000 people, having a purchasing power of \$350 per capita and a yearly market of \$30,000,000. Annual industrial payrolls (which do not include retail and wholesale business, nor oil-field operation) totaled \$7,026,142.51 in 1925. The volume of business done by two of the three wholesale grocery companies in the city is as follows: In 1920, \$1,144,855.23; 1921, \$1,819,425.51; 1922, \$2,842,486.43; 1923, \$3,650,000; 1924, \$2,900,000; 1925, \$3,037,000; 1926 (five months), \$1,287,120.40. The foregoing statement does not include the third, which is one of the largest wholesale groceries in the city. The total value of the property in the city alone is estimated at \$24,000,000. An extensive industrial survey was made of this city and its trade territory, covering a six-months' period, by one of the foremost industrial engineering companies in the South. As a result of the final report, work is now under way for several manufacturing plants to be built in the city. Building permits (Jan. 1 to Aug. 1) totaled \$2,100,000.

Residential Features: Many new homes have been built in the past year. The preferred style of architecture is of the bungalow type. There are some palatial residences of Colonial design, but the one-story bungalow is the more popular type. A new subdivision recently opened up is now on the market, with a minimum lot-price of \$2,000 and a building restriction of a minimum coat of \$10,000. This addition is known as the "Country Club Colony," and represents an investment of \$100,000, having all the advantages of the closer in residential sections.

Retail Shopping Section: North and South Washington Avenue and "The Square" comprise the shopping section, but there are numerous suburban stores serving the outlying subdivisions.

Trading Area: Covers a radius of 25 miles. Improved highways radiate from the city, increasing its trade territory from 15 to 25 miles in the last year and a half.

Wholesale Houses: Groceries, 3; hardware, 1; furniture, 1; fruits, 1; dry goods, 1; bottling works, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial automobile agencies, 5; automobile accessories, 8; automobile tire agencies, 7; bakers, 5; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 15; delicatessen, 2; dressmaker, 1; druggists, 17; dry goods, 11; department stores, 3; electrical supplies, 3; florist, 1; fruits, 6; furniture, 9; garages (public), 7; grocers, 103; hardware, 6; jewelry, 7; lumber, 6; meat markets, 10; men's furnishings, 15; men's clothing, 16; merchant tailors, 13; milliners, 6; oil and gas well supplies, 16; optician, 1; photographers, 4; pianos (and miscellaneous musical instruments), 2; plumbing and heating supplies, 11; radio supplies, 3; restaurants (including hotels), 64; shoes, 9; sporting goods, 2; stationers, 2; typewriters and office supplies, 2; women's apparel, 12.

Miscellaneous Data: Doctors (medical, 17); (dentists, 12); (osteopath, 1); gas, natural; number of meters, 2,800; electric current, alternating and direct; number of wired houses, 3,100; number of automobile registrations, 11,565 (July 1, 1926) in county; water, soft.

See announcement page 8 column 4

EUREKA SPRINGS, ARK.

(Carroll County)

1920 Population, 2,429.

City and Suburban Estimate, 4,500.

Native Whites, 95%; Negroes, 1%; Foreign Born, 4%; Industrial Workers, 3%; English Reading, 99%; Families, 950.

Schools: Public Grade, 1; High, 1. Number of Pupils, 500.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Pentecostal, 1.

Banks: National, 1; State, 1. Total Resources, \$670,000.

Theatres: Moving Pictures, 1. Total number of seats, 500.

Location: On main line of Missouri & North Arkansas R.R. Auto taxi service to Seligman, Mo., and Berryville, Ark.

Principal Industries: Lumber mills, planing mills, water shipping, ice plant, steam laundry, steam bakery.

Manufacturing Establishments: 6. Leading firms: Phillips Lumber Co., Ozarka Water Shipping Co., Crow Bakery, Perkins Lumber Co., C. D. Bradley Lumber Co., Yeastole Co. Total value of yearly output of factories estimated at \$200,000.

Special Information: The three hard-surfaced highways from our city are not affected by rainy weather. Forty cold water springs in city limits. Noted health resort in the Ozark Mountain region. Six large hotels furnish accommodations for 600 visitors.

Residential Features: Most homes owned by residents, several large rooming houses furnished for tourists. Streets have shade trees on both sides.

Retail Shopping Section: Spring and Main Streets. Business section is 5 blocks long.

Trading Area: Fifteen miles south, 10 miles north, 10 miles east, 15 miles west. Hard-surfaced highways in all directions.

Wholesale Houses: Groceries, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial auto. agencies, 2; automobile accessories, 5; automobile tire agencies, 3; bakers, 1; cigar stores and stands (including hotels), 6; dressmakers, 3; druggists, 4; dry goods, 6; department stores, 1; electrical supplies, 1; florists, 1; furniture, 3; garages (public), 3; grocers, 21; hardware, 4; jewelry, 1; meat markets, 5; men's furnishings, 3; men's clothing, 3; milliners, 3; opticians, 1; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 10; shoes, 3; sporting goods, 1; stationers, 2; women's apparel, 3.

FAYETTEVILLE, ARK.

(Washington County)

1920 Population, 5,362.

City and Suburban Estimate, 10,000.

Native Whites, 90%; Negroes, 10%; Industrial Workers, 25%; English Reading, 100%; Families, 1,000.

Schools: Public Grade, 6; High, 2; Parochial, 1. Number of Pupils, 1,700.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 1. Adventist, 1.

Banks: National, 2; State, 2. Total Resources, \$3,000,000 approximately; Savings Bank Deposits Total, \$250,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Total number of seats, 2,000.

Location: In the heart of the Ozark Mountains. On the St. Louis & San Francisco R.R.

Principal Industries: Fruit, grapes, apples, berries, hardwood lumber.

Manufacturing Establishments: Leading firms: Phipps Lumber Co., Brower Lumber Co., Sligo Wagon-Wood Works. Total value of yearly output of factories estimated at \$4,000,000, including output of canneries.

Special Information: Ideal summer resort. Site of Western Methodist Assembly, University of Arkansas, Business College, U. S. Experiment Station.

Residential Features: Mostly one-family residences, educational center.

Retail Shopping Section: Public square, 1 block on each side, Dickson Street 2 blocks. Hard surfaced roads in 4 directions.

Trading Area: Principal trading center of northwest Arkansas. Includes County, with a population of 35,468.

Wholesale Houses: Groceries, 1; meats, 2; fruits, 1; hardware, 1; dry goods, 1; Miscellaneous lines, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto. agencies, 2; automobile accessories, 4; automobile tire agencies, 12; bakers, 3; cigar stores and stands (including hotels), 92; confectioners (including hotel stands), 10; delicatessen, 1; dressmakers, 1; druggists, 5; dry goods, 4; department stores, 2; electrical supplies, 3; florists, 1; fruits, 1; furniture, 1; furriers, 1; garages (public), 9; grocers, 10; hardware, 3; jewelry, 3; meat markets, 3; men's furnishings, 5; men's clothing, 5; merchant tailors, 2; milliners, 3; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 4; restaurants (including hotels), 11; shoes, 2; sporting goods, 1; stationers, 1; women's apparel, 2.

FORT SMITH, ARK.

(Sebastian County)

1920 Population, 28,870.

City and Suburban Estimate, 40,000.

Native Whites, 85%; Negroes, 12%; Foreign Born, 3%; Industrial Workers, 5,000; English Reading, 97%; Families (approx.) 6,000.

Schools: Public Grade, 10; High, 2; Junior High, 1; Parochial, 3; Number of Pupils, 9,225.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 10.

Banks: National, 3; State, 1; Total Resources (all banks), \$20,000,000. Savings Bank Deposits, Total, \$5,827,830.

Theatres: Legitimate, 1; Moving Pictures, 5; Total number of seats, 3,000.

Location: On the extreme western border of Arkansas and near eastern border of Oklahoma. Served by the St. Louis & San Francisco, Kansas City Southern, Missouri Pacific, Midland Valley, and Fort Smith & Western R.R.s., and is 169 miles west of Little Rock, and about half way between St. Louis and Dallas, Tex.

Principal Industries: Furniture of all kinds: Glass bottles, chimneys, window glass, cotton-seed oil, brick and tile, pants and overalls, metal beds, caskets, candy, zinc spelter, well buckets, auto bodies, steel scissors.

Manufacturing Establishments: 121. Leading firms: Radiant Glass Co., Harding Glass Co., Fort Smith Body Co., Fort Smith Furniture Mfg. Co. (this includes seven factories), Solid Steel Scissors Co. Total value of yearly output of factories estimated at \$25,000,000.

Special Information: Natural gas supply, 600,000,000 feet daily flow. Industrial gas rate, 12c. to 15c. Surrounding coal fields contain four billion tons. Large manufacturing and jobbing center, as a result of cheap fuel and good transportation facilities.

Residential Features: Eighty per cent homes owned by occupants. Majority one-family type.

Residential section entirely paved and sewered. 2,500 available lots ready for building in this district.

Retail Shopping Section: Garrison Avenue is principal retail street, is 90 feet wide, 13 blocks long, divides the city north and south, double street car tracks merging from all city lines, extend its entire length.

Trading Area: About 60 miles north, 45 miles east, 40 miles west, 40 miles south. Good roads leading from all directions in this territory.

Wholesale Houses: Groceries, 8; meats, 2; fruits, 2; hardware, 2; dry goods, 3; Miscellaneous lines, 73; drugs, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 13; commercial automobile agencies, 4; automobile accessories, 5; automobile tire agencies, 8; bakers, 8; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 2; delicatessen, 3; dressmakers, 5; druggist, 28; department stores, 6; electrical supplies, 8; florists, 4; fruits, 1; furniture, 7; furriers, 1; garages (public), 8; grocers, 167; hardware, 5; jewelry, 7; meat markets, 6; men's furnishings, 6; men's clothing, 6; merchant tailors, 3; milliners, 5; opticians, 3; photographers, 7; pianos (and miscellaneous musical instruments), 4; radio supplies, 6; restaurants (including hotels), 10; shoes, 7; sporting goods, 4; stationers, 3; women's apparel, 9.

HARRISON, ARK.

(Boone County)

1920 Population, 3,477.

City and Suburban Estimate, 6,000.

Native Whites, 100%; English Reading, 100%; Families, 1,000.

Schools: Public Grade, 3; High, 1; Junior High, 1; Number of Pupils, 1,250.

Churches: Baptist, 1; Christian Science, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1.

Banks: National, 2; State, 1; Total Resources (all banks), \$1,800,000. Savings Bank Deposits, Total, \$1,750,000.

Theatres: Moving Pictures, 1.

Location: Harrison is in the heart of the Ozark Mountains and is a popular resort for tourists. To nearest large city, by railroad, 6 hours; by auto, 5 hours. Headquarters and general offices and shops of Missouri & North Arkansas R.R.

Principal Industries: Timber, railroad shops, dairying and fruit farming.

Residential Features: Fine homes. Town is surrounded by hills.

Retail Shopping Section: Located on all sides of large central square.

Special Information: Fine parks, with \$100,000 Court House in center. U. S. Land Office, and United States District Court located here. \$125,000 government building. Payroll of railroad shops, \$50,000 per month. Two miles of concrete paving has recently been completed, and other paving districts being laid out. \$3,000,000 worth of live stock, cream, butter and eggs, fruit and tomatoes have been shipped from Boone County this year. City growing steadily, with increased demand for housing accommodations.

Trading Area: County to south. Newton has no railroad and Harrison is the trading territory for large area. People come 30 to 40 miles to trade.

Wholesale Houses: Groceries, 1; hardware, 2; dry goods, 6.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; automobile tire agencies, 5; bakers, 1; cigar stores and stands (including hotels), 4; dressmakers, 2; druggists, 4; dry goods, 6; department stores, 2; electrical supplies, 2; florists, 2; furniture, 2; garages (public), 5; grocers, 8; hardware, 2; jewelry, 2; meat markets, 3; men's furnishings, 1; men's clothing, 2; merchant tailors, 2; milliners, 3; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 1; restaurants (including hotels), 6; shoes, 1; stationers, 1; women's apparel, 2.

Miscellaneous Data: Average temperature, 60 degrees; average number of rainy days per twelve months, 60; most pleasant months, May, June, September, October and November. Doctors (medical, 8); (dentists, 3); electric current, alternating; water, hard.

HELENA, ARK.

(Phillips County)

1920 Population, 9,112 (corporate limits not changed since 1830).

City and Suburban Estimate, 24,000. Most important town in this area is West Helena, a suburb of Helena (pop. 7,000).

Native Whites, 48%; Negroes, 50%; Foreign Born, 2%; Industrial Workers, 60%; English Reading, 100%; Families, 4,500 (estimated).

Schools: Public Grade, 10; High, 3; Junior High, 2; Parochial, 1; Number of Pupils, 4,632.

Churches: Baptist, 3; Christian Science, 1; Christian, 1; Episcopal, 2; Hebrew, 1; Methodist, 3; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 10; (mostly negro).

Banks: National, 2; State, 3; Capital, Surplus and Undivided Profits (all banks), \$11,250,000; Total Deposits (all banks), \$4,700,000; Average monthly Total Retail Sales (all lines), \$1,500,000. (1925 est.). Total Resources, (all banks), \$10,000,000.

Theatres: Legitimate, 1; Moving Pictures, 4; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 3.

Location: On Missouri Pacific, Mo. & North Arkansas, Memphis, Helena & Louisiana, Midland and Illinois Central R.R.s. Head of deep

water navigation on Mississippi. River terminal for interchange from river to railroad.

Principal Industries: Large hardwood lumber industry, auto-body plants, flour-mills, mixed feeds, cotton mills, cotton oil mills, cotton compresses, cooperage, machine shops and all plants necessary for thriving community.

Manufacturing Establishments: 50. Leading firms: Chicago Mill & Lumber Co., Poinsett Lumber Co., Pekin Wood Products Co., 35,000 car loads of logs produced annually.

Special Information: The location of this city makes it a convenient gateway to the Southwest; County raises \$6,000,000 cotton crop yearly average, a heavy yield of corn, hay, fruit and miscellaneous crops.

Residential Features: Mostly one-family houses.

Retail Shopping Section: Extends from river west, 5 blocks, and from Arkansas Street to Perry, 6 blocks.

Trading Area: Extends north 35 miles, south 90 miles, west 55 miles and across Mississippi River east, 20 miles. Bus lines extend south 50 miles, west 35 miles. Interurban lines, 6 miles.

Wholesale Houses: Groceries, 6; meats, 5; fruits, 4; hardware, 2; dry goods, 2; miscellaneous lines, mill supply, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial automobile agencies, 3; automobile accessories, 15; automobile tire agencies, 15; bakers, 4; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 15; delicatessen, 5; dressmakers, 5; druggists, 15; dry goods, 50; department stores, 2; electrical supplies, 3; florists, 2; fruits, 8; furniture, 11; furriers, best stores, garages (public), 7; grocers, 110 (chain, 2); hardware, 4; jewelry, 4; meat markets, 25; men's furnishings, 16; men's clothing, 28; merchant tailors, 2; milliners, 3; opticians, 4; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels, 12); shoes, 5; sporting goods, 2; women's apparel, 2.

Miscellaneous Data: Average temperature, 66 degrees; average number of rainy days per twelve months, 45; most pleasant months, April, May, June, September, October, November, December. Doctors (medical, 30); (dentists, 8); (osteopaths, 2); street car service; gas, artificial; electric current, alternating; number of wired houses, 1,771; number of automobile registrations, 4,500 (for Phillips County); water, soft.

HOPE, ARK.

(Craighead County)

1920 Population, 4,790.

Native Whites, 65%; Negroes, 35%.

Schools: Public Grade, 4; High, 2; Junior High, 1.

Churches: Baptist, 2; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 1.

Banks: National, 2; State, 2.

Theatres: Moving Pictures, 2. Total number of seats, 700.

Location: Missouri-Pacific Railway, running northeast and southwest; Louisiana and Arkansas Ry., running south into Louisiana. Hope is the northern terminus of a trunk line railroad from Mobile, Ala., giving Gulf port connection. The Frisco Railroad leads into Oklahoma and a little to the northwest. The A. & L. Branch of the Missouri-Pacific opens up a splendid trade territory a little to the northwest.

Principal Industries: Handles, heads, brick and tile, machinery supplies, lumber, mattresses, crate and baskets.

Manufacturing Establishments: Hope Lumber Co., Hope Brick Works, Hope Heading Mill, Hope Crate & Basket Factory, Ivory Handle Co., Temple Cotton Oil Mills.

Special Information: Hope is located in one of the richest agricultural sections of the Southwest, the soil and climate being adapted to the growing of a large variety of truck farm and fruit products; is located in the center of a great lumber producing section. The only diamond mine in the country is less than 20 miles distant.

Residential Features: Mostly brick, five to eight-room houses, owned by the families living in them. Frisco and Brookwood additions are our two most exclusive residential districts. In these many large two-story modern homes are located, averaging in value from \$5,000 to \$40,000.

Retail Shopping Section: Retail shopping section comprises 18 blocks: Elm Street for 3 blocks; Main Street for 3 blocks; Walnut for 3 blocks; Front Street for 3 blocks; East Second Avenue for 3 blocks; East Third Street for 3 blocks.

Trading Area: Extends a little more than 35 miles in every direction. No trolley lines, but splendid rail service and good highways.

Wholesale Houses: Groceries, 4; meats, 2; fruits, 1; hardware, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto. agencies, 2; automobile accessories, 6; automobile tire agencies, 14; bakers, 3; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 5; dressmakers, 12; druggists, 5; dry goods, 12; department stores, 2; electrical supplies, 2; furniture, 3; garages (public), 6; grocers, 25; hardware, 4; jewelry, 3; meat markets, 7; men's furnishings, 3; men's clothing, 3; merchant tailors, 1; milliners, 2; opticians, 3; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 10; sporting goods, 1; stationers, 1; women's apparel, 1.

ARKANSAS (Cont'd)

HOT SPRINGS NATIONAL PARK, ARK.

(Garland County)

1920 Population, 11,695 (1925 est. 20,500).

Native Whites, 75%; Negroes, 25%; English Reading, 100%.

Schools: Public Grade, 8; High, 1; Junior High, 1; Parochial, 1. Number of Pupils, 3,800.

Churches: Baptist, 12; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 13; Presbyterian, 3; Roman Catholic, 2; Christian, 1; Adventist, 1; Holiness Church, 1.

Banks: National, 2; State, 4. Total Resources, \$6,892,323.85.

Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 14,000.

Location: On Missouri Pacific, and Chicago, Rock Island & Pacific R.R.s; run several trains into Hot Springs daily. To nearest large city, by railroad, 1 hour, forty-five minutes; by auto, 2 hours.

Principal Industries: Lumber and planing mills.

Manufacturing Establishments: Hot Springs is primarily a resort city and has no manufacturing plants.

Special Information: Hot Springs is a resort city, known as "The Nation's Health Resort," with forty-six hot radio-active springs, with a daily flow of 851,308 gallons. The average temperature of these springs is 137 degrees F. Hot Springs has an annual visiting population of over 250,000. Recreations to be enjoyed here are dancing, swimming, tennis, golf, hiking, horseback riding, mountain climbing, boating and motoring. Hot Springs was set aside by Congress as a national health resort in 1832, and the hot waters are owned and controlled by the U. S. Government. First unit of great hydro-electric works completed near Hot Springs, 25,000 h.p. now developed. Dam forms beautiful lake in the mountains. Second and third dams now being built, to cost \$18,000,000. Total development, 150,000 h.p.

Residential Features: Hot Springs is made up of private homes, apartment houses, rooming houses and boarding houses in the residential section. There are no tenements or working men's cottages.

Retail Shopping Section: Shopping district is mainly on Central Avenue from Ouachita Avenue to Park Avenue, a distance of approximately 12 blocks. Because of Hot Springs' location between mountains, there are very few cross streets in the downtown section.

Trading Area: Hot Springs draws rural trade from about 10 to 15 miles in each direction.

Wholesale Houses: Groceries, 4; meats, 2; fruits, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 5; automobile accessories, 15; automobile tire agencies, 8; bakers, 9; cigar stores and stands (including hotels), 19; confectioners (including hotel stands), 19; delicatessens, 2; dressmakers, 10; druggists, 36; dry goods, 21; department stores, 8; electrical supplies, 6; florists, 3; furniture, 18; garages (public), 21; grocers, 103 (chain, 4); hardware, 8; jewelry, 16; meat markets, 12; men's furnishings, 5; men's clothing, 5; merchant tailors, 7; milliners, 5; opticians, 4; photographers, 6; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; restaurants (including hotels), 49; shoes, 6; sporting goods, 3; stationers, 3; women's apparel, 20.

JONESBORO, ARK.

(Craighead County)

1920 Population, 9,384.

City and Suburban Estimate, 17,500.

Native Whites, 95%; Negroes, 4%; Foreign Born, 1%; Industrial Workers, 15%; English Reading, 98%; Families, 3,500.

Schools: Public Grade, 4; High, 1; Junior High, 1; Parochial, 1. Number of Pupils, 2,710.

Churches: Baptist, 5; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 4; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 2.

Banks: National, 1; State, 4. Total Resources, \$5,000,000; Savings Bank Deposits, Total, \$150,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Total number of seats, 2,250.

Location: On Crowley's Ridge in northeast Arkansas, 67 miles northwest of Memphis, Tenn. Served by Cotton Belt, Frisco and Jonesboro, Lake City and Eastern Railroads, with terminals and home offices of latter. Good bus service for radius of 30 miles; also have quick (3 miles) connection with Missouri Pacific Railroad.

Principal Industries: Hardwood lumber, baskets, golf shafts, veneering, railroad shops, printing, flour mills, wholesale grocers, cotton compress, brick kilns, ice cream.

Manufacturing Establishments: 75. Leading firms: Pierce Williams Co., Fairy-Crest Mfg. Co., R. L. Muse Lumber Co., Jonesboro Rolling Mills, A. B. Jones Co., Jonesboro Grocer Co., Jonesboro Roller Mills, Jonesboro Compress Co., Jonesboro Brick Co., Maddy Ice Cream Co., Roberts Cotton Oil Co. Total value of yearly output of factories estimated at \$10,000,000.

Special Information: Intersection of the Cotton Belt and Frisco Railroads makes Jonesboro one of the largest jobbing centers in the state. Four wholesale groceries do an annual business of \$5,000,000.

Residential Features: Is extensively a home-owning community. Three building and loan associations make it such. Mostly one-family homes. Estimate 60% home-owning. Suburban districts rapidly building up.

Retail Shopping Section: Main, Union and Church Streets from railroads south 5 blocks. Suburban groceries and confectioneries scattered throughout city.

Trading Area: Extends 25 miles east, and 40 miles north, west, and south, with hard surface roads leading in from all directions.

Wholesale Houses: Groceries, 4; meats, 2; fruits, 2; dry goods, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 3; automobile accessories, 10; automobile tire agencies, 9; bakers, 4; cigar stores and stands (including hotels), 19; confectioners (including hotel stands), 4; delicatessens, 1; dressmakers, 6; druggists, 10; dry goods, 9; department stores, 5; electrical supplies, 5; florists, 2; fruits, 5; furniture, 3; furriers, 3; garages (public), 6; grocers, 85; hardware, 3; jewelry, 4; meat markets, 12; men's furnishings, 5; men's clothing, 5; merchant tailors, 3; milliners, 5; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 2; restaurants (including hotels), 9; shoes, 8; sporting goods, 3; stationers, 5; women's apparel, 10.

LITTLE ROCK (including North Little Rock), ARK.

(Pulaski County)

1920 Population, 79,190. (1926 est. 90,000).

City and Suburban Estimate, 150,000.

Native Whites, 69%; Negroes, 28%; Foreign Born, 3%; Industrial Workers, 15%; English Reading, 98%; Families, 24,500.

Schools: Public Grade, 33; High, 2; Junior High, 3; Parochial, 7. Number of Pupils, 19,700.

Churches: Baptist, 59; Christian Science, 2; Congregational, 1; Episcopal, 5; Hebrew, 2; Methodist, 34; Presbyterian, 9; Roman Catholic, 6; Miscellaneous, 15.

Banks: National, 2; State, 10; Total Resources (all banks), \$58,073,460.93; Bank Deposits Total (all banks), \$49,116,452. Average monthly Total Retail Sales (all lines), \$1,250,000. (1925).

Theatres: Legitimate, 1; Moving Pictures, 9; Vaudeville, 3; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 12,000.

Location: On Arkansas River, in center of State of Arkansas, with excellent railroad connections, making it very accessible to all parts of the State. There are eight distinct railroad rights-of-way leading into Little Rock, extending in seven different directions. The railroads serving Little Rock are the Missouri Pacific, Rock Island, and Cotton Belt systems. Excellent bus service is also maintained to points within radius of 64 miles, embracing Hot Springs, Pine Bluff, Conway, and other cities. To nearest large city, by railroad, 4½ hours; by auto, 6 hours.

Principal Industries: Railroad engine and car shops, cotton compresses, cottonseed oil mills, woodworking, stave and cooperage plants and furniture, overall, candy, harness, brick, tent and awning, broom and mattress factories and jobbing concerns in practically all lines.

Manufacturing Establishments: 219. Leading firms: Arkla Sash and Door Co., Arkansas Brick and Tile Co., Bruce Hardwood Flooring Co., McLean Arkansas Lumber Co., Hamlen Stave Co., Burton Dixie Corporation, Dixie Oil Mills, Rose City Oil Mills, Little Rock Furniture Mfg. Co., Tuf Nut Garment Mfg. Co., Big Rock Stone and Construction Co. Total value of yearly output of factories estimated at \$175,000,000.

Special Information: Little Rock is in the center of the financial and commercial district of the State of Arkansas. It is the one large city of the State and, with its excellent railroad service and central location, dominates to a most unusual extent the commerce of Arkansas. Five bridges (three railroad, and two for pedestrians and vehicular traffic) span the Arkansas River at Little Rock.

Residential Features: There are 27,500 families, and 22,000 homes in the city and its environs, and are mostly all one-family houses owned by the people living in them. A number of apartment houses have recently been erected. Well-kept yards and lawns are attractive features of the residential sections. Sidewalks and 181 miles of paved streets contribute to make Little Rock's residential section attractive.

Retail Shopping Section: Extends from Markham Street for nine blocks south on Main Street, Louisiana and Center Streets parallel Main Street and are business streets for about seven blocks. There are three outlying business sections and several smaller neighborhood sections.

Trading Area: Covers radius of about 50 miles in every direction. Inter-mittent business is secured from people living a greater distance because Little Rock stores offer a larger variety and higher class of merchandise than is available in the smaller cities in the State.

Wholesale Houses: Groceries, 5; meats, 6; fruits, 5; hardware, 3; dry goods, 2; produce, 5; drugs, 3; shoes, 1; ladies' ready-to-wear, 3; paper, 5.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 26; commercial automobile agencies, 14; automobile accessories, 26; automobile tire agen-

cies, 20; bakers, 8; cigar stores and stands (including hotels), 20 (chain, 2); confectioners (including hotel stands), 44; delicatessens, 12; dressmakers, 23; druggists, 75; dry goods, 17; department stores, 7; electrical supplies, 10; florists, 7; fruits, 16; furniture, 28; furriers, 2; garages (public), 56; grocers, 450 (chain, 54); hardware, 12; jewelry, 10; meat markets, 75; men's furnishings, 9; men's clothing, 9; merchant tailors, 26; milliners, 6; opticians, 6; photographers, 7; pianos (and miscellaneous musical instruments), 6; radio supplies, 12; restaurants (including hotels), 179; shoes, 14; sporting goods, 4; stationers, 3; women's apparel, 9.

Miscellaneous Data: Average temperature, 62 degrees; average number of rainy days per twelve months, 89; most pleasant months, October to May, inclusive. Doctors (medical, 139); (dentists, 53); (osteopaths, 4); number of wired houses, 21,418; street car service; gas, natural; number of meters, 16,500; electric current, alternating and direct; water, medium hard.

MALVERN, ARK.

(Hot Springs County)

1920 Population, 3,854.

City and Suburban Estimate, 5,000.

Native Whites, 75%; Negroes, 23%; Foreign Born, 2%; Industrial Workers, 75%; English Reading, 92%; Families, 1,238.

Schools: Public Grade, 6; High, 2; Junior High, 2. Number of Pupils, 2,500.

Churches: Baptist, 5; Methodist, 3; Presbyterian, 1; Miscellaneous, 2.

Banks: National, 1; State, 2. Total Resources, \$1,500,000; Savings Bank Deposits Total, \$1,300,000.

Theatres: Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 1,500.

Location: On Missouri Pacific and Rock Island Railroads.

Principal Industries: Lumber and brick plants.

Manufacturing Establishments: 5. Leading firms: Sheldon Handle Factory, Van Veneer Co., Moline Timber Co., Wisconsin and Arkansas Lumber Co. Annual output, \$1,000,000.

Special Information: Through the center of Hot Springs County flows the Ouachita River, in the valley of which are some of the finest farms in the state. Recently the Arkansas Light & Power Co. has undertaken the project of constructing a series of dams along the river, extending from Magnet Cove to above Hot Springs. These plants will cost several millions and generate nearly 100,000 h.p. The first dam is being built near Malvern and will furnish cheap power.

Residential Features: A few apartment houses, private homes predominating.

Retail Shopping Section: Extends from Mo. Pac. and R. I. Stations 5 blocks on Main Street. Business and professional offices on 2d and 3d Streets.

Trading Area: About 25 miles in all directions.

Wholesale Houses: Groceries, 2; hardware, 1. Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto. agencies, 6; automobile accessories, 6; automobile tire agencies, 8; bakers, 2; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 4; dressmakers, 10; druggists, 5; dry goods, 18; electrical supplies, 3; florists, 1; furniture, 6; garages (public), 6; grocers, 20; hardware, 4; jewelry, 2; meat markets, 4; men's furnishings, 3; merchant tailors, 3; milliners, 3; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 4; shoes, 1.

MENA, ARK.

(Polk County)

1920 Population, 3,441.

City and Suburban Estimate, 5,000.

Native White, 100%; Negroes, none; Foreign Born, none; Industrial Workers, 400; English Reading, 100%.

Schools: Public Grade, 2; High, 1; Parochial, 1. Number of Pupils, 1,275.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 5.

Banks: National, 1; State, 2; Total Resources (all banks), \$1,194,504.92; Total Savings account, \$368,040.36.

Theatres: Moving Pictures, 1 (combined with vaudeville); Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 1,750.

Location: Kansas City Southern Railway Co., 380 miles direct line from Kansas City, Mo.; 468 miles from Port Arthur, Texas. To nearest large city, by railroad, 3 hours; by auto, 4½ hours.

Principal Industries: Planing mills, woodworking plants, stave and heading plants, flour mills, cotton gins.

Manufacturing Establishments: Leading firms, none widely known. Total value of yearly output of factories estimated at \$3,000,000.

Special Information: Mena is the center of a valuable farming district, and, being the county seat and largest town in the county, has wide trade territory.

Residential Features: Majority of residents are home owners; average residence 5 rooms, 45% modern homes, with lights, sewer, city water, etc.

Retail Shopping Section: Mena Street, principal street, has 6 blocks solid business houses, both side street; DeQueen Street, next in importance, has 3 blocks. Minor side streets with small stores. Railroad divides the town, making Northside and Southside. Farmers supply stores, wagon-yards, etc., located on Southside. Stores relying on town trade on Northside.

Trading Area: Estimated 35 miles east and west, 20 miles north, and 35 miles south. Railroad runs north and south. Bus line south gives shoppers splendid service.

Wholesale Houses: Groceries, 2; Hardware, 1; Dry Goods, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial automobile agencies, 4; automobile accessories, 7; automobile tire agencies, 7; bakers, 1; cigar stores and stands (including hotels), 7; confectioners (including hotel stands), 4; dressmakers, 3; druggists, 4; dry goods, 9; department stores, 2; electrical supplies, 2; florists, 1; fruits, 1; furniture, 3; garages (public), 6; grocers, 13; hardware, 3; jewelry, 2; meat markets, 3; men's furnishings, covered by dept. stores and dry goods companies; merchant tailors, 3; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; jewelry store (carries radio supplies), 1; restaurants (including hotels), 7; shoes (none exclusive), sporting goods, 1; book store, 1; stationers, 1; women's apparel (covered by dry goods and dept. stores).

Miscellaneous Data: Average temperature, 61 degrees; most pleasant months, May, October and November. Doctors (medical, 6); (dentists, 3); (osteopaths, 1); electric current, alternating; number of wired houses, 550; water, soft.

NEWPORT, ARK.

(Jackson County)

1920 Population, 3,771.

City and Suburban Estimate, 6,500.

Native Whites, 75%; Negroes, 25%; Industrial Workers, 25%; English Reading, 100%; Families, 1,300.

Schools: Public Grade, 2; High, 2. Number of Pupils, 1,700.

Churches: Baptist, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 6.

Banks: National, 2; State, 1. Total Resources, \$4,000,000; Savings Bank Deposits Total, \$500,000.

Theatres: Moving Pictures, 1. Total number of seats, 500.

Location: East bank of White River, 3 miles below the mouth of Black River, on the main line of the Missouri Pacific, and the White River railroads and a branch of the Rock Island R.R.

Principal Industries: One axle handle factory, and numerous hardwood lumber mills.

Manufacturing Establishments: Total value of yearly output of factories estimated at \$3,000,000.

Residential Features: One- and two-story houses.

Retail Shopping Section: Comprises Front Street, extending 9 blocks, and all cross streets 2 blocks deep.

Trading Area: 25 miles north, east, south and west.

Wholesale Houses: Groceries, 2; meats, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial auto. agencies, 1; automobile accessories, 6; automobile tire agencies, 12; bakers, 3; cigar stores and stands (including hotels), 3; confectioners (including hotel stands), 3; dressmakers, 12; druggists, 3; dry goods, 12; department stores, 2; electrical supplies, 1; furniture, 3; garages (public), 5; grocers, 20; hardware, 4; jewelry, 3; meat markets, 6; men's furnishings, 2; men's clothing, 2; merchant tailors, 1; milliners, 2; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 7; sporting goods, 1; stationers, 1; women's apparel, 1.

PARAGOULD, ARK.

(Greene County)

1920 Population, 6,306.

Native Whites, 100%; English Reading, 100%.

Schools: Public Grade, 3; High, 1; Junior High, 1; Parochial, 1.

Churches: Baptist, 2; Methodist, 2; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 2; State, 2; Total Resources (all banks), \$3,924,040; Saving Bank Deposits Total, \$1,500,000.

Theatres: Moving Pictures, 3. Total number of seats, 3,000.

Location: In northeastern corner of the state, 223 miles from St. Louis and 78 miles from Memphis. On Mo. Pac. St. L. S. W. and Paragould Southeastern Rys.

Principal Industries: Export cooperage, staves, heading, veneer, shingles, lumber, ice cream, bottled goods, flour, feed mills, cotton ginning, vehicles, tomato canning, ice and cold storage.

Manufacturing Establishments: 41. Leading firms: Henry Wrape Co., J. F. Hasty & Sons, Standard Veneer Co., Lesser-Goldman Cotton Co., Amos Handle Co., East St. Louis Cotton Oil Co., Brown Lumber Co., East Arkansas Lumber

ARKANSAS (Cont'd)

Co., Hickson Rogers Mfg. Co., Ideal Ice Cream & Bottling Co., Paragould Co-operative Creamery, Paragould Milling Co., Arkansas Utilities Co. Total annual output, \$3,816,043.

Special Information: Paragould, the county seat of Greene Co., occupies a high point on Crowley's Ridge. The surrounding territory is rolling, with a clay loam soil free from rocks. It is one of the finest fruit, truck, live stock and general farming counties in the state. One of the largest coopeage manufacturing centers. Large shipments of poultry.

Residential Features: Mostly one family houses. No slums or tenement sections.

Retail Shopping Section: Extends along Pruet St. (the main thoroughfare) for six blocks. Second St. parallels Pruet on the west end and has four business blocks. Second Ave. on the east, has four business blocks, Main, Emerson, Court, Popular, Highland, and Hunt cross Pruet St. and have three business blocks each. Suburban groceries and oil stations abound in all outlying territory within the buying radius.

Trading Area: 25 or 30 miles north, 20 miles west, 15 south, 25 east. Several completed hard-surfaced roads, and others are now being made which will attract custom to the advantage of Paragould's merchants who carry stocks of goods of superior quality and at attractive prices.

Wholesale Houses: Groceries, 4; Miscellaneous Lines, 1; Commission, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial automobile agencies, 6; automobile accessories, 9; automobile tire agencies, 12; cigar stores and stands (including hotels), 40; confectioners (including hotel stands), 1; delicatessen, 1; dressmakers, 6; druggists, 8; dry goods, 11; department stores, 2; electrical supplies, 2; florists, 2; fruits, 1; furniture, 4; garages (public), 5; grocers, 25; (chain, 1); hardware, 3; jewelry, 3; meat markets, 6; men's furnishings, 3; men's clothing, 3; merchant tailors, 3; milliners, 2; opticians, 5; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 12; shoes, 1; women's apparel, 1.

Miscellaneous Data: Doctors, (medical, 8); (dentists, 3); (osteopaths, 1); gas, artificial; electric current, alternating; water, soft.

PINE BLUFF, ARK.

(Jefferson County)

1920 Population, 19,280. (1926 est. 25,176). **City and Suburban Estimate,** 75,000. Most important cities and towns in this area are: Stuttgart (pop. 4,522); Dermott (2,330); McGehee (2,368); Dumas (1,124); Fordyce (2,996).

Native Whites, 45,000; **Negroes,** 30,000; **Industrial Workers,** 5,671; **English Reading,** 90%.

Schools: Public Grade, 10; High, 1; Junior High, 2; Number of Pupils, 8,971.

Churches: Baptist, 7; Christian Science, 2; Episcopal, 2; Hebrew, 1; Methodist, 6; Presbyterian, 3; Roman Catholic, 1; Miscellaneous, 5.

Banks: National, 2; State, 3; Capital, Surplus and Undivided Profits (all banks), \$1,754,216; Total Resources (all banks), \$15,834,463; Savings Bank Deposits Total \$2,197,845. Total Deposits (all banks), \$12,798,035.

Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditorium, etc.), 5; Total number of seats, 5,140.

Location: On St. Louis Southwestern; Missouri Pacific; Pine Bluff, Western, and Pine Bluff, Ark. River Rys. Also Arkansas River Packet Co. Head of low water navigation on the Arkansas River. About 46 miles SSE. of Little Rock, Ark.

Principal Industries: General offices and shops of St. Louis Southwestern Ry Co., Branch of Lona, Bell Lumber Co., 5 auto-body and other wood-working plants, 2 large cotton compresses and 3 cotton oil mills.

Manufacturing Establishments: 107. Leading firms: Standard Brake Shoe & Foundry Co., Seaman Dunning Co., Arkansas Textile Mills, Lona Bell Lumber Co. (branch).

Residential Features: There are 5,143 houses in city limits, 27 apartment houses, 5 hotels, 30 boarding houses, 2,187 residences outside the city.

Retail Shopping Section: Six streets. Retail area covers about 15 blocks.

Trading Area: Pine Bluff claims to be the third largest city in Arkansas, and draws trade from about one-eighth of the state, embracing a population of over 200,000.

Wholesale Houses: Groceries, 6; meats, 5; fruits, 4; hardware, 2; dry goods, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; automobile accessories, 5; automobile tire agencies, 7; bakers, 4; cigar stores and stands (including hotels), 57; confectioners (including hotel stands), 15; delicatessen, 3; druggists, 21; dry goods, 117; department stores, 9; electrical supplies, 5; florists, 2; fruits, 7; furniture, 14; garages (public), 5; grocers, 117 (chain, 25); hardware, 5; jewelry, 7; meat markets, 42 (chain, 25); men's furnishings, 5; men's clothing, 5; merchant tailors, 11; milliners, 7; opticians, 3; photographers, 5; pianos (and miscellaneous musical instruments), 4; radio supplies, 3; restaurants (including hotels), 49; shoes, 15; sporting goods, 3; stationers, 3; women's apparel, 15.

Miscellaneous Data: Average temperature, 60 degrees; average number of rainy days per twelve months, 23; most pleasant months, April,

May, June, September, October, November. Doctors (medical, 68); (dentists, 18); (osteopaths, 1); street car service; gas, natural; number of meters, 4,128; electric current, alternating and direct; number of wired houses, 5,278; water, soft.

ROGERS, ARK.

(Benton County)

1920 Population (U. S. Census), 3,318 (1926 est. 4,500).

City and Suburban Estimate, 10,000.

Native Whites, 100%; **Industrial Workers,** 20%; **English Reading,** 100%; **Families,** 750.

Schools: Public Grade, 3; High, 1; Junior High, 1. Number of Pupils, 1,244.

Churches: Baptist, 1; Christian Science, 2; Presbyterian, 1; Catholic, 1; Methodist, 2; Miscellaneous, 2.

Banks: National, 2; State, 1. Total Resources, \$2,000,000; Savings Bank Deposits Total, \$100,000.

Theatres: Legitimate, 1; Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 2,500.

Location: In Benton County, on main line of Frisco R.R.; also branch of Frisco running into Oklahoma.

Principal Industries: Agriculture, fruit growing, dairying, four small furniture factories, cider and vinegar plants.

Manufacturing Establishments: 30. Leading firms: Ozark Cider & Vinegar Co., W. H. Wardlaw Co., sweet cider; R. E. McCarty, furniture; Benton Co., Hardware Co., harness; E. Van Wagoner, furniture; Rogers Ice & Cold Storage Co., manufacturers of ice for refrigerating all Frisco cars; Cady Coopeage Co., barrels, boxes, etc.

Special Information: Rogers is one of the Ozark playgrounds, entertaining thousands of tourists each year. Benton County has large apple orchards. One of the largest wholesale distributing centers in northwestern Arkansas.

Residential Features: More than 90% of the inhabitants own their own homes. Has handsome large city park. Water furnished from a spring that can supply 60,000 people. Paved streets.

Retail Shopping Section: First Street, 5 blocks; Walnut Street, 4 blocks; Second Street, 3 blocks; Elm Street, 2 blocks; "A" Street, 3 blocks.

Trading Area: People trade from all over Benton County. Rogers trading area is 20 miles. Network of highways bring trade here.

Wholesale Houses: Groceries, 3; fruits, 5; hardware, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 10; automobile accessories, 10; automobile tire agencies, 12; bakers, 3; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 3; delicatessen, 3; dressmakers, 5; druggists, 3; dry goods, 8; department stores, 4; electrical supplies, 3; florists, 2; furniture, 6; garages (public), 6; grocers, 21; hardware, 3; jewelry, 5; meat markets, 3; men's furnishings, 1; men's clothing, 1; merchant tailors, 3; milliners, 5; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; restaurants (including hotels), 13; shoes, 1; sporting goods, 2; stationers, 4; women's apparel, 6.

RUSSELLVILLE, ARK.

(Pope County)

1920 Population, 4,505.

City and Suburban Estimate, City, 6,800; County, 30,000.

Native Whites, 90%; **Negroes,** 10%; **Industrial Workers,** 10%; **English Reading,** 100%; **Families,** 5,000.

Schools: Public Grade, 3; High, 1; Junior High, 1; one state Polytechnic College; Number of Pupils (Public Schools), 1,214.

Churches: Baptist, 2; Episcopal, 1; Methodist, 2; Presbyterian, 3; Miscellaneous: Christian, 1; Church of God, 1.

Banks: State, 3; Total Resources, \$250,000.

Theatres: Moving Pictures, 2.

Location: On Missouri Pacific, and Dardanelle & Russellville R.R.s. To nearest large city, by automobile, 3 hours; by railroad, 2 hours and 10 minutes.

Principal Industries: Coal and lumber.

Manufacturing Establishments: 4. Leading firms: Purity Ice Cream & Creamery Co.; Russellville Iron Works; Westphal Factory (cabinet and wood); American Amiesite Asphalt Co.

Special Information: Building operations during present year approximate \$1,000,000. Including over 5 miles of street paving, sewer, and water extensions, two new church buildings, 10 new business houses and approximately 73 residences. Improvement district formed to bridge Arkansas River at Dardanelle (cost limited to \$600,000), which will open highway south to Hot Springs through Arkansas Forest Reserve. On two important state primary highways. New 94-room hotel just completed costing \$150,000.

Residential Features: Practically all single residences.

Retail Shopping Section: Jefferson, 3 blocks; Main, 3 blocks; Torrence, 1 block; Oak, 1 block.

Trading Area: North 45 to 70 miles; east 18; west, 14; south, 4 to 8; Arkansas river is practically the southern limit of trade territory. Bridge at Dardanelle will extend territory to across the Arkansas River.

Wholesale Houses: Groceries, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial auto agencies, 5; automobile accessories, 6; automobile tire agencies, 6; bakers, 3; total cigar stores and stands (including hotels), 9; confectioners (including hotel stands), 7; delicatessen, 5; dressmakers, 4; total druggists, 5; dry goods, 7; department stores, 4; electrical supplies, 3; florists, 1; furniture, 4; garages (public), 5; total grocers, 7; hardware, 4; jewelry, 3; total meat markets, 6; men's furnishings, 6; men's clothing, 5; merchant tailors, 2; milliners, 2; opticians, 1; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; total restaurants (including hotels), 7; shoes, 6; sporting goods, 3; stationers, 4; women's apparel, 2.

Miscellaneous Data: Doctors (medical, 8), (dentists, 3), (osteopaths, 1); electric current, alternating; water, soft.

SILOAM SPRINGS, ARK.

(Benton County)

1920 Population, 2,569.

City and Suburban Estimate, 3,000.

Native Whites, 100%; **English Reading,** 100%.

Schools: Public Grade, 1; High, 1. Number of Pupils, 900.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Miscellaneous, 4.

Banks: National, 1; State, 2. Total Resources, \$1,107,342.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 4,000.

Location: Northwest Arkansas on the Kansas City Southern Railroad. Western gateway to the Ozark playground.

Principal Industries: Canning factory, railroad icing.

Manufacturing Establishments: Not a manufacturing center.

Special Information: Located in the Ozark Mountains, on the direct route of all cars coming out of Oklahoma. Have all facilities for handling tourists. Location of John Brown College, Mudlava Sanatorium, Baptist Assembly, Summer resort.

Residential Features: Nearly all are one-family houses. Many summer cottages for summer visitors. Average value around \$5,000.

Retail Shopping Section: Three blocks around the railroad station, then, commencing on East Main, it extends 3 blocks to St. Nicholas Ave., 4 blocks to St. John Street, 2 blocks to West Main, 4 blocks to Tablequah Street.

Trading Area: 30 miles west, 20 miles south, 10 miles north, and 20 miles east.

Wholesale Houses: Groceries, 1; hardware, 1; Miscellaneous lines, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10 (sub); commercial auto. agencies, 4 (sub); automobile accessories, 7; automobile tire agencies, 7; bakers, 2; cigar stores and stands (including hotels), 4; confectioners (including hotel stands), 4; delicatessen, 2; dressmakers, 5; druggists, 3; dry goods, 3; department stores, 1; electrical supplies, 2; fruits, 10; furniture, 2; furriers, 3; garages (public), 8; grocers, 15; hardware, 4; jewelry, 2; meat markets, 4; men's furnishings, 1; men's clothing, 1; merchant tailors, 1; milliners, 3; opticians, 1; photographers, 3; pianos (and miscellaneous musical instruments), 1; radio supplies, 5; restaurants (including hotels), 10; shoes, 1; sporting goods, 4; stationers, 1; women's apparel, 1.

TEXARKANA, ARK.-TEX.

(Miller County, Ark.—Bowie County, Tex.)

1920 Population, 19,737 (In Ark., 8,257, in Tex., 11,480).

City and Suburban Estimate, 63,493. (Miller Co., Ark., and Bowie Co., Tex.)

Native Whites, 75%; **Negroes,** 20%; **Foreign Born,** 5%; **Industrial Workers,** 70%; **English Reading,** 90%; **Families,** 6,000.

Schools: Public Grade, 24; High, 2; Junior High, 2; Parochial, 1. Number of Pupils, 2,800.

Churches: Baptist, 5; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 5; Presbyterian, 2; Roman Catholic, 2.

Banks: National, 2; State, 2. Total Resources, \$20,000,000; Savings Bank Deposits Total, \$5,000,000; other deposits, \$20,500,000.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 5. Total number of seats, 5,000.

Location: On nine railroads, including trunk systems of the Mo. Pac., Texas Pacific, K. O. Southern, and the "Cotton Belt" Rys. To nearest large city (Shreveport, La.), by railroad, 3 hours; by automobile, 4 hours.

Principal Industries: Cotton, truck farming, lumber, caskets, live stock, and other agricultural products.

Manufacturing Establishments: 50. Leading firms: Texarkana Pipe Works, Southern Furniture Factory, Gulf Coopeage Co., etc. Total value of yearly output of factories estimated at \$2,500,000.

Special Information: All principal streets paved, including residential sections. New \$800,000 hotel; 2 municipal buildings to cost \$200,000 each; \$250,000 new theatre built; Superior church and school buildings; new Union Ry station building, to cost \$1,000,000.

Residential Features: Many palatial homes, costing up to \$150,000; 6,000 homes, 40 apartment houses. Delightful climate, out-door life for ten months in the year.

Trading Area: Legitimate trade area extends in a 50-mile radius around the city, with a prosperous population of 300,000, approximately.

Wholesale Houses: Groceries, 3; meats, 5; fruits, 1; hardware, 2; dry goods, 2; Miscellaneous lines, 5.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 5; automobile accessories, 4; automobile tire agencies, 8; bakers, 4; cigar stores and stands (including hotels), 50; confectioners (including hotel stands), 20; delicatessen, 6; dressmakers, 12; total druggists, 25; dry goods, 50 (including small stores), department stores, 5; electrical supplies, 15; florists, 5; fruits, 14; furniture, 7; furriers, 1; garages (public), 25; total grocers, 135; hardware, 10; jewelry, 8; total meat markets, 35; men's furnishings, 5; men's clothing, 15; merchant tailors, 10; milliners, 10; opticians, 4; photographers, 5; pianos (and miscellaneous musical instruments), 3; radio supplies, 8; total restaurants (including hotels), 15; shoes, 5; sporting goods, 10; stationers, 4; women's apparel, 10.

Miscellaneous Data: Average temperature, 65 degrees; average number of rainy days per twelve months, 45; usually the most pleasant months are March to June, September to December. Doctors (medical, 20); (dentists, 10); (osteopaths, 8); public service street car service; gas, natural; electric current, alternating; number of wired houses, 4,000; water, soft.

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ALAMEDA, CALIF.

(Alameda County)

1920 Population, 28,806. (1926, est. 34,000.)
Schools: Public Grade, 7; High, 1 (2,300 pupils); Parochial, 2; Number of Pupils, 6,000.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1 (and mission); Hebrew, 1; Methodist, 3; Presbyterian, 2; Roman Catholic, 2; Miscellaneous, 4; Christian, 1; Free Methodist, 1; Unitarian, 1.

Banks: National, 3; State, 2; Total Resources (all banks), \$13,000,000; Savings Banks Deposits, Total \$9,000,000.

Theatres: Moving Pictures, 4; Miscellaneous (Auditorium, etc.), 1. Total number of seats, 3,500.

Location: On Southern Pacific, Western Pacific, Santa Fe R.R.s.; Luckenbach, Robert Dollar, Panama Pacific and Matson S.S. lines. Two units of an \$8,000,000 terminal project have been completed. Belt Line R.R. serves all industrial sites and waterfront. Ships from all parts of the world call here. To nearest large city, by railroad, ½ hour, by trolley, ¾ hour; by auto, ½ hour.

Principal Industries: Borax works; pencil factory, lumber industry, Alaska Packers' Assn., said to be the largest fish packing concern in the country, makes Alameda its home port.

Residential Features: 75 per cent of homes are occupied by owners. City Manager form of government. Municipally owned light and power company. Well lighted streets. Third city in U. S. to adopt zoning. Lowest fire loss in state. Gardening a specialty among the home owners.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial automobile agencies, 1; automobile tire agencies, 4; bakers, 18; cigar stores and stands (including hotels), 13; confectioners (including hotel stands), 30; delicatessens, 8; dressmakers, 5; druggists, 12 (chain, 1); dry goods, 9; department stores, 3; electrical supplies, 8; florists, 12; fruits, 25; furniture, 7; garages (public), 15; grocers, 102 (chain, 21); hardware, 11; jewelry, 7; meat markets, 29 (chain, 1); men's furnishings, 5; men's clothing, 3; merchant tailors, 12; milliners, 9; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 1; radio supplies, 11; restaurants (including hotels), 13 (chain, 2); shoes, 4; sporting goods, 1; stationers, 8; women's apparel, 13.

Miscellaneous Data: Average temperature, 56.4 degrees; average amount of rainfall per 12 months, 23 inches; most pleasant months, June, July, August, September. Doctors (medical, 27); (dentists, 10); (osteopaths, 2); street car service; gas, artificial; electric current, alternating and direct; number of wired houses, 9,762; water, soft.

ALHAMBRA, CALIF.

(Los Angeles County)

1920 Population, 9,096 (1926 est. 26,000).

City and Suburban Estimate, 40,000.

Native Whites, 90%; Negroes, ½ of 1%; Foreign Born, 5%; Industrial Workers, 10%; English Reading, 95%; Families, 4,400.

Schools: Public Grade, 7; High, 1; Evening High, 1; Parochial, 2; Number of Pupils, 5,750.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 3; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 2.

Banks: National, 1; State, 3; Total Resources, \$372,809,703.45. (The Pacific Southern Bank and the Bank of California are Los Angeles banks with branches in Alhambra.) Savings Bank Deposits Total, \$2,891,996.25.

Theatres: Legitimate, 1; Moving Pictures and Vaudeville, combined, 4; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 3,000.

Location: On Southern Pacific Ry., Pacific Electric Ry. To nearest larger city, by railroad, ½ hour; by trolley, ½ hour; by auto 20 minutes.

Principal Industries: Heavy steel products for oil wells, felt products, sprinkling systems, steel pipe and tanks, building materials, date packing, soap products, honey, valves.

Manufacturing Establishments: 15. Leading firms: C. F. Braun Co., A. I. Root Co., Standard Felt Co., Brown Valve Co., American Steel Pipe and Tank Co. Total value of yearly output of factories estimated at \$8,000,000.

Residential Features: A very large percentage of population are home owners, with 4,200 houses and 35 apartment houses. No slum district in Alhambra.

Retail Shopping Section: Main St., 12 blocks; Garfield Ave., 3 blocks; 1st St., 1 block, 2nd St., 1 block; Valley Blvd., 4 blocks.

Trading Area: A 5-mile radius.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 5; automobile accessories, 4; automobile tire agencies, 7; bakers, 7; total cigar stores and stands (including hotel stands), 21 (chain, 2); confectioners (including hotel stands), 7; delicatessens, 5; dressmakers, 4; total druggists, 17 (chain, 1); dry goods, 5; department stores, 3; electrical supplies, 12; florists, 3; fruits, 15; furniture, 10; garages (public), 15; total grocers, 30 (chain, 7); hardware, 10; jewelry, 3; total meat markets, 25 (chain, 7); men's furnishings, 8; men's clothing, 8; merchant tailors, 3; milliners, 6; opticians, 4; photographers, 4; pianos (and miscellaneous musical instruments), 1; radio supplies, 7; restaurants (including hotels), 10; shoes, 8; sporting goods, 3; stationers, 2; women's apparel, 7.

cellaneous musical instruments), 1; radio supplies, 7; restaurants (including hotels), 10; shoes, 8; sporting goods, 3; stationers, 2; women's apparel, 7.

Miscellaneous Data: Average temperature, 70 degrees; average number of rainy days per 12 months, 25; most pleasant months, Oct., Nov., May, June. Doctors (medical, 33), (dentists, 14), (osteopaths, 4); number of wired houses, 4,500; street car service; gas, artificial; electric current, alternating; water, soft.

ANAHEIM, CALIF.

(Orange County)

1920 Population, 5,526. (1926 est. 12,500.)

City and Suburban Estimate, 30,000. Most important cities and towns in this area are: Fullerton (pop. 8,500); Brea (2,500); La Habra (2,500); Garden Grove (2,000).

Native Whites, 90%; Foreign Born, 10%; Industrial Workers, 10%; English Reading, 90%; Families, 400.

Schools: Public Grade, 8; High, 1; Junior High, 1; Parochial, 2; Number of Pupils, 2,335.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 8.

Banks: National, 4; State, 1; (2 Branch Banks); Capital, Surplus, and Undivided Profits, (all banks), \$605,000; Total Deposits (all banks), \$5,350,000; Total Resources (all banks), \$4,120,000. (Two Branch Banks not included in above—figures not available). Total Bank Clearings (per day), \$50,000; Savings Bank Deposits Total, \$6,451,625.03.

Theatres: Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 3,800.

Location: On three trans-continental railroads: Santa Fe, Union Pacific and Southern Pacific.

Principal Industries: Apples, avocados, beans, dairy products, figs, fish, fruits, hay and grain, honey, lemons, livestock, oil, gasoline and gas, poultry, peppers, persimmons, seed, sugar, vegetables, walnuts.

Manufacturing Establishments, 44. Leading firms: Crystal Chemical Co., Orange Co., Brick & Tile Co., Anaheim Beef Co., McBride Glass factory. Total value of yearly output of factories estimated at \$8,593,578.

Special Information: Citizens have formed a community industrial land company and have purchased a tract of land which they will sell at very special terms for the purpose of bringing industries to the city of Anaheim. The California Valencia Orange Show is held here annually.

Residential Features: Private homes predominate. Anaheim has as fine a residential section as can be found anywhere in southern California. In the center of the residential district we have a newly completed park, one of the prettiest 40-acre parks in southern California.

Retail Shopping Section: The business district of the city extends about five blocks east and west on Center St., and about four blocks north and south on Lemon and Los Angeles Sts. West of the city we have what is known as "Five Points" business district, with about fifteen stores, which take care of some of the trade in the western part of Anaheim.

Trading Area: About three miles north, five miles south, three miles east and five miles west.

Wholesale Houses: Meats, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; automobile accessories, 9; automobile tire agencies, 12; makers, 7; cigar stores and stands (including hotel stands), 20; confectioners (including hotel stands), 6; delicatessens, 2; dressmakers, about 20; druggists, 5; dry goods, 6; department stores, 4; electrical supplies, 7; florists, 2; fruits, 7; furniture, 4; garages (public), 8; grocers, 28; hardware, 3; jewelry, 5; men's meat markets, 10; men's furnishings, 5; men's clothing, 5; merchant tailors, 3; milliners, 4; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 4; radio supplies, 3; restaurants (including hotels), 9; shoes, 5; sporting goods, 2; stationers, 4; women's apparel, 3.

Miscellaneous Data: Doctors (medical, 11; (dentists, 10), (osteopaths, 6); gas, natural and artificial; number of meters, 3,000; electric current, alternating and direct; number of wired houses, 3,000; number of automobile registrations in county, 5,600; water, hard.

BAKERSFIELD, CALIF.

(Kern County)

1920 Population, 18,638 (1926 est. 30,000).

City and Suburban Estimate, 79,000.

Native Whites, 83.5%; Negroes, 0.9%; Foreign Born, 13.6%; Industrial Workers, 20%; English Reading, 95%; Families, 10,000.

Schools: Public Grade, 13; High, 4; Junior High, 1; Parochial, 3; Number of Pupils, 5,100.

Churches: Baptist, 2; Christian Science, 1; Congregational, 2; Episcopal, 1; Hebrew, 2; Methodist, 2; Presbyterian, 1; Roman Catholic, 2; Miscellaneous: Mexican M. E., Jap. M. E., Jap. Buddhist.

Banks: National, 1; State, 4. Total Resources, \$22,874,122. Savings Banks Deposits, Total, \$8,000,000.

Theatres: Legitimate, 1; Moving Pictures, 5; Vaudeville, 1 combination; Burlesque, 1.

Location: On Southern Pacific and Santa Fe

R.R.s. To Los Angeles, by railroad, 6 hours; by auto, 4 hours.

Principal Industries: Oil refineries, cement products, cotton, fruit, cattle raising.

Manufacturing Establishments: 73. Total value of 1925 output of factories estimated at \$5,699,000.

Special Information: Fast developing into a cotton center; 6,000 acres in 1923. 3,500 acres new in vast oil resources, nearly 60,000,000 barrels in 1925. Surrounding community going to diversified farming; 7,000 carloads fruit and produce, and 40,000 bales of cotton produced in 1925.

Residential Features: Small, conservative substantial homes predominate, some very beautiful. New additions, filling with very desirable homes of individual architecture.

Retail Shopping Section: Main part on Chester and 19th—Baker, G. H. I. K. L—1 and 2 blocks cross street. Baker Street section in east end of town, reached by 7 min. street car service.

Trading Area: Extends 40 miles south, 35 miles north, 35 miles west, 40 miles east, small towns scattering.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 16; commercial auto agencies, 5; automobile accessories, 11; automobile tire agencies, 16; bakers, 11; cigar stores and stands (including hotel stands), 21 (chain, 1); confectioners (including hotel stands), 18; delicatessens, 1; druggists, 11 (chain, 1); dry goods, 12; department stores, 10; electrical supplies, 16; florists, 2; fruits, 3; furniture, 10; garages (public), 18; grocers, 83 (chain, 13); hardware, 8; jewelry, 12; meat markets, 24 (chain, 3); men's furnishings, 18; men's clothing, 18; merchant tailors, 13; milliners, 9; opticians, 3; photographers, 9; pianos (and miscellaneous musical instruments), 8; radio supplies, 4; restaurants (including hotels), 50; shoes, 6; sporting goods, 3; stationers, 4; women's apparel, 3 exclusive.

Miscellaneous Data: Average temperature, 57 degrees; average number of rainy days per 12 months, 39; most pleasant months, September to June. Doctors (medical, 38), (dentists, 20), (osteopaths, 3); number of wired houses, 10,000; street car service; gas, natural; electric current, alternating; water, soft.

BERKELEY, CALIF.

(Alameda County)

1920 Population, 56,036. (1926 est. 83,000).

City and Suburban Estimate, 90,000. Most important city adjacent. Oakland (pop. 380,000).

Native Whites, 65,300; Negroes, 480; Foreign Born, 9,573; Industrial Workers, 6,523; English Reading, 69,400; Families, 17,823.

Schools: Public Grade, average attendance, 5,461; High, 1,695, part time, 191; Junior High, 2,604; Parochial, about 500; Number of pupils, 10,451.

Churches: Baptist, 4; Christian Science, 4; Congregational, 5; Episcopal, 5; Hebrew, 1; Methodist, 6; Presbyterian, 7; Roman Catholic, 4; Miscellaneous, 7.

Banks: National, 2 main (1 branch); State, 3 (5 branches). Total Resources (all banks), \$187,705,000. Total Bank Clearings, 12 months (1925) \$220,021,829.

Theatres: Legitimate, 2; Moving Pictures, 7; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), Greek Theatre, Wheeler Hall, University of California.

Location: On Santa Fe & Southern Pacific R.R.s. Barges transport merchandise to San Francisco and the steamship lines absorb the charges for shipments by water. To nearest large city, by railroad, 20 minutes, by trolley, 25 minutes, by auto, 15 minutes.

Principal Industries: Steel, ink, chemicals, soap, fruit packing, furniture, Liberty motors, pottery and tile.

Manufacturing Establishments: 140. Leading firms, Byron-Jackson Iron Works, California Ink Co., California Packing Corp., Cutter Laboratory, Hall-Scott Motor Co., Peet Bros., Steel Tank & Pipe Co., Solano Iron Works, Jacuzzi Bros. Mfg. Co. (aeroplane parts). Total value of yearly output of factories estimated at \$2,800,000.

Residential Features: Berkeley is the seat of the University of California and the educational Center of the Pacific Coast. It is a city of beautiful homes, and numbers among its inhabitants many Oakland and San Francisco business men and capitalists. Superior living and health conditions, exceptionally fine schools, a favorable climate and efficient police and welfare work helps to make Berkeley an ideal home city.

Retail Shopping Section: There are several shopping centers in Berkeley—the main one being on Shattuck Avenue from Berkeley Way to Blake Street, and including University Avenue—the Telegraph Avenue district—West Berkeley, South Berkeley, Ashby Avenue and College Avenue, besides scattered stores in the outlying residential districts.

Trading Area: Berkeley has no surrounding agricultural territory from which it draws trade.

Wholesale Houses: Groceries, 5; meats, 1; fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; automobile accessories, 1; automobile tire agencies, 11; bakers, 43; cigar stores and stands (including hotels), 22 (chain, 3); confectioners (including hotel stands, 42); delicatessens, 12; dressmakers, 14; druggists, 25 (chain, 4); dry goods, 15; department stores,

3; electrical supplies, 17; florists, 8; fruits, 28; furniture, 28; furriers, 6; garages (public), 37; grocers, 125 (chain, 12); hardware, 23; jewelry, 13; meat markets, 28 (chain, 6); men's furnishings, 10; men's clothing, 17; merchant tailors, 19; milliners, 17; opticians, 6; photographers, 8; pianos (and miscellaneous musical instruments), 9; radio supplies, 5 or 6; restaurants (including hotels), 30 (chain, 2); shoes, 16; sporting goods, 2 exclusive; stationers, 7; women's apparel, 11.

Miscellaneous Data: Average temperature, 66.6 degrees; average number of rainy days per 12 months, 71; most pleasant months, July to November. Doctors (medical, 42); (dentists, 31); (osteopaths, 15); street car service; gas, artificial; number of meters, 18,540; electric current, alternating; number of wired houses, 18,672; water, medium hard. Number of Automobile registrations, 14,450.

BRAWLEY, CALIF.

(Imperial County)

1920 Population, 5,389 (1926 est. 6,000).

City and Suburban Estimate, 15,000.

Native Whites, 60%; Negroes, 10%; Foreign Born, 30%; Industrial Workers, 20%; English Reading, 60%; Families, 2,500.

Schools: Public Grade, 2; High, 1; Junior High, 1; Parochial, 1. Number of Pupils, 1,103.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 2.

Banks: State, 2 branches. Savings Banks Deposits Total, \$439,552; Total Resources, \$262,290,000.

Theatres: Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 3,262.

Location: In the center of the Imperial Valley, served by main line of Southern Pacific, and branch of San Diego and Arizona Rys. Excellent motor transportation to all parts of California; fast freight truck service to all southern California and Arizona points.

Principal Industries: Manufacture of ice, cotton gins, grain mills. Surrounding country, of which Bradley is the shipping point and business center, is devoted to raising cantaloupes, lettuce, and other winter truck crops, cotton, grain, alfalfa. The cotton center of the valley. Date industry growing fast, as well as grape fruit and grapes.

Manufacturing Establishments: 5. Leading firms: cement plants, piston ring plant. Imperial Ice and Dev. Co.

Special Information: Brawley ships about one-third of the total perishable products of the Imperial Valley; has an active Chamber of Commerce, Rotary Club, Kiwanis Club, and numerous fraternal organizations.

Residential Features: Mostly one-family houses, private homes predominating. Retail houses scarce, which calls for building activity, which is under way. Only 5 apartment houses. Wide and attractive streets, mostly paved. Limited section on extreme eastern part of city occupied by foreign population, but is well kept and contains no tenement houses.

Retail Shopping Section: Extends from 2 blocks east of railroad to 4 blocks west on Main Street to City Plaza; 3 blocks wide in center of town. Better stores centered on Main Street, between Plaza and the railroad.

Trading Area: Extends 10 miles south, 25 north, 15 east, and 10 miles west. Shoppers from outlying towns come to Brawley to trade. Outlying towns of Westmoreland, Calipatria, and Niland considered in Brawley territory.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 2; automobile accessories, 4; automobile tire agencies, 18; bakers, 2; cigar stores and stands (including hotels), 17; confectioners (including hotel stands), 3; delicatessens, 1; dressmakers, 8; druggists, 4; dry goods, 5; department stores, 3; electrical supplies, 2 florists, 1; fruits, 1; furniture, 3; garages (public) 3; grocers, 25; hardware, 3; jewelry, 2; meat markets, 11; men's furnishings, 10; men's clothing, 4; merchant tailors, 1; milliners, 2; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 23; sporting goods, 1; stationers, 1; women's apparel, 1.

BURBANK, CALIF.

(Los Angeles County)

1920 Population, 2,913. (1926 est. 16,000).

City and Suburban Estimate, 20,000.

Native Whites, 99%; Foreign Born, 1%; English Reading, 99½%; Families, 3,500 (estimated).

Schools: Public Grade, 7; High, 1; Junior High, 1; Number of Pupils, 2,916.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 1; State, 3; (2 branch banks); Total Resources, \$3,794,085; Savings Bank Deposits Total, \$1,336,378.05. Total Deposits (all banks), \$3,750,000.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), School Auditorium, 1. Total number of seats, 1,500.

Location: On Southern Pacific lines. Both coast and valley lines meet here, being only 10 miles from Los Angeles and have all the ad-

CALIFORNIA (Cont'd)

vantages of that port for water and rail shipping. On main highway to the north of city, which is served by local and state truck lines to San Francisco, and other northern points. To nearest larger city (Los Angeles) by trolley; ½ hour; by auto, ¼ hour.

Principal Industries: Truck mfg., china ware and pottery, canning, health foods, soap and perfumes, water heaters, plant culture, flowers, seeds, improved nursery stock.

Manufacturing Establishments: 30. Leading firms: Andrew Jergens Co., Moreland Motor Truck Co., Empire China Co., Genevieve Jackson Co., Libby, McNeill & Libby Cannery, McKeon Cannery, Owens Six-Wheel Truck Co., General Water Heater Co., Burbank Planing Mill, First National Film Corporation, and about 30 other miscellaneous manufacturing establishments. Total value of yearly output of factories estimated at \$7,193,452 (1924 figures).

Special Information: Burbank has an area of 14 square miles, with approximately 90 miles of paved streets, modern sewerage, city-owned electric, and water systems, and 160 acres of parks and playgrounds. Invested in factories and industries, \$9,000,000; annual payroll, \$4,000,000; specializes in improved plant production, number of plants, 65; amount of production, \$13,000,000 annually.

Residential Features: Consist of about 3,000 single houses, and about two or three hundred court, duplex and apartment houses.

Retail Shopping Section: Extends from San Fernando Boulevard and 2d Street, six blocks in main part; Angeleno, Olive, and Orange Grove Ave., ½ block each way of San Fernando Boulevard. On Fourth Street, business houses are scattered. San Fernando Boulevard has business houses all the way to Los Angeles (10 miles), and scattered business houses all the way to San Fernando city, 9 miles in opposite direction. Magnolia Ave. 2 miles from center of town with 2 blocks of business houses.

Trading Area: Extends from north, 10 to 15 miles; from west, about 3 miles. Very little from south, or from the east or city side.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto. agencies, 2; automobile accessories, 1; automobile tire agencies, 2; bakers, 3; cigar stores and stands (including hotels), 2; confectioners (including hotel stands), 2 (7 in drug stores); druggists, 7; dry goods, 6; department stores, 3; electrical supplies, 3; florists, 1; fruits, 9; furniture, 4; garages (public), 7; total grocers, 18 (chain, 4); hardware, 4; jewelry, 4; total meat markets, 12 (chain, 3); men's furnishings, 2 (exclusive); men's clothing, 2; merchant tailors, 2; milliners, 2; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 12; restaurants (including hotels), 5; shoes, 3; stationers, 1; women's apparel, 7.

Miscellaneous Data: Average temperature, 53 degrees; average number of rainy days per twelve months, 56; most pleasant months, Jan., Feb., March. Doctors (medical, 11); (dentists, 4); (osteopaths, 1); street car service, interurban only; gas, natural; electric current, alternating; number of wired houses, 100%; water, hard.

BURLINGAME, CALIF.

(San Mateo County)

1920 Population, 4,500 (1926, est. 14,000).

City and Suburban Estimate, 20,000. Most important cities and towns in this area are: Hillsborough, San Mateo, Millbrae.

Native White, 90%; Foreign Born, 10%; Industrial Workers, 10%; English Reading, 98%; Families, 3,000; Dwellings, 3,000.

Schools: Public Grade, 4; High, 1; Number of Pupils, 1,500 to 2,000.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1.

Banks: State, 2; Savings and Commercial, 2; Savings Deposits Total, \$1,250,000; Total Deposits (all banks), \$2,125,000; Total Resources (all banks), \$2,500,000.

Theatres: Moving Pictures with vaudeville, 2; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 4,000.

Location: Located on Southern Pacific Steam Line and Market Street Electric Line. This is a residential community and has only minor industries. To nearest larger city, 1 hour by automobile; 1 hour by trolley; ½ hour by railroad.

Special Information: Burlingame is home of high-grade American people. Large user and purchaser of nationally known commodities. Has a large average purchasing power, such as automobiles, clothing, foodstuffs, tobacco, drugs, and sundries.

Residential Features: The best. Nearly all own homes; only few apartments; one small hotel.

Retail Shopping Section: Burlingame Avenue, 8 blocks; Lorton Avenue, 4 blocks; Park Road, 2 blocks; Primrose Road, 4 blocks; Broadway, 8 blocks.

Trading Area: Two miles west, 2 miles north, 1 mile east, 1 mile south.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial automobile agencies, 4; automobile accessories, 2; automobile tire agencies, 3; bakers, 4; cigar stores and stands (including hotels), 4 (chain, 5); confectioners (including hotel stands), 5; delicatessens, 6; dressmakers, 12; druggists, 3; dry goods, 6; department store, 1; electrical supplies, 1; florists, 2;

fruits, 6; furniture, 2; garages (public), 6; grocers, 12 (chain, 5); hardware, 2; jewelry, 2; meat markets 6 (chain, 3); men's furnishings, 8; men's clothing, 3; merchant tailors, 2; milliners, 3; optician, 1; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 6; shoes, 3; sporting goods, 1; stationer, 1; women's apparel, 6.

Miscellaneous Data: Average temperature, 70 degrees; average number of rainy days per 12 months, 40; most pleasant months: all. Doctors (medical, 5); (dentists, 6); (osteopath, 1); street car service; gas, artificial; number of meters, 3,000; electric current, alternating and direct; water, hard.

CALEXICO, CALIF.

(Imperial County)

1920 Population, 6,223.

City and Suburban Estimate, 9,000.

Native Whites, 60%; Negroes, 10%; Foreign Born, 30%; Industrial Workers, 20%; English Reading, 85%; Families, 1,650.

Schools: Public Grade, 3; High, 1. Number of Pupils, 1,356.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Roman Catholic, 1; Miscellaneous, 1.

Banks: National, 1; State, 1. Total Resources, \$3,758,534.22; Savings Banks Deposits Total, \$749,871.60.

Theatres: Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 900.

Location: On boundary line between United States and Mexico. Terminal for Southern Pacific, Inter-California, and Arizona & San Diego Railroads. Bus service on state highways, north, east, and west.

Principal Industries: Cotton ginning, mattresses, cottonseed oil, tents, awnings, cottonseed meal; winter fruits and vegetables, celery, cantaloupes, watermelons, grapefruit, peas, strawberries, small grains.

Manufacturing Establishments: 11. Leading firms: Cotton Ginning Co. Globe Mills, Calexico Cotton Products, Inc.

Residential Features: Private homes predominate. Many fine apartments and bungalow courts. Small section devoted to foreign and negro element. Private homes average \$4,500.

Retail Shopping Section: Two blocks north from international border, then from 1 block east of this cross street 4 blocks west on Second Street from border, thence 1 block north, also 2 blocks on street north. There are two small outlying districts of a total of 3 blocks.

Trading Area: Twelve miles east on both sides of border, 5 miles north, 5 west and approximately 30 miles south into Mexico.

Wholesale Houses: Groceries, 1; hardware, 2; dry goods, 1; Miscellaneous lines, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 18; commercial auto. agencies, 3; automobile accessories, 4; including agencies, 12; automobile tire agencies, 2; including car agencies, 9; bakers, 5; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 4; dressmakers, 5; druggists, 4; dry goods, 14; department stores, 2; electrical supplies, 3; florists, 1; fruits, 5; furniture, 3; garages (public), 8; grocers, 86; hardware, 4; jewelry, 4; meat markets, 5; men's furnishings, 7; men's clothing, 7; merchant tailors, 2; milliners, 2; opticians, 1; photographers, 3; pianos (and miscellaneous musical instruments), 1; radio supplies, 4; restaurants (including hotels), 9; shoes, (none exclusive), 5; sporting goods, 2; stationers, 1; women's apparel, 7.

CHICO, CALIF.

(Butte County)

1920 Population, 9,339.

City and Suburban Estimate, 16,000. Most important cities and towns in this area are: Oroville (pop. 5,000); Gridley (3,500); Red Bluff (3,500); Corning (2,500).

Native Whites, 85%; Negroes, 2%; Foreign Born, 13%; Industrial Workers, 15%; English Reading, 85%; Families, 4,000.

Schools: Public Grade, 10; High, 1; Junior High, 1; Number of Pupils, 3,000. Also State Teachers' College.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 2; African M. E., 1; Christian, 1; Nazarene, 1; Brethren, 1; Lutheran, 1; Pentecostal, 1.

Banks: National, 1; State, 3. (One State Bank is a branch of Bank of Italy). Capital, Surplus and Undivided Profits, \$645,541.36; Deposits, \$5,752,703.67; Total Resources (all banks), \$6,621,888.44. Branch of Bank of Italy would probably add 40% to these figures, conservatively estimated.

Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 3; Total number seats, 2,500.

Location: On Southern Pacific Sacramento-Northern Ry. (owned by Western Pacific). To nearest large city, by railway, 3 hours; by trolley, 3 hours; by auto, 3½ to 4 hours.

Principal Industries: Match manufacturing. Main office for 42 retail lumber yards in Northern California. Agriculture and fruits: prunes, almonds, peaches, rice, hay, wheat and barley.

Manufacturing Establishments, 1. Leading firms: Diamond Match Co., Northern Star Mills (manufacturing "Big Oak" flour). Valley Concrete Pipe & Products Co. (manufacturing concrete pipe and ornamental work). Total value of yearly output of factories estimated at \$3,000,000.

Special Information: Chico and environs produced, \$1,000,000 prune crop, \$1,000,000 almond crop, \$1,000,000 rice crop.

Residential Features: Private homes predominate.

Retail Shopping Section: Main St. 10 blocks, Broadway 8 blocks, 2nd, 3rd and 4th, 3 blocks each.

Trading Area: North 40 miles, east 28, south 30, west 26.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 18; commercial auto. agencies, 5; automobile accessories, 5; automobile tire agencies, 15; bakers, 4; cigar stores and stands (including hotels), 18 (chain, 1); confectioners (including hotel stands), 10; delicatessens, 2; dressmakers, 8; druggists, 8; dry goods, 5; department stores, 8; electrical supplies, 7; florists, 3; fruits, 3; furniture, 5; garages (public), 8; grocers, 35 (chain, 3); hardware, 5; jewelry, 6; meat markets, 7; men's furnishings and men's clothing, 14; merchant tailors, 2; milliners, 5; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 4; radio supplies, 5; restaurants (including hotels), 10; shoes, 6 (exclusive); 10 more in other stores; sporting goods, 3; stationers, 4; women's apparel, 6.

Miscellaneous Data: Average temperature, 60 degrees (maximum, 80; minimum, 40); average number of rainy days per 12 months, 100; most pleasant months, April, May, June, Sept., Oct., Nov. Doctors (medical, 15); (dentists 13); (osteopaths, 2); street car service; gas, artificial; electrical current, alternating; number of wired houses, 2,000; water, soft.

COALINGA, CALIF.

(Fresno County)

1920 Population, 2,934.

City and Suburban Estimate, 6,800.

Native Whites, 92%; Foreign Born, 8%; English Reading, 96%; Families, 1,430.

Schools: Public Grade, 1; High, 1; Junior High, 1.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1.

Banks: National, 1. Total Resources, \$1,378,480; Savings Bank Deposits Total, \$285,000.

Theatres: Legitimate, 1; Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 3,160.

Location: In S.W. corner of Fresno County, on Southern Pacific Railway, on paved highway, midway between San Joaquin Valley and coast main highways. Bus lines east and west.

Principal Industries: Production of crude petroleum, 1,217,000 barrels annually, cattle and sheep raising, 88,000 lambs shipped annually; 17,000 cattle. Oil well drilling supplies and specialties.

Manufacturing Establishments: 2. Leading firms: Bunting Iron Works, Baker Casing Shoe Co. Total value of yearly output of factories estimated at \$140,000.

Residential Features: Mostly one- and two-story frame dwellings; 40% owned by non-residents; not as desirable as privately owned. Average value, \$2,000.

Retail Shopping Section: Four blocks on Elm Avenue, the entrance to city by state highway; 4 blocks on Fifth Street.

Trading Area: Extends about 25 miles north, south and west, and 30 miles east. Nearest trading centers are 52 and 41 miles away.

Wholesale Houses: Meats, 1; fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; automobile accessories, 5; automobile tire agencies, 6; bakers, 3; cigar stores and stands (including hotels), 7; confectioners (including hotel stands), 10; delicatessens, 2; dressmakers, 3; druggists, 3; dry goods, 4; department stores, 2; electrical supplies, 1; fruits, 7; furniture, 3; garages (public), 7; grocers, 10; hardware 2; jewelry, 3; meat markets, 3; men's furnishings, 3; men's clothing, 3; merchant tailors, 4; milliners, 3; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 5; shoes, 4; sporting goods, 3; stationers, 2; women's apparel, 4.

COLTON, CALIF.

(San Bernardino County)

1920 Population, 4,282. (1926, est. 8,200.)

City and Suburban Estimate, (township) 12,000. Most important cities and towns in this area are: San Bernardino (pop. 38,211); Riverside (31,117); Redlands (18,015); Rialto (2,500).

Natives Whites, 71%; Negroes, 4%; Foreign Born, 25%; Industrial Workers, 95%; English Reading, 90%; Families, 1,400.

Schools: Public Grade, 5; High, 1; Junior High, 1; (Junior College proposed).

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Latter Day Saints (Mormon), 1; Miscellaneous, 4.

Banks: National, 2; State, 1; Capital, Surplus and Undivided Profits (all banks) \$214,989.56; Total Deposits, \$1,749,478.25; Total Resources, \$2,077,515.12; Savings Bank Deposits Total, \$1,266,000.

Theatres: Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 2.

Location: On Southern Pacific; Atchison, Topeka and Santa Fe, and Union Pacific R.Rs.

Pacific Electric Ry. three ways. Motor Transit Stage Company, Pacific Fruit Express. To Los Angeles by railroad, 2 hours, by trolley, 2 hours, by auto, 2 hours.

Principal Industries: Oranges, lemons, grape fruit, cement manufacturing, flour mills, railroad shops, gas plants, cement tile, concrete pipe, Pacific Fruit Express.

Manufacturing Establishments: Leading firms: Globe Milling Company, Southern California Edison Company, Colton Portland Cement Company, Walker Candy Factory. Annual payroll more than \$3,500,000.

Special Information: Colton is called the "Hub City," being the junction of three transcontinental railroads and one electric line. Is known as the "Industrial City" of San Bernardino Valley.

Residential Features: Mostly private residences. Several up-to-date apartment houses and first class hotels. Foreign-born population mostly housed in segregated area.

Retail Shopping Section: Extends from the intersection of 8th and I Streets for about two blocks in each direction.

Wholesale Houses: Groceries, 1; meats, 1; fruits, 3; hardware, 1; dry goods, 1; Miscellaneous lines, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 3; commercial auto. agencies, 1; automobile accessories, 5; automobile tire agencies, 5; bakers, 2; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 10; delicatessens, 1; dressmakers, 5; druggists, 3; dry goods, 4; department stores, 4; electrical supplies, 2; florists, 1; fruits, 4; furniture, 5; furriers, 1; garages (public), 10; grocers, 10 (chain, 2); hardware, 2; jewelry, 2; meat markets, 4; men's furnishings, 2; men's clothing, 5; merchant tailors, 3; milliners, 2; opticians, 1; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 4; restaurants (including hotels), 6; shoes, 6; sporting goods, 1; stationers, 2; women's apparel, 4.

Miscellaneous Data: Average temperature, 75 degrees; average rainfall for twelve months, 16.39 inches; most pleasant months, spring and autumn seasons. Doctors (medical, 6); (dentists, 3); (osteopaths, 1); street car service; gas, natural; number of meters, 1,628; Number of automobile registrations, 2,000; electric current, alternating; number of wired houses, 1,800; water, soft.

CORNING, CALIF.

(Tehama County)

1920 Population, 1,449. (Chamber of Commerce estimate based on housing, 2,400.)

City and Suburban Estimate, 6,000.

Native Whites, 99%; Foreign Born, 1%; Industrial Workers, 2%; English Reading, 100%; Families, nearly 2,000.

Schools: Public Grade, 1; High, 1; Number of Pupils, 577.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

Banks: State, 2; Total Resources, \$1,271,385.54; Savings Bank Deposits Total, \$507,977.

Theatres: Legitimate, 1; Moving Pictures, 1; Vaudeville, 1; Miscellaneous (Auditorium, etc.), 1. Total number of seats, 850.

Location: Five miles west of Sacramento River, on main line of Southern Pacific R.R., 120 miles north of Sacramento, and 187 miles north of San Francisco, and on Pacific Highway from Canada to Mexico. Bus service in all directions. To nearest large city, by railroad, 4 hours; by auto, 4 hours.

Principal Industries: Fruits, nuts, grain, wool, olives; fruit packing, olive processing and oil making.

Manufacturing Establishments: 6. Leading firms, Maywood Packing Co.; Heinz Co.; Williams Olive Oil Co.; Corning Rug Factory; B. E. Glick Olive Oil Co.; Corning Ice & Bottling Works; Corning Olive Growers, Inc.; Schram Fruit Drying Co.; Moran Bros. Fruit Drying Co.; A. G. Phillips Machine Shops.

Special Information: Location of this city makes it the logical outlet for 36,000 acres of pine and fir timber, 30 miles west; and is distributing point for about 100,000 h.p. electricity to be generated by water power. In the heart of the section growing the celebrated "Maywood Mammoth" olives. Total value of yearly output of factories estimated at \$750,000.

Residential Features: Practically all one-family houses, with a few scattered apartment houses. No tenements. Fine residential section just starting, with several homes of the \$10,000 class. Good, broad streets, but unpaved. Splendid city water (from wells) for domestic use.

Retail Shopping Section: Extends from the Southern Pacific R.R. line west for four blocks on Solano Street, and north one block to Yolo Street, on 4th and 5th and 6th Streets. There are two outlying "neighborhood" districts, with usual grocery and auto service, including cold drinks, confections, etc.

Trading Area: Extends west for thirty miles, south for ten miles, east for eight miles, and north for fourteen miles. Being on the Pacific Highway brings quite a large tourist trade practically nine months in the year.

Wholesale Houses: Fruits, 4.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 4; commercial auto. agencies, 2; automobile accessories, 4; automobile tire agencies, 1; bakers, 1; cigar stores and stands (including hotels), 3 (chain, 1); confectioners (including hotel stands), 4; dressmakers, 1; druggists, 2 (chain, 1); dry goods, 2; department stores, 2; electrical supplies, 4; fruits, 6; furniture, 8; garages (public), 6; grocers, 6; hardware, 2;

CALIFORNIA (Cont'd)

Corning (cont'd)

jewelry, 1; meat markets, 12; men's furnishings, 3; men's clothing, 2; merchant tailors, 1; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 4; shoes, 3; sporting goods, 4; stationers, 1; women's apparel, 2.

Miscellaneous Data: Average temperature, 72 degrees; average number of rainy days per twelve months, 80; most pleasant months, fall months. Doctors (medical, 4); (dentists, 2); (osteopaths, 1); electric current, alternating; number of wired houses, 500; water, soft.

CORONA, CALIF.

(Riverside County)

1920 Population, 4,129 (1926 est., 5,400).

City and Suburban Estimate, 8,000.

Native Whites, 80%; Foreign Born, 20%; Industrial Workers, 40%; English Reading, 85%; Families, 1,325.

Schools: Public Grade, 2; High, 1; Junior High, 1; Number of Pupils, 1,619.

Churches: Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 2; Roman Catholic, 1; Miscellaneous, 2.

Banks: National, 1; State, 1; Total Resources, \$1,837,725.15; Savings Bank Deposits, \$554,319.68.

Theatres: Moving Pictures, 3. Total number of seats, 1,200.

Location: On the Santa Fe and Pacific Electric R.R.s. A new line of Santa Fe, Corona to Elsinore, opening up a large field of resources. To nearest large city (Los Angeles) by railroad, 1½ hours; by auto, 2 hours.

Principal Industries: Citrus growing, manufacturing citric acid, fruit boxes, stone building material, pottery, clays, silica, glass sand.

Manufacturing Establishments: 4. Leading firms: Exchange Lemon Products Co., United Chemical Co., Blue Diamond Material Co., and Corona Box Co. Total value of yearly output of factories estimated at \$1,924,000.

Special Information: Forty miles of paved streets within the city limits. Three miles 100-ft wide circular paved boulevard. Large lemon shipping point. Large rock crushing plant.

Residential Features: City is laid out on a gently sloping mesa, with admirable drainage features and facilities. The price of city lots, \$500 to \$700, is lower than in other nearby communities and affords an attractive opportunity for building.

Retail Shopping Section: Five blocks on Sixth Street and five blocks on Main Street.

Trading Area: Extends 5 miles south, 8 miles west, 8 miles north and 5 miles east.

Number of Retail Outlets for Nationally Advertised Products: Commercial automobile agencies, 5; automobile accessories, 6; automobile tire agencies, 13; bakers, 4; total cigar stores and stands (including hotels), 7; confectioners, 7; druggists, 3; department stores, 1; dry goods, 7; electrical supplies, 3; furniture, 3; garages (public), 12; grocers, 18; hardware, 2; jewelry, 2; meat markets, 7; men's furnishings, 4; men's clothing, 4; milliners, 2; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 8; shoes, 2; sporting goods, 1.

Miscellaneous Data: Average temperature, 63 degrees; average number of rainy days per twelve months, 23; most pleasant months, April, May, June, Sept., Oct., Nov. Doctors (medical, 5); (dentists, 3); (osteopaths, 1); number of wired houses, 1,325; gas, natural; electric current, alternating; water, medium.

DINUBA, CALIF.

(Tulare County)

1920 Population, 3,400 (1926 est., 4,200).

City and Suburban Estimate, 1926, est. 15,000. Most important cities and towns in this area are: Orose (pop. 250); Cutler (175); Sultana (125); Orange Cove (125).

Native Whites, 95%; Negroes, ½%; Foreign Born, 4½%; Industrial Workers, 65%; English Reading, 95%; Families, 1,000.

Schools: Public Grade, 5; High, 1; Parochial, 1; Number of Pupils, 1,600.

Churches: Baptist, 1; Christian Science, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 5.

Banks: National, 2; Total Resources, \$1,500,000; Savings Banks Deposits Total, \$500,000.

Theatres: Legitimate, 1; Moving Pictures, 1; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 2,000.

Location: On Southern Pacific, and Santa Fe R.R.s. Also hourly stage service in all directions. To nearest large city, by railroad, 1 hour; by auto, 1 hour.

Principal Industries: Raising and preparing for market, table, and juice grapes, raisins, figs, peaches, apricots, prunes. Also big lumbering interests and canning factories.

Manufacturing Establishments: 5; Leading firms: Sunmaid Raisin Co. and Peach & Fig Growers, Dinuba Planting Mill, Dinuba Lumber Co. Total value of yearly output of farm and factories estimated at \$10,000,000.

Special Information: Dinuba is located right in the center of the Alta District, one of the richest parts of the San Joaquin Valley.

Residential Features: A city of medium-priced bungalows, practically all new and modern, with all the latest building improvements. Dinuba has no slums and there is no recognized best part of town.

Retail Shopping Section: Tulare Street, four blocks solid; "L" Street, three blocks solid; "K" Street, 2 blocks.

Trading Area: Extends west 9 miles, east 9 miles, north 6 miles, south back into mountains. On special sales days merchants have attracted business from a radius of 20 miles in each direction. Fine bus service to outlying districts.

Wholesale Houses: Groceries, 1; meats, 1; fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto. agencies, 3; automobile accessories, 6; automobile tire agencies, 7; bakers, 2; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 5; delicatessen, 1; dressmakers, 4; druggists, 4; dry goods, 6; department stores, 5; electrical supplies, 2; florists, 1; fruits, 3; furniture, 2; furriers, 1; garages (public), 10; grocers, 15 (chain, 4); hardware, 2; jewelry, 2; meat markets, 5; men's furnishings, 5; men's clothing, 5; merchant tailors, 2; milliners, 3; opticians, 1; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; restaurants (including hotels), 6; shoes, 8; sporting goods, 3; stationers, 5; women's apparel, 5.

Miscellaneous Data: Average temperature, 70 degrees; average number of rainy days per twelve months, 30; most pleasant months, all except July and August. Doctors (medical, 5); (dentists, 3); (osteopaths, 2); gas, artificial; electric current, alternating and direct; number of wired houses, 1,000 in city, and 3,000 in district; water, hard.

EL CENTRO, CALIF.

(Imperial County)

1920 Population, 5,464. (1926, est. 8,000).

City and Suburban Estimate, 18,000.

Native Whites, 85%; Negroes, 10%; Foreign Born, 5%; English Reading, 95%; Families, 3,000.

Schools: Public Grade, 5; High, 2; Junior College, 1; Number of Pupils, 1,568.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 1.

Banks: National, 1; State, 2.

Theatres: Legitimate, 2; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 2,800.

Location: Southern Pacific, and Arizona and San Diego R.R.s. Stage service to and from Los Angeles and San Diego. County seat of Imperial Valley, centrally located in the Imperial Valley. To nearest large city, by railroad, 6 hours; by auto, 4 hours.

Principal Industries: Dairying, agriculture, melons, vegetables.

Manufacturing Establishments: 8.

Residential Features: Mostly 4 to 6 room houses, private homes predominate.

Trading Area: 25 miles.

Wholesale Houses: Groceries, 2; meats, 1; fruits, 2; hardware, 2; dry goods, 1; paper, 1; miscellaneous lines, 3; creamery products.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto agencies, 4; automobile accessories, 6; automobile tire agencies, 15; bakers, 3; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 5; delicatessen, 3; dressmakers, 5; druggists, 4 (chain, 1); dry goods, 8; department stores, 4; electrical supplies, 5; florists, 1; fruits, 15; furniture, 4; garages (public), 10; grocers, 34; meat markets, 14 (chain, 1); men's furnishings, 12; men's clothing, 12; merchant tailors, 5; milliners, 2; opticians, 6; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 5; restaurants (including hotels), 26; shoes, 12; sporting goods, 5; stationers, 2; women's apparel, 7.

Miscellaneous Data: Average number of rainy days per twelve months, very few; most pleasant months, September to June. Doctors (medical, 8); (dentists, 5); (osteopaths, 4); electric current, alternating and direct; water hard.

ESCONDIDO, CALIF.

(San Diego County)

1920 Population, 1,739 (1926 est. 3,000).

City and Suburban Estimate, 5,000—9,000 in trade district.

Native Whites, 95%; Foreign Born, 5%; Industrial Workers, 10%; English Reading, 97%; Families, 600 in town, 1,800 in district.

Schools: Public Grade, Number of Pupils, 725; High, 275; Adventist, 50; Total, 1,050.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 3; Roman Catholic, 1; Miscellaneous, 8.

Banks: National, 2; State, 1; Total Resources, \$3,000,000; Savings Bank Deposits, Total, \$600,000.

Theatres: Legitimate, 1; Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 1.

Location: On Santa Fe R.R. Truck and stage lines daily to Los Angeles and San Diego.

Principal Industries: Fruit growing, grain, poultry, dairying, honey and diversified farming.

Residential Features: Private homes predominate.

Retail Shopping Section: Grand Avenue, and several cross streets.

Trading Area: From 10 to 25 miles.

Wholesale Houses: 2 packing houses and 1 cannery.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 3; automobile accessories, 9; automobile tire agencies, 8; bakers, 2; cigar stores and stands (including hotels), 17; confectioners (including hotel stands), 10; dressmakers, 10; druggists, 2; dry goods, 5; electrical supplies, 6; florists, 2; fruits, 10; furniture, 5; furriers, 1; garages (public), 7; grocers, 8; hardware, 4; jewelry, 2; meat markets, 4; men's furnishings, 4; men's clothing, 4; merchant tailors, 3; milliners, 3; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 6; shoes, 2; sporting goods, 2; stationers, 1; women's apparel, 2.

EUREKA, CALIF.

(Humboldt County)

1920 Population, 12,923. (1926, est. 19,500).

City and Suburban Estimate, 35,000. Most important cities and towns in this area are: Arcata (pop. 2,000); Ferndale (1,200); Fortuna (1,000); Scotia (1,000).

Native Whites, 90-95%; Negroes, ¼%; Foreign Born, 25-35%; Industrial Workers, 25-35%; English Reading, 80-90%; Families, 4,000.

Schools: Public Grade, 7; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 3,198.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 3; Presbyterian, 1; Roman Catholic, 4; Pentecostal, 1; Miscellaneous, 8.

Banks: National, 1; State, 3. Capital, Surplus and Undivided Profits (all banks) \$5,280,000; Total Deposits, \$10,155,000; Total Resources, \$11,000,000.

Theatres: Legitimate, 1; Moving Pictures, 4; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 3; Total number of seats, 5,020.

Location: East side of Humboldt Bay, on the Redwood Highway, 294 miles north of San Francisco, 472 miles south of Portland, Ore. Served by Northwestern Pacific Railroad, Admiral Steamship Line, Nelson Steamship Line, Bay-side Steamship Line, Coggeshall Launch Co., Little River Steamship Co., S. S. McCormack Steamship Co. Through stage service each day south to San Francisco and all way stations, and north to Portland, Ore., and way stations, and east to Red Bluff and tri-weekly to Redding.

Principal Industries: Redwood, pine and spruce lumber, woolen goods, printing, book-binding, and publishing, foundry products, burl products, dairy products, wholesale paper houses, candy factory, boiler works.

Manufacturing Establishments: 20. Leading firms: Eureka Woolen Mills, Acme Foundry, Cottrell Moulding Mill, Burns, Burl Mfg. Co., Eureka Mfg. Co., Eureka Fluff Rug Co., Eureka Boiler Works, Bayside Redwood Co., Dolbeer & Carson Lumber Co., Homes-Eureka Lumber Co., McKay & Co. (lumber), Huber Bros., Delaney & Young, (candy factory); Hammond Lumber Co., Rew & Sons (machine shop).

Special Information: Located on only large harbor between Portland and San Francisco. Central stage center between these two points. Principal redwood lumber center of the country. Equitable climate. Distributing center for campers' supplies. Fishing, hunting and fine scenery on the Redwood Highway. Largest redwood lumber mill on the Pacific Coast, employing 7,000 men the year around, is located near Eureka, the leading coast city between San Francisco and Portland. Eureka's harbor will accommodate ocean-going shipping up to 30-foot draft. Value of cargoes shipped from harbor exceeds \$20,166,940 annually.

Residential Features: Mostly one-family houses. No tenements. Private homes. Fifteen new apartment houses, 175 new bungalows constructed during the year.

Retail Shopping Section: Extends from water front south 7 blocks to Seventh Street, 10 blocks east and west between A Street and J Street. There are approximately 5 outlying retail business sections and several smaller neighborhood sections with the usual grocery, meat and small shops.

Trading Area: Extends about 100 miles north and south, and 35 miles east.

Wholesale Houses: Groceries, 3; meats, 2; fruits, 2; hardware, 1; dry goods, 1; candy, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 1; commercial auto agencies, 15; automobile accessories, 5; automobile dealers, 17; automobile tire agencies, 16; bakers, 8; cigar stores and stands (including hotels), 37; confectioners (including hotel stands), 26; delicatessen, 3; dressmakers, 10; druggists, 7; dry goods, 9; department stores, 3; electrical supplies, 4; florists, 3; fruits, 10; furniture, 10; furriers, 1; garages (public), 25; grocers, 64 (chain, 5); hardware, 4; jewelry, 8; meat markets, 15; men's furnishings, 12; men's clothing, 5; merchant tailors, 4; milliners, 5; opticians, 2; photographers, 5; pianos (and miscellaneous musical instruments), 4; radio supplies, 5; restaurants (including hotels), 28; shoes, 7; sporting goods, 4; stationers, 4; women's apparel, 7.

Miscellaneous Data: Average temperature, 60 degrees. Doctors (medical, 23); (dentists, 26); (osteopaths, 2); street car service; gas, artificial; electric current, alternating and direct; water, soft. Number of automobile registrations, 12,000.

FRESNO, CALIF.

(Fresno County)

1920 Population, 45,086.

City and Suburban Estimate, 83,360. (Polk's City Directory estimate for 1926). Most important cities and towns in this area are: Selma (pop. 5,000); Kingsburg (3,000); Sanger (3,000); Fowler (2,000); Reedley (2,000).

Native Whites, 81%; Foreign Born, 19%; English Reading, 89%; Families, 11,236 (1920 estimate).

Schools: Public Grade, 21; High, 1; Junior High, 3; Technical High, 2; Parochial, 3; Number of Pupils, 12,866.

Churches: Baptist, 17; Christian Science, 1; Congregational, 4; Episcopal, 3; Hebrew, 1; Methodist, 8; Presbyterian, 7; Roman Catholic, 3; Miscellaneous, 37.

Banks: National, 1; State, 3; Savings Deposits Total, \$20,034,983 (year ending June 30, 1926); Total Deposits (all banks) \$35,581,201; Total Bank Clearings (12 months, ending June 30, 1926) \$221,708,076.29.

Theatres: Legitimate, 1; Moving Pictures, 6; Vaudeville, 3; Burlesque, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 13,840.

Location: Center of California, and center of the San Joaquin Valley. Southern Pacific, and Santa Fe R.R.s. 4 trucking services to all state points.

Principal Industries: Raisin and fruit packing. Lumber mill, ice cream, butter, flour, paper cartons, box shooks, auto bodies aluminum utensils, ice plants, mill works, tents and awnings, foundries.

Manufacturing Establishments: 156. Leading firms: Sun Maid Raisin Growers' Assn., California Peach & Fig. Assn., Sugar Pine Lumber Co., Benham's Ice Cream Co. Total value of yearly output of factories estimated at \$87,460,069.

Residential Features: Largely one-family bungalows, small apartments and flats. Total number of homes 15,000.

Retail Shopping Section: Van Ness Ave., Fulton, Broadway, Fresno, Mariposa, Tulare, Tuolumne, Merced, 5 blocks on Mariposa, 3 blocks on Kern, 6 blocks on Fulton and Broadway, 5 blocks on Van Ness, 3 blocks on Tuolumne, Merced, and Fresno, 9 blocks on Tulare.

Trading Area: 100 miles north and south, 30 miles east and west.

Wholesale Houses: Groceries, 3; meats, 6; fruits, 7; dry goods, 2; miscellaneous lines, 97.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 54; commercial auto agencies, 8; automobile accessories, 21; automobile tire agencies, 32; bakers, 29; cigar stores and stands (including hotels), 26 (chain, 2); confectioners (including hotel stands), 14; delicatessen, 8; druggists, 41 (chain, 5); dry goods, 9; department stores, 11; electrical supplies, 35; florists, 5; fruits, 5; furniture, 33; furriers, 2; garages (public), 65; grocers, 131 (chain, 23); hardware, 13; jewelry, 20; meat markets, 62; men's furnishings, 20; men's clothing, 20; merchant tailors, 19; milliners, 10; opticians, 4; photographers, 9; pianos (and miscellaneous musical instruments), 12; radio supplies, 12; restaurants (including hotels), 62 (chain, 1); shoes, 15; sporting goods, 5; stationers, 7; women's apparel, 10.

Miscellaneous Data: Doctors (medical, 78); (dentists, 55); (osteopaths, 6); gas, artificial; number of meters, 16,397; electrical current, alternating; number of wired houses, 15,750; street car service; water, medium, soft. Number of automobile registrations (to June 30, 1926) 41,324 passenger cars, 6,488 auto trucks.

FULLERTON, CALIF.

(Orange County)

1920 Population, 4,415. (1926, est. 11,000.)

City and Suburban Estimate, 27,000. Most important cities and towns in this area are: Fullerton (pop. 11,000); Brea (4,000); La Habra (5,000); Placentia (3,000); Buena Park (1,000).

Native Whites, 87%; Mexican, 13%; Industrial Workers, 80%; English Reading, 91%; Families, 6,000.

Schools: Public Grade, 9; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 2,543; Teachers, 131; Junior College, 1. (erected at a cost of \$2,000,000.)

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3; Christian, 1.

Banks: National, 2; State, 2; Bank Deposits Total, \$4,750,000. Total Bank Clearings (12 months) \$21,600,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Total number of seats, 1,000.

Location: On Santa Fe, Southern Pacific, and Union Pacific R.R.s., Pacific Electric Ry. Twenty miles from harbor; Pickwick stages, Pacific fruit express. To nearest large city, by railroad, 1.05 hours; by trolley, 1.10 hours; by auto, 1 hour.

Principal Industries: Deciduous and citrus fruit-growing (oranges, grapefruit, lemons, walnuts, avocados, grapes), crude oil. Oil fields have been producing for more than 20 years; manufacturing machinery for oil refineries, canning, glass making (one plant employing 175 men, payroll \$25,000); paving plant, machinery equipment plants, numerous oil refineries.

Manufacturing Establishments: Union Oil Standard Oil, Shell Oil, West Coast Leases, General Petroleum Leases, Newton Process Co.

CALIFORNIA (Cont'd)

Special Information: Fullerton has been selected by many leading manufacturers as the home of their western plants. It enjoys a rate differential that enhances the value of manufacturing locations. "The Home of the Valencia Orange." Exports for year valued at \$14,000,000.

Residential Features: Some of the finest homes of the southland are located in and around Fullerton. Up-to-date apartment houses and four splendid hotels.

Retail Shopping Section: 114 stores covering more than six blocks on each side of the street.

Trading Area: Eight miles in every direction from the city.

Wholesale Houses: Groceries, 2; paper house, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; automobile accessories, 15; bakers, 8; cigar stores and stands (including hotels), 8 (chain, 1); confectioners (including hotel stands), 5; dressmakers, 4; hotels, 5; druggists, 5; dry goods, 4; department stores, 5; electrical supplies, 2; florists, 2; furniture, 6; grocer, 36 (chain, 3); hardware, 4; jewelry, 3; meat markets, 9 (chain, 1); men's furnishings, 6; merchant tailors, 4; milliners, 5; pianos (and miscellaneous musical instruments), 2; plumbing, 5; radio supplies, 3; restaurants (including hotels), 7; shoes, 11; stationers, 2; women's apparel, 5.

Miscellaneous Data: Doctors (medical, 12); (dentists, 9); (osteopaths, 4); street car service (interurban); gas, natural; number of meters, 1,738; electric current, alternating, direct; number of wired houses, 1,846; water, soft.

GLENDALE, CALIF.

(Los Angeles County)

1920 Population, 13,536 (1926 est., 55,000).

City and Suburban Estimate: School census, est. 67,000; Chamber of Commerce, est. 70,000; public service, est. 75,000. Most important cities and towns in this area are: Burbank (pop.) 20,000; Montrose (3,000).

Native Whites, 90%; Negroes, 1%; Foreign Born, 9%; Industrial Workers, 20%; English Reading, 99%; Families, approx. 14,500.

Schools: Public Grade, 12; High, 1; Junior High, 1; Parochial, 2; Number of Pupils, 9,419.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 4; Presbyterian, 2; Roman Catholic, 2; Miscellaneous, 12.

Banks: National, 1; State, 3; Total Deposits (all banks), \$13,368,334.62; Total Resources, (all banks), \$20,000,000; Total Bank Clearings, (12 months, 1925), \$82,522,573.58.

Theatres: Legitimate, 1; Moving Pictures, 6; Vaudeville, 3; miscellaneous (Auditoriums, etc.), 3. Total number of seats, 12,400.

Location: Adjoining Los Angeles. Served by Southern Pacific, and Union Pacific Rys. Direct connection to Los Angeles by Pacific, and Glendale & Montrose electric lines. To nearest larger city, by railroad, 20 minutes; by trolley, 25 minutes; by auto, 30 minutes.

Principal Industries: Pottery and tile, bottling, wholesale bakeries, auto trucks, proprietary medicines, aeroplanes, door and sash, auto gear, carburetors, window shades, cigar boxes, furniture, incinerator, concrete blocks, candy, ice cream, ice, cigars, etc.

Manufacturing Establishments: 46. Leading firms: Harrower Laboratories, Certified Laboratories, Moreland Truck, Kinner Aeroplane, Winfield Carburetors, Meneley Window Shades, Kaighn Chocolates, Weber Baking Co., Tropico Potteries, Comalt Co., Sierra Club Beverages. Total value of yearly output of factories estimated at \$35,000,000.

Special Information: One of fastest growing cities of size in United States. Building permits over \$10,000,000 a year for four years. Buying power of inhabitants far above that of average city. Fine churches, schools and public buildings.

Residential Features: City of high class homes, mostly inhabited by high class professional men of Los Angeles, and wealthy retired people from East and Middle West. Nearly every family owns home. Many residences costing from \$20,000 to \$100,000. Approximately 4,000 homes from \$5,000 to \$18,000. About 1,200 single apartments, 500 duplex apartments. No tenement district.

Retail Shopping Section: On Brand Blvd., 15 blocks; Broadway, 12 blocks; Colorado, 8 blocks; Central Ave., 5 blocks; San Fernando, 7 blocks; Los Feliz, 5 blocks; Maryland, 2 blocks; Glendale Ave., 5 blocks; Harvard, 2 blocks; Wilson, 2 blocks; Verdugo, 3 blocks; Kenwood, 1 block; Pacific, 1 block, and many scattered stores and markets.

Trading Area: About 5 miles square, and very thickly settled. Glendale is a suburban city with very little outside trade, except small foothill cities with approximately 30,000 population, extending 17 miles northeast of city and connected by electric and auto stage lines.

Wholesale Houses: Groceries, 1; fruits, 1. Miscellaneous lines, tobacco, 1; confectionery, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 31; commercial automobile agencies, 7; automobile accessories, 11; automobile tire agencies, 16; bakers, 29; total cigar stores and stands (including hotels), 34 (chain, 2); confectioners (including hotel stands), 26; delicatessen, 9; total druggists, 38 (chain, 3); dry goods, 13; department stores, 4; electrical supplies, 19;

florists, 9; fruits, 19; furniture, 21; furriers, 1; garages (public), 17; total grocers, 172 (chain, 24); hardware, 11; jewelry, 13; total meat markets, 61 (chain, 17); men's furnishings, 17; men's clothing, 9; merchant tailors, 15; milliners, 11; opticians, 6; photographers, 11; pianos (and miscellaneous musical instruments), 4; radio supplies, 14; restaurants (including hotels), 39; shoes, 14; sporting goods, 5; stationers, 5; women's apparel, 16.

Miscellaneous Data: Average temperature, 72 degrees; average number of rainy days per 12 months, 19; most pleasant months, nearly all. Doctors (medical, 55); (dentists, 37); (osteopaths, 7); street car service; gas, natural and artificial; number of meters, 16,507; electric current, alternating and direct; number of wired houses, 17,077; number of automobile registrations, in county, 14,000; water, soft.

GRASS VALLEY, CALIF.

(Nevada County)

1920 Population, 4,006.

City and Suburban Estimate, 5,500.

Native Whites, 80%; Foreign Born, 20%; Industrial Workers, 20%; English Reading, 90%; Families, 1,200.

Schools: Public Grade, 5; High, 1; Parochial, 1; Number of Pupils, 1,200.

Churches: Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Roman Catholic, 1.

Banks: National, 1; State, 1; Total Resources, \$5,000,000; Savings Bank Deposits Total, \$3,000,000.

Theatres: Legitimate, 1; Moving Pictures, 1; Total number of seats, 800.

Location: In Nevada county, 15 miles from Colfax, which is on line of Southern Pacific Railroad. Served from Colfax by Nevada County Narrow Gauge Railroad. Four round trips daily made by auto stage from Sacramento.

Principal Industries: Gold mining and farm-fruit growing, foundries.

Manufacturing Establishments: Leading firms: Taylor's Foundry and Engineering Company, and George Brothers Foundry, manufacturing mining machinery.

Special Information: Seventy-five per cent of the homes are owned by the 1,000 miners employed in the gold mines. Elevation of 2,500 feet makes city noted for tourist resort. Nevada county holds World's Fair first prize for Bartlett Pears.

Residential Features: Mostly one- and two-story homes with well-kept lawns, and nearly every home in the city has fruit trees. Residence streets are paved in cement. Mostly all owned by miners employed in mines. Gentle slope in all sections of city leading to creek passing through heart of town, giving ideal drainage and sanitary features.

Retail Shopping Section: Principally on Main and Mill streets, running parallel to each other. Three blocks of business buildings on each street. State highway from Sacramento leads to center of business district.

Trading Area: Trading area extends 15 miles on each, west and south sides of the city, and 30 miles on north side, including about 20 small mountain towns, whose supplies all pass through Grass Valley.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial automobile agencies, 3; automobile accessories, 13; automobile tire agencies, 13; bakers, 2; cigar stores and stands (including hotels), 16; confectioners (including hotel stands), 7; delicatessen, 4; dressmakers, 7; druggists, 5; dry goods, 3; department stores, 8; electrical supplies, 4; florists, 1; fruits, 9; furniture, 4; garages (public), 8; grocers, 12; hardware, 2; jewelry, 2; meat markets, 5; men's furnishings, 5; men's clothing, 5; merchant tailors, 2; milliners, 2; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments, 2); radio supplies, 4; restaurants (including hotels), 8; shoes, 5; sporting goods, 3; stationery, 3; women's apparel, 4.

GRIDLEY, CALIF.

(Butte County)

1920 Population, 1,636.

City and Suburban Estimate, 5,000. Most important cities and towns in this area are: Biggs (pop. 700); Live Oak (750).

Whites, 100%.

Schools: Public Grade, 2; High, 1; Kindergarten, 1.

Churches: Christian Science, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4; United Brethren, Adventists, Christian, Pentacostal.

Banks: State, 1 (a branch bank); Savings Banks Deposits Total, \$830,000; Commercial Deposits, \$700,726.

Theatres: Moving Pictures, 1; Total number of seats, 500.

Location: Southern Pacific and Sacramento Northern Electric.

Principal Industries: Fruit canning, creamery butter, ice plant, cement works, pipe and cement products.

Manufacturing Establishments: Libby, McNeill & Libby, Fruit Cannery, Gridley Creamery, Sacramento Valley Cement Works.

Residential Features: Mostly one family houses.

Trading Area: Seven miles.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 4; automobile accessories, 3; automobile tire agencies, 1; bakers, 1; cigar stores and stands (including hotels), 3; confectioners (in-

cluding hotel stands), 3; dressmakers, 3; druggists, 2; dry goods, 2; electrical supplies, 2; furniture, 1; garages (public), 5; grocers, 7 (chain, 2); hardware, 2; jewelry, 1; meat markets, 4; men's furnishings, 4; men's clothing, 1; photographers, 1; milliners, 1; opticians, 1; photographers, 1; radio supplies, 1; restaurants (including hotels), 7; shoes, 4; sporting goods, 1; women's apparel, 1. (The general merchandise stores carry shoes, hats, clothing, etc.).

Miscellaneous Data: Doctors (medical, 4); (dentists, 2); electric current, alternating; water, medium, soft.

HANFORD, CALIF.

(Kings County)

1920 Population, 5,888. (1926, est. 7,353).

City and Suburban Estimate, 15,000. Most important cities and towns in this area are: Lemoore (pop. 3,500); Corcoran (1,200).

Native Whites, 65%; Negroes, 2%; Foreign Born, 33%; Industrial Workers, 25%; English Reading, 85%; Families, 2,759.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Methodist, 2; Providence, 1; Roman Catholic, 1; Christian, 1; Seven Day Adventists, 1; Miscellaneous, 6.

Banks: National, 1; State, 2; Total Resources, \$6,213,532.28; Savings Banks Deposits Total, \$3,109,879.62.

Theatres: Combination, 2; Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 6,320.

Location: In the center of San Joaquin Valley, exactly equidistant between San Francisco and Los Angeles. On main line of Santa Fe, and branch line of Southern Pacific Rys. Also on Sierra-to-the-Sea State Highway, connecting valley and coast trunk lines. County has complete paved highway system. Truck and passenger auto stages to all points over state and county paved highways. To nearest large city (Fresno), by railroad, 1 hour, 35 minutes; by auto, 1 hour, 25 minutes.

Principal Industries: Raisins, fruits, hay, grain, livestock, dairying, cotton.

Manufacturing Establishments: Leading firms: Kings County Packing Co., California Packing Corp., Associated Raisin Co., California Peach Growers, California Prune & Apricot Assn., Star Piston Ring Co., Lucerne Cream & Butter Co., Swift & Co., Los Angeles Cream & Butter Co., Hanford Foundry Co., Adell-Cortright Concrete Works.

Residential Features: Mostly one-family houses. Private homes predominate, and are mostly owned by occupants. Homes average in value \$3,000.

Retail Shopping Section: Business section runs 3 blocks east and west, and 2 blocks north and south. There are three outlying retail sections and several neighborhood stores.

Trading Area: Extends about 25 miles west and south, and ten miles north and east. Intermittent business is secured from people living at a greater distance because of the splendid county and state paved highway system.

Wholesale Houses: Meats, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 18; commercial automobile agencies, 3; automobile accessories, 2; automobile tire agencies, 10; bakers, 5; cigar stores and stands (including hotel stands) 25; delicatessen, 1; dressmakers, 8; druggists, 5 (chain, 2); dry goods, 3; department stores, 8; electrical supplies, 2; florists, 1; fruits, 8; furniture, 4; garages (public), 10; grocers, 33 (chain, 3); hardware, 3; jewelry, 3; meat markets, 12 (chain, 1); men's clothing, 4; merchant tailors, 1; milliners, 5; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; restaurants (including hotels), 10; shoes, 2; stationers, 3; women's apparel, 2.

Miscellaneous Data: Average temperature, 69 degrees; average number of rainy days per 12 months, 10; most pleasant months, April, May, June, Sept., Oct., Nov. Doctors (medical, 9); (dentists, 4); (osteopaths, 1); gas, artificial; electric current, alternating; number of wired houses, 1,877; water, soft.

HAYWARD, CALIF.

(Alameda County)

1920 Population, 3,487 (1925, est. 5,000).

City and Suburban Estimate, 15,000.

Native Whites, 75%; Foreign Born, 25%; Industrial Workers, 15%; English Reading, 90%; Families, 1,000.

Schools: Public Grade, 4; High, 1; Number of Pupils, 2,100.

Churches: Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous: Grace, 1; Lutheran, 1.

Banks: National, 1; State, 3; Total Resources \$5,037,529.71; Savings Bank Deposits Total, \$3,500,000.

Theatres: Moving Pictures, 1; Vaudeville, 1. Total number of seats, 800.

Location: On Southern Pacific, and Western Pacific R.Rs. Trunk line connections with key system boats on San Francisco Bay. To nearest largest city, by railroad, 1 hour; by trolley, 1 hour; by auto, 1 hour.

Manufacturing Establishments: Leading firms: Hunt Brothers Cannery, Farm Products Corporation, Eden Creamery, Jersey Creamery.

Special Information: Hayward's population grows solidly over the city limit lines at all points. While the city population is estimated

at 5,000, the population of the city and adjoining districts is 15,000.

Residential Features: One thousand homes, only one apartment house. Ninety per cent of people are home owners and have single houses.

Retail Shopping Section: Castro Street, 8 blocks; A Street, 3 blocks; B Street, 8 blocks; C Street, 3 blocks; Watkins Street, 4 blocks; Main Street, 6 blocks.

Trading Area: Fifteen miles east of town, 10 miles south; 3 miles north to San Francisco Bay, and 5 miles west. Trading center of very diversified farming region, poultry center, fruit and vegetable canneries and preserving plants.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial automobile agencies, 3; automobile accessories, 8; automobile tire agencies, 12; bakers, 4; total cigar stores and stands (including hotels), 15 (chain, 1); confectioners (including hotel stands), 8; delicatessen, 2; dressmakers, 6; druggists, 5; dry goods, 3; department stores, 2; electrical supplies, 3; florists, 2; fruits, 18; furniture, 3; garages (public), 12; total grocers, 12 (chain, 2); hardware, 3; jewelry, 4; meat markets, 6; men's furnishings, 2; men's clothing, 5; merchant tailors, 2; milliners, 4; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 12; restaurants (including hotels), 5; shoes, 6; sporting goods, 1; stationers, 2; women's apparel (exclusive), 1.

Miscellaneous Data: Average temperature, 70 degrees; average number of rainy days per 12 months, 25; most pleasant months, all but Feb., March and April; doctors (medical, 10); (dentists, 4); (osteopaths, 1); number of wired houses, 800; street car service; gas, artificial; electric current, alternating; water, soft.

HEALDSBURG, CALIF.

(Sonoma County)

1920 Population, 2,412. (1926 est. 3,500).

City and Suburban Estimate (1926), 5,000. Most important cities and towns in this area are: Santa Rosa (pop. 1,000); Sebastopol (2,200); Cloverdale (1,000).

Native Whites, 75%; Foreign Born, 25%; English Reading, 95%; Families, 750.

Schools: Public Grade, 1; High, 1; Number of Pupils, 800.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 2.

Banks: National, 2; Total Resources (all banks), \$4,668,988.21; Savings Bank Deposits Total, \$1,634,102.41; Total Deposits (all banks), \$3,285,677.39.

Theatres: Legitimate, 1 combination; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 2,500.

Location: On main line of Northwestern Pacific Ry., 60 miles north of San Francisco, on Russian River and famous Redwood Highway. Bus lines from Eureka to San Francisco pass through, and line from Healdsburg to Santa Rosa (16 miles); also one from Healdsburg to The Geysers (24 miles). Paved highways radiate. To nearest large city, by railroad, 30 minutes, by auto, 30 minutes.

Principal Industries: Agriculture, canneries, fruit packing. No purely factory industries in Healdsburg.

Manufacturing Establishments: 8; California Packing Corp., California Prune Apricot Growers Assn., J. F. Miller & Sons, Sebastopol Apple Growers' Union, Diana Packing Co., Enterprise Canning Co., Sherriffs Brothers.

Special Information: Healdsburg is in the very heart of one of the richest agricultural sections of California. Orchard land held from \$1,500 to \$2,500 per acre. Sonoma County, of which Healdsburg is in the richest section, has been declared the 8th county in value of agricultural products, by the U. S. Census Bureau, in the entire United States.

Residential Features: Almost exclusive residential section of single homes; two or three small apartment houses, a couple of rooming houses and two hotels. Houses average \$4,500.

Retail Shopping Section: West St., 5 blocks; Center St., 3 blocks; Matheson St., 3 blocks; Powell St., 2 blocks; North St., 2 blocks. In the center is a park covering an entire block. Several neighborhood stores.

Trading Area: 20 miles north, 15 miles east and west; 10 miles south. Special sales draw trade from as far north as 75 miles.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 2; (District Agents' Representatives, 8); commercial automobile agencies, 3; automobile accessories, 5; automobile tire agencies, 8; bakers, 2; cigar stores and stands (including hotels) 9 (chain, 1); confectioners (including hotel stands), 4; dressmakers, 2; druggists, 3; dry goods, 2; department stores, 1; electrical supplies, 4; florists, 1; furniture, 2; garage (public), 11; grocers, 9 (chain, 2); hardware, 4; jewelry, 2; meat markets, 5; men's furnishings, 1; men's clothing, 1; merchant tailors, 2; milliners, 3; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 4; shoes, 3; sporting goods, 5; stationers, 2; women's apparel, 2.

Miscellaneous Data: Average temperature, 60 degrees; average number of rainy days per 12 months, 60; most pleasant months March to October, inclusive. Doctors (medical, 5); (dentists, 5); (osteopaths, 1); number of automobile registrations, 2,218; electric current, alternating; number of wired houses, 998; water soft.

CALIFORNIA (Cont'd)

HOLLISTER, CALIF.

(San Benito County)

1920 Population, 2,781. (1926 est. 4,000).

City and Suburban Estimate, 10,000. Most important cities and towns in this area are: San Juan (pop. 750); Tres Pinos (200).

Schools: Public Grade, 2; High, 1; Junior College, 1; Parochial, 1; Number of Pupils, 1,425.

Churches: Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1.

Banks: National, 1; State, 1; Savings, 2.

Theatres: Moving Pictures, 1; Total number of seats, 800.

Location: On Southern Pacific R.R. (branch from Gilroy to Tres Pinos); 96 miles south of San Francisco, also served by Pickwick stage line. To nearest larger city (San Jose), by railroad, 2 hours; by automobile, 1½ hours.

Principal Industries: Fruit and tomato canning, fruit packing, milk condensing, vegetable and fruit packing, creamery.

Manufacturing Establishments: Leading firms: California Co-operative Canning Co., Hollister Canning Co., California Prune & Apricot Growers, Inc. (packing plant), Nestle's Food Co., Hollister Creamery Co.

Special Information: Centre of district known as "The Home of the Apricot," with 11,335 acres of orchards, principally apricots and prunes. Five miles west of Hollister is one of the largest seed farms on the Pacific Coast.

Residential Features: There are about 750 single-family homes, and ten or more apartment houses of from two to seven apartments each.

Retail Shopping Section: On San Benito Street, 6½ blocks; Fourth Street, 2 blocks; Fifth Street, 2 blocks.

Trading Area: Extends north, 10 miles; northeast, 15 miles; east, 25 miles; southeast, 65 miles; south, 65 miles; southwest, 25 miles; west, 10 miles; northwest, 12 miles.

Wholesale Houses: Cigars, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial auto. agencies, 3; automobile accessories, 2; automobile tire agencies, 6; bakers, 4; cigar stores and stands (including hotels), 7; confectioners (including hotel stands), 3; dressmakers, 2; dressmaker, 3; druggists, 3; dry goods, 2; department stores, 3; electrical supplies, 2; florists, 2; fruits (all grocers), furniture, 2; garages (public), 5; grocers, 13 (chain, 1); hardware, 4; jewelry, 4; meat markets, 7 (chain, 1); men's furnishings, 5; men's clothing, 5; merchant tailors, 2; milliners, 3; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 8; total restaurants (including hotels), 7; shoes, 4; sporting goods, 3; stationers, 3; women's apparel, 3.

Miscellaneous Data: Average temperature, 56 degrees; average number of rainy days, 40; most pleasant months, March, April, May, June, Sept., October, November. Doctors (medical, 5); (dentists, 5); gas, artificial; number of meters, 820; electric current, alternating; number of wired houses, 965; number of automobile registrations, 1,120; water, soft.

HOLLYWOOD, CALIF.

(Los Angeles County)

1920 Population, 60,000.

City and Suburban Estimate (1925, est. 130,000). Most important cities and towns in this area are: Beverly Hills, Sherman, San Fernando.

Native Whites, 90%; Foreign Born, 10%; Industrial Workers, 15%; English Reading, 96%; Families, 20,000.

Schools: Public Grade, 15; High, 2; Junior High, 1; Parochial, 3; Number of Pupils, 18,529.

Churches: 33; Baptist, 2; Christian Science, 4; Congregational, 3; Episcopal, 3; Hebrew, 1; Methodist, 6; Presbyterian, 3; Roman Catholic, 3; Miscellaneous: Christian, 1; Lutheran, 2; Protestant, 1; Unitarian, 2.

Banks: 34; National, 3; State, 31; Capital, Surplus and Undivided Profits (all banks), \$35,000,000; Total Deposits (all banks), \$55,000,000; Total Resources (all banks), \$521,935,814.35.

Theatres: Legitimate, 4; Moving Pictures, 19; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, in theatres, 8,000; in private auditoriums, 10,500.

Location: Seven miles from the business center of Los Angeles; 32 miles from Los Angeles Harbor. Hollywood is served by the same railroads and steamship lines that serve Los Angeles, using the L. A. stations and terminals. Hollywood is connected to L. A. by five street car lines, operated by two companies, and by six motor bus lines operated jointly by the street car companies. To Los Angeles, by trolley and subway, 35 minutes; by auto, 30 minutes (no railroad).

Principal Industries: Moving pictures and numerous allied industries, building materials, eighteen motion picture laboratories, candy and ice cream.

Manufacturing Establishments: 32. There are 53 moving pictures companies operating in Hollywood. Leading firms include Buster Keaton Comedies, Century Film Corporation, Christie Comedy Company, Famous Players-Lasky, Fox, Hollywood Studios, Sol Lesser Productions, Principal Pictures Corporations, Schenck Produc-

tions, United Studios, Vitagraph, Lois Weber, Hunt Stromberg. Total value of output of moving picture studios for 1926 is estimated in excess of \$175,000,000.

Special Information: There are 25,000 people employed in the various branches of the moving picture industry, which has a yearly payroll estimated at \$75,000,000, and which spends for materials \$30,000,000 annually. The University of California, Los Angeles branch is in Hollywood (6,000 students), also the California Christian College. There are numerous private schools of stenography, dancing, musical, sculpturing, English, scenario writing, and military academies. Hollywood has its natural amphitheatre. The Hollywood Bowl, with summer symphony concerts and operas, an annual season of production of the Pilgrimage Play, America's Oberammergau. There are 43 civic, commercial and social clubs in Hollywood. The Hollywood Chamber of Commerce has a membership of 1,500. Average income per family in Hollywood, \$4,500. Bus service between Hollywood and Los Angeles, Culver City, Burbank, San Fernando and Valley Cities.

Residential Features: Hollywood is generally considered the best residential section in Los Angeles. It is a community of homes, private single dwellings predominating. There are a large number of bungalow courts, high class apartments and two-family dwellings. No tenement district. Values of homes varies from \$5,000 to \$200,000.

Retail Shopping Section: Hollywood, Sunset and Santa Monica Boulevards are best east and west business thoroughfares in that order. Hollywood and Santa Monica Boulevards have street car lines; Sunset has a bus line. Vermont and Western avenues are best north and south business streets, each has a bus line; Western has a street car line in addition. Highest class shops and limit-height buildings (12 stories) are on Hollywood Boulevard. None of these streets are built solidly with business. They are from four to six miles long.

Trading Area: This shopping section has as its trading area the territory within and immediately adjacent to the boundaries of Hollywood, which include a population of 130,000. This trading area also includes the San Fernando Valley, an area of 247 square miles.

Wholesale Houses: Building materials, 18; film accessories, 14; storage and transfer, 9.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 36; commercial automobile agencies, 8; automobile accessories, 14; automobile tire agencies, 31; bakers, 36; cigar stores and stands (including hotels), 16 (chain, 2); confectioners (including hotel stands), 41; delicatessen, 22; dressmakers, 8; druggists, 107 (chain, 10); dry goods, 37; department stores, 2; electric supplies, 26; florists, 21; fruits, 331; furniture, 30; furriers, 16; garages (public), 36; grocers, 205 (chain, 43); hardware, 28; jewelry, 28; meat markets, 111 (chain, 14); men's furnishings, 18; men's clothing, 18; merchant tailors, 54; milliners, 41; opticians, 14; photographers, 26; pianos (and miscellaneous musical instruments), 10; radio supplies, 21; restaurants (including hotels), 163 (chain, 10); shoes, 17; sporting goods, 8; stationers, 11; women's apparel, 42.

Miscellaneous Data: Average temperature (summer), 69.2 degrees; (winter), 56.1; Average number of rainy days per 12 months, 11; most pleasant months, February to November. Doctors (medical, 137); (dentists, 101); (osteopaths, 16); street car service; gas, natural and artificial; electric current, alternating and direct; water, hard.

INGLEWOOD, CALIF.

(Los Angeles County)

1920 Population, 3,286.

City and Suburban Estimate (1925), 26,000.

Native Whites, 98%; Foreign Born, 2%; Industrial Workers, 20%; English Reading, 100%; Families, 6,000.

Schools: Public Grade, 5; High, 1; Number of Pupils, 5,000.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 1; State, 2; Total Resources, \$4,073,000; Savings Banks' Deposits Total, \$3,745,500.

Theatres: Moving Pictures, 3; Total number of seats, 2,000.

Location: On Santa Fe Railroad between Los Angeles and the Harbor. Pacific Electric line between Inglewood and the beaches. Los Angeles street railway between Inglewood and Los Angeles. Excellent bus service in every direction, 19 miles from Los Angeles harbor by well paved trucking highways.

Principal Industries: Light industry; furniture manufacturing, metal enameling, fruit packing, printing, textile manufacturing, wood-working.

Manufacturing Establishments: 18. Leading firms: Inglewood Mfg. Co., Smoot-Holman Co., Dovetail Lath Co., Southland Fruit Products Co. Value annual output, \$3,000,000.

Special Information: Inglewood offers ideal labor, housing, climatic and shipping conditions for manufacturers, and an exceptionally attractive residence city.

Residential Features. No tenements. Practically all single family residences. City is zoned for residence, business and industrial purposes. Half an hour ride from downtown Los Angeles, half an hour ride to the Harbor, and half an hour to Hollywood and the beaches make Inglewood a most convenient location for residential purposes.

Retail Shopping Section: Extends from Rondo Boulevard to Arbor Vitae Street on Market and Commercial streets, 24 blocks in all. There are two outlying business districts and several smaller neighborhood sections.

Trading Area: Extends about 5 miles north and east, and 10 miles west and south, with excellent transportation facilities in every direction.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial auto agencies, 8; automobile accessories, 4; automobile tire agencies, 6; bakers, 3; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 8; dressmakers, 6; druggists, 6; dry goods, 5; department stores, 3; electrical supplies, 3; florists, 1; fruits, 5; furniture, 4; garages (public), 4; grocers, 22; hardware, 5; jewelry, 3; meat markets, 18; men's furnishings, 3; men's clothing, 1; milliners, 3; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 13; shoes, 4; stationers, 1; women's apparel, 3.

LOS ANGELES, CALIF.

(Los Angeles County)

1920 Population, 576,673. (1926 est. 1,211,333).

City and Suburban Estimate, (1920) 880,653; (1926) est. 2,000,000. Most important cities and towns in this area are: Long Beach (pop. 141,227); Pasadena (70,000); Hollywood (130,000); San Diego (141,898).

Native Whites, 75.4%; Negroes, 2.7%; Foreign Born, 21.9%; Industrial Workers, 31.6%; English Reading, 85%; Families, (1920) 159,476; (1926) est. 310,590.

Schools: Public Grade, 251; High and Junior High, 42; Parochial, 37; Number of Pupils, 295,760.

Churches: Baptist, 58; Christian Science, 20; Congregational, 27; Episcopal, 28; Hebrew, 21; Methodist, 80; Presbyterian, 52; Roman Catholic, 49; Miscellaneous, 211.

Banks: National, 12; State, 17; Capital, Surplus and Undivided Profits (all banks), \$81,009,457.46; Total Resources, July 1, 1926 (all banks), \$1,167,153,459.18; Total Deposits (all banks), \$1,048,175,110.73; Total Bank Clearings (12 months, 1925), \$7,945,493,930; Savings Bank Deposits, Total July 1, 1926, \$614,238,364.39. (There are 257 Branch Banks inside and outside city, not including 6 main offices).

Theatres: Legitimate and Vaudeville, 39; Moving Pictures, 140; Miscellaneous (Auditoriums, etc.), 4. Total number of seats, 140,000.

Location: On the Pacific Coast of Southern California, served by Santa Fe, Union Pacific and Southern Pacific Railroads. Pacific Electric Railway connects with all cities within a radius of 83 miles. Extensive bus service in all directions. Direct steamship service to all of the principal ports of the world.

Principal Industries: Motion pictures, petroleum products, iron and steel machinery, food products, meat packing, agriculture, lumber and planing mills, confectionery, ice cream, wearing apparel.

Manufacturing Establishments: 5,875. Leading firms: Goodyear Tire and Rubber Co., Bishop & Company, Angelus Furniture Co., Llewellyn Iron Works, Cudahy Packing Co., Milton G. Cooper Co., Pacific Ready-Cut Homes, Inc. Total value of yearly output of factories estimated at \$559,806,503. (1922); \$1,100,000,000. (1923 estimate); \$1,175,000,000. (1924 estimate); \$1,250,000,000. (1925 estimate); \$1,300,000,000. (1926 estimate).

Special Information: Largest city on the Pacific Coast, and the wholesale jobbing center for Pacific southwest. 153 steamship lines (15 carrying passengers) operate out of the port of Los Angeles; 7,445,573 out of 9,618,615 tons of the east-bound traffic through the Panama Canal during the year of 1923 originated at Los Angeles, and 1,177,463 out of 3,772,769 tons of west-bound traffic was consigned to Los Angeles. Manufacturing is rapidly increasing; the monthly payroll for 1924 being \$26,530,512.

Residential Features: Los Angeles is largely a town of single family and duplex homes. There are two high class residential sections occupying considerable area of the western portion of the city where the values range from \$20,000 upward. The middle-class homes will average in value from \$4,500 to \$10,000. There are a few low-priced residential sections where the valuations will range from \$2,000 to \$4,000.

Retail Shopping Section: The principal downtown shopping district extends from First Street for nine blocks along Main, Spring, Broadway and Hill streets, continuing out Main for another 23 odd blocks. Exclusive retail shops are located on 6th, and 7th Streets, the latter covering a distance of nearly a mile to Westlake Park. In the western portion of the city there is a local shopping area in the Wilshire district, extending several blocks on Western Avenue, and to the northwest in Hollywood a much larger shopping area extends for 10 to 20 blocks along Hollywood Boulevard. In addition there are over 60 local shopping districts extending for two or three blocks in various parts of the city.

Trading Area: About 50 to 70 miles. This area is served by the numerous bus lines as well as by frequent service on the Pacific Electric Railway. This area is practically all covered by the leading department stores with a daily delivery service, and all is within the "two-or-three deliveries per week" area of these stores.

Wholesale Houses: Groceries, 39; meats, 38; fruits, 32; hardware, 25; dry goods, 22; miscellaneous lines: electric supplies, 7; furniture, 27; drug, 10; shoes, 18; confectionery, 60; stationery, 10.

PRESTIGE

Marmon
Goodyear Golf Balls
S. W. Straus & Co.
A. G. Spaulding & Co.
Rolls-Royce
Babson's
Brunswick Panatrophe
Portland Cement Ass'n
Parker Pens
Copper & Brass Research
Ass'n
San Diego, Cal., Club
Federal Radio Corp.
Paraffine Co., Inc.
Heinz Products
Royal Typewriter
Fada Radio
Maytag Electric Washer
National Carbon Company
Waterman Pens
Radio Corp. of America
Packard
Pierce-Arrow
Rickenbacker
Stearns-Knight

Such organizations seek buying power, plus prestige-association, plus reader-interest. They get all three in large measure in The Examiner.

Los Angeles Examiner

190,000 Daily

400,000 Sunday

West Coast
T. C. HOFFMEYER
571 Monadnock Building
Telephone Garfield 3368
San Francisco

Eastern
W. W. CHEW
285 Madison Avenue
Telephone Caledonia 2093
New York City

Mid-Western
WM. H. WILSON
915 Hearst Building
Telephone Main 5000
Chicago



Purchasing Power from Basic Industries

In value of agricultural products, Los Angeles County ranks *First in America!* In production of oil, Los Angeles County ranks *First in the World!* In value of manufactured goods, the city of Los Angeles ranks *Eighth in America!* In ocean-borne commerce, Los Angeles harbor ranks *Second in America!*

Expressed in money, the Los Angeles market area during 1925 produced:

Agricultural products	\$ 235,350,000
Mineral products	375,000,000
Manufactured products	1,250,000,000

In addition, Los Angeles is the nation's greatest all-the-year playground, and also transacts a vast business in housing and supplying an ever-increasing population of retired families.

Different from Other Markets in Three Important Respects

The Los Angeles market is a sharply defined unit! Bounded on the north by mountains, on the east by deserts, on the south by Mexico, on the west by the Pacific Ocean. From an advertising standpoint, *an island.* The Los Angeles Times alone fulfills this condition. Its circulation extends throughout the whole area and is 96% concentrated therein.

It Is Unusually Cosmopolitan! Its population is from every corner of the world, is engaged in practically every known pursuit, is interested in every science, art, and sport. The demand is for *completeness* in a newspaper. Only one kind of newspaper can do the job right—a *morning* newspaper. The Los Angeles Times furnishes pre-breakfast delivery within 125 miles of its office.

It Is the World's Fastest-Growing Market! It contains at all times a large percentage of newcomers, who, while consumers, exert negligible influence on the *popularity* of goods. Unfamiliar with local conditions, they invariably seek advice of the dealer instead of offering him suggestions. Effective consumer demand arises solely from the permanently settled population—the *home-dwellers.* The Los Angeles Times meets this condition with the largest home-delivered circulation on the Coast.

Agate Lines of Advertising in Los Angeles Newspapers, First 9 Months, 1926

LOS ANGELES TIMES 19,706,778

Both Other Morning
Papers Combined 18,936,540

Both Largest Evening
Papers Combined 19,693,884

Los Angeles Times

CHICAGO
360 N. Michigan Blvd.

Eastern Representative
WILLIAMS, LAWRENCE & CRESMER CO.

NEW YORK
285 Madison Avenue

CALIFORNIA (Cont'd)**Los Angeles (cont'd)**

Number of Retail Outlets for Nationally Advertised Products: Automobile agencies, 221; automobile accessories, 290; automobile tire agencies, 240; bakers, 1,150; cigar stores and stands, 253 (chain, 28); confectioners, 675; delicatessens, 92; dressmakers, 525; druggists, 814 (chain, 69); dry goods, 405; department stores, 26; electrical supplies, 219; florists, 107; fruits, 675; furniture, 545; furriers, 77; garages, 365; grocers, 2,469 (chain, 365); hardware, 292; jewelry, 351; meat markets, 1,079 (chain, 135); men's furnishings and clothing, 114; merchant tailors, 3; milliners, 43; opticians, 42; photographers, 193; pianos and musical supplies, 23; radio supplies, 199; restaurants, 1,620 (chain, 28); shoes, 181; sporting goods, 28; stationers, 66; women's apparel, 113.

Miscellaneous Data: Average temperature, 62.5 degrees; average number of rainy days per twelve months, 29; most pleasant months, nearly all. Doctors (medical, 1,833); (dentists, 897); (osteopaths, 222); street car service; gas, artificial and natural; number of meters, 322,179; electric current, alternating and direct; number of wired houses, 295,000; water, hard. Number of automobile registrations, 312,000 (for city); 617,198 (for county of L. A.).

See announcements pages 16 and 17

LONG BEACH, CALIF.**(Los Angeles County)**

1920 Population, 55,593 (1926 est. 136,000).

City and Suburban Estimate, 75,000. (1926 est. 200,000.) Most important cities and towns in this area are: Bellflower (pop. 6,000); Compton (7,500); Wilmington (9,200); Huntington Beach (4,000).

Native Whites, 97%; Negroes, about 300; Foreign Born, less 1%; Industrial Workers, 5%; English Reading, 98%; Families, 40,000.

Schools: Public Grade, 28; High, 2; Junior High, 5; Parochial, 2; Private, 10. Number of Pupils 25,554.

Churches: Baptist, 4; Christian Science, 3; Congregational, 2; Episcopal, 2; Hebrew, 2; Methodist, 9; Presbyterian, 4; Roman Catholic, 4; Miscellaneous, 42.

Banks: National, 2; State, 10; Total Deposits (all banks), \$54,487,567; Total Resources (all banks), \$61,870,751.90; Total Savings Bank Deposits, \$26,765,485.12; Total Bank Clearings (12 months, 1925), \$352,123,723.28.

Theatres: Legitimate, 2; Moving Pictures, 16; Vaudeville, 3; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 16,000.

Location: On the south west coast, served by Southern Pacific, Union Pacific, and Pacific Electric. Wilmington Transportation, Los Angeles Steamship, Pacific Steamship, Dollar Steamship Line, General Steamship. To nearest large city (Los Angeles), by railroad, trolley, or automobile, 1 hour.

Principal Industries: Oil, steel and lumber, canneries, shipping, plaster products.

Manufacturing Establishments: 325. Leading firms: Ford Motor Co. (Pacific Coast assembling plant), Los Alamos Sugar Co., Golden State Woolen Mills, California Almond Confection Co., Curtis Corporation, Colonial Chocolate Co., L. B. Paper Box Co., Cannon Candy Co., California Seamless Shoe Co., Standard Gypsum Plaster Co. Total value of yearly output of factories estimated at \$40,000,000.

Special Information: California's most popular summer and winter resort; \$10,000,000 amusement zone, "the Pike," about one mile long, which attracts millions of people yearly.

Residential Features: Forty per cent of permanent residents own their own homes. Many apartment houses and Own-Your-Own apartments. Ocean Boulevard one of the finest residential districts in California about 7 miles long.

Retail Shopping Section: American Avenue to Pacific Avenue; Ocean to 10th on American; Ocean to 8th on Locust; Ocean to 9th on Pine; Ocean to 6th on Pacific.

Trading Area: East 10 miles, north, 7 miles. Fine electric bus service and automobile roads bring shoppers from Huntington Beach, Seal Beach, Bellflower, Wilmington, Harbor City, Compton, Lomita and Torrance.

Wholesale Houses: Grocers, 6; meats, 6; fruits, 3; hardware, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 35; commercial automobile agencies, 2 exclusive; automobile accessories, 84; automobile tire agencies, 35; bakers, 87; cigar stores and stands (including hotels), 122 (chain, 2); confectioners (including hotel stands), 194; delicatessens, 13; dressmakers, 30; druggists, 106 (chain, 3); dry goods, 36; department stores, 11; electrical supplies, 32; florists, 12; fruits, 104; furniture, 31; furriers, 4; garages (public), 75; grocers, 465 (chain, 21); hardware, 24; jewelry, 43; meat markets, 252 (chain, 18); men's furnishings, 12; men's clothing, 51; merchant tailors, 38; milliners, 30; opticians, 20; photographers, 20; pianos (and miscellaneous musical instruments), 13; radio supplies, 47; restaurants (including hotels), 497; shoes, 37; sporting goods, 8; stationers, 5; women's apparel, 40.

Miscellaneous Data: Average temperature, 60 degrees; average number of rainy days per twelve months, 23; most pleasant months, most of them. Doctors (medical, 168); (dentists, 90); (osteopaths, 29); street car service; gas, natural; number of meters, 33,066; electric current, alternating; number of wired houses, 43,870; number of automobile registrations, 40,000; water, soft.

MADERA, CALIF.**(Madera County)**

1920 Population, 3,444. (1926, est. 4,500).

City and Suburban Estimate, 7,500. Most important cities and towns in this area are: Chowchilla (pop. 800); Raymond (300); Knowles (100); Northfork (100).

Native Whites, 70%; Negroes, 5%; Foreign Born, 25%; Industrial Workers, 20%; English Reading, 80%; Families, 1,100.

Schools: Public Grade, 4; High, 1; Number of Pupils, 1,500.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous: Church of Christ (Holiness), 1; Pentecostal, 1; Seventh Day Adventists, 1; Christian, 1; Negro, 1.

Banks: National, 1; State, 1; Total Resources (all banks), \$3,000,000.

Theatres: Legitimate, 1; Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 1,600.

Location: On the Southern Pacific R.R. Santa Fe R.R. runs 1½ miles east of town. To nearest large city by railroad, 45 minutes.

Principal Industries: Lumber, fruit (raisins), alfalfa, granite quarries.

Manufacturing Establishments: 3. Leading firms: Madera Sugar Pine Co., Madera Supply Co. (auto and radio supplies). Total value of yearly output of factories estimated at \$10,000,000.

Retail Shopping Section: Yosemite Ave., 4; blocks; D St. and C St., 2 blocks each; F St., 4 blocks.

Trading Area: About 15 miles each way.

Wholesale Houses: Fruits, 1; lumber, 1; auto and radio supplies, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial automobile agencies, 3; automobile accessories, 5; automobile tire agencies, 6; bakers, 2; cigar stores and stands (including hotels), 6 (chain, 1); confectioners (including hotel stands), 3; delicatessens, 1; dressmakers, 2; druggists, 3; dry goods, 3; department stores, 2; electrical supplies, 5; florists, 1; fruits, 4; furniture, 2; garages (public), 10; grocers, 10 (chain, 2); meat markets, 3; men's furnishings, 4; men's clothing, 4; merchant tailors, 2; milliners, 1; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 5; restaurants (including hotels), 6; shoes, 3; sporting goods, 3; stationers, 2; women's apparel, 3.

Miscellaneous Data: Average temperature, 70 degrees; average number of rainy days per 12 months, 30; most pleasant months, Sept. to June. Doctors (medical, 5); (dentists, 3); (osteopaths, 1); gas, artificial, water, soft.

MARTINEZ, CALIF.**(Contra Costa County)**

1920 Population, 3,858. (Chamber of Commerce estimate, 6,000.)

City and Suburban Estimate, 11,000.

Native Whites, 88%; Foreign Born, 12%; Industrial Workers, 50%; English Reading, 92%; Families, 1,000.

Schools: Public Grade, 3; High, 1; Parochial, 1; Number of Pupils, 1,200.

Churches: Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Roman Catholic, 1.

Banks: National, 1; State, 2; Total Resources (all banks), \$75,000,000; Savings Bank Deposits Total, \$2,250,000.

Theatres: Moving Pictures, 3; Vaudeville, 2; Total number of seats, 2,175.

Location: On Southern Pacific and Santa Fe R.Rs. River steamers. To Oakland and San Francisco, by railroad, 1½ hours; by auto, 1½ hours.

Principal Industries: Two printing offices, oil companies, smelters, art metal company, chemical company, lumber, box factory.

Manufacturing Establishments: Shell Oil Co., Associated Oil Co., Mountain Copper Co., Chipman Chemical Co., Coos Bay Lumber Co., General Chemical Co., Alhambra Mineral Water Co., Union Ice Co., Plywood Products Corporation.

Special Information: Rail and water facilities. Increase in population 100% in 8 years. Good climate. Agricultural resources. County seat town.

Residential Features: Many beautiful homes, Good Schools. Churches. One and one-half hours from San Francisco.

Retail Shopping Section: Main St., 15 blocks; Ferry St., 11 blocks; Castro St., 6 blocks; Escobar St., 5 blocks; Court St., 3 blocks; Las Juntas, 7 blocks; Smith, 9 blocks.

Trading Area: Within a radius of 12 miles we reach 18,000 people. Agricultural, horticultural, industrial.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial automobile agencies, 7; automobile accessories, 7; automobile tire agencies, 8; bakers, 3; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 11; delicatessens, 4; dressmakers, 2; druggists, 3; dry goods, 3; department stores, 3; electrical supplies, 2; florists, 1; fruits, 4; furniture, 3; garages (public), 7; grocers, 7; hardware, 2; jewelry, 2; meat markets, 4; men's furnishings, 6; merchant tailors, 2; milliners, 3; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 9; shoes, 5; sporting goods, 2; stationers, 4; women's apparel, 5.

Miscellaneous Data: Doctors (medical, 4); (dentists, 3); (osteopaths, 3); gas, artificial; water, soft.

MARYSVILLE-YUBA CITY, CALIF.**(Yuba County—Sutter County)**

Note.—Marysville and Yuba City are separate municipalities, but must be regarded as one town for the purpose of this survey—they are connected by a river bridge.

1920 Population, 7,169. (Marysville, 5,461; Yuba City, 1,708). 1925 est. Marysville, 7,228; Yuba City, 3,462.

City and Suburban Estimate, 30,000. Most important cities and towns in this area are: Gridley (pop. 1,600); Wheatland (900); Live Oak (850); Oroville (5,000).

Native Whites, 96%; Negroes, 2%; Mexican, 2%; Industrial Workers, 5%; English Reading, 98%; Families, 9,100.

Schools: Public Grade, 5; High, 2; Parochial, Grammar and High, 1; Number of Pupils, 1,383. A new High School to cost \$375,000 is now under construction, the campus to cover 60 acres.

Churches: Baptist, 2; Christian Science, 2; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 3; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 2; State, 5; Total Resources, \$11,500,000; Savings Banks Deposits Total, \$5,123,000. (Savings Dept. only.)

Theatres: Legitimate 2; Moving Pictures 6; Legion Auditorium just completed, cost \$200,000. Seats 3,000.

Location: At confluence of Yuba and Feather Rivers, 50 miles north of Sacramento. Served by Sacramento Northern Electric Ry., with several trains daily to San Francisco, Oroville, Chico, and Colusa. Main line Southern Pacific R.R. to Portland and Los Angeles. Main line of Western Pacific R.R. and the Salt Lake line. Hourly motor bus transportation to San Francisco and Los Angeles. Served by paved highways to Portland, Los Angeles, and San Francisco. River navigation to Sacramento and San Francisco to be resumed; Gov't. engineers now dredging channel. To Sacramento, by railroad, 2½ hours; by trolley, 2 hours; by auto, 2 hours.

Principal Industries: Fruit growing, farming dairying, canning, gold dredging, sheep raising in adjacent foothills, cattle. Sand pits, shipping 20 carloads sand daily.

Manufacturing Establishments: Main factory of the Yuba Tractor Co., California Canning Corp. (Del Monte brand) operates cannery for peaches, apricots, and other fruits, employing 900 workers. Fruit-picking, in summer, gives employment to 2,000 to 3,000. Flour mills, San Maid raising stemming and packing plant, brick factory. Total output valuation yearly, \$28,000,000.

Special Information: It is estimated that 53% of the cling-stone variety of peaches for canning, produced in the United States, are grown within an area of 15 miles from Marysville-Yuba City; 18,000 tons raised in 1926. Most of this industry centers in Yuba City.

Residential Features: Marysville is situated in a triangle between the Yuba and Feather Rivers, and virtually all available space in this area is built up with homes, a large number of which are of native burned-clay brick. A new 5-story hotel, costing \$400,000, has been erected and is now fully occupied, but Yuba City is devoted almost exclusively to one-family homes of the bungalow type. These two towns are connected by electric street cars, and it is only five minutes ride from one business district to the other. Homes in Marysville average \$8,000; in Yuba City, \$4,500.

Retail Shopping Section of Marysville extends from Yuba River bridge, 5 blocks on D St. to 5th St. Cross Sts: 1st, 2d, 3rd, 4th and 5th Sts. average 2 blocks each of business houses. C. & E., paralleling the main street (D), each have 3 blocks of business houses. Yuba City has 2 retail trading districts, the older being on 2d and Bridge Sts., which takes in 4 blocks of stores. New section lies on Plumas St., on what is known as the "Hill," and has received 5 new retail business concerns in the past 2 years. These 3 shopping districts are connected by electric trolley line, and are a 10-minutes' ride on the electric railroad line.

Trading Area: Extends 100 miles north, and east into foothills district of Sierra Nevada Mountains. Marysville being the only gateway into this particular area, and 25 miles to the west, south, and north, it embraces all of Yuba and Sutter Counties in the Sacramento Valley, and parts of Butte, Nevada, and Colusa Counties, having paved highways into these areas.

Wholesale Houses: Groceries, 1; meats, 2; fruits, 1; hardware, 2; miscellaneous lines, 1 electrical pumps and supplies.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial auto agencies, 5; automobile accessories, 5; automobile tire agencies, 12; bakers, 9; cigar stores and stands (including hotels), 25; confectioners (including hotel stands), 11; delicatessens, 1; dressmakers, 15; druggists, 7; dry goods, 7; electrical supplies, 6; florists, 2; fruits, 9; furniture, 4; garages (public), 8; grocers, 36 (chain, 4); hardware, 8; jewelry, 6; meat markets, 18; men's furnishings, 9; men's clothing, 6; merchant tailors, 4; milliners, 5; opticians, 7; photographers, 3; pianos (and miscellaneous musical instruments), 4; radio supplies, 5; restaurants (including hotels), 52; shoes, 6; sporting goods, 4; stationers, 2; women's apparel, 4; auto tops, 2; harness makers, 1.

Miscellaneous Data: Average temperature, 68 degrees; average number of rainy days per 12 months, 61; most pleasant months, March, April, May, June, Sept., Oct., Nov. Doctors (medical, 18); (dentists, 18); (osteopaths, 1); street car service; gas, artificial; number of meters, 1,200; electric current, alternating and direct; number of wired homes, 7,000; water, hard and soft.

MERCED, CALIF.**(Merced County)**

1920 Population, 3,974 (1925 est. 8,000).

City and Suburban Estimate, 10,000.

Native Whites, 86%; Foreign Born, 20%; Industrial Workers, 6%; English Reading, 92%; Families, 2,000.

Schools: Public Grade, Number of Pupils, 2,000; High, 6,000.

Churches: Christian Science, 1; Episcopal, 2; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 5.

Banks: National, 1; State, 2.

Theatres: Moving Pictures, 2; Vaudeville, 2.

Location: On Southern Pacific, Santa Fe, and Yosemite Valley R.Rs., Terminal of Merced transit stage lines. To nearest larger city (Stockton) by automobile, 2 hours.

Principal Industries: Agriculture, fig packing, tomato packing, tomato cannery, pottery, tile, cotton, fruit and nuts.

Manufacturing Establishments: 15. Leading firms: California Pottery Co., Merced Concrete Works, Cross Lumber Co., I. S. Goldman Co., Merced Lumber Co., J. R. Graham Co., San Francisco Shoe Shop, Benham Ice Cream, Acme Ice Cream; Merced Plumbing & Sheet Metal Works.

Special Information: Gateway to Yosemite National Park; terminal of Yosemite Valley Railway; highway to Yosemite Valley, open the year round. Merced County is the site of the Exchequer Dam, one of the largest irrigation projects in the country. Large peach and apricot orchards, 3,890 acres, 5 miles from Merced. Large fig orchard a few miles distant, containing 12,000 acres.

Residential Features: About 12,225 private homes, and 12 apartment houses.

Retail Shopping Section: On 17th and Main Streets, 8 blocks in shopping district; L Street, 4 blocks; M Street, 4; N Street, 2; and K Street, 2 blocks.

Trading Area: From 15 to 20 miles in all directions.

Wholesale Houses: Meats, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial auto agencies, 2; automobile accessories, 15; automobile tire agencies, 4; bakers, 3; cigar stores and stands (including hotels), 7; confectioners (including hotel stands), 8; dressmakers, 4; druggists, 5 (chain, 1); dry goods, 12; department stores, 2; electrical supplies, 4; florists, 2; fruits, 10; furniture, 3; garages (public), 11; grocers, 15; (chain, 1); hardware, 5; jewelry, 3; meat markets, 6 (chain, 1); men's furnishings, 7; men's clothing, 10; merchant tailors, 2; milliners, 4; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 14; shoes, 1; sporting goods, 4; stationers, 2; women's apparel, 10.

Miscellaneous Data: Average temperature, 60 degrees; average number of rainy days per twelve months, 83; most pleasant months, April, May, Sept., Oct. Doctors (medical, 8); (dentists, 6); (osteopaths, 2); gas, artificial; electric current, alternating; number of wired houses, 2,025; water, soft.

MODESTO, CALIF.**(Stanislaus County)**

1920 Population, 9,241. (1926, est. 17,000.)

City and Suburban Estimate, 66,000.

Native Whites, 90%; Negroes, 1%; Foreign Born, 9%; Industrial Workers, 40%; English Reading, 97%; Families, 3,100.

Schools: Public Grade, 10; High, 1; College, 1; Number of Pupils, 4,274.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 3; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 7.

Banks: National, 2; State, 3; Total Resources (all banks), \$13,079,889.23; Savings Bank Deposits Total, \$7,927,705.23.

Theatres: Legitimate, 2; Moving Pictures, 4; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 4,200 theatres; 2,300 auditoriums—total 6,500.

Location: 90 miles south of San Francisco in the San Joaquin Valley. On main line Southern Pacific, Western Pacific and connects with Santa Fe via Modesto-Empire Traction Co. R.R. Excellent motor bus and freight service to San Francisco, Los Angeles and Sacramento. To nearest large city, by railroad, 4 hours; by trolley, 4 hours; by auto, 3 hours.

Principal Industries: Manufacturing of dairy products, fruit canning and fruit packing, meat packing plants, ice manufacturing plant, chemical plant.

Manufacturing Establishments: Leading firms: Borden's Condensed Milk Plant, Milk Producers Ass'n Plant, Pratt, Lowe Preserving Co., California Canners, Modesto Packing Co., Valley Ice Company, D. V. O. Chemical Co.

Special Information: Modesto is county seat of Stanislaus County, leading dairy county of the West. Center of 400,000 acres of splendid irrigated land, over 3,000 dairies. Large acreage in fruits and truck gardens. Third county in State in poultry raising. Fourth county in U. S. in number of miles of paved roads. U. S. Department of Agriculture sustains claim of county to be the first dairy county on the Pacific Coast, seventh county in California, and twenty-eighth in the United States in agricultural resources.

Residential Features: Mostly one-family homes. No workmen's tenement section. Several splendid residential sections with building restrictions from \$5,000 to \$7,000.

CALIFORNIA (Cont'd)

Retail Shopping Section: Extends from G Street (south) to K Street (north) and from Ninth Street (west) to 12th Street (east). Total of 34 blocks. Nine neighborhood sections with usual stores and shops.

Trading Area: Extends twenty miles south, 30 miles east, 25 miles west and 14 miles north. Considerable business is secured from people residing at more distant points, due to the many miles of paved highways leading into Modesto from all directions.

Wholesale Houses: Groceries, 4; meats, 3; fruits, 4.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 26; commercial automobile agencies, 7; automobile accessories, 2; automobile tire agencies, 15; bakers, 5; cigar stores and stands (including hotels), 14; confectioners (including hotel stands), 12; delicatessen, 4; dressmakers, 14; druggists, 10 (chain, 2); dry goods, 9; department stores, 4; electrical supplies, 5; florists, 3; fruits, 7; furniture, 6; garages (public), 13; grocers, 102 (chain, 5); hardware, 4; jewelry, 6; meat markets, 17; men's furnishings, 8; men's clothing, 7; merchant tailors, 5; milliners, 9; opticians, 5; photographers, 3; pianos (and miscellaneous musical instruments), 4; radio supplies, 4; restaurants (including hotels), 61 (chain, 1); shoes, 9; sporting goods, 4; stationers, 2; women's apparel, 10.

Miscellaneous Data: Average temperature, 76 degrees; average number of rainy days per 12 months, 5 per cent; most pleasant months, May, June, Sept., Oct. Doctors (medical, 10); (dentists, 18); (osteopaths, 2); gas, artificial; electric current, alternating and direct; number of wired houses, all; water, soft.

MONROVIA, CALIF.

(Los Angeles County)

1920 Population, 5,480. 1926, 11,342. (State Dept. Census).

City and Suburban Estimate, 14,000. Most important cities and towns in this area are: Duarte (pop. 850); Arcadia (3,275); Azusa (3,165); Baldwin Park (1,973); El Monte (3,697).

Native Whites, 82%; **Negroes,** 8%; **Foreign Born,** 10%; **Industrial Workers,** 25%; **English Reading,** 98%; **Families,** 3,000.

Schools: Public Grade, 7; High, 1; Parochial, 1; Number of Pupils, 2,478.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 3; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 1; State, 3; Capital Surplus and Undivided Profits (all banks), \$450,000; Total Deposits (all banks), \$6,500,000; Total Resources (all banks), \$7,800,000; Savings Bank Deposits Total, \$2,000,000.

Theatres: Moving Pictures, 4; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 4,200.

Location: 13 miles southeast of Los Angeles in the San Gabriel valley. Served by Santa Fe, Southern Pacific and Pacific Electric railroads. Excellent bus service to surrounding points. Transportation and shipping situation excellent. To nearest large city (Los Angeles), by railroad, 15 minutes; by trolley, 45 minutes; by auto, 30 minutes.

Principal Industries: Orange and citrus fruit growing, dairying, poultry raising, small farming, date packing, broom manufacturing, water heater plants, automobile and truck and tractor manufacturing, sash and door factory.

Manufacturing Establishments: 10. Leading firms: Day & Night Solar Heater Company; Coast Heaters Mfg. Co.; Kimball Truck Co.; Campbell Sash & Door Co.; Colby Mfg. Co.; Valley Packing Assn (said to be one of the largest date-packing plants in the U. S.). Total value of yearly output of factories estimated at \$12,000,000.

Special Information: Leading city in the San Gabriel Valley. One of the largest shipping points for citrus fruits in citrus-growing section of So. California. Noted as health center, with numerous recreation resorts and sanitarium. Rapidly growing industrial city, making concerted bids for establishment of small industries of various nature. Per capita wealth high. For years recognized as one of the most stable small communities in southern section of state.

Residential Features: Mostly one- and two-family houses, with one-family houses and private homes of highest class architecture highly predominant. No tenement, or cheap residence district, due to its location in foothill country, and popular permanent home location of people of wealthy class. Homes in better residence sections will average in value \$6,000.

Retail Shopping Section: Myrtle Avenue, White Oak Avenue, Olive, Lemon and Lime Streets. Extends on Myrtle from Olive to White Oak, a distance of 6 long blocks, one block each side of Myrtle on intersecting streets and two blocks each side on Olive, and White Oak Streets. Two outlying small retail centers.

Trading Area: Extends for a radius of 5, to 7 miles. Considerable business from small communities immediately surrounding.

Wholesale Houses: Wholesale business on small lines only, most wholesale distribution coming from Los Angeles.

Number of Retail Outlets for National Advertised Products: Passenger automobile agencies, 23; commercial automobile agencies, 7; automobile accessories, 8; automobile tire agencies, 8; bakers, 5; cigar stores and stands (in-

cluding hotels), 12; confectioners (including hotel stands), 14; delicatessen, 3; dressmakers, 6; druggists, 8 (chain, 1); dry goods, 7; department stores, 5; electrical supplies, 4; florists, 4; fruits, 11; furniture, 3; furriers, 1; garages (public), 18; grocers, 26 (chain, 4); hardware, 5; jewelry, 4; meat markets, 22 (chain, 4); men's furnishings, 7; men's clothing, 7; merchant tailors, 2; milliners, 3; opticians, 5; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 6; restaurants (including hotels), 10; shoes, 7; sporting goods, 3; stationers, 2; women's apparel, 10.

Miscellaneous Data: Average temperature 77 degrees. Average number of rainy days per twelve months 5 per cent. Most pleasant months nearly all. Doctors (medical, 25); (dentists, 7); (osteopaths, 5); street car service; gas, natural; number of meters, 3,995; electric current, alternating; number of wired houses, 3,879; water, soft.

MONTEREY, CALIF.

(Monterey County)

1920 Population, 5,479 (1926 est. 8,500, city only).

City and Suburban Estimate, 18,000 (including immediately adjacent Pacific Grove and Carmel-by-the-Sea). Most important cities and towns in this area are: Monterey (pop. 8,500); Pacific Grove (3,500); Carmel (1,800); Seaside (1,200).

Native Whites, 75%; **Negroes,** 1%; **Foreign Born,** 24%; **Industrial Workers,** 20%; **English Reading,** 95%; **Families,** 1,600.

Schools: Public Grade, 2; High, 1; Parochial, 1; Number of Pupils, 1,570.

Churches: Baptist, 1; Christian Science, 3; Congregational, 1; Episcopal, 2; Methodist, 1; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 3.

Banks: National, 1; State, 1; Total Resources (all banks), \$6,500,000; Total Deposits (all banks), \$3,465,000; Savings Bank Deposits Total, \$1,643,132.20. (Also 1 bank in Carmel, 2 in Pacific Grove). Average monthly Total Retail Sales (all lines, 1924), \$650,000.

Theatres: Legitimate, 2; Moving Pictures, 3; (also 2 in Carmel, and 1 in Pacific Grove). Miscellaneous (Auditoriums, etc.), 3.

Location: Southern Pacific Railroad, Santa Cruz and Monterey S. S. line, and Linden S. S. line. The steamship lines are merely freight lines, picking up fresh and canned fish from industries here, lumber, etc. Monterey is situated on the southern part of the great Bay of Monterey, which promises to become a great seaport in the future. Excellent bus service to Santa Cruz, San Francisco, San Jose, Los Angeles and the San Joaquin Valley and Yosemite in the background is the great Salinas Valley.

Principal Industries: Fisheries, sardine canning, poultry, dahlia tubers, gladiolus bulbs, diatomaceous earth, mining, stock raising.

Manufacturing Establishments: 7 large canneries. Leading firms: Hynden Canning Co., Booth Canning Co., Carmel Canning Co., Monterey Canning Co., Funston & Gross Bayside Company, Monterey Products Co. Total value of yearly output of factories estimated at \$4,000,000, not including Monterey Products Co.

Special Information: Monterey Peninsula is the greatest playground of California. Regular flow of business dependent upon the sea throughout year, maintaining general level of prosperity, which reaches very high peaks in summer and winter months, as result of tremendous influx of tourists and Californians from the valleys. Jobbing houses consider this locality this year a "bright spot" in California. All merchants credits very high. City of Monterey, which is main center of peninsula, is the old capital of California, first and last Spanish capital, Mexican capital, and here the American flag was first raised officially in California. Great number of historic buildings and landmarks. Presidio of Monterey, home of 11th U. S. Cavalry and 76th Field Artillery, O. M. T. C. camps, National Guard summer camp, Hotel Del Monte.

Residential Features: Mostly one-family houses. No slums, no tenements. Private homes, owned by occupants, predominate greatly in Monterey, Pacific Grove and Carmel. Homes average in value about \$5,000, but there is great variation, due to expensive villas in Monterey, Pebble Beach and Carmel Highlands, 18,000 acres being exploited by Del Monte Properties Company for the homes. Climate shows variation of mean temperature winter and summer not more than ten degrees. Great purchasing power in population.

Retail Shopping Section: Alvarado Street in Monterey, three blocks, in main shopping district—Lighthouse Avenue in New Monterey section of Monterey is secondary district, two blocks; also Lighthouse Avenue in Pacific Grove, three blocks, and Ocean Avenue in Carmel, three blocks. Main shopping district is in Monterey, to which most business comes from Pacific Grove, Carmel and outlying territory. There is the city of Monterey as a political unit, but it is the Monterey Peninsula that is the economic trading unit.

Trading Area: Extends 38 miles to the south down the coast-line, 33 miles up Carmel Valley, 15 miles N. E. toward Salinas, 14 miles North up the coast-line, and including the entire Monterey Peninsula, which is composed of Monterey, Pacific Grove and Carmel. Hotel Del Monte, Del Monte Lodge, Pebble Beach and Seaside, are all immediately adjacent communities. There is a high class bus service within and between these places.

Wholesale Houses: Groceries, 2; meats, 2; miscellaneous lines: 12 fresh and packed fish, 1 flour products.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 17; commercial automobile agencies, 3; automobile accessories, 8; automobile tire agen-

cies, 9; bakers, 6; cigar stores and stands (including hotel stands), 12 (chain, 1); confectioners (including hotel stands), 11; delicatessen, 3; dressmakers, 11; druggists, 9; dry goods, 5; department stores, 3; electrical supplies, 5; florists, 3; fruits, 3; furniture, 5; garages (public), 9; grocers, 54 (chain, 3); hardware, 5; jewelry, 5; meat markets, 15 (chain, 2); men's furnishings, 4 exclusively; men's clothing, 4 exclusively; merchant tailors, 6; milliners, 4 exclusively; opticians, 2; photographers, 9; pianos (and miscellaneous musical instruments), 3; radio supplies, 4; restaurants (including hotels), 30; shoes, 10; sporting goods, 3; stationers, 3; women's apparel, 3.

Miscellaneous Data: Doctors (medical, 16); (dentists, 7); (osteopaths, 2); gas, artificial; number of meters, 3,162; electric current, alternating; number of wired houses, 5,941; water, soft; number of automobile registrations, 7,256.

NAPA, CALIF.

(Napa County)

1920 Population, 6,757. (1925, est. 7,600). City and Suburban Estimate, 1,500. Most important cities and towns in this area are: St. Helena (pop. 1,346); Calistoga (1,000).

Native Whites, 75%; **Foreign Born,** 25%; **English Reading,** 95%; **Families,** 1,200.

Schools: Public Grade, 3; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 2,000.

Churches: Baptists, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 1; State, 2; Bank of Italy (branch), 1; Total Resources (all banks), \$8,987,792.89.

Theatres: Moving Pictures and Vaudeville combined, 1; Miscellaneous (Auditoriums, etc.), Hippodrome, 1. Total number of seats, 1,800.

Location: At the head of navigation on Napa River, 46 miles north of San Francisco. One steam train, and one electric line. Boat plys between Napa and San Francisco daily, carrying freight. To nearest larger city by railroad, 3 hours; by trolley or auto, 2½ hours.

Principal Industries: Grape and prune growing, peaches, apricots, cherries and apple cultivation. Boots and shoes, tanning, gloves, shirts, paper-box manufacturing, creameries (3), planing mills, fruit packers (3), fruit drying, beet sugar plant.

Manufacturing Establishments: Leading firms: California Glove Co., Keig's Boot and Shoe Co., Sawyer Tanning Co., Cameron Shirt Factory, Riverside Creamery Co. Total value of yearly output of factories estimated at \$7,600,000. Payrolls of factories, \$1,000,000.

Residential Features: Ideal location for homes. Excellent climate, pure mountain water, transportation facilities unexcelled, good soil, many wooded hillsides. Its proximity to San Francisco Bay, and other bay cities makes Napa an ideal residential city.

Retail Shopping Section: On Main Street, 4 blocks; Brown Street, 5; Coombs Streets, 3; First Street, 3; Second Street, 2; Third Street, 2.

Trading Area: North, 30 miles; east, 20; south, 10; west, 14.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 16; automobile accessories, 6; automobile tire agencies, 18; bakers, 6; cigar stores and stands (including hotels), 6 (chain, 1); confectioners (including hotel stands), 10; delicatessen, 3; dressmakers, 8; druggists, 5; dry goods, 14; department stores, 2; electrical supplies, 12; florists, 1; fruits, 30; furniture, 3; garages (public), 32; grocers, 12 (chain, 3); hardware, 6; jewelry, 4; meat markets, 6; men's furnishings, 7; merchant tailors, 2; milliners, 10; opticians, 4; photographers, 4; pianos (and miscellaneous musical instruments), 3; radio supplies, 8; restaurants (including hotels), 4 (chain, 1); shoes, 4; sporting goods, 4; stationers, 4; women's apparel, 10.

Miscellaneous Data: average temperature, 52 degrees; average number of rainy days per twelve months, 25; most pleasant months, June to October, inclusive. Doctors (medical, 20); (dentist, 12); (osteopaths, 3); passenger bus service; gas, artificial; electric current, alternating; water, soft.

OAKLAND, CALIF.

(Alameda County)

1920 Population, 216,261 (1925 U. S. Census Bureau estimate, 253,700).

City and Suburban Estimate: (1926), Oakland, 300,000; Oakland and contiguous territory, 550,000.

Native Whites, 204,004; **Negroes,** 5,489; **Foreign Born,** 45,162; **Industrial Workers,** 39,000; **English Reading,** 208,261; **Families,** 43,252.

Schools: Public Grade, 50; High, 6; Junior High, 17; Parochial, 9; Number of Pupils, 55,000.

Churches: Baptist, 17; Christian Science, 10; Congregational, 12; Episcopal, 12; Hebrew, 15; Methodist, 25; Presbyterian, 15; Roman Catholic, 17; Miscellaneous, 62.

Banks: National, 3; State, 5; Total Resources (all banks), \$200,000,000; Savings Bank Deposits Total (all banks), \$114,436,000.

Theatres: Legitimate, 2; Moving Pictures, 40; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 55,000.

Location: Oakland is the hub, or trading center of a group of communities on the eastern or continental shores of San Francisco Bay, easily accessible from all directions, with unlimited expansion possibilities. A growing, prosperous territory with an estimated population in

excess of 550,000. To San Francisco, by rail, or ferry, 40 minutes.

Principal Industries: Diversified, from automobile manufacturing, fruit packing, electric lamp manufacturing, chemical industries to paints and roofing materials, caused by comparatively low distribution costs, excellent transportation facilities, complete power requirements, ideal climate and satisfied labor.

Manufacturing Establishments: 1,055. Leading firms: General Motor Co., Durant Motor Co., Paige Motor Co., Fisher Body Co., Victor Talking Machine Co., California Cotton Mills Co., Magnavox Company, Montgomery Ward Co., Libby, McNeill & Libby, Palmolive Co., Wyllis Overland Pacific Co., and many others of equal importance, nationally and locally. Total value of yearly output of factories estimated at \$400,000,000.

Special Information: Location of the city makes it the terminus of the Southern Pacific, Western Pacific, and Santa Fe Railways. Oakland has wonderful water terminal facilities which insure to the city a port of ever increasing importance. It is a port of call for steamers from all parts of the world. Oakland is well termed the city "Where Rail and Water Meet."

Residential Features: The homes of Oakland possess a charm that inspires a love of home and pride in ownership. It is a perfect home city, with private homes for working men, but with the wealthier classes predominating. There are no slums or tenement districts. The average cost of the Oakland home will range from \$5,000 to \$8,000.

Retail Shopping Section: Extends along First and Broadway, Washington, Franklin, and Webster Streets; on the South, to 28th and Broadway; on the North, to 14th and Broadway—the center or hub of all radiating laterals for street cars, bus transportation, and automobile boulevards, or highways leading to the great Santa Clara Valley. On the east and south are Richmond, Vallejo, and a rich back country. On the north and east, small sectional trading centers are numerous throughout this entire district.

Trading Area: Extends about fifty miles east and north. A wonderful system of paved highways, steam railways, electric railways, locally situated trolley lines, and efficient motor bus transportation make trading in Oakland from any point within this fifty-mile radius an event of convenience and pleasure to the buyer.

Wholesale Houses: Druggists, 1; groceries, 10; meats, 15; fruits, 38; hardware, 1; dry goods, 4; shoes, 1; confectionery, 21.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 42; commercial automobile agencies, 8; automobile accessories, 40; automobile tire agencies, 69; bakers, 160; cigar stores and stands (including hotel stands), 220 (chain, 16); confectioners (including hotel stands), 110; delicatessen, 45; dressmakers, 15; druggists, 227 (chain, 19); dry goods, 95; department stores, 6; electrical supplies, 105; florists, 75; fruits, 92; furniture, 78; furriers, 21; garages (public), 215; grocers, 1,394 (chain, 268); hardware, 108; jewelry, 55; meat markets, 234 (chain, 29); men's furnishings, 32; men's clothing, 26; merchant tailors, 116; milliners, 33; opticians, 40; photographers, 51; pianos (and miscellaneous musical instruments), 40; radio supplies, 100; restaurants (including hotels), 247 (chain, 12); shoes, 60; sporting goods, 15; stationers, 21; women's apparel, 100.

ONTARIO, CALIF.

(San Bernardino County)

1920 Population, 7,280 (1925 est. 12,500). City and Suburban Estimate, 28,000.

Native Whites, 96%; **Foreign Born,** 4%; **English Reading,** 95%.

Schools: Public Grade, 4; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 3,509.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 6.

Banks: National, 2; State, 1; Total Resources, \$4,497,106; Savings Bank Deposits, \$1,515,000.

Theatres: Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 5,000.

Location: On main lines of Union Pacific, Southern Pacific and Santa Fe R.R.s. Bus service and Pacific Electric interurban connections to all points in southwestern California; 37 miles east of Los Angeles, midway between mountains and the sea in a fertile valley devoted to intensive cultivation in agriculture and horticulture. To nearest large city, by railroad, 2 hours; by trolley, 2 hours; by auto, 2 hours.

Principal Industries: Electric appliances, automobile accessories and metal specialties.

Manufacturing Establishments: 4. Leading firms: Edison Electric Appliance Co., Hotpoint plant of Edison Electric Appliance Co., Exchange Orange Products Co., K-W Mfg. Co.

Special Information: Ontario is uniformly prosperous because of the diversity of its resources and industries. There are a dozen different industries that insure good times. Citrus fruits keep the packing houses busy; deciduous fruits keep the canneries going; poultry and dairying are active throughout the year; the Hotpoint electric plant, manufacturing a nationally known product and some smaller industries furnish steady employment to hundreds. A junior college of agriculture attracts many.

Residential Features: Ontario has a far wider and more populous community than the census report indicates. Although the 1920 census gave it 7,280 and it is now 12,500 (est.), it is the center of a close-in community of 18,850 and has a trading territory of 30,000. It is a well balanced community, mostly devoted to agriculture and horticulture, but with an unusual amount of industrial activity for a western city. People are prosperous, nearly all living in their own homes.

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CALIFORNIA (Cont'd)

Ontario (cont'd)

Retail Shopping Section: Centers at Euclid and A streets; 6 blocks on Euclid and 8 blocks on A, with intervening blocks occupied by smaller shops.

Trading Area: Extends 15 miles east, 18 miles south, 10 miles north and 5 miles west. Good roads in every direction make trading easy for any one in the trading territory, and free telephone service to all the tributary territory makes Ontario the trading center for entire region.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 26; commercial automobile agencies, 26; automobile accessories, 15; automobile tire agencies, 6; bakers, 5; cigar stores and stands (including hotels), 10 (chain, 1); confectioners (including hotel stands), 8; delicatessen, 2; dressmakers, 6; druggists, 6 (chain, 1); dry goods, 6; department stores, 3; electrical supplies, 3; florists, 2; fruits, 2; furniture, 4; garages (public), 22; grocers, 43 (chain, 2); hardware, 3; jewelry, 4; meat markets, 13 (chain, 2); men's furnishings, 4; men's clothing, 4; merchant tailors, 7; milliners, 8; opticians, 4; photographers, 3; pianos (and miscellaneous musical instruments), 1; radio supplies, 6; restaurants (including hotels), 10; shoes, 5; sporting goods, 1; stationers, 8; women's apparel, 6.

Miscellaneous Data: Average number of rainy days per 12 months, 14; most pleasant months, February to December. Doctors (medical, 20), (dentists, 8), (osteopaths, 6); number of wired houses, 5,000; street car service; gas, natural; electric current, alternating; water, medium hard.

ORANGE, CALIF.

(Orange County)

1920 Population, 4,884 (1925, est. 9,000.)

City and Suburban Estimate (1925), 14,000.

Native Whites, 95%; Foreign Born, 5%; Industrial Workers, 20%; English Reading, 98%.

Schools: Public Grade, 5; High, 4 (1,300 seats); Parochial, 2; Number of Pupils, 1,800.

Churches: Baptist, 1; Christian Science, 1; Christian Disciples, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 2; Lutheran, 1; Free Methodist, 1; Nazarene, 1.

Banks: National, 4; State, 1 (savings department also); Total Resources, \$3,892,131.64; Savings Bank Deposits Total, \$988,732.90.

Theatres: Moving Pictures, 1; Vaudeville, 1.

Location: Santa Fe, Pacific Electric, and Southern Pacific R.Rs. Crown Stage bus line. To nearest large city, by railroad, 1 hour; by trolley, 1½ hours; by auto, 1½ hours.

Principal Industries: Wire works, cordage factories, rope factory, gold leaf factory, cereal breakfast food, towel factory, ice and cold storage, citrus packing plants, cement pipe works.

Manufacturing Establishments: 10. Leading firms: California Wire Co., California Cordage Co., Western Cordage Co., West Coast Textile Co.

Special Information: Ideal labor conditions are helpful to all industries. Cheap power and ample raw material for industries named.

Residential Features: Mostly bungalows. Numerous small ranches.

Retail Shopping Section: Glassell St. and Chapman Ave. are main business streets. The Plaza is a circular park in the heart of the city from which business district radiates.

Trading Area: 2 miles from El Modena to Orange, 3½ miles from Olive, 2 miles from Villa Park, 2 miles from West Orange.

Wholesale Houses: Groceries, 1; fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; automobile accessories, 2; bakers, 3; druggists, 4; dry goods, 4; electrical supplies, 3; florists, 2; fruits, 2; furniture, 3; garages (public), 5; grocers, 25 (chain, 5); hardware, 2; jewelry, 2; meat markets, 10 (chain, 2); men's furnishings, 3; men's clothing, 3; merchant tailors, 1; milliners, 2; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 5; shoes, 4; sporting goods, 2; stationers, 2; women's apparel, 2.

Miscellaneous Data: Average temperature, 65 degrees; average number of rainy days per 12 months, 25; most pleasant months, nearly all; doctors (medical, 5); (dentists, 4); (osteopaths, 2); number of wired houses, 3,300; street car service; gas, natural; electric current, direct; water, hard.

OROVILLE, CALIF.

(Butte County)

1920 Population, 3,340 (1926 est. 6,400).

City and Suburban Estimate, 13,550. Most important cities and towns in this area are: Gridley (pop. 2,000); Biggs (500); Richvale (400); Thermalite (1,100); Palermo (300).

Native Whites, 90%; Negroes, 2%; Foreign Born, 8%; Industrial Workers, 20%; English Reading, 93%; Families, 2,015.

Schools: Public Grade, 4; High, 1; Junior High, 1; Number of Pupils, 1,900.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Hebrew, 1; Methodist, 1; Roman Catholic, 1.

Banks: National, 1; State, 1; Total Resources, \$1,900,000; Savings Bank Deposits Total, \$450,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1; Civic Auditorium. Total number of seats, 3,000.

Location: At the mouth of Feather River canyon. On Southern Pacific, Western Pacific and Northern Electric Rys. Division point on Western Pacific Ry. To nearest large city, by railroad, 2 hours 10 minutes; by trolley, 2 hours 15 minutes; by auto, 2 hours.

Principal Industries: Orange, olive, grape, fig, nut and cotton growing, tile and brick factory.

Manufacturing Establishments: 3. Leading firms: Virden Packing Co., The Olive Products Co., Wyandotte Canneries. Other independent fruit packing companies. Total value of yearly output of factories estimated at \$4,000,000.

Special Information: Railroad shops located at Oroville. Direct shipment east to Chicago by the shortest route east and west.

Residential Features: A wide section devoted to private residences. Most homes owned by occupants, mostly single families.

Retail Shopping Section: Six streets averaging 4 blocks each.

Trading Area: East 180 miles (canyon country); west, 15 miles; north, 25 miles; south, 25 miles.

Wholesale Houses: Groceries, 1; meats, 1; fruits, 5; hardware, 1; drugs, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto. agencies, 3; automobile accessories, 4; automobile tire agencies, 6; bakers, 4; cigar stores and stands (including hotels), 7; confectioners (including hotel stands), 3; delicatessen, 1; dressmakers, 7; druggists, 5; dry goods, 4; department stores, 3; electrical supplies, 3; florists, 1; fruits, 3; furniture, 2; garages (public), 5; total grocers, 32 (chain, 4); hardware, 3; jewelry, 3; total meat markets, 4 (chain, 1); men's furnishings, 4; men's clothing, 4; merchant tailors, 2; milliners, 3; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 4; restaurants (including hotels), 6; shoes, 3; stationers, 1; women's apparel, 4.

Miscellaneous Data: Average temperature, 61½ degrees; average number of rainy days per 12 months, 56; most pleasant months, all but January and February. Doctors (medical, 8), (dentists, 4), (osteopaths, 3); gas, artificial; electric current, alternating; water, hard.

OXNARD, CALIF.

(Ventura County)

1920 Population, 4,417. (1926 est. 7,000.)

City and Suburban Estimate, 12,000.

Native Whites, 80%; Negroes, 1%; Foreign Born, 19%; Industrial Workers, 25%; English Reading, 95%; Families, 1,275.

Schools: Public Grade, 3; High, 1; Parochial, 1; Number of Pupils, 950.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 2.

Banks: National, 1; State, 1; Savings Bank Deposits Total, \$6,000,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 1,400.

Location: 62 miles north of Los Angeles, on Southern Pacific R. R.

Principal Industries: Truck farming, sugar beet raising and sugar manufacturing, lima beans, dairying.

Manufacturing Establishments: A. B. S. sugar factory, A. B. S. factory, Brenneis Mfg. Co., and Dunn Mfg. Co. Total value of yearly output of factories estimated at \$6,000,000.

Special Information: Oxnard is close to shipping port at Hueneme, excellent transportation facilities, fertile soil, every street in the city paved, fine school systems, ideal climate.

Residential Features: Mostly one-family houses and adequate apartments. Restricted poorer section. Private homes predominate. Handsome residential section takes in 16 square blocks with Fifth Street as main business thoroughfare.

Trading Area: Five miles west and south of city, and 25 miles east.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; automobile accessories, 6; automobile tire agencies, 6; bakers, 3; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 4; delicatessen, 3; dressmakers, 5; druggists, 4; dry goods, 8; department stores, 4; electrical supplies, 5; florists, 2; fruits, 10; furniture, 3; garages (public), 10; grocers, 30; hardware, 3; jewelry, 5; meat markets, 5; men's furnishings, 6; men's clothing, 6; merchant tailors, 1; milliners, 2; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 6; shoes, 8; sporting goods, 2; stationers, 3; women's apparel, 7.

PALO ALTO, CALIF.

(Santa Clara County)

1920 Population, 5,900. (1926, est. (10,746).

City and Suburban Estimate (including Mayfield), 20,000. Most important cities and towns in this area are: Redwood City (pop. 5,600); Mt. View (3,250); Menlo Park (2,100); Los Altos (470).

Native Whites, 83.3%; Foreign Born, 16.7%; Industrial Workers, 2%; English Reading, 96%; Families, 2,487.

Schools: Public Grade, 6; High, 1; Junior High, 1; Parochial and Private, 8; Number of Pupils, 5,894 (Stanford University, 3,268).

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 4.

Banks: National, 1; State, 2; Total Resources (all banks), \$6,971,304; Savings Bank Deposits Total, \$3,162,328.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 4,100.

Location: On Southern Pacific, 32 miles south of San Francisco, on the San Francisco peninsula. Excellent bus service to San Francisco (bus leaves every 20 minutes). To nearest large city (San Francisco), by railroad, 40 minutes; by auto, 45 minutes; by trolley, 1½ hours.

Principal Industries: Redwood fancy boxes, millwork, radio equipment.

Manufacturing Establishments, 3. Leading firm: Steere Mfg. Co. Policy of the city is to discourage factories locating within city limits.

Special Information: Palo Alto is an educational and cultural center. Population mostly purchasers of high grade products with almost unlimited buying power. As an indication of wealth, when deposits of the county as a whole showed a decrease of over \$3,500,000, July to Dec., 1923, Palo Alto banks showed a gain of over half a million.

Residential Features: Strictly a residential city. It is the home of Stanford University, and the educational advantages and unsurpassed climate have attracted a wealthy class of home owners. Nearly all homes are one-family houses, averaging \$9,000.

Retail Shopping Section: University Ave., 6 blocks; Hamilton Ave., 5 blocks; High St., 3 blocks; Emerson St., 5 blocks; Alma St., 4 blocks; Ramona St., 3 blocks, and Waverly St., 2 blocks. The latter 5 being cross streets. Because of building restrictions, there are no neighborhood stores.

Trading Area: 5 miles north, 3 west, 8 south, and 3 east. This includes the towns of Atherton, Menlo Park, Stanford University, Los Altos, Rummymede and Ravenswood. Palo Alto now includes Mayfield within its city limits.

Wholesale Houses: Hardware, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 20; automobile accessories, 7; automobile tire agencies, 10; bakers, 19; cigar stores and stands (including hotels), 14 (chain, 1); confectioners (including hotel stands), 5; delicatessen, 2; dressmakers, 12; druggists, 10; dry goods, 5; department stores, 5; electrical supplies, 7; fruits, 5; furniture, 5; garages (public), 22; grocers, 26 (chain, 4); hardware, 7; jewelry, 5; meat markets 21 (chain, 3); men's furnishings, 6; men's clothing, 6; merchant tailors, 4; milliners, 3; opticians, 4; photographers, 4; pianos (and miscellaneous musical instruments), 3; radio supplies, 6; restaurants (including hotels), 29; shoes, 4; sporting goods, 3; stationers, 4; women's apparel, 9.

Miscellaneous Data: Average temperature, 61 degrees; average number of rainy days per 12 months, 43; most pleasant months, April to November, inclusive. Doctors (medical, 40); (dentists, 20); (osteopaths, 15); gas, artificial; number of meters, 4,000; electric current, alternating; number of wired houses, 8,000; water, hard.

PASADENA, CALIF.

(Los Angeles County)

1920 Population, 45,354.

City and Suburban Estimate, 110,000 (1926 estimate). Most important cities and towns in this area are: Altadena (pop. 10,000); South Pasadena (15,000); Lamanda Park (8,000); San Marino (3,000); La Canada (3,000).

Native Whites (1920) 36,977; Negroes, 1,092; Foreign Born, 6,785; Industrial Workers, 10%; English Reading, 85%; Families, (estimated) 30,000.

Schools: Public Grade, 25; High, 2; Junior High, 6; Parochial, 2; Number of Pupils, 16,000.

Churches: Baptist, 6; Christian Science, 2; Congregational, 3; Episcopal, 2; Hebrew, 1; Methodist, 14; Presbyterian, 4; Roman Catholic, 4; Miscellaneous, 40.

Banks: National, 6; State, 6; Total Deposits National Banks, \$13,069,377.41; Total Deposits State Banks, \$39,003,066.55; Deposits (all banks June 30, 1926), \$52,072,433.96; Total Resources (all banks), \$410,673,981.20; Total Bank Clearings (12 months, 1925), \$310,599,694.92.

Theatres: Legitimate, 7; Moving Pictures, 5; Vaudeville, 3; (combined with motion pictures); Miscellaneous (Auditoriums, etc.), 1. Total number of seats (estimated), 14,000.

Location: On Santa Fe, Southern Pacific, and Union Pacific R.Rs. Interurban Electric Ry. and bus service to nearby towns and cities. To nearest large city (Los Angeles), by railroad, 30 minutes; by trolley, 40 minutes; by auto, 30 minutes.

Principal Industries: Printing, milling, furniture.

Manufacturing Establishments: 225 (estimated). Leading firms: Pasadena Milling Co., Pasadena Mfg. Co., Crown City Mfg. Co., Puritan Furniture Mfg. Co., Coops & Sons, Piano Co., Wickcraft Co., Pasadena Ornamental Iron Works, Art Concrete Works, O. V. Dust Co. Total value of yearly output of factories estimated at \$3,325,100.

Residential Features: A city of homes, surrounded by great natural playgrounds of beauty. The modest cottages of the workers blend in harmony with the mansions of the wealthy; beautiful lawns, flowers and trees are common to all making Pasadena one of the most attractive garden spots on the Pacific Coast.

Retail Shopping Section: Colorado Street, the main street of Pasadena, which runs east and west, is comprised of about 30 blocks of shopping area. Fair Oaks Avenue runs north and

south, composed of about 9 business blocks. North and South Raymond Ave., composed of about 7 business blocks; North and South Maringo Ave., about 5 blocks; North and South Los Robles Ave., about 4 blocks; North and South Lake Ave., about 4 blocks.

Trading Area: Five miles south, 7 miles east, 8 miles northwest, 6 miles west.

Wholesale Houses: Groceries, 2; fruits, 3; dry goods, 1; miscellaneous lines, 5.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 36; commercial automobile agencies, 2, automobile accessories, 20; automobile tire agencies, 20; bakers, 20; cigar stores and stands (including hotels), 20 (chain, 2); confectioners (including hotel stands), 44; delicatessen, 3; dressmakers, 106; druggists, 60 (chain, 7); dry goods, 24; department stores, 4; electrical supplies, 13; florists, 15; fruits, 30; furniture, 26; furriers, 4; garage (public), 45; grocers, 131 (chain, 7); hardware, 17; jewelry, 22; meat markets, 108 (chain, 30); men's furnishings, 2; men's clothing, 6; merchant tailors, 6; milliners, 17; opticians, 5; photographers, 12; pianos (and miscellaneous musical instruments), 7; radio supplies, 20; restaurants (including hotels), 42 (chain, 2); shoes, 28; sporting goods, 6; stationers, 9; women's apparel, 26.

Miscellaneous Data: Average temperature, 75 degrees; average number of rainy days per 12 months, 25 (6%); most pleasant months, nearly all. Doctors (medical, 143); (dentists, 87); (osteopaths, 40); gas, natural and artificial; number of meters, 25,092; electric current, alternating and direct; number of wired houses, 27,439; water, hard.

PETALUMA, CALIF.

(Sonoma County)

1920 Population, 6,226 (1926 est. 8,000).

City and Suburban Estimate, 18,000.

Native Whites, 80%; Foreign Born, 20%; Industrial Workers, 25%; English Reading, 85%; Families, 3,600 in trading area.

Schools: Public Grade, 3; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 2,400.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 1; State, 5.

Theatres: Legitimate, 1; Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 6. Total number of seats, 3,400.

Location: On Northwestern Pacific Ry., running to Eureka; Petaluma and Santa Rosa (branch) R.Rs. running 20 miles north and connecting with San Francisco by boat. Situated at head of tidewater navigation on Petaluma River, or estuary, 37 miles north of San Francisco.

Principal Industries: Poultry (9,000,000 laying hens in 1926 season) hatcheries, dairying, butter and cheese factories, milling, shoes, silk mills, lumber, box, and egg cases.

Manufacturing Establishments: 28. Leading firms: Golden Eagle Milling Co., Petaluma Incubator Co., Shoe Factory, Belding Bros. & Co., Silk Mills, Camm & Hedges Lumber Co., Paper Box and Egg-Case Filler Factory, Poultry, Producers of Central California.

Residential Features: Mostly one, and two-family houses. Small section devoted to industrial workers. Average residential section about the same extent as any other city of equal size.

Retail Shopping Section: Main St., Kentucky St., Western Avenue and Washington St.; 13 blocks devoted to retail business section.

Trading Area: Twenty miles to the west and northwest, eight miles in all other directions.

Wholesale Houses: Meats, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial automobile agencies, 5; automobile accessories, 3; automobile tire agencies, 8; bakers, 4; cigar store and stands (including hotels), 5; confectioners (including hotel stands), 5; delicatessen, 2; dressmakers, 3; druggists, 6; dry goods, 4; department stores, 1; electrical supplies, 3; florists, 2; fruits, 4; furniture, 3; garages (public), 12; grocers, 16; hardware, 4; jewelry, 3; meat markets, 6; men's furnishings, 3; men's clothing, 3; merchant tailors, 3; milliners, 4; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 5; shoes, 4; sporting goods, 2; stationers, 1; women's apparel, 4.

PLACERVILLE, CALIF.

(El Dorado County)

1920 Population, 1,650.

City and Suburban Estimate, 5,000 (July 1, 1926). Most important cities and towns in this area are: El Dorado (pop. 300); Diamond Springs (300); Camino (250); Georgetown (135).

Native Whites, 90%; Foreign Born, 10%; English Reading, 95%; Families, 1,100 (est. July 1, 1926).

Schools: Public Grade, 2; High, 1; Number of Pupils, Placerville Grammar, 345; High, 227.

Churches: Christian Science, 1; Congregational, 1; Episcopal, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, Gospel Mission, 1; Evangelistic, 1.

Banks: National, 1; State, 1; Capital Surplus, and Undivided Profits (all banks), \$2,236,925; Total Deposits (all banks), \$3,246,375; Savings Bank Deposits, \$2,379,467.45; Total Resources (all banks), \$6,238,940.

Theatres: Moving Pictures, 1; Miscellaneous (Auditorium, etc.), 1. Total number of seats: Theatre, 550; Auditorium, 375.

CALIFORNIA (Cont'd)

Location: Placerville is situated 50 miles east of Sacramento on S. P. R.R. (branch line), on main Lincoln Highway from east to west, and main road, east to Lake Tahoe, with highways to Tioga Pass and into Yosemite Valley. To nearest large city, by railroad, 3 hours; by auto, 2 hours.

Principal Industries: Bartlett pears, lumbering, box and shock factories, gold mining, fruits, peaches, grapes.

Manufacturing Establishments: 2. Leading firms: S. G. Beach Box and Lumber Factory (Branch of Michigan-California Lumber Co. Situated at Camino, 7 miles to the east). California Door Co. (located at Diamond Springs, 3 miles north). Total value of yearly output of factories estimated at \$15,000,000.

Special Information: Bartlett pears raised in this county have sold at top prices in eastern markets for the past five years and grapes for the last three years. Tourist travel through Placerville to Lake Tahoe, and to and from the East, last year, was 45,000 autos, with average of 3.16 passengers per auto, according to city census.

Residential Features: Placerville has 625 houses, 17 apartment houses, with total of 103 apartments.

Retailing Shopping Section: Situated on Main Street, 5 blocks; Broadway, 3 blocks; Center Street, 2 blocks; scattered, 7 blocks.

Trading Area: Extends 15 miles east, 18 miles west, 21 miles north, and 20 miles south.

Wholesale Houses: Groceries, 5; meats, 3; fruits, 2; hardware, 2; dry goods, 2; miscellaneous lines, department store, 1; gents, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial automobile agencies, 5; automobile accessories, 12; automobile tire agencies, 7; bakers, 2; total cigar stores and stands (including hotels), 21 (chain, 1); confectioners (including hotel stands), 15; delicatessen, 1; dressmakers, 1; druggists, 2 (chain, 1); dry goods, 2; department stores, 1; electrical supplies, 3; fruits, 2; furniture, 2; garages (public), 7; grocers, 5 (chain 1); hardware, 2; jewelry, 7; meat markets, 3; men's furnishings, 3; men's clothing, 3; merchant tailors, 2; milliners, 2; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 5; restaurants (including hotels), 7; shoes, 2; sporting goods, 2; stationers, 2; women's apparel, 2.

Miscellaneous Data: Average temperature, 70 degrees; average number of rainy days per twelve months, 21; most pleasant months, April, May, June, July, September, October. Doctors (medical, 8); (dentists, 3); electric current, alternating; number of wired houses, 451; number of automobile registrations, 1,327; water, soft.

POMONA, CALIF.

(Los Angeles County)

1920 Population, 13,505 (1926, est. 23,000). **City and Suburban Estimate,** 1925 (post office estimate), 25,000.

Native Whites, 87%; **Negroes,** 1%; **Foreign Born,** 12%; **Industrial Workers,** 2%; **English Reading,** 86%; **Families,** 4,750.

Schools: Public Grade, 9; High, 1; Junior High, 2; Parochial, 1; Number of Pupils, 3,500.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 3; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 18.

Banks: National, 1; State, 2; Total Resources (all banks), \$16,912,467; Building and Loan Assns., 2; Savings Bank Deposits (all banks), \$889,232.57.

Theatres: Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 5. Total number of seats, 3,900.

Location: On Main line of Union Pacific, Southern Pacific and Santa Fe R.R.s.; Pacific Electric and Motor connections with Los Angeles and the harbor. Local bus lines connect with six smaller towns, none more than 6 miles distant. To nearest large city (Los Angeles), by railroad, 1 1/4 hours; by trolley, 1 1/4 hours; by auto, 1 1/4 hours.

Principal Industries: Deep well pumps, knit goods, sweaters, overalls, air cleaners, "Brogdex" refrigeration process, brick, canned fruits, cigars, furnaces, ice, tents, awnings, boxes (fruit packing), cottonseed oil, mosaic tile, meat packing, flour and feed, planing mills, dairying, poultry, eggs, hay and grain, walnuts, rabbits, etc.

Manufacturing Establishments: 19. Leading firms: San Antonio Fruit Exchange, Pomona Mfg. Co., Pomona Valley Ice Co., Pomona Brick Co., Brodrex Mfg. Co., Pomona Valley Canning Co., Sunset Cannery, Pomona Sweater Factory, Baker Skirt Works, Detomel Products Co., Vortex Air Cleaner Co., Pomona Tile Co., Pomona Cigar Co., Valley Box Co., San Antonio Meat Co., B. F. Caldwell (gas furnaces), Cloverleaf Products Co. Total value of yearly output of factories estimated at \$2,900,000.

Special Information: The principal industry of this valley is the growing, packing and shipping of citrus, and deciduous fruits and vegetables, besides meat packing and dairying.

Residential Features: Splendid residence town. 30 miles paved street. Pomona College situated at Claremont, 3 miles from Pomona. There are approximately 6,560 private homes within the city limits, with from 56 to 75 apartment houses and surrounding Pomona are several small residential communities, all within a seven-mile radius.

Retail Shopping Section: Second St., 6 blocks;

Garey Ave., 4 blocks; Third St., 3 blocks; Locust St., 2; Thomas St., 2; Main St., 2; Gordon St., 2.

Trading Area: The Pomona Valley trading area is approximately 15 miles square, extending 7 miles east, 8 miles west, 6 miles north and 9 miles south.

Wholesale Houses: Grocers, 2; meats, 2; fruits, 11; cigars, 1; bakeries, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 29; commercial automobile agencies, 6; automobile accessories, 18; automobile tire agencies, 15; bakers, 4; total cigar stores and stands (including hotels), 12 (chain, 1); confectioners (including hotel stands), 8; delicatessen, 2; druggists, 7; dry goods, 3; department stores, 6; electrical supplies, 10; florists, 4; fruits, 3; furniture, 5; garages (public), 24; total grocers, 43 (chain, 5); hardware, 5; jewelry, 5; total meat market, 15 (chain, 1); men's furnishings, 9; men's clothing, 9; merchant tailors, 7; milliners, 4; opticians, 3; photographers, 7; pianos (and miscellaneous musical instruments), 5; radio supplies, 12; restaurants (including hotels, 12); shoes, 5; sporting goods, 6; stationers, 4; women's apparel, 3.

Miscellaneous Data: Average temperature, 65 degrees; average number of rainy days per 12 months, 30; most pleasant months, nearly all. Doctors (medical, 25); (dentists, 15); (osteopaths, 6); gas, natural; electric current, alternating; number of wired houses, 6,500; water, medium.

PORTERVILLE, CALIF.

(Tulare County)

1920 Population, 4,097. (1926 est. 7,000).

City and Suburban Estimate (1926), 15,000. Most important cities and towns in this area are: Visalia (pop. 8,250); Tulare (5,000); Lindsay (2,500).

Native Whites, 97%; **Negroes,** 1% **Foreign Born,** 2%; **English Reading,** 91%; **Families,** 1,400.

Schools: Public Grade, 5; High, 1; Parochial, 2; Number of Pupils, Grade, 1,800; High, 750.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Roman Catholic, 1; Christian, 1; Church of God, 1; Nazarene, 1; Miscellaneous, 2.

Banks: National, 1; State, 2; Capital Surplus and Undivided Profits (all banks), \$721,184.28; Total Deposits (all banks), \$3,424,104.74; Total Resources (all banks), \$4,068,926.76.

Theatres: Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2.

Location: On So. Pac., and Santa Fe Rys., Valley Transportation Co. passenger and freight trucks. Gateway to 7 mountain resorts, stage line to each. Located in south central part of San Joaquin Valley in Central California. Center of citrus fruit district. To nearest large city, by railroad, 1 1/4 hours; by auto, 1 1/4 hours.

Principal Industries: Packing citrus fruit, deciduous fruit, cattle raising, magnesite mining, oil wells, cotton and cotton ginning, mint distilling.

Manufacturing Establishments: 4. Leading firms: Ulmer Machinery Co. (turbine pumps); National Kellstone Co. (stucco); Sierra Magnesite Co., Petersville Machine Works (pumps and machinery); Delta Farms Co. (cotton gin); Fred B. Neuhof (cannery).

Special Information: Porterville's favorable location on two railroads, several stage lines, and having numerous well-paved highways, from which many mountain roads lead, make it a wonderful gateway for tourists. Ships 2,600 cars citrus fruit, plums, 900 tons; peaches, 4,600 tons; quinces, 200 tons; grapes, 2,200 tons.

Residential Features: Exceptionally large percentage of homes owned by occupants. Large part of city under building restrictions. Many new homes. Two building and loan associations. Twelve miles of paved streets.

Retail Shopping Section: Main St., 9 blocks; Second St., 5 blocks; Hockett St., 3 blocks. Three neighborhood districts. Many outlying garages, and machine and auto repair shops.

Trading Area: North 4 miles, 80% of business; 8 miles east into mountains, fruit district 8 to 20 miles; south 6 miles, 85% of business for 20 miles. West 10 miles, 60% of business for 15 miles. Trading center for 7 mountain resorts, one 65 miles distant. Surrounded by several small towns which trade with large stores and theatres in Porterville.

Wholesale Houses: Meats, 1; fruits, 2; Miscellaneous lines, pump machinery, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial automobile agencies, 3; automobile accessories, 18; automobile tire agencies, 13; bakers, 3; cigar stores and stands (including hotels), 9 (chain, 7); confectioners (including hotel stands), 8; delicatessen, 3; dressmakers, 4; druggists, 3; dry goods, 4; department stores, 3; electrical supplies, 6; florists, 1; fruits, 7; furniture, 3; furriers, 3; garages (public), 10; grocers, 13 (chain, 4); hardware, 4; jewelry, 4; meat markets, 8 (chain, 1); men's furnishings, 5; merchant tailors, 2; milliners, 5; opticians, 3; photographers, 1; pianos (and miscellaneous musical instruments), 5; radio supplies, 5; restaurants (including hotels), 11; shoes, 4; sporting goods, 4; stationers, 2; women's apparel, 4.

Miscellaneous Data: Average temperature, 85 degrees; average number of rainy days per 12 months, 45; most pleasant months, September to May, inclusive. Doctors (medical, 14); (dentists, 5); (osteopaths, 4); gas, artificial; electric current, alternating; number of wired houses, 1,500; water, soft.

RED BLUFF, CALIF.

(Tehama County)

1920 Population, 4,246. (1926 est. 5,000).

City and Suburban Estimate, 6,000. Most important cities and towns in this area are: Corning, Vina, Tehama, Los Molinas.

Native Whites, 98%; **Negroes,** 1.05%; **Foreign Born,** .05%; **Industrial Workers,** 20%; **English Reading,** 98%; **Families,** 2,500; **Dwellings,** 2,000.

Schools: Public Grade, 2; High, 1; Junior High, 1; Parochial, 2; Number of Pupils (all schools), 1,500.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1.

Banks: National, 1; State, 1.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 2,000.

Location: On Southern Pacific R.R. To nearest large city by railroad, 4 hours; by automobile 4 hours.

Principal Industries: Agriculture, stock raising.

Special Information: Red Bluff is the junction point of two main highways—Gale Way, and Mt. Lassen National Park Highway.

Retail Shopping Section: On Main Street, 8 blocks; on Walnut Street, 10 blocks; on Washington Street, 5 blocks.

Trading Area: Extends over a radius of 30 miles.

Wholesale Houses: Groceries, 2; meats, 2; fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial automobile agencies, 2; automobile accessories, 3; automobile tire agencies, 4; bakers, 3; cigar stores and stands (including hotels), 6 (chain, 1); confectioners (including hotel stands), 4; delicatessen, 2; dressmakers, 4; druggists, 4 (chain, 1); dry goods, 4; department stores, 2; electrical supplies, 2; florists, 2; fruits, 4; furniture, 3; furriers, 1; garages (public), 8; grocers, 8 (chain, 2); hardware, 4; jewelry, 2; meat markets, 6; men's furnishings, 4; men's clothing, 4; merchant tailors, 3; milliners, 4; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 3; radio supplies, 4; total restaurants (including hotels), 8; shoes, 4; sporting goods, 2; stationers, 4; women's apparel, 3.

Miscellaneous Data: Average temperature, 76 degrees; average number of rainy days for year, 31; most pleasant months, all months. Doctors (medical, 8); (dentists, 4); (osteopaths, 2); gas, artificial; number of meters, 1,842; electric current, alternating; number of wired houses, 1,634; water, hard and soft.

REDLANDS, CALIF.

(San Bernardino County)

1920 Population, 9,751. (1926 est. 18,015, city).

Suburban Estimate (exclusive of city), 3,000.

Native Whites, 95%; **Negroes,** 2%; **Foreign Born,** 3%; **Industrial Workers,** 15%; **English Reading,** 95%; **Families,** 3,872.

Schools: Public Grade, 7; High, 1; Junior High, 1; Parochial, 4; Number of Pupils, 3,784; University of Redlands, 600 Pupils.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 4; Free Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous: Lutheran, 1; Christian, 1; Unitarian, 1; Church of God, 1; Nazarene, 1; Christian Reformed, 1; Christian Missionary Alliance, 1.

Banks: National, 1; State, 2; Total Resources (all banks), \$3,000,000. Savings Bank Deposits Total about \$3,000,000. Building & Loan Society, assets, \$3,936,752.73.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), Contemporary Club, Municipal Amphitheatre. Total number of seats, 5,000.

Location: Sixty-seven miles from Los Angeles, at the head of the fertile San Bernardino Valley. The altitude is 1,356 feet above sea level, and the sheltering mountains on three sides protect the city from wind and extremes of temperature. The city stands at the hub of a radiating system of rail and motor transportation, giving access to mountains and beaches over paved boulevards. On the main line of the Southern Pacific, the loop of the Santa Fe and connected by Pacific Electric with Union Pacific line, and limited trains to Los Angeles, Redlands is accessible to transcontinental travel by both railroad and automobile. The Ocean-to-Ocean Highway runs through Redlands and places the town in close communication with Imperial Valley, and the Bankhead Highway to the east, via Yuma and Tucson, or Phoenix, Arizona. To nearest large city, by railroad, 3 hours; by trolley, 3 1/4 hours; by auto, 3 hours.

Principal Industries: Citrus fruits, apples and other deciduous fruits, poultry, bees, dairying and general farming.

Manufacturing Establishments: Leading firms: Jones Cider & Vinegar Co., Hodson Towel Co., Anderson Flume Gate Co., Johnston Tractors, Kubas Olive Co., H. Rettig, farm tools. Ex Pan Co., tree wraps, planting pots, surgical splints; J. D. Jones, toys; Sunset Tile Co., hydrolic tile; All Orange Products Co., manufacturers bakers' supplies.

Special Information: Transcontinental Highway, Ocean-to-Ocean Boulevard, Arrowhead Trail. Community singing, and artists' concerts are held throughout the season in Municipal Amphitheatre. No charge for admission is made. Rainbow angling club, and Forest Home trout

runs are located near Redlands. Southern California Edison Co. has six electric generating plants in mountains near Redlands.

Residential Features: Mostly private residences. While the larger percentage will run at least to \$5,000, more pretentious homes cost up to \$35,000, and more.

Retail Shopping Section: Extends from Triangle, heart of business section, two blocks east and west on Citrus Avenue and State Street, five blocks north on Orange Street. Packing houses located on Southern Pacific, and Santa Fe tracks, east and west of Orange Street.

Trading Area: Extends twenty-five miles east to Beaumont, and Banning, nine miles south to Moreno Valley, five miles west to Loma Linda, and five miles north to East Highlands, Highland, and Patton.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 16; commercial automobile agencies, 3; automobile accessories, 8; automobile tire agencies, 8; bakers, 6; cigar stores and stands (including hotels), 11 (chain, 1); confectioners (including hotel stands), 3; delicatessen, 4; dressmakers, 18; druggists, 7; dry goods, 7; department stores, 3; electrical supplies, 4; florists, 18; grocers, 60 (chain, 2); hardware, 3; jewelry, 3; meat markets, 11 (chain, 2); men's furnishings, 6; men's clothing, 6; merchant tailors, 7; milliners, 5; opticians, 4; photographers, 4; pianos (and miscellaneous musical instruments), 3; radio supplies, 6; restaurants (including hotels), 21; shoes, 9; sporting goods, 4; stationers, 3; women's apparel, 7.

Miscellaneous Data: Average temperature, 63 degrees; average number of rainy days per 12 months, 9; most pleasant months, nearly all. Doctors (medical, 19); (dentists, 8); (osteopaths, 5); gas, natural; electric current, alternating; number of wired houses, 4,154 in city; water, soft.

REDONDO BEACH, CALIF.

(Los Angeles County)

1920 Population, 4,913 (1925, est. 11,200).

City and Suburban Estimate, 18,500.

Native Whites, 95%; **Foreign Born,** 4 1/2%; **Negroes,** 1/4%; **Industrial Workers,** 20%; **English Reading,** 85%; **Families,** 3,300.

Schools: Public Grade, 5; High, 1; Parochial, 1; Number of Pupils, 1,900.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Roman Catholic, 1; Miscellaneous, 1.

Banks: National, 3; State, 1; Total Resources, \$3,173,591; Savings Bank Deposits Total, \$433,850.

Theatres: Moving Pictures, 2; Vaudeville, 1; Total number of seats, 2,000.

Location: On Pacific Electric Co. line, 19 miles southwest of Los Angeles, 12 miles northwest of Long Beach, on Santa Monica. Good electric and bus lines transportation. Two miles from Santa Fe Railway branch. Mostly resort and home community.

Principal Industries: Southern California Edison plant, Southern California Gas Co., oil fields, fishing, lumber plant, glass plant.

Manufacturing Establishments: 9. Leading firms: Pacific Electric Co. wharf, Southern California Gas Co., Southern California Edison Co., Redondo Milling Co., Redondo Planing Mill, Wilshire Beverages, Glass Plant.

Special Information: Amusement center of high class, home of famous "Moonstone Beach." Paradise for fishermen, seven acre municipal park facing ocean, large salt water bathing pavilion, joined by the Palos Verdes estates. Great depth of water in Santa Monica Bay favorable to heavy-draught shipping.

Residential Features: Mostly single family homes, moderate number apartment houses, few courts. Perfect drainage for entire city on slopes of hills. Real estate and homes are held at reasonable prices, even such as have ocean frontage.

Retail Shopping Section: Pacific and Catalian, Diamond and Emerald Aves. about 12 blocks. Scattering community stores.

Trading Area: Radius of about five miles. Trading population about 25,000.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 2; commercial auto agencies, 18; automobile accessories, 15; automobile tire agencies, 6; bakers, 4; cigar stores and stands (including hotels), 35; confectioners (including hotel stands), 12; delicatessen, 1; dressmakers, 6; druggists, 5; dry goods, 7; department stores, 2; electrical supplies, 5; fruits, 10; furniture, 5; garages (public), 15; grocers, 30; hardware, 2; jewelry, 3; meat markets, 10; men's furnishings, 8; men's clothing, 8; merchant tailors, 3; milliners, 3; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 43; shoes, 7; sporting goods, 2; stationers, 3; women's apparel, 3.

REDWOOD CITY, CALIF.

(San Mateo County)

1920 Population, 4,020 (Chamber of Commerce estimate, 1926, 7,726).

City and Suburban Estimate, 16,000 (entire trading area).

Native Whites, 90%; **Negroes,** 1%; **Foreign Born,** 9%; **Industrial Workers,** 19%; **English Reading,** 92%; **Families,** 1,600.

Schools: Public Grade, 4; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 1,900.

Churches: Baptist, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Roman Catholic, 1.

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CALIFORNIA (Cont'd)

Redwood City (cont'd)

Banks: National, 1; State, 1.

Theatres: Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 3.

Location: Located 25 miles south of San Francisco on the San Francisco peninsula, main line of the Southern Pacific R.R., Peninsula Rapid Transit Co., and other bus lines. Also many trucking companies carrying freight between Redwood City and San Francisco. Water and barge transportation down the San Francisco Bay.

Principal Industries: Cement, leather tanning, magnesite, asbestos, salt, silicate, fruit and produce canning.

Manufacturing Establishments: 10. Leading firms: Pacific Portland Cement Co., Frank Tannery, Beegar Tannery, National Magnesite Co., Pratt-Lowe Preserving Co.

Residential Features: There are 1,200 dwellings in the city limits.

Retail Shopping Section: Broadway from Highway to Main St., 6 blocks. Main St. from Chestnut to Five Points, 10 blocks.

Trading Area: South (Menlo Park), 4 miles; west (Half Moon Bay and Pescadero), 35 miles; north (Belmont), 6 miles.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial automobile agencies, 1; automobile accessories, 6; automobile tire agencies, 3; bakers, 4; cigar stores and stands (including hotels), 7; confectioners (including hotel stands), 7; delicatessens, 3; dressmakers, 5; druggists, 3; dry goods, 2; department stores, 4; electrical supplies, 2; florists, 2; fruits, 4; furniture, 3; garages (public), 10; grocers, 17; hardware, 4; jewelry, 3; meat markets, 7; men's furnishing, 2; men's clothing, 2; merchant tailors, 3; milliners, 2; opticians, 3; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 12; shoes, 5; sporting goods, 2; stationers, 3; women's apparel, 3.

RICHMOND, CALIF.

(Contra Costa County)

1920 Population, 16,843 (1926 est. 30,000, increase by annexation).

City and Suburban Estimate, Retail trade area, 40,000. Most important cities and towns in this area are: El Cerrito (pop. 5,000); Pinole (15,000); San Pablo (500); Hercules (500); other unincorporated villages (2,500).

Native Whites, 79%; Negroes, 1%; Foreign Born, 20%; Industrial Workers, 75%.

Schools: Public Grade, 10; High, 1; Junior High, 1. Number of Pupils, 5,500.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 2; Methodist, 3; Presbyterian, 2; Roman Catholic, 3; Miscellaneous, 3.

Banks: National, 1; State, 4; Total Resources (all banks), \$8,500,000; Savings Bank Deposits Total (all banks), \$3,000,000.

Theatres: Moving Pictures, 4; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 8; Total number of seats, 7,000.

Location: Mainland deep-sea terminus of the Santa Fe, and Southern Pacific Rys. Direct rail to deep-water connections. On eastern shore of San Francisco Bay. Metropolitan area, 1,300,000 people within 25 mile radius. Two electric interurban systems to all parts of metropolitan area. To nearest large city (Oakland), by railroad, 30 minutes; by trolley, 45 minutes; by automobile, 30 minutes. Direct passenger and automobile ferry to San Francisco.

Principal Industries: Oil refining and metal products, vitreous and porcelain ware, sanitary fixtures, railroad and car shops, foundries, building materials, paints.

Manufacturing Establishments: 60. Leading firms: Standard Oil Co. (refining), Certainteed Products Corp., Pullman car shops, Standard Sanitary Mfg. Co., California Art Tile Co., Santa Fe R.R. shops. Value annual output, \$135,000,000.

Special Information: Third largest tonnage of any port on the Pacific, ranking ahead of Portland, Oakland, Seattle and Vancouver in 1923; fourth pay-roll city in California; \$15,000,000 payroll for 27,000 population. City is 22 years old and has increased 51% in population since 1923 census. Metropolis of manufacturing county, Contra Costa, which ranks third in state, Los Angeles and San Francisco counties being first and second, with \$400,000,000 factory output in 1923.

Residential Features: No slums or tenements; mostly one-family homes, bungalow type predominating.

Retail Shopping Section: Macdonald, 23 blocks; Nevin, 2 blocks; 23rd Street, 1 block; Standard Avenue, 3 blocks; Washington Avenue, 2 blocks; 6th, 7th, 8th, 9th, 10th, 11th, 12th, 13th, 14th and 15th Streets, 2 blocks each. Many neighborhood stores and trading districts.

Trading Area: Includes all of western end of Contra Costa county, tapped by two railroads, regular bus lines and good highways.

Number of Retail Outlets for National Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 3; automobile accessories, 16; automobile tire agencies, 6; bakers, 4; cigar stores and stands (including hotels), 75 (chain 4); confectioners (including hotel stands), 15; delicatessens, 5; druggists, 7; dry goods, 10; department stores, 3; electrical supplies, 10; florists, 3; fruits, 35; furniture, 7; garages (public), 18; grocers, 40 (chains, 4); hardware, 3; jewelry, 6; meat markets, 10 (chain, 4); men's furnishings, 22; men's clothing, 6; merchant tailors, 12; milliners, 7; opticians, 4; photographers, 4; pianos (and

miscellaneous musical instruments), 5; radio supplies, 5; restaurants (including hotels), 14; shoes, 9; sporting goods, 6; stationers, 3; women's apparel, 8.

Miscellaneous Data: Average temperature, 65 degrees; most pleasant months, August, Sept., October, November; street car service; gas, artificial; number of meters, 6,000; electric current, alternating; number of wired houses, 8,000; number of automobile registrations, 3,000; water, hard.

RIVERSIDE, CALIF.

(Riverside County)

1920 Population, 19,341. (1926, est. 31,000).

City and Suburban Estimate, city, 20,000; suburbs, 7,000. Trading area, 65,000.

Native Whites, 27,000; Negroes, 1,000; Foreign Born, 2,500 (Mexican); Industrial Workers, 23%; Families, approx. 10,000, average 3 to 1 family.

Schools: Public Grade, 14; High, 2; Junior College, 1. Also branch of University of California. New schools now under construction to cost \$1,300,000.

Churches: Baptist, 3; Christian Science, 1; Congregational, 2; Episcopal, 2; Hebrew, 1; Methodist, 4; Presbyterian, 3; Roman Catholic, 3; Christian, 3; Lutheran, 3; Miscellaneous, 11.

Banks: National, 3; State, 2; Total Resources (all banks), (June, 1925), \$13,323,113.54; Savings Bank Deposits, Total \$5,048,244.03.

Theatres: Legitimate, 1; Moving Pictures, 3; Total number of seats, 24,000. Municipal Auditorium now building at a cost of \$200,000.

Location: On Main line of Santa Fe, of Union Pacific Ry., main line and connecting with Southern Pacific and P. E. Ry.

Principal Industries: Fruit and orange growing, dairy, chicken raising.

Manufacturing Establishments: 31. Leading firms: Riverside Ft. Cement, Stabler Parker, Cresmer Mfg. Co., Parker Iron Works. Estimated value of yearly output \$11,000,000. Payroll \$4,000,000.

Residential Features: Beautiful home city. Sherman Institute, Magnolia Avenue, 14-mile double drive.

Retail Shopping Section: On 6th St., 2 blocks; 7th, 4; 8th, 6; 9th, 6; 10th, 3; 11th, 3; Main, 9; Orange, 4; Market, 6; Lime, 3; Lemon, 3.

Trading Area: From the east 30 miles, south 14 miles, north 8 miles, west 8 miles.

Wholesale Houses: Groceries, 3; meats, 3; fruits, 4; hardware, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 24; commercial automobile agencies, 6; automobile accessories, 3; automobile tire agencies, 18; bakers, 7; cigar stores and stands (including hotels), 24; confectioners (including hotel stands), 8; delicatessens, 2; dressmakers, 14; druggists, 11; dry goods, 6; department stores, 4; electrical supplies, 6; florists, 5; fruits, 6; furniture, 5; furriers, 2; garages (public), 48; grocers, 55 (chain, 5); hardware, 5; jewelry, 6; meat markets, 12; men's furnishings, 11; men's clothing, 6; merchant tailors, 8; milliners, 8; opticians, 5; photographers, 6; pianos (and miscellaneous musical instruments), 5; radio supplies, 3; restaurants (including hotels), 24; shoes, 4; sporting goods, 3; stationers, 4; women's apparel, 8; exclusive, 3.

Miscellaneous Data: Average temperature, 46 degrees; number of rainy days in 10 year period, 3,652 days; most pleasant months, October to May. Doctors (medical, 23); (dentists, 16); (osteopaths, 8); street car service; gas, natural; electric current, alternating; number of wired houses, 5,400; water, soft.

SACRAMENTO, CALIF.

(Sacramento County)

1920 Population, 65,908. (1926 est. 103,000).

City and Suburban Estimate (1926), 131,000. Most important cities and towns in this area are: Grass Valley (pop. 5,000); Woodland (6,000); Marysville (5,461); Roseville (5,000); Auburn (2,900).

Native Whites, 77.9%; Foreign Born White, 16.5%; Negroes, 1%; Indian, Chinese, Japanese, 4.6%; Industrial Workers, 25%; English Reading, 90%; Families, 25,895.

Schools: Public Grade, 19; High, 1; Junior High, 2; Junior College, 1; Parochial, 4. Number of Pupils: Public Schools, 20,740; Parochial, 1,725. Teachers in city schools, 625.

Churches: Baptist, 4; Christian Science, 3; Congregational, 1; Episcopal, 2; Hebrew, 1; Methodist, 8; Presbyterian, 3; Roman Catholic, 6; Lutheran, 8; Miscellaneous, 22.

Banks: National, 3; State, 7; Capital, Surplus and Undivided Profits (all banks, April, 1926), \$7,366,333.72; Total Deposits (all banks, April, 1926), \$89,484,694.31; Total Resources (all banks, April, 1926), \$99,681,393.44; Savings Bank Deposits, Total (April, 1926), \$50,032,300.81; Total Bank Clearings (1925), \$450,001,211.26.

Theatres: Legitimate, 1; Moving Pictures, 7; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 23,405.

Location: On Sacramento River, 90 miles from San Francisco. Southern Pacific and Western Pacific transcontinental railroads, with branch lines. Central California Electric R.R. connecting with Santa Fe at Stockton, 48 miles from Sacramento. Sacramento Short-Line to San Francisco Bay points, and Sacramento Northern R.R. to Sacramento Valley points. Sacramento River navigable for river shipping and passenger and freight, operating to points in Sacramento Valley and San Francisco Bay sections.

Continued on page 23

SACRAMENTO

California's Inland Industrial Center

The Gateway to the Garden Valley of the World

THE RECORD

Agricultural - - Sacramento Region produces 40% of the total value of agricultural products in the State of California.

Industrial - - - Number of Manufacturing Plants:

1919 - - - 284

1926 - - - 420

Annual value Manufactured Products: \$64,000,000.00

Business Activities

Bank Clearings

1920 - \$324,348,245

1925 - \$450,111,211

Building Permits

1920 - \$3,449,388.00

1925 - \$11,351,277.20

THE REASONS

Location - - - Geographic and economic distribution center of the Sacramento Region, composed of twenty-one counties possessing over 50 per cent of the water resources of the State of California, rich agricultural lands and diversified industrial resources including lumber and industrial mineral deposits.

Raw Materials

- Center of great producing area including the widest diversification of resources in the State.

Transportation

- Two transcontinental railroads. Four interurban electric lines. Four Sacramento River steamer lines, 268 vessels.

Eleven motor stage lines. Ten motor truck lines.

Power

- Abundance of electric power at low rates.

Water

- Excellent municipal water supply in abundance at lowest rates in the United States.

Available Sites

- Excellent locations on rail or water or both, available at reasonable cost.

Municipal Conditions

- Low tax rates, excellent housing conditions, progressive city government providing ample facilities for industrial expansion.

Labor

- Largest labor market west of Chicago with excellent relations prevailing.

Opportunity

- A sound, prosperous, expanding section of California with increasing markets.

The Sacramento Chamber of Commerce

Sacramento, California

Is at your service for further information

CALIFORNIA (Cont'd)

Sacramento (cont'd)

Principal Industries: Canning and preserving, railroad repair shops, slaughtering and meat packing, flour and feed mills, rice cleaning and polishing, bread and bakery products, automobile and radio batteries, butter, and dairy products, planing mill products, printing (book and job), printing machinery, ice cream, iron and steel products, food by-products, ice (manufactured), boxes, caskets, barrels, beverages, bookbinding, engraving, sheet metal products, confectionery, chemical and drug compounds, coffee roasting and grinding, auto bodies and parts, brick, pottery and tile.

Manufacturing Establishments: 420. Leading firms: Southern Pacific Company, Western Pacific Company, Pacific Gas and Electric Co., Great Western Power Co., Earl Fruit Co., Libby, McNeill & Libby, California Packing Corporation, Smith-Frank Packing Co., Cannon & Co. (clay products), Peerless Biscuit Co., Perfection Bread Co., H. S. Crocker Co., California Almond Growers, Swanston & Son, H. S. Crocker Co., Globe Grain & Milling Co., Sacramento Brick Co., Cutter Mill & Lumber Co., American Can Co. Total value of yearly output of factories estimated at \$64,000,000.

Special Information: Sacramento has one of the largest railroad shops west of the Mississippi, with a yearly payroll of \$5,000,000. It has two immense fruit and vegetable canning establishments, and a large almond-shelling plant which is the clearing house for practically all the almonds grown in this section. Sacramento is a big wholesale center, covering entire northern California and parts of Nevada, Idaho, and southern Oregon, and is the distributing center for the 21 counties of northern California. Assessed property valuation, Dec. 31, 1925, was \$150,630,518 (128,361,002, non-operative; \$15,285,720, operative), an increase of \$47,706,631, over 1924, and \$60,763,791, over 1920.

Residential Features: Private residences prevail, most of them constructed during the past few years. The city is distinctive in appearance because of the extraordinary number of shade trees, flowers and lawns. Practically every home has its own vegetable garden. It has more than one thousand acres of parks.

Retail Shopping Section: Extends from Sacramento River on the west to 28th Street on the east; from I Street on the north to Y Street on the south. Also a suburban section covering 6 blocks on 35th Street, known as "Oak Park," which is well supplied with retail stores.

Trading Area: Sacramento is the natural headquarters for distribution and trading for the entire Sacramento region, which is composed of twenty-one counties of the Sacramento Valley. Intensive retail area extends over radius of 150 miles. Excellent transportation by train and auto stages—120 stages operating daily, in and out of the Union Stage Depot, over a network of paved highways and river passenger boats.

Wholesale Houses: Groceries, 6; meats, 7; fruits, 15; hardware, 3; sporting goods and radio, 1; stationers, 4; miscellaneous lines, 12.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 42; automobile accessories, 53; automobile tire agencies, 23; bakers, 27; cigar stores and stands (including hotel stands), 54 (chain, 2); confectioners (including hotel stands), 23; delicatessens, 7; dressmakers, not available; druggists, 56 (chain, 9); dry goods, 20; department stores, 8; electrical supplies, 9; florists, 13; fruits, 20; furniture, 33; furriers, 9; garages (public), 79; grocers, 296 (chain, 24); hardware, 22; jewelry, 21; meat markets, 67 (chain, 2); men's furnishings, 23; men's clothing, 44; merchant tailors, 52; milliners, 13; opticians, 10; photographers, 12; pianos (and miscellaneous musical instruments), 8; radio supplies, 15; restaurants (including hotels), 138 (chain, 3); shoes, 28; sporting goods, 8; stationers, 10; women's apparel, 20.

Miscellaneous Data: Doctors (medical, 122); (dentists, 80); (osteopaths, 20); street car service; gas, natural and artificial; number of meters, 20,000; electric current, alternating; number of wired houses, 24,000; number of automobile registrations, 30,743; water, soft.

See announcement page 22

SAN BERNARDINO, CALIF.

(San Bernardino County)

1920 Population, 18,721 (1926 est. 38,000).

City and Suburban Estimate, 52,000. Most important cities and towns in this area are: Redlands (pop. 15,000); Colton (9,000); Rialto (2,500); Highland (1,500).

Native Whites, 81%; **Negroes,** 4%; **Foreign Born,** 15%; **Industrial Workers,** 55%; **English Reading,** 89%.

Schools: Public Grade, 27; High, 1; Junior College, 1; Junior High, 1; Parochial, 1; Number of Pupils, 9,015.

Churches: Baptist, 2; Christian Science, 1; Congregational, 2; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 6.

Banks: National, 4; State, 2; Total Resources (all banks), \$13,283,000; Savings Bank Deposits Total, \$11,267,544.

Theatres: Legitimate, 1; Moving Pictures, 6; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 7,200.

Location: Located in the heart of the Southern California citrus area, 60 miles east of Los Angeles, on Santa Fe Ry., Union Pacific, and Southern Pacific Railroads. Excellent bus serv-

ice. Division points for the Santa Fe, Union Pacific, and Pacific Electric Lines.

Principal Industries: Santa Fe railroad shops with monthly payroll of \$1,500,000. Wholesale jobbing center for the interior of Southern California, citrus growing, packing, icing and shipping, deciduous fruits, hay, grain and produce, grapes, olives, etc.

Manufacturing Establishments: 38. Leading firms: Parker Iron Works, Hanford Iron Works, Gill Storage Battery Co. Total value of yearly output of factories estimated at \$15,000,000.

Special Information: This city is the gateway to Southern California from the east, and on the main highways of motor travel. Location of National Orange Show and entrance to the "Rim o' the World" scenic region, which is dotted with resorts.

Residential Features: Mostly bungalows and fine residences. Many fine apartment houses, section duplex structures, and bungalow courts growing. Houses being constructed at average cost from \$4,500 to \$6,000.

Retail Shopping Section: Extends on Third Street from B to K on about 10 blocks. On E Street from Second to Fifth, on D Street from Second to Fifth; on 4th Street from Arrowhead Avenue to F Street (three blocks), Court St. from D to F (two blocks), Mt. Vernon from Fourth to Seventh (3 blocks). There are five outlying retail business sections of the usual character as well as scattered neighborhood stores.

Trading Area: Extends 40 miles southeast to Banning, seven miles east to East Highlands, 17 miles west to Cucamonga, eight miles south to Grand Terrace, and Highgrove, and north to embrace many of the "desert" communities—such as Victorville, etc.—the residents of which come in at least once or twice a month to do periodical buying.

Wholesale Houses: Groceries, 3; meats, 4; fruits, 5; hardware, 2; dry goods, 1; miscellaneous lines, butter and creamery products, 3; ice cream, 3; drugs, 1; confectionery, 1; bakeries, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 21; commercial automobile agencies, 8; automobile accessories, 14; automobile tire agencies, 24; bakers, 10; cigar stores and stands (including hotels), 41; confectioners (including hotel stands), 12; delicatessens, 5; dressmakers, 45; druggists, 17; dry goods, 15; department stores, 4; electrical supplies, 5; florists, 3; fruits, 32; furniture, 10; furriers, 2; garages (public), 21; grocers, 68 (chain, 6); hardware, 8; jewelry, 7; meat markets, 20 (chain, 2); men's furnishings, 12; men's clothing, 18; merchant tailors, 8; milliners, 9; opticians, 5; photographers, 6; pianos (and miscellaneous musical instruments), 6; radio supplies, 3; restaurants (including hotels), 46; shoes, 12; sporting goods, 6; stationers, 3; women's apparel, 16.

Miscellaneous Data: Average temperature, 62 degrees; average number of rainy days per twelve months, 27; most pleasant months, all except January and February. Doctors (medical, 40); (dentists, 21); (osteopaths, 12); street car service; gas, natural and artificial; electric current, alternating; number of wired houses, 7,500; number of automobiles registered, 3,300 in county; water, soft.

SAN DIEGO, CALIF.

(San Diego County)

1920 Population, 74,683 (1926 Directory, 147,985).

City and Suburban Estimate, (1926) 182,000.

Native Whites, 85%; **Foreign Born,** 15%; **Industrial Workers,** 20%; **English Reading,** 98%; **Families,** 41,120.

Schools: Public Grade, 32; High, 1; Junior High, 5; Parochial, 3; Number of Pupils, 27,807.

Churches: Baptist, 17; Christian Science, 11; Congregational, 13; Episcopal, 6; Hebrew, 2; Methodist, 18; Presbyterian, 9; Lutheran, 5; Roman Catholic, 14; Miscellaneous, 56.

Banks: National, 3; State, 6; Total Savings Bank Deposits (Dec. 31, 1925), \$69,047,368. Bank Clearings (1925), \$666,509,356.

Theatres: Legitimate, 2; Moving Pictures, 21; Vaudeville, 1; Burlesque, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 21,455.

Location: Nearest port of entry for trade with Orient, and through Panama Canal. Nearer to Chicago and east (via Panama Canal), than other Pacific ports. Terminus of two transcontinental railroads; Atchison, Topeka and Santa Fe, and San Diego and Arizona (Southern Pacific). Port of call for a number of steamships lines. To nearest large city (Los Angeles, 130 miles north), by railroad, 3½ hours; by auto, 5 hours.

Principal Industries: Fish canneries, (packs over 275,000 cases a year).

Manufacturing Establishments: 350. Leading firms: Spreckles, Savage Tire Co., Cottonseed Oil Products Co., Salt Works, Olive Oil, Citrus Soap Co., Potter Radiator Corporation, San Diego Macaroni Factory, Shiffer Furniture Factory. Total value of yearly output of factories estimated at \$38,000,000.

Special Information: Building permits for 1925 largest in history of city amounting to \$18,198,205. Home base of torpedo destroyers of the Pacific Coast, Naval Training Station, Marine Brigade Post, U. S. Naval Air Station and other naval projects. Naval payroll over \$20,000,000 a year.

Residential Features: Has pure water. Balboa Park, the site of Panama-Calif. Exposition in 1915, has an area of 1,400 acres and is situated in the center of the city. Average but nine days a year without some degree of sunshine. Mean annual temperature, 61 degrees. Eighty-eight miles of one of the best street railways in the U. S., situated on San Diego harbor, which

is completely landlocked, free of current, accessible for all types of vessels in all kinds of weather. The home of a great many retired wealthy easterners.

Retail Shopping Section: Extends from water front east for twelve blocks, and from water front north for about fifteen blocks. There are three outlying business sections, and several smaller neighborhood sections.

Trading Area: Extends about 40 miles north and 40 miles east.

Wholesale Houses: Groceries, 7; meats, 8; fruits, 24; hardware, 2; miscellaneous lines, 11; confectioners, 7; druggists, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 46; commercial automobile agencies, 10; automobile accessories, 32; automobile tire agencies, 60; bakers, 91; cigar stores and stands (including hotels), 1,100; confectioners, (including hotel stands), 83; delicatessens, 9; dressmakers, 125; druggists, 83; dry goods, 34; department stores, 10; electrical supplies, 47; florists, 34; fruits, 43; furniture, 45; furriers, 6; garages (public), 130; grocers, 450; hardware, 35; jewelry, 60; meat markets, 91; men's furnishings, 40; men's clothing, 14; merchant tailors, 10; milliners, 25; opticians, 20; photographers, 30; pianos (and miscellaneous musical instruments), 9; radio supplies, 15; restaurants (including hotels), 250; shoes, 30; sporting goods, 9; stationers, 8; women's apparel, 15.

Miscellaneous Data: Average temperature, 61 degrees; average number of rainy days per twelve months, 9; most pleasant months, nearly all; Doctors (medical, 200); (dentists, 90); (osteopaths, 21); street car service, (82 miles); gas, artificial; electric current, alternating and direct; number of wired houses, 41,120; water, hard.

SAN FRANCISCO, CALIF.

(San Francisco County)

1910 U. S. Census, 416,912.

1920 U. S. Census, 506,676.

1923 Population, 670,000 (estimated).

1925 Population, 695,000 (estimated).

1926 Population, 706,391 (estimated).

City and Suburban Estimate (1926) 1,311,000. Most important cities and towns in this area are: Vallejo (pop. 26,641); Oakland (253,700); Berkeley (66,209); San Jose (43,551); Alameda (28,806); Richmond (22,530).

Native Whites, 69%; **Negroes,** 0.5%; **Foreign Born,** 27.7%; **Industrial Workers,** 39%; **English Reading,** 88%; **Families** (1926 est.), 134,598.

Nativity of Foreign Born (U. S. Census of 1920)		
Armenia	234	
Australia	1,633	
Austria	3,694	
Belgium	548	
Canada-French	346	
Canada, other	6,787	
Central America	944	
Czechoslovakia	757	
Denmark	3,389	
England	10,107	
Finland	1,810	
France	6,068	
Germany	18,513	
Greece	3,204	
Hungary	1,390	
Ireland	18,257	
Italy	23,924	
Jugo-Slavia	1,320	
Mexico	3,793	
Netherlands	788	
Norway	3,121	
Poland	2,152	
Portugal	816	
Rumania	765	
Russia	5,752	
Scotland	3,569	
South America	871	
Spain	2,500	
Sweden	6,468	
Switzerland	2,806	
Syria	216	
Wales	445	
All others	2,423	

Suburban and Farm Residents

Within a radius of 50 miles practically all of the larger purchases of over one million people are made in San Francisco. The geography of California makes San Francisco the shopping center for the entire northern part of California, drawing from the rich San Joaquin, Sacramento and Santa Clara valleys, due to the fact that the southern part of California is practically shut off by the Tethachapi Mountains.

Schools: Public Grade, 112; High, 6; Parochial, and Private, 80; Number of Pupils 90,000. Total Number of Pupils, Public and Private, 101,250.

Churches: Baptist, 9; Christian Science, 11; Congregational, 11; Episcopal, 17; Hebrew, 12; Methodist, 27; Presbyterian, 28; Roman Catholic, 50; Miscellaneous, 41.

Banks: National, 4; State, 27; Capital Surplus, and Undivided Profits (all banks), \$147,859,937; Savings Banks Deposits, \$837,024,151; Commercial Bank Deposits, \$622,851,625; Total Deposits (all banks), \$1,459,875,776; Total Resources (all banks), \$1,694,497,247; Total Bank Clearings (12 months, 1925), \$9,479,311,406; Average Yearly Total Retail Sales, \$678,965,000 (1924).

Theatres: Legitimate, 5; Moving Pictures, 85; Vaudeville, 6; Total number of seats, 72,692.

Location: San Francisco is located on the northern end of the peninsula, at the mouth of the Sacramento and San Joaquin Rivers, and is bounded on the west by the Pacific Ocean, and on the east, and north, by San Francisco Bay. San Francisco is the western terminus for 3 transcontinental railroads, namely: the Southern Pacific, Western Pacific, and Santa Fe, and is the principal point of call for over 100 trans-Pacific and inter-ocean steamship lines. To nearest large city: by trolley, ¼ hour; by

auto, ¼ hour. To Los Angeles, by railroad, 12½ hours; by auto, 26 hours.

Principal Industries

Number of establishments	2,198
Wage earners (average number)	50,095
Wages	\$69,418,000
Value of products	\$29,140,000
Total Value Exports (1925)	\$183,009,446
Total Value Imports (1925)	\$197,226,858
Total Value Building Permits (1925)	\$50,392,793

Printing and publishing, meat packing, preserving and canning, foundry and machine shops, shipping, ship-building, tanning, manufacturing of furniture, boots and shoes, flour, coffee, glass, tobacco, lumber, bags, tinware, cleaning and polishing rice, men's clothing, women's clothing.

The principal industries of San Francisco for which statistics can be presented separately arranged in the order of the value of product

	Number of Estab-lishments	Aver. No. of Wage Earners	Wages
All Industries	2,090	43,638	\$61,376,028
Printing	293	3,270	5,863,399
Coffee and Spices	20	478	682,194
Meat Packing	19	529	889,061
Clothing	83	3,102	3,519,129
Foundry	143	2,433	3,891,891
Bread and Bakery	164	2,036	3,198,572
Furniture	69	1,925	3,068,581
Tinware	6	1,177	1,451,372
Bags, other than paper	6	445	411,335
Lumber	38	1,018	1,870,908
Confectionery	54	1,211	1,162,541
Canning and Preserving	7	807	640,321
Butter	10	236	283,301
Electric Machinery	40	862	1,069,012
Structural and Ornamental Iron	31	680	1,081,431
Millinery and Laces	31	1,223	1,200,095
Rice Cleaning and Polishing	9	142	199,866
Flour	6	108	161,999
Chocolate and Cocoa	4	223	269,796
Food Preparations	39	399	495,427
Boxes, paper and other	19	749	836,290
Paints	10	187	239,788
Leather	7	433	594,735
Lithographing	12	607	991,297
Mattresses and Bed Springs	22	429	591,096
Pickles and Jellies	12	363	333,253
Copper, Tin and Sheet Iron	62	593	1,004,847
Motor Vehicle Bodies and Parts	53	486	803,210
Cooperage	8	246	367,102
Boots and Shoes	5	445	488,826
Beverages	16	215	399,648
Knit Goods	8	439	429,711
Brass and Bronze	16	309	526,725
Ice Cream and Water Ices	6	134	215,899
Boxes (wood)	6	343	363,372
Patent Medicines	20	187	205,621
Sausages	27	163	249,422
Fur Goods	22	203	341,158
Jewelry	42	186	301,303
Chemicals	8	138	217,078
Flavoring syrups	7	72	76,234
Marble, Slate and Stone	10	275	416,761
Gas and Electric Fixtures	9	188	253,755
Bookbinding	17	216	341,415
Stoves	6	152	138,665

	Value of Product	San Francisco	Per cent of State
All Industries	\$416,317,535		
Printing	31,833,132		64.4
Coffee and Spices	23,870,186		82.
Meat Packing	20,451,709		20.
Clothing	16,027,138		68.
Foundry	14,704,193		19.8
Bread and Bakery	14,357,937		23.7
Furniture	13,009,786		36.6
Tinware	10,923,870		45.
Bags, other than paper	7,895,209		100.
Lumber	7,357,907		
Confectionery	6,882,225		37.4
Canning and Preserving	6,774,352		4.6
Butter	6,509,580		
Electric Machinery	5,287,936		
Structural and Ornamental Iron	5,136,232		
Millinery and Laces	5,095,467		
Rice Cleaning and Polishing	4,911,009		67.9
Flour	4,474,376		11.25
Chocolate and Cocoa	4,463,104		100.
Food Preparations	4,279,134		
Boxes, paper and other	4,094,405		
Paints	4,080,566		
Leather	3,973,561		33.9
Lithographing	3,812,448		
Mattresses and Bed Springs	3,629,285		
Pickles and Jellies	3,310,334		
Copper, Tin and Sheet Iron	3,220,476		
Motor Vehicle Bodies and Parts	2,993,619		18.5
Cooperage	2,350,590		
Boots and Shoes	2,255,880		
Beverages	2,032,212		
Knit Goods	1,972,868		
Brass and Bronze	1,796,348		
Ice Cream and water Ices	1,770,113		
Boxes (wood)	1,742,444		
Patent Medicines	1,682,890		
Sausages	1,689,075		
Fur Goods	1,575,519		

Continued on page 24

CALIFORNIA (Cont'd)

San Francisco (cont'd)

Special Information: Financial center of the West. Principal port of the West. Outlet of the products of the Sacramento and San Joaquin Valleys, and the western and central Rocky Mountain states. Jobbing center for northern and central California. Western terminus for three transcontinental railroads. In San Francisco there are many branch offices of firms doing an international business. There are over 500 San Francisco concerns that maintain branches in other Pacific Coast cities.

Residential Features: There are homes of every description, from the modest cottage of the workman, to the city chateau of the millionaire. The fact that San Francisco is a city of hills and valleys lends to the general effect, in the residence district, an appearance of neatness, refinement, and beauty. Both the apartment house, and the bungalow type are well represented and have been brought to a point of high development.

Retail Shopping Section: Extends from Market and Kearney Sts. to Market and Tenth Sts. and the district bounded by Market, Kearney, Sutter, and Mason. There are many outlying buying districts, and several smaller neighborhood sections. These outlying districts are: Fillmore St., 15 blocks; Clement St., 12 blocks; Mission St., 16 blocks; Polk St., 10 blocks; Geary St., 9 blocks. Also Union, Haight, Divisadero, Cortland, 24th Sts. and Ocean Ave. These, with other streets and avenues make, approximately, 145 blocks of outlying retail shopping districts, in addition to the downtown section, with some 4,500 retail establishments. Due to the tremendous commuting and outside population shopping in San Francisco the district is extremely large for a town of its size. Because of its even temperature San Francisco affords an all-year market for many otherwise unseasonable goods. There is, of course, a "main shopping district," and an immense number of outlying, or neighboring districts. Market Street is the "big" street. It is 120 feet from building line to building line, and is said to be the only "Main Street" where four lines of street car tracks are laid, and all of them used simultaneously. Geary Street, Post Street, Powell Street, Stockton Street, Grant Avenue and O'Farrell Street are important retail streets, all running into Market Street. Grant Avenue, just off Market, is a very high-class shopping street. Further up is the section in which the important Chinese stores are. It is the main artery of Chinatown, a part of the city that, apart from being picturesque and interesting, is important commercially.

Trading Area: San Francisco is the distributing point on the Pacific Coast. In a wholesale way, San Francisco reaches into all the Pacific Coast states, and into Arizona, New Mexico, Utah, and parts of Idaho and Montana. There are many branch offices of firms doing an international business, and over 500 San Francisco concerns that maintain branches in other Pacific Coast cities. San Francisco's retail trade zone may be roughly estimated within a fifty-mile radius, and the bulk of the populations within this territory consider San Francisco their retail shopping center. Intermittent business is secured from people living within this radius by fine trolley, bus and ferry services. Twenty-one interurban lines and railroads, together with California's remarkable auto highways, link this high purchasing area to the business district of San Francisco.

Wholesale Houses: Grocers, 15; meats, 19; fruits, 30; hardware, 30; dry goods, 19.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 147; commercial auto agencies, 48; automobile accessories, 129; automobile tire agencies, 141; bakers, 250; cigar stores and stands (including hotels), 430 (chain, 79); confectioners (including hotel stands), 245; delicatessen, 165; dressmakers, 65; druggists, 345 (chain, 63); dry goods, 172; department stores, 7; electrical supplies, 96; florists, 142; fruits, 188; furniture, 107; furriers, 97; garages (public), 256; grocers, 2,460 (chain, 207); hardware, 162; jewelry, 120; meat markets, 450 (chain, 11); men's furnishings, 72; men's clothing, 216; milliners, 150; opticians, 48; photographers, 70; pianos (and miscellaneous musical instruments), 40; radio supplies, 135; restaurants (including hotels), 2,740 (chain, 82); shoes, 113; sporting goods, 45; stationers, 90; women's apparel, 475.

Miscellaneous Data: Average temperature, 56 degrees; average number of rainy days per twelve months, 70; most pleasant months, April, May, September, and October. Doctors (medical, 952); (dentists, 812); (osteopaths, 38); street car service; gas, artificial; number of meters, 162,861; electric current, alternating and direct; number of wired houses, 105,672; water, hard.

See announcement page 25

SAN JOSE, CALIF.

(Santa Clara County)

1920 Population, City, 39,642.
City and Suburban Estimate, 55,000 (Santa Clara County 100,676).

Native Whites, 75%; Foreign Born, 25%; English Reading, 86%; Families, City 120,000, County, 26,000.

Schools: Public Grade, 6; High, Day, 1,200; Evenings, 1,000; Junior High, 400; Number of Pupils, 2,600.

Churches: Baptist, 3; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 11; Presbyterian, 3; Roman Catholic, 9; Miscellaneous, 19.

Banks: National, 1; State, 5; Total Resources (all banks), \$46,295,667 (2 branches of San Francisco Banks); Total Deposits (all banks), \$37,655,498; Total Bank Clearings (12 months, 1925), \$143,791,437.

Theatres: Legitimate, 1; Moving Pictures, 4; Vaudeville, 1. Total number of seats, 6,000.

Location: Fifty miles south of San Francisco, on main line of Southern Pacific Ry., Western Pacific branch line to Oakland. Also old Central Pacific line to Oakland. Ten miles to tidewater at head of San Francisco Bay. An interior valley running sixty miles back from the bay—width twenty miles.

Principal Industries: Fruit, farm products, canneries, live stock. Produces 150,000,000 pounds of prunes annually. Produces 450,000 tons of fruits, nuts, and vegetables. Acreage: cereals, 61,670; vegetables, 15,930; fruits, nuts, and berries, 121,203 acres. Produces one half of the dried prunes of the world.

Manufacturing Establishments: 73. (Employing 3,717 people—17,000 employed in Santa Clara County). California Fruit Canners Association, California Co-Operative Canners, Central California Canners, Richmond, Chase Co., Pratt-Lowe Co., J. H. Flickinger Co., Shaw Family, Inc., Libby, McNeil & Libby, Virden Packing Co., Greco Canning Co., Biseeglia Canning Co., and others. Canning one third the entire canned fruit output of California. Also California Prune and Apricot Growers' Association. Total value of yearly output of factories estimated at \$50,000,000.

Special Information: San Jose is the chief and central city of the Santa Clara Valley, a wonderfully rich and productive locality. The surrounding towns and country are inhabited by the same high class of people similar to those living in town.

Residential Features: The country is peculiarly adapted to the bungalow type of houses. Most of them are one, and a few two-family houses. All private homes; only a few apartment houses.

Retail Shopping Section: Two blocks on St. John St.; 20 on Santa Clara; 5 on San Fernando; 3 on Post; 2 on Santa Antone; 2 on San Carlos. Crosstown; 4 blocks on Market; 7 on First; 3 on Second; and 2 on Third. Shopping center is Santa Clara and First Sts. A very compact section.

Trading Area: Includes the entire Santa Clara Valley and the towns and country within a thirty-mile radius of San Jose. This valley is cut off from other communities on three sides by mountain ranges, and on the north by San Francisco Bay. The entire valley, city, towns, and country is served by automobile and bicycle carrier every day in all seasons, and the people trade in San Jose stores almost exclusively.

Wholesale Houses: Groceries, 2; meats, 1; fruits, 1; canneries, 34.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 60; automobile accessories, 3; automobile tire agencies, 25; bakers, 28; cigar stores and stands (including hotels), 98 (chain, 2); confectioners (including hotel stands), 23; delicatessen, 12; druggists, 25 (chain, 1); dry goods, 2; department stores, 6; electrical supplies, 18; florists, 9; fruits, 7; furniture, 21; furriers, 1; garages (public), 40; grocers, 144 (chain 3); hardware, 9; jewelry, 14; meat markets, 49; men's furnishings, 12; men's clothing, 10; merchant tailors, 13; milliners, 16; opticians, 12; photographers, 11; pianos (and miscellaneous musical instruments), 11; radio supplies, 6; restaurants (including hotels), 74 (chain, 1); shoes, 18; sporting goods, 3; stationers, 8; women's apparel, 4.

Miscellaneous Data: Street car service; gas, artificial; number of meters, 15,180; electric current, alternating; number of wired houses, 14,811; water, hard.

SAN LUIS OBISPO, CALIF.

(San Luis Obispo County)

1920 Population, 5,895 (1925, est. 8,000).

City and Suburban Estimate, 12,000.

Native Whites, 85%; Foreign Born, 15%; Industrial Workers, 20%; English Reading, 90%; Families, 2,500.

Schools: Public Grade, 5; High, 1; Parochial, 2; Number of Pupils, 2,000.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic Mission, 1; Miscellaneous, 2.

Banks: State, 3; Total Resources, \$8,000,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 3,000.

Location: Fifteen miles from Pacific Ocean, midway between Los Angeles and San Francisco, So. Pac. R.R.s., and Pacific Coast Railroad. Steamships (Via Fort San Luis) to all coast points and bus and stage to all California. Main highway from Mexico to Canada. To nearest large city, by railroad, 9 hours; by auto, 9 hours.

Principal Industries: Building brick, foundry products, insulating bricks, canned goods, meat products, dolls, toys, creamery products, quick-silver, soda, cedar blocks, dairying, diatomaceous earth, railroad shops, printing, iron ore, fisheries, electric signs.

Manufacturing Establishments: 39. Leading firms: Golden State Milk Products Co., Los Angeles Creamery, Swift & Co., Southern Pacific division point; Pacific Coast R.R. headquarters, San Luis Brick Co., Union Oil Co., pipe line and storage; Incello Brick Co. Total value of yearly output of factories estimated at \$35,000,000.

Special Information: Being midway between Los Angeles and San Francisco, 250 miles from each, makes this city a center of population for the larger part of this area. Rail, water and

highway transportation. Big wholesale center. Shipping point for Orient through Port San Luis, which is one of the largest oil shipping ports in the country.

Residential Features: Practically one-family houses. No tenements. City is situated in a valley surrounded by hills on which homes are scattered. Private homes predominate. Average value, \$5,000.

Retail Shopping Section: Extends from city limits to Higuera St. to Morro St. and city limits on Monterey St. to Chorro St., Morro and Chorro and Garden and Osos are all in shopping center. Small outlying shopping region around the So. Pac. station and yards, with usual run of small shops and groceries in the residential section.

Trading Area: The trading area of San Luis Obispo can be divided into three distinct sections: (1st) city and suburbs, (2d) intermediate county, (3) extends 80 miles. Buyers in this territory depend on the city for 75% of their goods. Excellent bus and stage lines and 85% owning automobiles makes this city the center of the county trade.

Wholesale Houses: Groceries, 2; meats, 4; fruits, 1; hardware, 3; miscellaneous lines, confectioners, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 13 commercial auto agencies, 1; automobile accessories, 10; automobile tire agencies, 17; bakers, 4; cigar stores and stands (including hotels), 17 (chain, 2); confectioners (including hotel stands), 8; delicatessen, 1; dressmakers, 14; druggists, 7 (chain, 1); dry goods, 4; department stores, 4; electrical supplies, 2; florists, 2; fruits, 5; furniture, 3; garages (public), 14; grocers, 28; hardware, 4; jewelry, 4; meat markets, 6; men's furnishings, 5; men's clothing, 5; merchant tailors, 3; milliners, 3; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 6; restaurants (including hotels), 19; shoes, 6; sporting goods, 7; stationers, 4; women's apparel, 11.

Miscellaneous Data: Average temperature, 69 degrees; average number of rainy days per 12 months, 40; most pleasant months, all but December and January (rainy); doctors (medical, 13); (dentists, 8); (osteopaths, 2); number of wired houses, 1,800; gas, natural; electric current, alternating and direct; water, soft.

SAN MATEO, CALIF.

(San Mateo County)

1920 Population, 5,979 (1925 city census, 10,486).

City and Suburban Estimate, (1926) 3,500.

Native Whites, 75%; Negroes, 2%; Foreign Born, 23%; Industrial Workers, 2%; English Reading, 90%; Families, 2,460.

Schools: Public Grade, 6; High, Day, 1,200, Evenings, 1,000; Junior High, College, 400; Number of Pupils, 2,600.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 1.

Banks: National, 1; State, 1; Bank of Italy, 1; Total Resources (all banks), \$4,879,622; Savings Bank Deposits Total, \$4,190,795.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 2,100.

Location: On Southern Pacific R. R., with sixty trains daily. Thirty minutes from San Francisco. Electric cars run into city at intervals of 10 minutes. To nearest larger city by railroad, ½ hour; by trolley, 1 hour; by auto, 40 minutes.

Principal Industries: Bottling works, feed and fuel, shoes, nursery stock, salt works, planing mills (2), creameries (3), auto tops, Italian paste.

Manufacturing Establishments: Leading firms: Highland Bottling Works, Leslie Salt Works, San Mateo Feed & Fuel Co., Planing Mills (2), Creameries (3), San Mateo Nursery, Western Auto Top Co., Baviola Factory. About 230 people employed.

Residential Features: San Mateo is a city of beautiful homes of business men who work in San Francisco, it being but 30 minutes' ride by train to the city of San Francisco. It has doubled its population in the last five years, and is making rapid strides in building up its business section, as well as many new homes. The climate is its principal asset.

Retail Shopping Section: On Baldwin, 2 blocks; Railroad, 2 blocks; First, 3 blocks; San Mateo Drive, 2 blocks; Third, 4 blocks; Fourth, 2 blocks; A, 2 blocks; B, 5 blocks; Main, 1 block.

Trading Area: People come to shop from as far as fifteen miles north, south, and west.

Wholesale Houses: Miscellaneous Lines: San Mateo Tobacco Co.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial automobile agencies, 6; automobile accessories, 2; automobile tire agencies, 4; bakers, 3; total cigar stores and stands (including hotels), 16 (chain, 1); confectioners (including hotel stands), 5; delicatessen, 3; dressmakers, 10; total druggists, 4 (chain, 1); dry goods, 3; department stores, 2; electrical supplies, 2; florists, 2; fruits, 5; furniture, 3; garages (public), 4; grocers, 10 (chain, 4); hardware, 2; jewelry, 2; meat markets, 5; men's furnishings, 5; men's clothing, 2; merchant tailors, 3; milliners, 3; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; restaurants

(including hotels), 12 (chain, 1); shoes, 4; sporting goods, 2; stationers, 2; women's apparel, 4.

Miscellaneous Data: Average temperature, 65 degrees; average number of rainy days per twelve months, 70; most pleasant months, Aug., September, October. Doctors (medical, 11); (dentists, 3); (osteopaths, 1); street car service; gas, artificial; electric current, alternating; water, medium, soft.

SAN PEDRO, CALIF.

(Los Angeles County)

1920 Population, 15,000 (1926 est. 43,484).

City and Suburban Estimate, 65,000. Most important cities and towns in this area are: Torrance (pop. 5,000); Lomita (5,000); Wilmington (12,000); Harbor City (3,000).

Native Whites, 60%; Negroes, 2%; Foreign Born, 38%; Industrial Workers, 35%; English Reading, 80%; Families, 4,270 estimate; 1926 est. 11,000.

Schools: Public Grade, 10; High, 1; Special, 1; Parochial, 1; Number of Pupils, 11,642.

Churches: Baptist, 4; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 3; Presbyterian, 2; Roman Catholic, 3; Miscellaneous, 14.

Banks: National, 1; State, 2; Branch Banks, 7. Total Resources (all banks), \$1,216,187-134.61; Savings Bank Deposits Total (all banks), \$13,250. Total Deposits (all banks), \$12,000,000. (approx.); Total Bank Clearings (all banks), (Jan. 1, to July 1, 1926), \$22,228,405.74.

Theatres: Legitimate, 1; Moving Pictures, 5; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 4,620.

Location: San Pedro is located 450 miles south of San Francisco on San Pedro Bay, and is the principal port of call in southern California for 51 foreign, intercoastal, and coastwise steamship lines. It is the shipping, lumber, shipbuilding, oil refining and fish canning center of southern California. To nearest large city, by trolley, 25 minutes; by auto, 20 minutes.

Principal Industries: The 24 miles of wharves furnish berths for steamship lines which employ from 3,000 to 6,000 freight handlers and longshoremen. San Pedro has 7 wholesale lumber yards, 14 fish canneries, 6 oil refineries, employing hundreds of men, and supply cargoes for a large fleet of foreign and domestic tankers. Also shipbuilding, canning, oil wells, tools, finished lumber, tile and brick, tent and awnings, dredging machinery.

Manufacturing Establishments: 23. Leading firms: Standard Oil Co., Shell Oil Co., General Petroleum Co., Associated Oil Co., Pan American Refining Co., Union Oil Refining Co., Van Camp Sea Food Co., Regon Forge & Tool Co.

Special Information: The drill grounds of the battle fleet of the United States Navy are located off San Pedro, and 11 dreadnoughts with 15,000 men and officers can be sheltered behind the Government breakwater. Fort McArthur is also located at San Pedro, which is the home of many officers and men of the army and navy. A \$750,000. Army and Navy Y. M. C. A. has just been completed, also a \$500,000. golf links and country club.

Residential Features: Beautiful one and two-family homes. Many handsome suburban villas on Palos Verdes Hills nearby.

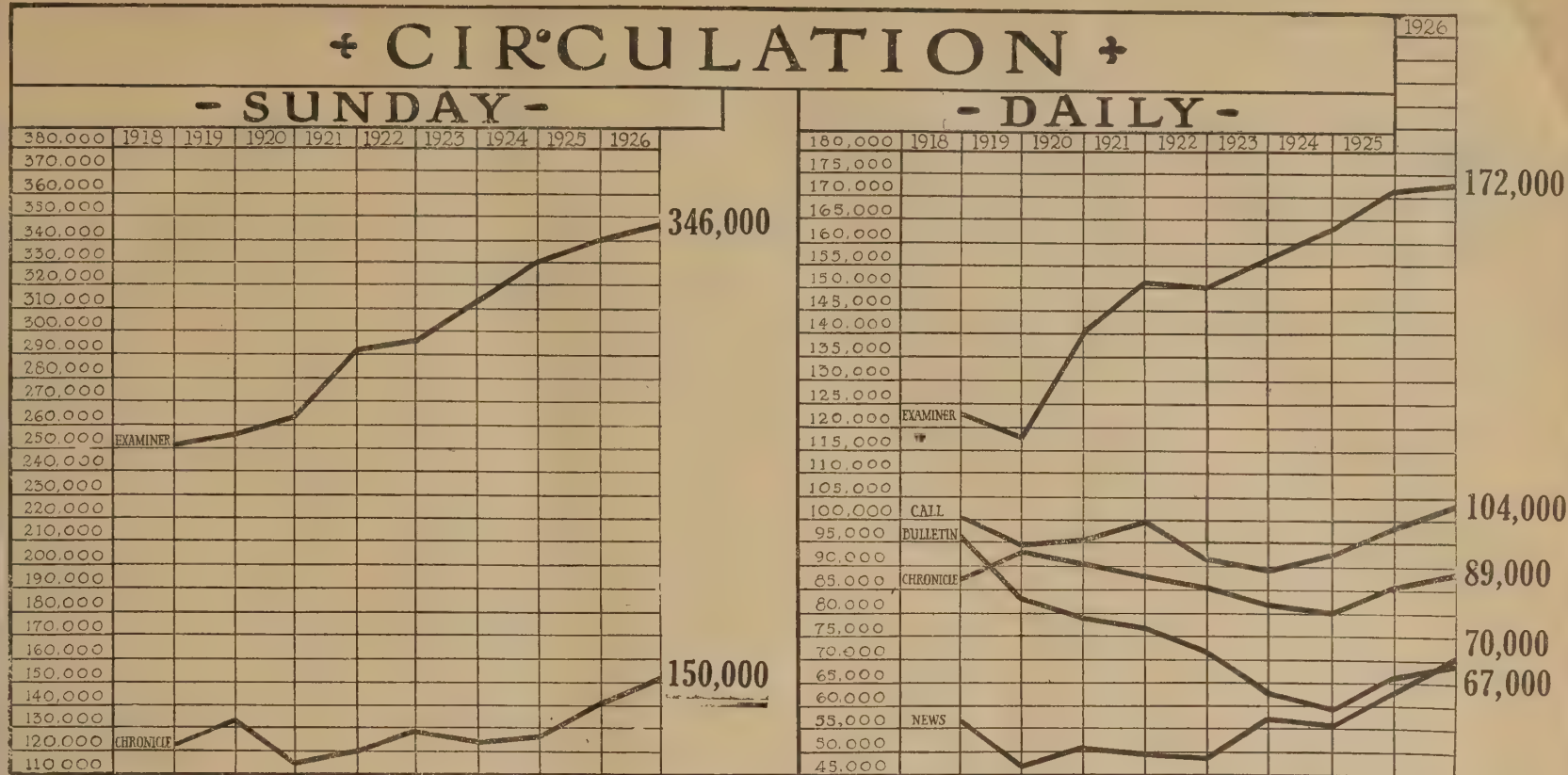
Retail Shopping Section: The principal shopping center of San Pedro lies along Sixth Street for 4 blocks; Seventh Street, 3 blocks; Beacon Street, 3 blocks; Front Street, 2 blocks. There are also many scattered neighborhood stores along Pacific Avenue for a distance of 25 blocks and also on other streets.

Trading Area: The following towns and vicinity are tributary to San Pedro, and included in the retail trading area: Wilmington, Torrance, Lomita, Harbor City, Redondo Beach, Terminal Island and East San Pedro. Wilmington is an industrial and shipping center of growing importance, while Torrance, in addition to being a manufacturing city, is in the center of an oil producing district of importance. Lomita is also an important oil producing center and also the center of a large truck farming and fruit growing section. Harbor City is a suburban town whose residents are mostly employed in San Pedro. East San Pedro and Terminal Island are supported by fishing, lumber and shipbuilding. Hundreds of acres of land to the west of San Pedro are in the frostless belt, and leased for growing early vegetables that are the first to reach the markets in southern California.

Wholesale Houses: Groceries, 1; meats, 2; fruits, 2; hardware, 2; miscellaneous lines, poultry, 2; confectionery, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 16; commercial automobile agencies, 4; automobile accessories, 5; bakers, 10; cigar stores and stands (including hotels), 19; confectioners (including hotel stands), 30; delicatessen, 8; dressmakers, 20; druggists, 10 (chain, 2); dry goods, 10; department stores, 7; electrical supplies, 9; florists, 21; fruits, 21; furniture, 14; garages (public), 11; grocers, 92 (chain, 1); hardware, 9; jewelry, 12; meat markets, 35 (chain, 1); men's furnishings, 22; men's clothing, 9; merchant tailors, 12; milliners, 8; opticians, 6; photographers, 7; pianos (and miscellaneous musical instruments), 10; radio supplies, 6; restaurants (including hotels), 35; shoes, 21; sporting goods, 5; stationers, 23; women's apparel, 5.

Miscellaneous Data: Average temperature, 66 degrees; average number of rainy days per twelve months, 22; most pleasant months, April, May, June, September, October, November. Doctors (medical, 36); (dentist, 17); (osteopaths, 7); street car service; number of automobile registrations, 12,000; gas, natural; number of meters, 9,663; electric current, alternating; water, soft.



Charting the *newspaper preference* of the San Francisco buying public!

An influence of real importance to all business men is apparent in the above chart. It is the very definite trend of public opinion. It is the preference of men and women buyers—of exuberant youth and mature judgment—as expressed in the newspaper they read.

In his own business the wise manufacturer or merchant thoroughly understands the fact that occasional fluctuations which affect his sales are merely the outcome of temporary conditions. As such, their importance in the world of food, shoes, clothing or newspapers is slight.

Of vital importance, however, is the nine-year record of San Francisco newspaper growth. During that period the great Sunday Examiner has increased the number of its reader-buyers *three and one-half times more than has its only Sunday competitor.*

The Sunday Examiner excess over the Sunday Chronicle, for the newspaper year ending Sept. 30, 1926, was 196,000 reader-buyers.

During the nine-year period the Daily Examiner reader-buyer increase was *more than twice the daily increase of all other San Francisco newspapers combined.*

Daily Examiner excess over Daily Chronicle, for the newspaper year ending Sept. 30, 1926, was 83,000; over the Call, 68,000; over the Bulletin, 105,000; over the Daily News, 102,000.

This remarkable record of steady growth in a newspaper selling for 5 cents on week days and 10 cents on Sundays is based entirely upon the confidence each individual reader feels in the news, features and advertising of The Examiner. *Neither special concessions nor combinations with other newspapers have been made.*

When to these records is added that of the last six months, in which The Examiner also led in reader increase by a wide margin, its tremendous and growing influence on buying activity is plainly evident.

As the sales charts of the Merchant or Manufacturer are the sound basis for present or future sales plans, so the above chart will prove equally sound as the basis for present and future advertising plans.

The Examiner offers to advertisers the largest circulation in the City of San Francisco; the largest circulation in the San Francisco Retail Trading Radius of 50 miles; and the largest circulation in Central and Northern California.

San Francisco Examiner

 Monarch of the Dailies

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CALIFORNIA (Cont'd)

SANTA ANA, CALIF.

(Orange County)

1920 Population, 15,485 (1926 est. 31,000).

City and Suburban Estimate, 62,000. Most important cities and towns in this area are: Garden Grove, Orange, Costa Mesa, Balboa, Newport.

Native Whites, 81.6%; Negroes, 2%; Foreign Born, White 16.04%; English Reading, 95%; Families, 8,000.

Schools: Junior College, 1; Public Grade, 10; High, 1; Junior High, 2; Parochial, 1; Number of Pupils, 6,723.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 4; Presbyterian, 3; Roman Catholic, 3; Miscellaneous, 15.

Banks: National, 1; State, 4; Total Resources (all banks), \$19,074,666.44; Savings Deposits Total \$5,650,660.15; Total Deposits (all banks), \$16,128,673.64.

Theatres: Legitimate, 1; Moving Pictures, 4; Vaudeville, 3; Miscellaneous (Auditoriums), 2. Total number of seats, 6,640.

Location: Ten miles from Newport Bay, 23 miles to Los Angeles Harbor. Served by two transcontinental railroads, the A. T. & S. F. R.R., and the Southern Pacific R.R. In addition, the Pacific Electric Railway serves Santa Ana and connects it with 53 cities in Southern California. Bus service to practically all cities on Pacific Coast from Vancouver, B. C., on north, to Mexican Border on south. To nearest large city, by railroad, 1 hour, 21 minutes; by trolley, 1 1/4 hours; by auto, 1 1/4 hours.

Principal Industries: Food canneries, textiles, lumber products, glass, sugar beets, citrus packing, rose growing, walnut packing, machinery and tools.

Manufacturing establishments: 56. Leading firms: Taylor's Cannery, California Packing Corporation, Santa Ana Cabinet Works, Santa Ana Iron Works, Kinslow Foundry and Machine Shop, Dixon Pump Works, Simons-Skidmore Company (tools), Vincent Mfg. Company, Amling Bros. (roses), Santa Ana Ice Company, Standard American Glass Company, Ulmer Machinery Corporation, Barr Lumber Company. Total value of yearly output of factories estimated at \$7,106,700.

Special Information: The per capita assessed wealth of the county is \$4,149.17. Deposits of Orange County banks claimed to equal those of any other county in the country, according to its character, as stated by latest Bankers' Directory. Ratio of automobiles, 1, to 2.14% of the population of the city.

Retail Shopping Section: Fourth Street extends to French Street, on east; to Van Ness, on West, 8 blocks. Parallel is 5th Street, Main Street, Washington, north to 1st Street on south, 12 blocks. Parallel to Main Street are Bush, Sycamore, and Broadway, extending two blocks north, and three blocks south of 4th Street. Outlying districts: East End on 4th, from Minter to Santa Fe Streets, 6 blocks; West End on 4th from Bristol to Artesia, 5 blocks. South Main Street: Richland Avenue to Edinger Street, 8 blocks.

Trading Area: 12 miles north, 10 miles south, 12 miles west, and 25 miles east.

Wholesale Houses: Groceries, 2; meats, 1; general lines, 1; fruits, 3; hardware, 1; miscellaneous lines, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 29; commercial automobile agencies, 13; automobile accessories, 13; automobile tire agencies, 24; bakers, 15; cigar stores and stands (including hotel stands), 20; confectioners (including hotel stands), 20; delicatessen, 3; dressmakers, 40; druggists, 20; dry goods, 18; department stores, 7; electrical supplies, 11; florists, 7; fruits, 24; furniture, 15; furriers (none exclusively); garages (public), 16; grocers, 100 (chain, 5); hardware, 6; jewelry, 11; meat markets, 20 (chain, 5); men's furnishings, 5; men's clothing, 7; merchant tailors, 5; milliners, 10; opticians, 7; photographers, 7; pianos (and miscellaneous musical instruments), 11; radio supplies, 8; restaurants (including hotels), 44; shoes, 20; sporting goods, 7; stationers, 8; women's apparel, 8.

Miscellaneous Data: Average temperature, 63 degrees; average number of rainy days per twelve months, 35; most pleasant months, nearly all. Doctors (medical, 45); (dentists, 20); (osteopaths, 6); street car service; gas, natural; electric current, alternating; number of wired houses, 7,494; water, hard.

SANTA BARBARA, CALIF.

(Santa Barbara County)

1920 Population, 19,441 (1926, est. 34,500).

City and Suburban Estimate, 65,000.

Schools: Public Grade, 8; High, 1; Junior High, 1; Parochial, 2; Number of Pupils, 3,300.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 2; Methodist, 1; Presbyterian, 1; Roman Catholic, 3; Miscellaneous, 18.

Banks: National, 2; State, 3; Total Resources (est.), (all banks), \$22,000,000; Savings Bank Deposits Total, \$16,000,000. Claimed to be among highest deposits per capita of any city of equal size in the United States, excepting such as include county banks' deposits in their ratio.

Theatres: Legitimate, 2; Moving Pictures, 4; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 2.

Location: Santa Barbara lies in a little valley, with the city extending down from the

hills to the seashore. It is on the Southern Pacific Ry. (100 miles from Los Angeles) and is served also by the Pickwick stage lines, over well-paved roads, and the White Flyer steamship lines. To nearest large city, by railroad, 1 hour; by auto, 1 hour.

Principal Industries: Resort city, both summer and winter.

Manufacturing Establishments: 9. Leading firms: Unit Brick & Tile Co., Boyd Lumber Co., Santa Barbara Radiator & Fender Co., Angula Tile Co., Channel City Construction Co., E. J. Vacher Sprinkler Co., Ambrose Lumber Co., Puritan Ice Co., Veronica Springs Company (medicinal water), Velvet Ice Cream Company, Ord Ice Company, Santa Barbara Ice Company, Ervin Mattress & Rug Works, Union Mill & Lumber Co., Santa Barbara Lumber Co.

Special Information: Location and climate make it an ideal living place. Noted for its educational and recreational features and cultural environment.

Residential Features: Magnificent estates in millionaire district. Many beautiful homes and famous hotels—The Samarkand, El Mirasol, El Encanto, The Miramas.

Retail Shopping Section: Extends from beach to Fourteen Hundred block on State Street, which is the main business district (now completely rebuilt in latest "Santa Barbara" style of architecture), Ortega, Canon Perdido, Carillo, "Figueroa and Victoria Streets, cross State Street and have many unique shops and other business houses. The business section of these 5 cross streets comprises about two blocks each.

Trading Area: About twenty-five miles. This being a tourist city trade is derived from all parts of the state.

Wholesale Houses: Groceries, 2; meats, 2; fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 18; commercial automobile agencies, 3; automobile accessories, 14; automobile tire agencies, 18; bakers, 11 (wholesale, 3); cigar stores and stands (including hotel stands), 16 (chain, 1); confectioners (including hotel stands), 20; delicatessen, 4; dressmakers, 29; druggists, 14; dry goods, 5; department stores, 3; electrical supplies, 12; florists, 4; fruits, 8; furniture, 13; garages (public), 15; grocers, 102; hardware, 5; jewelry, 10; meat markets, 10; men's furnishings, 6; men's clothing, 6; merchant tailors, 17; milliners, 11; opticians, 10; photographers, 10; pianos (and miscellaneous musical instruments), 4; radio supplies, 2; restaurants (including hotels), 46; shoes, 12; sporting goods, 5; stationers, 6; women's apparel, 14.

Miscellaneous Data: Most pleasant months, June to October, inclusive. Doctors (medical, 39); (dentists, 29); (osteopaths, 7); street car service; gas, natural and artificial; electric current, alternating; water, hard.

SANTA CRUZ, CALIF.

(Santa Cruz County)

1920 Population, 10,917 (1926 est., 17,000).

City and Suburban Estimate, 20,000. Most important cities and towns in this area are: Davenport (pop. 500); Capitola (500); Boulder Creek (500); Aptos (500); Soquel (400); Ben Leonard (400); Felton (300).

Native Whites, 81 6/10%; Negroes, 3/10%; Foreign Born, 18-1/10%; English Reading, 91%; Families, 3,491.

Schools: Grammar, 7; High, 1; Parochial, 1; Total Number of Pupils, 2,637.

Churches: 16.

Banks: 7; Total Resources, \$9,800,000.

Theatres: 4; Total number of seats, 4,000.

Location: On Bay of Monterey, 80 miles south of San Francisco.

Principal Industries: Cement, lumber, leather, ice, soap, fish canneries, chickens (second in state), bulbs, tourist trade.

Residential Features: Mostly one- and two-family houses.

Retail Shopping Section: About three-quarters of a mile in the heart of the city.

Trading Area: Radius of 15 miles.

Wholesale Houses: Groceries, 2; fruits, 1; confectionery, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial automobile agencies, 7; automobile accessories, 20; automobile tire agencies, 20; bakers, 12; cigar stores and stands (including hotel stands), 8; confectioners (including hotel stands), 5; delicatessen, 2; dressmakers, 10; druggists, 7; dry goods, 6; department stores, 2; electrical supplies, 5; florists, 4; fruits, 3; furniture, 5; garages (public), 13; grocers, 38; hardware, 6; jewelry, 4; meat market, 9; men's furnishings, 6; men's clothing, 6; merchant tailors, 5; milliners, 4; opticians, 2; photographers, 4; pianos (and miscellaneous musical instruments), 3; radio supplies, 2; restaurants (including hotels), 11; shoes, 4; sporting goods, 8; stationers, 1; women's apparel, 4.

Miscellaneous Data: Doctors (medical, 15); (dentists, 15); (osteopaths, 3); bus service; gas, artificial; number of meters, 3,051; electric current, alternating; number of wired houses, 6,250; water, medium.

SANTA MARIA, CALIF.

(Santa Barbara County)

1920 Population, 3,943.

City and Suburban Estimate, 12,000.

Native Whites, 60%; Negroes, 1%; Foreign Born, 39%; Industrial Workers, 30%; English Reading, 90%; Families, 700.

Schools: Public Grade, 3; High, 1; Junior High, 1; Number of Pupils, 825.

Churches: Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 1.

Banks: National, 2; State, 2; Total Resources (all banks), \$8,000,000; Savings Bank Deposits Total, \$2,000,000.

Theatres: Legitimate, 1; Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 1,700.

Location: Near coast, 200 miles north of Los Angeles. Served by the Santa Maria Valley R.R., and Pacific Coast Railway, with steamship at Port Alava. To nearest large city, by railroad, 3 hours; by auto, 3 hours.

Principal Industries: Large oil fields, sugar beet factory, flowers, seeds, 1,000 acres in sweet peas, 500,000 sacks of small white beans, \$4,000,000 worth of lettuce shipped each year, cattle, creamery, etc.

Special Information: Location of Santa Maria makes it the trading place of the Santa Maria Valley, which covers 147,000 acres. There are ten small towns in the valley and they all trade with Santa Maria.

Residential Features: Mostly private homes, Santa Maria is noted for its wide streets.

Retail Shopping Section: Main and Broadway, 10 blocks of business houses.

Trading Area: 20 miles each way. Highways all paved, and everyone owning an automobile, it is easy to come to Santa Maria every day in the year.

Wholesale Houses: Meats, 2; groceries, 2; fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial automobile agencies, 3; automobile accessories, 3; automobile tire agencies, 10; bakers, 3; cigar stores and stands (including hotel stands), 7; confectioners (including hotel stands), 5; delicatessen, 3; dressmakers, 10; druggists, 3; dry goods, 5; department stores, 1; electrical supplies, 2; florists, 1; fruits, 4; furniture, 2; furriers, 2; garages (public), 4; grocers, 12 (chain, 1); hardware, 2; jewelry, 3; meat markets, 4; men's furnishings, 4; men's clothing, 6; merchant tailors, 2; milliners, 5; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 1; restaurants (including hotels), 8; shoes, 5; sporting goods, 2; stationers, 1; women's apparel, 7.

Miscellaneous Data: Average temperature, 65 degrees; average number of rainy days per 12 months, 30; most pleasant months, July to January. Doctors (medical, 8); (dentists, 5); (osteopaths, 2); street car service; gas, natural; electric current, alternating; number of wired houses, 800; water, hard.

SANTA MONICA, CALIF.

(Los Angeles County)

1920 Population, 15,252 (1926 est., 45,000).

City and Suburban Estimate, 100,000.

Native Whites, 88%; Negroes, 2%; Foreign Born, 10%; Industrial Workers, few; English Reading, 90%; Families, 12,000.

Schools: Public Grade, 8; High, 1; Junior High, 2; Parochial, 1; Number of Pupils, 5,000.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Methodist, 3; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 7.

Banks: National, 4; State, 4. Total Deposits (all banks), \$18,173,422; Total Resources (all banks), \$105,364,051.71. (1925).

Theatres: Legitimate, 1; Moving Pictures, 5; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1 Municipal. Total number of seats, 10,000.

Location: Connected with Los Angeles by Pacific Electric Railway, and five boulevards, all paved. To nearest large city (Los Angeles), by railway (electric), 1 hour; by auto, 45 minutes.

Principal Industries: Brick manufacture, also one large airplane factory, and a pipe organ factory. This is principally a residential city, most of those working in factories do so in Los Angeles. Many people are employed in the amusement zone which attracts thousands of people daily.

Manufacturing Establishments: 10. Leading firms: The Douglas Company, Acme Brick Corp., California Asphalt Brick Co., Los Angeles Pressed Brick Co., Simons Brick Co., Western Brick Co.

Residential Features: Santa Monica is one of the residential sections of Los Angeles although it is a separate municipality. It is 12 miles to the heart of Los Angeles. There are hundreds of beautiful homes here of all types and descriptions from mansions to small cottages.

Retail Shopping Section: Santa Monica Blvd., 26 blocks. Second, Third, Fourth and Fifth, 4 blocks each; Wilshire Blvd., 6 blocks. There is also another business section in Ocean Park, a suburb of Santa Monica having about ten blocks.

Trading Area: Extends about five miles north, south and east.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 23; automobile accessories, 16; automobile tire agencies, 24; bakers, (inc. delicatessen), 23; cigar stores and stands (including hotel stands), 25; confectioners, (including hotel stands), 58; dressmakers, 13; druggists, 54 (chain, 2); dry goods, (including department stores), 37; electrical supplies, 47; florists, 9; fruits, 21; furniture, 26; furriers, 2; garages (public), 71; grocers, 105 (chain, 7); hardware, 8; jewelry, 10; meat markets, 33 (chain, 2); men's furnishings, 8 (and men's clothing); merchant tailors, (including cleaners), 57; milliners, 12; opticians, 6; photographers, 7; pianos (and miscellaneous musical instruments), 4; radio supplies, 8; restaurants (including hotels), 74; shoes, 15; sporting goods, 5; stationers, 6; women's apparel, 28.

Miscellaneous Data: Average temperature, 65 degrees; average number of rainy days per twelve months, 32; most pleasant months, May, to December, inclusive. Doctors (medical, 27); (dentists, 20); (osteopaths, 5); street car service; number of automobile registrations, 4,500; gas, natural mixed with artificial; number of meters, 13,115; electric current, alternating; number of wired houses, 12,038; water, hard.

SANTA PAULA, CALIF.

(Ventura County)

1920 Population, 3,967 (1926 est. 7,500).

City and Suburban Estimate, 15,000. Most important cities and towns in this area are: Fillmore (pop. 2,500); Saticoy (750); Piru (750); Ojai (500); Barnsdale, Sespe, etc., (3,500).

Native Whites, 80%; Foreign Born, 20%; English Reading, 80%; Families, 2,500.

Schools: Public Grade, 5; High, 1; Junior High, 1; Number of Pupils, 1,150.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Christian, 1; Miscellaneous, 2.

Banks: National, 1; State, 1; Total Resources (all banks), \$3,000,000. Savings Bank Deposits, Total, \$1,000,000. Total Deposits (all banks), \$4,500,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 1. Total number of seats, 2,100.

Location: On Southern Pacific R.R. To nearest largest city, by railroad, 1 hour; by auto, 1/4 of an hour; by trolley, 1 hour.

Principal Industries: Citrus fruit packing, vegetable, and walnut packing, oil refineries (2), shipping, etc.

Manufacturing Establishments: 2. Leading firms: Union and Oak Ridge Oil Co.

Special Information: Santa Paula is the center of one of the largest lemon belts in the country. It has two packing plants, employing from 500 to 2,000 people in the fruit season. Oil companies give employment to about 500. It has also two walnut, one apricot, and two vegetable packing plants. Ideal climate and very desirable city for homes.

Residential Features: A well planned city, parks, good schools, new \$240,000 grammar school being completed. All streets and alleys paved. Ornamental lighting system. Beautiful homes.

Retail Shopping Section: Main, Mill, and Tenth Streets comprise the business section, with 8 blocks on Main Street.

Trading Area: Ten to fifteen miles in all directions.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial automobile agencies, 3; automobile accessories, 4; automobile tire agencies, 4; bakers, 3; cigar stores and stands (including hotel stands), 5; delicatessen, 2; druggists, 5; department stores, 3; electrical supplies, 2; florists, 2; fruit, 12; furniture, 3; garage (public), 9; total grocers, 21 (chain, 2); hardware, 4; jewelry, 5; meat markets, 11 (chain, 2); men's furnishings, 3; men's clothing, 5; merchant tailors, 4; milliners, 3; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 5; restaurants (including hotels), 7; shoes, 6; sporting goods, 1; stationers, 2; women's apparel, 4.

Miscellaneous Data: Doctors (medical, 7); (dentists, 4); (osteopaths, 2); gas, natural; number of meters, 1,450; electric current, alternating; number of wired houses, 1,780; water, hard.

SANTA ROSA, CALIF.

(Sonoma County)

1920 Population, 8,758 (1926 est. 14,000. City limits of very small area).

City and Suburban Estimate, 20,000 (several thousand more within 3 miles of city). Most important cities and towns in this area are: Sebastopol (pop. 1,600); Healdsburg (2,500); Sonoma (900); Occidental (500).

Native Whites, 77%; Foreign Born (mostly Italians), 23%; Industrial Workers, 10%; English Reading, 90%; Families, 3,973.

Schools: Public Grade, 6; High, 1; Junior High, 1; Parochial, 2; Business College, 1; Number of Pupils, 4,332.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Federated Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 10.

Banks: National, 1; State, 3; Savings Banks Deposits Total, \$7,250,000. (Two of these are branch banks with power to handle large loans); Total Deposits (all banks), \$10,787,862. Total Bank Clearings (12 months, 1925), \$26,577,953.72.

Theatres: Moving Pictures, 4; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 4,900.

Location: 50 miles north of San Francisco Bay in the heart of the Santa Rosa Valley and Sonoma County. Served by Northwestern Pacific, and Southern Pacific Railroads. Excellent bus service to the north, south, and east. To nearest large city (San Francisco), by railroad, 2 1/4 hours; by trolley, 2 1/4 hours, by auto, 2 1/4 hours.

Principal Industries: Fruit packing, canning and drying, egg packing and shipping, pickle works, abattoirs, tanneries, paste making, shirt factories, shoe factories, printing, auto-body building. A great many large concerns use this city as a jobbing center.

Manufacturing Establishments: 25. Leading firms: California Packing Corp., Fitzgerald Egg

CALIFORNIA (Cont'd)

Exchange, Cameron Shirt Factory, Levin Tanning Co., Greenbaum, Well & Michael, Santa Rosa-Vallejo Tanning Co., Santa Rosa Paste Co., Noonan Meat Co., California Picklers and Preservers Inc., Sophey Bros., Grace Bros.

Special Information: Buying center of a rich agricultural county, and one of the largest single berry sections in the country. Home of the Gavenstein apple. The value of the poultry industry to this county is \$15,000,000 annually. Santa Rosa is the center of that part of California where, for hundreds of miles, the country is intensively cultivated by hundreds of prosperous, modern American ranchers. Here there is little poverty. Paved roads and automobiles bring much trade to the city.

Residential Features: Ninety per cent of houses in the city are owned by their occupants. Many of the nation's wealthiest people own fine homes in the suburbs of Santa Rosa. Educational facilities attract better class of people to this city. Health regulations strictly enforced. Good streets and sidewalks, good lights, and a fine climate add to residential attractions.

Retail Shopping Section: Extends from court house, which is the center of the city. Five main shopping streets. Fourth Street east from court house, 2 blocks; west from court house, 5 blocks. Fifth Street parallel with Fourth Street, 6 blocks; Third Street, west from court house, 2 blocks. Mendocino Avenue north from court house, 2 blocks. Main Street, south from court house, 2 blocks. Four outlying neighborhood sections with usual stores.

Trading Area: 7 miles south, 20 west, 25 east and 50 north. Includes 22 small towns, all within a radius of 20 miles, with populations of 200 to 3,000. Practically every rancher in this county owns an automobile. The main roads are all paved. A great deal of trade comes from points outside the territory given, on account of the excellent automobile traveling conditions.

Wholesale Houses: Groceries, 2; meats, 1; fruits, 4; dry goods, 1; miscellaneous lines, bakers, 3; confectionery, 2; shoes, 1; paper, 1; cigars, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 26; commercial automobile agencies, 10; automobile accessories, 21; automobile tire agencies, 15; bakers, 14; cigar stores and stands (including hotels), 18; confectioners (including hotel stands), 18; delicatessens, 5; dressmakers, 10; druggists, 8; dry goods, 6; department stores, 4; electrical supplies, 9; florists, 5; fruits, 6; furniture, 8; furriers, 3; garages (public), 26; grocers, 38 (chain, 3); hardware, 6; jewelry, 4; meat markets, 21 (chain, 1); men's furnishings, 8; men's clothing, 8; merchant tailors, 9; milliners, 8; opticians, 5; photographers, 4; pianos (and miscellaneous musical instruments), 6; radio supplies, 8; restaurants (including hotels), 20; shoes, 8; sporting goods, 7; stationers, 6; women's apparel, 10.

Miscellaneous Data: Average temperature, 56.9 degrees; average number of rainy days per twelve months, 70; most pleasant months, April to October inclusive. Doctors (medical, 29); (dentists, 13); (osteopaths, 3); street car service; gas, artificial; number of meters, 4,171; electric current, alternating; number of wired houses (city and suburbs), 4,893; water, medium, with low mineral content.

STOCKTON, CALIF.

(San Joaquin County)

1920 Population, 40,203 (1926 Chamber of Commerce est. 54,415).

City and Suburban Estimate, 75,000.

Native Whites, 77%; Negroes, 8%; Japanese, Chinese, and Indians, 4%; Foreign Born, White, 17.3%; Industrial Workers, 20%; English Reading, practically 100%; Families, 14,425. No foreign colony.

Schools: Public Grade, 22; High, 1; Parochial, 2; number of Pupils, 8,430; College of the Pacific.

Churches: Baptist, 2; Christian Science, 1; Congregational, 2; Episcopal, 1; Hebrew, 2; Methodist, 4; Presbyterian, 2; Roman Catholic, 3; Miscellaneous, 17.

Banks: National, 1; State, 6; Total Resources not obtainable account of chain banks; (2 chain banks); Savings Bank Deposits Total, \$37,086,400.05—over \$731 per capita.

Theatres: Moving Pictures, 7; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 4; New Civic Auditorium, capacity 5,000.

Location: In the heart of the San Joaquin Valley, which is the center of the great Sacramento and San Joaquin Valleys. Is on the navigable San Joaquin River, 42½ miles from San Francisco Bay. Stockton is surrounded by some of the richest agricultural land in the country. Served by Southern Pacific, Western Pacific, and Santa Fe R.R.s, Central California Traction, Tidewater & Southern, Stockton Terminal & Eastern railways. To nearest large city, by railroad, 1½ hour; by trolley, 1½ hour.

Principal Industries: Tractors, harvesters, flour and cereals, box board, cartons, box shooks, canned fruit and vegetables, farm irrigation, paving, reclamation machinery, wool scouring, brick, leather, pencil slabs, auto trucks.

Manufacturing Establishments: 260. Leading firms: California Cedar Products Co., California Navigation & Improvement Co., Eldorado Brewery, Geiger Iron Works, Harris Manufacturing Co., Monarch Foundry, Richmond Chase, Sterling Pump Co., Stockton Box Co., Stockton Fire Brick Co., Stockton Iron Works, E. H. Tryon Wool Scouring Plant, California Packing Corporation, Wagner Leather Co., Graham

Brothers, National Paper Products Co., Western Harvester Company. Total value of yearly output of factories estimated at \$35,000,000.

Special Information: The geographical location naturally makes Stockton the center of an important agricultural district. Main outlet for mining and lumber sections. Has diversified manufacturing interests, and large population of home-owning citizens. Seven rural P. O. routes. Many parks, and an up-to-date "City-Manager" form of government paying a manager a salary of \$20,000 a year.

Residential Features: Ownership rests with unusually large percentage of occupants, greater number live in detached dwellings. Land well drained, with 170 acres of parks. Exclusive district homes cost as high as \$45,000. Each factory has its section of workmen's homes, with yards and gardens where the situation makes it possible.

Retail Shopping Section: Business, or shopping sections radiate from Main and Sutter Streets, chiefly along Main, Weber, and Market, both to the east and west, with frontage aggregating over 180 blocks (303 ft. each), which are occupied by stores, offices, hotels, garages, restaurants, and other business enterprises. Tallest building, ten stories.

Trading Area: Extends for 25 miles north, south, and west. Additional trade brought in by 2 rural electric lines and an excellent stage service to the foothill country; also by the large number of good highways into the mountain districts and through the valley. Eleven railroads enter the city, and eleven highways cross it. Trade area 100 miles to east, which is the mountain section.

Wholesale Houses: Groceries, 4; bakers, 7; meats, 4; fruits, 18; hardware, 2; miscellaneous lines, 38.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 31; commercial automobile agencies, 8; automobile accessories, 11; automobile tire agencies, 16; bakers, 15; cigar stores and stands (including hotels), 28 (chain, 1); confectioners (including hotel stands), 50; delicatessens, 5; dressmakers, 27; druggists, 35 (chain, 1); dry goods, 12; department stores, 8; electrical supplies, 12; florists, 7; fruits, 18; furniture, 23; furriers, 1; garages (public), 51; grocers, 120 (chain, 15); hardware, 10; jewelry, 23; meat markets, 32; men's furnishings, 8; men's clothing, 25; merchant tailors, 16; milliners, 20; opticians, 7; photographers, 8; pianos (and miscellaneous musical instruments), 10; radio supplies, 10; restaurants (including hotels), 85 (chain, 4); shoes, 25; sporting goods, 6; stationers, 8; women's apparel, 16.

Miscellaneous Data: Average temperature, 59 degrees; average number of rainy days per twelve months, 45; most pleasant months, April, May, September, October. Doctors (medical, 62); (dentists, 44); (osteopaths, 5); number of wired houses, 22,827; street car service; gas, natural and artificial; number of meters, 12,982; electric current, alternating and direct; number of electric meters, 22,827; telephones, 13,481; water, hard.

TAFT, CALIF.

(Kern County)

1920 Population, 3,317.

City and Suburban Estimate, 35,000.

Native Whites, 95%; Foreign Born, 5%; English Reading, 100%.

Schools: Public Grade, 4; High, 1; Number of Pupils, 1,739.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 1.

Banks: National, 2; State, 1.

Theatres: Legitimate, 1; Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 2.

Location: Heart of vast oilfield. Railroad, stage, and truck transportation to all important trading centers. Population of about 35,000, includes surrounding territory.

Principal Industries: Petroleum, gas.

Residential Features: Mostly small houses. The greater part of our population resides outside of the incorporated city, while a large number of the workmen live in rented houses.

Retail Shopping Section: Taft has up-to-date stores, and a wonderful shopping district.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial auto agencies, 5; automobile accessories, 18; automobile tire agencies, 12; bakers, 8; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 12; delicatessen, 4; dressmakers, 7; druggists, 6; dry goods, 2; department stores, 7; electrical supplies, 4; florists, 1; fruits, 8; furniture, 4; garages (public), 14; grocers, 16; hardware, 4; jewelry, 4; meat markets, 8; men's furnishings, 5; men's clothing, 4; merchant tailors, 4; milliners, 3; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 4; radio supplies, 3; restaurants (including hotels), 6; shoes, 2; sporting goods, 2; stationers, 3; women's apparel, 3.

TULARE, CALIF.

(Tulare County)

1920 Population, 3,539 (1925, local census, 5,500).

City and Suburban Estimate, 18,000. Most important cities and towns in this area are: Visalia (pop. 7,000); Porterville (5,500); Dinubia (4,000).

Native Whites, 4,460; Negroes, 40; Foreign Born, 1,000; English Reading, 90%; Families, 1,300.

Schools: Public Grade, 20; High (Union), 1; Number of Pupils, 1,680.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 2; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 1; State, 2; Total Deposits (all banks), \$2,486,297.99; Total Resources (all banks), \$3,950,000. Total Savings Banks Deposits, \$1,164,615.84. There are two financial companies each capitalized at \$200,000.

Theatres: Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 1,500 (in Auditoriums). New Theatres under construction, to cost \$250,000, with seating capacity of 1,400.

Location: On Southern Pacific and Santa Fe R.R.s. Tulare has three stage lines from San Francisco to Los Angeles, as well as to all neighboring towns, also to General Grant Park, and Sequoia National Park, in the Sierra Mountains. To nearest larger city (Fresno) by railroad, 2 hours; by auto, 1½ hours.

Principal Industries: Dairying, fruit (deciduous and citrus), cotton, alfalfa, hay, poultry, pure bred dairy cattle and swine, which latter industry is one of Tulare's very important sources of revenue. Tulare has creameries, 2 canneries, 3 packing houses, with \$4,200,200 from creameries alone.

Manufacturing Establishments: Leading firms: Swall Land Co., Pacific States Corp., Toteco Dairy Ranch (Powdered Milk Corp.).

Special Information: Average monthly pay roll from creameries, \$350,000; from poultry products, \$60,000. This is paid in cash and comes into Tulare and its surrounding agricultural district, every month. The cotton industry is new, but the acreage is increasing. There were 4,000 acres planted within a 6-mile radius of the city this year. This extremely long fiber cotton sells at premium prices.

Residential Features: Tulare has 1,750 to 1,800 houses. 200 of these are on the outskirts of the city. There are 3 or 4 apartment houses of good class, the rest are of a cheaper grade. Much of the residential district is paved.

Retail Shopping Section: Extends on Tulare Street, 3 blocks; Kern Street, 2 blocks; J. Street, 3 blocks; K. Street, 3 blocks; San Joaquin Street, 2 blocks; and Inyo Street, 2 blocks.

Trading Area: Covers 10 miles north, 18 miles south, 10 miles west, and 6 miles east. Considerable trade from the extreme southwestern part of the country.

Wholesale Houses: Fruits, 5; Miscellaneous lines, 6 (creamery and poultry shippers).

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial automobile agencies, 2; automobile accessories, 5; automobile tire agencies, 4; bakers, 3; cigar stores and stands (including hotels), 3 (chain, 1); confectioners (including hotel stands), 3; delicatessens, 1; dressmakers, 2; druggists, 3; dry goods, 5; department stores, 2; electrical supplies, 4; florists, 2; fruits, 1; furniture, 5; garages (public), 19; grocers, 23 (chain, 3); hardware, 2; jewelry, 3; meat markets, 5; men's furnishings and men clothing, 4; merchant tailors, 2; milliners, 2; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 12; shoes, 2; sporting goods, 5; stationers, 2; women's apparel, 5.

Miscellaneous Data: Most pleasant months, Feb. to June, Sept. to Jan. Doctors (medical, 7); (dentists, 5); (chiropractors, 2); gas, artificial; number of meters 895; electric current, alternating; number of wired houses, city, 1,141; county, 1,537; water, soft.

TURLOCK, CALIF.

(Stanislaus County)

1920 Population, 3,394 (est. 5,000).

City and Suburban Estimate, 12,000.

Native Whites, 84.5%; Negroes, 0.5%; Foreign Born, 15%; Industrial Workers, 21%; English Reading, 95%; Families, 1,250.

Schools: Public Grade, 2; High, 1; Parochial, 1; Number of Pupils, 1,700.

Churches: Baptist, 3; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 11.

Banks: National, 1; State, 2; Total Resources, \$4,500,000. Savings Bank Deposits Total, \$2,000,000.

Theatres: Legitimate, 1; Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 4,000.

Location: The Santa Fe, Southern Pacific, and Tidewater Southern Railways serve the city and district, the Santa Fe being three and one-half miles away. These three lines insure easy transportation for the agricultural products of the district. To nearest large city (Modesto), by railroad, or auto, 45 minutes.

Principal Industries: Glove manufacturing, butter, ice cream, children's furniture, soda water, incubators, wrenches, fruit, artificial flowers.

Manufacturing Establishments: 10. Leading firms: Home Cannery Master Wrench Co., Turlock Glove Co., W. Charters Incubator Co., Paramount Creamery.

Special Information: Turlock is in the center of the Turlock irrigation district, comprising 181,490 acres, or 267 square miles. The people of the district own the water, and the power stored and generated at the great Don Pedro Dam.

Residential Features: The greater part of the residential population is housed in single-family residences.

Retail Shopping Section: Extends from Main Street, 5 blocks; Broadway, 4 blocks; First Street, 3 blocks; Center Street, 2 blocks; Front Street, 2 blocks.

Trading Area: Covers a radius of 12 miles. **Wholesale Houses:** Meats, 2; fruits, 2; miscellaneous lines, confectionery, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial automobile agencies, 6; automobile accessories, 4; automobile tire agencies, 14; bakers, 3; cigar stores and stands (including hotels), 8 (chain, 1); confectioners (including hotel stands), 3; dressmakers, 5; druggists, 3; dry goods, 2; department stores, 2; electrical supplies, 3; florists, 1; fruits, 2; furniture, 3; garages (public), 7; grocers, 14 (chain, 2); hardware, 6; jewelry, 4; meat markets, 5; men's furnishings, 4; men's clothing, 4; merchant tailors, 2; milliners, 3; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 6; restaurants (including hotels), 13; shoes, 3; sporting goods, 4; stationers, 2; women's apparel, 1.

Miscellaneous Data: Average temperature, 55 degrees; most pleasant months, April, May, June, September, October; doctors (medical, 12); (dentists, 8); (osteopaths, 1); gas, artificial; electric current, alternating and direct; water, soft.

VALLEJO, CALIF.

(Solano County)

1920 Population, 21,107.

City and Suburban Estimate, 30,000 (Solano County, 40,602).

Native Whites, 80%; Negroes, 5%; Foreign Born, 15%; Industrial Workers, 15%; English Reading, 99%; Families, 4,000.

Schools: Public Grade, 8; High, 1; Junior High, 1; Parochial, 1.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 3.

Theatres: Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 5.

Location: San Pablo Bay, at the confluence of the Sacramento and Napa Rivers. On Southern Pacific R.R. Monticello steamship line to San Francisco. Napa Valley Electric Lines. To nearest large city (Oakland), by railroad, 2 hours; by automobile, 1½ hours.

Principal Industries: Mare Island Navy Yard. Sperry Flour Mills.

Residential Features: Good streets, good schools, parks and playgrounds. Vallejo has 3,000 single houses and 200 apartments.

Retail Shopping Section: Marin, Sacramento, Sonoma, and Santa Clara Streets, north and south; Georgia, Virginia, and Capitol Streets, east and west.

Trading Area: Fifteen miles to north, and east.

Wholesale Houses: Groceries, 1; meats, 2; fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial auto. agencies, 4; automobile accessories, 2; automobile tire agencies, 5; bakers, 8; total cigar stores and stands (including hotel stands), 2; delicatessens, 7; druggists, 6; dry goods, 3; department stores, 1; electrical supplies, 3; florists, 2; fruits, 11; furniture, 3; garages (public), 7; grocers, 48; hardware, 3; jewelry, 2; total meat markets, 8; men's furnishings, 6; men's clothing, 6; milliners, 3; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 4; restaurants (including hotels), 9; shoes, 3; sporting goods, 2; stationers, 1; women's apparel, 3.

Miscellaneous Data: Average temperature, 76 degrees; average number of rainy days per 12 months, 30; most pleasant months, Aug., Sept., Oct. Doctors (medical, 9), (dentists, 6); number of wired houses, 95%; gas, artificial; electric current, alternating; water, soft.

VENICE, CALIF.

(Los Angeles County)

1920 Population, 10,385. (1926 est. 22,000.)

City and Suburban Estimate, 25,000.

Native Whites, 81.4%; Negroes, 1.8%; Foreign Born, 16.8%; English Reading, 92%; Families, 3,268.

Schools: Public Grade, 6; High, 1; Junior High, 1; Number of Pupils, 3,843.

Churches: 11.

Location: Twelve miles west of Los Angeles on four routes of Pacific Electric Railway.

Principal Industries: Venice is an all-the-year round pleasure resort.

Special Information: The Venice municipally-owned beach is one of the finest beaches on the Pacific Coast, and is known as "the safest beach," and the nearest one to Los Angeles. Surf bathing every day in the year. Boulevards: Washington Boulevard, the 100-foot boulevard from Los Angeles (approximately 14 miles), called the "Great White Way," on account of its electric lighting and its width. It promises to become the most widely traveled boulevard in the United States.

Residential Features: Venice boasts some beautiful residences. Cosy bungalows, flower-lined banks of canals, with unique concrete bridges, are some of the delightful attractions. The canals of Venice were excavated in 1905. There

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CALIFORNIA (Cont'd)

Venice (cont'd)

are three miles of these beautiful waterways traversing the residential section of the city. The commercial development of Venice has demanded the abandoning of these canals to give way to improvements in the business section. The preliminaries to this radical transformation are now under way.

Trade Territory: Only immediate territory.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 17; commercial auto agencies, 3; automobile accessories, 20; automobile tire agencies, 22; bakers, 4; cigar stores and stands (including hotel stands), 9; confectioners (including hotel stands), 15; dressmakers, 10; druggists, 6; dry goods, 8; department stores, 2; electrical supplies, 5; florists, 2; fruits, 2; furniture, 4; garages (public), 25; grocers, 26; hardware, 6; jewelry, 5; meat markets, 11; men's furnishings, 8; merchant tailors, 4; milliners, 6; opticians, 2; photographers, 7; pianos (and miscellaneous musical instruments), 3; radio supplies, 2; restaurants (including hotels), 27; shoes, 7; sporting goods, 4; stationers, 2.

VISALIA, CALIF.

(Tulare County)

1920 Population, 5,753.

City and Suburban Estimate, 10,000.

Schools: High, 1; Parochial, 1.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 2.

Banks: National, 1; State, 3.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 1 (Sundays only); Miscellaneous (Auditoriums, etc.), 5. Total number of seats, 2,500.

Location: On Southern Pacific and Santa Fe R.R.s., and Visalia Electric Ry. Visalia is large shipping center for dried and canned fruits, stock, hay, nuts and grain. To nearest larger city by railroad, 1½ hours; by auto, 1¼ hours.

Principal Industries: Stock and poultry feed mills, automobile and truck body works, large prune packing houses, 2 canneries, 3 dried and green fruit packing houses, ice factory, 2 planing mills, creamery, marble works, pump works, poultry feed mill.

Manufacturing Establishments: 15. Leading firms: California Packing Corporation, J. K. Armsby, Griffith-Skelly Co., Earl Fruit Co., California Prune and Apricot Growers' Association, California Co-operative Canneries' Plant No. 4.

Special Information: County seat of 7th county in the United States for value of its agricultural and horticultural products. It is the gateway to Sequoia National Park. It is situated in the Kaweah Delta, overlying an inexhaustible supply of pure water. It has unsurpassed climate with an annual average rainfall of 10½ inches.

Residential Features: There are about 1,750 residences and 12 apartments in Visalia. Residence sections modern, with many paved streets, and completely paved sidewalks. Visalia is noted for its trees, flowers and lawns.

Retail Shopping Section: On Main Street, 4 blocks; Center Street, 1 block; Locust Street, 1 block; Court Street, 2 blocks; Church Street, 2 blocks, and Bridge Street, 1 block.

Trading Area: North, 15 miles; east, 15 miles; south, 8 miles, and west, 9 miles. Visalia being the largest city in the county and the county seat, draws from all over the county. Department store circularization runs from 5,000 to 10,000 and goes to selected lists in other Tulare County cities. The mileages given are for those who consider Visalia their home city.

Wholesale Houses: Groceries, 2; meats, 1; Miscellaneous lines, automobile parts, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 18; commercial auto agencies, 6; automobile accessories, 8; automobile tire agencies, 12; bakers, 4; cigar stores and stands (including hotel stands), 25 (chain, 9); confectioners (including hotel stands), 22; delicatessen, 1; dressmakers, 12; druggists, 4; dry goods, 5; department stores, 4; electrical supplies, 10; florists, 1; fruits, 12; furniture, 4; garages (public), 10; grocers, 18 (chain, 4); hardware, 4; jewelry, 4; meat markets, 7; men's furnishings, 10; men's clothing, 13; merchant tailors, 2; milliners, 5; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 4; radio supplies, 12; restaurants (including hotels), 10; shoes, 9; sporting goods, 3; stationers, 2; women's apparel, 8.

Miscellaneous Data: Average temperature, 77 degrees; average number of rainy days per 12 months, 90; most pleasant months, nearly all; doctors (medical, 12); (dentists, 8); osteopaths, 3; number of wired houses, 2,079; gas, artificial; electric current, alternating; water, hard.

WATSONVILLE, CALIF.

(Santa Cruz County)

1920 Population, 5,013 (1926, est. 7,500).

City and Suburban Estimate, 16,000.

Native Whites, 60%; Foreign Born, 40%; Industrial Workers, 25%; English Reading, 80%; Families, 3,600 (inclusive), 1,800 in city.

Schools: Public Grade, 3; High, 1; Parochial, 2; Number of Pupils, 1,500.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 2; State, 1; Total Resources (all banks), \$7,000,000.

Theatres: Moving Pictures, 8; Miscellaneous (Auditoriums, etc.), Total number of seats, 2,600.

Location: On Southern Pacific, and Pajaro Valley Consolidated R.R.s. Several automobile stage lines. To nearest large city, by railroad, 3 hours; by trolley, 4 hours; by auto, 4 hours.

Principal Industries: Fruit (apples, principally), lettuce, strawberries, bushberries, etc.

Manufacturing Establishments: Leading firms: Jones Bros. & Co. (vinegar), H. J. Heinz Corporation, California Spray Chemical Co.

Special Information: One of the largest apple districts in California, and one of the largest single shipping points for apples in U. S.; 90 packing houses, 30 evaporators, several fruit processing plants, 3 cold storage plants, approximately 10,000 cars apples grown, of which 3,500 shipped green. A large quantity is dried or made into vinegar, etc., or shipped by truck. There were over 3,000 cars of lettuce shipped in 1925; 5,000 carloads estimated for 1926.

Residential Features: Large proportion residences limited to prosperous orchard owners, packers, and well-to-do business people.

Retail Shopping Section: Extends on Main Street from river to Watsonville Heights, 8 blocks, two cross blocks on intersecting streets.

Trading Area: From Aptos, 12 miles north to Prunedale section, 15 miles south, 10 miles wide, from Monterey Bay to Santa Cruz mountains.

Wholesale Houses: Groceries, 1; meats, 1; fruits, over 100; miscellaneous lines; confectionery, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 14; commercial automobile agencies, 10; automobile accessories, 10; automobile tire agencies, 8; bakers, 6; cigar stores and stands (including hotel stands), 7; delicatessen, 1; druggists, 6 (chain, 1); dry goods, 4; also 2 variety stores; department stores, 3; electrical supplies, 3; florists, 1; fruits, 4; furniture, 4; garages (public), 4; grocers, 18 (chain, 4); hardware, 3; jewelry, 3; meat markets, 8; men's furnishings, 6; men's clothing, 6; merchant tailors, 4; milliners, 5; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 15; shoes, 4; sporting goods, 3; stationers, 3; women's apparel, 5.

Miscellaneous Data: Average temperature, 60 degrees; most pleasant months, nearly all; Doctors (medical, 10); (dentists, 4); (osteopaths, 1); number of wired houses, 1,800; gas, artificial; electric current, alternating; water, soft.

WHITTIER, CALIF.

(Los Angeles County)

1920 Population, 7,997. (1924), 15,455; (1925), 17,000 (estimated).

City and Suburban Estimate, 15,500.

Native Whites, 95%; Foreign Born, 5%; English Reading, 90%; Families, 4,000.

Schools: Public Grade, 8; High, 1; Parochial, 1; Number of Pupils, 3,100; College, 1.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 14.

Banks: National, 3; State, 2; Total Resources 1924 (all banks), \$10,084,626; Savings Bank Deposits Total, \$6,932,876.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 4,700.

Location: On Union Pacific and Southern Pacific R.R.s., and Pacific Electric Railroad. Whittier is located on El Camino Real, one of the finest and best known highways in the country, traversing California from north to south. Motor transit bus lines serve this city. To nearest large city, by trolley, 1 hour; by auto, ¾ hour.

Principal Industries: Oil producing, walnuts, lemons, oranges, avocados, clay products.

Manufacturing Establishments: 3. Leading firms: Pacific Clay Products Co., Packing Houses 13, Whittier Select Packing, Whittier Orange & Lemon Assn., Whittier Citrus Assn., Leffingwell Rancho, Murphy Ranch, Headquarters for producing department, Standard Oil Co. Other oil companies include the Union, General Petroleum, Shell, Midway Petroleum, etc. Total value of yearly output of factories estimated at \$6,500,000 (does not include oil producers).

Special Information: Whittier is surrounded by citrus and walnut ranches producing some of the finest fruit in California. Shipments will average 4,000 cars fruit, and 2,000 tons walnuts annually. It is claimed that one of the highest gravity oil fields in the world adjoins Whittier, and Santa Fe Springs, and while activity is somewhat abated, there is still a production of close to 100,000 barrels of oil daily. Other active oil fields adjoining Whittier are Murphy, Coyote, North Whittier (or Whitley Heights) and Central Oil Canyon.

Residential Features: One-family homes predominate. Whittier is a home-owning town. New northeast section has recently been developed and homes there will average from \$15,000 to \$25,000. This district consists of about 6 square blocks, and is solidly built up.

Retail Shopping Section: Extends 3 blocks on Greenleaf and 8 blocks on Philadelphia Sts., with the usual side-street shops. Several small districts are scattered throughout the town.

Trading Area: Extends about 4 miles north, and 10 miles east, south, and west.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 17; commercial automobile agencies, 6; automobile accessories, 8; automobile tire agen-

cies, 12; bakers, 5; cigar stores and stands (including hotels), 9; confectioners (including hotel stands), 6; delicatessen, 2; dressmakers, 4; druggists, 8; dry goods, 4; department stores, 3; electrical supplies, 5; florists, 3; fruits, 7; furniture, 6; garages (public), 16; grocers, 30 (chain, 4); hardware, 3; jewelry, 4; meat markets, 15 (chain, 2); men's furnishings, 6; men's clothing, 5; merchant tailors, 4; milliners, 5; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 7; restaurants (including hotels), 15; shoes, 5; sporting goods, 3; stationers, 2; women's apparel, 9.

Miscellaneous Data: Average temperature, 69 degrees; average number of rainy days per 12 months, 90; most pleasant months, the summer months. Doctors (medical, 22); (dentists, 11); (osteopaths, 6); gas, natural; electric current, alternating; water, hard.

WILLOWS, CALIF.

(Glenn County)

1920 Population, 2,100 (1925, est. 2,250).

City and Suburban Estimate, 3,350.

Schools: Public Grade, 1; High, 1; Number of Pupils, 650.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1.

Banks: National, 1; State, 2.

Theatres: Moving Pictures, 1.

Location: In the Sacramento Valley and on the Southern Pacific R.R., 80 miles NNW. of Sacramento, and 150 miles north of San Francisco. To nearest larger city (Chico) by railroad, 4 hours; by auto, 1 hour.

Principal Industries: Creamery feed mill, poultry, sheep, cattle, hogs, wheat, barley, rice, cotton, fruit.

Special Information: Willows is one of the most prosperous business towns in northern California, trading continuing throughout the year because of the large varied industries, along agricultural, live-stock, fruit, and other lines. One of the largest lemon fruit groves in the country is located 20 miles from Willows, operated by the Mills Orchard Co. employing hundreds of men to handle their enormous crops. Other citrus fruits grown in large quantities. Dairying is also becoming an important industry. Willows being the home of the famous Jersey herd owned by Enla L. Knight, which has been awarded prizes throughout the entire Pacific and western states. A considerable percentage of California's shipments of lambs for eastern market are made from Willows. This industry as well as cattle-raising is being carried on on a large scale. Willows occupies a prominent place in the rice industry of Northern California and is the center of an extensive irrigation district—3 large canal systems furnishing water to thousands of acres of land. Excellent deer hunting and trout fishing within a short distance of Willows. The district may be called a duck-hunter's paradise for about 4 months in the year—hunters coming to this point from hundreds of miles away to enjoy this popular sport. Willows being one of the main stop-overs for tourists traveling between San Francisco and Portland. A fine new modern hotel has been recently constructed, offering the best possible accommodations and attracting a large tourist, as well as commercial patronage. One other hotel, recently remodeled, also offers excellent accommodations. Extensive oil prospecting is being made at the present time. One large oil company is spending thousands of dollars in test work, while numerous smaller companies are engaged in the section.

Manufacturing Establishments: 1. Leading firms: Western Meat Co. Creamery.

Retail Shopping Section: On Tehama Street, 5 blocks; Sycamore, 3 blocks; Walnut, 4 blocks; Butte, 1 block.

Trading Area: Extends 20 miles in each direction.

Number of Retail Outlets for Nationally Advertised Products: Bakers, 1; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 4; delicatessen, 1; dressmakers, 4; druggists, 2; dry goods, 4; fruits, 2; furniture, 2; garages (public), 6; grocers, 5; hardware, 2; jewelry, 2; meat markets, 3; men's furnishings, 4; men's clothing, 4; merchant tailors, 2; milliners, 1; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 5; shoes, 4; sporting goods, 3; stationers, 1; women's apparel, 3.

Miscellaneous Data: Most pleasant months March, April, May, June, Oct. and Nov.; gas, artificial; electric current, alternating; water, hard.

WILMINGTON, CALIF.

(Los Angeles County)

1920 Population, 8,000 (1925 est. 9,000).

City and Suburban Estimate, 12,000.

Native Whites, 5,000; Foreign Born, 3,000; Industrial Workers, 3,000; English Reading, 6,500; Families, 2,500.

Schools: Public Grade, 7; High, 2; Junior High, 5; Parochial, 1; Number of Pupils, 1,900.

Churches: Baptist, 9; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 1.

Banks: National, 1; State, 3; Savings Bank Deposits Total, \$1,500,000. Two Building and Loan Companies.

Theatres: Legitimate, 3; Moving Pictures, 2; Vaudeville, 1. Total number of seats, 1,900.

Location: On Union Pacific, Santa Fe, Pacific Electric, and Southern Pac. Rys., Los Angeles Steamship Company, McCormick Steamship Co., American-Hawaiian, Pacific Mail, Pacific Coast

Steamship Co., Admiral Line, and several others. To nearest larger city, by trolley, ¾ hour; by auto, ½ hour.

Principal Industries: Shipping, ship yards, fish canneries, machine shops, lumber, oil plants and refineries, fruit and truck growing.

Retail Shopping Section: On Canal Avenue, 3 blocks, each side; on Anaheim Street, 2 blocks, each side, and on Broad Ave., 1 block, one side.

Wholesale Houses: Groceries, 1; meats, 2; fruits, 3; hardware, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 4; automobile accessories, 2; automobile tire agencies, 4; bakers, 2; cigar stores and stands (including hotels), 18; confectioners (including hotel stands), 9; delicatessen, 2; druggists, 3 (chain, 1); dry goods, 3; department stores, 2; electrical supplies, 3; florists, 1; fruits, 5; furniture, 4; garages (public), 6; grocers, 16 (chain, 2); hardware, 3; jewelry, 2; meat markets, 14 (chain, 1); men's furnishings, 3; men's clothing, 2; merchant tailors, 3; milliners, 2; opticians, 1; photographers, 1; restaurants (including hotels), 8; shoes, 2; sporting goods, 1; stationers, 1; women's apparel, 1.

WOODLAND, CALIF.

(Yolo County)

1920 Population, 4,147.

City and Suburban Estimate, 14,000.

Native Whites, 5,900; Negroes, 200; Foreign Born, 10%; Industrial Workers, 10%; English Reading, 97%; Families, 1,000.

Schools: Public Grade, 2; High, 2; Parochial, 1; Number of Pupils, 1,700.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Methodist, 2; Roman Catholic, 1; Miscellaneous, 2.

Banks: National, 3; Total Resources, \$10,-500,000; Savings Bank Deposits Total, \$11,000,-000 to \$14,000,000.

Theatres: Moving Pictures, 2; Total number of seats, 1,800.

Location: Central section of Yolo County, on So. Pacific R.R., and Sacramento Northern Elec. Line. Also 90 miles of waterfront on Sacramento River, 24 miles from state capital, and 90 miles from San Francisco. Paved highway all the way. Water and rail transportation. Often referred to as being among the richest agricultural cities in U. S. in per capita bank deposits.

Principal Industries: Agriculture and allied industries. Fruit packing plants, flour and rice mills.

Manufacturing Establishments: Leading firms: Globe Mills, National Rice Mills, and ice cream factories on small scale.

Special Information: 20 miles of paved streets. City is practically a forest of trees. Every home has its orange, lemon, pomegranate, and almond orchard.

Residential Features: One hundred new homes built in the past year and a half. Special efforts to make the city beautiful by planting flowers and shrubbery. Flowers bloom out of doors the year round.

Retail Shopping Section: Main and Court Streets. On the Pacific Highway from Portland, Ore., to Los Angeles and San Diego.

Trading Area: 12 to 15 miles. Merchants have established a semi-monthly "Trade Day." This has been conducted successfully for 12 years without a break in dates.

Wholesale Houses: Groceries, 14; meats, 4; fruits, 9; hardware, 3; dry goods, 6; miscellaneous lines, 70 to 95.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto agencies, 5; automobile accessories, 6; automobile tire agencies, 6; bakers, 4; cigar stores and stands (including hotels), 14 (chain, 8); confectioners (including hotel stands), 14; delicatessen, 2; dressmakers, 4; druggists, 5 (chain, 1); dry goods, 14; electrical supplies, 4; florists, 2; fruits, 9; furniture, 3; garages (public), 10; grocers, 14 (chain, 3); hardware, 3; meat markets, 6; men's furnishings, 3; men's clothing, 2; merchant tailors, 4; milliners, 2; opticians, 3; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 8; restaurants (including hotels), 11; shoes, 7; sporting goods, 3; stationers, 2; women's apparel, 2.

Miscellaneous Data: Doctors (medical, 15); (dentists, 7); (osteopaths, 3).

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ASPEN, COLO.

(Pitkin County)

1920 Population, 1,265. (Additions not incorporated but included in city, 2,220).

Native Whites, 62%; Negroes, 3%; Foreign Born, 35%; Industrial Workers, 90%; English Reading, 100%; Families, 700.

Schools: Public Grade, 1; High, 1; Junior High, 1; Number of Pupils, 418.

Churches: Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1.

Banks: State, 1; Total Resources, \$25,000 capital. Savings Bank Deposits Total, Over half million.

Theatres: Moving Pictures, 1; Total number of seats, 470.

Location: On south side of, and served by the Denver & Rio Grande Western R.R.

Principal Industries: Silver mining, lead mining, agriculture and stock raising.

Residential Features: Mostly one-family houses. Four or five rooming houses, 1 hotel, 3 restaurants.

Retail Shopping Section: Central portion of city with two neighborhood groceries.

Trading Area: About 15 miles west.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 4; commercial auto. agencies, 3; automobile accessories, 2; automobile tire agencies, 2; cigar stores and stands (including hotels), 3; confectioners (including hotel stands), 3; dressmakers, 4; druggists, 2; dry goods, 3; electrical supplies, 1; fruits, 6; furniture, 1; furriers, 1; garages (public), 2; grocers, 6; hardware, 1; jewelry, 1; meat markets, 4; men's furnishings, 2; men's clothing, 2; merchant tailors, 1; milliners, 1; opticians, 2; photographers, 1; restaurants (including hotels), 3; shoes, 3; sporting goods, 1; stationers, 1; women's apparel, 2.

Miscellaneous Data: Doctors (medical, 2); (dentists, 1); electric current, alternating and direct; number of automobile registrations, 250; water, hard and soft.

BOULDER, COLO.

(Boulder County)

1920 Population, 11,006.

City and Suburban Estimate, 16,000.

Native Whites, 98%; Negroes, 1%; Foreign Born, .005%; Industrial Workers, 5%; English Reading, 99%; Families, 3,000.

Schools: Public Grade, 7; High, 1; Junior High, 2; Parochial, 1; Number of Pupils, 2,900.

Churches: Baptist, 3; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 3; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, Lutheran, 3.

Banks: National, 4; State, 1; Total Resources, \$6,000,000.

Theatres: Legitimate, 2; Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 15,000.

Location: Boulder is 29 miles northwest of Denver on the Colorado & Southern R.R. (Burlington System). Union Pacific R.R. has a branch from Brighton. The Denver & Interurban, a good electric line, from Union Station, Denver, with 26 trains daily, leaves on the even hour. Six trains daily on the C. & S., and 4 on the Union Pacific R.R. give good service. Also auto bus lines. To nearest large city (Denver) by railroad, 1 hour, 10 minutes; by trolley, 1 hour, 15 minutes; by auto, 1 hour, 20 minutes.

Principal Industries: Western States Cutlery Works. Agriculture, mining, tourist trade and educational institutions count as big assets. Sanitarium, food factory, broom works, planing mills, mattress factory, and the usual small machine and other shops.

Special Information: University of Colorado is located here. Our situation near Denver, and close to the foothills of the Rockies, makes Boulder not only a popular tourist resort, but "a good place to live." Sanatoriums, and a new hospital. Good water and irrigation are among the many advantages of the city.

Residential Features: A city of many beautiful homes, fine paved streets, and attractive lawns. The city of Boulder owns 6,064 acres of park lands, much of it being improved by the building of trails, shelter houses, springs, etc. The U. of C. and Sanitarium have beautiful grounds.

Retail Shopping Section: Extends from Boulder to Nederland, Ward, Eldora, and many mining hamlets, as well as to the agricultural sections north, east, and south of the city.

Trading Area: Extends 25 miles west, 18 north, and 10 east and south.

Wholesale Houses: Groceries, 1; meats, 1; fruits, 1; miscellaneous lines, cutlery, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 2; automobile accessories, 20; automobile tire agencies, 10; bakers, 5; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 10; delicatessen, 2; dressmakers, 10; druggists, 9; dry goods, 4; department stores, 2; electrical supplies, 4; florists, 4; fruits, 2; furniture, 3; furriers, 1; garages (public), 6; grocers 43 (chain, 3); hardware, 3; jewelry, 4; meat markets, 34; men's furnishings, 5; men's clothing, 4; merchant tailors, 3; milliners, 4; opticians, 3; photographers, 4; pianos (and miscellaneous musical instruments), 1; radio

supplies, 6; restaurants (including hotels), 20; shoes, 7; sporting goods, 1; stationers, 1; women's apparel, 2.

Miscellaneous Data: Average temperature, 67 degrees; average number of rainy days per twelve months, 37; most pleasant months, May, to November. Doctors (medical, 30); (dentists, 15); (osteopaths, 6); gas, artificial; electrical current, alternating; number of wired houses, 2,800; water, soft.

CANON CITY, COLO.

(Fremont County)

1920 Population, 4,551 (1925 actual count, 5,843).

City and Suburban Estimate, 10,364. Most important cities and towns in this area are: Florence (pop. 2,750); Portland (500); Concrete (500); Rockvale (1,000).

Native Whites, 89.1%; Negroes, 2.7%; Foreign Born, 8.2%; Industrial Workers, 35%; English Reading, all but 74 families; Families, 2,623.

Schools: Public Grade, 5; High, 1; Junior High, 2; Parochial, 1; Number of Pupils, 2,950. Boys Catholic College, 325; Girls Academy, 120.

Churches: Baptist, 1; Christian Science, 1; Congregational, none; Episcopal, 1; Hebrew, none; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 7.

Banks: National, 2; State, 1; Total Resources, \$3,269,835.40.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 2,700.

Location: On the Arkansas River, and on the main line of the Denver, Rio Grande & Western R.R., and on branch of the Santa Fe R.R. Forty miles west of Pueblo, 160 miles from Denver. At entrance to the famous Royal Gorge, center of bus service from all points in county, and adjacent territory. To nearest large city (Pueblo), by railroad, 2 hours; by auto, 2 hours.

Principal Industries: Coal mining, zinc smelters (zinc oxide), cattle raising, center of head lettuce growing, fruit canning (apples and cherries in large commercial quantities), truck gardening, two large firebrick plants, two big silica and gannister quarries, supplying Colorado Fuel & Iron Co. at Pueblo.

Manufacturing Establishments: 4. Leading firms: Empire Zinc Co., Diamond Fire Brick Co., Jewett Fire Brick Co., Royal Gorge Milling Co. Total value of yearly output of factories estimated at \$3,500,000.

Special Information: One of the leading tourist points of Colorado, excluding Denver. Health resort for tuberculars and asthmatics. Center of wonderful scenic attractions, including Royal Gorge, Skyline Drive, and Red Canon. Colorado State Penitentiary, employing 125 guards and attendants is located in Canon City, also a million dollar electric light plant supplying light and power to 15 communities.

Residential Features: Practically all completely modern homes of the bungalow, and New England type. No boom, but gradual growth; Forty-two new homes built last year. Canon City is noted for its beautiful lawns, trees and streets, all cultivated through irrigation and not dependent on rain. Average value of city homes, \$5,000.

Retail Shopping Section: Nine blocks on Main Street, with a block each way on the cross streets. Five neighborhood shopping districts situated in Canon City district.

Trading Area: Extends forty miles west and thirty miles east, includes all of Fremont County, of which Canon City is county seat. Separate municipalities, South Canon (1,281 pop.) and East Canon (485 pop.) get mail, and do all business in Canon City. Are practically a part of the city, but have separate governments. Lincoln Park, a fruit growing and truck gardening section, with 1,200 residents, also part of city, but is considered suburban, being a mile distant. Daily bus service from all the eight coal camps of county, besides Florence, Portland, and other towns adjacent.

Wholesale Houses: Groceries, 1; fruits, 4.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 17; commercial auto. agencies, 15; automobile accessories, 32; automobile tire agencies, 41; bakers, 3; cigar stores and stands (including hotels), 17; confectioners (including hotel stands), 11; delicatessen, none; dressmakers, 17; druggists, 4; dry goods, 5; department stores, 4; electrical supplies, 2; florists, 4; fruits, 25; furniture, 3; furriers, none; garages (public), 10; grocers, 27 (chain, 2); hardware, 3; jewelry, 2; meat markets, 13 (chain, 2); men's furnishings, 6; men's clothing, 5; merchant tailors, 1; milliners, 5; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 5; radio supplies, 5; restaurants (including hotels), 10; shoes, 6; sporting goods, 2; stationers, 3; women's apparel, 4.

Miscellaneous Data: Average temperature, 67 degrees; average number of rainy days per twelve months, 10; most pleasant months, May, June, Sept., Oct., Nov., Dec. Doctors (medical, 10); (dentists, 5); (osteopaths, 1); gas, artificial; electric current, alternating and direct; number of wired houses, 2,277; water, soft.

COLORADO SPRINGS, COLO.

(El Paso County)

1920 Population, 30,105.

City and Suburban Estimate, 51,408 (city, 35,715; suburban, 15,693).

Native Whites, 85%; Negroes, 2%; Foreign Born, 13%; Industrial Workers, 25%; English Reading, 97%; Families, 12,846.

Schools: Public Grade, 22; High, 1; Junior High, 3; Parochial, 1; Number of Pupils, 9,247.

Churches: Baptist, 5; Christian Science, 1; Congregational, 5; Episcopal, 5; Hebrew, 2; Methodist, 10; Presbyterian, 6; Roman Catholic, 5; Miscellaneous, 27.

Banks: National, 6; State, 2; Total Resources, \$18,686,219.79; Savings Bank Deposits Total, \$3,804,130.66.

Theatres: Legitimate, 1; Moving Pictures, 8; Vaudeville, 1; Burlesque, none; Miscellaneous (Auditoriums, etc.), 8. Total number of seats, 16,145.

Location: Colorado Springs, the hub of the Pikes Peak region, located between the east Colorado plateaus and the Rocky Mountains. Served by the Rock Island; Denver & Rio Grande Western; Santa Fe; Midland Terminal, and Colorado & Southern Rys. Headquarters for the Cripple Creek gold-mining district, and for the irrigated and dry-farming districts. Is also the center of the dairying, hog, poultry, and stock-raising section of central and eastern Colorado. To nearest large city (Pueblo) by railroad, 1 hour; by auto, 1½ hours.

Principal Industries: Coal mining, smelting, bottling of mineral water, toys, granite quarries, lime kilns, motor trucks, breakfast foods.

Manufacturing Establishments: 116. Leading firms: Pikes Peak Fuel Co., City Coal Mines Co., Corley Coal Co., Golden Cycle Reduction Co., Manitou Mineral Water Co., Jarrett Motor Truck Co., McKinney Roberts Mineral Water Co., Ute Chief Mineral Water Co., Allingham Candy Co., Colorado Granite Mfg. Co., Bishop & Babcock Co., (carbonic acid gas).

Special Information: One of the leading mountain resort cities and health centers of the U. S. Home of the International Typographical Union Sanatorium, Modern Woodmen Sanatorium, Colorado School for Deaf and Blind, Colorado College, Broadmoor Art Academy, Myron Straton Home, Cragmor Sanatorium, and a host of smaller sanatoria.

Retail Shopping Section: Along Tejon St. (north and south) 8 blocks, and along all side streets, 2 blocks each way; Pikes Peak Ave. (east and west), 5 blocks; Colorado Ave. (east and west), 7 blocks. This constitutes the downtown shopping section. Another business district is located 25 blocks west of the downtown section and extends for 7 blocks along Colorado Avenue.

Trading Area: 25 miles north to Palmer Lake and Monument; 47 miles west to Cripple Creek and Victor, including all resort and farming communities, such as Green Mountain Falls, Woodland Park, etc., 20 miles south to Buttes, including mountain and surrounding farming communities, 75 miles east to Limon, including all territory tributary to Rock Island R.R.

Wholesale Houses: Groceries, 2; meats, 5; fruits, 9; miscellaneous lines, candy, 3; drugs, 1; bakers' supplies, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 26; commercial auto. agencies, 6; automobile accessories, 24; automobile tire agencies, 23; bakers, 18; cigar stores and stands (including hotels), 43 (chain, 1); confectioners (including hotel stands), 24; delicatessen, 5; dressmakers, 67; druggists, 36 (chain, 1); dry goods, 9; department stores, 5; electrical supplies, 8; florists, 8; fruits, 7; furriers, 6; garages (public), 28; grocers, 178 (chain, 9); hardware, 9; jewelry, 18; meat markets, 32; men's furnishings, 26; men's clothing, 23; merchant tailors, 23; milliners, 13; opticians, 7; photographers, 16; pianos (and miscellaneous musical instruments), 6; radio supplies, 6; restaurants (including hotels), 63; shoes, 13; sporting goods, 5; stationers, 8; women's apparel, 11.

Miscellaneous Data: Average temperature, 47 degrees; most pleasant months, May to December. Doctors (medical, 109); (dentists, 35); (osteopaths, 14); gas, artificial; electric current, alternating; number of wired houses, 10,500; number of automobile registrations, 11,594, to July 1, 1926; water, soft.

DENVER, COLO.

(Denver County)

(Note: Denver City and Denver County are co-extensive, and have combined administration.)

1920 Population, 256,491 (1926, revised composite estimate, 310,000).

City and Suburban Estimate, 400,000. (Area 58½ square miles.)

Native Whites, 82.7%; Negroes, 2.7%; Foreign Born, 14.6%; Industrial Workers, 30½%; English Reading, 93%; Families, 61,916.

Schools: 76. Number of Pupils, 61,060; average daily attendance, 43,751. Building program calls for construction of 3 new High Schools, at a combined cost of \$4,800,000; 2 new Junior High, at \$1,750,000; and 17 new Elementary Schools, and additions, at \$2,094,590—a total educational building cost of \$8,644,590.

Churches: 242.

Banks: (Clearing house group), 13. Total Resources (June 30, 1926), \$178,575,458.02; Total Deposits, \$162,578,859.92; Bank Clearings: (1925) \$1,732,799,000. Postal Receipts (1925), \$3,419,304.06; Number of Building Permits (1925) 8,036; value, \$25,333,310; (1926) \$26,310,250. Assessed valuation, for city and county (1925) \$416,605,690; Tax rate for city and county (1925) 29.9 mills. The United States Census Bureau's survey of the nation's wealth,

based upon the year 1922 credits Colorado with a wealth of over \$3,229,412,000, and a total annual income of more than \$900,000,000.

Theatres: 30. Total number of seats, 24,000.

Location: On Union Pacific, Chicago, Rock Island & Pacific, C. B. & Q., Santa Fe, Colorado & Southern, Denver & Salt Lake, Missouri Pacific, and Denver & Rio Grande Western Railroads, and several interurban lines. To nearest larger city (Kansas City, Mo.) by railroad, 20 hours.

Principal Industries: Meat packing, rubber goods, mining, motor cars, milling, smelting, coal mining, lignite, petroleum (and products), shale oil, sugar beets, pickles, vegetable and fruit canning, mineral water, and general agriculture in surrounding area. Denver's yearly stockyards report for 1925 shows receipts of livestock as: cattle, 586,841; hogs, 467,082; sheep, 2,357,143. Total, 3,411,066; Total value, \$57,600,000. Census of 1926 reports 477 enterprises, 16,790 wage earners, value of product, \$51,217,038. Colorado ranks fourth among the states of the Union in total available coal supplies, according to the United States Geological Survey, with 517,589,600,000 short tons. The report for 1925 gives total production of coal mined, as 10,412,041 tons; men employed, 13,609. Petroleum fields produced (Jan. 3, 1925, to Jan. 3, 1926) 43,966 barrels—an average of 3,382 barrels per day during the working season. Agricultural products (report of 1925): Total value, \$134,967,000; Total value manufactured dairy products, \$12,114,709.70; Total value all dairy products, \$25,832,969.06.

Manufacturing Establishments: Leading firms: Armour and Colorado Packing Plants, Gates Rubber Co., Ford Motor Co., General Iron Works, Denver Rock Drill Co., Colorado Milling and Elevator Co., Colorado Fuel and Iron Co., Great Western Sugar Co. Chamber of Commerce survey, 1925, gives value of manufactured products, \$145,000,000. Invested in new plants, enlargement and equipment by factories during year, \$4,250,000.

Special Information: Denver is the geographic, industrial and commercial center of all that part of the United States lying west of the Missouri River. The valuation of railroads in Colorado in 1924 was \$160,669,940, and the total mileage, 5,042.05. The City of Denver, cooperating with sections of northwestern Colorado counties as an improvement district, is building the longest railroad tunnel in the United States. The Moffat Tunnel, 6.4 miles in length, is being pushed through the foot of James Peak, in the Continental Divide, 100 miles northwest of Denver. The main railroad tunnel is 24 feet in height, and 18 feet in width, and is paralleled by a pioneer tunnel, 8x8 feet, which facilitates construction of the main bore and will be used when completed for transportation of 100,000 acre-feet of water annually from the western to the eastern slope of the Continental Divide. The tunnel, when completed, will eliminate 30 miles of four per cent grade over the Continental Divide, and will shorten the distance between Denver, Utah, and Pacific Coast points by 175 miles.

Residential Features: Mostly one and two-family houses. New apartment houses constantly being built in the residential sections. Owing to severe restrictions against frame houses adopted in the early days of the city's growth, the residential section of the city is built almost entirely of brick, stone, tile, or cement materials. More than 38 per cent of houses owned by occupants. There are 39 parks and playgrounds within the city limits.

Retail Shopping Section: 38 blocks in downtown district.

Trading Area: About an 80-mile radius. Denver occupies a position unique in the entire country, there being no other city even approaching it in size and commercial importance within a radius of 500 miles in every direction. Omaha is 580 miles by railroad from Denver, Salt Lake City, 625 miles; Kansas City, Missouri, the nearest larger city, is 636 miles away.

Wholesale Houses: Groceries, 16; meats, 37; fruits, 63; drugs, 17; furniture, 7; grain, 8; hardware, 7; dry goods, 21; general merchandise, 3; coal, 51; coffee, tea and spices, 11; jewelry, 9; lumber, 54; millinery, 14; poultry and eggs, 15; shoes, 10.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 148; commercial auto agencies, 11; automobile accessories, 70; automobile tire agencies, 40; bakers, 82; cigar stores and stands (including hotels), 74; confectioners (including hotel stands), 24; delicatessen, 22; dressmakers, 28; druggists, 300; dry goods, 60; department stores, 6; electrical supplies, 52; florists, 60; fruits, 86; furniture, 70; furriers, 14; garages (public), 175; grocers, 900; hardware, 34; jewelry, 62; meat markets, 89; men's furnishings, 25; men's clothing, 61; merchant tailors, 156; milliners, 60; opticians, 29; photographers, 54; pianos (and miscellaneous musical instruments), 16; radio supplies, 23; restaurants (including hotels), 196; shoes, 32; sporting goods, 8; stationers, 13; women's apparel, 49.

Miscellaneous Data: Average temperature, 50 degrees; average number of rainy days per twelve months, 30; most pleasant months, nearly all. Doctors (medical, 575); (dentists, 310); (osteopaths, 40); gas, artificial; electric current, alternating; number of wired houses, 70,556; number of registered automobiles 70,690 (65,900, passenger; 4,790, commercial); water, (mountain) soft.

COLORADO (Cont'd)

DURANGO, COLO.

(La Plata County)

1920 Population, 4,116 (1925, est. 5,000). City and Suburban Estimate, 6,750.

Native Whites, 90%; Foreign Born, 10%; Industrial Workers, 700; English Reading, 100%; Families, 1,200.

Schools: Public Grade, 3; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 1,200.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, Free Methodist, 1; Latter Day Saints, 1.

Banks: National, 3. Total Resources, \$2,000,000; Savings Bank Deposits Total, \$333,000.

Theatres: Moving Pictures, 1; Miscellaneous (Auditorium, etc.), 1. Total number of seats, 1,682.

Location: In southwestern part of state. On Rio Grande & Western Railroad, Rio Grande Southern Railroad, 230 miles southwest of Denver. To nearest large city (Pueblo) by railroad, 18 hours; by auto, 18 hours.

Principal Industries: Coal, stockraising, horticulture, agriculture, lumber, mining, water power, smelting, iron works, flour mill, and meat packing plants.

Manufacturing Establishments: 10. Leading firms: Garden Mercantile Co., The American Smelting & Refining Co. Total value of yearly output of factories estimated at \$2,250,000.

Special Information: There are extensive coal deposits, abundant water power, with medicinal and hot water springs in the vicinity. Tourist and fishing resort. Supply point for a large agricultural and mining region.

Residential Features: Main residential streets extend east for 7 blocks along Main Street, which runs north and south for 12 blocks and thence 3 blocks on each side of Main for 10 blocks.

Retail Shopping Section: Covers Main Street from 4th Street to 12th Street, and 5th, 6th, 7th, 8th, 9th, 10th, 11th Streets on each side of Main Street for one block.

Trading Area: East, 35 miles; north, 35 miles; west, 30 miles; south, 25 miles. Durango being the commercial center of a very large area (30,000 square miles) naturally draws business from much greater distances.

Wholesale Houses: Groceries, 2; meats, 2; fruits, 2; hardware, 2; dry goods, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; automobile accessories, 9; automobile tire agencies, 9; bakers, 3; cigar stores and stands (including hotel stands), 15; dressmakers, 3; druggists, 5; dry goods, 4; department stores, 2; electrical supplies, 7; florist, 1; fruits, 10; furniture, 3; garages (public), 9; grocers, 11 (chain, 1); hardware, 4; jewelry, 3; meat markets, 9; men's furnishings, 5; men's clothing, 5; merchant tailors, 3; milliners, 6; optician, 1; photographers, 3; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 7 (chain, 4); shoes, 7; sporting goods, 6; stationers, 7; women's apparel, 4.

Miscellaneous Data: Most pleasant months: June to October, inclusive; (doctors (medical, 7); (dentists, 8); (osteopath, 1); number of wired houses, 1,244; electric current, alternating and direct; water, hard (medicinal).

FORT COLLINS, COLO.

(Larimer County)

1920 Population, 8,755 (1925, est. 15,000). City and Suburban Estimate, 33,000.

Native Whites, 95%; Negroes, two families; Foreign Born, 5%; Industrial Workers, 20%; English Reading, 90%; Families, 2,435.

Schools: Public Grade, 8; High, 1; Junior High, 1; Colorado Agricultural College (1,200 students); School of Agriculture (400 students); Business College, 1.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 2; Lutheran, 2; Miscellaneous, 9.

Banks: National, 3; State, 1; Total Resources over \$5,000,000.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 3.

Location: Fort Collins is on the Union Pacific, and the Colorado & Southern Railroads. To nearest large city (Denver) by railroad, 2½ hours; by auto, 2½ hours.

Principal Industries: Sugar beets (one of the largest sugar factories in the United States), 2 flour mills, brick plant, candy kitchens, iron foundry, cement works, oil wells, natural gas.

Special Information: Two newly discovered oil wells are being opened up three miles north of the town, each with an output of 100,000,000 cubic feet of gas and oil. Several of the big companies, including the Union Oil Co. of California, have opened general operating offices here. Portland cement plant now building, to cost \$1,000,000, using natural gas from newly discovered oil wells as fuel. Six wells now producing, 100 others being drilled.

Residential Features: Situated close to the mountains, with pure mountain water, and an abundance of trees, Fort Collins is one of the most beautiful little cities to be found for a home. The houses are mostly one-family houses, ranging from 5 to 10 rooms, with an average price of \$5,000. The people are friendly and educated. They can educate their children from

the kindergarten through high school, and through college, the State Agricultural College being situated here. We have all the modern conveniences; natural gas for heat and fuel, 6 miles of paved streets, paved highway south to Denver, municipally owned street railway, one of the gateways to Estes Park, on the scenic road to Yellowstone Park, mountain playgrounds, good fishing and hunting, splendid stores, and an ideal place to live.

Retail Shopping Section: 3 blocks on College, 2 blocks on Linden, 3 on Walnut, 5 blocks on Mountain.

Trading Area: 20 miles in all directions.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 14; commercial auto. agencies, 4; automobile accessories, 7; automobile tire agencies, 12; bakers, 4; cigar stores and stands (including hotels), 6; confectioners (including hotel stands), 5; delicatessen, none; dressmakers, 14; druggists, 6; dry goods, 8; department stores, 2; electrical supplies, 4; florists, 4; fruits, 4; furniture, 4; furriers, none; garages (public), 9; grocers, 25 (chain, 2); hardware, 4; jewelry, 5; meat markets, 10; men's furnishings, 4; men's clothing, 4; merchant tailors, 2; milliners, 8; opticians, 5; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 10; restaurants (including hotels), 12; shoes, 8; sporting goods, 2; stationers, 2; women's apparel, 7.

Miscellaneous Data: Average temperature 60 degrees; most pleasant months, all summer months (only 6 days last winter, below zero). Doctors (medical, 20); (dentists, 8); (osteopaths, 4); gas, natural; electric current, alternating; water, soft.

FORT MORGAN, COLO.

(Morgan County)

1920 Population, 3,818.

City and Suburban Estimate, 6,500.

Native Whites, 70%; Foreign Born, 30%; English Reading, 90%; Families, 1,375.

Schools: Public Grade, 31; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 2,875.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 2; State, 1; Total Resources, \$2,308,091.84; Savings Bank Deposits Total, \$199,294.49.

Theatres: Legitimate, 1; Moving Pictures, 2; Total number of seats, 1,040.

Location: On Chicago, Burlington & Quincy, and Union Pacific Railways. Auto transfer service to Denver and intervening towns.

Principal Industries: Agriculture, sugar beet factories, canning factory, flouring mills, ice factory, ice cream and candy factories.

Manufacturing Establishments: Leading firms: Great Western Sugar Co., Farmers' Platte Valley Milling and Elevator Co. Total value of yearly output of factories estimated at \$7,500,000.

Special Information: Only town between Denver and Omaha located on two main transcontinental lines of railroads. One of the leading sugar beet sections of the country. On Lincoln Highway, Detroit, Lincoln and Denver Highway.

Residential Features: Mostly five- to ten-room residences, private homes almost exclusively. Ornamental residence section with abounding shade trees. Residences kept up in good condition. Fort Morgan is said to be one of the prettiest towns of its size in Colorado.

Retail Shopping Section: Practically all business is transacted on Main Street within a distance of three blocks, with business also on the two streets paralleling Main, within a distance of two blocks.

Trading Area: Trade comes from a farming community for a distance of 30 miles north, 40 miles south, 25 miles west and 10 miles east. Considerable paved highways; state highways running north, south, east, and west maintained in graded gravel condition.

Number of Retail Outlets for Nationally Advertised Products: All retail business for local consumption, with the exception of the Great Western Sugar Co., which is one of the largest beet sugar producing factories in the United States.

GRAND JUNCTION, COLO.

(Mesa County)

1920 Population, 8,665. (1925 est. 12,500.)

City and Suburban Estimate, 30,000, county.

Native Whites, 94%; Negroes, less 1%; Foreign Born, 5%; Industrial Workers, 15%; English Reading, 100%; Families, 2,500.

Schools: Public Grade, 6; High, 1; Parochial, 1; Number of Pupils, 2,900.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 12.

Banks: National, 1; State, 2; Total Resources, \$3,728,601.92; Savings Bank Deposits Total, \$1,375,094.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 5,500.

Location: On D. R. G. & W. main line to Pacific Coast; D. R. G. & W. south. Excellent bus service to Durango, south; Collbran, north, and Vernal, Utah, northwest. Interurban to Fruita.

Principal Industries: Coal mining (8 mines), gold, silver, copper, radium and vanadium mining, asphalt, etc., farming, fruit, sugar beets, cattle and sheep, oil and oil shale, railroad shops, canning, candy, tourists' supplies, dairy products, printing, tile, flour mills.

Manufacturing Establishments: 30. Leading firms: Holly Sugar Corp., Knu Brooms, Grand Jet. Fruit Growers' Assn., Nichols & Son (furn.); Grand Jet. Ice Cream Co., C. D. Smith Drug Co., Watson Greenhouse, Nelson-Post (saddlery), Retig Packing Co., Lane Mfg. Co., Vorbecks Co.; J. G. Seed Co., Latimer-Goodwin Chemical Co. Total value of yearly output of factories estimated at \$1,300,000.

Special Information: Location makes this the natural hub for western Colorado and eastern Utah. All transportation centers here. Mild climate year around. 354 days of sunshine. World's largest flat top mountain, containing over 300 trout lakes. Large fruit producing section. Large oil shale deposits.

Residential Features: Mostly one-family houses, no slum district, no tenements. Approximately 100 homes built annually. 80% own homes. Altitude, 4,602 feet. Assessed valuation, \$9,052,000.

Retail Shopping Section: 7 blocks long, 2 wide. Good street car and interurban service.

Trading Area, 100 miles west, 60 north, 50 east, 60 south. Claims to be the largest city between Denver and Salt Lake.

Wholesale Houses: Groceries, 5; meats, 3; fruits, 2; hardware, 2; drugs, 1; flour, 2; sporting goods, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 14; commercial automobile agencies, 5; automobile accessories, 2; automobile tire agencies, 21; bakers, 4; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 7; delicatessen, 2; dressmakers, 3; druggists, 8; dry goods, 3; department stores, 3; electrical supplies, 3; florists, 2; fruits, 26; furniture, 7; furriers, 1; garages (public), 10; grocers, 26; hardware, 4; jewelry, 4; meat markets, 10; men's furnishings, 5; men's clothing, 5; merchant tailors, 2; milliners, 5; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 13; shoes, 6; sporting goods, 2; stationers, 2; women's apparel, 5.

GREELEY, COLO.

(Weld County)

1920 Population, 10,958. (1926 est. 12,500.)

City and Suburban Estimate, 16,000; Trading Territory, 45,000.

Native Whites, 9,848; Negroes, 18; Foreign Born, 1,087; English Reading, 85%; Families, 3,000.

Schools: High, 2; Junior High, 1; Parochial, 1. Number of Pupils, 2,479. Seat of Colorado State Teachers' College, the College of St. John the Evangelist (Episcopal).

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 2; Presbyterian, 3; Roman Catholic, 1; Miscellaneous, 12.

Banks: National, 4; Total Resources, \$6,400,378.17. Savings Bank Deposits Total, \$4,845,636.18.

Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 3,500.

Location: On Union Pacific Railroad, 53 miles north of Denver, and 53 miles south of Cheyenne (Wyoming). Served also by Colorado & Southern Railroad. Junction of South Platte and Cache la Poudre Rivers. Thirty miles east of the Rocky Mountain foothills, and situated in the heart of a very large irrigated agricultural district. To nearest larger city by railroad, 1½ hours; by bus or auto, 2 hours.

Principal Industries: Diversified agriculture, beet sugar manufacturing, flour, canning products, cattle and sheep feeding, dairying, etc. Estimated value of farm crops for 1926, \$22,000,000.

Manufacturing Establishments, 10. Leading firms: Great Western Sugar Co., Colorado Milling & Elevator Co., Empson Canning Co., Knight-Tilden Auto Body Manufacturing Co., Thompson Potato Sorter Co., Greeley Monumental Works, Greeley Creamery, Greeley Ice & Storage Co., Olympia Candy Co. Total value of yearly output of factories estimated at \$3,750,000.

Special Information: In the heart of one of the oldest, best developed, and richest irrigated agricultural districts of the West. The Greeley district, embracing Weld County, is noted for its intensive irrigation farming. Record crops of sugar beets, wheat, potatoes, beans, peas, hay, vegetables and dairy products are obtained yearly.

Residential Features: Mostly one-family homes. Average homes of a very good type for small city. Many homes of a better class, varying from \$10,000 to \$15,000 in value.

Retail Shopping Section: Is well concentrated in an area covering approximately eight blocks. Boundaries of district are: Sixth Street to Tenth Street, between Seventh Avenue and Ninth Avenue.

Trading Area: Forty miles from the north, northeast, and east; thirty miles from southeast, and south; twenty miles from the southwest; fifteen miles from the west, and northwest, covering a trading territory having about 75,000 inhabitants.

Wholesale Houses: Groceries, 1; dry goods, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 5; automobile accessories, 7; automobile tire agencies, 10; bakers, 7; cigar stores and stands (including hotels), 10 (chain, 2); confectioners (including hotel stands), 6; delicatessen, 1; dressmakers, 6; druggists, 4; dry goods, 7; department stores, 4; electrical supplies, 4; florists, 4; fruits, 5; furniture, 6; garages (public), 12; grocers, 45 (chain, 4); hardware, 6; jewelry, 6; meat markets, 17 (chain, 3); men's furnishings, 5; men's clothing, 5; merchant tailors, 3; milliners, 5;

opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 8; restaurants (including hotels), 17; shoes, 4; sporting goods, 2; stationers, 3; women's apparel, 6.

Miscellaneous Data: Doctors (medical, 27); (dentists, 15); (osteopaths, 9); bus service; gas, artificial; number of meters, 2,300; electric current, A.C. and D.C.; number of automobile registrations, 15,000; mountain water.

See announcement below

LA JUNTA, COLO.

(Otero County)

1920 Population, 4,964. (1926 est. 7,500.)

City and Suburban Estimate, 7,500. Most important cities and towns in this area are: Las Animas, (pop. 3,500); Swink, (1,000); Rocky Ford, (3,746); Manzanola, (1,300).

Natives Whites, 89%; Negroes, 1%; Foreign Born, 10%; Industrial Workers, 60%; English Reading, 90%; Families, 1,500.

Schools: Public Grade, 6; High, 1; Junior High, 1; Number of Pupils, 1,959.

Churches: Baptist, 3; Christian Science, 1; Episcopal, 1; Methodist, 3; Presbyterian, 2; Roman Catholic, 2; Miscellaneous, 9.

Banks: National, 1; State, 2; Capital, Surplus, and Undivided Profits, (all banks), \$292,578.43. Total Deposits (all banks), \$1,205,129.08. Total Resources (all banks), \$1,498,707.41.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 4.

Location: In center of Arkansas Valley on main line of A. T. & S. Fe RR. Junction main line with line to Pueblo, Colorado Springs, and Denver, Arkansas Valley branch of A. T. & S. Fe RR. Bus service to Rocky Ford, Fowler, and Pueblo. Excellent train service each way daily.

Principal Industries: A. T. & S. F. railroad shops, flour mill, butter, ice cream and cheese factories, brick manufacturing plant, milk condensary, bottling works.

Manufacturing Establishments: 10. Total value yearly output of factories estimated at \$750,000.

Residential Features: Principally cottage and one-family residences. Two small sections occupied by foreign population. Almost exclusively private homes throughout city. Country club. Restricted district of exclusive homes, value, \$4,000 and more.

Retail Shopping Section: Surrounds public square and court house, around which town is built. Business extends 3 to 5 blocks in every direction from square. Numerous suburban stores supply urban localities in various sections of city.

Trading Area: Extends 50 miles south, 30 miles north, and 30 to 35 miles east and west, respectively. Trade territory extensive on account of its central situation in the Arkansas Valley, in Colorado, and its being the county seat of Otero County, the heart of the melon-growing industry.

Wholesale Houses: Meats, 3; fruits and vegetables (melons), 7; miscellaneous lines, 4.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 4; automobile accessories, 10; automobile tire agencies, 10; bakers, 3; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 8; delicatessen, 1; dressmakers, 6; druggists, 6; dry goods, 5; department stores, 3; electrical supplies, 3; florists, 2; fruits, 7; furniture, 6; garages (public), 6; grocers, 84 (chain, 8); hardware, 6; jewelry, 4; meat markets, 20 (chain, 2); men's furnishings, 6; men's clothing, 3; merchant tailors, 1; milliners, 5; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 4; radio supplies, 4; restaurants (including hotels), 7; shoes, 3; sporting goods, 4; stationers, 4; women's apparel, 6.

Miscellaneous Data: Doctors (medical, 10); (dentists, 6); (osteopaths, 2); gas, artificial; number of meters, 800; electric current, alternating; number of wired houses, 1,800; number of automobile registrations, 5,700 (1925); water hard.

1926-27

The Greatest Year in the history of Weld County—the famous Greeley District of Northern Colorado.

OVER \$20,000,000 IN FARM PRODUCTS

Covering this territory completely is its one and only daily newspaper

THE TRIBUNE REPUBLICAN

Published at
Greeley, Colorado
The County Seat of Weld.

COLORADO (Cont'd)

LAMAR, COLO.

(Prowers County)

1920 Population, 2,512.

City and Suburban Estimate, 5,000. Most important cities and towns in this area are: Holly, (pop. 1,000); Granada, (500); Wiley, (500).

Native Whites, 95%; Foreign Born, 5%; Industrial Workers, 20%; English Reading, 95%.

Schools: Public Grade, 3; High, 1; Junior High, 1; Number of Pupils, 1,200.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, Nazarene, Church of God.

Banks: National, 2; State, 1; Total Resources, \$1,600,000. Savings Bank Deposits Total, \$27,000.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 2,500.

Location: Fifty miles west of Kansas state line on main line of Santa Fe RR., a branch of which runs north to May Valley, crossing northern parallel branch of the Santa Fe, Arkansas Valley division. On National Old Trails, and D. C. D. Highway, both state roads, and in good condition.

Principal Industries: "Pet" milk condensary; creamery; two ice cream factories; ice plant; broom factory; center of alfalfa meal industry; large flour mill; carbonated beverage plant; wedding plant, pickle salting station.

Manufacturing Establishments: Leading firms: Denver Alfalfa Milling & Products Co., Lamar Alfalfa Co., Lamar Flour Mills, Pet Milk Co.

Residential Features: One restricted section, Paseo Place. Style and value of residence are only restrictions. Very few Negroes here. Mexican workers live in colony outside city limits. Few pretentious mansions, and few extremely poor homes. Average of homes about \$2,500.

Retail Shopping Section: Four blocks in business section, all on one main street, with block each way for four streets with scattering business houses. One department store, and number of large stores with general men's and women's departments. Stores cater to western styles. One exclusive women's store, and one exclusive men's store.

Trading Area: Lamar has an unusual trading territory, with a 75-mile radius. The Santa Fe R.R. is building a branch line into Baca County, which will reach Springfield 50 miles due south of Lamar. Jobbing freight rates granted by the Santa Fe R.R. as result of growth as wholesale center. Town is a Colorado railroad common point and serves wide outside territory which is without rail facilities.

Wholesale Houses: Groceries, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto. agencies, 8; automobile accessories, 3; automobile tire agencies, 7; bakers, 2; cigar stores and stands (including hotels), 2; confectioners (including hotel stands), 6; dressmakers, 5; druggists, 4; dry goods, 11; department stores, 1; electrical supplies, 2; florists, 1; furniture, 2; garages (public), 4; grocers, 8 (chain, 1); hardware, 2; jewelry, 2; meat markets, 4 (chain, 1); men's furnishings, 3; men's clothing, 5; merchant tailors, 1; milliners, 2; opticians, 2; photographers, 2; radio supplies, 2; restaurants (including hotels), 5; sporting goods, 2; stationers, 1; women's apparel, 1.

Miscellaneous Data: Doctors (medical, 6); (dentists, 3); electric current, alternating; number of wired houses, 1,000; water, hard.

LONGMONT, COLO.

(Boulder County)

1920 Population, 5,848. (1926 est. 7,000).

City and Suburban Estimate, 12,800.

Native Whites, 99.5%; Negroes, 1/2 of 1%; Foreign Born, .001%; English Reading, 95%.

Schools: Public Grade, 4; High, 1; Junior High, 1; Parochial, 1.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Christian, 1; United Brethren, 1; Miscellaneous, 6.

Banks: National, 3; State, 1.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 3.

Location: On C. B. & Q., Colo. & Southern, and Great Western R.R.s. To nearest large city (Boulder), by railroad, 30 minutes; by automobile, 45 minutes.

Principal Industries: Agriculture, beet-sugar making, flour milling, auto supplies, butter, canning factory.

Manufacturing Establishments: Leading firms: Empson Packing Co., Great Western Sugar Co.

Special Information: Capacity of sugar factory about 3,200 tons of beets every 24 hours. One of the largest in the West.

Residential Features: Longmont is a growing city of substantial houses, generally brick, with most of workmen in packing and sugar works owning their homes. Unexcelled drinking water, fine view of Long's Peak in the distance, from which the city took its name.

Trading Area: Sixteen to twenty miles.

Wholesale Houses: Meats, 1.

Miscellaneous Data: Average temperature, 62 degrees; average number of rainy days per twelve months, 15; most pleasant months, all except February and March. Doctors (medical, 14); (dentists, 5); (osteopaths, 6); electric current, alternating; number of wired houses, 100%; water, soft.

MONTROSE, COLO.

(Montrose County)

1920 Population, 4,000.

City and Suburban Estimate, 3,500.

Native Whites, 90%; Foreign Born, 10%; English Reading, 95%; Families, 1,400.

Schools: Public Grade, 7; High, 1; Number of Pupils, 2,100.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 2.

Banks: National, 2; Total Resources, \$2,000,000. Savings Bank Deposits Total, \$100,000.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1 (Armory). Total number of seats, 1,100.

Location: Denver & Rio Grande Western R.R. To nearest large city, by railroad, 2 1/2 hours; by automobile, 6 hours.

Principal Industries: Farming, stock-raising, beet-sugar growing, milling.

Manufacturing Establishments: Leading firms: Small manufacturing plants only.

Residential Features: Montrose has 1,000 houses, 10 hotels and rooming houses.

Retail Shopping Section: Five blocks.

Trading Area: Extends 120 miles west, 30 miles north, 60 miles east, and 65 miles south.

Wholesale Houses: Meats, 1; fruits, 5; hardware, 2; dry goods, 1; Miscellaneous lines, 4 commission houses.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto. agencies, 6; automobile accessories, 6; automobile tire agencies, 8; bakers, 3; total cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 16; dressmakers, 3; total druggists, 3; dry goods, 3; department stores, 2; electrical supplies, 4; florists, 2; fruits, 8; furniture, 4; garages (public), 5; total grocers, 9 (chain, 1); hardware, 2; jewelry, 2; total meat markets, 5; men's furnishings, 4; men's clothing, 4; merchant tailors, 2; milliners, 3; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; total restaurants (including hotels), 6; shoes, 4; sporting goods, 2; stationers, 5; women's apparel, 3.

Miscellaneous Data: Average temperature, 47.4 degrees; average number of rainy days per twelve months, very few; most pleasant months, nearly all. Doctors (medical, 5); (dentists, 5); (osteopaths, 2); electric current, alternating; water, soft.

PUEBLO, COLO.

(Pueblo County)

1920 Population, 43,050.

City and Suburban Estimate, (1926 est. 70,000). Most important cities and towns in this area are: Canon City (pop. 4,551); Rocky Ford (3,746); Ordway (1,186); Florence (2,629).

Native Whites, 80%; Negroes, 3%; Foreign Born, 17%; Industrial Workers, 28%; English Reading, 93%; Families, 12,460.

Schools: Public Grade, 18; High, 2; Junior High, 1; Parochial, 4; Number of Pupils, (registered) 11,474.

Churches: Baptist, 4; Christian Science, 4; Congregational, 3; Episcopal, 3; Hebrew, 5; Methodist, 5; Presbyterian, 4; Roman Catholic, 8; Miscellaneous, 5.

Banks: National, 2; State, 3. Capital, Surplus, and Undivided Profits (all banks), \$2,294,200.37; Total Deposits (all banks), \$20,947,089.70; Total Resources (all banks), \$23,865,491.40; Total Postal Receipts (1925), \$425,588.94; Total Bank Clearings (12 months, 1925), \$83,223,268.32; Average Monthly Total Retail Sales, \$91,545,595.15.

Theatres: Legitimate, 1; Moving Pictures, 7; Vaudeville, 3; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 8,973.

Location: In southern Colorado on Arkansas River, served by Denver & Rio Grande Western, Santa Fe, Missouri Pacific, Rock Island, Colorado & Southern (Burlington Route), and Colorado Wyoming R.R.s. Common point on Denver lines. Good freight service.

Principal Industries: Iron and steel, meat packing, smelting, brick and tile works, fruit and agriculture, stock-raising and dairy products.

Manufacturing Establishments: 181. Leading firms: Colorado Fuel & Iron Co., Nuckolls Packing Co., National Broom Factory, Rood Candy Co., Standard Fire Brick Co., Purdy Baking Co. Total value of yearly output of factories estimated at \$65,000,000.

Special Information: Pueblo is a manufacturing city; the steel plant of the Colorado Fuel & Iron Company, employing about 6,000 men, heads the list of manufacturing plants. There are also 180 other factories with enormous outputs, representing numerous lines. The total value of the yearly output from Pueblo's factories is estimated to be far above \$65,000,000. Pueblo is situated near the center of a large agricultural section—the fertile Arkansas Valley. Pueblo County has about 50,000 acres of irrigated land, producing crops of alfalfa, sugar beets, corn, melons, vegetables, fruit, wheat, oats, rye, barley, sorghums, beans and grasses. In the higher mountain sections, cauliflower, head lettuce and peas.

Residential Features: Largely composed of small homes of the industrial class. Large residential section, very few industrial tenements. Exclusive residential section located north of city. Two excellent Y. M. C. A.'s and a number of good hotels. The climate of Pueblo is especially healthy.

Retail Shopping Section: There are about 80 blocks of business sections, including the wholesale district. The principal streets are Main, from 1st to 10th, Santa Fe from 10th to the Arkansas River. This street is east of Main. Grand and Court, west of Main, running from 10th to South Union, which is a connecting street between the north and south side of the city. Bessemer, a suburb, has a small business district composed of movies, markets, stores, barber shops and other business houses.

Trading Area: 350 miles west to western slope of the Great Divide; 250 miles south to New Mexico; 200 miles east to the Kansas line; 30 miles north to the trading area of Colorado Springs.

Wholesale Houses: Groceries, 5; meats, 6; fruits, 8; hardware, 3; dry goods, 3; shoes, 1; saddles, 2; drugs, 1; and several houses carrying miscellaneous lines.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 28; commercial auto. agencies, 8; automobile accessories, 14; automobile tire agencies, 15; bakers, 18; cigar stores and stands (including hotels), 30; confectioners (including hotel stands), 15; delicatessen, 1; dressmakers, 7; druggists, 27; dry goods, 9; department stores, 5; electrical supplies, 8; florists, 3; fruits, 14; furniture, 22; furriers, 2; garages (public), 32; grocers, 187; hardware, 5; jewelry, 7; meat markets, 11; men's furnishings, 8; men's clothing, 22; merchant tailors, 12; milliners, 7; opticians, 5; photographers, 6; pianos (and miscellaneous musical instruments), 4; radio supplies, 9; restaurants (including hotels), 46; shoes, 11; sporting goods, 3; stationers, 7; women's apparel, 27.

Miscellaneous Data: Doctors (medical, 46); (dentists, 33); (osteopaths, 7); street car service; gas, artificial; number of meters, 4,000; electric current, A.C. and D.C.; Number of wired houses, 12,900; number of automobile registrations, 12,535; water, soft, and medium hard.

STERLING, COLO.

(Logan County)

1920 Population, 6,415.

Native Whites, 80%; Foreign Born, 20%; English Reading, 90%; Families, 3,000.

Schools: Public Grade, 2; High, 1; Junior High, 1; Parochial, 1.

Churches: Baptist, 1; Christian Science, 1; German, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, Brethren, 1; Lutheran, 2; Evangelical, 1.

Banks: National, 2; State, 3.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 7. Total number of seats, 1,200.

Location: In northeastern part of state, served by Union Pacific and C. B. & Q. Railroads. Bus lines to cities 60 miles south and east. To nearest large city, by railroad, 4 hours; by auto, 6 hours.

Principal Industries: Sugar beet industry, railroad shops, farming and stock raising.

Manufacturing Establishments: 1. Leading firm: Great Western Sugar Co.

Residential Features: Private homes predominate. One- and two-story houses, many bungalows.

Retail Shopping Section: On Main Street, 4 blocks; Front, 3; Second, 2; Third, 3; Poplar, 3. Most of the stores are located on these streets, although there are many small grocery stores, and filling stations with auto accessories, scattered over the whole residential section.

Trading Area: About 60 miles east, 35 miles west, 60 miles north, and 30 miles south.

Wholesale Houses: Groceries, 2; bakery, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 14; automobile accessories, 10; automobile tire agencies, 17; bakers, 3; cigar stores and stands (including hotels), 38; confectioners (including hotel stands), 25; dressmakers, 12; druggists, 4; dry goods, 4; department stores, 1; electrical supplies, 4; florists, 1; fruits, 2; furniture, 2; garages (public), 7; grocers, 24 (chain, 2); hardware, 3; jewelry, 3; meat markets, 5 (chain, 1); men's furnishings, 3; men's clothing, 4; merchant tailors, 2; milliners, 3; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 8; restaurants (including hotels), 11; shoes, 9; sporting goods, 2; stationers, 6; women's apparel, 5.

Miscellaneous Data: Average temperature, 62 degrees; average number of rainy days per twelve months, 14; most pleasant months, Sept., Oct., Nov., Dec. Doctors (medical, 9); (dentists, 6); (osteopaths, 2); electric current, alternating and direct; water, soft.

TRINIDAD, COLO.

(Las Animas County)

1920 Population, 13,050 (1925, est. 15,000).

City and Suburban Estimate, 30,000.

Native Whites, 65%; Negroes, 1%; Foreign Born, 34%; Industrial Workers, 50%; English Reading, 90%; Families, 3,800 (in city proper).

Schools: Public Grade, 6; High, 1; Junior High, 1; Parochial, 1; Number of pupils, 2,700 in city (11,000 in county).

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 3; Presbyterian, 1; Roman Catholic, 2.

Banks: National, 2; State, 2; Total Resources, \$10,000,000. Savings Bank Deposits, Total \$8,000,000.

Theatres: Legitimate, 1; Moving Pictures, 4; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1 (Community Hall). Total number of seats, 43,000.

Location: On main line of Santa Fe, Colorado & Southern, and Denver & Rio Grande Western Railroads. Trinidad is an ideal location for shipping to points east, west, north, and south. To nearest large city (Pueblo) by railroad, 3 1/2 hours; by automobile, 3 1/2 hours.

Principal Industries: Coal mining. The Colorado Fuel & Iron Co. holds vast interest in, and around Trinidad, employing about 9,000 miners and their families. Macaroni factory, brick and tile factory, sheep and cattle raising, agriculture.

Manufacturing Establishments: 2. Leading firms: Trinidad Brick & Tile Co.; Trinidad Foundry Co. Total value of yearly output of factories estimated at \$500,000.

Special Information: Center of all Colorado Fuel & Iron Co.'s interests. A number of new buildings going up. Total Bank Deposits increasing every year.

Residential Features: Trinidad has approximately 3,800 homes with 500 single families. About 100 apartment houses, including large structures and 1, and 2-room apartment houses.

Retail Shopping Section: On Main Street, 6 blocks of business and commercial houses, 7 blocks on Arizona Street, 2 blocks each on Pine St., First St., and Elm Street.

Trading Area: North 40 miles, south 20 miles, west 50 miles, and east 60 miles.

Wholesale Houses: Groceries, 4; meats, 2; fruits, 4; hardware, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 13; commercial auto. agencies, 5; automobile accessories, 10; automobile tire agencies, 15; bakers, 5; total cigar stores and stands (including hotels), 25; (chain, 2); confectioners (including hotel stands), 8; delicatessen, 2; dressmakers, 5; total druggists, 6 (chain, 3); dry goods, 8; department stores, 5; electrical supplies, 3; florists, 2; fruits, 5; furniture, 5; furriers (none exclusive); garages (public), 17; total groceries, 75 (chain, 3); hardware, 3; jewelry, 4; total meat markets, 21 (chain, 3); men's furnishings, 10; men's clothing, 10; merchant tailors, 8; milliners, 5; opticians, 4; photographers, 6; pianos (and miscellaneous musical instruments), 3; radio supplies, 5; total restaurants (including hotels), 18; shoes, 12; sporting goods (none exclusive).

Miscellaneous Data: Average temperature, 68 degrees; average number of rainy days per twelve months, 15; most pleasant months, April to October, inclusive. Doctors (medical, 14); (dentists, 12); (osteopaths, 3); number of wired houses, 3,700; gas, artificial; number of meters, 800; electric current, alternating; water, soft.

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CONNECTICUT Newspaper Markets in Standard Surveys

ANSONIA, CONN.

(New Haven County)

1920 Population, 17,643.

City and Suburban Estimate, 20,000. Most important cities and towns in this area are: Ansonia, Derby, Chelton and Seymour, aggregating 50,000 population.

Native Whites, 62.9%; Negroes, 3%; Foreign Born, 34.1%; English Reading, 85%; Families, 3,629.

Schools: 6. Number of Pupils, 1,798.

Churches: 6.

Banks: 2; Total Resources (all banks), \$8,110,243.

Theatres: 2; Total number of seats, 1,200.

Principal Industries: Brass manufacturing, clocks, and various metal specialties.

Residential Features: One and two-family houses.

Retail Shopping Section: About six blocks in center of city.

Trading Area: Confined to Ansonia, Derby, Shelton, and Seymour.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto, agencies, 3; automobile accessories, 15; automobile tire agencies, 7; bakers, 3; cigar stores and stands (including hotels), 7; confectioners (including hotel stands), 30; delicatessen, 1; dressmakers, 21; druggists, 9; dry goods, 19; electrical supplies, 2; florists, 3; fruits, 8; furniture, 10; garages (public), 9; grocers, 92; hardware, 4; jewelry, 3; meat markets, 39; men's furnishings, 5; men's clothing, 5; merchant tailors, 3; milliners, 9; opticians, 2; photographers, 4; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 13; shoes, 11; sporting goods, 1; stationers, 1; women's apparel, 4.

BRIDGEPORT, CONN.

(Fairfield County)

1920 Population, 143,555 (1925 est., 167,630).

City and Suburban Estimate, 236,000. Most important cities and towns in this area are: Stratford (pop. 12,347); Milford (10,193); Fairfield (11,475).

Native Whites, 66%; Negroes, 1.7%; Foreign Born, 32.3%; English Reading, 92.1%; Families, 38,961.

Schools: Public Grade, 34; High, 4; Normal, 1; Parochial, 11; Evening, 14; Number of pupils, 33,667.

Churches: Baptist, 11; Christian Science, 1; Congregational, 9; Episcopal, 6; Hebrew, 9; Methodist, 9; Presbyterian, 2; Roman Catholic, 17; Miscellaneous, 19.

Banks: Capital, Surplus and Undivided Profits (all banks), \$14,921,992.81; Total Deposits (all banks), \$123,834,909.71; Total Resources (all banks), \$135,431,320.07.

Theatres: Legitimate, 1; Vaudeville, 2; Burlesque, 1; Miscellaneous (Auditoriums, etc.), 20. Location: On N. Y. N. H. & H. R. R. main line, 60 miles east of New York. Port on Long Island Sound. Steamship freight to New York. Passenger ferry to Port Jefferson, Long Island. Bus lines to Danbury, Waterbury, New Haven, and New York. To nearest large city, by railroad, 1½ hours; by trolley, 6½ hours; by auto, 3 hours.

Principal Industries: Electrical, textiles, tools and machinery, sewing machines, brass, ammunition, firearms, cutlery, phonographs and records.

Manufacturing Establishments: 443. Leading firms: American Chain Co., Bassick Co., Bryant Elec. Co., Bridgeport Brass Co., Bullard Machine Co., Crane Co., Locomobile Co., Columbia Graphophone Co., General Electric Co., Holmes & Edwards, Raybestos Co., Remington Arms Co., The U. M. O., Warner Bros., Singer Mfg. Co.

Special Information: There is probably no city in the United States that has a more diversified line of industries than Bridgeport. There are 443 manufacturing establishments producing some 5,000 commodities. There are over 50,000 wage earners, the largest number of any city in Connecticut.

Residential Features: Bridgeport is a city of homes. Figures show majority of people live in one and two-family houses. Single residences, 9,123; 2-family houses, 27,807; apartments, 797; lodging houses, 709; light housekeeping, 525. Total, 38,961. In summer fully 10,000 people occupy cottages along beaches in Fairfield, Bridgeport, Stratford, and Milford.

Retail Shopping Section: Extends 11 blocks along Main Street, four blocks along Broad Street, five blocks along Middle Street, two blocks along Water Street—all parallel streets. Cross streets are Fairfield Avenue, five blocks; State Street, three blocks; Congress Street, two blocks; Cannon Street, one block; Elm Street, one block; John Street, two blocks.

Trading Area: Thirteen miles radius, east, west, and north. Draws some trade from Long Island by ferry from Port Jefferson. Stratford, Milford, Fairfield, Westport, Southport, Trumbull, Easton, Monroe, Weston and Huntington are principal towns adjacent to Bridgeport.

Wholesale Houses: Groceries, 12; meats, 5; fruits, 2; hardware, 2; asphalt, 3; belting, 4; beverages, 5; flour and feed, 6; opticians, 1; photographer's supplies, 1; tobacco, 2; cigars, 6; coal, 5; hosiery, 1; tea, coffee and spices, 2; fertilizer, 1; fish, 1; oil tanks and petroleum, 14; paper, 6; shoes, 2; stationery, 3; woodenware, 1; Miscellaneous Lines: Produce, 18; provisions, 8; confectionery, 15; drugs, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 49; commercial automobile agencies, 6 exclusive; automobile accessories, 69; automobile tire agencies, 40; bakers, 71; cigar stores and stands (including hotels), 64 (chain, 7), (not including drug stores); confectioners (including hotel stands), 237; delicatessen, 37; dressmakers, 2; druggists, 73 (chain, 18); dry goods, 124; department stores, 9; electrical supplies, 16; florists, 20; fruits, 8; furniture, 32; furriers, 9; garages (public), 75; grocers, 669 (chain, 135); hardware, 27; jewelry, 42; meat markets, 130; men's furnishings, 48; men's clothing, 45; merchant tailors, 14; milliners, 35; opticians, 20; photographers, 26; pianos (and miscellaneous musical instruments), 9; radio supplies, 19; restaurants (including hotels), 147 (chain, 2); shoes, 61; sporting goods, 7; stationers, 7; women's apparel, 32.

Miscellaneous Data: Average temperature, 49 degrees; average number of rainy days per twelve months, 134; most pleasant months, May to October. Doctors (medical, 190), (dentists, 111), (osteopaths, 4); street car service; gas, artificial; electrical current, alternating; number of wired houses, 32,000; number of automobile registrations, 21,500; water, soft. See announcements page 33 and top of columns 3 and 4 of this page

BRISTOL, CONN.

(Hartford County)

1920 Population, 20,620 (1925 est., 27,445).

Native Whites, 50%; Foreign Born, 50%; English Reading, 85%; Families, about 4,000.

Schools: Public Grade, 8; High, 1; Parochial, 3. Number of Pupils (Oct., 1925), 6,099.

Churches: Baptist, 1; Christian Science, 1; Congregational, 2; Episcopal, 2; Hebrew, 1; Methodist, 2; Roman Catholic, 3; Miscellaneous: Adventist, Swedish and German Lutheran.

Banks: National, 1; Savings, 1; Trust Co., 2. Theatres: Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2.

Location: On Highland division of N. Y. N. H. & H. R. R., midway between Hartford and Waterbury. To nearest large city by railroad, 40 minutes; by trolley, 2 hours; by auto, 1 hour.

Principal Industries: Manufacture of clocks, brass goods, tableware, tools, fishing rods, steel golf shafts, bicycle bells, knit underwear, clock springs, and springs of all descriptions, automatic counters, ball bearings, marine lamps, arm bands.

Manufacturing Establishments: 12. Leading firms: New Departure Mfg. Co., E. Ingraham Co., Bristol Brass Corp., Wallace Barnes Co., American Silver Co., Horton Mfg. Co., Sessions Foundry Co., Sessions Clock Co.

Residential Features: Mostly one, two and three-family houses. Large residential section. Private homes predominate. Small sections of workingmen's tenements.

Wholesale Houses: Meats, 2; fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 16; automobile accessories, 9; bakers, 8; cigar stores and stands (including hotels), 13; confectioners (including hotel stands), 30; delicatessen, 2; dressmakers, 9; druggists, 11; dry goods, 10; department stores, 3; electrical supplies, 9; florists, 3; fruits, 12; furniture, 5; furriers, 1; garages (public), 10; grocers, 50; hardware, 6; jewelry, 4; meat markets, 20; men's furnishings, 10; men's clothing, 8; merchant tailors, about 6; milliners, 7; opticians, 3; photographers, 3; pianos (and miscellaneous instruments), 4; radio supplies, 9; restaurants (including hotels), 20; shoes, 12; sporting goods, 3; stationers, 4; women's apparel, 10.

Miscellaneous Data: Doctors (medical, 29), (dentists, 12), (osteopaths, 3); gas, artificial; electric current, alternating; water, soft.

DANBURY, CONN.

(Fairfield County)

1920 Population, 18,943.

City and Suburban Estimate, 21,000.

Native Whites, 77.9%; Negroes, 1%; Foreign Born, 21.1%; English Reading, 92%; Families, 4,655.

Schools: 18; Number of Pupils, 3,058.

Churches: 7.

Banks: 4. Total Resources, \$20,400,000.

Theatres: 2; Total number of seats, 1,950.

Principal Industries: Hats principally. Residential Features: One- and two-family houses.

Retail Shopping Section: About five blocks in center of city.

Trading Area: About a 15-mile radius.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 24; commercial auto, agencies, 14; automobile accessories, 20; automobile tire agencies, 20; bakers, 11; cigar stores and stands (including hotels), 11; confectioners (including hotel stands), 33; delicatessen, 2; dressmakers, 44; druggists, 12; dry goods, 13; department stores, 1; electrical supplies, 8; florists, 6; fruits, 9; furniture, 11; furriers, 3; garages (public), 9; grocers, 106; hardware, 6; jewelry, 11; meat markets, 34; men's furnishings, 9; men's clothing, 11; merchant tailors, 5; milliners, 13; opticians, 6; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 8; restaurants (including hotels), 21; shoes, 9; sporting goods, 4; stationers, 3; women's apparel, 11.

The Bridgeport territory is thoroughly covered by The Post-Telegram's circulation of more than 45,000.

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CONNECTICUT (Cont'd)**HARTFORD, CONN.****(Hartford County)**

1920 Population, 133,036 (1925 Directory Census estimate, 172,000).

City and Suburban Estimate, 404,000. Most important cities and towns in this area are: New Britain (pop. 59,312); Bristol (20,620); Manchester (18,370); Meriden (34,789).

Native Whites, 85%; Negroes, 2.8%; Foreign Born, 12.2%; Industrial Workers, 10.7%; English Reading, 96%; Families, 35,000.

Schools: Public Grade, 23; High, 3; Parochial, 6. Number of Pupils, 35,000.

Churches: Baptist, 13; Christian Science, 2; Congregational, 10; Episcopal, 10; Hebrew, 10; Methodist, 9; Presbyterian, 1; Roman Catholic, 16; Miscellaneous, 23.

Banks: National, 2; State, 11. Capital, Surplus and Undivided Profits (all banks), \$212,259,765.79; Total Resources (all banks), \$2,000,000,000; Total Savings Banks Deposits, \$110,454,856; Total Bank Clearings (12 months, 1925), \$763,288,763; Average Monthly Retail Sales (all lines), \$3,400,000 (1925).

Theatres: Legitimate, 1; Moving Pictures, 15; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 22,000.

Location: On N. Y., N. H. & H. R. R., and the Hartford & New York Transportation Co. (boat). To nearest larger city, by railroad, 1 hour; by trolley, 1½ hours; by auto, 1 hour.

Principal Industries: Typewriters, firearms, machine tools, turbines, brushes, tires, electrical fixtures, drop forgings and wrenches, machine screws, organs.

Manufacturing Establishments: Leading firms: Underwood Typewriter Co., Royal Typewriter Co. (largest typewriting factories in the world); Colt Firearms Co., Pratt & Whitney Co., Fuller Brush Co., U. S. Tire Co. (Royal Cords); Billings & Spencer Co., Hartford Machine Screw Co., Terry Steam Turbine Co., Austin Organ Co., Arrow Electric Co. Total value of yearly output of factories estimated at \$118,000,000.

Special Information: Hartford is the insurance center of the U. S. with its 31 home companies, which explains why there are more brokerage houses in this city than in any other city in New England, outside of Boston.

Residential Features: A great part of city is of high-class residential character. The labor employed is entirely skilled help, hence the low grade residential section is very small.

Retail Shopping Section: Confined to Main Street, Asylum Street, Pratt, Trumbull and Church Streets; 12 blocks on Main Street, 5 blocks on Asylum Street, 4 blocks on Trumbull Street, 1 block on Pratt Street, and 1 block on Church Street.

Trading Area: The trading area of Hartford is within a 15-mile radius, although considerable trade comes to Hartford stores at irregular intervals, from various towns much further away.

Wholesale Houses: Groceries, 15; meats, 4; fruits, 16; hardware, 7; dry goods, 15; Miscellaneous lines: drugs, 3; plumbing supplies, 7; bakers, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 40; commercial automobile agencies, 12; automobile accessories, 20; automobile tire agencies, 42; bakers, 63; cigar stores and stands (including hotels), 200 (chain, 5); confectioners (including hotel stands), 175; delicatessen, 26; dressmakers, 150; druggists, 100 (chain, 3); dry goods, 54; department stores, 5; electrical supplies, 20; florists, 28; fruits, 35; furniture, 20; furriers, 19; garages (public), 120; grocers, 700 (chain, 65); hardware, 30; jewelry, 45; meat markets, 130; men's furnishings, 35; men's clothing, 20; merchant tailors, 19; milliners, 35; opticians, 21; photographers, 32; pianos (and miscellaneous musical instruments), 15; radio supplies, 30; restaurants (including hotels), 25 (chain, 3); shoes, 55; sporting goods, 16; stationers, 20; women's apparel, 50.

Miscellaneous Data: Doctors (medical, 270), (dentists, 157), (osteopaths, 9); street car service; gas, artificial; number of meters, 44,000; electric current, alternating; number of wired houses, 36,000; water, soft.

See announcements pages 33 and 35

MANCHESTER, CONN.**(Hartford County)**

1920 Population, 18,370. (1922, school estimate, 22,867).

City and Suburban Estimate, 38,000.

Native Whites, 90%; Foreign Born, 10%; English Reading, 90%; Families, 5,162.

Schools: Public Grade, 17; High, 2; Number of Pupils, 4,967.

Churches: Congregational, 2; Episcopal, 1; Methodist, 2; Roman Catholic, 2; Swedish Lutheran, 1; Swedish Congregational, 1; German Lutheran, 1; German Concordia, 1; Salvation Army, 1; Brethren of the Lord, 1; Church of the Nazarene, 1.

Banks: 3. Total Resources, \$10,510,000.

Theatres: 3. Total number of seats, 3,300.

Location: Eight miles directly east of Hartford. On main line of N. Y., N. H. & H. R. R., New York to Boston line. On Hartford-to-Providence auto bus route. State auto route, No. 3. To nearest large city (Hartford), by railroad, ¼ hour; by trolley, ½ hour; by auto, ¾ hour.

Principal Industries: Silk weaving, silk winding, silk finishing, silk dyeing, velvet weaving, neckwear, tapestry and upholstery fabrics, soaps, scouring powders, friction clutches, machinery, machine needles, woollens, electrical instruments, knit underwear, cardboards and paper.

Manufacturing Establishments: Cheney Brothers (silk manufacturers), Bon Ami Soap Company, Orford Soap Company, Carlyle-Johnson Machine Company, Lydall Needle Company, E. E. Hilliard Company (woolens), Norton Electric Company, Glastonbury Knitting Company, Rogers Paper Company, William Foulds Company (paper), Colonial Board Company, Case Brothers (paper).

Residential Features: Homes largely owned by occupants. Three large apartment houses. Permanent sidewalks throughout residential sections. No factory district. Factory owners live adjacent to employees.

Retail Shopping Section: About one mile on one side of Main Street. Main Street 75 feet wide. Half-mile on Spruce Street, half-mile on Center Street and half-mile at railroad station.

Trading Area: 10 miles north, 18 miles east, 7 miles south, and 5 miles west, including seven smaller towns and a large agricultural section.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 6; automobile accessories, 17; auto. tire agencies, 23; bakers, 7; cigar stores and stands (including hotels), 15 (chain, 1); confectioners (including hotel stands), 37; delicatessen, 10; dressmakers, 17; druggists, 7 (chain, 1); dry goods, 12; department stores, 3; electric supplies, 7; florists, 3; fruits, 17; furniture, 4; garages (public), 14; grocers, 77 (chain, 11); hardware, 5; jewelry, 4; meat markets, 26; men's furnishings, 7; men's clothing, 7; merchant tailors, 7; milliners, 9; opticians, 4; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; restaurants (including hotels), 12; shoes, 11; sporting goods, 4; stationers, 4; women's apparel, 9.

Miscellaneous Data: Average temperature, 48 degrees; average number of rainy days per twelve months, 125; most pleasant months, May to October, inclusive. Doctors (medical, 15), (dentists, 12); (osteopaths, 2); number of wired houses, 3,800; gas, artificial; electric current, alternating; water, soft.

MERIDEN, CONN.**(New Haven County)**

1920 Population, 29,867 (1925 est. 39,907).

City and Suburban Estimate, 60,000.

City and Suburban Estimate, 60,000. Most important cities and towns in this area are: Hartford (pop. 156,167); New Haven (175,947).

Native Whites, 65%; Negroes, less than 1%; Foreign Born, 34%; Industrial Workers, 65%; English Reading, 95%.

Schools: Public Grade, 18; High, 1; Junior High, 2; Parochial, 6.

Churches: Baptist, 6; Christian Science, 1; Congregational, 2; Episcopal, 2; Hebrew, 1; Methodist, 3; Universal, 1; Roman Catholic, 7; Greek Catholic, 1; Russian Orthodox, 1; Lutheran, 3.

Banks: National, 3; State Trust, 2; Savings and Safe Deposit, 5. Capital, Surplus and Undivided Profits (all banks), \$2,540,598.18; Total Deposits (all banks), \$23,390,142.79; Total Resources (all banks), \$40,355,980.03.

Theatres: Legitimate, 2; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 3.

Location: On N. Y., N. H. & H. R. R.

Principal Industries: Sterling and plated ware, electric fixtures, lamps, clocks, pocket and table cutlery, player-pianos, talking machines, iron and brass castings, hardware, ball bearings, electrical goods.

Manufacturing Establishments: 26. Leading firms: International Silver Co., Bradley & Hubbard Mfg. Co., The Miller Co., Chas. Parker Co., Conn. Telephone & Electric Co., The Aeolian Co., The Handel Co., Foster & Merriam Co., Manning, Bowman & Co., Miller Bros. Cutlery Co., New Departure Co. Total value of yearly output of factories estimated at more than \$20,000,000.

Special Information: Meriden manufacturing concerns employ skilled mechanics almost exclusively, and pay the highest average wages. Meriden has a very large percentage of home owners, single family frame houses.

Retail Shopping Section: East and West Main, Colony, State, and Pratt Streets.

Trading Area: Limited strictly to eight-mile radius from Meriden City Hall.

Wholesale Houses: Groceries, 3; meats, 2; fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 21; commercial automobile agencies, 5; automobile accessories, 31; automobile tire agencies, 20; bakers, 23; cigar stores and stands (including hotels), 18 (chain, 2); confectioners (including hotel stands), 15; delicatessen, 10; dressmakers, 30; druggists, 17 (chain, 1); dry goods, 20; department stores, none; electrical supplies, 6; florists, 7; fruits, 15; furniture, 4; furriers, 4; garages (public), 2; grocers, 221 (chain, 4); hardware, 8; jewelry, 6; meat markets, 85; men's furnishings, 10; men's clothing, 9; merchant tailors, 4; milliners, 13; opticians, 6; photographers, 4; pianos (and miscellaneous musical instruments), 7; radio supplies, 10; restaurants (including hotels), 35; shoes, 21; sporting goods, 5; stationers, 6; women's apparel, 11.

A GREAT FAMILY NEWSPAPER!**95 Per Cent of the Circulation of The Meriden Record**

Is delivered within an 8-mile radius of Meriden City Hall;

90 Per Cent of The Record's total circulation goes INTO THE HOMES in this area;

The Record has a larger net paid circulation than any other Meriden paper;

The Record is the oldest, the largest and most complete newspaper published in

Meriden, Connecticut

For 11 years a member of the Audit Bureau of Circulations.

GILMAN, NICOLL & RUTHMAN

National Advertising Representatives

New York Boston Chicago San Francisco

Largest Meriden Circulation

Secured Through

The Meriden Journal

Meriden's Only Evening Newspaper

The world's greatest silverware output, over 100 varied industries, skilled, highly paid workers, splendid schools, churches and parks, together make "The heart of Connecticut" a key city for national advertising.

Member Audit Bureau of Circulations

Represented by Julius Mathews Special Agency

Boston

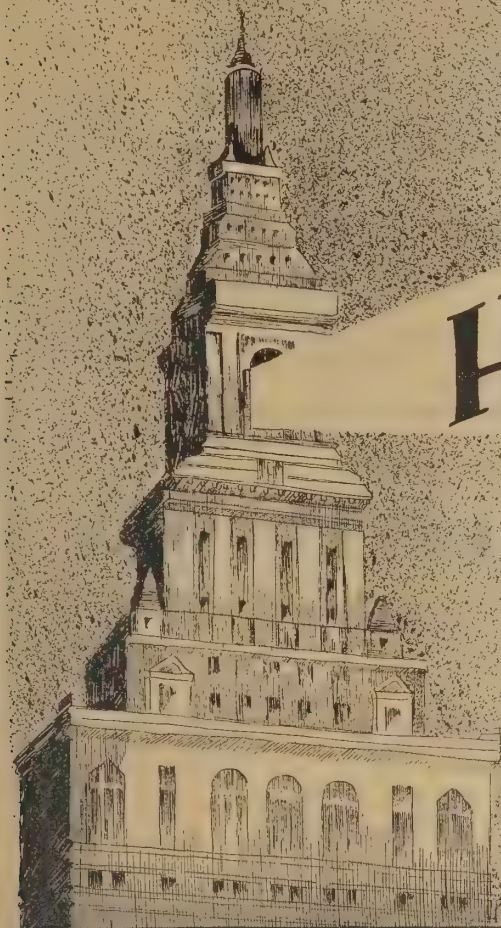
New York

Chicago

Detroit

\$100,000,000—
Annual Retail Sales in the

HARTFORD COURANT MARKET



Walk through Hartford's shopping center and you will see specialty shops, department stores and retail establishments as modern and as large and well organized as any in the metropolitan cities. Enter any of these stores—stocked with the finest and best selling merchandise, and interview the proprietor or his clerks—you will then understand why Hartford is the most important shopping center in the State;—the wealthiest, most stable and progressive city in Connecticut.

The Hartford merchant is a keen, wide awake dealer who, himself, is a very liberal advertiser in the Hartford Courant and therefore appreciates the value of advertised products.

361 jobbers and 5,978 retailers serve the 450,000 people who live in the Hartford area. Its people earn their livelihood from Hartford's great manufacturing industries and insurance companies. Over 30,000 employees earn a total of \$50,000,000 annually in wages, while 15,000 salaried people derive excellent incomes totaling \$16,000,000 annually, from the 31 insurance companies. Is it any wonder then that the Hartford merchant offers an unusual outlet for advertised products—and that Hartford should be on every advertiser's list?

THE HARTFORD COURANT

The Courant for 162 years has contributed to the growth and prosperity of Hartford and enjoys unequalled leadership in the State. It enters 35,000 homes every morning and 58,000 homes on Sunday.

The Courant is read by the people who produce Hartford's wealth and who patronize the local stores. They are the folks you will find receptive to any intelligent appeal.

Send for complete survey on Hartford



THE HARTFORD COURANT

Established 1764

Daily 1837

Sunday 1913

GILMAN, NICOLL & RUTHMAN, National Advertising Representatives

NEW YORK

BOSTON

CHICAGO

SAN FRANCISCO

CONNECTICUT (Cont'd)

Meriden (cont'd)

Miscellaneous Data: Doctors (medical, 29), (dentists, 20), (osteopaths, 3); street car service; gas, artificial; number of meters, 9,850; electric current, alternating; number of wired houses, 6,673; number of automobile registrations, 3,000 (passenger); water, soft.

See announcements pages 33 and 34

MIDDLETOWN, CONN.

(Middlesex County)

1920 Population, 13,638.

Note: The consolidation of the city and town governments on October 1, 1924, makes the city population the same as the Town of Middletown, viz., 22,129 (1920 census figures).

City and Suburban Estimate, 45,000. Most important cities and towns in this area are: Cromwell (pop. 2,454); Portland (3,644); East Hampton (2,394); Deep River (2,325); Essex (2,815); East Haddam (2,312).

Native Whites, 73%; **Negroes,** 4%; **Foreign Born,** 26 1/4%; **Industrial Workers,** 20%; **English Reading,** 94%; **Families,** 5,000 (approx.).

Schools: Public Grade, 13; High, 1; Parochial, 2; Trade School, 1. Number of Pupils, 3,969.

Churches: Baptist, 1; Christian Science, 1; Congregational, 6; Episcopal, 4; Hebrew, 1; Methodist, 4; Roman Catholic, 3; Miscellaneous, 3.

Banks: National, 3; State, 3; Total Resources, \$27,000,000; Savings Bank Deposits Total, \$16,000,000.

Theatres: Legitimate, 1; Moving Pictures, 3.

Location: Approximately half-way between New York and Boston, in the centre of Connecticut and on the Connecticut River. Air-Line division and Valley division of New York, New Haven & Hartford R. R., Hartford and New York Transportation Co. boat daily to and from New York. Good state roads to leading cities in state. To nearest large city, by railroad, 35 minutes; by trolley, 1 1/4 hours; by auto, 45 minutes.

Principal Industries: Various textile, type-writers, marine hardware, auto supplies, enameled dishes, rubber goods, feldspar products, toys, cigars, marine engines, building brick.

Manufacturing Establishments: Leading firms: The Russell Mfg. Co., Wilcox-Crittenden Co., Noiseless Typewriter Co., I. E. Palmer Co., New England Enameling Co., Omo Mfg. Co., Goodyear Rubber Co., Middletown Silver Co., Rockfall Woolen Co., Portland Silk Co., Tuttle Brick Co. Total value of yearly output of factories estimated at \$14,000,000.

Special Information: Home of Wesleyan University, Berkley Divinity School, State Hospital for Insane, Long Lane Farm (for girls). Trading center for Middlesex County, with rich agricultural and manufacturing interests.

Residential Features: Single, and two-family houses predominate. Localities outside center of city gradually developing as residential sections.

Retail Shopping Section: Main Street is principal shopping street, 1/4-mile long. All side streets east and west for one block have smaller stores.

Trading Area: South 25 miles to Long Island Sound; east 12 miles to Colchester; north 9 miles to Rocky Hill; west 5 miles toward Meriden.

Wholesale Houses: Groceries, 1; fruits, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 13; commercial automobile agencies, included in passenger; automobile accessories, 22; automobile tire agencies, 8; bakers, 11; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 23; delicatessens, 4; dressmakers, 33; druggists, 11 (chain, 1); dry goods, 18; department stores, 3; electrical supplies, 5; florists, 7; fruits, 11; furniture, 5; furriers, 1; garages (public), 10; grocers, 195 (chain, 8); hardware, 7; jewelry, 5; meat markets, 28 (chain, 2); men's furnishings, 11; men's clothing, 11; merchant tailors, 6; milliners, 7; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 6; radio supplies, 4; restaurants (including hotels), 15; shoes, 19; sporting goods, 5; stationers, 5; women's apparel, 10.

Miscellaneous Data: Most pleasant months, May to December, inclusive. Doctors (medical, 22), (dentists, 13), (osteopaths, 1); street car service; gas, artificial; number of meters, 3,500; electric current, alternating; number of wired houses, 3,040; water, soft.

See announcement columns 3 and 4

NAUGATUCK, CONN.

(New Haven County)

1920 Population, 15,051. (1925 est. 16,932.)

Native Whites, 68%; **Negroes,** 1%; **Foreign Born,** 31%; **Industrial Workers,** 30%; **English Reading,** 85%; **Families,** 3,571.

Schools: Public Grade, 11; High, 1; Junior High, none; Parochial, 2; Number of Pupils, 3,345.

Churches: Baptist, 1; Congregational, 3; Episcopal, 1; Methodist, 1; Roman Catholic, 3; Lutheran, 3; Miscellaneous, 5.

Banks: National, 1; State, 1; Total Resources, \$1,845,000; Savings Bank Deposits Total, \$5,400,000.

Theatres: Legitimate, none; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 4. Total number of seats, 2,500.

Location: About midway in the Naugatuck Valley, on the Naugatuck division of the N. Y., N. H. & H. R.R. Easily accessible by steam, trolley, and bus to New Haven and Bridgeport, two of Connecticut's largest cities. 82 miles from New York, 153 miles from Boston. All express trains stop. To nearest large city, by railroad, 12 minutes; by trolley, 25 minutes; by auto, 15 minutes.

Principal Industries: Rubber boots and shoes, druggists' sundries, chemicals, brass and steel stampings, safety-plans, buckles, plumbers' chain, copper floats, candy, recording instruments, woolen and cotton goods, malleable iron castings, freezer cases.

Manufacturing Establishments: 12. Leading firms: G. I. R. Glove Mfg. Co., G. M. R. Shoe Co., Rubber Regenerating Co., Naugatuck Chemical Co., The Eastern Malleable Iron Co., The Risdon Mfg. Co., Dunham Mills, J. M. Russell Mfg. Co., Naugatuck Mfg. Co., Peter Paul Candy Co., The Bristol Co., The Electro-frost Co.

Special Information: Naugatuck is situated in one of the most picturesque sections of New England, with paved roads in all directions. The High School, erected at a cost of \$750,000, is one of the most distinctive and best equipped in the Nation. Naugatuck has also an up-to-date and well-planned Y. M. C. A. building which cost \$300,000. Playgrounds in connection with various school buildings, with instructors in attendance. \$68,000 subscribed for a recreational field, which is in process of construction. Many fine public buildings and excellent industrial conditions. Also aviation field in Bethany, 6 miles from Naugatuck center. The citizens are also musically inclined, having a fine military band, high school orchestra, and a five-and-drum corps.

Residential Features: One- and two-family houses. Private homes predominate. One of the finest residential sections in the State of Connecticut.

Retail Shopping Section: Extends from North Main to Bridge Street, from Bridge to Spring Street. (Bus line from North Main to Church Street.) South Main Street, Maple Street, and Church Street in which is the center of the shopping district.

Trading Area: Extends about 2 miles south, one mile west, 2 miles north, and about 2 miles east.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; automobile accessories, 7; automobile tire agencies, 7; bakers, 8; cigar stores and stands (including hotels), 4 (chain, 1); confectioners (including hotel stands), 14; delicatessens, 2; dressmakers, 5; druggists, 7 (chain, 1); dry goods, 17; electrical supplies, 2; florists, 2; fruits, 10; furniture, 4; garages (public), 4; grocers, 63 (chain, 13); hardware, 5; jewelry, 2; meat markets, 31; men's furnishings, 7; men's clothing, 8; merchant tailors, 6; milliners, 4; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 10; shoes, 4; sporting goods, 2; stationers, 3; women's apparel, 8.

Miscellaneous Data: Average temperature, 50 degrees. Average number of rainy days per twelve months, 147. Most pleasant months, July, August, October, November. Doctors (medical, 11), (dentists, 7). Number of wired houses, 2,000. Gas, artificial. Electric current, alternating. Water, soft.

NEW BRITAIN, CONN.

(Hartford County)

1920 Population, 59,316.

City and Suburban Estimate, 116,816.

Native Whites, 70%; **Negroes,** 2%; **Foreign Born,** 28%; **Industrial Workers,** 23%; **English Reading,** 80%; **Families,** 14,000.

Schools: Public Grade, 14; High, 2; Junior High, 2; Parochial, 8; Number of Pupils, 13,000.

Churches: Baptist, 3; Christian Science, 1; Congregational, 4; Episcopal, 1; Hebrew, 1; Methodist, 1; Roman Catholic, 4; Miscellaneous, 13.

Banks: National, 2; State, 3; Total Resources, \$39,877,051. Savings Bank Deposits Total \$24,199,561.

Theatres: Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 11,500.

Location: New Britain is situated about half way between New York and Boston, 50 miles inland. Served by the N. Y., N. H. & H. and the Boston & Albany R.R.s. By boat, via Hartford, 10 miles distant. Trolley service to all parts of state.

Principal Industries: Hardware, household articles, bearings, buckles, iron castings, plumbing supplies, textiles, machinery.

Manufacturing Establishments, 28. Leading firms: Stanley Works, P. & F. Corbin, Corbin Cabinet Lock, Corbin Screw Corp., Stanley Rule and Level, New Britain Machine Co., Traut & Hine, Landers, Frary and Clark, North and Judd Mfg. Co., Hart & Cooley Co., Inc., Hart & Hutchinson Co., American Hosiery Co., Beston and Cadwell Mfg. Co.

Special Information: New Britain is one of the leading hardware cities of the country. Fifth largest city in Connecticut. Has industrial capitalization of more than \$40,000,000. Weekly payroll of \$600,000. Remarkable growth in population for a city without natural resources.

Residential Features: Mostly one- two- and three-family dwellings. Workingmen's homes predominate, but some of the finest homes in Connecticut are here.

Retail Shopping Section: Extends from public square (which forms heart of business district and terminal for suburban trolley and bus lines), for 7 blocks north and south on Main Street. Intersecting streets 2 blocks, including West Main, Church, Chestnut, Commercial, Lafayette and 4 blocks on Arch Street northwest of center.

Trading Area: East 5 miles, west 15, south 15, and north 15. It is the metropolis for 8 surrounding towns, namely: Bristol, Newington, East Berlin, Forestville, Plainville, Kensington and Southington.

Wholesale Houses: Groceries, 3; meats, 2; fruits, 1; hardware, 1; Miscellaneous lines, confectionery, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 18; commercial auto agencies, 9; automobile accessories, 39; automobile tire agencies, 20; bakers, 15; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 70; delicatessens, 4; dressmakers, 48; druggists, 23; dry goods, 32; department stores, 7; electrical supplies, 7; florists, 5; fruits, 12; furriers, 4; garages (public), 8; grocers, 307; hardware, 9; jewelry, 15; meat markets, 61; men's furnishings, 17; men's clothing, 15; merchant tailors, 44; milliners, 9; opticians, 3; photographers, 8; pianos (and miscellaneous musical instruments), 6; radio supplies, 10; restaurants (including hotels), 51; shoes, 33; sporting goods, 7; stationers, 4; women's apparel, 12.

See announcement page 37 columns 3 and 4

NEW HAVEN, CONN.

(New Haven County)

1920 Population, 162,537 (1925 est., 180,000).

City and Suburban Estimate, 235,000.

Native Whites, 78%; **Negroes,** 2.8%; **Foreign**

Born, 19.2%; **Industrial Workers,** 43%; **English Reading,** 93.7%; **Families,** 86,257.

Schools: Public Grade, 56; High, 2; Junior High, 2 (construction of two more authorized); Parochial, 8; Trade, 1. Number of Pupils, Grade, 32,651; High (5), 7,040.

Churches: Baptist, 8; Christian Science, 1; Congregational, 15; Episcopal, 14; Hebrew, 13; Methodist, 15; Presbyterian, 1; Roman Catholic, 21; Miscellaneous, 8.

Banks: National, 5; State, 12; Total Resources, \$250,000,000; Savings Bank Deposits Total, \$50,867,451.

Theatres: Legitimate, 1; Moving Pictures, 21; Vaudeville, 1; Burlesque, 1; Miscellaneous (Auditoriums, etc.), 13. Total number of seats, 22,962.

Location: On N. Y., N. H. & H. R. R. Home office N. E. Navigation Co. On shores of Long Island Sound. Excellent trolley and bus service to all points in trading territory in New Haven County. To New York, N. Y., by railroad, 2 hours; by trolley, 7 1/4 hours; by auto, or bus, 3 1/2 hours.

Principal Industries: Metal working, firearms, corsets, rubber goods, hardware, railroad shops, wire manufacturing, printing, clocks.

Manufacturing Establishments: Leading firms: Winchester Repeating Arms Co., Sargent & Co., L. Candee Rubber Co., N. H. Clock Co., Acme Wire Co., American Steel & Wire Co., Safety Car Heating & Lighting Co., A. C. Gilbert & Co., Seamless Rubber Co., National Folding Box Co., Kolynos Co., Whitney-Blake.

MIDDLETOWN

(CONNECTICUT)

A Trading Center for 50,000

Middletown is the trading center for Middlesex County, a very wealthy manufacturing and agricultural section of the state, and it has been so ever since it was settled, which is many generations back.

And since THE PRESS was first started, back in 1884, it has been the dominant paper in Middletown and Middlesex County, in fact it is today the only daily paper that is read in a large majority of the homes. For several years now, THE PRESS has been the only daily paper published in the county, and is read religiously by our subscribers for the intimate city and suburban news and the general news of the day.

There is no question but that the coverage of THE PRESS is complete. With a population of approximately 50,000, our average city and suburban distribution (net paid) is 8,000 or better. So when every factor is considered, there cannot be many homes the national advertiser wishes to reach that THE PRESS does not enter.

Use THE PRESS for Middletown and Middlesex County

THE JULIUS MATHEWS SPECIAL AGENCY

Special Representatives

Boston

New York

Chicago

Detroit

CONNECTICUT (Cont'd)

New Haven (cont'd)

Special Information: New Haven is ideally located to serve all Connecticut at wholesale rates. Yale University, and the prep. schools, make it an educational center of high repute. The University further tends to elevate living standards. New Haven is also the center of the N. Y., N. H. & H. R. R. system, giving employment to thousands of well-paid clerks, repairers, and executives.

Residential Features: A city of homes, with a preponderance of one and two-family houses. Apartment house construction of better grade is on the increase. Much residential development in progress. Tenements are all located in one section.

Retail Shopping Section: The center of New Haven's shopping and civic life is the historic "Green," from which point all trolley transportation starts. Retail shopping, two blocks north from Church and Chapel Streets, five blocks south, four blocks west, three blocks east. Other retail centers are eight in number.

Trading Area: North, 22 miles; west, 11 miles; east, 26 miles; south, Long Island Sound. In summer city supplies all shore resorts within radius of 25 miles. Yale University, with students from all parts of United States, creates market for products that are usually sectional.

Wholesale Houses: Groceries, 22; meats, 17; fruits, 18; hardware, 7; dry goods, 6; miscellaneous lines, 38.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 32; commercial automobile agencies, 24; automobile accessories, 81; automobile tire agencies, 25; bakers, 122; cigar stores and stands (including hotels), 950 (chain, 5); (28 mfg.); confectioners (including hotel stands), 340; delicatessens, 51; dressmakers, 270; druggists, 131 (chain, 1); dry goods, 178; department stores, 6; electrical supplies, 34; florists, 38; fruits, 58; furniture, 47; furriers, 22; garages (public), 74; grocers, 1,211 (chain, 103); hardware, 50; jewelry, 53 (10 mfg.); meat markets, 378 (chain, 1); men's furnishings, 68; men's clothing, 64; merchant tailors, 35; milliners, 58; opticians, 17; photographers, 30; pianos, 13; radio supplies, 35; restaurants (including hotels), 201 (chain, 9); shoes, 107; sporting goods, 13; stationers, 15; women's apparel, 36.

Miscellaneous Data: Average temperature, 49.7 degrees; average number of rainy days per twelve months, 109; most pleasant months, May to October. Doctors (medical, 251), (dentists, 127), (osteopaths, 6); street car service; gas, artificial; electric current, alternating and direct; number of wired houses, 29,061; water, soft.

See announcements below and page 33

NEW LONDON, CONN.

(New London County)

1920 Population, 25,688 (1926 est. 29,000). City and Suburban Estimate, 70,000.

Native Whites, 55%, plus 35% native white of foreign parentage; Negroes, 2.2%; Foreign Born, 7.8%; Industrial Workers, 10%; English Reading, 95%; Families (1925 estimate, 7,250).

Schools: Public Grade, 10; High, 3; Parochial, 1. Number of Pupils, 6,412.

Churches: Baptist, 4 (3 white, 1 colored); Christian Science, 1; Congregational, 2; Episcopal, 1; Hebrew, 2; Methodist, 2 (1 white, 1 colored); Roman Catholic, 4; Miscellaneous, Swedish, 2; Universalist, 1.

Banks: National, 3; State, 4; Total Resources, \$40,228,889; Savings Bank Deposits Total, \$27,600,000.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1. Total number of seats, 7,900.

Location: Midway between Boston and New York, on the main shore line of the New York, New Haven & Hartford R. R.; terminal of the Grand Trunk Lines in New England through the Central Vermont Ry., and has two direct steamship lines to New York; one to Long Island ports. Has 1,000 feet, state-owned pier with a 35 foot depth of water, which affords splendid direct transportation from all points, via C. V. R. R. to loading steamships. To nearest large city, by railroad, 30 minutes; by trolley, 50 minutes; by auto, 30 minutes.

Principal Industries: Silk thread, tin tubes, bed coverlets, printing presses, proprietary medicines, carpet lining, broaching machines, paper boxes, chicken feeders, Diesel engines, lathe chucks, ship repairing.

Manufacturing Establishments: 20. Leading firms: Corticelli Silk Co., Palmer Bros. Co., New England Collapsible Tube Co., J. N. La Pointe Co., New London Ship & Engine Co., Babcock Printing Press Co., D. E. Whiton Machine Co. (centering machines, lathes, gears, etc.). Total value of yearly output of factories estimated at \$42,000,000.

Special Information: City located on Long Island Sound; has splendid beach and summer resort colony, which increases population about 5,000 in summer.

Residential Features: Principally one and two-family houses; few apartments; small tenement section. City's grand list, \$40,589,580. Had (1923) 2,431 income taxpayers; has 4,214 dwellings, 8,173 telephones, 8,877 electric light and 6,820 gas users.

Retail Shopping Section: Includes State, Main, Bank, Montauk, Green and Union Streets. Extends from "Parade," which is center, north about 1 mile, south about 1 mile, west about ½ mile.

Continued on page 38

Business is Never Dull in New Britain

Connecticut's great industrial city, one of the fastest growing in New England, is so diversified in its manufacturing that it is practically immune from sectional and national business slumps.

It is Connecticut's fifth city with a population rapidly nearing the 75,000 mark.

It is a city of well paid and happy people, who are responsive to advertising, a fact demonstrated time and time again by the campaigns conducted by national advertisers through the

NEW BRITAIN HERALD

The Herald gives complete coverage in the territory it serves, having more than three times the circulation of any newspaper published in its field.

You cannot cover Connecticut without using the HERALD as it is the only paper reaching practically everybody in New Britain and in the towns surrounding it as well.

Circulation nearly 14,000 Daily

Eastern Representative
R. R. Mulligan,
30 East 42nd St.,
New York City

Western Representative
C. J. Anderson Agency,
360 North Michigan Ave.,
Chicago, Ill.

NEW HAVEN

WHERE INDUSTRY AND CULTURE SERVE A FERTILE AREA OF 328,000 BUYERS—

No campaign in New England can be complete without New Haven—for it is truly the gateway to New England's wealth and buying power. This city is a great industrial center surrounded by 28 towns of 1,000 or more population that comprise a trading area of 328,000 people.

Besides being the home of the New York, New Haven & Hartford Railroad, employing thousands of salaried men and skilled wage earners, its 800 industrial plants produce over \$200,000,000 annually, and 45,000 workers earn over \$31,000,000 in wages.

The Journal-Courier, New Haven's only morning paper, is read by every person who reads a morning paper which means every person worthwhile in New Haven.



New Havens Only Morning Paper—
The JOURNAL-COURIER
Largest ABC Circulation in New Haven

CONNECTICUT (Cont'd)

New London (cont'd)

Trading Area: Radius of 17 miles. Shopping center of these towns and villages: Saybrook, Lyme, Blackall, East Lyme, and Niantic, Waterford, Montville, Uncasville, Groton, Mystic, Noank, Stonington, Gales Ferry, and Allyn's Point.

Wholesale Houses: Groceries, 5; meats, 4; cigars and tobacco, 1; engineers' supplies, 1; flour, grain, feed, 3; provisions, 3; fruits, 5; wholesale confectionery, 7; plumbing supplies, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 20; commercial automobile agencies, 11; automobile accessories, 20; automobile tire agencies, 8; bakers, 15; cigar stores and stands (including hotel stands), 44; delicatessen, 6; dressmakers, 37; druggists, 12 (chain, 1); dry goods, 24; department stores, 2; electrical supplies, 9; florists, 6; fruits, 9; furniture, 8; furriers, 3; garages (public), 9; grocers, 145 (chain, 37); hardware, 12; jewelry, 9; meat markets, 42; men's furnishings, 14; men's clothing, 17; merchant tailors, 27; milliners, 15; opticians, 7; photographers, 6; pianos (and miscellaneous musical instruments), 5; radio supplies, 15; restaurants (including hotels), 47; shoes, 15; sporting goods, 6; stationers, 7; women's apparel, 10.

Miscellaneous Data: Average temperature, 50 degrees; average number of rainy days per twelve months, 110; most pleasant months, May to October. Doctors (medical, 35), (dentists, 23), (osteopaths, 4); street car service; gas, artificial; electric current, alternating; number of wired houses, 4,150; water, soft.

See announcement page 33

NORWALK, AND SOUTH NORWALK, CONN.

(Fairfield County)

1920 Population, 27,743.

City and Suburban Estimate, 50,000. Most important cities and towns in this area are: Rowayton (pop. 2,500); Darien (4,000); Westport (5,114); E. Norwalk (3,976).

Native Whites, 75.6%; **Negroes,** 1%; **Foreign Born,** 23.4%; **Industrial Workers,** 20%; **English Reading,** 98%; **Families,** 7,000.

Schools: Public Grade, 25; High, 1; Junior High, 2; Parochial, 2. Number of Pupils, 8,500.

Churches: Baptist, 3; Christian Science, 1; Congregational, 3; Episcopal, 5; Hebrew, 1; Methodist, 5; Presbyterian, 2; Roman Catholic, 3; Miscellaneous, 6.

Banks: National, 2; Savings, 3; Trust Companies, 3; Total Resources (all banks), \$11,734,420.01; National Bank Deposits, Total \$4,800,000; Savings Bank Deposits, Total \$13,520,000; Trust Co's Deposits, Total \$8,575,000; Total Deposits (all banks), \$26,895,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 1; Miscellaneous (auditoriums, etc.), 2; Total number of seats, 12,000.

Location: 47 miles from New York on N. Y., N. H. & H. R.R. Time required to reach city, 1 hour; 25 or 30 trains daily. All express trains from New York to New Haven stop at South Norwalk. By water to New York. Hansen Steamboat Line. Motor Trucks to New York, Hershfield Motor Co. To nearest large city, by railroad, 20 minutes; by trolley, 1 hour; by automobile, 35 minutes.

Principal Industries: Rubber tires, corsets, hats, hardware, laces, underwear, print paper, shirts, collars, dresses, etc. The weekly payroll is \$250,000.

Manufacturing Establishments: 75. Leading firms: Norwalk Tire & Rubber Co., R. & G. Corset Co., Norwalk Iron Works, St. George Paper Co., Lockwood Mfg. Co., Crofut & Knapp Hat Co. Total value of yearly output of factories estimated at \$78,560,000.

Special Information: Norwalk has 6,108 automobiles and 6,458 telephone subscribers. In 1924, 3,117 people paid income taxes.

Residential Features: Mostly one and two family houses. Norwalk is one of the finest residential towns in New England. Bathing beaches country drives, etc., make it an ideal location for New York business men. There are 4,047 privately owned homes.

Retail Shopping Section: South Norwalk has two greater business sections with three smaller business sections, and several community business sections, such as groceries, markets, etc. West Avenue connects the two greater business sections, which also takes care of the heavy pleasure and trucking traffic from New York to Boston.

Trading Area: Extends about five miles on east, west and south, and about 15 miles on the north.

Wholesale Houses: Groceries, 4; meats, 2; fruits, 1; miscellaneous lines, ice cream, 2; confectionery, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 20; commercial automobile agencies, 5; automobile accessories, 27; automobile tire agencies, 20; bakers, 15; cigar stores and stands (including hotel stands), 50 (chain, 2); confectioners (including hotel stands), 36; delicatessen, 7; dressmakers, 35; druggists, 13 (chain, 1); dry goods, 16; department stores, 3; electrical supplies, 10; florists, 4; fruits, 15; furniture, 6; furriers, 2; garages (public), 30; grocers, 128 (chain, 42); hardware, 6; jewelry, 7; meat markets, 43 (chain 4); men's furnishings, 8; men's clothing, 12; merchant tailors, 3; milliners, 11; opticians, 4;

photographers, 4; pianos (and miscellaneous musical instrument), 7; radio supplies, 10; restaurants (including hotels), 46; shoes, 18; sporting goods, 6; stationers, 4; women's apparel, 12.

Miscellaneous Data: Average temperature, 55 degrees; average number of rainy days per twelve months, 100; most pleasant months, June, July, August, September. Doctors (medical, 36); (dentists, 25); (osteopaths, 4); street car service; gas, artificial; number of meters, 6,100; electric current, alternating; number of wired houses, 5,250; water, soft.

See announcements columns 3 and 4

NORWICH, CONN.

(New London County)

1920 Population, 22,304 (1925 est., 29,685). City and Suburban estimate, 75,000.

Native Whites, 72%; **Negroes,** 2.4%; **Foreign Born,** 2.6%; **Industrial Workers,** 30%; **English Reading,** 87%; **Families,** 7,003.

Schools: Public Grade, 19; High, 1; Parochial, 4. Number of Pupils, 11,172.

Churches: Baptist, 5; Christian Science, 1; Congregational, 5; Episcopal, 4; Hebrew, 2; Methodist, 3; Roman Catholic, 6; Miscellaneous, 9.

Banks: National, 3; State, 1; Total Resources (all banks), \$7,599,000. Savings Bank Deposits, Total \$36,225,534.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (auditoriums, etc.), 5. Total number of seats, 6,493.

Location: Head of tidewater navigation on the Thames River, served by New York, New Haven & Hartford, and Central Vermont Railroads, and Thames River Line. Bus service to all parts of the state. Splendid transportation service and low rates, due to competition.

Principal Industries: Fine cotton goods, woollens, silks, paper, thermos bottles, steam boilers, metals, bleaching and dyeing, firearms.

Manufacturing Establishments: 46. Leading firms: J. B. Martin Co. (silk velvets), Ponemah Co., U. S. Finishing Co., American Thermos Bottle Co., Richmond Radiator Co., Schwarzenbach-Huber Co., American Woolen Co. Total value of yearly output of factories estimated at \$38,849,997.

Residential Features: Mostly single dwellings privately owned. Noted for its shade trees and scenic beauty. Called the "Rose of New England." Within forty minutes' drive to the seashore. Enjoys an excellent Colonial and Indian history. Birthplace of many noted persons.

Retail Shopping Section: Nearly 200 retail stores radiate in the shopping district from Franklin Square the principal business district. Shopping district includes Main, Franklin, Bath, Broadway, Shetucket, Water and Market Streets. There are eight wholesale firms located on Water, Commerce, and Market Streets.

Trading Area: Extends to Willimantic, 19 miles west; Danielson, 20 miles northwesterly, 20 miles east; New London, 14 miles south, including a number of small manufacturing towns within this area. Trolley and bus service to all places.

Wholesale Houses: Groceries, 5; meats, 2; fruits, 3; hardware, 3; dry goods, 2; miscellaneous lines, 6.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 18; commercial auto. agencies, 5; automobile accessories, 30; automobile tire agencies, 16; bakers, 11; cigar stores and stands (including hotel stands), 16; confectioners (including hotel stands), 39; delicatessen, 2; dressmakers, 57; druggists, 19; dry goods, 21; department stores, 5; electrical supplies, 6; florists, 5; fruits, 11; furniture, 6; furriers, 3; garages (public), 16; grocers, 134; hardware, 5; jewelry, 10; meat markets, 39; men's furnishings, 19; men's clothing, 17; merchant tailors, 5; milliners, 11; opticians, 3; photographers, 6; pianos (and miscellaneous musical instruments), 4; radio supplies, 5; restaurants (including hotels), 24; shoes, 18; sporting goods, 3; stationers, 2; women's apparel, 19.

STAMFORD, CONN.

(Fairfield County)

1920 Population, 35,096 (1925 est., 41,000).

City and Suburban Estimate, 49,120.

Native Whites, 65%; **Negroes,** 5%; **Foreign Born,** 30%; **Industrial Workers,** 28%; **English Reading,** 85%; **Families,** 9,060.

Schools: Public Grade, 19; High, 1; Junior High, 1; Parochial, 1. Number of Pupils, 8,929. One new High School and one Grade School now under construction; additions being made to three others.

Churches: Baptist, 2; Christian Science, 1; Congregational, 2; Episcopal, 2; Hebrew, 1; Methodist, 4; Presbyterian, 1; Roman Catholic, 4; Miscellaneous, 4.

Banks: National, 2; State, 4; Capital, Surplus and Undivided Profits (all banks), \$5,203,551.89; Total Deposits (all banks), \$37,912,788.21; Total Resources (all banks), \$43,000,000; Total Bank Clearings (12 months, 1925), \$221,309,820.80.

Theatres: Legitimate, 1; Moving Pictures, 4; Vaudeville, 1; Miscellaneous (auditoriums, etc.), 2. Total number of seats, 6,300. New theater under construction, to seat 2,500.

Location: On Long Island Sound, 33 miles from New York City. Served by New York, New Haven & Hartford R.R. Steamship Line to New York City. Trolley and bus service

Continued on page 39

The Norwalk Hour

The Leading Newspaper of NORWALK and SOUTH NORWALK, CONN.

The city of Norwalk comprises Norwalk, South Norwalk, Rowayton, Cranbury, Broad River, Brookside, Winnipauk and Silvermine sections, with a city population of over 30,000 people.

Suburban to Norwalk is rich trading territory, including New Canaan, Weston, Redding, Georgetown, Wilton, Canondale, Branchville and Ridgefield, with a population exceeding 20,000, all of which are covered by The Norwalk Hour within an hour after the paper goes to press.

Member A. B. C.

IN NORWALK AND THE SUBURBS

“IT IS THE HOUR”

National Advertising Representative: GEORGE B. DAVID, Inc.
New York and Chicago

So. Norwalk, Conn. SENTINEL

☞ Covering the territory with over 5,000 circulation—thru active news coverage—local and national.

☞ Since 1870 The Sentinel has had but two managements.

☞ The thrift of South Norwalk's citizens is indicated by 42% owning their own homes.

• •

Represented by

The Julius Mathews Special Agency

New York

Boston

Chicago

Detroit

CONNECTICUT (Cont'd)

Stamford (cont'd)

to suburbs and nearby cities and towns. To nearest large city by railroad, $\frac{1}{2}$ hour; by trolley, 3 hours; by automobile, $1\frac{1}{2}$ hours.

Principal Industries: Locks, chocolate, embroidery materials, paint, furniture, marine engines, chemicals, electrical goods, cancelling machines, pianos, castings, bearings, printing, cables.

Manufacturing Establishments. 130. Leading firms: Yale & Towne Mfg. Co., Stollwerck Chocolate Co., Phillips Chemical Co., Electric Specialty Co., Petroleum Heat & Power Co., Baer Bros., Pitney-Bowes, H. E. Verran Co., Norma-Hoffman Bearings Corp., Stamford Rolling Mills.

Residential Features: Nearly 6,000 owned homes, 6,400 residences, 770 two-family houses, and 1,120 apartments.

Retail Shopping Section: Atlantic Square is the center of retail shopping district, which also includes several blocks in all directions from the Square on Atlantic and Main Streets.

Not many so-called neighborhood stores except in outlying suburbs, such as Glenbrook and Springdale.

Trading Area: About 8 miles east and west on railroad and trolley lines, and 12 miles north, served by bus lines.

Wholesale Houses: Groceries, 7; meats, 4; fruits, 2; Miscellaneous lines, drugs, 2; paper, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 27; commercial auto. agencies, 6; automobile accessories, 32; automobile tire agencies, 16; bakers, 31; cigar stores and stands (including hotels) 19 (chain, 2); confectioners (including hotel stands), 67; delicatessen, 6; dressmakers, 12; druggists, 21 (chain, 2); dry goods, 45; department stores, 5; electrical supplies, 8; florists, 9; fruits, 48; furniture, 18; furriers, 2; garages (public), 12; grocers, 237 (chain, 51); hardware, 8; jewelry, 11; meat markets, 72, (chain, 4); men's furnishings, 22; men's clothing, 11; merchant tailors, 8; milliners, 13; opticians, 5; photographers, 12; pianos (and miscellaneous musical instruments), 10; radio supplies, 8; restaurants (including hotels), 85; shoes, 25; sporting goods, 4; stationers, 12; women's apparel, 25.

Miscellaneous Data: Average temperature, 54 degrees; average number of rainy days per twelve months, 72; most pleasant months, January, May, August, October. Doctors (medical, 58); (dentists, 39); (osteopaths, 3); gas, artificial; number of meters, 11,350 (est.); electric current, alternating; number of wired houses, 6,400 (est.); number of automobile registrations, 8,515 (1925); water, medium hard.

See announcement below

TORRINGTON, CONN.

(Litchfield County)

1920 Population, 20,623.

City and Suburban Estimate, 28,000.

Native Whites, 65.4%; Negroes, 1%; Foreign Born, 33.6%; English Reading, 88%; Families, 4,484.

Schools: 14; Number of Pupils, 4,728.

Churches: 10.

Banks: 5; Total Resources, \$17,631,800.

Theatres: 2; Total number of seats, 2,200.

Residential Features: Mostly one- and two-family houses.

Retail Shopping Section: Eight blocks in center of town.

Trading Area: About a 15-mile radius.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 9; automobile accessories, 17; automobile tire agencies, 14; bakers, 10; cigar stores and stands (including hotels), 11; confectioners (including hotel stands), 15; delicatessen, 2; dressmakers, 18; druggists, 7; dry goods, 19; department stores, 1; electrical supplies, 5; florists, 6; fruits, 6; furniture, 11; furrier, 1; garages (public), 11; grocers, 107; hardware, 4; jewelry, 5; meat markets, 33; men's furnishings, 6; men's clothing, 15; merchant tailors, 6; milliners, 4; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 4; radio supplies, 4; restaurants (including hotels), 8; shoes, 9; sporting goods, 1; stationers, 3; women's apparel, 7.

WATERBURY, CONN.

(New Haven County)

1920 Population, 91,715. (1925, est., 116,366.)

City and Suburban Estimate, 198,000.

Native Whites, 60.99%; Negroes, 2.42%; Foreign Born, 36.59%; Industrial Workers, 30.86%; English Reading, 75%; Families, 24,265.

Schools: Public Grade, 32; High, 3; Vocational, 2; Parochial, 6; Number of Pupils, 23,845.

Churches: Baptist, 5; Christian Science, 1; Congregational, 5; Episcopal, 5; Hebrew, 2; Methodist, 6; Presbyterian, 3; Roman Catholic, 14; Miscellaneous, 5.

Banks: National, 2; State, 8; Total Resources, \$87,494,900. Savings Bank Deposits Total, \$35,522,092.79.

Theatres: Legitimate, 1; Moving Pictures, 11; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 19,500.

Continued on page 40

WATERBURY, CONNECTICUT

is

"The Brass Center of the World"

Population 116,366

Waterbury is strictly a manufacturing city, brass and copper being the principal industry. Here, more than 50% of the nation's brass is made. Here, also hundreds of thousands of watches and clocks are made each year. These great industries are manned by a force of over 35,000 progressive and well paid industrial workers.

The Republican & American

Thoroughly covers Waterbury and the surrounding trading territory. In Waterbury, 94 in every 100 English reading families who read a Waterbury newspaper, read either the Republican or the American. In the suburban and country territory the Republican & American dominate supreme. In addition to this complete coverage, the Republican & American offers the lowest mil-line rate obtainable in Waterbury.

A Noted Tryout City

Waterbury is often referred to as "the tryout city of America on food advertising." A large percentage of the Waterbury grocers have given written agreement to stock all products advertised in the Republican & American. This simplifies the distribution problem on any food product and enables the manufacturer to quickly stock the stores, start the advertising and test the campaign. Let us explain this service in detail to you.

During the year 1925, there were 523 National accounts placed in Waterbury. Of these 523 accounts 465 appeared in the Republican & American and 354 of them appeared in the Republican & American exclusively.

WATERBURY REPUBLICAN & AMERICAN

Morning

Evening

Sunday

MEMBER A. B. C.

Gilman, Nicoll & Ruthman, National Representatives

New York

Boston

Chicago

San Francisco

THE STAMFORD ADVOCATE

The "Home" paper in practically every household in Stamford and its suburbs.

It covers a trading territory of 75,000 people in a prosperous center of industry, noted for its high wage scale.

STAMFORD
CONN.
A
"one paper"
city

The Julius Mathews
Special Agency

Boston — New York — Detroit — Chicago

CONNECTICUT and DELAWARE Markets in Standard Surveys

CONNECTICUT (Cont'd)

Waterbury (cont'd)

Location: Situated in western Connecticut, in the scenic Naugatuck Valley. Served by the N. Y., N. H. & H. R.R. and Connecticut Company street railway and bus service. Waterbury has a trading area with a population of 160,000, with which it is connected by street railways systems, covering 42 cities and towns. To nearest large city by railroad, 1 hour; by trolley, 1½ hours; by auto, 1 hour.

Principal Industries: Brass, copper, novelties and fixtures, watches and clocks.

Manufacturing Establishments: 95. Leading firms: Scovill Mfg. Co., American Brass Co., Chase Companies, Inc., Waterbury Clock Co., Farrell Foundry & Machine Co.

Special Information: Waterbury is one of the great manufacturing centers of the United States. Here, approximately 50% of the Nation's brass is made, as well as a great number of manufactured articles in brass. Anything made of copper or brass can be obtained in Waterbury. Here, also is the largest clock factory in the world. More clocks and watches are made in Waterbury than in any other city. The Ingersoll watch, and the famous Waterbury watch were first made here, and are still made here by the millions.

Residential Features: Mostly two- and three-family houses. Best houses and grounds, and most valuable property, as a whole, in the northwestern section of the city. In eastern section a manor known as "Fairlawn" is building up into one- and two-family residential district. Many of the latter are privately owned homes.

Retail Shopping Section: Extends from Exchange Place for 3 blocks on Bank Street, for 2 blocks on South Main, for 3 blocks on East Main, for 3 blocks on West Main, and for 2 blocks on North Main Street. Intervening streets between these streets are included. There are two outlying business sections; namely, North Square and Brooklyn, and several smaller neighborhood sections with the usual grocery, confectionery, meat and small shops.

Trading Area: Extends approximately 12 miles north, 9 miles south, 14 miles east, and 12 miles west. Business is also secured from people living at a greater distance, because of the excellent street railway and bus service. This covers 42 cities and towns with a total population of 198,000.

Wholesale Houses: Groceries, 6; meats, 3; fruits, 7; hardware, 6; miscellaneous lines, 10.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile, 24; commercial automobile, 7; automobile accessories, 84; automobile tires, 18; bakers, 39; cigar stores and stands, 36 (chain, 2); confectioners, 91; delicatessens, 8; dressmakers, 81; druggists, 46 (chain, 1); dry goods, 63; department stores, 9; electrical supplies, 15; florists, 10; fruits, 43; furniture, 20; furriers, 7; garages (public), 55; grocers, 371 (chain, 6); hardware, 22; jewelry, 38; meat markets, 140 (chain, 1); men's furnishings, 27; men's clothing, 31; merchant tailors, 10; milliners, 31; opticians, 9; photographers, 16; pianos (musical instruments), 9; radio supplies, 21; restaurants (including hotels), 110 (chain, 1); shoes, 46; sporting goods, 7; stationers, 22; women's apparel, 24.

See announcements page 33 and columns 3 and 4 page 39

WILLIMANTIC, CONN.

(Windham County)

1920 Population, 12,330 (1926, est., 13,400).

City and Suburban estimate, 22,000.

Native Whites, 62%; **Foreign Born,** 38%; **Industrial Workers,** 33%; **English Reading,** 75%; **Families,** 2,830.

Schools: Public Grade, 6; High, 1; Parochial, 2. Number of Pupils, 3,100.

Churches: Baptist, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Roman Catholic, 2; Miscellaneous, 4.

Banks: National, 1; State, 2; Total Resources, (all banks), \$8,057,108.85 (June, 1925); Savings Bank Deposits, Total \$4,249,588.40 (June, 1925).

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 1; Miscellaneous (auditoriums, etc.), 6. Total number of seats, 8,000.

Location: County seat of Windham County, eastern Connecticut, and an important railroad junction. Served by four divisions of New Haven Railroad, Central Vermont Railway, Airline division, Hartford division, Providence division, and Midland division of the N. H. R.R. Clearing place for railroad freight transfers, etc. Main artery Boston to New York. Thirty miles from tidewater. Excellent auto service in all directions, Norwich, Providence, Hartford, Stafford Springs, and other points. To nearest large city by auto, 1½ hours.

Principal Industries: Silk and cotton, foundries, machine shops. Large cotton thread manufacturing plant. Willimantic mills of the American Thread Co. Famed for silk twist thread, and silk weaving.

Manufacturing Establishments: 13. Leading firms: American Thread Co., Quiddick-Windham Cotton Mfg. Co., Windham Silk Co., Holland Silk Co., Rossie Velvet Mfg. Co., H. K. & W. A. Washburn (silk throwsters), Vanderman Foundry & Plumbing Co., S. C. S. Box Co., Hall & Bill Printing Co., J. D. Chaffee Silk Braid Mfg. Co., Atwood Machine Co., Hillhouse & Taylor (woodturning).

Residential Features: One and two-family houses. Limited section devoted to employees of two manufacturing concerns. Has several private residential sections. All homes neat, surroundings beautiful. Value of residential sections about \$4,000,000.

Retail Shopping Section: Extends from Thread Mill Square to City Hall. Terminal for six auto bus lines, three other jitney lines, and terminal of two trolley lines. Aside from the main business section, taking in Main and Union Streets, there are six other blocks in which considerable retail business is done. Small stores in localities where home building is going on.

Trading Area: Willimantic has a trading area of ten to twelve miles. People from twelve other towns trade in the city. Good railroad, trolley, and automobile bus service accommodates out-of-town customers.

Wholesale Houses: Groceries, 1; meats, 1; fruits, 2; hardware, 1. Miscellaneous lines, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 16; commercial auto. agencies, 3; automobile accessories, 6; automobile tire agencies, 2; bakers, 8; cigar stores and stands (including hotels), 8 (chain, 1); confectioners (including hotel stands), 20; delicatessens, 1; dressmakers, 20; druggists, 8 (chain, 1); dry goods, 9; department stores, 1; electrical supplies, 5; florists, 2; fruits, 3; furniture, 3; furriers, 1; garages (public), 20; grocers, 54 (chain, 6); hardware, 3; jewelry, 4; meat markets, 14; men's furnishings, 9; men's clothing, 9; merchant tailors, 4; milliners, 7; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; restaurants (including hotels), 23; shoes, 9; sporting goods, 3; stationers, 1; women's apparel, 5.

Miscellaneous Data: Doctors (medical, 14); (dentists, 8); (osteopaths, 3); street car service; gas, artificial; electric current, alternating; number of wired houses 3,000; water, hard.

WINSTED, CONN.

(Litchfield County)

1920 Population, 8,248.

City and Suburban Estimate: Practically all white. Large foreign born population.

Schools: Public Grade, 2; High, 1; Parochial, 1.

Churches: Baptist, 1; Christian Science, 1; Congregational, 2; Episcopal, 1; Methodist, 1; Roman Catholic, 1; Miscellaneous, 1 (colored).

Banks: National, 2; Savings Banks, 2; Capital, Surplus, and Undivided Profits, National Banks \$618,000; Total Deposits, \$942,000; Total Resources, \$1,906,000 (statement of July 1, 1926); Capital, Surplus and Undivided Profits, Savings Banks (\$835,759.07); Total Savings Bank Deposits, \$7,072,932.12 (statement of October 1, 1926); Capital, Surplus and Undivided Profits, \$1,453,759.07; Total Deposits, \$8,014,982.12; Total Resources (figures for National Banks only), \$1,906,000.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 3.

Location: On Naugatuck division of the New York, New Haven & Hartford R.R., and the C. N. E. R.R. Several motor truck lines to Hartford, and one to New York City. To nearest large city, by railroad, 1½ hours; by automobile, 1½ hours.

Principal Industries: Knives, clocks, brass goods, hosiery, underwear, casket, hardware pins.

Manufacturing Establishments: 20. Leading firms: Wm. L. Gilbert Clock Co., Winsted Hosiery Co., New England Knitting Co., Strong Mfg. Co., Empire Knife Co., Fitzgerald Mfg. Co., Strand & Sweet Mfg. Co.

Residential Features: Mostly one and two-family houses. Number of tenement houses on main business street.

Retail Shopping Section: Main Street for about a mile in center of city.

Trading Area: About 20 miles, except to the south.

Wholesale Houses: Candy, 1.

Number of Retail Outlets for National Advertised Products: Passenger automobile agencies, 9; commercial auto. agencies, 5; automobile accessories, 7; automobile tire agencies, 7; bakers, 4; cigar stores and stands (including hotels), 20 (chain, 1); confectioners (including hotel stands), 5 or 6; delicatessens, 1; druggists, 8; dry goods, 4; florists, 2; fruits, 12 or 15; furniture, 2; garages (public), 4; grocers, 30 (chain, 6); hardware, 3; jewelry, 3; meat markets, 10; men's furnishings, 6; men's clothing, 6; merchant tailors, 2; milliners, 3; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 4 or 5; restaurants (including hotels), 10; shoes, 6; sporting goods, 5 or 6; stationers, 2; women's apparel, 7 or 8.

Miscellaneous Data: Average temperature, 54 degrees; average number of rainy days per twelve months, 72; most pleasant months, Jan., May, Aug., Oct. Doctors (medical, 9); (dentists, 11); (osteopaths, 1); street car service; gas, artificial; number of meters, 2,000; electric current, alternating; water, soft.

Standard Surveys of DELAWARE

WILMINGTON, DEL.

(New Castle County)

1920 Population, 110,168 (U. S. Estimate, 1926, 124,000).

City and Suburban Estimate, 1926, 250,000; Trade area, pop. 1,119,314. Most important cities and towns in this area are: Newark, Del. (pop. 2,322); New Castle, Del. (4,113); Dover, Del. (4,208); Claymont, Del. (4,164).

Native Whites, 64,655; **Negroes,** 11,331; **Foreign Born,** 16,346; **White Foreign or Mixed Parentage,** 30,569. **Industrial Workers,** 55,331 (male, 42,407); **English Reading,** 89%; **Families,** 26,937.

Schools: Public Grade, 28; High, 5; Parochial and Private, 18; Number of Pupils, 29,000.

Churches: Baptist, 8; Christian Science, 1; Congregational, 1; Episcopal, 7; Hebrew, 4; Methodist, 24; Presbyterian, 10; Roman Catholic, 13; Miscellaneous, 38.

Banks: National, 3; State, 15; Capital, Surplus, and Undivided Profits (all banks), \$17,028,525. (Dec. 31, 1925); Total Deposits (all banks), \$75,048,835; Total Resources (all banks), \$93,009,857.31 (Dec. 31, 1925); Total Savings Bank Deposits, \$20,932,428. (Dec. 31, 1925); Total Bank Clearings (12 months, March 31, 1926), \$150,741,839.51; Average Monthly Total Retail Sales, \$1,275,850 (approx.) 1925.

Theatres: Legitimate, 1; Moving Pictures, 12; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 41. Total number of seats (approximately) 23,000.

Location: At the junction of the Delaware and Christina Rivers. Served by Pennsylvania R.R., Baltimore & Ohio R.R. and the Philadelphia & Reading Ry., also various steamship lines. Head of Delmarva Peninsula. Bus lines and interurban trolley lines give adequate contact between trade territory and city. To nearest large city (Philadelphia, Pa.), by railroad, 45 minutes; by trolley, 2½ hours; by auto, 1 hour.

Manufacturing Establishments: 350. Leading firms: Amalgamated Leather Cos., Inc., Atlas Powder Co., Jos. Bancroft & Sons Co., Bethlehem Shipbuilding Corp., E. I. du Pont de Nemours & Co., Electric Hose & Rubber Co., Edgemore Iron Co., Eastern Malleable Iron Co., Consolidated Machine Tool Co. of America, Jessup & Moore Paper Co., Lobdell Car Wheel Co., Natural Vulcanized Fibre Co., New Castle Leather Co., Hercules Powder Co., Pusey & Jones Co., Pyrites Co., Speakman Co., The Tannan Co. Total value of yearly output of factories estimated at \$125,000,000.

Special Information: Marine Terminal just completed on the Delaware River, at a cost of \$3,000,000. Shipments received from and sent to all parts of the world.

Trading Area: 100 miles south through Delmarva Peninsula; 3 adjoining counties in Pennsylvania; 10 adjoining counties in Maryland, 2 eastern shore counties in Virginia, and 3 counties in southern New Jersey. (Population of area, 1,119,314).

Wholesale Houses: 48. Groceries, 15; meats, 11; fruits, 18; hardware, 3; dry goods, 1. Miscellaneous lines, 130.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 41; commercial automobile agencies, 40; automobile accessories, 75; automobile tire agencies, 25; bakers, 43; cigar stores and stands (including hotels), 117 (chain, 2); confectioners (including hotels stands), 115; delicatessens, 20; dressmakers, 120; druggists, 71 (chain, 2); dry goods, 94; department stores, 19; electrical supplies, 33; florists, 18; fruits, 67; furniture, 48; furriers, 36; garages (public), 92; grocers, 475 (chain, 54); hardware, 17; jewelry, 40; meat markets, 102; men's furnishings, 74; men's clothing, 35; merchant tailors, 126; milliners, 40; opticians, 20; photographers, 15; pianos (and miscellaneous musical instruments), 16; radio supplies, 42; restaurants (including hotels), 88; shoes, 62; sporting goods, 30; stationers, 14; women's apparel, 64.

Miscellaneous Data: Average temperature, 52 degrees. Most pleasant months, April to October, inclusive. Doctors (medical, 126); (dentists, 55); (osteopaths, 3); street car service; gas, artificial; number of meters, 21,000; electric current, A.C. and D.C.; number of wired houses, 15,000; number of automobile registrations, 38,200 (approx.); water, soft.

See announcements below and on page 41

EVERY ADVERTISING CAMPAIGN SHOULD INCLUDE



The Rich, Concentrated Trading Area of 250,000 Buyers...

Wilmington has many claims to distinction. It is noted as a great manufacturing center and occupies a preeminent place as the home of some of the largest industries in the world. Within its 25-mile concentrated trading area of 250,000 inhabitants lies a great buying power that no national advertiser can overlook.

Shoppers from Pennsylvania, New Jersey, Maryland and the entire state of Delaware come to Wilmington to do their trading.

The logical mediums to cover this rich market are the Evening Journal and Morning News. With a combined circulation of over 31,000 that covers 60% of the families in this area, the Evening Journal and Morning News are the dominant papers.

If you are not familiar with this market, get the facts—you will be convinced.

EVENING JOURNAL MORNING NEWS

WASHINGTON, D. C., and FLORIDA Markets in Standard Surveys

WASHINGTON, D. C.

1920 Population, 437,571 (1926 U. S. Census est.) 527,880. Male, 203,543; Female, 234,028; Native White, 298,312; Male, 136,889; Female, 161,423; Foreign Born white, 28,548; male, 15,142; Female, 13,406; Negro, 109,966; Male, 50,855; Female, 59,111.

City and Suburban Estimate, over 650,000. Most important cities and towns in this area are: Alexandria, Va. (pop. 18,500); Rockville, Md. (3,500); Hyattsville, Md. (4,015); Clarendon, Va. (3,400).

Native Whites, 68%; Negroes, 25%; Foreign Born, 7%; Industrial Workers, 3%; English Reading (Census statistics show only 779 cannot speak English); Families, 96,194.

Schools: Public Grade, 141; High, 7; Junior High, 6; Parochial and Diocesan, 30; Miscellaneous, 147. Number of Pupils, 72,000 (May 15, 1924).

Churches: Baptist, 26; Christian Science, 2; Congregational, 4; Episcopal, 45; Hebrew, 5; Methodist, 61; Presbyterian, 33; Roman Catholic, 31; Miscellaneous, 37.

Banks: National, 13; State, 22; Capital (all banks), \$24,278,505.; Total Deposits (all banks), \$238,907,102.18; Total Savings Bank Deposits, \$85,215,918.36; Total Bank Clearings (12 months, 1925), \$1,353,275,062.57; 7 Trust Cos.; Total Resources (all banks), \$67,812,000.

Theatres: Legitimate, 4; Moving Pictures, 47; Vaudeville, 3; Burlesque, 2; Miscellaneous (Auditoriums, etc.), 20; Washington Auditorium, 6,000 seats. Total number of seats, 50,000.

Location: Southern Railway, Chesapeake & Ohio, Pennsylvania, Baltimore & Ohio, Atlantic Coast Line, Norfolk & Western; Richmond, Fredericksburg & Potomac, and Seaboard Air Line Rys. To nearest large city (Baltimore, Md.), by railroad, 1 hour; by trolley, 1½ hours; by auto, 1½ hours.

Principal Industries: Printing, paper making, ice cream, confectionery, baking, artificial limbs, meats, hats.

Manufacturing Establishments, 595. Leading firms: Auth's Provision Co., Brod's Hats, Capital Apron Mfg. Co., Capital Bedding Co., Chapin-Sacks Co., Corby Baking Co., D. C. Paper Mfg. Co., Stone Straw Co., John H. Wilkins Co., J. E. Hanger, Inc.; Barber & Ross. Total value of yearly output of factories estimated at \$68,826,570.

Special Information: Washington being the capital is primarily a residential rather than a manufacturing city. Thousands of visitors are here for periods varying from a few days to weeks or months. Washington is also the gateway of the South, and the freight yards of the Southern Railway, located a few miles from Washington, are among the largest of the country.

Residential Features: Extremely large apartment house population, and high ratio of boarding houses. Congestion during the war created great need for housing and building. In the years immediately following building was greater proportionately than in any other section of the country. Because of the restricted area of the District of Columbia, thousands of persons making their living in Washington were compelled to find homes in the surrounding states of Virginia and Maryland, for a radius of 25 miles or more. More than a thousand government employees commute from Baltimore, distant 40 miles.

Retail Shopping Section: 7th Street, 10 blocks; 9th Street, 10 blocks; F. Street, 8 blocks; G. Street, 8 blocks; Pennsylvania Avenue, 15 blocks; 14th street, 10 blocks; Connecticut Avenue, 6 blocks.

Trading Area: North, 20 miles; east and west, 60 miles; south, 100 miles. Nearest large city (Baltimore), 40 miles north, and Richmond, 110 miles south.

Wholesale Houses: Groceries, 14; meats, 18; fruits, 13; hardware, 4; dry goods, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 124; commercial automobile agencies, 100; automobile accessories, 171; automobile tire agencies, 54; bakers, 129; cigar stores and stands (including hotels), 2,210 (chain, 12); confectioners (including hotel stands), 238; delicatessen, 400; dressmakers, 338; druggists, 228 (chain, 34); dry goods, 129; department stores, 7; electrical supplies, 60; florists, 40; fruits, 70; furniture, 112; furriers, 33; garages (public), 141; grocers, 1,965 (chain, 635); hardware, 118; jewelry, 128; meat markets, 240 (chain, 24); men's furnishings, 123; men's clothing, 100; merchant tailors, 523; milliners, 106; opticians, 48; photographers, 80; pianos (and miscellaneous musical instruments), 37; radio supplies, 70; restaurants (including hotels), 594 (chain, 5); shoes, 128; sporting goods, 15; stationers, 54; women's apparel, 120.

Miscellaneous Data: Average temperature, 55 degrees; average number of rainy days per 12 months; 126; most pleasant months, April, May, June, Oct., Nov. Doctors (medical, 867); (dentists, 478); (osteopaths, 40); street car service; gas, artificial; number of meters, 98,386; electric current AC DC; number of wired houses, 100,796; number of automobile registrations, 102,500; water, medium.

Standard Surveys
of
FLORIDA

BARTOW, FLA.

(Polk County)

1920 Population, 4,316 (1926 est. 7,500).

City and Suburban Estimate, 10,000. Most important cities and towns in this area are: Lakeland (18 miles, pop. 25,000); Winterhaven (12 miles, 15,000); Fort Meade (4,500); Lake Wales (6,500).

Native Whites, 81%; Negroes, 17%; Foreign Born, 2%; English Reading, 100%.

Schools: Public Grade, 3; High, 1; Private, 1. Number of Pupils (all schools), 1,500.

Churches: Baptist, 1; Christian Science, 1; Associated Reformed Presbyterian, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous: Seven-Day Adventist, 1.

Banks: National, 1; State, 1; Savings, 1. Capital, Surplus, and Undivided Profits (all banks), \$546,156; Total Deposits (all banks), \$3,496,892; Total Resources (all banks), \$4,658,216; Total Savings Banks Deposits, \$965,699.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 3,500.

Location: On the Atlantic Coast Line, and Seaboard Air Line R.R.s. There are also truck and omnibus lines operating in every direction, carrying freight and passengers. To nearest large city is three-quarter of an hour by railroad, three-quarter of an hour by automobile.

Principal Industries: The principal industries of this section of Polk county are the growing and packing of citrus fruits, and the mining of phosphate and preparing it for shipment to the fertilizer factories of the United States and Europe. Eighty per cent of the phosphate mined in this country is produced within a few miles of Bartow.

Manufacturing Establishments: In addition to the industries here listed, Bartow is the center of the machine-made cigar industry, operated by Cuban-American Corporations. Total value of yearly output of factories estimated at approximately \$10,000,000.

Special Information: The approximation of value of manufacturers include only phosphate and cigars. The value of the citrus fruits turned out by Bartow's fruit-packing houses is probably included in the figures for value of agricultural products.

Residential Features: There are in Bartow 1,235 residences in which electric meters are installed. In addition, it is estimated there may be 300 dwellings in the various negro quarters. Most of the houses are of the single family type, but during the past two years, six modern apartment buildings have been erected.

Retail Shopping Section: On Main Street, 5 blocks; Central Avenue North, 3 blocks; Central Avenue South, 3 blocks; Summerlin Street, 3 blocks; North Broadway, 2 blocks; South Broadway, 3 blocks; East Davidson Street, 2 blocks.

Trading Area: Bartow claims to have the largest dry goods, and woman's-wear store in Polk County, and draws trade from all parts of the county. With the 613 miles of asphalted county highways radiating in every direction, and the multiplicity of automobiles, people come to Bartow to buy their dry goods from great distances.

Wholesale Houses: Groceries, 1; meats, 1; fruits, 1; hardware, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial automobile agencies, 3; automobile accessories, 5; automobile tire agencies, 8; bakers, 1; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 4; dressmakers, 10; druggists, 3; dry goods, 5; department stores, 1; electrical supplies, 4; florists, 2; fruits, 2; furniture, 3; garages (public), 7; grocers, 15 (chain, 1); hardware, 3; jewelry, 2; meat markets, 8; men's furnishings, 3; men's clothing, 4; merchant tailors, 2; milliners, 2; opticians, 1; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 7; shoes, 3; sporting goods, 1; stationers, 1; women's apparel, 4.

Miscellaneous Data: Average temperature, 72.2 degrees; average number of rainy days, 250 average for year; most pleasant months: Rain fell on each of 250 days last year, but there were 8 days only during which the sun did not shine. Doctors (medical, 8); (dentists, 3); (osteopaths, 2); electric current, direct; number of wired houses, 1,235; water, soft.

See announcement page 42

CLEARWATER, FLA.

(Pinellas County)

1920 Population, 2,247 (1925 census 5,716; 1926 est. 8,500).

City and Suburban Estimate, 12,500.

Native Whites, 90%; Negroes, 10%; Industrial Workers, 20%; English Reading, 95%; Families, 2,000.

Schools: 6. Number of Pupils, 1,400.

Churches: 9.

Banks: 4; Total Resources (all banks), \$8,-674,378.80.

Theatres: 2. Total number of seats, 1,100. Location: On west coast of Florida on Atlantic Coast Line R.R., and Seaboard Air Line Ry. To nearest large city, by railroad, 1½ hours; by automobile, 1 hour.

Principal Industries: Citrus fruits, preserves, grapefruit canning, cigars, lumber, vegetables and dairying.

Residential Features: One, and two-family houses, hotels and apartments. New hotel now building to cost \$1,000,000. Ideal summer resort, fishing, boating, bathing.

Retail Shopping Section: Five blocks on Cleveland Street, and six blocks on Fort Harrison Avenue.

Trading Area: Radius of 10 miles.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial auto. agencies, 6; automobile accessories, 5; automobile tire agencies, 9; bakers, 4; cigar stores and stands (including hotels) 10, (chain, 1); confectioners (including hotel stands), 13; dressmakers, 6; druggists, 10; dry goods, 7; department stores, 2; electrical supplies, 4; florists, 2; fruits, 15; furniture, 4; garages (public), 11; grocers, 34 (chain, 5); hardware, 5; jewelry, 4; meat markets, 6 (chain, 1); men's furnishings, 7; men's clothing, 7; merchant tailors, 4; milliners, 4; opticians, 3; photographers, 4; pianos (and miscellaneous musical instruments), 2; radio supplies, 6; restaurants (including hotels), 16; shoes, 6; sporting goods, 6; stationers, 3; women's apparel, 6.

Miscellaneous Data: Average temperature, 70 degrees; most pleasant months, January to May, October to December, both inclusive. Doctors (medical, 12); (dentists, 5); (osteopaths, 34); bus service; gas, artificial; electric current AC-DC; number of wired houses, 2,800; water, soft.

DAYTONA BEACH, FLA.

(Volusia County)

1920 Population, 5,445. (1925, 22,500.)

City and Suburban Estimate, 1925, 30,000.

Native Whites, 55%; Negroes, 45%.

Schools: Public Grade, 7; High, 2; Junior High, 1.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 2; Hebrew, 1; Methodist, 3; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 2.

Banks: State, 6. Total Resources, \$10,500,000; Savings Banks Deposits Total, (Oct. 20, 1925), \$18,948,625.

Theatres: Moving Pictures, 4; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 5,500.

Location: On Florida East Coast Railroad, 92 miles south of Jacksonville on Main Dixie Highway, also on East Coast canal from Jacksonville to Miami (freight transportation). Through the consolidation, Aug. 4, 1925, of Daytona, Daytona Beach, and Seabreeze, the new city of Daytona Beach came into existence as Florida's seventh largest city. To nearest large city by railroad, 3½ hours; by automobile, 4 hours.

Principal Industries: Lumber, building tile, citrus and deciduous fruits, fresh vegetables, canning (fish, fruit and vegetables), rock quarrying and crushing.

Manufacturing Establishments: No. 9 Plantation, East Coast Preserving Co. Rock quarries (2) ship 20 cars daily.

Special Information: Annual number of tourists aggregate 125,000.

Residential Features: This community has many beautiful residences and embraces a large residential area. Its natural beauty and equable climate attract a great many visitors from the North.

Retail Shopping Section: Two distinct districts. One along the river, other on Main Street on the peninsula. In addition there are many small districts in the outskirts. The negro population has a separate district of its own along Second Avenue. The "white" sections are noted for their exclusive shops, many New York concerns operating here.

Trading Area: Twenty miles north and south.

Wholesale Houses: Groceries, 3; meats, 1; fruits, 4; hardware, 2; miscellaneous lines, 5 small concerns.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial auto. agencies, 5; automobile accessories, 20; automobile tire agencies, 22; bakers, 5; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 75; delicatessen, 4; druggists, 15; dry goods, 10; electrical supplies, 15; florists, 2; fruits, 20; furniture, 3; garages (public), 30; grocers, 25; hardware, 4; jewelry, 5; meat markets, 10; men's furnishings, 8; men's clothing, 8; merchant tailors, 4; milliners, 10; opticians, 2; photographers, 5; pianos (and miscellaneous musical instruments), 2; radio supplies, 8; restaurants (including hotels), 80; shoes, 15; sporting goods, 5; stationers, 2; women's apparel, 15.

Every Evening
Wilmington, Delaware

For 60 years Every Evening has occupied FIRST place among the newspapers of Delaware—in prestige, in influence and those essential qualities of character and dependability which go to make a newspaper worth while. Stronger today than ever.

To plan an advertising campaign in Delaware without using Every Evening is like starting on a journey without gas in your motor car. Every Evening offers advertisers the BUYING POWER which builds business in its territory.

18,750 Daily—in the Homes

Every Evening reaches the people who make your advertising PROFITABLE

Bryant, Griffith & Brunson, foreign representatives, New York, Boston, Chicago and Atlanta

FLORIDA (Cont'd)

DE LAND, FLORIDA (Volusia County)

1920 Population, 3,324 (1925 est. 10,200).

City and Suburban Estimate, 22,000.

Native Whites, 75%; Negroes, 21%; Foreign Born, 4%; Industrial Workers, 26%; English Reading, 92%; Families, 2,550.

Schools: Public Grade, 4; High, 1; Number of Pupils, 1,100. John B. Stetson University, 600 students; Beeler Private School, 50 students.

Churches: 12.

Banks: National, 1; State, 1; Total Resources, \$6,000,000.

Theatres: Legitimate, 1; Moving Pictures, 3; University Auditorium, 1. Total number of seats, 2,400.

Location: De Land is located in east central Florida in the famous fruit belt, 110 miles south of Jacksonville, 20 miles inland from Atlantic Ocean. It is on main line of A. C. L. R.R., also reached by Florida East Coast R.R. Clyde Line steamers navigate the St. Johns River discharging passengers and freight at De Land Landing. To Jacksonville by auto, 1 hour; to Tampa by railroad, 4 hours.

Principal Industries: Lumber, naval stores, fruit raising and packing, shad fishing, livestock, pecans, dairying, cigar manufacturing, tangerine oranges, other citrus fruits.

Special Information: De Land has large, fine hotels and boarding houses (28), with a capacity of 1,300 guests, two 18-hole golf courses, one public library and one Carnegie and University combined, one modern hospital, and fine beach one hour's drive distant.

Residential Features: Individually owned homes, almost all of a colonial design or bungalow type, many having Spanish characteristics.

Retail Shopping Section: Extends 7 blocks along Woodlawn Boulevard, 4 blocks on New York Ave., 1 block on Short Street, 4 blocks on Florida Ave., and 2 blocks on Rich Ave.

Trading Area: Covers a wealthy and prosperous territory within a radius of 24 miles.

Wholesale Houses: Groceries, 2; meat, 1; fruits, 13; miscellaneous lines, 5.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 6; automobile accessories, 11; automobile tire agencies, 12; bakers, 2; cigar stores and stands (including hotels), 17; confectioners (including hotel stands), 10; delicatessen, 1; dressmakers, 20; druggists, 5; dry goods, 6; department stores, 1; electrical supplies, 4; florists, 1; fruits, 12; furniture, 5; garages (public), 13; grocers, 12 (chain, 4); hardware, 2; jewelry, 1; meat markets, 5; men's furnishings, 3; men's clothing, 3; merchant tailors, 7; milliners, 4; opticians, 1; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; restaurants (including hotels), 23; shoes, 6; sporting goods, 3; stationers, 3; women's apparel, 5.

Miscellaneous Data: Doctors (medical, 6), (dentists, 4), (osteopaths, 5), electric current, alternating and direct; water, hard and soft.

FORT LAUDERDALE, FLA.

(Broward County)

1920 Population, 2,065 (1925 est. 15,200).

City and Suburban Estimate, 15,800.

Native Whites, 70%; Negroes, 28%; Foreign Born, 2%; Industrial Workers, 10%; English Reading, 85%; Families, 3,200.

Schools: Public Grade, 3; High, 1; Junior High, 1; Number of Pupils, 5,000.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 1; State, 2; Total Resources, \$11,045,488.61; Savings Bank Deposits Total, \$9,373,029.68.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 3,000.

Location: F. E. C. Ry., and Seaboard Air Line Ry. is soon to have deep water harbor from ocean. To nearest larger city by railroad, 1½ hours; by auto, 1½ hours.

Principal Industries: Fruit growing, cigars, cooperage, ice factory, bottling works, metal works, canning, fisheries.

Special Information: New River (one of the deepest inland waterways in the state) runs through center of city and business district and affords anchorage for the largest yachts. It is the headquarters for tarpon fishing. Fort Lauderdale is also on the Dixie Highway.

Residential Features: Beautiful and tastefully designed bungalows amid tropical foliage, white highways and well paved streets are among the attractive features of the city.

Retail Shopping Section: Andrews Ave. (Dixie Highway) Brickell Ave., Wall St., 3rd Street, River Drive. Total area, 5 blocks north and south, and 3 blocks east and west.

Trading Area: A 15-mile radius, covering Hollywood, Dania, Davie, Pompano and Deerfield.

Wholesale Houses: Groceries, 1; meats, 1; fruits, 1; hardware, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 3; automobile accessories, 5; automobile tires (exclusive, no agencies); bakers, 4; total cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 12; delicatessen, 1; total druggists, 5; dry goods, 6; department stores, 3; electrical supplies, 4; florists, 1; fruits, 12; furniture, 5; garages (public), 13; grocers, 12 (chain, 4); hardware, 2; jewelry, 1; meat markets, 5; men's furnishings, 3; men's clothing, 3; merchant tailors, 7; milliners, 4; opticians, 1; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; restaurants (including hotels), 23; shoes, 6; sporting goods, 3; stationers, 3; women's apparel, 5.

tessen, 1; total druggists, 5; dry goods, 6; department stores, 3; electrical supplies, 4; florists, 1; fruits, 12; furniture, 5; garages (public), 7; total grocers, 10 (chain, 2); hardware, 2; jewelry, 2; meat markets, 6; men's furnishings, 3; men's clothing, 4; merchant tailors, 1; milliners, 3; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; total restaurants (including hotels), 8; shoes, 2; sporting goods, 1; stationers, 2; women's apparel, 4.

Miscellaneous Data: Average temperature, 81 degrees; average number of rainy days per twelve months, 90; most pleasant months, Dec., Jan., Feb., March, April. Doctors (medical, 2), (dentists, 2), (osteopaths, 1); electric current, direct; water, soft.

FORT MYERS, FLA.

(Lee County)

1920 Population, 3,678. (1926, est. 20,301.)

City and Suburban Estimate, 26,000.

Native Whites, 75%; Negroes, 20%; Foreign Born, 5%; English Reading, 90%; Families, 4,200.

Schools: Public grade, 8; High, 1; Junior High, 1.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 3; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 1; State, 1; Capital, Surplus, and Undivided Profits (all banks), \$812,610; Total Deposits (all banks), \$2,368,855; Total Resources (all banks), \$7,500,000; Total Savings Banks Deposits, \$6,802,000.

Theatres: Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 5,000.

Location: Southern Florida on the A. C. Line R.R., Seaboard Air Line R.R., Florida R.R. & Navigation Co., Fort Myers Steamship Co., Florida Airways Corp. Excellent bus lines to all Florida points, also boat service to nearby islands. To nearest large city, by railroad, 5 hours; by auto, 5 hours.

Principal Industries: Cigars, lumber, window shades, citrus fruit products, such as canned grapefruit, etc. Boat building. Leading industries of the country are vegetables and fruit growing.

Special Information: Our location and the fact that we have a great number of tropical trees of the palm family, and a wonderful climate, make it an ideal winter resort. The heat in summer is not as intense as in some states further north. Plans under way for cross-State waterway from Fort Myers on the west coast to Stuart on the east coast by way of the Caloosahatchee river, Lake Okeechobee and St. Lucie canal.

Residential Features: Mostly one and two-family houses, with many small apartments. Many beautiful homes, valued at \$50,000, or more, may be found in this city.

Retail Shopping Section: Extends from Lee St. on First St. to Monroe St. on Main St., on Jackson St. to Cleveland Ave., with business houses on Cleveland Ave. The cross streets of Jackson, Hendry, Lee, Monroe and Broadway are mainly occupied with business houses, while Anderson Avenue also has a number of business houses. There are three outlying business districts, which support from 20 to 50 business houses.

Trading Area: 50 miles in every direction, for regular trading, and on special occasions, for 75 miles east, and southeast.

Wholesale Houses: Groceries, 3; fruits, 7; miscellaneous lines, lumber, 3; feed, 5.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 14; commercial auto. agencies, 3; automobile accessories, 8; automobile tire agencies, 13; bakers, 4; cigar stores and stands (including hotels), 21; confectioners (including hotel stands), 18; delicatessen, 4; dressmakers, 7; druggists, 8 (chain, 1); dry goods, 7; department stores, 5; electrical supplies, 4; florists, 2; fruits, 5; furniture, 6; garages (public), 15; grocers, 32 (chain, 3); hardware, 6; jewelry, 5; meat markets, 3; men's furnishings, 4; men's clothing, 12; merchant tailors, 4; milliners, 5; opticians, 3; photographers, 4; pianos (and miscellaneous musical instruments), 8; radio supplies, 4; restaurants (including hotels), 15; shoes, 9; sporting goods, 3; stationers, 2; women's apparel, 10.

Miscellaneous Data: Most pleasant months, Jan., Feb., Nov., Dec. Doctors (medical, 12), (dentists, 4), (osteopaths, 4), (naturopaths, 2). Bus service; gas, artificial; number of meters, 886; electric current, alternating and direct; number of wired houses, 3,061; water, hard.

GAINESVILLE, FLA.

(Alachua County)

1920 Population, 6,860.

City and Suburban Estimate, 12,000.

Native Whites, 60%; Negroes, 40%; Industrial Workers, 10%; English Reading, 90%; Families, 672.

Schools: 7; Number of Pupils, 1,740.

Churches: 13.

Banks: 3; Total Resources, \$4,800,000.

Theatres: 4. Total number of seats, 2,100.

Location: Eighty miles southwest of Jacksonville on Atlantic Coast Line R.R. and Seaboard Air Line R.R.

Principal Industries: Agriculture, stock raising and phosphate mining.

Residential Features: One- and two-family houses.

Retail Shopping Section: About one-half mile in the center of town.

Trading Area: About a 12-mile radius.

Wholesale Houses: Groceries, 6; meats, 1; fruits, 21; hardware, 2; confectioners, 1; notions, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto. agencies, 9; automobile accessories, 14; automobile tire agencies, 11; bakers, 3; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 11; delicatessen, 1; dressmakers, 3; druggists, 5; dry goods, 8; department stores, 2; electrical supplies, 2; florists, 1; fruits, 3; furniture, 5; garages (public), 9; grocers, 33; hardware, 2; jewelry, 2; meat markets, 10; men's furnishings, 3; men's clothing, 3; merchant tailors, 8; milliners, 7; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 2; restaurants (including hotels), 19; shoes, 4; sporting goods, 1; stationers, 2; women's apparel, 6.

HAINES CITY, FLA.

(Polk County)

1920 Population, 658 (1925 est. 2,026; 1926 est. 4,800).

City and Suburban Estimate, 6,000. Most important cities and towns in this area are: Orlando (population, 22,255); Lakeland (17,051); Winterhaven (3,197); Lake Wales (2,747).

Native Whites, 4,000; Negroes, 2,000; Foreign Born, 500; Industrial Workers, 10%; English Reading, 90%; Families, 2,000; Dwellings, 1,400.

Schools: Public Grade, 1; High, 1; Junior High, 1. Number of Pupils (all schools), 800.

Churches: Baptist, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Miscellaneous—"Rocking Chair" Church (memorial), 1; Christian, 1.

Banks: Commercial Bank & Trust, 1; State Bank of Haines City, 1. Capital, Surplus, and Undivided Profits (all banks), \$2,406,259; Total Deposits (all banks), \$425,803.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 700.

Location: On Atlantic Coast Line R.R. (2 branches). Haines City has 5 main highways, is the geographic center of the state, and 58 miles E.N.E. of Tampa. To nearest large city (Orlando) by railroad, 1½ hours; by automobile, 1½ hours; (to Winterhaven by automobile, 20 minutes).

Principal Industries: Citrus packing, grapefruit canning, woodworking plants, cement plants, sawmills, hardwood lumber, ice plants, re-icing plants (2), miscellaneous industries.

Manufacturing Establishments: 5. Leading firms: Gateway Lumber & Supply Co., Polk Canning Co., Haines City Tire Cover Co.

Special Information: Haines City is 221 feet above sea level and is the center of a growing and prosperous agricultural community. Being a junction point of two branches of the Atlantic Coast Line R.R., with 22 passenger trains daily; it handles a great amount of passenger and freight transfer business besides direct shipments of its own produce.

Residential Features: Haines City has about 1,200 residences, mostly single-family houses, and 6 modern apartment houses.

Retail Shopping Section: On Hinson Avenue, 4 blocks; Sixth Street, 3 blocks; Ingraham Street, 6 blocks, and Jones Street, 4 blocks.

Trading Area: Extends on the south, to Lake Wales, 19 miles; northeast, to Loughman, 13 miles; west, to Auburndale, 11 miles; southwest, to Winterhaven, 12 miles; also south to Lake Hamilton and Dundee; north, and northwest to Davenport and Polk City, and west to Lake Alfred.

Wholesale Houses: Groceries, 2; meats, 1; fruits, 1; miscellaneous lines, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial automobile agencies, 2; automobile accessories, 3; automobile tire agency, 1; bakers, 2; cigar stores and stands (including hotels), 12 (chain, 1); confectioners (including hotel stands), 6; delicatessen, 1; dressmakers, 3; druggists, 4 (chain, 1); dry goods, 1; department stores, 4; electrical supplies, 2; fruits, 1; furniture, 2; garages (public), 4; grocers, 12 (chain, 1); hardware, 2; jewelry, 2; meat markets, 12 (chain, 1); men's clothing (exclusive), 1; optician, 1; photographer, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 1; restaurants (including hotels), 10; shoes, 1; sporting goods, 1; stationer, 1; women's apparel (exclusive), 1.

Miscellaneous Data: Average temperature, 76 degrees; most pleasant months, October to May. Doctors (medical, 6); (dentists, 2); (osteopaths, 1); electric current, alternating; number of wired houses, 700; water, soft.

JACKSONVILLE, FLA.

(Duval County)

1920 Population, 91,558 (1925 Pop. est. 135,866).

City and Suburban Estimate, 145,000.

Native White, 52%; Negroes, 45%; Foreign Born, 3%; Industrial Workers, 20%; English Reading, 95%; Families, 23,265.

Schools: Public Grade, 30; High, 2; Junior High, 2; Parochial, 4. Number of Pupils, 30,000.

Churches: Baptist, 73 (whites, 16; colored, 57); Christian Science, 1; Congregational, 1; Episcopal, 8; (whites, 17; colored, 33); Presbyterian, 7 (whites, 6; colored, 1); Roman Catholic, 6 (whites, 5; colored, 1); Miscellaneous, 31 (whites, 27; colored, 4).

Banks: National, 3; State, 8; Total Resources (all banks), \$114,238,406; Savings

Bank Deposits Total (all banks), \$106,507,459. (or \$245 per capita, white).

Theatres: Legitimate, 1; Moving Pictures, 8; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 16,000. Two Movies and one Legitimate Theatre under construction.

Location: On mouth of St. Johns River; served by Clyde, Merchants and Miners, all St. Johns River boats, Tampa-InterOcean, also American Palmetto Line, and Munson McCormick SS. lines; also A. C. L. Ry., Southern Ry., F. & E. C. Ry., G. S. & F. Ry., and Seaboard Air Line. Excellent bus service to southern part of state and neighboring towns.

Principal Industries: Pine lumber, cross ties, creosoted lumber, fruits and vegetables, crates and boxes, large supply of naval stores, rosin and turpentine, cigars, coffee, coffee cans, dry-docks, shipbuilding, wire, nails, cake, metal, products, bark for tanning, paper pulp, glass bottles, canned fish, shrimp, cross arms for telegraph poles.

Manufacturing Establishments: 430 plants, 127 classifications. Leading firms: Brooks-Seaton Lumber Co., Cummer Lumber Co., Florida Wood Products Co., Maxwell House Coffee, Merrill-Stevens (shipbuilding), Gibbs Gas Engine Company, Florida Paper Mills Co., Putnam Lumber Co. Total value yearly output of factories estimated at \$100,000,000. The manufacturers payroll is estimated at \$20,000,000 annually.

Special Information: Jacksonville is one of the leading commercial cities of Florida, has good harbor, with 30-ft. channel at low tide to the ocean and a large coastal and foreign trade. Large dry-dock, ten regular steamers every week for northern ports. Terminus of proposed ship channel across Florida. Jacksonville is a popular winter resort, with fine beaches. Jacksonville, and Atlantic beaches being but 17 miles distant. The city has a municipal radio broadcasting station (W. J. A. X. 336.9), and is "on the air" nightly.

Residential Features: Best residential section requires that one-family house be on 60-ft. lot. Business houses mostly segregated. Builders are developing a new style of architecture especially adapted for the Florida climate, being a combination of Spanish and Italian architecture, using stucco in various colors.

Retail Shopping Section: Main Street, 10 blocks; Bay, 26; Forsyth, 15; Adams, 15; Monroe, 8; Duval, 5; Laura, 8; Hogan, 7; Julia, 5; Cedar, 4; Ocean, 6; Newnan, 6; Church, 6; Ashley, 4.

Trading Area: 100-mile radius.

Wholesale Houses: Groceries, 22; meats, 11; fruits, 25; hardware, 6; radio, 3; automobile accessories, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 43; commercial automobile agencies, 10; automobile accessories, 47; automobile tire agencies, 29; bakers, 26; cigar stores and stands (including hotels), 30 (chain, 2); confectioners (including hotel stands), 73; delicatessen, 8; dressmakers, 11; druggists, 100 (chain, 3); dry goods, 53; department stores, 7; electrical supplies, 16; florists, 6; fruits, 39; furniture, 52; furriers, 30; garages (public), 75; grocers, 545 (5 chains of 90 stores); hardware, 23; jewelry, 34; meat markets, 80; men's furnishings, 18; men's clothing, 75; merchant tailors, 46; milliners, 24; opticians, 11; photographers, 15; pianos (and miscellaneous music instruments), 5; radio supplies, 25; restaurants (including hotels), 86; shoes, 44; sporting goods, 8; stationers, 8; women's apparel, 29.

Miscellaneous Data: Street car service; gas, artificial; electric current, alternating; water, hard.

See announcement page 43 columns 3 and 4

KEY WEST, FLA.

(Monroe County)

1920 Population, 18,749.

Native Whites, 75%; Negroes, 15%; Foreign Born, 10%; Industrial Workers, 25%; English Reading, 90%; Families, 3,978.

Schools: Public Grade, 4; High, 1; Junior High, 1; Parochial, 2. Number of Pupils, 1,490.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 2; Hebrew, 1; Methodist, 5; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

The Polk County Record is the County Seat Publication, a daily newspaper carrying all the news of the county and having the Associated Press news service. Both make readers and give it a most thorough coverage throughout this section. Bartow has the reputation of being the richest town per capita in the richest county of the state, making its buying power above the average.

The city and section are highly developed both industrially and agriculturally. They are noted as being "Year Round," having a constant demand for all lines of goods as well as being a source of capital for investment.

This should appeal to advertisers who wish to reach such a rich territory.

Advertising properly directed to this section through the Record will bring results. Record space does not cost, it pays. Use it and be convinced.

Polk County Ships More
Than a Fourth of the
Florida Citrus Crop

FLORIDA (Cont'd)

Banks: National, 1; Total Resources (all banks), \$3,667,705.97; Savings Bank Deposits, Total \$893,644.26.

Theatres: Legitimate, 2; Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 2,600.

Location: Key West is 90 miles from Havana, Cuba, a night's ride by steamer from Tampa, and 180 miles south of Miami. It is the terminus of the Florida East Coast Railway, the P. & O. S. S. Co., and is also a port of call of the Mallory SS. line between Key West and Baltimore and New York, Galveston and New Orleans. Supply base for the various Navy vessels that frequently put into this port.

Principal Industries: Cigar manufacturing, sponge fishing and shipping.

Manufacturing Establishments: 67. Leading firms: Cortez Cigar Co., Gato Cigar Co., Locoval Cigar Co., Thompson & Co., American Cigar Co., R. Lopez Trujillo Cigar Co., Greek-American Sponge Co. (branch), Thompson Fish Co. Total value of yearly output of factories estimated at \$3,960,000.

Special Information: Key West is an important port, having exports of over \$6,000,000 per month, and imports of more than \$1,000,000 per month. Cigar factory payrolls more than \$60,000 per week. Frost in Key West is unknown. The pleasant climate, winter and summer, attracts more tourists every season. No farming territory, therefore all foodstuffs consumed are shipped in.

Residential Features: Houses are principally of the two-story Spanish type. Some small houses for industrial and other workers. Many beautiful homes fronting on beaches.

Retail Shopping Section: Extends from Front Street to Petronia Street, 9 blocks on Duval Street. From Thomas Street to White Street, about 5 business blocks. Also many neighborhood blocks, with groceries, meat markets, drugs, and confectionery, and a few clothing and feed stores.

Trading Area: Key West is an island, and trade is necessarily confined to it and to several other small outlying islands and keys.

Wholesale Houses: Groceries, 7; meats, 3; fruits, 2; hardware, 1; miscellaneous lines, 4.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial automobile agencies, 2; automobile accessories, 8; automobile tire agencies, 6; bakers, 8; cigar stores and stands (including hotels), 79; confectioners (including hotel stands), 7; dressmakers, 8; druggists, 12; dry goods, 14; department stores, 1; electrical supplies, 2; fruits, 9; furniture, 4; garages (public), 3; grocers, 58; hardware, 3; jewelry, 2; meat markets, 8; men's furnishings, 1; men's clothing, 8; merchant tailors, 3; milliners, 2; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 1; restaurants (including hotels), 62; sporting goods, 2; stationers, 2; women's apparel, 3.

LAKELAND, FLA.

(Polk County)

1920 Population, 7,062 (1924, est. 17,300; 1925, est. 21,000; 1926, est. 26,000).

City and Suburban Estimate (Polk Directory estimate, 24,360).

Native Whites, 80%; **Negroes,** 19½%; **Foreign Born,** ½%; **Industrial Workers,** 30%; **English Reading,** 95%; **Families,** 7,000.

Schools: Public Grade, 6; High, 2; Southern College (Methodist), 1. Number of Pupils, 6,300.

Churches: Baptist, 3; Christian Science, 1; Episcopal, 1; Methodist, 4; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 5.

Banks: National, 1; State, 2; Total Resources (all banks), \$7,630,720.

Theatres: Moving Pictures, 2.

Location: Lakeland is the meeting point of five divisions of the Atlantic Coast Line R.R., making it the logical distribution center for a large part of Florida, as it is located in the

center and richest part of the state. Bus lines lead to all parts of Florida from Lakeland. To nearest large city by railroad, 1 hour; by trolley, 63 minutes; by automobile, 1 hour.

Principal Industries: Phosphate mining, cigars and tobacco, citrus fruit packing, railroad machine shops, canning factories, brick and tile works, cement products, iron and foundry works, lumber, ice manufacturing.

Manufacturing Establishments: 40. Leading firms: Non-acid Fertilizer and Chemical Co., Lakeland Novelty Works, Lakeland Iron Works, Mutual Iron Works, Lakeland Brick and Tile Co.

Special Information: Due to its location is one of the best distributing points in the state. One of the finest up-to-date parks and civic centers now under construction. Is the center of an extensive hard road system. Its even temperature and excellent drinking water make it a wonderful residential city. Florida Citrus Exchange is located in Lakeland.

Residential Features: \$5,000 homes predominate, the resident usually being the owner. Around the lakes the most exclusive homes are found. They range from \$10,000 up to \$30,000. There are a large number of apartments in the city. Building records show that Lakeland is building an average of one new home every eleven hours. In 1924, the average was one home every 16½ hours.

Retail Shopping Section: Main Street, from Florida Avenue to Massachusetts Avenue, 3 blocks; Kentucky Avenue, from Pine Street to Lemon Street, 3 blocks; Pine Street, from Kentucky Avenue to Florida Avenue, 2 blocks; Tennessee Avenue, from Main Street to Lemon Street, 1 block; North Florida Avenue to Pear St., to South Florida Avenue and Lime Street.

Trading Area: 15 miles west, 35 miles north, 45 miles northwest, 60 miles south, 75 miles southeast, 55 miles east.

Wholesale Houses: Groceries, 3; fruits, 6.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; automobile accessories, 15 bakers, 9; cigar stores and stands (including hotels, 26 (chain, 8); confectioners (including hotel stands), 31; dressmakers, 3; druggists, 14; dry goods, 13; department stores (small), 6; electrical supplies, 11; florists, 4; fruits, 2; furniture, 12; garages (public), 23; grocers, 65 (chain, 3); hardware, 7; jewelry, 4; meat markets, 14; men's furnishings, 6; men's clothing, 4; merchant tailors, 6; milliners, 6; opticians, 3; photographers, 4; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 37; shoes, 6; stationers, 3; women's apparel, 11.

Miscellaneous Data: Average temperature, 69 degrees; average number of rainy days per twelve months, 120; most pleasant months, December, January, February, March. Doctors (medical, 25); (dentists, 10); (osteopaths, 2); gas, artificial; electric current, alternating; number of wired houses, 3,200; water, soft.

See announcement columns 1 and 2

MIAMI, FLA.

(Dade County)

1920 Population, 29,571.

City and Suburban Estimate (1926), 160,000. Most important cities and towns in this area are: Fort Lauderdale (pop. 25,000); Hollywood (15,000); Coral Gables (5,000); Homestead (2,500).

Native Whites, 75%; **Negroes,** 22%; **Foreign Born,** 3%; **Industrial Workers,** 5%; **English Reading,** 98%; **Families,** 42,000.

Schools: Public Grade, 29; High, 4; Junior High, 29; Private, 5; Parochial, 2. Number of pupils, 22,000 (estimated). University of Miami opened October, 1926.

Churches: Baptist, 20; Christian Science, 4; Congregational, 5; Episcopal, 5; Hebrew, 1; Methodist, 32; Presbyterian, 7; Roman Catholic, 2; Miscellaneous, 39.

Banks: National, 5; State, 13; Capital, Surplus, and Undivided Profits (all banks), \$11,611,175.61; Total Deposits (all banks), \$110,789,132.32; Total Resources (all banks), \$121,400,307.53; Total Savings Banks Deposits, \$46,233,256; Total Bank Clearings (12 months, 1925), \$1,066,528,874.

Theatres: Legitimate, 1; Moving Pictures, 14;

Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 16,500.

Location: On Biscayne Bay and Atlantic Ocean, on the extreme lower East Coast of Florida, and at mouth of Miami River. Served by Florida East Coast and Seaboard Air Line railways, Steamship lines to New York, Philadelphia, Havana, Baltimore, Georgetown, Charleston, New Orleans, Key West, Jacksonville, and the Bahamas.

Principal Industries: Sugar making, candy, preserving and canning, furniture, printing, railroad shops, boat building, cigars, toilet goods, paint, polish, mattresses, auto accessories, stone quarrying, fruit growing, fishing, sugar cane, coconuts, winter vegetables.

Manufacturing Establishments: Pennsylvania Sugar Co., Dade County Citrus Sub-Exchange, The Polk Company, Hialeah Furniture Co., Reed Furniture Co., Stewart-Earl, Merrill-Stevens Drydock Co. Total value of yearly output of factories estimated at \$4,000,000.

Special Information: Miami is a winter resort and play spot, the population doubling during the winter months, and the estimated annual expenditure of the visitors is about \$75,000,000. There are over 60,000 automobiles here. It is a fast growing port and wholesale distributing point. Phenomenal real estate development, and building construction is placing Miami in the front rank among Florida's growing cities.

Residential Features: Mostly one-family cottages and bungalows. No tenement section. Stucco homes predominate, being especially suited to this semi-tropic climate. One of the most beautiful residential cities in America.

Retail Shopping Section. Considering Flagler Street and Miami Avenue as the center, a circle with a radius of 12 blocks will take in most of the shopping district, although Flagler and Miami are mostly business streets throughout their entire length. Three of our largest department stores have more than doubled their floor space this summer.

Trading Area: Seventy-five miles north, thirty south, and fifteen west.

Wholesale Houses: Groceries, 21; meats, 9; fruits, 12; dry goods, 3; miscellaneous lines, plumber's supplies, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 38; commercial automobile agencies, 5; automobile accessories, 94; automobile tire agencies, 39; bakers, 38; cigar stores and stands (including hotels), 46 (chain, 11); confectioners (including hotels), 59; delicatessen, 14; dressmakers, 25; druggists, 142 (chain, 3); dry goods, 90; department stores, 6; electrical supplies, 30; florists, 9; fruits, 34; furniture, 52; garages (public), 93; grocers, 403 (chain, 6); hardware, 27; jewelry, 30; meat markets, 40; men's furnishings, 44; merchant tailors, 40; milliners, 29; opticians, 8; photographers, 20; pianos (and miscellaneous instruments), 9; radio supplies, 32; restaurants (including hotels), 397; shoes,

23; sporting goods, 14; stationers, 11; women's apparel, 62.

Miscellaneous Data: Doctors (medical, 136); (dentists, 61); (osteopaths, 17); street car service; gas, artificial; number of meters, 6,833; electric current, alternating; number of wired houses, 41,000; water, hard.

NEW SMYRNA, FLA.

(Volusia County)

1920 Population, 2,000 (1926 est. 8,000).

City and Suburban Estimate, 10,000. Most important cities and towns in this area are: Coronado Beach, Mission City, Edgewater.

Native Whites, 80%; **Negroes,** 20%; **English Reading,** 100%; **Dwellings,** 1,500.

Schools: Public Grade, 1; High, 1. Number of Pupils, 1,000.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1.

Banks: State, 2; Savings, 2. Capital, Surplus, and Undivided Profits (all banks), \$250,000. Total Deposits (all banks) \$3,000,000. Total Resources (all banks) \$3,350,000.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 1,000.

Location: On Florida East Coast Railroad; freight boat line to Jacksonville; motor bus lines to adjacent cities and towns. To nearest large city is by railroad, 5 hours; by automobile, 5 hours.

Principal Industries: Farming, fruit raising, fishing, citrus packing plants, R.R. shops.

Manufacturing Establishments: 2. Leading firms: New Smyrna Novelty Works, Vibro Musical Company, Invisible Metal Products Co., Palmetto Millwork Co.

Special Information: New Smyrna is spending over \$3,000,000 in civic improvement this year. Paving over 14 miles of streets with concrete, and erecting new High School to cost over \$175,000. Building up new waterfront part of town, and waterfront boulevard. New bridge and causeway to beach under construction.

Residential Features: New modern homes being built over entire city.

Retail Shopping Section: Canal Street, 5 blocks; on North Orange Street, 3 blocks; on Magnolia Street, 3 blocks; Hillsboro Street, 3 blocks; Sams Street, 2 blocks; Faulkner Street, 1 block; Live Oak Street, 2 blocks; Palmetto Street, 1 block; South Orange Street, 2 blocks.

Trading Area: Eight miles north, 14 miles south, 1 mile east, 18 miles west.

Wholesale Houses: Groceries, 1; fruits, 1; hardware, 1.

Continued on page 44

Jacksonville Journal is the Key Newspaper of Florida

JACKSONVILLE is one of the key cities of the South and certainly the key city of Florida.

All business is 'way ahead of former years, as bank deposits and clearings, postal receipts, building permits and port activities clearly prove.

The Jacksonville Journal, with over

25,000

A. B. C. audited circulation, shows the highest record in its history.

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LAKELAND, FLORIDA

Population now over 30,000
a gain of 9,000 in a year

The Star-Telegram

Leading Newspaper of Lakeland and Peerless Polk County—in the Hills of Florida.

Only Morning paper in the field; First in the home, the old, established, reliable paper of the community. Only A. B. C. Paper in Lakeland or Polk County receiving the complete Associated Press service every morning in the week and on Sunday. No cut rates to make a showing, no claims made to catch advertisers—just a plain, bona fide dependable independent newspaper telling the truth daily without misrepresentation—a paper that goes in the home and stays there—not a street edition. The Star-Telegram sells for its advertisers because its influence is permanent—not mushroom quality.

Represented in the Foreign Field By Frost, Landis & Kohn

FLORIDA (Cont'd)

New Smyrna (cont'd)

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; automobile accessories, 10; automobile tire agencies, 10; bakers, 2; cigar stores and stands (including hotels), 1; confectioners (including hotel stands), 1; delicatessen, 1; dressmakers, 12; druggists, 4; dry goods, 8; department stores, 10; electrical supplies, 4; florists, 1; fruits, 1; furniture, 4; garages (public), 10; grocers, 20 (chain, 2); hardware, 3; jewelry, 2; meat markets, 12 (chain, 1); men's furnishings, 8; men's clothing, 8; merchant tailors, 2; milliners, 3; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 4; restaurants (including hotels), 8 (chain, 1); shoes, 9; sporting goods, 3; stationers, 4; women's apparel, 8.

Miscellaneous Data: Average temperature, 75, to 77 degrees; most pleasant months, November to September. Doctors (medical, 8); (dentists, 4); (osteopaths, 3); electric current, alternating; water, hard.

ORLANDO, FLA.
(Orange County)

1920 Population, 9,232 (1925 est. 23,273; 1926 est. 32,000). Approximate increase during winter season, 12,000 to 15,000.

City and Suburban Estimate (Included in above). Most important cities and towns in this area are: Winter Park (pop. 4,000); Winter Garden (3,000); Ocoee (800); Apopka (1,300).

Native Whites, 90%; Negroes, 10%; English Reading, 100%.

Schools: Public Grade, 5; High, 1; Junior High, 1; Parochial, 2; Number of Pupils, 4,800; 1925 estimate, 5,500; 1926 est. 6,500.

Churches: Baptist, 3; Christian Science, 1; Episcopal, 2; Hebrew, 1; Methodist, 3; Presbyterian, 5; Roman Catholic, 1; Christian, 1; Miscellaneous, 6.

Banks: National, 1; State, 5; Total Deposits (all banks), \$25,091,201; Total Resources (all banks), exceeds \$25,000,000; Total Bank Clearings (12 months, 1925), \$272,157,951.01.

Theatres: Legitimate, 3; Moving Pictures, 5; Vaudeville, 1; Total number of seats, 6,500.

Location: In central part of peninsula, on Atlantic Coast Line, and Seaboard Air Line Rys. Twenty-two miles south St. Johns River steamship terminal. 150 miles south of Jacksonville and 90 miles north of Tampa. Good, hard surfaced roads radiate in every direction from Orlando, making transportation by truck simple and profitable.

Principal Industries: Citrus industry greatest single source of income, but trucking rapidly assuming important position. Sixty articles manufactured here, and total weekly pay roll is \$225,000.

Manufacturing Establishments: 35. Leading firms: Atlas Mfg. Co., Orlando Potteries, Orlando Mfg. Co., Peninsula Chemical Co., J. Schnaar & Co., Southern Fertilizer Co., Cain-O'Berry Boiler Works, Curry & Smith Cigar Co.

Special Information: Because of central location Orlando will inevitably become large distributing center. Good roads and railway facilities are assisting materially. While entertaining approximately 50,000 tourists each season, this is not a tourist city, for business is good twelve months in the year.

Residential Features: City of homes. Majority of working men own, or are buying their. Property values constantly enhancing permit average man to invest with reasonable assurance of profit, in event it should later become necessary to sell. Magnificent homes surround our twenty beautiful lakes, and a low tax rate, and the friendly attitude of the people to encourage homemaking here.

Retail Shopping Section: Business section rather well spread out, and is not confined to one street or section. Orange Avenue is the principal thoroughfare, but all cross streets, and parallel streets for several squares are closely built up. Business pushing out in every direction. Business directory shows 2,700 firms in the city. Our stores are modern in every respect, and compare favorably with those of larger cities. Churches, theatres, and public buildings are all built on the same scale.

Trading Area: Within a fifty-mile radius of city. Cars from all points within this area traverse our streets every day. This territory includes a population of, approximately, 150,000. Daily deliveries are made by wholesalers over this entire area, and retailers are able to cover profitably an area of ten miles in each direction from the city.

Wholesale Houses: Groceries, 5; meats, 1; fruits, 6; hardware, 1; dry goods, 1; Miscellaneous lines, 30.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 18; commercial automobile agencies, 5; automobile accessories, 12; automobile tire agencies, 8; bakers, 9; cigar stores and stands (including hotels), 10 (chain, 1); confectioners (including hotel stands), 12; delicatessen, 6; dressmakers, 10; druggists, 21 (chain, 1); dry goods, 12; department stores, 6; electrical supplies, 5; florists, 6; fruits, 12; furniture, 24; furriers, 1; garages (public), 26; grocers, 124 (chain, 12); hardware, 5; jewelry, 5; meat markets, 58; men's furnishings, 16; men's clothing, 16; merchant tailors, 4; milliners, 10; opticians, 3; photographers, 5; pianos (and miscellaneous musical instruments), 3; radio supplies, 5; restaurants (including hotels), 42; shoes, 10; sporting goods, 3; stationers, 2; women's apparel, 12.

Miscellaneous Data: Average temperature, 71.4 degrees, (average, summer 79.2; winter,

64.0). Doctors (medical, 47); (dentists, 17); (osteopaths, 5); street car service; gas, artificial; number of meters, 4,296; electric current, alternating; number of wired houses, 6,000 (approx.); water, soft.

See announcement columns 3 and 4

PALATKA, FLA.
(Putnam County)

1920 Population, 5,102. (1926, est. 11,000.)

City and Suburban Estimate, 22,000.

Native Whites, 70%; Negroes, 25%; Foreign Born, 5%; Industrial Workers, 45%; English Reading, 95%; Families, 2,361.

Schools: Public Grade, 2; High, 1; Parochial, 1. Number of Pupils, 1,657.

Churches: Baptist, 3; Christian Science, 1; Congregational, 1; Episcopal, 2; Hebrew, 1; Methodist, 3; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 1; State, 2; Total Resources, \$4,280,000; Savings Bank Deposits Total, \$3,150,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 1. Total number of seats, 2,100.

Location: 52 miles south of Jacksonville, on St. Johns River. Served by A. C. L., F. E. C., and Southern Rys. Two steamer lines to Jacksonville, with ocean-going schooners making calls for cargoes. Excellent bus service to nearby towns.

Principal Industries: This is a manufacturing and wholesale center, due to low freight rates, lumber being the principal industry. Bucket, cooperage, sash, doors and blinds, crates, cypress and pine lumber. Pioneer manufacturers of automobile shipping blocks, foundries, fish, and trading center for the famous Hastings potato section: Cultivation of citrus fruits and vegetables an extensive industry.

Manufacturing Establishments: 27. Leading firms: Wilson Cypress Co., Selden Cypress Door Co., Florida Woodware Co., Southern Veneer Works, J. L. Waites Crate Factory, Browning Lumber Co., Matthews & Allen Marine Ways, Palatka Foundry & Machine Co., T. J. Burnett Co., Paul-Waymer Lumber Co., J. C. McCoy Fish Co., Moss Products Co., Southern Utilities Co. Headquarters for 23 different utility plants.

Special Information: Palatka was formerly the rail head for Florida, but is now given over to the cultivation of citrus and deciduous fruits, potatoes, and other garden vegetables. Enjoys especially low freight rates, making it desirable as a wholesale center. Not a tourist center, although many Northerners come here in winter.

Residential Features. Mostly one, and two-family houses, with more pretentious dwellings scattered throughout city. Homes average \$4,000.

Retail Shopping Section: Located principally on one long street extending from the river for a distance of nearly two miles, with some retail houses on cross streets, also a number of neighborhood stores.

Trading Area: Extends all over the county and as far north as Green Cove Springs, in Clay County, and as far south as Bunnell, in Flagler County. Good roads make it possible for shoppers to come 30 and 40 miles to make purchases.

Wholesale Houses: Groceries, 7; meats, 1; fruits, 2; hardware, 2; Miscellaneous lines, stationers, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto agencies, 3; automobile accessories, 3; automobile tire agencies, 6; bakers, 4; cigar stores and stands (including hotels), 18; confectioners (including hotel stands), 7; delicatessen, 2; dressmakers, 7; druggists, 5 (chain, 1); dry goods, 6; department stores, 2; electrical supplies, 3; florists, 2; fruits, 9; furniture, 6; garages (public), 6; grocers, 81 (chain, 3); hardware, 4; jewelry, 3; meat markets, 22 (chain, 1); men's furnishings, 5; men's clothing, 4; merchant tailors, 2; milliners, 3; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 12; shoes, 3; sporting goods, 2; stationers, 3; women's apparel, 4.

Miscellaneous Data: Doctors (medical, 8); (dentists, 4); (osteopath, 1); gas, artificial; electric current, alternating; water, hard.

PENSACOLA, FLA.
(Escambia County)

1920 Population, 31,035.

City and Suburban Estimate, 39,868 (1920). Most important cities and towns in this area are: Milton (3,000); Crest View (2,000); De Funiak Springs (3,500); Marianna (2,000).

Native Whites, 66.5%; Negroes, 33.5%.

Schools: Public Grade, 17; High, 2; Parochial, 3; Number of Pupils, 5,900, (estimated).

Churches: Baptist, 3; Christian Science, 1; Episcopal, 3; Hebrew, 2; Methodist, 3; Presbyterian, 3; Roman Catholic, 4; Miscellaneous, 5.

Banks: National, 2; State, 1; Capital, Surplus, and Undivided Profits (all banks), (Dec. 31, 1925), \$1,536,988.28; Total Deposits (all banks), \$10,795,076.78; Total Resources (all banks), \$13,080,209.98.

Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 4. Total number of seats, 3,000.

Location: On L. & N. and "Frisco" R.Rs. Gulf Ports Terminal R.R., and Pensacola Electric Co. Has regular steamship service to all principal foreign ports, Coastwise service to New York, and to points in Florida and Alabama on Gulf of Mexico. Direct railway connection with Cincinnati, Louisville, and other points reached via these gateways.

Principal Industries: Naval stores, lumber

production, shipbuilding, cooperage, petroleum products, clay products, excelsior, commercial fishing, fertilizer.

Manufacturing Establishments: 75. Leading firms: Weiss-Patterson Lumber Co., Southern States Lumber Co., Pensacola Shipbuilding Co., Newport Company, Pensacola Tar & Turpentine Co., Pensacola Cooperage Co., Tart Cooperage Co., American Agricultural Chemical Co., Southern Cotton Oil Co., Sherrill Oil Co., E. E. Saunders & Co., Warren Fish Co., Pensacola Chemical Co., Western Papermakers Chem. Co., Pensacola Candy Co., Thagon Cigar Co., Lopez-Garcia Cigar Co., Pensacola Mattress Co. Total value of yearly output of factories (1920) estimated at \$18,006,919.

Special Information: Large shipper of fish, red snapper and grouper. Third primary naval stores market of the U. S. Location of large naval air training station. Value of exports increased 70%, 1923 over 1922. Imports increased 126%. Has only paved highway in entire Gulf area, reaching directly to the shore of the Gulf of Mexico. Drinking water approximately 100% pure. Sunstrokes unknown.

Residential Features: Most homes owned by occupants. Home building increased very materially during the past year.

Retail Shopping Section: Garden Street, 4 blocks; Wright Street, 4 blocks; Palafox Street, 10 blocks; Romana Street, 2 blocks; Intendencia, 2 blocks; Government Street, 4 blocks.

Trading Area: North, to Flomaton, Ala., 44 miles; east, to De Funiak Springs, Fla., 79 miles; west to Foley, Ala., 40 miles.

Wholesale Houses: Groceries, 8; meats, 5; fruits, 4; hardware, 2; dry goods, 1; miscellaneous lines, fish, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial automobile agencies, 4; automobile accessories, 5; automobile tire agencies, 4; bakers, 4; cigar stores and stands (including hotels), 14; confectioners (including hotel stands), 7; delicatessen, 4; druggists, 15; dry goods, 14; department stores, 2; electrical supplies, 3; florists, 3; fruits, 7; furniture, 6; garages (public), 3; grocers, 150 (chain, 3); hardware, 4; jewelry, 5; meat markets, 35 (chain, 5); men's furnishings, 5; men's clothing, 5; merchant tailors, 3; milliners, 9; opticians, 6; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 4; restaurants (including hotels), 15; shoes, 14; sporting goods, 2; stationers, 3; women apparel, 7.

Miscellaneous Data: Doctors (medical, 35); (dentists, 20); (osteopaths, 3); street car service; gas, artificial; number of meters, 3,215; electric current, direct; number of wired houses, 5,219; number of automobile registrations, 5,000; water, soft.

PLANT CITY, FLA.
(Hillsborough County)

1920 Population, 3,729 (1926 est. Population, 8,000.)

City and Suburban Estimate: 17,000. Most important cities and towns in this area are: Coronet (pop. 500); Dover (500); Hopewell, (500); Mulberry (2,500); Zephyr Hills (2,500).

Native Whites, 75%; Negroes, 25%; Industrial Workers, 4%; English Reading, 100%.

Schools: Public Grade, 8; High, 1; Junior High, 1; Number of Pupils, 2,700.

ORLANDO MORNING SENTINEL

"Inland Florida's Greatest Newspaper"

rank's THIRD IN FLORIDA
in NATIONAL ADVERTISING

Newspaper	Lineage	National Population
Orlando Morning Sentinel (MS)	1,777,118 lines	25,000 to 49,000
Miami Herald (MS)	1,988,722 lines	50,000 to 74,999
Jacksonville Times-Union (MS)	3,119,622 lines	100,000 to 150,000
Closest Inland Florida Newspaper (E)	415,316 lines	25,000 to 49,000

(The above Figures are taken from Editor & Publisher's Semi-Annual Tabulation of Lineage Figures.)

LAURENCE WADE, National Adv. Manager

National Advertising Representative

FROST, LANDIS & KOHN

Chicago, New York, Atlanta, St. Louis

Kansas City, Los Angeles

FLORIDA (Cont'd)

ST. AUGUSTINE, FLA.

(St. Johns County)

1920 Population, 6,192. (1926, est. 20,000.)

City and Suburban Estimate, 28,000.

Native Whites, 70%; Negroes, 25%; Foreign Born, 5%; Industrial Workers, 10%; English Reading, 95%; Families, 3,753.

Schools: Public Grade, 4; High, 1; Parochial, 2; Number of Pupils, 3,000.

Churches: Baptist, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, Negro, 12.

Banks: National, 2; State, 1; Trust Company, 1; Savings, 2; Total Resources, \$11,200,000.

Theatres: Legitimate, 1; Moving Pictures, 2. Total number of seats, 2,000.

Location: Situated on Matanzas Sound, one half mile from the Atlantic Ocean, and 37 miles southeast of Jacksonville, on main line of Florida East Coast R.R.

Principal Industries: Cigar factories, railroad shops, shrimp fishing and packing, citrus fruits, vegetable trucking, dairying and cattle raising.

Special Industries: St. Augustine is the oldest town in the United States. Has romantic history and many picturesque buildings and streets. Site of old Fort St. Augustine, built by first Spanish settlement. Favorite Winter resort for tourists, fishing, sailing, etc. Trade center for surrounding country. Large shrimp cannery, silk spinning mill, State School for the Deaf and Blind, Railway general offices, printing plants, general repair shops of the Florida East Coast R.R.

Residential Features: Prevailing types of homes, Spanish Architecture; some of colonial design.

Retail Shopping Sections: One-half mile on St. George Street, one-half mile on King Street, one-quarter mile on Cathedral Street and one mile on San Marco Avenue.

Trading Area: About 20 mile radius.

Wholesale Houses: Groceries, 1; meats, 1; fruits, 3; cigar, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial auto. agencies, 7; automobile accessories, 9; automobile tire agencies, 9; bakers, 5; cigar stores and stands (including hotels), 6; confectioners (including hotel stands), 8; delicatessens, 2; dressmakers, 3; druggists, 5; dry goods, 7; department stores, 3; electrical supplies, 4; florists, 1; fruits, 7; furniture, 4; garages (public), 10; grocers, 36; hardware, 3; jewelry, 6; meat markets, 9; men's furnishings, 5; men's clothing, 5; merchant tailors, 5; milliners, 5; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 14; shoes, 6; sporting goods, 1; stationers, 3; women's apparel, 4.

ST. PETERSBURG, FLA.

(Pinellas County)

1920 Population, 14,237 (1926 city directory estimate, \$2,382 summer, 150,000 winter population).

City and Suburban Estimate, 90,000. Extension of city limits to include 55 square miles of territory, with several small suburban towns, accounts for fair proportion of increase in population.

Native Whites, 90%; Negroes, 9%; Foreign Born, 1%; Industrial Workers, 15%; English Reading, 100%; Families, 20,000.

Schools: Public Grade, 11; High, 1; Junior High, 2; Parochial, 1; Private Schools, 7; Number of Pupils (Public), 8,300; (Private), 2,000; Teachers (in Public Schools), 250.

Churches: Baptist, 3; Christian Science, 1; Congregational, 2; Episcopal, 2; Methodist, 4; Presbyterian, 3; Roman Catholic, 1; Christian, 1; Seventh Day Adventists, 1; Miscellaneous, 16.

Banks: National, 3; State, 4; (one non-commercial); Total Deposits (June 30, 1926, all banks), \$31,716,769.28; Total Resources (June 30, 1926, all banks), \$34,033,065.86; Total Savings Banks Deposits, (all banks), \$5,524,467.23; Total Bank Clearings (6 months, to June 30, 1926, all banks), \$121,839,143.80; Building Permits (6 months, to June 30, 1926), \$10,395,300. Assessed property valuation (1925), \$106,437,626. Tax rate, 10 mills, (1926) 11 mills per \$100. Postal Receipts (July 1, to Dec. 31, 1925), \$205,579; (to June 30, 1926), \$243,967.34; Savings Bank Accounts (first 6 months of 1926), \$222,690.28.

Theatres: Legitimate, 2; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 4; Total number of seats, 40,000.

Location: St. Petersburg is in latitude 27° 47', longitude 82° 37' and lies at the southern end of Pinellas County on Pinellas Peninsula, between Tampa Bay and the Gulf of Mexico. Area, 55 square miles, with 33 miles of shore line. Port of St. Petersburg, opened in November, 1925, for shipping service and passenger transportation. Served by Moore and McCormack Co., Inc., Bull Steamship Co., Phillip Shore Steamship Co., and the Virtue Line for freight. Florida Railway and Navigation Corporation, Gulf Coast Steamship Co., and Collier Line give short distance passenger service. City is the terminal for both the Seaboard Air Line, and Atlantic Coast Line R.Rs. Bus lines supplement railroads for overland passenger transportation. To nearest large city (Tampa) by railroad, 1½ hours; by auto (across Gandy Bridge over Tampa Bay), 45 minutes.

Principal Industries: Building materials, citrus fruits, sponges, fish (curing and packing), tourists, and tourists and sundry supplies. (See Special Information).

Special Information: St. Petersburg is almost exclusively a tourist city, and the business establishments are such as cater to the comfort, convenience, health and entertainment of winter residents. While these are not to be classed strictly as industries the payroll probably exceed those of commercial organizations in other cities of equal size. Among these establishments are: cabinet makers, 6; marine ways, 4; concrete tile, 3; ornamental stone, 2; nurseries and flower farms, 3; metal crafts, 1; mattresses, 1; ice cream mfrs., 6; dairy plants, 3; ice plants, 4. The packing and shipping of citrus fruits is one of the principal industries of Pinellas County. Over 2,000,000 boxes of grape fruit and oranges were shipped in 1925, bringing in approximately \$5,000,000. Seven packing plants are located at Clearwater, one in St. Petersburg, and seven others scattered over the county. About 20,000 skilled grove men are employed to handle citrus crops, and the payroll amounts to about \$1,750,000 annually. The canning of grape fruit hearts and the making of orange marmalade is carried on as a side industry to avoid loss of fruit not promptly shipped. At Tarpon Springs the sponge industry brings in about \$2,000,000 annually. A fleet of more than 150 sponge fishing boats is operated, with several large ships to carry supplies.

Residential Features: Fine residential sections of more than 800 homes valued at \$50,000 or more. Average home being erected at cost of \$10,000 to \$15,000. Tile and stucco, or brick construction leads over frame. Limited section for negroes. Private homes predominate. Though there are many apartment houses and hotels. Hotels, 90, with total of 5,000 rooms; apartments, 345; residences, 20,000.

Retail Shopping Section: Central Avenue, 20 blocks; Ninth Street, 12 blocks; Second Street, 2 blocks; Third Street, 3 blocks; Fourth Street, 6 blocks; Fifth Street, 2 blocks; First Avenue North, 7 blocks; First Avenue South, 5 blocks.

Trading Area: Pinellas County. Wholesale Houses: Groceries, 6; meats, 4; fruits, 5; hardware, 1; oil, 6; plumbers, 1; fish, 2; cigars, 2; candy, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 30; automobile accessories, 10; bakers, 25; cigar stores and stands (including hotels), 125 (chain, 1); confectioners (including hotel stands), 50; delicatessens, 10; dressmakers, 50; druggists, 44 (chain, 4); dry goods, 16; department stores, 6; electrical supplies, 20; florists, 6; fruits, 32; furniture, 30; furriers, 9; garages and filling stations (public), 150; grocers, 180 (chain, 14); hardware, 16; meat markets, 57 (chain, 6); milliners, 28; opticians, 8; photographers, 20; pianos (and miscellaneous musical instruments), 8; radio supplies, 8; restaurants (including hotels), 175; shoes, 20; sporting goods, 6; stationers, 8; women's apparel, 25.

Miscellaneous Data: Average temperature, 67.9 degrees; average number of rainy days per twelve months, 50; most pleasant months, March, April, May, Oct. Nov. Dec. Doctors (medical, 62); (dentists, 36); (osteopaths, 14); street car service; gas, artificial; number of meters, 12,160; electric current, alternating; number of wired houses, 16,969; number of automobile registrations, 20,036; water, hard.

See announcement columns 3 and 4

SANFORD, FLA.

(Seminole County)

1920 Population, 5,588. (1926, est. 15,000.)

City and Suburban Estimate, 18,000.

Native Whites, 80%; Negroes, 20%; Industrial Workers, 3%; English Reading, 100%; Families, 2,000; Agricultural Workers, 25%.

Schools: Public Grade, 4; High 1; Number of Pupils, 3,000.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Christian, 1; Miscellaneous, 1.

Banks: National, 1; State, 2; Total Resources, \$6,000,000; Savings Bank Deposits Total, \$800,000.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 2,200.

Location: At the head waters of the St. Johns River, 198 miles from Jacksonville by water, 156 by Dixie Highway, and 125 by railroad. A. C. L., midway between Tampa and Jacksonville. Clyde S.S. Co. operates daily river steamers from Jacksonville and return, making connection with its coastwise vessels, and those of M. & M. T. Co., affording all water route from Sanford to all principal eastern seaboard points.

Principal Industries: Agriculture, principally celery. This section produces 20% of this product grown in the U. S., and 73% of the total production of Florida. 5,500 cars shipped last year. Total shipments all products, including citrus last season, 7,646 cars. Large icing station located at Sanford at which 90,000 tons of ice were placed in refrigerator cars last year. Value crops last season, \$5,000,000.

Manufacturing Establishments: Principal industry is the A. C. L. shops. Others are Florida McCracken Concrete Pipe Co., Zachary-Tyler Veneer Co., Shindholzer's Crate Mill, Seminole Lumber Mill. Total value of yearly output of factories estimated at \$500,000.

Residential Features: Mostly one-family dwellings; colored population segregated into two sections. Approximately 75% white population own their homes. Residential section extends south and west of business section. While a number of the growers have homes in their acreage, there are a few that live in the city. Average home value, \$4,000. City Planning and Zoning Commission.

Continued on page 46

---for the first time
in its spectacular history---

THE ST. PETERSBURG TIMES, St. Petersburg's Only Morning Newspaper, has shown a Circulation GAIN in the summer months over the winter.

Average daily and Sunday six months ending March 31, 1926—12,143.

Average daily and Sunday six months ending September 30, 1926—12,443.

Average daily, 11,600. Average Sunday, 17,507.

The Merchandising Service The Times offers is complete, comprehensive, accurate and honest. Through it more than fifty nationally advertised products have entered this fertile field of high purchasing power with successful results during last year.

St. Petersburg Times

St. Petersburg, Florida

ADVERTISING REPRESENTATIVES—S. C. THEIS CO.

New York—Atlanta—Chicago

You Can't "Bust a Boom"
With 15% More Building

There have been many queer stories circulated about "busted booms" all over Florida. St. Petersburg has no "bust" because it had no "boom." It has had a remarkable growth—and that growth continues.

Actual building started (according to city permits, which are about 25% under value) in the first seven months of 1926 was \$12,051,010, or 15% more than for the same period of last year, during the "boom."

There are many other facts and figures available to show that St. Petersburg is a live, rapidly growing market, with customers who are able to buy what they need and want.

25% MORE CIRCULATION

The Independent's circulation during the first week of September, 1926, was 26% greater than during the same week of last year. That increase in circulation checks closely with the best estimates of growth in the Sunshine City's population. The Independent covers the St. Petersburg field—no more; no less.

FROST, LANDIS & KOHN

Our National Advertising Representatives will be pleased to tell you some interesting things about St. Petersburg and The Independent. Or, ask us, if you prefer.

The Evening Independent

Applicant A. B. C.

St. Petersburg

The Sunshine City

FLORIDA

FLORIDA (Cont'd)

Sanford (cont'd)

Retail Shopping Section: Confined principally to one street, 6 blocks long. It is encroaching, however, on the avenue leading into this street. Very few neighborhood stores.

Trading Area: A 25-mile radius. Good roads. Competitive water and rail facilities give preferred freight rates, and make it the logical trading center for this section of the state.

Wholesale Houses: Groceries, 2; fruits, 1; miscellaneous lines, Biscuits, 1; feed, 2; confectionery, 1.

Number of Retail Outlets of Nationally Advertised Products: Passenger automobile agencies, 9; commercial automobile agencies, 2; automobile accessories, 15; automobile tire agencies, 15; bakers, 4; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 8; delicatessens, 3; dressmakers, 12; druggists, 6; dry goods, 15; department stores, 4; electrical supplies, 2; florists, 2; fruits, 2; furniture, 4; garages (public), 5; grocers, 22; hardware, 2; jewelry, 2; meat markets, 7; men's furnishings, 6; men's clothing, 5; merchant tailors, 3; milliners, 6; opticians, 3; photographers, 5; pianos (and miscellaneous musical instruments), 5; radio supplies, 2; restaurants (including hotels), 12; shoes, 6; sporting goods, 3; stationers, 2; women's apparel, 8.

SARASOTA, FLA.

(Sarasota County)

1920 Population, 2,947 (1926 est. 15,000). **City and Suburban Estimate,** 21,000. Most important cities and towns in this area are: Venice (pop. 3,000); Englewood (1,000); Nokomis (1,000).

Native Whites, 88%; **Negroes,** 10%; **Foreign Born,** 2%; **English Reading,** 92%; **Families,** 4,000; **Dwellings,** 3,500.

Schools: Public Grade, 3; High, 1; Junior High, 1; Number of Pupils, 3,000.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 1.

Banks: National, 1; State, 2; Savings Banks, 1. Total Deposits (all banks), \$8,892,820.77; Total Resources (all banks), \$10,975,774.28. Total Monthly Retail Sales (all lines), \$400,000.

Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 2,500.

Location: Gulf of Mexico and Sarasota Bay. Seaboard Air Line and Atlantic Coast Line R.R.s. have passenger and freight depots in Sarasota. Is connected with Tampa, and points north, and south to Ft. Myers by bus service. To nearest large city (Tampa), by railroad, 4 hours; by automobile, 2 hours; by bus, 2 hours.

Principal Industries: Cement products, wood (furniture, etc.), asphalt roofing and other building materials, chemical products, fishing, agriculture, truck farming.

Manufacturing Establishments: 32. Leading firms: Hillcrest Mfg. Co., Howard Duntile Co., Bing Cast Stone Co., Fireproof Material Co., Howard Lumber Co. Total value of yearly output of factories estimated at \$4,500,000 (Chamber of Commerce estimate).

Special Information: A million-dollar deep-water port is being constructed. Ritz-Carlton Hotel under construction. Home of John and Charles Ringling. Sarasota claims 45 millionaires have homes within the city.

Residential Features: Sarasota has 3,500 one-family homes and 30 apartment houses.

Retail Shopping Section: Along Main Street, 8 blocks; Central Ave., 6 blocks; Pineapple Ave., 4 blocks; Seventh Street, 3 blocks; Palm Ave., 2 blocks; Orange Ave., 3 blocks.

Trading Area: Extends 32 miles to the south, 4 miles to the north, 10 miles to the east. The west is bounded by the Gulf of Mexico.

Wholesale Houses: Groceries, 3; fruits, 4; confectionery, 2; miscellaneous lines, feed stores, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 20; commercial automobile agencies, 5; automobile accessories, 2; automobile tire agencies, 15; bakers, 6; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 5; dressmakers, 2; druggists 14 (chain, 1); dry goods, 15; department stores, 2; electrical supplies, 12; florists, 3; fruits (all grocery stores), furniture, 6; garages (public), 20; grocers, 48 (chain, 2); hardware, 9; jewelry, 4; meat markets (included in groceries); men's furnishings, 4; merchant tailors, 4; milliners, 3; opticians, 5; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 3; total restaurants (including hotels), 31 (chain, 1); shoes, 1; sporting goods, 2; stationers, 3; women's apparel, 6.

Miscellaneous Data: Average temperature, max. 90.5° minimum, 63.5°; average number of rainy days, 34%; most pleasant months, nearly all. Doctors (medical, 20); (dentists, 10); (osteopaths, 5); bus service; electric current, alternating; number of wired houses, 3,499; number of automobile registrations, 6,300; water, hard.

STUART, FLA.

(Martin County)

1920 Population, 780 (1926 est. 5,000). **City and Suburban Estimate,** 7,200. Most important cities and towns in this area are: Olympia, Salerno, Golden Gate, Jensen, Palm City, Indiantown.

Native Whites, 75%; **Negroes,** 28%; **Foreign Born,** 2%; **Industrial Workers,** 30%; **English**

Reading, 95%; **Families,** 1,800; **Dwellings,** 1,300.

Schools: Public Grade, 16; High, 1; Number of Pupils, 1,631.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1.

Banks: National, 1; State, 1; Trust and Savings Bank, 1. Capital Surplus, and Undivided Profits (all banks), \$200,250.44; Total Deposits (all banks), \$2,904,928.62; Total Resources (all banks), \$3,408,495.97; Total Savings Banks Deposits (all banks), \$270,676.70. Banks clear in other cities. Average monthly total retail sales (all lines), \$600,000.

Theatres: Moving Pictures, 8; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 2,200.

Location: Stuart is situated at the eastern terminus of the St. Lucie Ship Canal navigable to Lake Okechobee and, eventually, to Fort Myers on West Coast. Located at the confluence of the St. Lucie and Indian rivers, the latter a navigable inland waterway. On Florida East Coast Railroad and the Seaboard Air Line, recently granted right of way from Indiantown to Stuart. To nearest large city is 1½ hours by railroad; 1½ hours by automobile; and 1½ hours by bus.

Principal Industries: Concrete tile works, packing houses (4), fishing, and agriculture are the principal industries; citrus fruits and pineapples, the principal crops. Peppers, soy beans, tomatoes, potatoes, and sweet potatoes also raised.

Manufacturing Establishments: 5. Leading firms: Florida Growers, Inc., St. Lucie Tile Works, Duntile Mfg. Co., Stuart Stone Co. Total value of yearly output of factories estimated at \$3,000,000.

Special Information: Martin County—of which Stuart is the county seat—is spending \$15,000,000 in public and private improvements. St. Lucie Ship Canal opened to navigation on Oct. 1st.

Residential Features: The town contains about 1,100 houses, most of which are of the one-family type. Recent construction includes many apartment houses containing from 4 to 57 apartments. One 60-apartment building now nearing completion.

Retail Shopping Section: Along Osceola Avenue, 1 block; Flagler Avenue, 2 blocks; First St., 1 block; Avenue C, 2 blocks; St. Lucie Ave., 1 block, and Dixie Highway, 4 blocks.

Trading Area: From Indiantown, 14 miles west; Olympia, 11 miles south; and Walton, 10 miles north.

Wholesale Houses: Paints, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial automobile agencies, 2; automobile accessories, 4; bakers, 2; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 2; dressmakers, 2; druggists, 3; dry goods, 5; department stores, 1; electrical supplies, 2; florists, 1; fruits, 1; furniture, 3; garages (public), 5; grocers, 7 (chain, 1); hardware, 3; jewelry, 2; meat markets, 5; men's furnishings, 4; men's clothing, 2; milliners, 2; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 8; shoes, 3; sporting goods, 2; stationers, 2; women's apparel, 4.

Miscellaneous Data: Doctors (medical, 3); (dentists, 1); (osteopaths, 1); electric current, alternating; number of wired houses, 1,187; number of automobile registrations, 878; water, soft.

TALLAHASSEE, FLA.

(Leon County)

1920 Population, 5,637 (1925 state census, 6,415).

City and Suburban Estimate, 10,000.

Native Whites, 53%; **Negroes,** 44%; **Foreign Born,** 3%; **Industrial Workers,** 280; **English Reading,** 92%; **Families,** 1,565.

Schools: Public Grade, 6; High, 2; Number of Pupils, 1,126 White; Negro 740. Florida State College for Women, 1,500 enrolled; Florida Agricultural and Mechanical College, 450 students.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1.

Banks: State, 4; Total Resources (all banks), \$8,936,847.98; Total Deposits (all banks), \$4,150,000.

Theatres: Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 1,300.

Location: Tallahassee is 165 miles west of Jacksonville on the Seaboard Air Line Railroad, and the Georgia, Florida and Alabama Railroad, in the north central part of Florida. To nearest large city by auto, 6 hours.

Principal Industries: Lumber mills, naval stores, iron foundries, stave and handle factories, cigar factories, tobacco packing houses, sash, door and blind factory, barrel factory, crate factories, gas and electric light plant, concrete blocks. Estimated payroll of factories, \$4,500,000. Agriculture and dairy interests contribute largely to progress of city and county, cotton, corn, peanuts, potatoes, hay, sugar cane, and vegetables.

Residential Features: One-family homes.

Retail Shopping Section: Extends about one-half mile on Monroe St., quarter mile on Adams St., quarter mile on College Ave.

Trading Area: Tallahassee's trading area covers that territory lying within a radius of 50 miles.

Wholesale Houses: Groceries, 7; meats, 1; fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 14; commercial automobile agencies, 10; automobile accessories, 10; automobile tire agencies, 19; bakers, 3; cigar stores and stands (in-

cluding hotels), 5; confectioners (including hotel stands), 6; dressmakers, 10; druggists, 5; dry goods, 5; department stores, 2; electrical supplies, 3; florists, 2; fruits, 5; furniture, 5; garages (public), 10; grocers, 20; hardware, 4; jewelry, 2; meat markets, 8; men's furnishings, 6; merchant tailors, 2; milliners, 5; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 1; restaurants (including hotels), 5; shoes, 6; sporting goods, 1; stationers, 2.

Miscellaneous Data: Average temperature, 74 degrees; average number of rainy days per twelve months, 12; most pleasant months, nearly all. Doctors (medical, 12); dentists, 6; (osteopaths, 1); gas, natural and artificial, electric current, alternating; water, soft.

TAMPA, FLA.

(Hillsborough County)

1920 Population, 51,608. (1925, state census, 94,808).

City and Suburban: 176,492 (1926 directory estimate).

Native Whites, 46%; **Negroes,** 10%; **Foreign Born,** 44%; **Industrial Workers,** 30%; **English Reading,** 80%; **Families,** 32,000.

Schools: Public Grade, 39; High, 2; Junior High, 3; Parochial, 19; Private, 12; Number of Pupils, 20,525. \$4,100,000 is now being spent on new schools.

Churches: Baptist, 46; Christian Science, 1; Congregational, 4; Episcopal, 5; Hebrew, 3; Methodist, 37; Presbyterian, 8; Roman Catholic, 5; Miscellaneous, 19.

Banks: National, 3; State, 14; Total Deposits (all banks), \$76,984,714.61 (June 30, 1926); Total Resources (all banks), \$98,600,000. Total Bank Clearings (12 months, 1925), \$461,800,170.19.

Theatres: Legitimate, 2; Moving Pictures, 13; Vaudeville, 1; Burlesque, 1; Miscellaneous (Auditoriums, etc.), 10. Total number of seats, 29,300.

Location: Located on Tampa Bay at the mouth of Hillsborough River, nearest port of importance to the Panama Canal. Served by various branches of the Atlantic Coast Line and Seaboard Air Line Railways. Freight service to all foreign ports. Bus service to all the nearby cities. To nearest large city, by railroad, 3 hours; by auto, 1 hour. Air mail service to Jacksonville and Miami.

Principal Industries: Cigar manufacturing, box manufacturing, asphalt block paving manufacturing, manufacturing of Florida crushed rock, macaroni, soap, mattresses, brooms, furniture, lumber, phosphates, cement works, mayonnaise dressing, railroad repair shops, fertilizer manufacturing.

Manufacturing Establishments: 275. Leading firms: Tampa Box Co., Hav-a-Tampa Cigar Factory, Weldman Fisher Box Co., Florida Asphalt Block Paving Co., Perry Paint & Glass Co., Leufestey Broom Works, Cuesta Rey & Co.

Special Information: Tampa manufactures 1,130,252 clear Havana cigars a day. Also ships heavy tonnage of phosphates.

Residential Features: Mostly one-family houses. Workingmen's homes in certain sections of the city. Have six very exclusive residential sections.

Retail Shopping Section: Extends from Court Square (center of city) north on Franklin Street for distance of about 15 squares. Tampa Street and Florida Avenue, streets parallel to Franklin have retail shopping sections of about 10 squares each (Cass and Tampa Sts. Grand Central Avenue, on which a comparatively new business section has sprung up, is one of the busiest streets in the city. Florida Ave., Nebraska Ave., and East Broadway and Palma Ceia are new retail shopping streets.

Trading Area: Tampa is essentially the trade center for all south Florida. Thus the trading area extends for (approximately) 100 miles north, 50 miles east, 30 miles west, and 150 miles south.

Wholesale Houses: Groceries, 30; meats, 10; fruits, 6; hardware, 3; dry goods, 4; Miscellaneous lines, cigars and tobacco, 7; lumber, 15.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 38; commercial automobile agencies, 10; automobile accessories, 25; automobile tire agencies, 41; bakers, 38; cigar stores and stands (including hotels), 76 (chain, 71); confectioners (including hotel stands), 40; delicatessens, 11;

dressmakers, 52; druggists, 103 (chain, 6); dry goods, 82; department stores, 11; electrical supplies, 28; florists, 9; fruits, 23; furniture, 75; garages (public), 78; grocers, 514 (chain, 71); hardware, 27; jewelry, 25; meat markets, 114 (chain, 47); men's furnishings, 43; men's clothing, 37; merchant tailors, 2; milliners, 17; opticians, 8; photographers, 21; pianos (and miscellaneous musical instruments), 17; radio supplies, 12; restaurants (including hotels), 337 (chain, 9); shoes, 32; sporting goods, 9; stationers, 7; women's apparel, 49.

Miscellaneous Data: Average temperature, 71.9 degrees; average number of rainy days per twelve months, 116; most pleasant months, all except June, July, August, September. Doctors (medical, 133); (dentist, 46); (osteopaths, 12); street car service; gas, artificial; number of meters, 16,602; electric current, alternating; number of wired houses, 28,000; number of automobile registrations, 45,000; water, soft.

WEST PALM BEACH, FLA.

Including PALM BEACH

(Palm Beach County)

1920 Population, 8,659 (1926, est. 50,000).

City and Suburban Estimate, 65,000. Most important cities and towns in this area are: Palm Beach (pop. 7,000); Lake Worth (10,000); Boynton (3,000); Delray (5,000).

Native Whites, 75%; **Negroes,** 24%; **Foreign Born,** 1%; **Industrial Workers,** 60%; **English Reading,** 95%; **Families,** 12,500.

Schools: Public Grade, 6; High, 2; Private, 3; Number of Pupils, 5,500.

Churches: 35.

Banks: National, 1; State, 6; Capital, Surplus and Undivided Profits (all banks), \$1,950,000 (March 14, 1926); Total Deposits (all banks), \$40,000,000 (March 14, 1926); Total Resources (all banks), \$43,692,752 (March 14, 1926); Total Bank Clearings (6 months), \$145,833,121.11. (Figures available for only first 6 months of 1926.)

Theatres: Moving Pictures, 6. Total number of seats, 5,000.

Location: Seventy miles north and east of Miami at a point where the Florida Coast is nearest the Gulf Stream; on the west shore of Lake Worth, bridges over which connect with Palm Beach and the Atlantic Ocean. On the main lines of the Florida East Coast Railway and the Seaboard Air Line Railway; and a port of call for Baltimore & Carolina Steamship Co., Merchants & Minors Transportation Co., Munson Lines and the Clyde Line at completion of \$5,000,000 harbor and inlet, Nov. 1, by Gen. Geo. W. Goethals in charge; 18-foot channel, 200 feet wide.

Principal Industries: Lumber, citrus fruits, sugar refining, agriculture, paving construction and building materials, and fishing.

Residential Features: Villas, bungalows, and many apartments and hotels.

Retail Shopping Section: 30 blocks.

Trading Area: 50 miles radius.

Wholesale Houses: Groceries, 5; meats, 5; fruits, 10; cigars, 5; confectioners, 4; druggists, 3; produce, 4.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 28; commercial automobile agencies, 20; automobile accessories, 30; automobile tire agencies, 41; bakers, 10; cigar stores and stands (including hotels), 30 (chain, 4); confectioners (including hotel stands), 68; confectioners, 89; delicatessens, 3; dressmakers, 25; drug stores, 30 (chain, 3); dry goods, 15; department stores, 8; electrical supplies, 10; florists, 4; fruits, 60; furniture, 15; garages (public), 65; grocers, 83 (chain, 10); hardware, 10; jewelry, 9; meat markets, 51 (chain, 9); men's furnishings, 20; men's clothing, 20; merchant tailors, 4; milliners, 18; opticians, 6; photographers, 10; pianos (and miscellaneous musical instruments), 5; radio supplies, 4; restaurants (including hotels), 73; shoes, 20; sporting goods, 6; stationers, 6; women's apparel, 35.

Miscellaneous Data: Doctors (medical, 57); (dentists, 19); (osteopaths, 4); number of wired houses, 9,732; number of gas meters, 3,132; gas, artificial; electric current, alternating and direct; water, soft.

See announcement below

The Palm Beach Post

Covers completely Florida's Richest Section

It is the only A. B. C. paper in Palm Beach County reaching the wealthy visitors and permanent residents.

Excels in News, Features, Pictures, Circulation, Local and National advertising.

Leads Its Field in Every Department

The Palm Beach Post

Daily and Sunday

Published at West Palm Beach, Fla.

National Representatives

FROST, LANDIS & KOHN

New York

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Standard Surveys of GEORGIA Newspaper Markets

ALBANY, GA. (Dougherty County)

1920 Population, 11,555.
City and Suburban Estimate, 20,000.
Native Whites, 55%; Negroes, 40%; Foreign Born, 5%; Industrial Workers, 10%; English Reading, 90%; Families, 5,000.
Schools: Public Grade, 5; High, 3; Number of Pupils, 3,050.
Churches: Baptist, White 2, Colored 12; Episcopal, White 1, Colored 1; Hebrew, 1; Methodist, White 2, Colored 2; Presbyterian, White 1, Colored 1; Roman Catholic, White 1; Miscellaneous 1; Christian Church.
Banks: National, 2; State, 1; Total Resources, \$6,145,646; Savings Bank Deposits Total, \$805,876.

Theatres: Moving Pictures, 1; City Auditorium, 1. Total number of seats, 4,000.

Location: At head of navigation on Flint River, served by Atlantic Coast Line Railroad, Seaboard Air Line Railway, Central Railway of Georgia, Georgia Southeastern & Gulf R.R., and Georgia Northern R.R. These five systems operate seven lines, and 52 passenger trains enter and leave Albany daily. To nearest large city, by railroad, 4 hours; by auto, 4 hours.

Principal Industries: Cotton mill, cotton compress, fertilizer factory, cotton oil mills, brick plants, harvesting machinery, factory and foundry, peanut shelling plants, lumber mills, hardwood products, candy factory, pecan products plant, peanut products factory, hog cholera serum, tile roofing, and cigar factories.

Manufacturing Establishments: Flint River Cotton Mill, Reynolds Bros. Lumber Co., Lilliston Harvester Co., "Bobs" Candy Co., Planter Oil Mill, Flint River Brick Co., Silica Brick Co., Albany Peanut Co., McLin Peanut Co., Bain Peanut Co., American Peanut Products Co., Reynolds Bros. Box Factory.

Special Information: Albany is a great pecan center; 700,000 bearing trees of the "paper-shell" variety abound in this territory. Over 2,000,000 pounds of pecans were shipped from Albany. The National Pecan Exchange and the Southern Pecan Growers' Cooperative Association have headquarters here; also Georgia Pecan Growers' Cooperative Association.

Residential Features: Private homes predominate, with many apartment houses being erected. Albany is a splendid home city: with shaded streets and beautiful lawns. Sidewalks are bordered with grass plots and give a picturesque appearance to homes and residences.

Retail Shopping Section: Consists of Washington, Broad, Pine and Jackson streets.

Trading Area: Albany has no city of similar size within 100 miles. It is the metropolis of southwest Georgia, and is the shopping and amusement center for this territory.

Wholesale Houses: Groceries, 6; meats, 1; fruits, 5; hardware, 4; cigars, 1; dry goods, 2; millinery, 1; miscellaneous lines, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 2; automobile accessories, 10; automobile tire agencies, 6; bakers, 2; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 6; delicatessen, 2; dressmakers, 4; druggists, 10; dry goods, 15; department stores, 8; electrical supplies, 4; florists, 2; fruits, 6; furniture, 2; garages (public), 6; grocers, 30; hardware, 4; jewelry, 4; meat markets, 10; men's furnishings, 6; men's clothing, 10; merchant tailors, 2; milliners, 4; opticians, 4; photographers, 2; radio supplies, 2; restaurants (including hotels), 10; shoes, 6; sporting goods, 4; stationers, 4; women's apparel, 10.

Miscellaneous Data: Doctors (medical, 14), dentists, 6; (osteopaths, 1); number of wired ones, 1,800; gas, artificial; electric current, alternating; water, soft.

AMERICUS, GA. (Sumter County)

1920 Population, 9,010.
City and Suburban Estimate, 29,000.
Native Whites, about 60%; Negroes, about 40%; Foreign Born, very few; English Reading, 70%; Families, about 2,000.
Schools: Public Grade, 4; High, 1; Agricultural College, 1; Number of Pupils, 1,978.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, Christian, 1.
Banks: State, 3.

Theatres: Legitimate, 1; Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), Library Auditorium. Total number of seats, 2,300.

Location: On Seaboard Air Line, and Central Georgia Railway.

Principal Industries: Agriculture, cotton, and cottonseed oil, and meal, peanuts, and peanut oil mills, cigars and tobacco, brooms, fertilizer, broad shops.

Manufacturing Establishments: 9. Leading ones: Americus Oil Co., Farmers' Cotton Oil Co., Americus Broom Factory, Virginia-Carolina Co., L. G. Council Fertilizer Works.

Residential Features: Americus is a city of homes. A large percentage of the families own their homes. There are very few apartment houses.

Retail Shopping Section: Lamar St., 4 blocks; Cotton Ave., 2 blocks; Jackson St., 2 blocks; Forsyth St., 2 blocks.

Trading Area: About 50 miles radius.

Wholesale Houses: Groceries, 7; hardware, 1. Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; automobile accessories, 8; automobile tire agencies, sold by auto and auto-accessories agent; bankers, 1; cigars, stores and stands (including hotels), sold by all drug and grocery stores; dressmakers, 6; druggists, 8; dry goods, 20; department stores, 1; electrical supplies, 1; florists, 1; fruits, handled by all grocers; furniture, 4; garage (public), 10; grocers, 50; hardware, 5; jewelry, 2; meat markets, 12; men's furnishings, 8; men's clothing, 8; merchant tailors, 2; milliners, 3; opticians, 3; photographers, 1; pianos (and miscellaneous musical instruments), 5; radio supplies, 4; restaurants (including hotels), 10; shoes, 15; sporting goods, 5; stationers, 1; women's apparel, 9.

ATHENS, GA. (Clarke County)

1920 Population, 16,748.
City and Suburban Estimate, 40,000.

Schools: Public Grade, 9 (white, 5; colored, 4); High, 2 (white, 1; colored, 1). Number of Pupils, 4,748. Also University of Georgia, State Agricultural College, State Normal School, Lucy Cobb Institute, Business College. Transient students 9 months of the year, 7,500.

Churches: Baptist, 3; Episcopal, 1; Hebrew, 1; Methodist, 4; Presbyterian, 3; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 3; State, 3; Total Resources, \$9,500,000; Savings Bank Deposits Total, \$1,222,120.

Theatres: Legitimate, 2 (white, 1; colored, 1); Moving Pictures, 4 (white, 2; colored, 2); Miscellaneous (Auditoriums, etc.), 6; Total number of seats, 10,000.

Location: 73 miles northeast of Atlanta, on hill above Oconee River, 680 ft. above sea level. Georgia Ry., Central of Ga., Southern Railway, Midland and Seaboard Air Line. Excellent bus service to Atlanta, Augusta and all parts of state.

Principal Industries: Cotton mills, braided cord and twine, fertilizer, cottonseed oil and products, hosiery mills, woodworking plants, printing and binding, coffee roasting and blending, mattress, brooms, ice and ice cream factories, handle factories, brick and tile, foundries and iron and plow works, marble and granite yards.

Manufacturing Establishments, 45. Leading firms: Empire State Chemical Co., Vir-Carolina Chem. Co., White City Mills, James White Cotton Mills, Georgia Mfg. Co., Hodgson Oil Refining Co., Athens Mfg. Co., Climax Hosiery mills, Mallison Braided Cord Mills, Hanna Handle Factory, Joseph Costa Mfg. Co., Moss Mfg. Co., Southern Cotton Oil Co., Whitehall Yarn Mills, Athens Saw and Planing Mill, Princeton Cotton Mills, Southern Mfg. Co., Athens Butchers' Abattoir and Cold Storage, Atlantic Ice & Trust Co., Athens Spring Bed & Mattress Co., W. J. Miller Fixture Co., Athens Fixture Co., International Agricultural Corp., Georgia Plow Co., Athens Foundry Co., Standard Oil Co., Gulf Refining Co., Texas Oil Co., Motor Life Oil Co., Bludwine Co., Chero Cola Co., Coca Cola Co.

Special Information: On 5 national highways, 2 additional under survey and location. Educational center of South, but a good commercial and industrial town. Trade center for 13 most progressive and prosperous of Georgia counties. Fine agricultural lands. Especially fitted for livestock and poultry. Nearest competing cities 83 miles to Greenwood, S. C., and Atlanta, 73 miles. Big wholesale grocery center.

Residential Features: Mostly one- and two-family houses, no tenements. All factories and mills have their own operatives' settlements away from main residential section. Private homes predominate, many fine old colonial homes and new modern residences in every part of city. New residential subdivisions now open and being developed in southwest and west section of city. Average value homes \$10,000 to \$75,000.

Retail Shopping Section: Extends from city hall in heart of city, south 2 blocks to College Campus on College Ave. Georgia Railway passenger station, west 7 blocks on Broad to Hull; west on Clayton-Athens Terminal Co.'s tracks to Hull, 7 blocks; west on Washington, 8 blocks to Pulaski; south on Thomas, 2 blocks to Broad; south 2 blocks to Broad on Jackson; south on Lumpkin, 4 blocks to Broad; west on Hancock, 2 blocks to Pulaski. More than a dozen outlying neighborhoods.

Trading Area: 50 miles north, 25 miles east, 25 west, 35 south, and 50 southwest. Splendid business secured from this and outlying territory due to railroads, bus lines, and the large number of private owners of automobiles in this territory.

Wholesale Houses: Groceries, 10; meats, 4; fruits, 3; hardware, 3; dry goods, 1; shoes, 1; miscellaneous lines, 5.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto agencies, nearly all; automobile accessories, 15; automobile tire agencies, 11; bakers, 3; cigar stores and stands (including hotels), 30; confectioners (including hotel stands), 21; delicatessen, 2; dressmakers, 8; druggists, 10; dry goods, 27; department stores, 9; electrical supplies, 8; florists, 5; fruits, 21;

furniture, 4; garages (public), 15; grocers, 121; hardware, 5; jewelry, 5; meat markets, 18; men's furnishings, 18; men's clothing, 6; merchant tailors, 8; milliners, 7; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 5; restaurants (including hotels), 15; shoes, 18; sporting goods, 4; stationers, 15; women's apparel, 22.

ATLANTA, GA. (Fulton County)

1920 Population, 200,616 (1926 est. 256,387; metropolitan area, est. 336,691).

City and Suburban Estimate, 1,240,500. Most important cities and towns in this area are: Lagrange (pop., 1926 est., 21,200); Athens (21,175); Rowe (16,017); Griffin (10,500); Marietta (11,001).

Native Whites, 69%; Negroes, 28%; Foreign Born, 3%; Industrial Workers, 40%; English Reading, 96%; Families, 59,136.

Schools: Public Grade, 84; High, 4; Junior High, 4; Parochial, 4. Number of Pupils, 56,320.

Collegiate Institutions: Georgia School of Technology, Oglethorpe University, Emory University, Methodist University, Agnes Scott College for Women, Cox College, and Georgia Military Academy. Enrollment, 5,340.

Churches: Baptist, 111; Christian Science, 2; Congregational, 5; Episcopal, 13; Hebrew, 5; Methodist, 72; Presbyterian, 25; Roman Catholic, 5; Miscellaneous, 61.

Banks: National, 3; State, 19; Capital, Surplus, and Undivided Profits (all banks) \$24,900,719; Total Deposits (all banks) \$163,217,521; Total Resources (all banks), \$220,880,237; Total Savings Banks Deposits, \$34,712,237; Total Bank Clearing (12 months, 1925) \$3,604,290,297.92. Average Total Retail Sales (all lines) \$12,750,000.

Theatres: Legitimate, 3; Moving Pictures, 15; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 4; Total number of seats, 33,000.

Location: Northwest central part of Georgia. Served by Southern Railroad, Seaboard Air Line, L. & N.; N. C. & St. L.; Central of Georgia; Atlanta & West Point R.R.; A. B. & A. R.R., and Georgia R.R. Six interurban electric lines, and one gas interurban line.

Principal Industries: Furniture, cotton goods, steel and iron products, shoes, cottonseed oil, cake, candy, confections and soft drinks.

Manufacturing Establishments, 813. Leading firms: Capital City Chair Co., George W. Simmons Co., Fulton Bag & Cotton Mills, Exposition Cotton Mills, Downman-Dozier Mfg. Co., Acme Steel Goods Co., Atlantic Steel Co., Logan-Long Roofing Co., Fox Manufacturing Co., Southern Spring Bed Co., Frank E. Block Co., J. K. Orr Shoe Co., Red Seal Shoe Factory, Southern Cotton Oil Co., Marion Harper Cotton Oil Co., Brower Candy Co., Norris, Inc., Nunnally, Inc., Enterprise Mfg. Co., L. & L. Mfg. Co., Carhart-Hamilton Overall Co., Coca Cola Co., Nu-Grape Co., Logan, Long Co., Mi-Grape Co. Total value of yearly output of factories estimated at \$290,000,000.

Special Information: Atlanta is the southeastern headquarters for 655 northern manufacturers, and the southern headquarters for 44 insurance companies. It is the commercial supply center for the major part of the southeastern territory, including the Carolinas, Georgia, Florida, a large part of Alabama, and eastern Tennessee. Mississippi is often included in Atlanta territory.

Residential Features: Over 90% of the "white" homes are built on lots of 50 feet or wider. The detached house, with wide yard is typical, as apartment buildings provide space for only 15 per cent of the white families. North along Peachtree Road, in Druid Hills, and other recent subdivisions, are hundreds of magnificent residential estates within the metropolitan area.

Retail Shopping Section: Extends from the railroad viaduct south on Whitehall Street about five blocks, and north on Peachtree Street about twelve blocks, with east and west limitations about three blocks on either side of each.

Trading Area: 50 to 100 miles.

Wholesale Houses: Groceries 32; meats, 18; fruits, 22; hardware, 9; dry goods, 20; miscellaneous lines, 278.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 57; commercial auto agencies, 11; automobile accessories, 96; automobile tire agencies, 78; bakers, 32; cigar stores and stands (including hotels), 76; (chain, 12); confectioners (including hotel stands, 225; delicatessen, 29; dressmakers, 24; druggists, 254 (chain, 20); dry goods, 92; department stores, 8; electrical supplies, 42; florists, 18; fruits, 34; furniture, 66; furriers, 4; garages (public), 119; grocers, 1,723 (chain, 273); hardware, 56; jewelry, 62; meat markets, 35 (chain, 72); men's furnishing, 56; men's clothing, 78; merchant tailors, 76; milliners, 36; opticians, 16; photographers, 31; pianos (and miscellaneous musical instruments), 18; radio supplies, 30; restaurants (including hotels), 181 (chain, 4); shoes, 72; sporting goods, 8; stationers, 14; women's apparel, 46.

Miscellaneous Data: Doctors (medical, 374); (dentists, 310); (osteopaths, 12); street car service, gas, artificial; number of meters, 38,885; electric current, alternating; number of wired houses, 57,887; number of automobile registrations, 63,475 (Sept. 1, 1926); water, medium hard.

See announcement column 4

The Atlanta Journal

Atlanta, Ga.

Daily Sunday
Tri-Weekly

Thirty years ago, 1896, The Atlanta Journal was one of the very few southern papers which battled for sound money against free silver.

Soundness of policy has ever been the basis upon which The Journal has built its growth.

72,000

Daily

122,000

Sunday

114,000

Tri-Weekly

Circulation figures tell but a small part of The Journal's worth to advertisers.

Advertising in
The Journal
Sells the Goods.

GEORGIA (Cont'd)

AUGUSTA, GA. (Richmond County)

1920 Population, 52,548.

City and Suburban Estimate, 1925, 63,500. Most important cities and towns in this area are: Aiken, S. C. (pop.) 4,000; Waynesboro, Ga. (3,000); Thomson, Ga. (2,000); Williston, S. C. (1,000).

Natives Whites, 37,000; Negroes, 25,000; Foreign Born, 1,000; Industrial Workers, 9,338; Families (1920 census), 15,712; (1925 census), 18,000.

Schools: Public Grade, 18 (white, 11; colored, 7); High, 2; Junior High, 1; Parochial, 8; Number of Pupils, 9,700.

Churches: Baptist, 9; Christian Science, 1; Christian, 2; Episcopal, 4; Hebrew, 2; Methodist, 6; Presbyterian, 5; Roman Catholic, 5; Adventist, 2; Miscellaneous, 4; Negro churches, 55.

Banks: National, 1; State, 4; Total Resources (all banks) \$27,000,000; Total Savings Banks Deposits, \$9,493,558.48; Total Bank Clearings (12 months, 1925) \$110,907,207.69; Checks paid through Clearings House Assn., 1925, \$345,121,000; More than 25,000 Savings Bank accounts.

Theatres: Legitimate, 1; Moving Pictures, 4; Vaudeville, 1.

Location: Extreme eastern and central portion of the state, on the Savannah River. Transportation, 6 railroads: Southern Ry., A. C. L. R. R., Georgia R. R., G. & F. Ry., Central of Georgia Ry. and Charleston & Western Carolina Ry. To nearest larger city (Atlanta), by railroad, 6 hours; by automobile, 6 to 8 hours.

Principal Industries: Six cotton mills, 1 silk mill, 5 lumber plants, large brick manufacturing plant, fertilizing plants. Foundries, machine shops, bottling works, soft drink manufacturing.

Manufacturing Establishments, 72. Leading firms: Sibley Mfg. Co., John P. King Mfg. Co., Augusta Factory, Enterprise Mfg. Co. (cotton), Georgia-Carolina Brick Co., Georgia Vitriol Brick & Clay Co., Hollingsworth Candy Co., Clausen's Bakery, Augusta Lumber Co., Perkins Mfg. Co., Riverside Mills (waste), Augusta Bedding Co., Southern Tire & Rubber Co. Total value of yearly output of factories estimated at \$25,037,942.

Special Information: Natural clay products cause this city and vicinity to be one of the largest brick manufacturing centers in the southeast. Output is 150,000,000 brick per year. Augusta is in the heart of the hardwood and cotton district, is a tourist center with many fine hotels open during the winter season. It is estimated that 200,000 auto tourists pass through Augusta annually.

Residential Features: 15,200 homes; 4 large apartment houses; 500 other apartments. Augusta is building \$1,000,000 worth of new homes, also a \$2,000,000 resort hotel. There is more than \$2,000,000 worth of paving laid in the city and environs, within a radius of 25 miles.

Retail Shopping Section: Broad St., and 5th to 22d St.

Trading Area: 50 miles west, 76 miles east, 50 miles north, 125 miles south.

Wholesale Houses: Groceries, 37; meats, 10; fruits, 5; hardware, 4; dry goods, 4.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 21; automobile accessories, 12; automobile tire agencies, 7; bakers, 12; confectioners (including hotel stands), 12; delicatessen, 6; total druggists, 40 (chain, 1); dry goods, 150; department stores, 10; electrical supplies, 8; florists, 10; fruits, 20; furniture, 18; garages (public), 25; total grocers, 400 (chain, 5); hardware, 12; jewelry, 8; meat markets, 105; men's furnishings, 15; men's clothing, 15; merchant tailors, 14; milliners, 15; opticians, 8; photographers, 5; pianos (and miscellaneous musical instruments), 6; radio supplies, 3; restaurants (including hotels), 25; shoes, 12; sporting goods, 10; stationers, 7; women's apparel, 50.

Miscellaneous Data: Average temperature, 64 degrees; average amount of rainfall per 12 months, 47.89 inches; most pleasant months, Oct. to May; doctors (medical, 80), (dentists, 25), (osteopaths, 2); street car service; gas, artificial; electric current, alternating and direct; number of wired houses, 7,000; water, soft.

COLUMBUS, GA.

(Muscogee County)

1920 Population, 31,125.

City and Suburban Estimate, 75,000.

Natives Whites, 80%; Negroes, 20%; Industrial Workers, 60%; English Reading, 100%; Families, 10,000.

Schools: Public Grade, 15; High, 2; Number of Pupils, 7,000.

Churches: Baptist, 13; Christian Science, 1; Congregational, 3; Episcopal, 1; Hebrew, 2; Methodist, 13; Presbyterian, 5; Roman Catholic, 2; Miscellaneous, 5.

Banks: National, 3; State, 6; Total Resources, \$16,294,430.43; Savings Bank Deposits Total, \$5,960,305.39.

Theatres: Legitimate, 1; Moving Pictures, 8; Vaudeville, 2; Burlesque, 1; Miscellaneous (Auditoriums, etc.), 5; Total number of seats, 5,100.

Location: On Central of Georgia R. R., Southern Railway, Seaboard Air Line, Tri-State Navigation Co. To nearest large city, by railroad, 4 hours; by auto, 4 hours.

Principal Industries: Textile, brick and tile, lumber plants. Large commercial furniture plant. Agricultural machinery, bottling plants, machine shops and foundries, creamery and food products, cotton gin manufacturing, iron works, ice machine factories.

Manufacturing Establishments, 100. Leading firms: Bibb Mfg. Co., Eagle and Phenix Mills, Columbus Mfg. Co., Swift Spinning Mills, Georgia Mfg. Co., Columbus Iron Works, Pekor Iron Works, Meritas Mills, Golden's Foundry, Lummus Gin Co. (cotton gin), Centennial Gin Co., Columbus Iron Works, National Show Case Co., Columbus Brick & Tile Co.

Special Information: Fort Benning Infantry School is located nine miles from Columbus, on a 97,000 acre tract. Columbus is noted for its broad streets and beautiful avenues lined with trees.

Residential Features: Mostly one and two-family houses. Very few apartment houses. The mill section is on the outskirts of the city. Private homes predominate.

Retail Shopping Section: Broad St. from 9th to 14th Sts., First Ave. from 10th to 15th Sts., 12th St. from Front St. to 2nd Ave. Large business houses on Broad St. from 10th to 14th Sts. Smaller neighborhood trading sections in Wynton, Rose Hill, Bibb City, Jordan City, Phenix City and Ft. Benning.

Trading Area: Extends about 50 miles, north, east, south, and west. Columbus secures all of the business from the infantry school, located at Ft. Benning, nine miles from Columbus, and is the largest city in this immediate trading section.

Wholesale Houses: Groceries, 18; meats, 5; fruits, 3; hardware, 2; dry goods, 7.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial auto agencies, 4; automobile accessories, 18; automobile tire agencies, 14; bakers, 4; cigar stores and stands (including hotel stands), 52 (chain, 1); confectioners (including hotel stands), 24; delicatessen, 2; dressmakers, 12; druggists, 28 (chain, 3); dry goods, 19; department stores, 5; electrical supplies, 4; florists, 5; fruits, 6; furniture, 18; garages (public), 20; grocers, 300 (chain, 3); hardware, 11; jewelry, 11; meat markets, 32 (chain, 1); men's furnishings, 10; men's clothing, 15; merchant tailors, 2; milliners, 12; opticians, 3; photographers, 7; pianos (and miscellaneous musical instruments), 3; radio supplies, 4; restaurants (including hotels), 75; shoes, 18; sporting goods, 6; stationers, 6; women's apparel, 15.

Miscellaneous Data: Average temperature, 65.1 degrees; average number of rainy days per 12 months, 90; doctors (medical, 60), (dentists, 27), (osteopaths, 3); bus service; gas, artificial; electric current, alternating (direct, on street railway only); number of wired houses, 7,200; water, soft.

CORDELE, GA.

(Crisp County)

1920 Population, 6,538 (1926 est. 7,000).

City and Suburban Estimate, 70,000. Most important cities and towns in this area are: Rochelle (pop.) 3,000; Vienna, (1,500); Ashburn (2,500).

Native Whites, 70%; Negroes, 25%; Foreign Born, 5%; Industrial Workers, 25%; English Reading, 100%; Families, Rural, 1,400; City, 1,500.

Schools: Public Grade, 6; High, 2; Junior High, 1; Number of Pupils, 1,400.

Churches: Baptist, 4; Episcopal, 1; Methodist, 4; Presbyterian, 1; Primitive Baptist, 2; Miscellaneous, 3.

Banks: State, 4; Total Resources, \$1,500,000; Savings Bank Deposits Total, \$225,000.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 1,100.

Location: 240 miles north of Jacksonville, 70 miles from Macon. Flint River 8 miles west. Served by Southern Ry trunk line, A. B. & A. main line, Seaboard Air Line, main line, and terminus of the G. S. W. & G. Ry., short line. Six rural routes to heart of Georgia's dairying area, with complete distributing facilities. Half million-dollar paving project now under way through Crisp County on National Highway into Florida. To nearest large city, by railroad, 3 hours; by auto, 3 hours.

Principal Industries: Creameries, iron foundry, yellow pine and hardwood mills, fertilizer manufacturing. Three large oil mills, peanut oil, shelling, and grading mills. One of the leading dairy centers in Georgia. Distributing center for large area. Farming and live stock in most of agricultural area.

Manufacturing Establishments: 38. Leading firms: Beechwood Mills Co., Tomlin-Harris Machine Co., Cordele Sash, Door & Lumber Co., Crisp County Lumber Co., Southern Cotton Oil Co., Hartsborn Mfg. Co., Cordele Compress Co., Read Phosphate Co., Cordele Creamery & Cold Storage Co., Cordele Peanut Co., S. M. Watson Co. Total value of yearly output of factories estimated at \$40,000,000.

Special Information: Crisp County is bonded for \$1,250,000 for a 15,000 hp. hydroelectric plant on the Flint River, to be completed in 1928.

Residential Features: Many fine homes built by farmers in town. Smaller one-and-two-family houses are in bungalow form. Eastern half of community in modern cottage homes; western half, mostly one-to-five-room homes for negroes, with closed-in district in white workmen's homes.

Retail Shopping Section: Shopping section covers eight city blocks, all solidly built in a square, but cut up by main lines of railroads. Retail section extends along main highways, eleven of which lead out in suburbs. Whole-

sale district lies along rail tracks in rear of retail district.

Trading Area: Extends west, eight miles to river, southwest, and west, 20 miles, east, 40 miles, and north, 20 to 30 miles. Excellent system of highways and four rural free P. O. deliveries.

Wholesale Houses: Groceries, 6; meats, 4; fruits, 6; hardware, 4; Miscellaneous lines, iron and lumber.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial auto agencies, 4; automobile accessories, 7; automobile tire agencies, 10; bakers, 2; cigar stores and stands (including hotels), 32; confectioners (including hotel stands), 18; delicatessen, 3; dressmakers, 7; druggists, 6; dry goods, 10; department stores, 4; electrical supplies, 2; florists, 2; fruits, 10; furniture, 4; furriers, 3; garages (public), 7; grocers, 20 (chain, 2); hardware, 5; jewelry, 3; meat markets, 10 (chain, 1); men's furnishings, 5; men's clothing, 3; merchant tailors, 2; milliners, 6; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 1; restaurants (including hotels), 6; shoes, 6; sporting goods, 5; stationers, 10; women's apparel, 10.

Miscellaneous Data: Average temperature, 85 degrees, average number of rainy days per twelve months, 20; most pleasant months, Apr., May, June, Sept., Oct. Doctors (medical, 12); (dentists, 6); osteopaths, 1; electric current, alternating; number of wired houses 600; water, hard (chlorinated).

DUBLIN, GA.

(Laurens County)

1920 Population, 7,777.

City and Suburban Estimate, 45,000.

Native Whites, 75%; Negroes, 24%; Foreign Born, 1%; Industrial Workers, 20%; English Reading, 95%; Families, 1,100.

Schools: Public Grade, 3; High, 1. Number of Pupils, 1,600.

Churches: Baptist, 2; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1.

Banks: National, 1; State, 3; Total Resources, \$6,000,000; Savings Bank Deposits Total \$1,000,000.

Theatres: Moving Pictures, 1. Total number of seats, 650.

Location: On Wrightsville & Tennille, Macon, Dublin & Savannah and Central of Georgia R.Rs. Excellent bus service to all nearby towns and cities.

Principal Industries: Manufacture of hardwood products, veneer, staves, bobbins, shingles, furniture, meat curing, etc.

Manufacturing Establishments, 38. Leading firms: Dublin Veneer Co., Dublin Hardwood & Stave Co., Dublin Handle Factory, Dublin Bobbin Mills, Dublin Packing Plant, Dublin Stave Mills, Southern Cotton Oil Co., Empire Cotton Oil Co., printing, railroad shops. Total value of yearly output of factories estimated at \$5,000,000.

Special Information: Location of city makes it center of a fifty-mile trading territory, largely agricultural. Farm revolution under way from cotton to pork, feed, etc., with intensive manufacturing program, together with perishable produce. Over one hundred thousand peach trees planted within the last two years. Soil adapted best for peaches and pecans in this line. Watermelons and truck of all kinds being produced now in large quantities. Three to five hundred carloads of watermelons, beans, etc., move from Dublin each season. Cotton production despite boll weevil invades nets county about \$2,000,000 each year.

Residential Features: Mostly one-family houses. Nearly all residences owned by occupants. No tenements. Factory population owns own homes, etc.

Retail Shopping Section: Covers 10 to 15 solid blocks, viz.: Jackson, Laurens, Franklin, Bellevue Aves., Jefferson St.

Trading Area: Entire county, with population over 40,000. Distances in county range from 16 to 25 miles to Dublin, the county seat. Trade territory reaches out to all adjoining counties, as this city is the largest in the entire congressional district.

Wholesale Houses: Groceries, 4; meats, 1; fruits, 2; hardware, 4; dry goods, 1; miscellaneous lines, 1 (wholesale drugs).

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; automobile accessories, 8; automobile tire agencies, 10; bakers, 1; cigar stores and stands (including hotels), 25; confectioners (including hotel stands), 8; delicatessen, 1; dressmakers, 10; druggists, 8; dry goods, 15; department stores, 3; electrical supplies, 1; fruits, 16; furniture, 4; garages (public), 3; grocers, 28; hardware, 4; jewelry, 3; meat markets, 14; men's furnishings, 6; men's clothing, 6; merchant tailors, 3; milliners, 6; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 4; radio supplies, 1; restaurants (including hotels), 6; shoes, 14; sporting goods, 4; stationers, 2; women's apparel, 2.

LA GRANGE, GA.

(Troup County)

1920 Population, 17,038 (1926, est. 23,000).

City and Suburban Estimate, 24,475. Most important cities and towns in this area are: Hogansville (pop. 3,100); West Point (2,500); Newnan (7,037).

Native Whites, 65%; Negroes, 35%; Industrial Workers, 40%; English Reading, 95%; Families, 5,000.

Schools: Public Grade, 5; High, 1; Number of Pupils, 2,160.

Churches: Baptist, 3; Episcopal, 1; Methodist, 7; Presbyterian, 1; Miscellaneous, 2.

Banks: National, 1; State, 3; Total Resources, \$3,000,000.

Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 4,000 estimated.

Location: On Atlanta & West Point R. R., and Atlanta Birmingham & Atlantic R. R. Two bus lines—one to Columbus and Warm Springs, Ga., and one to Atlanta.

Principal Industries: Cotton mfg. mills, yarn mills, farming.

Manufacturing Establishments: 12. Leading firms: Dunson Mills, Calloway Mills, Park Mills, New England Southern Mills. Total value of yearly output of factories estimated at \$30,000,000.

Residential Features: All classes. Some residences cost as much as \$100,000. Average cost about \$5,000 in best section. Mills have their own village. All employees own their homes, furnished by mills, and at small rentals.

Retail Shopping Section: 5 blocks on Main St., 4 blocks on Court House Square, 2 blocks on Bull St., 2 blocks on Hines St., 2 blocks on Railroad St., and three small suburban business sections inside city limits.

Trading Area: About twenty miles in all directions.

Wholesale Houses: Groceries, 4; dry goods, 1; Miscellaneous lines, 1 drugs.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto agencies, 3; automobile accessories, 3; automobile tire agencies, 3; bakers, 2; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 16; delicatessen, 1; dressmakers, 2; druggists, 9; dry goods, 12; department stores, 4; electrical supplies, 3; florists, 2; fruits, 6; furniture, 5; garages (public), 4; grocers, 101; hardware, 5; jewelry, 4; meat markets, inc. in grocers; men's furnishings, 8; men's clothing, 8; merchant tailors, 3; milliners, 4; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 6; shoes, 2; sporting goods, 1; stationers, 1; women's apparel, 3.

Miscellaneous Data: Doctors (medical, 20) (dentists, 7); gas, artificial; current, alternating; number of automobile registrations, 1,700 (approx.); water, soft.

MACON, GA.

(Bibb County)

1920 Population, 52,995.

City and Suburban Estimate, 65,000; 800,000 within radius of 60 miles.

Native Whites, 29,998; Negroes, 23,093; Foreign Born, 698.

Schools: Public Grade, 49; High, 2; Number of Pupils, 15,000.

Churches: Baptist, 17; Christian Science, 1; Episcopal, 4; Hebrew, 2; Methodist, 17; Presbyterian, 5; Roman Catholic, 1; Miscellaneous, 1; Adventist, 1; Christian, 1; Free Methodist, 1; Lutheran, 1.

Banks: National, 4; State, 3; Private, 1. Total Resources, \$28,077,668.38; Savings Bank Deposits Total, \$6,000,000.

Theatres: Legitimate, 1; Moving Pictures, 3; Municipal Auditorium, 1.

Location: Macon, the county seat of Bibb County, is located six miles from the geographical center of Georgia, on Ocmulgee River, on the Dixie, the National, and the Transcontinental Highways. 14,000 miles of railroad directly tributary to Macon. Served by Central of Georgia, Georgia, Southern & Florida, Southern Macon, Dublin & Savannah, and Georgia Railroads. Handsome, well-equipped station.

Principal Industries: Textiles, brick, lumber, sash, doors and blinds, vegetable oils, engine and boilers, fertilizers, overalls, furniture, cotton duck, ice, bread, cake, pastry, confections, yarn and twine, knit goods, cottonseed cake and meal, agricultural implements, wagon drives, automobile bodies, saw mills, flour boxes, crates, toilet articles and medicines. 167 industries manufacture 508 different products.

Manufacturing Establishments: 167. Leading firms: Case-Fowler Lumber Co., Bibb Mfg. Co., Willingham Cotton Mills, Adams Cotton Mills, Taylor Iron Works & Supply Co., J. S. Schofield's Sons Co., Royster Guano Co., Standard Brick Co., Cherokee Brick Co., Southern Cotton Oil Co., Buckeye Cotton Oil Co., Atlantic Ice & Coal Co., Manchester Mfg. Co., Massee-Feltor Lumber Co., Jeffreys-McElrath Mfg. Co., Macon Lumber & Mfg. Co. Total value of yearly output of factories estimated at \$65,000,000.

Special Information: Railroad center for five railroads. \$3,000,000 railroad shops of Central of Georgia Railroad located here. Wholesale distribution center for the state. New \$500,000 county court house. New \$600,000 City Auditorium. New \$500,000 Boys' High School. Recently passed \$600,000 municipal bonds for athletic stadium, paving, new bridge over river, sewers and fire house apparatus. Location of Wesleyan College for Women. Mercer University, Baptist Men's School.

Residential Features: A city of homes. No tenements, few apartments. Many valuable homes of colonial design in the residential section.

Retail Shopping Section: Cherry St. is retail shopping section, four blocks. Poplar and Mulberry Sts., parallel with same number of blocks. Retail district rapidly extending to the southwest.

Trading Area: Extends 60 miles. Bus service and railroads, but private conveyances more often bring the shoppers to the city. 800,000 inhabitants in the district.

GEORGIA (Cont'd)

Wholesale Houses: Groceries, 14; meats, 6; hardware, 1; dry goods, 3; Miscellaneous lines, produce, 7.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 19; automobile accessories, 3; automobile tire agencies, 9; bakers, 5; cigar stores and stands (including hotels), 5; delicatessens, 3; dressmakers, 12; druggists, 40; dry goods, 7; department stores, 8 (inc. dry goods); electrical supplies, 7; florists, 3; furniture, 19; furriers, 2; garages (public), 27; grocers, 200; hardware, 6; jewelry, 7; meat markets, 36; men's furnishings, 3; men's clothing, 11; merchant tailors, 1; milliners, 6; opticians, 4; photographers, 4; pianos (and miscellaneous musical instruments), 2; radio supplies, (see elec. supplies); restaurants (including hotels), 33; shoes, 8; sporting goods, 1; stationers, 3; women's apparel, 2.

MOULTRIE, GA.

(Colquitt County)

1920 Population, 6,789.

City and Suburban Estimate, 10,000. Most important cities and towns in this area are: Doreen (pop. 1,200); Pavo (1,000); Norman Park (600); Omega (500).

Native Whites, 75%; Negroes, 25%; English Reading, 100%; Families, 1,300.

Schools: Public Grade, 3; High, 1; Number of Pupils, 1,700.

Churches: Baptist, 2; Episcopal, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 1.

Banks: National, 1; State, 2; Total Resources, \$3,500,000; Total Deposits (all banks) \$2,750,000.

Theatres: Moving Pictures, 2. Total number of seats, 750.

Location: In Southwest Georgia, on A. B. & A. Georgia Northern, and Georgia, Florida & Alabama Rys. Independent bus lines.

Principal Industries: Cotton mills, packing house mattresses, overalls, barrel factory, canning factory, lumber mills, auto specialties, creamery.

Manufacturing Establishments: 12. Leading firms: Swift & Co., Moultrie Cotton Mills, Riverside Mfg. Co., White Canning Co. Total value of yearly output of factories estimated at \$30,000,000.

Special Information: Moultrie is located in a prosperous farming section. Heavy producing cotton county. Rapidly developing live stock business, with special attention to dairy products and poultry raising. County shipped 1,800 cars of watermelons in 1926; 1,000,000 lbs. of tobacco,

21,000 bales of cotton, 1,000,000 bushels of corn, 1,000 tons of peanuts. In the heart of the sugar-cane belt, pecan, and velvet bean region.

Residential Features: Ninety-eight per cent live in one-family houses, and 60% own their homes. Attractive social, religious, and educational advantages.

Retail Shopping Section: Centers around public square, extending one block in each direction. Several neighborhood groceries.

Trading Area: 20-25 miles in each direction. Population of this territory is 100,000. Fine roads lead into every adjoining county, Moultrie, having an advantage over neighboring cities in point of size, the character of the stores, and the general activities in going after trade brings custom from a wide area.

Wholesale Houses: Groceries, 3; hardware, 1; dry goods, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies 10; automobile accessories, 4; automobile tire agencies, 10; bakers, 1; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 12; dressmakers, 12; druggists, 4; dry goods, 10; department stores, 2; electrical supplies, 2; florists, 1; fruits, 10; furniture, 2; garages (public), 10; grocers, 13 (chain, 2); hardware, 4; jewelry, 2; meat markets, 8; men's furnishings, 2; men's clothing, 3; merchant tailors, 2; milliners, 3; opticians, 4; photographers, 1; radio supplies, 1; restaurants (including hotels), 5; shoes, 1; sporting goods, 2; stationers, 1; women's apparel, 5.

Miscellaneous Data: Doctors (medical, 10); (dentists, 4); (osteopaths, 1); electric current, alternating; number of wired houses, 1,000; water, soft.

ROME, GA.

(Floyd County)

1920 Population, 13,252.

City and Suburban Estimate, 25,000.

Native Whites, 70%; Negroes, 28%; Foreign Born, 2%; Industrial Workers, 30%; English Reading, 100%; Families, 2,650.

Schools: Public Grade, 6; High, 1. Number of Pupils, 2,644.

Churches: Baptist, 10; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 10; Presbyterian, 2; Roman Catholic, 1.

Banks: National, 3; State, 1; Total Resources, \$9,000,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 2,500.

Location: Half way between Chattanooga, Tenn., and Atlanta, Ga., on Cincinnati division of Southern Ry., Central of Ga., and N. O. & St. L. Rys. At the head of Coosa River. Bus and coach lines to all surrounding towns and cities.

Principal Industries: Stove foundries, hosiery mills, furniture factories, cotton mills, agricultural implements (including scales), scrapers, trucks and plows, men's clothing, cottonseed oil products, lumber and allied products.

Manufacturing Establishments: 61. Leading firms: The Fairbanks Co., Massachusetts Mills, Anchor Duck Mills, Towers-Sullivan Co., Rome Furniture Co., Hawks Stove and Range Co., Eagle Stove Works and Southern Co-operative Foundry. Total value of yearly output of factories estimated at approximately \$17,000,000.

Special Information: Rome is located in the heart of the mineral section of the South, and also the richest agricultural section of the state.

Residential Features: Mostly one and two-family houses, two apartment houses. The leading industries furnish small houses near the mills for their employees.

Retail Shopping Section: Practically all business houses are on Broad Street between First Avenue and Sixth Avenue. Garages, repair shops, etc., on East First St. West, east, north, and south. Rome has very small business sections, consisting of about 6 stores each.

Trading Area: Covers a radius of about 25 miles.

Wholesale Houses: Groceries, 6; meats, 1; fruits, 2; hardware, 1; dry goods, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 2; automobile accessories, 10; automobile tire agencies, 10; bakers, 2; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 12; dressmakers, 20; druggists, 7; dry goods, 11; department stores, 2; electrical supplies, 3; florists, 2; fruits, 14; furniture, 5; garages (public), 5; grocers, 75; hardware, 3; jewelry, 3; meat markets, 9; men's furnishings, 7; men's clothing, 7; merchant tailors, 2; milliners, 3; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 8; shoes, 2; sporting goods, 2; stationers, 2; women's apparel, 10.

SAVANNAH, GA.

(Chatham County)

1920 Population, 83,252.

City and Suburban Estimate, 116,000 (Board of Trade).

Native Whites, 40,826; Negroes, 39,179; Foreign Born, 3,247; Industrial Workers, 13,000; Families, 20,000.

Schools: Public Grade, 14; High, 1; Junior High, 3; Parochial, 1. Number of Pupils, 18,000.

Churches: Baptist, 7; Christian Science, 1; Episcopal, 5; Hebrew, 3; Methodist, 7; Presbyterian, 3; Roman Catholic, 7; Miscellaneous, 9.

Banks: State, 16; Total Resources (approx.), \$100,000,000; Combined Bank Debits Total, \$880,000,000 annually.

Theatres: Legitimate, 1; Moving Pictures, 7; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 14,683.

Location: Savannah is the largest and most important seaport on the South Atlantic, and the second city in Georgia. It lies in a geographically strategic position for receiving and distributing of all kinds of products economically to all parts of the world. It is served by five great railway systems, viz., Central of Georgia, Atlantic Coast Line, Seaboard Air Line, Southern and Savannah and Atlanta, making a most complete network of transportation through the states of North Carolina, South Carolina, Georgia, Florida, Alabama, and Tennessee, with mileage, including their short line connections, in excess of 32,000, and serving in these states a population of 13,300,000, with bank deposits of \$1,800,000,000, and farm products valued at \$1,700,000,000. In addition to her rail connections, Savannah has direct steamship service with Boston, New York, Baltimore, Philadelphia, Jacksonville, Miami, New Orleans, and all principal ports on the Pacific Coast. It has also regular and direct sailings between most of the foreign ports of the world. These lines maintain agencies at Savannah which are adequately equipped to handle all details pertaining to import and export cargoes.

Principal Industries: Shipping, lumber, naval stores, rosin, turpentine, cotton, cotton seed oil products, sugar refining, sails and awnings, cigars, soda, soft drinks, bags and bagging, peanuts, flour, brooms, fertilizer, fisheries, iron foundries, overalls, matches, mattresses, paints steel products.

Manufacturing Establishments: 194. Leading firms: Savannah Cottonseed Oil Refinery, Savannah Sugar Refining Corp., South Atlantic Casket Co., Diamond Match Factory, Southern Fertilizer & Chemical Co. Total value of yearly output of factories estimated at \$110,000,000.

Special Information: Savannah's location and rail facilities, together with its wonderful climate makes it an ideal center for manufacture and distribution to inland points. The Ocean Steamship Co. operates both passenger and freight service every other day between Savannah and New York, and two sailings weekly between Savannah and Boston. The shipping season lasts the year round. Savannah has large naval stores and claims to be the largest cotton port on the Atlantic coast.

Residential Features: Savannah is noted for its beautiful squares and streets and is often referred to as the "Forest City." Savannah has a large area of parks and squares. In addition to the nearness of Tybee Beach, numerous watering places on Savannah's network of waterways are easily accessible. Its exclusive residential sections, Chatham, Crescent and Ardsley Park, boast many handsome and picturesque residences.

Retail Shopping Section: Savannah's retail district extends for one mile on Broughton Street, diverging at either side of the central

Continued on page 50

GEORGIA CONDITIONS BEST IN FORTY YEARS

Mills B. Lane, President of the Citizens & Southern Bank, the largest in the Southeast, says:

"Georgia is in the saddle."

Mr. Lane recently made an automobile trip over Georgia for the purpose of making an analysis. He found good crops, a marked tendency to production rather than mere acreage, plenty of money in circulation, increased confidence and prosperity everywhere. The newspaper interviews he gave out have attracted much attention.

Not in forty years have conditions been so favorable for your advertising campaign in the Southeast. The Savannah Morning News is first in reader confidence, circulation and volume of advertising in this section—it is the dominant publication of Southern Georgia.

Savannah Morning News.

THE DOMINANT NEWSPAPER OF SAVANNAH AND SOUTHERN GEORGIA. FIRST IN READER CONFIDENCE, FIRST IN CIRCULATION AND FIRST IN VOLUME OF ADVERTISING. THIS MEDIUM IS ESSENTIAL TO YOUR SOUTHERN CAMPAIGN.

National Advertising Representatives

CHARLES H. EDDY COMPANY
CHICAGO NEW YORK BOSTON

GEORGE M. KOHN
ATLANTA, GA.

SAVANNAH FACTS

Population (Board of Trade) estimate
100,000.

City growing at rate of 28%.

Retail trade area of 75 miles with
population of 350,000.

Has approximately 183 industrial
plants.

Has only sugar refinery between Bal-
timore and New Orleans.

Has one of the largest cotton seed oil
refineries in the country.

Is the largest cotton port on Atlantic
Coast.

Has second largest complete fertilizer
plant in United States.

Has eight modern cotton compresses
—storage capacity, 1,000,000 bales.

Has largest bank in Southeast.

GEORGIA and HAWAII Newspaper Markets in Standard Surveys

Savannah (cont'd)

thoroughfare of the city on Bull St. Cross streets on either side of Bull and Broughton Streets contain retail stores. Numerous stores and specialty shops are located in the outlying districts and cater to a thriving neighborhood trade.

Trading Area: The trading area of Savannah extends over a radius of 75 miles, and contains a population of 350,000. Chatham County alone, of which Savannah is the seat, contains 121 miles of paved roads, reaching to county lines. The million dollar road to Tybee Beach, and the bridge over the Savannah River between Savannah and South Carolina are vital additions to the strength and area of her trading potentialities.

Wholesale Houses: Groceries, 19; meats, 7; fruits, 14; hardware, 3; dry goods, 6.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial auto. agencies, 9; automobile accessories, 18; automobile tire agencies, 20; bakers, 25; cigar stores and stands (including hotels), 26; confectioners (including hotel stands), 10; delicatessen, 5; dressmakers, 5; druggists, 65; dry goods, 48; department stores, 2; electrical supplies, 10; florists, 4; fruits, 102; furniture, 25; garages (public), 30; grocers, 395; hardware, 11; jewelry, 25; meat markets, 56; men's furnishings, 20; merchant tailors, 10; milliners, 18; opticians, 5; photographers, 7; pianos (and miscellaneous musical instruments), 5; radio supplies, 7; restaurants (including hotels), 90; shoes, 26; sporting goods, 5; stationers, 8; women's apparel, 19.

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THOMASVILLE, GA.

(Thomas County)

1920 Population, 8,196; 1925 (special federal census) 10,301.

City and Suburban Estimate, 12,000. Most important cities and towns in this area are: Albany, Moultrie, Pelham, Camilla, Quitman, Valdosta, Monticello, Fla., Tallahassee, Fla.

Native Whites, 46%; Negroes, 53%; Foreign Born, 1%; Industrial Workers, 15%; English Reading, (Est.) 75%; (Remaining 25%, largely negroes without education); Families, 2,000 (approx.).

Schools: Public Grade, white, 2; colored, 1; High, white, 1; colored, 1; Junior High, white, 1; colored, 1; Number of Pupils (all schools) 2,000 (approx.); also Plunkett School (for boys), and Vashiti School (for girls).

Churches: Baptist, white, 2; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1. Also 15 Colored Churches of various denominations.

Banks: National 1; State, 3; Savings (all 4 have Savings departments). Capital, Surplus and Undivided Profits (all banks) \$604,803.22; Total Deposits (all banks) \$3,113,000; Total Resources (all banks) over \$4,000,000; Total Savings Banks Deposits, \$1,249,306.45. Average Monthly Total Retail Sales (all lines) \$3,000,000, monthly estimate.

Theatres: Moving Pictures, 1; Vaudeville, 1; Miscellaneous (Auditoriums, etc.) 4; Total number of seats, 1,000 (all small).

Location: On Atlantic Coast Line R. R., and Atlanta, Birmingham and Atlantic R.R. Thomasville is located in southwestern part of the state, 281 miles south of Atlanta, 200 miles west of Savannah, and 36 miles north of Tallahassee. To nearest large city, 2 hours by railroad, and 2 hours by automobile.

Principal Industries: Planing mills, box and crate factories, machine shops and foundry, concrete pipe manufacturing.

Manufacturing Establishments: 30. Leading firms: Thomasville Variety Works, McCollum Lumber Co., W. B. Beverly, Kirby Planing Mill Co., Georgia Crate & Bkt. Co., Champion Box Co., Thomasville Iron Works, Flowers' Ice Cream and Baking Co., Concrete Pipe and Supply Co., Dillon Candy Factory.

Special Information: Thomasville enjoys a large tourist trade and is a well-known winter resort. There are 25 large estates of wealthy families located here.

Residential Features: There are approximately 2,000 houses in the town, most of these of modern cost and 6 apartment houses and 5 hotels.

Retail Shopping Section: On Broad Street, 3 blocks; Jackson Street, 5 blocks. Also a large number of small stores scattered in residence sections and suburbs.

Trading Area: From 30 to 40 miles in extent.

Wholesale Houses: Groceries, 5; fruits, 5; 1 candy manufacturer.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10 (representing 15 different makes of cars); commercial auto. agencies, 5 (included in passenger agencies); automobile accessories, 16; automobile tire agencies, 20; bakers, 1; cigar stores and stands (including hotels), 30; confectioners (including hotel stands), 3; druggists, 7; dry goods, 20; department stores, 8; electrical supplies, 4; florists, 1; fruits, 2; furniture, 5; furriers, 3; garages (public), 12; grocers, 50 (chain, 2); hardware, 8; jewelry, 2; meat markets, 15; men's furnishings, 12; men's clothing, 12; merchant tailors, 1; milliners, 4; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 12; shoes, 16; sporting goods, 7; stationers, 1; women's apparel, 4 large, also several small dry goods stores.

Miscellaneous Data: Average temperature, 67.1 degrees; most pleasant months, Apr., May, June. Doctors (medical, 20); (dentists, 5); (osteopaths, 1); electric current, alternating; number of wired houses, 900; number of automobile registrations, 1,250, water, medium hard.

TIFTON, GA.

(Tift County)

1920 Population, 3,005.

City and Suburban Estimate, 5,000. Most important cities and towns in this area are: Adel (pop. 2,250); Ashburn (2,250); Ocilla (2,250).

Native Whites, 75%; Negroes, 24%; Foreign Born, 1%; Industrial Workers, 25%; English Reading, 99%; Families, 601.

Schools: Public Grade, 2; High, 1; Agricultural High, 1. South Georgia Agricultural and Mechanical College owned and operated by State of Georgia. Number of Pupils, 1,500.

Churches: Baptist, 1; (missionary); Episcopal, 1; Methodist, 1; Presbyterian, 1; Miscellaneous, Primitive Baptist, 1; Wesleyan Methodist, 1.

Banks: National, 1; State, 1. Capital, Surplus, and Undivided Profits (all banks), \$561,371.35; Total Deposits (all banks), \$1,431,138.06; Total Resources (all banks), \$2,290,159.60; Savings Banks Deposits, \$608,031.80.

Theatres: Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 4. Total number of seats, 2,000.

Location: In central part of south Georgia, in Tift County. Served by Southern Railway System, Atlantic Coast Line Railroad, and Atlanta, Birmingham and Atlantic R.R. On National Highway, most travelled route from North to Florida. Excellent highways north and south, east and west, northeast and southwest. Bus service in three directions, twice daily.

Principal Industries: Agriculture, cotton mills, fertilizer factory, cottonseed oil mill, stamper and redrying tobacco plant, lumber mill, planing mill. Hydroelectric power available.

Manufacturing Establishments: Leading firms: Imperial Tobacco Co., Ltd., Tifton Cotton Mills, Planter's Cotton Oil Co., International Agricultural Chemical Corp., Goodman-Golden Lumber Co. Total value of yearly output of factories estimated at \$17,500,000.

Special Information: Railroad facilities unexcelled. All roads have outlet to Atlantic ports. Agricultural section richly productive. Dairying, poultry, and stock raising being increased, as well as cotton, staple products, melons, etc. Leading shipping point for cabbage, tomato and potato plants. Railroad facilities and highways make Tifton an ideal location for wholesale and jobbing houses (six here now) and headquarters for traveling representatives. Clean, moral city and plenty of houses to be had at reasonable rent. Hydroelectric power. Home of Georgia Coastal Plain Experiment Station, owned and operated by State of Georgia, U. S. Dept. of Agriculture co-operating in tobacco experiments.

Residential Features: Principally one- and two-family houses, no large apartment houses. Private homes predominate; many attractive homes. City clean, sanitary, excellent water; high moral standing. There are two negro suburbs south of town. No negroes own property in city, but operate stores located in restricted territory. Cotton mill employees have neat cottages in village owned by mill. Also two white suburbs in north part of town.

Retail Shopping Section: Three blocks on Main St., two blocks on Love Ave., one block on Railroad St. (These streets run north and south). Two blocks on Second St., two blocks on First St., two blocks on Third St. (These streets run east and west), crossing Love, and Main Sts. There are a few grocery stores not in this district.

Trading Area: Extends twenty miles north, east, south and west. In addition to trade from Tift County, local merchants draw trade from sections of Berrien, Cook, Colquitt, Worth, Turner and Irwin counties, adjoining Tift.

Wholesale Houses: Groceries, 4; meats, 1; fruits, 1; dry goods, 1; Miscellaneous lines, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial auto. agencies, 1; automobile accessories, 5; automobile tire agencies, 10; bakers, 1; cigar stores and stands (including hotels), 7; dressmakers, 4; druggists, 5; dry goods, 12; department stores, 5 (chain, 3); electrical supplies, 2; florists, 4; fruits, 1; furniture, 3; garages (public), 5; grocers, 17 (chain, 2); hardware, 3; jewelry, 1; meat markets, 5; men's furnishings, 2; men's clothing, 1; merchant tailors, 1; milliners, 2; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 1; restaurants (including hotels), 5.

Miscellaneous Data: Doctors (medical, 7); (dentists, 4); (osteopaths, 1); street car service; electric current, alternating and direct; number of wired houses, 450; water, hard.

WAYCROSS, GA.

(Ware County)

1920 Population, 18,068.

City and Suburban Estimate, 28,000.

Native Whites, 75%; Negroes, 24%; Foreign Born, 1%; Industrial Workers, 50%; English Reading, 100%.

Schools: Public Grade, 8; High, 2; Junior

High, 1; Junior College, 1; Number of Pupils, 3,500.

Churches: Baptist, 8; Episcopal, 2; Methodist, 9; Presbyterian, 1; Roman Catholic, 1; Christian, 1; United Brethren, 1.

Banks: National, 1; State, 1.

Theatres: Moving Pictures, 2. Total number of seats, 1,100.

Location: Served by the Atlantic Coast Line, Atlanta, Birmingham and Atlantic Railways. Also Waycross & Western R.R., and Waycross & Southern R.R. short lines. A. C. L. shops located here. Over 55 passenger trains daily. Transfer point for Florida shipments. To nearest large city, by railroad, 2½ hours; by auto, 3 hours.

Principal Industries: Railroad shops, lumber mills, turpentine stills, ice cream factory, candy factory, large bee hive factory.

Special Information: Waycross is now developing its agricultural possibilities. It is in the center of the Georgia tobacco belt, and within 9 miles of the largest tobacco market in Georgia.

Residential Features: Mainly private homes between \$1,500 and \$10,000 in value. Three paved residential streets. All have sidewalks, and many more are now being curbed and paved.

Retail Shopping Section: Plant Ave., 4 blocks; Albany Ave., 3 blocks; Isabella St., 3 blocks; Lott St., 2 blocks; Mary St., 4 blocks; Pendleton St., 3 blocks; Frances St., 2 blocks. Smaller community retail centers.

Trading Area: Ranges to 50 miles.

Wholesale Houses: Groceries, 4; meats, 1; fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial auto. agencies, 5; automobile accessories, 3; automobile tire agencies, 7; bakers, 4; cigar stores and stands (including hotels), 11; confectioners (including hotel stands), 2; druggists, 7; dry goods, 9; department stores, 2; electrical supplies, 2; florists, 2; fruits, 1; furniture, 6; furriers, 1; garages (public), 12; grocers, 12 (chain, 2); hardware, 4; jewelry, 3; meat markets, 10; men's furnishings, 3; men's clothing, 5; merchant tailors, 1; milliners, 3; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 1; restaurants (including hotels), 6; shoes, 12; sporting goods, 4; stationers, 1; women's apparel, 12.

Miscellaneous Data: Average temperature, 68 degrees; average number of rainy days per twelve months, 48; most pleasant months, Oct., Nov., Dec., April, May. Doctors (medical, 12); (dentists, 8); (osteopaths, 1); gas, artificial; electric current, alternating; water, hard.

Standard Surveys of HAWAII

HILO Territory of Hawaii (Hawaii Island and County)

1920 Population, 10,431 (1926 est. 12,200).

Schools: Public Grade, 5; High, 1; Junior High, 1; Parochial, 2; Number of Pupils, 3,658.

Churches: Christian Science, 1; Congregational, 1; Episcopal, 1; Roman Catholic, 1; Miscellaneous, 19.

Banks: Commercial and Savings, 2; Total Resources, \$50,975,095.19; Bank Deposits Total \$43,152,735.46.

Theatres: Moving Pictures, 5; Total number of seats, 2,785; Miscellaneous; Armory Auditorium, 1; Fraternal Halls, 3; Church Social Halls, 3;—all suitable for entertainments. Total number of seats, 3,300.

Location: Island of Hawaii terminal of the Hawaii Consolidated Railway, Ltd. Regular port of call for steamers of the Matson Navigation Co., between San Francisco, Portland, Seattle, and Honolulu. Inter-Island Steam Navigation Co., Ltd., between Hilo, Honolulu, and ports of other Islands. Los Angeles Steamship Co., between Hilo, Honolulu, Kahului and Los Angeles. Nearest larger city is Honolulu, 14 hours distant by steamer.

Principal Industries: Sugar, pineapples, coffee, cattle-raising.

Special Information: Hilo is the gateway to the famous Hawaii National Park, wherein is situated the Volcano of Kilauea. This volcano is at an elevation of 4,000 ft. with an equable temperature ranging between 70 degrees (average) for the day and 55 degrees (average) for the night, and with but three degrees difference between June and December. Over 65,000 persons visited the Kilauea Volcano section during 1925, all of whom passed through Hilo. During 1925, 143 vessels with a gross tonnage of 1,047,471 visited Hilo Harbor, excluding the Inter-Island steamers. Included in the grand total were 4 "Round-the-World" steamers of 18,336 tons, 20,175 tons, 20,277 tons, and 27,132 tons, respectively, all finding ample facilities in Hilo Harbor. There were also about 200 ships of the U. S. Fleet at various times during the Pacific maneuvers, none of which is included in the tonnage here given.

Residential Features: Hilo is admirably situated on the slope of the Mountain of Mauna Loa, where the land comes down to the sea on a gentle gradient. A portion of the town lies across the Waialuku River, which is the dividing line between the Mauna Loa, and the Mauna Kea Mountains. Facilities for residences are practically unlimited. To the north of the center of the City, and across the Waialuku River which is spanned by two commodious traffic bridges and one steel three-span railroad bridge, is the Puuoe District in which there are 163 dwelling houses which include many small cottages besides also constituting one of the better residence sections. Slightly west of the Federal Building, lying in the Waialuku River, is Reed's Island, and other pretentious site, where there are 12 commodious residences. Within portions of the business district, and over a considerable area adjacent, there are 841 dwellings of various types, including many fine homes with beautiful lawns and gardens; and others of a less pretentious style but sanitary in every respect. To the east and across Waialoa River is the Waiakea section where there are 165 dwellings, including some fine residences in the Reed's Bay region; a number of railway officials' and employees' homes, and also many small cottages of modest type. Here, and in the business district, are congested quarters where there are many tenements, and other composite dwelling-places not included in this enumeration. Inland, to the south of Waiakea is "Waiakea Households," where there are 14 individual family dwellings, all having half-acre, or larger lots, mostly with attractive gardens. In a section of government lands recently opened for homesteading purposes, within the city limits and west of the Waiakea Households, there are now 51 dwellings newly completed, or in course of construction. Beyond this section, and extending nearly two miles beyond the city limits but forming an integral part of the community, are approximately 200 dwellings. There is also within the city limits a plantation camp with 89 laborers' cottages—mostly two-family houses. Excluding these, there is a total of more than 1,500 single and duplex apartment houses in, and contiguous to the city. There is also a "Hawaiian Rehabilitation" home-district, with about 84 families owning house lots on which many have their small homes. The foregoing does not include the numerous boarding houses nor the hotels in the city.

Retail Shopping Section: The bulk of Hilo's retail business is carried on in ten blocks bounded on the east by the water-front, on the west to Keawe Street, on the north by Shipman Street and on the south by Ponoahawai Street. Kamehameha Street and Waiuanue Street are the two most important streets from the business standpoint, for the former contains most of the retail stores and several of the wholesale houses, and the latter has two of the largest wholesale stores and several important retail stores.

Trading Area: Hilo is the leading city on the Island of Hawaii, which has an area of 4,219 square miles, as against 2,434 square miles for all of the other islands in the Territory. The railway line extends from Hilo 26 miles to Glenwood (on the way to the Volcano); 32 miles to Kapoho and Kaulea, in the Puna District, and 33 miles to Paauilo in the Hamakua District. Sugar from twelve of the plantations is brought into Hilo by rail, aggregating 168,060 tons in 1925 (or 60% of the gross total for the Island). Plans are under consideration for the extension of this railroad about eight miles in the Hamakua District, to provide for the hauling of an additional 20,000 tons of sugar. Telephone communication to all points on the Island is available, providing for prompt placing of orders in Hilo, which can be filled by adequate mail or freight service, rail, or automobile.

Wholesale Houses: Groceries, 2; meats, 1; fruits, 1; hardware, 2; dry goods, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 13; commercial auto. agencies, 14; automobile accessories, 17; automobile tire agencies, 17; bakers, 4; total cigar stores and stands (including hotels), 40; confectioners (including hotel stands), 40; dressmakers, 11; druggists, 4; dry goods, 20; department stores, 4; florists, 3; fruits, 3; furniture, 6; garages (public), 17; grocers, 10; hardware, 49; jewelry, 11; men's clothing, 12; merchant tailors, 8; milliners, 2; opticians, 3; photographers, 10; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 1; shoes, 20; sporting goods, 8; stationers, 1; women's apparel, 20.

Miscellaneous Data: Average temperature, 71 degrees; average number of rainy days for year, 141; most pleasant months, all months pleasant. Doctors (medical, 12); (dentists, 6); street car service; gas, artificial; electric current, alternating; number of wired houses, 2,200; water, soft.

HONOLULU, HAWAII (Oahu Island and County)

1920 Population, 83,327 (Does not include Army and Navy, 14,000; seafaring, 500; no tourists), estimated for 1926 at 104,300).

City and Suburban: Estimated total population for Territory, from Board of Health Report, 1926, 328,444. The Governor's Report for 1925 lists 202,165 as American citizens, and the 129,901 Japanese, 70,860 as American citizens.

Standard Surveys of Newspaper Markets of HAWAII and IDAHO

HAWAII (Cont'd)

Honolulu and Territory, 1926

	Number	Per Cent
Anglo-Saxon	39,133	.11001
Hawaiian-Saxon	21,054	.06410
Part Hawaiian	23,436	.07136
Japanese	129,901	.39551
Chinese	25,111	.07648
Portuguese	27,870	.08486
Korean	6,078	.01851
Philippine	50,145	.15268
Porto Rican	6,504	.01980
Spanish	1,791	.00545
Others	421	.00126
Total	328,444	100.

Schools: Public Grade, Honolulu 27; Territory, 176; High, Hon., 1; Terr., 3; Junior High, 1; Normal; Private 4 or 5; Japanese Lang. Schools, 23; Terr., 145 including Hon.; Parochial; Terr., 64. Number of Pupils, Hon., 20,670; Terr., 55,044; Private Schools, 65; number of Pupils, 9,872.

Churches: Christian Science, Honolulu, 1; Episcopal, Honolulu, 11; Territory, 12; Methodist, Hon., 6; Terr., 25; Roman Catholic, Hon., 8; Terr., 74; Miscellaneous, Hon., 23; Terr., 156.

Banks: National, 2; State, 26; Capital, Surplus, and Undivided Profits (all banks), \$4,100,000; Total Deposits (all banks), \$67,851,393.05; Total Resources (all banks), \$31,078,955.75; Total Savings Banks Deposits (all banks), \$21,708,371.75.

Theatres: Legitimate, 1; Moving Pictures, Honolulu, 19; Territory, 90; Miscellaneous (Auditoriums, etc.), Private, 2. Total number of seats, Hon., 5,000; Terr., 35,000.

Location: In the midst of the North Pacific Ocean, so situated as to be known as the "Cross-Roads of the Pacific." Served by two S.S. lines from the Pacific Coast, and five transpacific steamship lines, which stop at Honolulu, both to and from the Orient. In constant touch with all the world by radio and cable. Inter-island steamship communication between Honolulu, Hilo (Island of Hawaii, population, 12,200) and all ports of other islands. By steamship to San Francisco, Calif., 144 hours.

Principal Industries: Sugar, pineapples, coffee, bananas, iron foundries and machine shops, sugar mill machinery, car building, shipbuilding, automobile bodies and wagons, awnings, tent and sailmaking, crackers and biscuits, storage batteries, furniture, candy, ice cream, harness and saddlery, cotton factory, macaroni, bottling and soft-drink manufacturing, printing and bookbinding, photoengraving, lithographing. Marked sources of revenue to Honolulu merchants are tourists, and expenditures of Army and Navy, which amount to over \$1,000,000 a month in Honolulu.

Manufacturing Establishments: 110. Honolulu and Territory has 57 sugar mills and 13 pineapple canneries. Leading firms: The American Can Co., Hawaiian Commercial & Sugar Co., Ewa Plantation, Hawaiian Pineapple Co., California Packing Corp., and Libby, McNeill & Libby are the largest sugar and pineapple companies. Exports: Total pineapple pack of Hawaiian Pineapple Co. (1925) 2,856,698 cases; Total pineapple pack (1925, all sources) 8,728,550 cases; Total output of raw sugar (1925) 776,072 short tons; Total raw sugar crop (1926, estimated) 756,600 short tons; Total value of exports (1925) \$102,016,882. Imports: Total value of imports from U. S. A. (June 30, 1925) \$73,021,929; Total value of imports (June 30, 1925, all countries) \$82,679,058; Favorable trade balance (June 30, 1925) \$19,337,924.

Special Information: Honolulu is the political, business and financial capital of the Territory, and the only large city. Head offices of all big business are located here. Connected with other islands by Inter-Island Steamship Co.'s service of from two to five steamers per week. Communication by Inter-island wireless.

Residential Features: Mostly one-family houses. Tenement section rapidly being rebuilt to single family houses. Residential districts seven in number, lying in valleys and on heights from two to five miles from business district. Excellent residential location because of equable climate the year round, seldom hotter than 87 degrees, nor colder than 62 degrees. Excellent sea bathing the year round; average temperature of water, 75.5 degrees.

Retail Shopping Section: Divided rather sharply into oriental and "haole" (white) sections by Nuuanu Str. Oriental section extends 9 blocks north along King Street, which is at right angle to Nuuanu; 4 blocks along Hotel, and Paunahi Streets, and 6 blocks along Berentania. Three latter streets are parallel to King. Haole section extends 5 blocks on King (south from Nuuanu), 4 blocks on Hotel, and Berentania Streets.

Trading Area: All the population of Oahu is dependent on Honolulu for trading. Small stores are located in outlying districts where staples can be bought, but they, in turn, buy from Honolulu. Shopping, other than regular staples, on Oahu, must be done in Honolulu. Variety carried in stock on other islands is narrow, consequently, purchasing of novelties and extraordinary lines is done in Honolulu. Hilo, with a population of 12,200, is shopping center for 39 miles on either side.

Wholesale Houses: Groceries, Hon. 10, Terr. 13; meats, Hon. 2; fruits, 4; hardware, Hon. 10, Terr. 2; dry goods, 13. Many manufacturing agents carry no stock.

Number of Retail Outlets for Nationally Advertised Products: Passenger and truck automobile agencies, Honolulu, 4; Territory, 4; automobile accessories, Hon. 19, Terr. 27; automobile tire agencies, Hon. 16, Terr. 28; bakers, Hon. 23, Terr. Exempt. Hon. 44; cigar stores and stands (including hotels), Hon. 6, Terr. 7; general stores, Hon. 645, Terr. 1,276; confectioners (including hotel stands), Hon. 80, Terr. 130; dressmakers, Hon. 88, Terr. 118; druggists, Hon. 61 (chain, 1), Terr. 92; dry goods, Hon. 76, Terr. 105; department stores, Hon. 1, Terr. 3; electrical supplies, Hon. 7, Terr. 15; florists, Hon. 37, Terr. 39; fruits, Hon. 47, Terr. 70; furniture, Hon. 55, Terr. 61; garages (public), Hon. 15, Terr. 48; grocers, Hon. 186, Terr. 223; hardware, Hon. 22, Terr. 25; jewelry, Hon. 23, Terr. 27; meat markets, Hon. 94 (chains, 7), Terr. 40; men's clothing, Hon. 15, Terr. 16; merchant tailors, Hon. 120, Terr. 217; milliners, Hon. 12, Terr. 15; opticians, Hon. 9, Terr. 12; photographers, Hon. 45, Terr. 25; pianos (and miscellaneous musical instruments), Hon. 8, Terr. 12; radio supplies, Hon. 4, Terr. 12; restaurants (including hotels), Hon. 190, Terr. 101; shoes, Hon. 15, Terr. 16; sporting goods, Hon. 5, Terr. 7; stationers, Hon. 20, Terr. 7; women's apparel, Hon. 6, Terr. 12.

Miscellaneous Data: Average temperature 74.5 degrees; average number of rainy days per twelve months, 160; most pleasant months, November to June (all months summer months). Doctors (medical, Hon. 84, Terr. 137); (dentists, Hon. 46, Terr. 62); (osteopaths, 4); street car service; gas, artificial; number of meters, 11,029; electric current, alternating and direct; number of wired houses, Hon. 21,213; water, soft.

See announcement columns 3 and 4

Standard Surveys of IDAHO

BOISE, IDAHO (Ada County)

1920 Population, 21,393. (1926 est. 23,042). City and Suburban Estimate, 100,000 (A. B. C. Auditor).

Native Whites, 91%; Negroes, .003%; Foreign Born, 9%; Industrial Workers, 25%; English Reading, 99%; Families, 5,100.

Schools: Public Grade, 14; High, 1; Parochial, 3; Number of Pupils, 6,800.

Churches: Baptist, 2; Christian Science, 1; Congregational, 2; Episcopal, 3; Hebrew, 2; Methodist, 3; Presbyterian, 2; Roman Catholic, 2; Church of Jesus Christ of Latter Day Saints, 2; Miscellaneous, 9.

Banks: National, 3; State, 1; Total Resources (all banks), \$17,267,026.38; Savings Bank Deposits Total, \$14,027,362.64.

Theatres: Legitimate, 1; Moving Pictures, 4; Vaudeville, 1; (Miscellaneous, Auditoriums, etc.), High School, and Columbian Club Auditoriums.

Location: On Union Pacific R.R. Inter-mountain Ry., Boise Valley Traction Co., 435 miles west of Salt Lake City, 500 miles east of Portland. Boise is capital of Idaho. Financial and shipping center of southern Idaho and eastern Oregon.

Principal Industries: Lumber, agriculture, automobiles, printing, mining, stone quarries, metal workings, sheep, dried, and fresh fruits.

Manufacturing Establishments: Leading firms: Idaho Power Co., Boise-Payette Lumber Co., Boise Lumber Co., Boise Stone Co., Sym-York Co., U. S. Mfg. Co., Baxter Foundry Co., H. H. Bryant & Co. Total value of yearly output of factories estimated at \$26,000,000.

Residential Features: 5,359 homes in Boise, of which 70% are owned by occupants. Boise is strictly a home city of beautiful residences.

Retail Shopping Section: Extends from 5th Street to 16th Street, 12 blocks. From Front Street to Jefferson Street, 6 blocks. Boise has one outlying retail section, known as Hyde Park, approximately 20 blocks from center of main retail section.

Trading Area: A 68-mile radius, 48 miles on the north; 15 miles on the east, 59 miles on the south; 65 miles on the west. This trading area is made possible by reason of excellent interurban service and fine auto roads to other sections.

Wholesale Houses: Groceries, 4; meats, 3; fruits, 3; hardware, 3; dry goods, 4; miscellaneous lines, confectionery, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 19; commercial automobile agencies, 4; automobile accessories, 27; automobile tire agencies, 30; bakers, 8; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 20; delicatessen, 2; dressmakers, 25; druggists, 9; dry goods, 4; department stores, 5; electrical supplies, 7; florists, 6; fruits, 70; furniture, 5; furriers, 3; garages (public), 15; grocers, 54; hardware, 5; jewelry, 10; meat markets, 25; men's furnishings, 11; men's clothing, 8; merchant tailors, 6; milliners, 10; opticians, 7; photographers, 7; pianos (and mis-

cellaneous musical instruments), 6; radio supplies, 4; restaurants (including hotels), 27; shoes, 9; sporting goods, 7; stationers, 2; women's apparel, 8.

COEUR D'ALENE, IDAHO (Kootenai County)

1920 Population, 6,447.

City and Suburban Estimate, 12,000.

Native Whites, 90%; Negroes, 1/10 of 1%; Foreign Born, 10%; Industrial Workers, 75%; English Reading, 99%; Families, 2,400.

Schools: Public Grade, 7; High, 1; Junior High, 1; Parochial, 2; Number of Pupils, 2,800.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 9.

Banks: National, 1; State, 1.

Theatres: Legitimate, 2; Moving Pictures, 2; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 5,000.

Location: Served by the Northern Pacific, C. M. & St. Paul and Spokane & Eastern R. Rs. Also by the Spokane International Red Collar Steamboat Line, three auto freight and six passenger bus lines. To nearest large city, by railroad, trolley, or auto, 1 hour.

Principal Industries: Lumbering and lumber manufacturing, mining, fruit, poultry and cattle raising, dairying, fruit and vegetable canning.

Retail Shopping Section: Extends 6 blocks; Sherman Avenue, 2 blocks; Fourth Street, 2 blocks, and Lakeside Avenue, 2 blocks.

Trading Area: Covers a radius of about 10 to 15 miles.

Wholesale Houses: Groceries, 1; meats, 1; fruits, 2; oil and gas, 6.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto. agencies, 2; automobile accessories, 3; automobile tire agencies, 5; bakers, 4; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 10; delicatessen, 2; druggists, 4; dry goods, 5; department stores, 3; electrical supplies, 4; florists, 2; furniture, 3; furriers, 1; garages (public), 5; grocers, 18 (chain, 3); hardware, 3; jewelry, 2; meat markets, 12; men's furnishings, 4; men's clothing, 5; merchant

tailors, 1; milliners, 3; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 3; radio supplies, 4; restaurants (including hotels), 6; shoes, 7; sporting goods, 2; stationers, 4; women's apparel, 5.

Miscellaneous Data: Average temperature, 50 degrees; average number of rainy days per twelve months, 50; most pleasant months, May, June, July, Aug., Sept., Oct. Doctors (medical, 6), (dentists, 4), (osteopaths, 1); electric current, alternating; number of wired houses, 2,400; water, soft.

IDAHO FALLS, IDAHO (Bonneville County)

1920 Population, 8,064.

City and Suburban Estimate, same.

Native Whites, 99.5%; Negroes, .5%; Industrial Workers, 506; English Reading, 95%; Families, 1,600.

Schools: Public Grade, 5; High, 1; Junior High, 1; Parochial, 1.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 7.

Banks: National, 2.

Theatres: Legitimate, 1; Moving Pictures, 3 (1 with vaudeville); Miscellaneous (Auditorium, etc.), 1.

Location: On Oregon Short Line of Union Pacific R.R. On Yellowstone Highway to Yellowstone National Park. To nearest large city by railroad, 2 hours; by auto, 2 hours.

Principal Industries: Agricultural. Raising of seed peas. Famous Idaho russet baking potatoes, alfalfa, wheat, oats, barley, sugar-beets. Five large sugar mills within 30 miles. Honey, wool button, cheese and dairy products, seed pea plant, grain elevators, cheese factories, sugar-beet mills, small planing mill, candy factory, etc. Ships 2,000 cars of potatoes annually. 100,000,000 lbs. of sugar. Pay for beets and labor \$5,200,000.

Manufacturing Establishments: Leading firms: Utah-Idaho Sugar Co.

Special Information: Idaho Falls is a large primary shipping point for agricultural products and livestock. Shipped 750 carloads of cattle. 900 cars of grain. Idaho Falls has

Continued on page 52

Sell in Honolulu—

In prosperous Hawaii, advertising brings impressive results. The *Star-Bulletin*, Hawaii's greatest daily newspaper, completely covers this rich market with the largest net paid circulation now over 16,000 daily and over 18,000 Saturday.

Reaching the English speaking trading channels opening the door to a buying population of over 325,000. American territory where American business methods prevail.

The purchasing power of Hawaii's rapidly growing population is high, its wants and standards of living rising fast. Thousands of tourists are coming in. Hawaii is already well into its greatest years of development.

The *Star-Bulletin* leads the field by a wide margin in national advertising, carrying over a million and a quarter lines annually and blankets the territory with home-delivered circulation.

The *Star-Bulletin's* Merchandising Service Bureau is in a position to furnish manufacturers with trade information and to assist them in obtaining distribution of their products in the Honolulu market.

HONOLULU STAR-BULLETIN

National Advertising Representatives

ALCORN & SEYMOUR COMPANY, INC.

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IDAHO (Cont'd)

15 miles of paved streets, 36 miles of concrete sidewalks, owns a million dollar hydro-electric plant. Has just completed a large and well equipped hospital. Good irrigated land, \$75 to \$225 per acre.

Residential Features: A fine city for homes. Few apartments for rent, and few furnished. Practically all residential streets are paved. Sewers, water, gas and electric service in all parts of city.

Retail Shopping Section: Extends from railroad track on the east, westward across Shoup and Park Avenue to Capital Avenue on Broadway, "A," "B" and "C." A few scattering outlying neighborhood stores cater to people in their immediate vicinity.

Trading Area: Much of the local trade is rural in character, and from the widely scattered small towns, ranging to 100 miles to the west, north and east, and 30 miles south.

Wholesale Houses: Groceries, 3; fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto agencies, 2; automobile accessories, 1; automobile tire agencies, 9; bakers, 4; cigar stores and stands (including hotels), 6; confectioners (including hotel stands), 4; druggists, 5 (chain, 2); dry goods, 9; department stores, 6; electrical supplies, 2; florists, 2; fruits, 2; furniture, 4; garages (public), 8; grocers, 10 (chain, 2); hardware, 3; jewelry, 3; meat markets, 5; men's furnishings, 4; men's clothing, 5; merchant tailors, 2; milliners, 6; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 3; restaurants (including hotels), 5; shoes, 3; sporting goods, 1; stationers, 3; women's apparel, 8.

LEWISTON, IDAHO

(Nez Perce County)

1920 Population, 6,574.

City and Suburban Estimate (1926, est.) 19,250.

Native Whites, 82%; Foreign Born, 18%; Industrial Workers, 70%; English Reading, 95%; Families, 3,515.

Schools: Public Grade, 4; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 1,895.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 3; Lutheran, 1; 7 Day Adventists, 1; Church of Nazarene, 1; Miscellaneous, 3.

Banks: National, 2; State, 2; Total Deposits (all banks) \$6,855,041; Total Resources (all banks) \$7,684,824; Total Savings Banks Deposits, \$2,577,981.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 3.

Location: At junction of the Snake and Clearwater River. Served by the Union Pacific, Northern Pacific, The O. W. R. & N. Co., and Camas Prairie Railroad. Steamship Line to Portland, Oregon. To nearest large city, by railroad, 5 hours; by auto, 4 hours.

Principal Industries: Fruit and wheat farming, stock raising, milling, lumber, mining.

Manufacturing Establishments: 5. Leading firms: Oregon Cannery, Lewiston Milling Co., Clearwater Foundry, Idaho Machinery Co., Lewiston Bakery, Weyerhaeuser Sawmill to start July 1st, 1927, to be one of the largest in the world.

Special Information: Location makes it the outlet for the white pine belt. This timber trade is now being developed.

Residential Features: Mostly private homes. Beautiful residential sections.

Retail Shopping Section: Main business section for 30 square blocks.

Trading Area: Trading area 75 miles radius.

Wholesale Houses: Groceries, 2; meats, 2; fruits, 2; hardware, 2; dry goods, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial automobile agencies, 5; automobile accessories, 3; automobile tire agencies, 18; bakers, 3; cigar stores and stands (including hotels), 21; confectioners (including hotel stands), 9; delicatessen, 2; dressmakers, 17; druggists, 5; dry goods, 7; department stores, 3; electrical supplies, 8; florists, 2; fruits, 5; furniture, 4; garages (public), 11; grocers, 11; hardware, 6; jewelry, 6; meat markets, 6; men's furnishings, 8; men's clothing, 5; merchant tailors, 3; milliners, 3; opticians, 4; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 6; restaurants (including hotels), 9; shoes, 5; sporting goods, 2; stationers, 4; women's apparel, 8.

Miscellaneous Data: Street car service; gas, artificial; electric current, alternating and direct; water, soft.

MOSCOW, IDAHO

(Latah County)

1920 Population, 3,956 (1925 est., 5,500).

City and Suburban Estimate, 6,500. Most important cities and towns in this area are: Lewiston, 9,000; Pullman, Wash., 2,500; Colfax, Wash., 3,500; Genesee, 1,200.

Native Whites, 60%; Negroes, 1 family; Foreign Born, 30%; Industrial Workers, 10%; English Reading, 95%; Families, 1,625.

Schools: Public Grade, 2; High, 1; Parochial, 1. Number of Pupils, 1,275.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 9.

Banks: National, 1; State, 2. Capital, \$250,000; Surplus and Undivided Profits (all banks), \$100,609.48; Total Deposits (all banks), \$3,115,550.31; Total Resources (all banks), \$3,431,159.89.

Theatres: Moving Pictures, 2.

Location: 90 miles south of Spokane in the heart of the famous Palouse country. Served by the Spokane-Lewiston branch of the N. P. O. R. W. N. Railroad, and the Inland Empire Electric Railroad, which has its terminus at Moscow. Also numerous auto stage lines.

Principal Industries: Flour, brick, and firebrick and clay products. Vinegar, creameries, meat packing plants.

Special Information: The location of the University of Idaho, with an enrollment of 2,800 students. One of the largest shipping points of wheat in Idaho.

Residential Features: Mostly one and two-family houses and several apartment houses. The city has an exceptionally neat appearance. Average value of residence property from \$4,000 to \$8,000.

Retail Shopping Section: Extends over about 24 blocks.

Trading Area: A radius of about 20 miles in southwesterly and northerly directions and about 25 miles east.

Wholesale Houses: Groceries, 1; meats, 1; fruits, 2; seeds, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; automobile accessories, 9; automobile tire agencies, 21; bakers, 2; cigar stores and stands (including hotels), 6; confectioners (including hotel stands), 8; druggists, 5; dry goods, 5; department stores, 2; electrical supplies, 3; florists, 1; furniture, 2; garages (public), 8; grocers, 12 (chain, 2); hardware, 3; jewelry, 8; meat markets, 5; men's furnishings, 6; men's clothing, 1; merchant tailors, 2; milliners, 3; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 1; restaurants (including hotels), 4; shoes, 8; stationers, 3; women's apparel, 4.

Miscellaneous Data: Doctors (medical, 11), (dentists, 6), (osteopaths, 2); electric current, alternating; number of automobile registrations, 2,300; water, hard.

NAMPA, IDAHO

(Canyon County)

1920 Population, 7,621 (1925, est. 10,000).

City and Suburban Estimate, 35,000 to 40,000.

Native Whites, 98%; Negroes, 1%; Foreign Born, 1%; English Reading, 99%; Families, 9,000.

Schools: Public Grade, 4; High, 1; Parochial, 1; Number of Pupils, 2,500.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 8.

Banks: National, 1; State, 1.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 1,900.

Location: On main line of O. S. L. Ry. Junction of Idaho Northern, and Murphy branch lines. On loop of Boise Valley Traction Co. electric line. Bus service to Boise Valley towns. To nearest large city, by railroad, ¾ hour; by trolley, 1 hour; by auto, 1 hour.

Principal Industries: Farming and dairying, cheese making, ice manufacturing, broom factories (2), milk condensary, claimed to be the second largest in the country.

Manufacturing Establishments: Leading firms: Carnation Milk Co., Pacific Fruit Express Co.

Residential Features: Mostly moderate priced houses belonging to workmen and business men. Private homes predominate. South side of city is the most desirable living section, but good homes are to be found any place in the town.

Retail Shopping Section: Main Street and Twelfth Avenue. Business section extends probably 20 blocks. Fifty blocks of paved streets.

Trading Area: Trading area of Nampa extends 10 miles west, 10 north, 40 east, and 100 south.

Wholesale Houses: Mostly located at Boise, except meat and agricultural implements.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial automobile agencies, 10; automobile accessories, 10; automobile tire agencies, 18; bakers, 4; cigar stores and stands (including hotels), 20 (chain, 1); druggists, 4 (chain, 2); dry goods, 14; department stores, 2; electrical supplies, 2; florists, 2; fruits, 7; furniture, 3; furriers, 11; garages (public), 8; grocers, 12 (chain, 3); hardware, 3; jewelry, 3; meat markets, 7; men's clothing, 7; merchant tailors, 3; milliners, 5; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 8; shoes, 2; sporting goods, 2; stationers, 2; women's apparel, 5.

Miscellaneous Data: Average temperature, 50 degrees; average number of rainy days per 12 months, 100; most pleasant months, all except July and August; doctors (medical, 8); (dentists, 6); (osteopaths, 4); number of wired houses, 1,000; street car service; electric current, alternating and direct; water, soft.

POCATELLO, IDAHO

(Bannock County)

1920 Population, 15,001 (1925 est. 20,001).

City and Suburban Estimate, 50,000.

Native Whites, 82.4%; Negroes, 2.4%; Foreign Born, 15.2%; Industrial Workers, 25%; English Reading, 20.4%; Families, 5,000.

Schools: Public Grade, 10; High, 1; Junior High, 2; Parochial, 1. Number of Pupils, 4,506. State Technical College (with summer school). Number of Students, 1,400.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 11; Latter Day Saints, 4; Greek, 1.

Banks: National, 2; State, 1; Total Resources, \$4,641,386.26; Savings Bank Capital, Surplus and Undivided Profits, \$1,000,000; Savings Bank Deposits Total, \$877,423.99; Total Deposits (all banks, Jan. 1, 1926), \$5,094,000.

Theatres: Legitimate, 1; Moving Pictures, 5. Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 3,700.

Location: Pocatello is the distributing point of the Oregon Short Line (Union Pacific System), in direct connection with Utah, Nevada, Colorado, California, Oregon, Washington, Montana, and Wyoming. It is not only the gateway to the nation's most popular playground (the Yellowstone Park), but the gateway to the entire northwest. County seat of Bannock County, located in southeastern Idaho. To nearest large city, by railroad, 6 hours; by auto, 8 hours.

Principal Industries: Railroad shops, cheese making, creameries, flour milling.

Manufacturing Establishments: 2. Leading firms: Kraft Cheese Plant, Armour & Co. (Mutual Creamery).

Special Information: Location of the city makes it the main distributing point for the State of Idaho, as well as the northwest, now having 42 distributors, including wholesale houses, and indications point to many more this year.

Residential Features: Mostly one and two-family houses. Limited section devoted to negroes and foreigners. Private homes predominate. Many fine residential sections are growing up in the city as well as in the suburbs.

Retail Shopping Section: The retail area covers 23 square blocks, there being 383 retail business institutions located therein.

Trading Area: As a retail trading area Pocatello draws from a territory within a radius of 150 miles. Business is secured at even greater distances on account of the fine highways leading into the city. Pocatello is surrounded by a rich farming area, together with an ever-increasing dairy industry. Has also 28 passenger trains arriving daily.

Wholesale Houses: Groceries, 3; meats, 4; fruits, 2; hardware, 2; dry goods, 2; miscellaneous lines, 36.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 18; commercial automobile agencies, 3; automobile accessories, 19; automobile tire agencies, 16; bakers, 7; cigar stores and stands (including hotels), 19 (chain, 3); confectioners (including hotel stands), 19; delicatessen, 2; dressmakers, 5; druggists, 12 (chain, 1); dry goods, 6; department stores, 4; electrical supplies, 5; florists, 3; fruits, 6; furniture, 3; furriers, 2; garages (public), 15; grocers, 63 (chain, 5); hardware, 4; jewelry, 9; meat markets, 14 (chain, 6); men's furnishings, 13; men's clothing, 13; merchant tailors, 6; milliners, 6; opticians, 5; photographers, 5; pianos (and miscellaneous instruments), 3; radio supplies, 6; restaurants (including hotels), 23; shoes, 10; sporting goods, 5; stationers, 2; women's apparel, 9.

Miscellaneous Data: Average temperature, 47.2 degrees; average number of rainy days per twelve months, 96; most pleasant months, April to September (inclusive). Doctors (medical, 23), (dentists, 14), (osteopaths, 3); bus service; gas, artificial; number of meters, 2,200; electric current, alternating; number of wired houses, 3,415; water, medium hard.

TWIN FALLS, IDAHO

(Twin Falls County)

1920 Population, 8,324. (1926, est. 12,500.)

City and Suburban Estimate, 10,000. Most important cities and towns in this area are: Buhl (pop. 5,000); Filer (2,000); Kimberly (1,500).

Native Whites, 95%; Negroes and Mexican 3%; Foreign Born, 2%; Industrial Workers, 15%; English Reading, 98%; Families, 1,850.

Schools: Public Grade, 3; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 3,400.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 2; State, 1.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 7,000.

Location: On Minidoka branch of Oregon Short Line RR. Headquarters and main shipping point of a number of stage lines carrying both freight and passengers.

Principal Industries: Farming in large tributary area, distributing point for groceries and supplies.

Manufacturing Establishments: 12. Leading firms: Twin Falls Vinegar & Cider Wks. Others consist of small foundry, cheese factories, creameries, cement block works, broom factories. All on comparatively small scale, supplying only local trading area.

Residential Features: Practically all one-family houses, mostly of frame construction,

with small percentage of brick and stone. Great majority of all homes are well and expensively built. Three up-to-date apartments. No tenements or workmen's district. All better residence streets fully paved.

Retail Shopping Section: Extends from main corner (Main Avenue and Shoshone Street), about 3 blocks in 4 directions. Garage business constitutes section by itself, not included in area mentioned. Several neighborhood stores.

Trading Area: South 75 miles to Contact, Nevada; east as far as Murtaugh, about 30 miles; west to Castleford, 27 miles, and north across Snake River to Jerome, about 15 miles. Takes in many smaller towns whose residents largely shop in Twin Falls as a result of good roads.

Wholesale Houses: Groceries, 3; meats, 1; fruits, 4; miscellaneous lines, produce and commission, 8.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto agencies, 3; automobile accessories, 12; automobile tire agencies, 16; bakers, 4; cigar stores and stands (including hotels), 18; confectioners (including hotel stands), 15; dressmakers, 7; druggists, 5; dry goods, 5; department stores, 3; electrical supplies, 4; florists, 2; fruits, 2; furniture, 3; garages (public), 7; grocers, 14 (chain, 2); hardware, 4; jewelry, 3; meat markets, 5; men's furnishings, 6; men's clothing, 6; merchant tailors, 2; milliners, 4; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 5; shoes, 14; sporting goods, 4; stationers, 2; women's apparel, 4.

Miscellaneous Data: Doctors (medical, 12); (dentists, 9); (osteopaths, 3); electric current, alternating; water, hard.

WALLACE, IDAHO

(Shoshone County)

1920 Population, 2,815 (1925 est. 3,200).

City and Suburban Estimate, 15,300.

Native Whites, 82%; Foreign Born, 18%; Industrial Workers, 80%; English Reading, 95%.

Schools: Public Grade, 1; High, 1; Parochial, 1. Number of Pupils, 850.

Churches: Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Roman Catholic, 1.

Banks: National, 1; State, 1; Total Resources \$7,471,111; Savings Bank Deposits Total, \$6,849,766.

Theatres: Moving Pictures, 2. Total number of seats, 1,600.

Location: Wallace lies 90 miles east of Spokane, Wash., is served by the Oregon-Washington Railroad & Navigation Co. from the west, and the Northern Pacific Ry. from the east. Excellent bus service to adjacent mining towns. To nearest large city, by railroad, 4 hours; by auto, 4 hours.

Principal Industries: Wallace is the center of the Coeur d'Alene mining district, all the mining canyons leading into this town. Considerable lumbering, but mining is the principal industry.

Manufacturing Establishments: Leading firms: C. D. A. Hardware & Foundry Co., Sunset Mercantile Co., Wallace Mfg. & Laboratories Co., Idaho Wholesale Co., White & Bender Co.

Special Information: Coeur d'Alene mining district is claimed to be one of the largest producers of lead in the country. Total value of yearly output of mines estimated at \$30,000,000.

Retail Shopping Section: Extends from Fifth Street to Eighth Street, and from Hotel Street to Pine Street, including Cedar and Bank Streets. 12 blocks in all.

Trading Area: Includes the towns of Kellogg, Mullan, Burke, Interstate, Success, and other smaller settlements. These places are in different canyons, and Wallace is situated at the mouth of them, giving it a trading area of 25 miles north, east, and west, but cut off by mountains to the south.

Wholesale Houses: Groceries, 2; meats, 2; fruits, 1; hardware, 1; dry goods, 1; Miscellaneous lines, confectionery, 1; tobacco, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 13; commercial auto agencies, 3; automobile accessories, 10; automobile tire agencies, 10; bakers, 5; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 7; delicatessen, 2; dressmakers, 3; druggists, 10; dry goods, 3; department stores, 4; electrical supplies, 4; florists, 3; fruits, 11; furniture, 4; garages (public), 13; grocers, 8; hardware, 3; jewelry, 5; meat markets, 8; men's furnishings, 6; merchant tailors, 4; milliners, 2; opticians, 2; photographers, 4; pianos (and miscellaneous musical instruments), 3; radio supplies, 2; restaurants (including hotels), 10; shoes, 6; sporting goods, 4; women's apparel, 4.

Miscellaneous Data: Average temperature, 50 degrees; average number of rainy days per twelve months, 96; most pleasant months, summer months. Doctors (medical, 10), (dentists, 10), (osteopaths, 2); electric current, alternating; number of wired houses, 1,000; water, hard.

MAN WANTED!

Is an appeal that receives quick response through the Classified page of

EDITOR & PUBLISHER

Standard Surveys of Newspaper Markets of ILLINOIS

ALTON, ILL.

(Madison County)

1920 Population, 24,682.

City and Suburban Estimate, 42,000.

Native Whites, 86.3%; Negroes, 6.9%; Foreign Born, 6.8%; English Reading, 88%; Families, 5,926.

Schools: 10. Number of Pupils, 7,110.

Churches: 10.

Banks: 5. Total Resources, \$12,450,000.

Theatres: 5. Total number of seats, 4,550.

Residential Features: Mostly one and two-family houses.

Retail Shopping Section: About 5 blocks.

Trading Area: Radius of 18 miles.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 13; commercial auto. agencies, 4; automobile accessories, 13; automobile tire agencies, 7; bakers, 6; cigar stores and stands (including hotels), 7; confectioners (including hotel stands), 23; delicatessen, 3; dressmakers, 22; druggists, 12; dry goods, 15; department stores, 4; electrical supplies, 4; florists, 3; fruits, 15; furniture, 10; furriers, 1; garages (public), 14; grocers, 150; hardware, 10; jewelry, 8; meat markets, 38; men's furnishings, 6; men's clothing, 16; merchant tailors, 10; milliners, 9; opticians, 3; photographers, 6; pianos (and miscellaneous musical instruments), 3; radio supplies, 8; restaurants (including hotels), 25; shoes, 14; sporting goods, 2; stationers, 3; women's apparel, 6.

ville; south, 10 miles to Plainfield, and west, 30 miles to Mendota, Shabona, and Rochelle. Concrete roads in every direction. Total trading territory has about 100,000 population.

Wholesale Houses: Groceries, 5; meats, 2; fruits, 3; confectionery, 2; cigars, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 29; commercial auto agencies, 16; automobile accessories, 28; automobile tire agencies, 5; bakers, 17; cigar stores and stands (including hotels), 22 (chain, 1); confectioners (including hotel stands), 27; delicatessen, 3; dressmakers, 2; druggists, 19 (chain, 3); dry goods, 5; department stores, 7; electrical supplies, 3; florists, 7; fruits, 9; furniture, 15; furriers, 1; garages (public), 1; grocers, 136 (chain, 8); hardware, 10; jewelry, 10; meat markets, 36 (chain, 1); men's furnishings, 1; men's clothing, 16; merchant tailors, 12; milliners, 4; opticians, 6; photographers, 10; pianos (and miscellaneous musical instruments), 5; radio supplies, 16; restaurants (including hotels), 43; shoes, 6; sporting goods, 1; women's apparel, 14.

Miscellaneous Data: Most pleasant months, July, Aug., Sept., Oct., Nov. Doctors (medical, 76); (dentists, 37); (osteopaths, 6); street car service; gas, artificial; electric current, alternating; water, hard.

BELLEVILLE, ILL.

(St. Clair County)

1920 Population, 24,823.

City and Suburban Estimate, 35,000. Most important cities and towns in this area are: Freeburg (pop. 1,600); Mascoutah (2,400); Lebanon (1,900); O'Fallon (2,400).

Native Whites, 94%; Negroes, 1%; Foreign Born, 5%; Industrial Workers, 65%; English Reading, 99%; Families, 6,200.

Schools: Public Grade, 11; High, 1; Junior High, 1; Parochial, 6; Number of Pupils, 4,984.

Churches: Baptist, 2; Christian Science, 1; Divine Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 3; Presbyterian, 1; Roman Catholic, 5; Miscellaneous, 6.

Banks: National, 2; State, 2; Capital, Surplus, and Undivided Profits (all banks), \$1,961,933; Total Deposits (all banks), \$10,958,000; Total Resources (all banks), \$14,434,715.98; Total Savings Banks Deposits, \$10,964,174.77.

Theatres: Moving Pictures, 3; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 6,500.

Location: Northwestern Illinois, 14 miles from St. Louis on Illinois Central, Southern Louisville & Nashville and East St. Louis and Suburban R.R. All railroads connect with belt line. Truck service to St. Louis, Mo. To nearest large city by railroad, 1 hour; by trolley, 1 hour; by auto, 50 minutes.

Principal Industries: Stove factories, shoes, threshing machines, printing machines, stencil machines, coal mining. Government balloon school and aviation camp.

Manufacturing Establishments: 147. Leading firms: Baker Stove Works, Orbon Stove Mfg. Co., Belleville Stove & Range Co., Harrison Machine Works, Karr Range Co., Twentieth Century Brass Works, Ideal Stencil Machine Co., Oakland Foundry Co., Eagle Foundry Co., National Carbon Co., Belleville Shoe Mfg. Co., Belleville Hosiery Mills, St. Clair Hosiery Mills, International Shoe Co., Koupet Auto Top Co.

Special Information: One of the largest stove tonnage outputs in the U. S. Located in vast coal field. Majority of coal miners, American born, own their own homes. Located in St. Clair County. Second largest county in population in the state and largest wheat and Irish potato growing county in state.

Residential Features: Mostly one family houses, 75% of families own their own homes.

Retail Shopping Section: Mostly on Main St., extending for 15 blocks, also on High, Illinois, Jackson, 1st and 2nd Sts. Two outlying business sections with many neighborhood grocery and meat shops.

Trading Area: Extends 30 miles east and southeast, 20 miles north and six miles west, 15 miles south and southwest. Bus service to many towns, with interurban trolley line to others.

Wholesale Houses: Groceries, 3; fruits, 2; candy, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 16; commercial automobile agencies, 1; automobile accessories, 21; automobile tire agencies, 12; bakers, 17; cigar stores and stands (including hotels), 67 (chain, 1); confectioners (including hotel stands), 34; dressmakers, 15; druggists, 15; dry goods, 12; department stores, 6; electrical supplies, 9; florists, 7; fruits, 14; furniture, 6; garages (public), 10; grocers, 92 (chain, 2); hardware, 12; jewelry, 10; meat markets, 37 (chain, 1); men's furnishings, 22; men's clothing, 13; merchant tailors, 8; milliners, 6; opticians, 4; photographers, 3; pianos (and miscellaneous musical instruments), 4; radio supplies, 3; restaurants (including hotels), 10; shoes, 21; sporting goods, 8; stationers, 2; women's apparel, 15.

Miscellaneous Data: Most pleasant months, April, May, June, Sept., Oct., Nov. Doctors (medical, 33); (dentists, 14); (osteopaths, 2); street car service; gas, artificial; number of meters, 6,126; electric current, alternating; number of wired houses, 5,530; number of automobile registrations, 3,210; water, hard.

See announcement column 4

BELVIDERE, ILL.

(Boone County)

1920 Population, 7,804.

City and Suburban Estimate, 18,000. Most important cities and towns in this area are: Rockford (pop. 80,000); Beloit (20,000); Elgin (25,000); DeKalb (9,000).

Native Whites, 99½%; Negroes, ¼%; Industrial Workers, 65%; English Reading, 95%; Families, 2,000.

Schools: Public Grade, 5; High, 1; Junior High, 2; Parochial, 1.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 7.

Banks: National, 2; State, 2; Capital, Surplus, and Undivided Profits (all banks), \$999,946.45; Total Deposits (all banks), \$4,100,000; Total Resources (all banks), \$5,200,656.23.

Theatres: Legitimate, 1; Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 2,000 to 3,000.

Location: Chicago Northwestern—Interurban. Grant Cement Highway. To nearest large city, by railroad, 40 minutes; by trolley, 45 minutes; by auto, 45 minutes.

Principal Industries: National Sewing Machine Co., Belvidere Screw and Machine Co., Gossard Corset Co., Parsons Casket Hardware Co., Sanitary Scale Co.

Special Information: Located in center of agricultural region second to none. A city of homes. Has foundation for the building of a city with exceptional layout and beauty. Natural trading center for surrounding country.

Residential Features: Homes of average build, mostly one-family houses. Many new houses being built this year, and more planned for next year.

Retail Shopping Section: State St. is main business street with 5 long blocks. Several side streets with secondary business. Portion of Logan Ave. good business district.

Trading Area: 15 to 25 miles, but more surely within a radius of about 10 miles.

Wholesale Houses: Tobacco, cigars, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial automobile agencies, 2; automobile accessories, 9; automobile tire agencies, 12; bakers, 4; cigar stores and stands (including hotels), 26; confectioners (including hotel stands), 5; druggists, 5; dry goods, 3; department stores, 1; electrical supplies, 3; florists, 1; fruits, 1; furniture, 3; garages (public), 7; grocers, 7 (chain, 3); hardware, 3; jewelry, 2; meat markets, 5 (chain, 1); men's furnishings, 5; men's clothing, 5; merchant tailors, 3; milliners, 4; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 6; restaurants (including hotels), 7; shoes, 7; sporting goods, 1; women's apparel, 2.

Miscellaneous Data: Average temperature, 50 degrees; most pleasant months, May, June, July, August, September, October. Doctors (medical, 9); (dentists, 8); (osteopaths, 2); gas, artificial; number of meters, 1,921; electric current, alternating and direct; number of wired houses, 2,390; water, hard and soft.

BENTON, ILL.

(Franklin County)

1920 Population, 7,201 (1926 est. 10,000).

City and Suburban Estimate, 35,000. Most important cities and towns in this area are: West Frankfort (pop. 8,500); Christopher (3,850); Logan (1,400); Valier, and Buckner.

Native Whites, 65%; Foreign Born, 35%; English Reading, 100%; Families, 2,500; Dwellings, 3,000.

Schools: Public Grade, 6; High, 1; Number of Pupils, 2,500.

Churches: Baptist, 6; Christian Science, 1; Christian, 2; Methodist, 1; Roman Catholic, 1; Miscellaneous, 1.

Banks: National, 1; State, 1; Savings, 1. Theatres: Legitimate, 2; Moving Pictures, 2; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 2,500.

Location: On the Illinois Central, Chicago & Eastern Illinois, Missouri Pacific, and the Chicago, Burlington & Quincy R.R.s. To nearest large city by railroad, 45 minutes; by automobile, 30 minutes.

Principal Industries: Coal mining and coal washing, grain, live stocks, fruits, berries, harness and saddlery, enameled stoves.

Residential Features: Mostly one and two-family houses, many of which are owned by occupants. Few tenements, no slums. Coal miners mostly occupy small single houses.

Trading Area: Trade extends from Benton in a radius of 15 miles, and to the north and east throughout the farming districts.

Wholesale Houses: Groceries, 3; fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; automobile accessories, 5; automobile tire agencies, 15; bakers, 3; cigar stores and stands (including hotels), 25; confectioners (including hotel stands), 10; druggists, 6; dry goods, 5; department stores, 5; electrical supplies, 4; florists, 2; fruits, 10; furniture, 4; garages (public), 10; grocers, 7; hardware, 4;

jewelry, 2; meat markets, 5; men's furnishings, 3; men's clothing, 5; merchant tailors, 3; milliners, 3; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 5; Total restaurants (including hotels), 8; shoes, 4; sporting goods, 3; stationers, 5; women's apparel, 4.

Miscellaneous Data: Most pleasant months: April, May, September, October. Doctors (medical, 15); (dentists, 5); (osteopaths, 2); gas, artificial; electric current, alternating; number of wired houses, 2,000; water, soft.

BLOOMINGTON, ILL.

(McLean County)

1920 Population, 28,725 (1926 est. 35,000).

City and Suburban Estimate, 140,000. Most important cities and towns in this area are: Clinton (pop. 5,898), Lincoln (11,882), Pontiac (6,664), Fairbury (2,532).

Native Whites, 88.4%; Negroes, 2.8%; Foreign Born, 8.8%; Industrial Workers, 16%; English Reading, 98.5%; Families, 7,975.

Schools: Public Grade, 18; High, 3; Parochial, 4. Number of Pupils, 7,212.

Churches: Baptist, 2; Christian Science, 1; Congregational, 2; Episcopal, 1; Hebrew, 1; Methodist, 4; Presbyterian, 3; Roman Catholic, 3; Disciples of Christ, 4; Miscellaneous, 10.

Banks: National, 1; State, 5; Capital, Surplus and Undivided Profits (June 30, 1926, all banks), \$2,653,426.65; Total Deposits (all banks), \$14,628,307.51; Total Resources (all banks), \$14,638,113.51; Total Bank Clearings (12 months, 1925), \$86,680,608.60.

Theatres: Legitimate, 1; Moving Pictures, 5; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 5. Total number of seats, Theatres, 4,892. Auditoriums, 8,900.

Location: On the Chicago & Alton (two lines), Illinois Central (two lines), Cleveland, Cincinnati, Chicago & St. Louis Rys., Nickel Plate Connecting Railroad Corporation, and the Illinois Traction system; 3 bus lines; 80 passenger trains daily. Overnight freight service from Chicago and St. Louis; second night service from Cleveland, Cincinnati and Kansas City; third morning service from New York and Boston. To nearest large city, by railroad, 1 hour, 10 minutes; by trolley, 1½ hours; by auto, 1½ hours.

Principal Industries: Agriculture (mainly corn, oats, live stock, dairying), washing machines, oil heaters, furnaces, railroad equipment, freight cars, passenger coaches, farm implements, book-publishing, candy-making, seeds and nursery stocks, overalls, shirts, canning.

Manufacturing Establishments: 100. Leading firms: Chicago & Alton R. R. Shops (railroad equipment), Paul F. Belch & Co. (candy), American Foundry & Furnace Co. (furnaces), C. U. Williams & Son (Oil-Matic heater), Meadows Mfg. Co. (washing machines), Portable Elevator Co., Klemm's Overall Factory, Hayes-Custer Stoves & Furnace Co., Tyree Auto Radiator Mfg. Co.

Special Information: With 7 railroad lines and 7 concrete highways entering the city, and as no cities of equal size are located within 41 miles, Bloomington is the logical retail trading center for a large area of central Illinois. The city ranks eighth in the United States in general quality of goods handled in retail stores. Important as a wholesale and jobbing center. The home of 1,000 traveling salesmen.

Residential Features: Individually-owned homes predominate, with only a small strip along railroads housing foreign labor and colored element, which might be classed as a poor residential district. No city in Illinois of like size has such a large proportion of fine houses as will be found in Bloomington, a statement borne out by the average valuation given herewith: 30% of homes, \$10,000; 40%, \$8,000; 15%, \$15,000; 15%, \$5,000, or less.

Retail Shopping Section: Extends from Public Square (which forms heart of business section).

Continued on page 54

BELLEVILLE, ILL.

—147 diversified manufacturing plants keep money in circulation here the year around. 75% of its population own their own homes.

The Daily Advocate

—for 88 years a home newspaper. Has the prestige and circulation in this rich territory.

All questions in regard to markets and conditions answered truthfully and promptly.

Foreign Representatives

Inland Daily Newspaper Representatives

Incorporated

Chicago

New York

ILLINOIS (Cont'd)

Bloomington (cont'd)

tion, and terminal for interurban and bus lines, and transfer points for city trolley lines) for 10 blocks on Main Street, Center, Madison and East Streets parallel Main Street, and are business streets of 6 to 7 blocks each. Cross streets, 3 blocks north and south of the Square, have retail stores along 2 to 5 blocks. Smaller neighborhood sections are grouped around the 3 railroad stations located 10 to 14 blocks from the Square. Normal, which adjoins Bloomington on the north and is separate only as to municipal government, has 8 blocks devoted to business on both sides of the main street.

Trading Area: Extends about 35 miles north-east and southeast; 25 miles south, west and northwest, with fairly consistent trade coming in from a distance of 45 miles southwest. The exceptional stocks of department stores, together with the accessibility of Bloomington over the railroads converging into the city from 12 directions, the concrete highways, and the bus lines, bring buyers from many points outside the immediate trading area.

Wholesale Houses: Groceries, 5; meats, 3; fruits, 6; Miscellaneous lines, seeds, 1; feeds, 2; hides and furs, 1; millinery, 2; saddlery and shoe findings, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 23; commercial auto. agencies, 8; automobile accessories, 25; automobile tire agencies, 20 (representative stocks only); bakers, 13; cigar stores and stands (including hotels), 12 (chain, 1); confectioners (including hotel stands), 19; delicatessens, 6; dressmakers, 4; druggists, 21; dry goods, 7; department stores, 5; electrical supplies, 9; florists, 6; fruits, 4; furniture, 7; furriers, 3; garages (public), 8; grocers, 124 (chain, 19); hardware, 6; jewelry, 12; meat markets, 41 (chain, 3); men's furnishings, 24; men's clothing, 19; merchant tailors, 11; milliners, 14; opticians, 8; photographers, 11; pianos (and miscellaneous musical instruments), 4; radio supplies, 13; restaurants (including hotels), 45 (chain, 1); shoes, 18; sporting goods, 11; stationers, 5; women's apparel, 11.

Miscellaneous Data: Average temperature, 79 degrees; average number of rainy days per twelve months, 43; most pleasant months, May, June, August, Sept., Oct., Nov. Doctors (medical, 49), (dentists, 41), (osteopaths, 14); street car service; gas, artificial; number of meters, 8,940; electric current, alternating and direct; number of wired houses, 7,287; number of automobile registrations (city only), 5,167; water, hard.

See announcement columns 3 and 4

CAIRO, ILL.

(Alexander County)

1920 Population, 15,203.

City and Suburban Estimate, 49,572. Most important cities and towns in this area are: Mound City (pop. 2,908), Mounds (3,197), Anna (5,968), Charleston, Mo. (4,742), Sikeston, Mo. (5,037).

Native Whites, 66%; **Negroes,** 32%; **Foreign Born,** 2%; **Industrial Workers,** 17%; **English Reading,** 99%; **Families,** 4,111.

Schools: Public Grade, 9; High, 2; Junior High, 1; Parochial, 2. Number of Pupils, 3,918.

Churches: Baptist, 6; Christian Science, 1; Episcopal, 2; Hebrew, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 5.

Banks: National, 1; State, 2. Capital, Surplus and Undivided Profits (all banks), \$848,162; Total Deposits (all banks), \$5,833,401; Total Resources (all banks), \$8,811,684; Total Savings Banks Deposits, \$985,630.

Theatres: Legitimate, 1; Moving Pictures, 4; Vaudeville, 1. Total number of seats, 2,500.

Location: At junction of Ohio and Mississippi Rivers, and at the head of all-year navigation on the Mississippi. Served by Illinois Central, Mobile & Ohio, New York Central, Cotton Belt, and Missouri Pacific Railroads. Northern winter terminus for the Mississippi-Warrior Barge Line, owned by the Federal Government.

Principal Industries: Silos, ready-cut houses, hardwood flooring, vehicle parts and handles,

kitchen cabinets, storage and shipping boxes, egg crates, veneer and sewing machine parts, cotton oil products, machine shops, boilers, cigars, grain products, planing mills, cotton gins.

Manufacturing Establishments, 57. Leading firms: Singer Mfg. Co., Chicago Mill & Lumber Co., Illinois Lumber Yards (owned by Sears, Roebuck & Co.), E. L. Bouce Co. Value of annual output, \$10,526,000.

Special Information: Cairo, being situated at the junction of the Ohio and Mississippi Rivers, 150 miles southeast of St. Louis, makes it an important shipping point by river and rail to a wide territory in all directions. A comprehensive survey in 1923 showed a movement of 35,815 cars in, and 32,945 cars out, handled by 123 Cairo concerns. These figures do not include less-than-carload shipments. Grain led with 14,090 cars in, and 14,247 cars out; manufacturing industries next. Federal Barge Line handled 5,100 cars south, and 3,850 cars north.

Residential Features: Of the 3,570 dwellings in Cairo, 69% are owned by their occupants. 50% of the dwellings range from \$2,500 to \$6,500. Cairo has very few apartment houses.

Retail Shopping Section: Extends from Eighth and Commercial Streets, north and south, two blocks on Commercial; west on Eighth, one block to Washington, and north and south on Washington, one block in each direction. There are three outlying neighborhood retail sections.

Trading Area: Extends 36 miles north to Anna, and Jonesboro, Ill.; east, 40 miles to Paducah, Ky.; south, 40 miles to Fulton, Ky., and west, 30 miles to Morehouse, Mo.

Wholesale Houses: Groceries, 4; meats, 2; fruits, 3; hardware, 1; dry goods, 3; Miscellaneous lines, 14; candy, lumber, soft drinks, drugs, paint, coffee, etc.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 10; automobile accessories, 13; automobile tire agencies, 13; bakers, 4; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 16; dressmakers, 4; druggists, 14; dry goods, 7; electrical supplies, 3; florists, 1; fruits, 7; furniture, 4; garages (public), 4; grocers, 78 (chain, 6); hardware, 2; jewelry, 3; meat markets, 20 (chain, 1); men's furnishings, 6; men's clothing, 9; merchant tailors, 2; milliners, 5; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 2; restaurants (including hotels), 16; shoes, 4; sporting goods, 2; stationers, 3; women's apparel, 5.

Miscellaneous Data: Doctors (medical, 18), (dentists, 7); street car service; gas, artificial; number of meters, 1,704; electric current, alternating; number of wired houses, 3,377; number of automobile registrations, 1,767; water, soft.

See announcement columns 1 and 2

CANTON, ILL.

(Fulton County)

1920 Population, 10,928.

City and Suburban Estimate, 50,000. Most important cities and towns in this area are: Lewistown (pop. 2,279), Farmington (2,631), Cuba (1,484), Ipava (720).

Native Whites, 92%; **Negroes,** 1%; **Foreign Born,** 7%; **Industrial Workers,** 75%; **English Reading,** 95%; **Families,** 2,300.

Schools: Public Grade, 8; High, 1; Junior High, 1; Parochial, 1. Number of Pupils, 2,708.

Churches: Baptist, 1; Christian Science Hall, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 2; State, 1. Capital, \$325,000; Surplus, \$275,000; Undivided Profits, \$105,407.17 (all banks); Total Deposits (all banks), \$4,104,156.02; Total Resources (all banks), \$5,060,852.36.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 3,000.

Location: On the Toledo, Peoria & Western; Chicago Burlington & Quincy R. R., and the Illinois Central Electric Railway. To nearest large city, by railroad, 1 1/4 hours; by auto, 1 hour.

Principal Industries: Farm machinery, overalls, brick, cigars, coal.

Manufacturing Establishments: 33. Leading firms: International Harvester, P. & O. Works,

Continued on page 55

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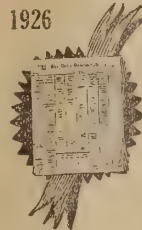
General Excellence

(Cities under 50,000)

1926—National 1st Prize
State 1st Prize

1925—National 1st Prize

1924—State 1st for Best
Front Page



For the third consecutive year The Daily Pantagraph has been honored in the third annual contest conducted by the University of Illinois in co-operation with the Illinois Press Association.

This year, in competition with many of the best newspapers in the United States, The Daily Pantagraph achieved the signal honor of attaining both National and State First Prizes, earning the Samuel Bowles Award for general excellence for the second successive time.

The same elements that were recognized by the judges as fundamental in the structure of the ideal newspaper, have enabled The Daily Pantagraph to earn and retain

The Reader Confidence of

Over 19,000 Families

in Central Illinois, the richest section in this great state.

The Daily Pantagraph.

Published Every Morning Except Sunday at Bloomington, Ill.

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Cairo, Illinois

is a distributing center. Its score of jobbers employ 75 salesmen to travel over parts of five states that are tributary to this city. National advertisers can reach these distributors thru the columns of

THE CAIRO EVENING CITIZEN

Member A. B. C.

ILLINOIS (Cont'd)

Canton (cont'd)

Globe Shirt & Overall Co., Beam-Dean Co., Middleton Brick Co., Canton Sash & Door Co., Leaman New Way Laundry, W. H. Eyerly & Bros., American Automotive Accessories Corp., Fulton Mfg. Co., Hand & Haines Box Co. Total value of yearly output of factories estimated at \$3,500,000.

Special Information: The Parlin & Orendorff Co., previously controlled by U. G. Orendorff, sold its Canton plant, with a capital of \$5,000,000 and a surplus of over \$5,000,000, to the International Harvester Co. of America in 1919. This well-known corporation is now operating this, the oldest existing plow works in the Western Hemisphere. The plant covers six square blocks and employs 2,800 men when in full operation.

Residential Features: Mostly one-family houses. Two or three small apartment buildings. A few workmen's tenements. Private homes predominate. Vast majority of residents own houses they live in. Would cost \$5,000 to \$10,000 each to replace most houses. Average would be around \$7,000, or possibly a little more.

Retail Shopping Section: Extends in square with Jones Park as center, and is bounded on the north by Chestnut Street, on the east by Main Street, on the south by Elm Street, and on the west by extension of White Court. Other stores on streets that form boundaries of the square for two or three blocks from the main trading center. There are a few scattered "neighborhood" stores.

Trading Area: Covers a twenty-five-mile radius, and for longer distances in certain directions. Concrete roads, 12 inter-city truck lines, and interurban car line make access to Canton particularly easy.

Wholesale Houses: Fruits, 2.
Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 3; automobile accessories, 8; automobile tire agencies, 6; bakers, 4; cigar stores and stands (including hotels), 15 (chain, 1); confectioners (including hotel stands), 7; delicatessen, 1; dressmakers, 10; druggists, 7; dry goods, 4; department stores, 8; electrical supplies, 4; florists, 1; fruits, 2; furniture, 4; furriers, 1; garages (public), 12; grocers, 55 (chain, 7); hardware, 4; jewelry, 6; meat markets, 11 (chain, 1); men's furnishings, 6; men's clothing, 7; merchant tailors, 2; milliners, 7; opticians, 6; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 5; restaurants (including hotels), 23; shoes, 8; sporting goods, 4; stationers, 1; women's apparel, 4.

Miscellaneous Data: Average temperature, 50 degrees; most pleasant months, May, June, September and October. Doctors (medical, 11), (dentists, 10), (osteopaths, 3); gas, artificial; number of meters, 2,297; electric current, alternating; number of wired houses, 2,964; water, hard.

CARBONDALE, ILL.

(Jackson County)

1920 Population, 6,267.

City and Suburban Estimate (City Council census, 1925, for new city directory), 8,514. Most important cities and towns in this area are: Murphysboro (pop. 11,000), Marion (13,000), Herrin (12,000).

Native Whites, 90%; **Negroes,** 6%; **Foreign Born,** 4%; **Industrial Workers,** 35%; **English Reading,** 87%; **Families,** 1,700.

Schools: Public Grade, 3; High, 1; Junior High, 1; Southern Illinois State Normal University. Number of Pupils (City Schools), 1,906; Normal School, 1,800.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 3; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 2.

Banks: National, 2. Capital, Surplus and Undivided Profits (all banks), \$1,209,445.46; Total Deposits (all banks), \$1,041,328.42; Total Resources (all banks), \$1,765,645.05; Total Savings Banks Deposits, \$132,000.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 3,199.

Location: On main line I. C. Ry. Division point for St. Louis Division of I. C., Interurban to Murphysboro, bus line to the east and west.

Principal Industries: Railroad terminal and shops, largest railroad tie preserving plant in the world, automobile painting plant. In one of the largest fruit growing centers in the country. Wholesale grocer house.

Manufacturing Establishments: 3. Leading firms: Marx-Haas Clothing Co., White Mule Tire Patch, Inc., Auer & Lord Tire Co. Total value of yearly output of factories estimated at \$2,000,000.

Residential Features: Mostly private homes. Several 4 and 5-family apartments. Carbondale boasts of its large trees, which give lots of shade, also practically all streets paved, making it an ideal residential town.

Retail Shopping Section: Extends from public square (which forms heart of business district) with railroad station and Interurban terminal in square.

Trading Area: Excellent trading radius for 20 miles each way on account of hard roads coming in from all four directions.

Wholesale Houses: Groceries, 1; fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agen-

cies, 7; commercial auto. agencies, 5; automobile accessories, 11; automobile tire agencies, 8; bakers, 4; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 5; dressmakers, 11; druggists, 5; dry goods, 5; department stores, 2; electrical supplies, 3; florists, 1; fruits, 2; furniture, 3; garages (public), 8; grocers, 27 (chain, 3); hardware, 3; jewelry, 4; meat markets, 10; men's furnishings, 7; men's clothing, 12; merchant tailors, 1; milliners, 4; opticians, 3; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 5; restaurants (including hotels), 8; shoes, 11; sporting goods, 4; stationers, 2; women's apparel, 5.

Miscellaneous Data: Doctors (medical, 11), (dentists, 4), (osteopaths, 1); gas, artificial; number of meters, 1,982; electric current, alternating; number of wired houses, 1,676; water, soft.

CARLINVILLE, ILL.

(Macoupin County)

1920 Population, 5,212.

City and Suburban Estimate, 7,500.

Native Whites, 50%; **Negroes,** 1%; **Foreign Born,** 49%; **Industrial Workers,** 35%; **English Reading,** 85%; **Families,** 2,300.

Schools: Public Grade, 3; High, 1; Junior High, 1; Parochial, 1. Number of Pupils, 1,250.

Churches: Baptist, 2; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 2; Miscellaneous: Christian, 1; German Lutheran, 1; German Evangelical, 1.

Banks: National, 1; State, 2.

Theatres: Moving Pictures, 1. Total number of seats, 650.

Location: Chicago & Alton, Illinois, Traction System, R4 State Hard Road. To nearest large city, by railroad, 2 hours; by automobile, 2½ hours; by trolley, 2 hours.

Principal Industries: Coal mining.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 2; automobile accessories, 10; automobile tire agencies, 10; bakers, 2; cigar stores and stands (including hotels), 7; confectioners (including hotel stands), 3; druggists, 4; dry goods, 5; electrical supplies, 2; florists, 2; fruits, 1; furniture, 3; garages (public), 6; total grocers, 20 (chain, 3); hardware, 3; jewelry, 2; total meat markets, 4; men's furnishings, 3; men's clothing, 3; merchant tailors, 1; milliners, 3; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; total restaurants (including hotels), 13 (chain, 1); shoes, 6; stationers, 5; women's apparel, 3.

CENTRALIA, ILL.

(Marion County)

1920 Population, 12,491.

City and Suburban Estimate, 53,000.

Native Whites, 90%; **Negroes,** 5%; **Foreign Born,** 5%; **Industrial Workers,** 34%; **English Reading,** 94%; **Families,** 4,250 in city.

Schools: Public Grade, 10; High, 1 (township); Parochial, 2. Number of Pupils, 4,000 (estimated).

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 6; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 6.

Banks: National, 2; State, 1; Capital, Surplus and Undivided Profits (all banks), \$573,396.09; Total Deposits (all banks), \$3,684,334.18; Total Resources (all banks), \$4,569,888.76; Total Savings Banks Deposits, \$2,207,128.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1. Total number of seats, 2,700.

Location: Situated strategically in the central part of the south third of the state, on the border line between the two counties of Marion and Clinton, and 66 miles due east of St. Louis, Mo., Centralia, as its name indicates, is the center, as well as the gateway, of that rich agricultural, coal-mining and fruit-growing region known as "Egypt." It is the junction point of three trunk line railroads, viz: the Illinois Central, Chicago, Burlington & Quincy, and the Southern R. R., served locally also by the Missouri & Illinois Bridge and Belt R. R. Co. Centralia is a distributing center for a large part of the adjacent territory, shipping coal, grain, fruits and manufactured products to all points of the compass over the trunk lines radiating from the city. The Illinois Central, and the Chicago, Burlington & Quincy R. R.s., have their machine and repair shops at Centralia. Bus service over concrete roads, in all directions, covers suburban and farther outlying trading territory.

Principal Industries: Two large railroad shops and terminal yards. Two well-developed soft coal mines. One modern envelope factory. One furnace and general foundry, one garment factory, one packing house, cigar factories, ice factories, soda factories, ice cream factories, flour mill, canning factories, concrete block plant, sawmills, rolling mill, oil and gas wells, fruit-growing and dairy products. To nearest large city, by railroad, 2½ hours; by auto, 2 hours 10 minutes.

Manufacturing Establishments. 20. Leading firms: Marion County Coal Co., Centralia Coal Co., Centralia Envelope Co., St. Clair Foundry Corp., Centralia Clothing Co.

Special Information: Finest grade of peaches and apples are grown in this district. Railroads have investment here of \$4,500,000; mines, \$1,000,000. The heaviest payrolls are those of the railroads and coal mines. Unusually high savings account per capita in banks and

in three building and loan associations. Average yearly earnings of workmen are over \$1,200.

Residential Features: Exceptional home-owning class. One and a few two-family houses (not over a dozen apartments), no tenements. Average value of homes, \$5,000.

Retail Shopping Section: Broadway, east and west, five blocks long, with hub at Locust Street, about half way, running north and south, three blocks.

Trading Area: 25 miles north and south, 15 miles east and west.

Wholesale Houses: Groceries, 2; meats, 1; fruits, 2; hardware, 1; candy, 1; Miscellaneous lines, cigars and tobacco.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 14, with service; commercial auto. agencies, 5; automobile accessories, all garages, plus 2; automobile tire agencies, 15; bakers, 4; cigar stores and stands (including hotels), 4 (chain, 1); confectioners (including hotel stands), 5; druggists, 8; dry goods, 2, exclusive; department stores, 4; electrical supplies, 4; florists, 2; fruits, 3; furniture, 4; garages (public), 7; grocers, 86 (chain, 9); hardware, 7; jewelry, 5; meat markets, 14; men's furnishings, 9; men's clothing, 5; merchant tailors, 1; milliners, 3; opticians, 4; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; restaurants (including hotels), 6; shoes, 15; sporting goods, 6; stationers, 5; women's apparel, 7.

Miscellaneous Data: Most pleasant months, April, May, Sept. Oct. Doctors (medical, 24), (dentists, 12), (osteopaths, 2); street car service; gas, artificial; number of meters, 2,145; electric current, alternating; number of wired houses, 3,068; number of automobile registrations, 3,500; water, soft.

CHAMPAIGN, ILL.

(Champaign County)

1920 Population, 15,873. (1926 est. resident population, 36,000.) Note: There are about 11,000 students attending the University of Illinois, in the "twin city," Urbana, and as some of the buildings are located within the municipality of Champaign, the general population of the two cities is increased to upward of 45,000 during the school year.

City and Suburban Estimate, 65,000.

Native Whites, 86.9%; **Negroes,** 7.8%; **Foreign Born,** 5.2%; **Industrial Workers,** 6.0%; **English Reading,** 99.0%; **Families,** 4,077.

Schools: Public Grade, 16; High, 3; Junior High, 1; Parochial, 2. Number of Pupils, 6,010.

Churches: Baptist, 3; Christian Science, 3; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 4; Presbyterian, 3; Roman Catholic, 4; Miscellaneous, 6.

Banks: National, 3; State, 8; Total Resources (all banks), \$15,000,000. Savings Bank Deposits Total, \$13,000,000.

Theatres: Legitimate, 3; Moving Pictures, 7; Vaudeville, 1; Burlesque, 2; Miscellaneous (Auditoriums, etc.), U. of I. Auditorium, U. of I. Stadium. Total number of seats, 8,000. (U. of I. Stadium seats 55,000.)

Location: Champaign is 128 miles south of Chicago, on main line of Illinois Central R.R. Served by Illinois Central, Wabash, Cleveland, Cincinnati, Chicago & St. Louis ("Big Four") R.R.s., and the Illinois Traction system. In the heart of the great corn belt of Illinois, Champaign County alone produced \$26,000,000 worth of crops last year. To nearest large city by railroad, 40 minutes; by trolley, 40 minutes; by auto, 1 hour.

Principal Industries: Printing, dairy products, electric light bulbs, electrical fixtures, machinery, tools, radio equipment, railroad equipment, rubber goods.

Manufacturing Establishments: 123. Leading firms: Caldwell Elec. Corp., Burr Co., Cushman Tool Co., Circle A Products Corp., Cliffords-Jacobs Co., Locomotive Crane Co., Pioneer Creamery Co., Crescent Rubber Co. Total value of yearly output of factories estimated at \$6,637,000.

Special Information: Champaign and Urbana corporation lines adjoin, forming practically one community, with Champaign proper the trading center of the community, although Urbana is the county seat. Water, sewer, lights, power, street car lines, etc., are used in common by both towns, the city government being the only separate agencies. Practically all streets in both cities are paved with concrete (over 67 miles of pavements), and are well lighted by ornamental electric street lamps. University of Illinois, with 11,000 students and 1,161 faculty, is located in Urbana, and partly in Champaign, with 98 buildings represented on the campus, not including the \$3,000,000 U. of I. Memorial Stadium, seating 55,000. More than \$50,000 a day is spent in the two communities directly and indirectly, by the university. Champaign County is one of the richest agricultural counties in the state.

Residential Features: Mostly one-family homes of modern type and generally owned by the occupant. Champaign has a reputation as a city of beautiful homes. Most of the people are well-to-do. The average home costs about \$10,000. Many represent an investment of from \$25,000 to \$75,000. There are also several modern apartment houses.

Retail Shopping Section: Main Street, 8 blocks; Neil Street, 7 blocks; Church Street, 1 block; Taylor Street, 3 blocks; Walnut Street, 5 blocks; Green Street, 2 blocks; Wright Street, 2 blocks; Market Street, 3 blocks; Race Street, 2 blocks; University Avenue, 4 blocks; Park Street, 1 block; Hill Street, 1 block; Randolph Street, 2 blocks; Washington Street, 1 block; Hickory Street, 2 blocks.

Trading Area: Thirty-five miles north to Buckley, and 30 miles south to Arcola, on Illinois Central R.R.; 20 miles east to Fithian, and 23 miles west to Farmer City on "Big Four" R.R.; 18 miles southwest to Homer and Sidney on Wabash R.R.; 20 miles west to Monticello on Illinois Traction System Electric R.R. Logical trading area extends approximately over a 26 miles' radius. Trading influence covers a 35-mile radius except east, in which direction it extends only 22 miles to Fithian.

Wholesale Houses: Groceries, 4; meats, 3; fruits and vegetables, 3; miscellaneous lines: cigars and tobacco, 1; confectionery, 3; auto accessories, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 27; commercial automobile agencies, 8; automobile accessories, 22; automobile tire agencies, 24; bakers, 10; cigar stores and stands (including hotels), 120 (chain, 3); confectioners (including hotel stands), 30; delicatessen, 4; dressmakers, 37; druggists, 20; dry goods, 5; department stores, 3; electrical supplies, 10; florists, 5; fruits, 4; furniture, 3; furriers, 3; garages (public), 31; grocers, 116 (chain, 11); hardware, 8; jewelry, 11; meat markets, 23 (chain, 20); men's furnishings, 21; men's clothing, 19; merchant tailors, 14; milliners, 14; opticians, 6; photographers, 10; pianos (and miscellaneous musical instruments), 6; radio supplies, 5; restaurants (including hotels), 63; shoes, 19; sporting goods, 8; stationers, 9; women's apparel, 16.

Miscellaneous Data: Average temperature, 60 degrees; average number of rainy days per twelve months, 72; most pleasant months, April to December. Doctors (medical, 64), (dentists, 30), (osteopaths, 11); street car service; gas, artificial; electric current, alternating and direct; number of wired houses, 10,000; water, hard.

CHARLESTON, ILL.

(Coles County)

1920 Population, 6,615.

City and Suburban Estimate, 15,000.

Native Whites, 98%; **Negroes,** 1%; **Foreign Born,** 1%; **Industrial Workers,** 5%; **English Reading,** 99½%; **Families,** 3,500.

Schools: Public Grade, 5; High, 2; Junior High, 2.

Churches: Baptist, 1; Christian Science, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; United Brethren, 1; Miscellaneous, Holiness, 1; Free Methodist, 1.

Banks: National, 2; Total Resources, \$3,796,000.

Theatres: Moving Pictures, 2. Total number of seats, 830.

Location: On the "Big Four" R. R. (main line), and the "Nickel Plate" R. R. (Clover Leaf main line). Nickel Plate railroad shops are located in Charleston.

Principal Industries: Railroad shops and the Brown Shoe Co.'s plant.

Manufacturing Establishments: 2. Leading firm: Brown Shoe Co.

Special Information: City is located in the center of the Illinois broom-corn belt with prosperous corn and wheat country. Eastern Illinois State Teachers' College is situated here.

Residential Features: Mostly one-family homes, with but few apartments. Private homes predominate, and are very attractive and desirable.

Retail Shopping Section: Covers most of the public square, but spreads about 1 block in each direction.

Trading Area: To the west, 10 miles; south, 12 to 15 miles; east, from 12 to 15 miles, and from north, 15 to 20 miles.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 8; automobile accessories, 5; automobile tire agencies, 7; bakers, 2; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 6; dressmakers, 5; druggists, 4; dry goods, 5; department stores, 3; electrical supplies, 3; florists, 2; furniture, 3; garages (public), 6; grocers, 18; hardware, 3; jewelry, 2; meat markets, 5; men's furnishings, 3; men's clothing, 3; merchant tailors, 2; milliners, 5; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 6; radio supplies, 1; restaurants (including hotels), 7; shoes, 5; stationers, 1; women's apparel, 6.

CHICAGO, ILL.

(Cook County)

City Class as: Chicago is the fourth city in population in the world, and is the second in the United States. It is the world's foremost railroad terminus, the nucleus of the great railroad and water transportation systems of the country. Chicago holds an important position in world finance, being the financial center of the West. It is the supply center for retail trade throughout the West and Middle West. Industrially, Chicago ranks second in value of products manufactured in the United States. Chicago is the world's live stock market, and the world's grain market. It is the largest mail order distributing center in the world.

POPULATION

1910 Census	2,185,288
1910 Census (Metropolitan District)	2,446,921
1920 Census	2,701,705
1920 Census (Metropolitan District)	3,521,758
1920 U. S. Census, July 1, est. city	3,048,000
1926 U. S. Census, July 1, est. Metropolitan District	4,099,000

*Note: As defined by the census, the Metropolitan District includes in addition to the

Continued on page 56

ILLINOIS (Cont'd)

Chicago (cont'd)

central city, counties: Kane, Cook, Lake, Du Page, and Will in Illinois, and Lake County in Indiana.

Native white	66%
Negroes, a little over	4.2%
Foreign born	29.8%
Students	
University	39,252
Public	462,117
Parochial	225,144
Total	726,513

English reading	74%
Factory workers (1923 Census)	385,685
Factory Workers (1926 est. Met. Dist.)	487,506
Families (1920 Census)	623,912
Families (est. 1926)	725,715

The figures for birth and parentage in Chicago show a very large foreign-born percentage, and an almost equally large population of native-born but having foreign-born parents, or mixed. The figures for whites with foreign, or mixed parentage is a trifle over 41%, and 36% foreign-born, and only 20% native white of native parents.

Comparison of Chicago's Population

	1910	1920
Male	1,215,764	1,369,917
Female	1,069,519	1,381,788
Native white	1,783,687	
Male	879,479	
Female	904,208	
White, native parents	445,139	
White, foreign parents	912,701	
White, mixed parents	252,320	
White, foreign born	781,217	
Male	431,764	
Female	373,718	
Negroes	44,103	
Male	55,943	
Female	53,515	
Other races	2,123	
Males of voting age	700,590	
Illiterates over 10 years	79,911	
No. school age, 7 to 20		
ys., inc.	594,012	616,270
Families	473,141	623,912

Nativity of Foreign Born

	1910	1920
Armenia		1,028
Austria	132,059	30,491
Belgium	2,665	3,079
Canada-French	4,663	3,432
Canada-other	26,313	28,622
Czecho-Slovakia		50,392
Denmark	11,484	11,285
England	27,890	36,420
France	3,030	4,558
Finland		1,577
Germany	182,281	112,288
Greece	6,564	11,546
Hungary	28,938	26,106
Ireland	65,963	56,786
Italy	46,169	59,215
Jugo-Slavia		9,693
Lithuania		18,923
Luxemburg		1,967
Mexico		1,141
Netherlands		8,843
Norway	24,186	20,481
Poland		137,611
Roumania	3,344	5,137
Russia	121,786	102,095
Scotland	10,303	9,910
Sweden	63,035	58,563
Switzerland	3,493	3,452
Syria		478
Wales	1,818	1,584
Other countries	4,745	4,796

Persons Over 15 Years of Age by Age, Sex and Birth (1920)

	Male	Female
15 to 19 years	97,331	104,533
20 to 44 years	620,164	597,923
45 years and over	270,913	252,337
Age unknown	2,771	2,007
Native white	522,604	551,709
Foreign-Born (white)	419,005	361,027
Negroes	46,977	43,855

Suburban Residents

The Metropolitan District of Chicago, according to the 1920 Census, includes Cook County, Lake County, Du Page County, Kane County, Will County, Illinois, and Lake County, Indiana. When the 1920 Census was taken there were 159 population units—cities, towns, and villages—in the Metropolitan area. Seven, exclusive of this city, adopted Chicago as part of their corporate names. Since the last census a number of new communities have sprung up.

The principal cities and towns in this Metropolitan District are:

	1920	1925
Cook County		
Arlington Heights	2,250	
Bluewin	14,150	18,856
Blue Island	11,424	13,184
Brookfield	3,589	
Cicero	44,995	62,238
Chicago Heights	19,653	22,117
Desplaines	4,640	
Evanston	37,234	43,883
Forest Park	10,768	13,133
Harvey	9,216	
La Grange	6,525	
Lemont	2,322	
Maywood	12,072	14,245
Melrose Park	7,147	
Oak Park	39,858	51,423
Park Ridge	4,333	
River Forest	4,358	
West Hammond	7,492	

	1920	1925
Cook County		
Wilmette	7,814	
Winnetka	6,694	
Kane County		
Aurora	36,397	40,254
Batavia	4,395	
Geneva	2,803	
St. Charles	4,099	
N. Aurora	500	
Elgin	27,454	33,384
Dundee	5,005	
Carpentersville	1,036	
Hampshire	618	
Du Page County		
Addison	510	
Downers Grove	3,543	
Naperville	3,830	
Wheaton	4,137	
W. Chicago	2,594	
Elmhurst	4,594	
Hinsdale	4,513	
Glenn Ellyn	2,851	
Bensenville	650	
Lombard	1,331	
Will County		
Lockport	2,684	
Joliet	38,442	40,578
Plainfield	1,147	
Peotone	1,090	
Crete	945	
Wilmington	1,384	
Braidwood	1,297	
Lake County, Ills.		
Highland Park	6,167	
Lake Forest	3,657	
Lake Bluff	819	
North Chicago	5,839	
Waukegan	19,266	22,023
Zion City	5,580	
Antioch	775	
Libertyville	2,125	
Lake County, Ind.		
Whiting	10,145	12,158
Gary	55,378	76,870
East Chicago	35,967	45,590
Hammond	36,004	50,385
Hobart	2,375	
Crown Point	3,232	
Lowell	1,197	
Griffith	630	

SCHOOLS

	Enrollment	Sept., 1926
Elementary Schools	294	361,379
Junior High Schools	10	12,617
Continuation	12	13,329
Normal	1	1,751
Junior College	1	
High Schools	24	69,443*
School for Crippled Children	5**	1,035
Juvenile Detention	1	2,266
County Jail School	1	297
Total Enrollment for All Public Schools		462,117

* This enrollment includes that of the Junior College.
** There are 5 buildings, equipped for crippled children.

Chicago supports a complete system of continuation schools, which includes part-time classes for working boys and girls, classes for apprentices in various trades, and a graduate commercial school intended to prepare young men and women for higher secretarial positions and for expert accounting. The public school system also provides 31 evening schools and 66 evening community centers.

The Evening Schools enrollment: High Schools, Boys, 17,019; Girls, 16,430; Elementary: Boys, 15,797; Girls, 6,893. Total Enrollment, 56,049.

Practical education is offered in seventy different trades, crafts, and professions, including law, advertising, accountancy, music, art, radio engineering, photo-engraving, etc., by 293 private vocational schools.

Catholic Schools

The information concerning the Catholic schools was obtained from the Bishop. The enrollment is of last year with 5% added which is the estimated per cent increase for this year.

	Number	Enrollment
Catholic		
Grammar	217	183,750
High Schools	34	11,908
Mutes	1	158
Infant Asylums	3	336
Boys' working homes	1	467
Girls' working homes	5	473
Industrial training at Orphanage	4	1,281 (Girls)
Manual training at Orphanage	4	1,886 (Boys)
Colleges and Academies (Boys)	13	13,650
Colleges and Academies (Girls)	13	10,500
Preparatory Seminary	1	735
Total Enrollment, all Catholic Schools		225,142

Colleges and Universities

University of Chicago	13,649
Northwestern University	9,752
De Paul University	4,498
Armour Institute of Technology	1,744
Lewis Institute of Technology	2,495
Loyola University	6,017
University of Illinois (Chicago only)	1,097

Northwestern University is located in Evanston, just outside of Chicago, but its schools of Commerce, Law, and Dentistry are in Chicago.

In the City of Chicago there are 25 girls' preparatory schools. The most widely known are: Miss Faulkner's School, University School, and Kenwood Loring School.

Fourteen boys' preparatory schools are lo-

cated here. The best known are: The Harvard School and Chicago Latin School.

Of the 29 medical schools the best known include: Rush Medical College, Bennett Medical School, Chicago College of Medicine and Surgery, College of Physicians and Surgeons, Russell Medical College, Northwestern Medical School, Illinois Post Graduate Medical School and the Chicago Eye, Ear and Throat College.

There are three Dental Schools most important of which include those at Northwestern University and University of Illinois.

The prominent theological schools of Chicago are: Chicago Theological Seminary, Garrett Biblical Institute, University of Chicago Divinity School, Western Theological Seminary, Quigley Memorial Seminary and McCormick Seminary.

There are nine law schools, the most important are: Chicago Kent College of Law, Chicago Law School, Illinois College of Law, Law Department of DePaul University, John Marshall Law School, Lincoln College of Law, Northwestern Law School and University of Chicago Law School.

CHURCHES

Baptist, 84; Congregational, 103; Disciples of Christ, 25; Evangelical, 37; Evangelical Synod, 50; Episcopal, 72; Friends, 1; Lutheran (4 Synods), 105; Methodist, 208; Presbyterian, 114; Reformed Church of America, 13; Reformed Church in U. S., 5; Reformed Episcopal, 3; Roman Catholic, 227; United Brethren, 3; United Presbyterian, 8.

The statement concerning number of churches in Chicago classified according to denominations does not include the Missouri Synod of the Lutheran Church, small churches without denominational connection or colored churches, the latter numbering 100 in the Chicago area. The approximate total number of Protestant churches in the Chicago area is 1,200.

BANKS

Trust Co. & State Banks	184
Deposits	\$1,679,625,030
Savings Deposits	\$68,011,199
Capital	103,572,000
Surplus	\$7,985,000
Undivided Profits	\$27,921,334
Total Resources	\$1,978,575,998
National Banks	34
Deposits	\$965,416,000
Capital	58,075,000
Surplus	43,415,000
Undivided Profits	13,933,000
Total Resources	\$1,141,942,000
Joint Stock Land Banks	2
Paid-in Capital	\$7,000,000
Legal Reserve	\$52,000
Net Mortgage Loans	104,331,000
Total Resources	110,540,000

Chicago is the banking center of the prosperous Lake States. It abounds in financial institutions of strength and character. At Nov. 1, 1926 there were 34 national banks and 184 state banks and trust companies with combined cash resources of \$3,110,517,998.

Bank clearings of 1925, \$35,391,593,571.00. Bank deposits, \$2,645,041,030.

Savings deposits exceed \$668,011,199. The State Banks of Chicago alone show savings deposits of \$223 per capita. The total resources of all banks in Chicago equals \$1,030 per capita.

The total assessed valuation of all property in Chicago is \$1,834,057,707, divided as follows: Real Estate, \$1,297,355,021; Personal, \$416,009,471; Capital Stock, \$45,392,328; Railroad, \$75,300,887; Total, \$1,834,057,707.

THEATRES

Motion Picture (only)	118	Seating	300
Motion Picture	44	Seating	500
Motion Picture	63	Seating	800
Motion Picture	50	Seating	1,000
Motion Picture	10	Seating	1,200
Motion Picture	14	Seating	1,500
Motion Picture	3	Seating	1,800
Motion Picture	4	Seating	2,000
Motion Picture	1	Seating	2,300
Motion Picture	1	Seating	2,500

Total Motion Picture only, 308; Total seating capacity, 205,050.

Vaudeville and Motion Picture, 26; seat from \$50 to 4,000; total seating, 44,850.

Vaudeville, 4, seating from 1,350 to 2,000; total seating, 6,100.

Legitimate, 18; seat from 700 to 3,700; total seating, 22,570.

Burlesque, 5, seat from 1,000 to 2,000; total seating, 6,450.

Total all theatres, 361; total seating all theatres, 225,020.

There are also listed in Chicago:

Licensed halls	242	Seating	112,000
Lecture halls	3	Seating	8,000
Concert halls	6	Seating	7,500
Amusement parks	2		
Picnic grounds	18		
Roller rinks	3		

Dexter Park Pavilion for Stock shows seats 7,000; Coliseum seats 22,000; New Furniture Exposition Bldg. seats 8,000.

Chicago has more than 700 places of amusement, ranging from palatial structures, devoted to grand opera and the highest form of dramatic art, to small neighborhood photoplay houses. Some of the largest movie houses in world are located in Chicago. In addition to many public ball rooms, one reputed to be the finest in the world, and cabarets, many of the hotels operate roof and summer gardens.

Located in Chicago are several of the largest and best equipped radio broadcasting stations in the country.

Chicago has provided lavishly for recreation. It has 50 miles of lakefront with 11 bathing beaches, 60 street end beaches, accommodating 250,000 people; 3 large parks, 68 small parks, 120 supervised playgrounds and 8 athletic fields containing modern facilities for baseball, foot-

ball, boating, etc. In addition to the public recreation, Chicago has 100 private, and 20 daily public and fee golf courses, lake excursions, sightseeing, two national baseball parks and two conference football fields.

The Auditorium, the home of Chicago's Opera Co., is also used for dramatic and spectacular productions. It is Chicago's largest theatre, seating 3,747. The total seating capacity of all kinds of theatres is 285,020.

LOCATION AND TRANSPORTATION

Chicago is situated 190 miles northwest of the centre of population in the northwest corner of the State of Illinois, on the extreme southwest shore of Lake Michigan, and extending along the shore for 26 miles. It is elevated 600 feet above sea level, and 19 feet above Lake Michigan.

It is the terminus of 38 railways including 23 great railroad systems. The trunk lines terminating in Chicago are: Chicago & Northwestern, Chicago & Alton, Chicago, Burlington & Quincy, Chicago, Milwaukee & St. Paul, Pennsylvania, Baltimore & Ohio, Chicago Great Western, Pere Marquette, Soo Line (M., St. P. & S. Ste. M.), Chicago, Rock Island & Pacific, New York Central, Nickel Plate (N. Y. C. & St. L.), Chesapeake & Ohio, Chicago & Eastern Illinois, Chicago and Western, Indiana (Suburb), Erie, Grand Trunk, Monon (C., I. & L.), Santa Fe (A. T. S. F.), Wabash, Big Four (C. C. C. & St. L.), Illinois Central, Michigan Central.

Chicago is by far the greatest railroad center in the whole world; 40% of the railway mileage of the United States terminates there. No train passes through Chicago. It either begins its journey or finishes there.

There are about 10,000 miles of railroad tracks within the city limits, and an investment of \$1,000,000,000 in railroad property.

Chicago has the most comprehensive system for handling freight within its own railroad area; 1,400 miles of belt railway lines intersecting every railroad entering Chicago give unusual switching facilities by linking up the trunk railroads into a compact system. (This is one-third of the belt line mileage in the U. S.)

There are fifteen belt and industrial lines within and encircling Chicago.

Chicago has more than 120 railroad yards for the receipt, transfer and despatch of freight shipment with 184 freight receiving yards distributed throughout the city. A number of Chicago freight yards cover 160 acres and more of land each, and one tract of 240 acres.

There is a supply of about 45,000 cars within the Chicago district each day. The freight traffic in and out of Chicago daily consists of about 30,000 cars.

Over 3,000 through package cars leave Chicago daily to about 2,000 points in forty-eight states, and one transfer service to 60,000 other points.

Chicago also has an unrivaled system for handling freight within the Metropolitan district. Belt lines intersect all railroads entering the city. The greatest switching yards have been built. Sixty miles of tunnel, under the central business section used exclusively for freight, connect docks, depots, warehouses, wholesalers and department stores and industries with the various railroad terminals and warehouses.

Chicago has four great systems of elevated railways, aggregating 207 miles of tracks. These systems interchange business so that for one fare, passengers may go from one section of the city to the other merely by changing cars at the transfer stations. The Metropolitan "L" serves the west side of the city; Chicago and Oak Park System extends from the Loop westward, serving not only the West Side of Chicago, but some important suburban towns including Oak Park and Forest Park. The South Side "L" is what the name implies. The Northwestern "L" runs north from the Loop through Evanston to Wilmette and northwest to Ravenswood. The elevated railroads have 222 stations and 1,809 cars.

Chicago surface lines operating 3,300 double track cars over 1,100 miles of single track, exceeds any other city railway, surface, elevated or subway in the world in miles of track, number of cars and passengers carried. Daily traffic about 2,000,000 cash, and 1,500,000 transfer passengers. Total rides, 1925, 1,517,510,661.

There are six railway passenger stations located in or near the heart of the city: Central Station, which is terminus for the Big Four, Illinois Central, Michigan Central, and Chesapeake & Ohio; Northwestern Station, terminus for all divisions of the Chicago & Northwestern Railroad; Dearborn Station, for Santa Fe, Chicago & Eastern Illinois, Erie, Grand Trunk, Wabash, Chicago & Western Indiana and Chicago & Western Indiana and Chicago, Indianapolis & Louisville R.R. The Grand Central Station provides passenger facilities for Baltimore & Ohio, Chicago Great Western, Soo Line, Pere Marquette; the La Salle Street Station, for Chicago, Rock Island & Pacific, New York Central Lines, New York, Chicago & St. Louis; Union Station, for Chicago & Alton, Chicago, Burlington & Quincy, Chicago, Milwaukee & St. Paul and Pennsylvania Lines.

There are six electric interurban roads serving Chicago. Four of these furnish freight and package freight service in addition to regular passenger service. These lines extend far out into the suburbs and surrounding territory and connect with many other electric railway systems that feed Chicago. There is also a motor bus company and an interurban motor despatch which is a freight service over the various electric lines.

The Chicago Motor Coach Co. has in operation in Chicago 409 of the latest type double deck motor busses, serving nearly all sections of the city. Total passengers carried, 1925, 57,492,529.

Other facilities include motor truck lines serving a radius of 50 miles. Chicago has been established as the headquarters of the Air Mail Service of the U. S., and is the center of plans for development of commercial air traffic.

Chicago Freight Tunnel: Beneath the streets of Chicago's business district are 55 miles of freight tunnels, electrically operated, connecting factories, warehouses, wholesale and retail

Continued on page 58

One Family *that* Spends \$500,000,000 Annually for Food

IMAGINE a family so large that it takes \$500,000,000 a year to buy its food. What a mountain of canned goods, package goods, and bulk foods . . . essentials and delicacies . . . that five hundred million dollars represents.

And this food must be prepared . . . which entails the use of a multitude of utensils. It must be served . . . which brings into play carloads of linen, cutlery, silver and china.

No advertiser can afford to ignore this Great Family . . . whether he sells food or furniture, atomizers or automobiles, clothing or cosmetics.

They are a city within a city . . . this great Herald and Examiner Family. Nearly a million and a half of them daily. More than five million every Sunday.

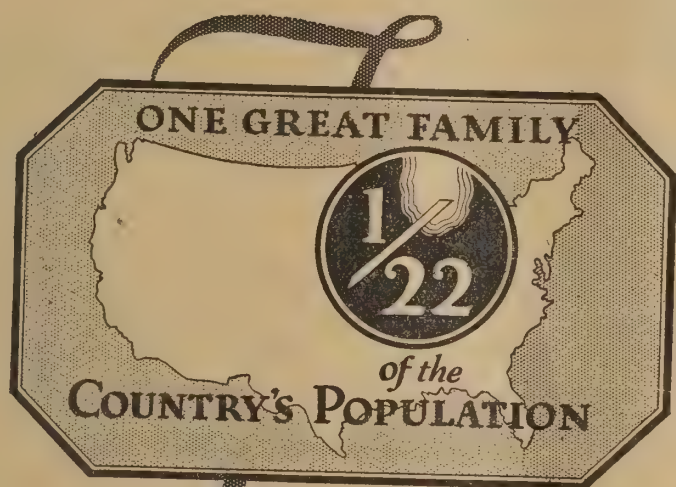
The annual budget of this Great Family exceeds four billion dollars. They are a preferential group. They prefer the Chicago Herald and Examiner as their morning and Sunday newspaper and prove that preference by paying \$1,500,000 a year *more* for it than they would have to pay for the other morning and Sunday newspaper.

That is true acceptance of your message . . . concrete acceptance spelled in dollars! . . . not in intangible, indefinable beliefs.

They represent a desirable Family of open-pursed, free-thinking folk . . . youthful, virile people whose interests and buying instincts are modern.

It is the *size* of this Great Family, the *kind* of people of which it consists, and the slight cost of reaching them, that makes the Herald and Examiner one of the outstanding advertising buys of America.

A Herald and Examiner representative who knows this Great Family, and the best way of winning its confidence, will call at your request.



here isn't
a thing
that they
don't buy

*Make them
your customers*

CHICAGO HERALD AND EXAMINER

The Largest Morning Newspaper Circulation in America at Its Price

NEW YORK OFFICE
1834 Broadway

CHICAGO OFFICE
326 W. Madison Street

BOSTON OFFICE
No. 5 Winthrop Square

SAN FRANCISCO OFFICE
Monadnock Building

ILLINOIS (Cont'd)

Chicago (cont'd)

stores with central district freight stations. Tunnel service eliminates trucking and saves time and money for shippers.

This system furnishes universal freight forwarding through four stations conveniently located at different points in the central district, for concerns not having direct tunnel connections.

Thirteen hundred and seventy-six passenger trains, carrying 275,030 passengers, arrive and depart every day. Of the passengers, about 229,339 are commuters, and 45,691 are travelers. These figures do not include passengers who arrive or depart from stations other than those located in the downtown district. During the last year the number of through passengers handled in Chicago terminals was 16,677,215. In addition 8,000,000 came to Chicago by automobile.

Water Transportation

Chicago has 101 miles of water front; fifty-two miles equipped with dock and railway facilities. With the Chicago and Calumet Rivers, the city has two natural harbors. Work will begin shortly on the development of an industrial harbor in Lake Calumet, offering attractive facilities for industries utilizing water and rail service.

Completion of the Illinois Waterway—now under construction—will give Chicago through barge line connections with the Gulf via the Illinois and Mississippi Rivers. Construction of the Great Lakes-St. Lawrence Waterway is inevitable and will make Chicago a world port, tremendously increasing its industrial and commercial development. Looking to the future, Chicago is planning a co-ordinated system of harbors and terminals to take advantage of these waterway systems.

The following steamship lines (freight and passenger) maintain routes from Chicago: Chicago, Duluth & Georgian Bay; Goodrich Transit Co., Michigan Transit Co., and Chicago & South Haven Steamship Co., Calumet Steamship Co., Canada Atlantic Transit Co., Detroit & Cleveland Navigation Co., Great Lakes Transit Corp., Nicholson Universal Steamship Co., and Rutland Lake Michigan Steamship Co. There are about 50 other lines that run into Chicago, practically all of which are bulk freighters carrying coal, iron, lumber, steel, grain and automobiles.

Freight Transportation in Chicago District

Approximately 500 road freight trains bring to and take from Chicago district 30,000 freight cars each day. Of this amount there are about 15,000 inbound and 15,000 outbound. Of the total 30,000, only about one-third are empty.

Nineteen per cent of all the freight cars brought into Chicago are through cars. Therefore 81% of the cars are loaded with goods for distribution in Chicago.

Chicago has as many freight cars going in and out daily as New York and St. Louis combined.

The Chicago District loads about 4½ per cent and unloads about 1¼ per cent of the country's total freight car loadings. In other words, about 10.5 per cent of all the freight cars loaded in the United States are loaded or unloaded in the Chicago District.

There are 10,000,000 tons of merchandise in and out of Chicago each year. The ratio of business moving east out of Chicago to business moving west out of Chicago is 1.59 to 1.

More than 4,000 industries are served by private sidetracks.

The Chicago roads own 50.4 per cent of the total number of freight cars owned by class-1 railroads; 49 per cent of the locomotives, and 47 per cent of the total passenger cars.

About 100,000 people living in Chicago are engaged in railroad service.

The clearing yards have a capacity of 10,530 cars. The Proviso yards have a capacity of 4,705 cars at the present time and the plans for the new yards arrange for the accommodation of 22,000 cars. The Illinois Central yards will have a capacity of 12,000 cars standing, with a working capacity of 6,000 cars daily.

PRINCIPAL INDUSTRIES

	Metropolitan District 1919	Municipal 1919
Establishments	12,399	10,537
Persons engaged		502,100
Proprietor and firm members		8,192
Salaries employees		21,877
Wage earners	520,133	403,942
Capital	\$2,074,692,014	
Salaries and wages		90,330,278
Salaries		98,426,324
Wages	\$677,237,891	507,753,924
Cost of materials	2,891,183,982	2,308,034,184
Value of product	4,651,333,391	3,657,424,471
Value added by mfg.	1,670,149,509	1,278,182,243

The Chicago Industrial District, which ranked second in manufacturing in 1919, embraced 409,067 acres, of which 120,210 acres represent the area of Chicago, and 288,877 the outside territory. The District comprises, in addition to the City of Chicago, the townships of Berwyn, Bloom, Calumet, Cicero, Evanston, Leyden, Lyons, Maine, New Trier, Niles, Norwood Park, Oak Park, Proviso, Ridgeway, Riverside, Stickney, Thornton and Worth, all in Cook County, Illinois; and Calumet and North townships in Lake County, Indiana.

Chicago is the pre-eminent city of diversified industry. It produces a wide variety of manufactured products, because it possesses conditions favorable to nearly every type of industry. In 1919 there were 12,392 industrial establishments in the metropolitan district of Chicago producing three hundred and forty-nine classes of products valued at \$4,651,333,391.

Latest municipal figures available are for 1923, and are herewith presented:

Number of establishments	9,334
Average No. of wage earners	385,685
Wages	\$571,724,743
Value of products	\$3,323,341,460

Metropolitan District (est.) 1923

Number of plants	11,434
Average No. of wage earners	487,506
Wages	\$762,681,000
Value of products	\$4,018,290,000

Vocations of Gainfully Occupied Persons in Chicago

Vocation	Percentages
Agriculture, forestry & animal husbandry	0.26%
Extraction of minerals	0.05%
Manufacturing & mechanical industries	39.70%
Transportation	8.95%
Trades	16.83%
Public Service	1.88%
Domestic & personal service	9.45%
Professional service	5.78%
Clerical occupations	17.10%

The principal industries of Chicago, for which statistics can be presented separately, arranged in the order of value of products in 1919.

Industry	1919 Output
Slaughtering and meat packing	\$1,092,908,000
Foundry and machine shop products	230,419,000
Printing and publishing	194,612,000
Clothing, men's, including shirts	193,051,000
Electrical machinery, apparatus and supplies	78,348,000
Bread and bakery products	77,542,000
Cars, steam, railroad	77,229,000
Automobiles, including bodies and parts	59,545,000
Clothing, women's	64,203,000
Confectionery and ice cream	61,577,000
Paint and varnish	50,306,000
Furniture	41,612,000
Lumber and timber products	40,118,000
Cooper, tin and sheet iron products	38,015,000
Soap	25,505,000
Musical instruments	24,682,000
Boots and shoes	23,879,000
Boxes—paper and other	19,251,000
Leather goods	13,382,000
Fur goods	8,019,000

Grand total, including all industries not listed above

Same Industries Listed to Show Percentage Increase over 1914

Industry	Increase 1914-19	Per Cent Increase
Slaughtering and meat packing	\$682,199,000	166.
Foundry and machine shop products	147,060,000	177.
Printing and publishing	97,105,000	99.5
Clothing, men's, including shirts	108,711,000	129.
Electrical machinery, apparatus and supplies	60,780,000	346.
Bread and bakery products	43,285,000	126.
Cars, steam, railroad	26,298,000	51.75
Automobiles, including bodies and parts	64,845,000	1375.
Clothing, women's	44,992,000	233.5
Confectionery and ice cream	38,597,000	168.
Paint and varnish	27,495,000	120.5
Furniture	18,262,000	78.4
Lumber and timber products	11,407,000	39.8
Copper, tin and sheet iron products	24,779,000	166.5
Soap	4,250,000	20.
Musical instruments	12,011,000	95.
Boots and shoes	12,216,000	104.
Boxes—paper and other	12,308,000	177.6
Leather goods	7,919,000	144.5
Fur goods	6,414,000	400.

Grand total, including all industries not listed above

Diversified industry is the basis of Chicago's market. Ten thousand industries employing more than 385,000 workers thrive in this city.

Chicago leads the world in the production of food staples, in the manufacture and distribution of agricultural implements, dry goods and general merchandise, millinery, jewelry, railroad supplies, foundry products, furniture, telephone equipment, men's clothing, women's wearing apparel, electrical and gas devices, refined petroleum products, pianos and band instruments, parlor lamps and shades; in the manufacture of products for export and the diversification of manufactured goods.

Percentage of Nation's Manufacturing Produced by Chicago, 1923

Printing and publishing, book and job	24.00
Stationery	22.60
Surgical appliances	21.60
Sausage	21.18
Slaughtering and meat packing	20.60
Cars, steam railroad	18.45
Steam fittings	18.10
Men's clothing	17.70
Piano	17.55
Engraving	17.40
Perfume	16.50
Wall paper	16.00
Paint and varnish	15.10
Roofing material	14.85
Gas and electric fixtures	13.30
Soap	12.10
Mattresses and spring beds	11.26
Millinery and lace goods	9.94
Hats and caps	9.49
Tin ware	9.34
Lithographing	9.33
Music publishing	9.30

Boxes, paper and other	9.17
Electrical machinery and apparatus	8.90
Confectionery and ice cream	8.56
Pickles, preserves and sauces	8.46
Newspaper and periodical publishing	8.08
Hardware	7.98
Structural iron works	7.97
Furniture	7.84
Bread and bakery products	6.96
Household furniture	6.42
Foundry and machine shop products	5.86
Food preparations	5.10
Lumber, planing mill products	4.63
Fur	4.30
Clothing, women	4.28
Chemicals	3.80
Ice	3.80
Leather, tanned, curried and finished	3.79
Iron, steel, works and rolling mills	3.48
Wire	2.51
Motor vehicles	2.45
Boots and shoes	1.98

Note: Chicago's percentage is based upon the manufacturing done within the city limits. If figures could be determined for metropolitan Chicago, the percentage would raise. Example:

City limits, iron and steel	3.48
Metropolitan Chicago, iron and steel	27.00

The following table shows the principal industries, with output over twenty million, arranged in the order of value of product in 1923:

	1923 Output
Slaughtering and meat packing	\$514,666,667
Clothing, men's	170,497,452
Foundry and machine shop products	151,446,868
Printing and publishing, book and job	129,998,608
Electrical machinery, apparatus and supplies	127,308,433
Iron and steel, steel works and rolling mills	117,160,880
Cars, steam railroads, not built in railroad repair shops	113,053,950
Printing and publishing, newspapers and periodicals	107,623,629
Bread, and other bakery products	80,122,997
Motor vehicles	63,477,015
Furniture, including show cases	61,330,536
Clothing (women's)	54,583,589
Confectionery	49,418,800
Car and general construction and repairs	47,192,918
Paints	45,406,990
Lumber, planing-mill products, not made in planing-mills connected with sawmills	44,991,639
Steam fittings and steam and hot-water heating apparatus	41,821,370
Coffee and spice, roasting and grinding	65,937,043
Soap	32,330,835
Structural and ornamental iron work, not made in rolling mills	32,127,748
Agricultural implements	29,534,114
Boots and shoes, other than rubber	27,644,553
Chemicals, not elsewhere classified	27,148,198
Boxes, paper and other, not elsewhere classified	24,146,299
Tobacco, chewing, smoking and snuff	23,872,574
Leather, tanned, curried and finished	23,764,587
Brass, bronze and other nonferrous alloys	23,284,374
Motor-vehicle bodies and parts	22,511,251
Food preparations, not elsewhere classified	21,069,049
Musical instruments, pianos	21,012,768

Grand total, including all industries not listed above

The importance of the slaughtering and meat packing industry is apparent when it is noticed that its value of products formed approximately 20% of the total for the industry in the United States.

Chicago is a great industrial center because it combines in the most advantageous manner the greatest number of the various facilities, conveniences and conditions required for the successful manufacturing and merchandising in a great variety of lines.

Chicago is not only the most important manufacturing city in Illinois, but ranks second only to New York.

Meat Packing—The slaughtering and meat packing industry ranks first among the industries of the U. S. in point of cost of materials and value of product. Chicago is the greatest distributing center for meats and meat products in the world.

During the year 1925 15,853,467 head of live stock were handled, including 3,023,387 cattle, 847,762 calves, 7,995,964 hogs, 3,968,670 sheep and 17,683 horses.

Canned Goods—Chicago Leads as Canned Goods Mart.—Manufacture and distribution of "tinned" foods from Chicago are sent to all parts of the world and reach huge annual figures. It has been said that Chicago feeds the world. The annual output is large. There are 96 packers, large and small, in meat and meat products, 25 producers of foods, 26 packers and canners of pickles, 13 manufacturers and canners of preserves, 11 producers of condensed evaporated milk, one canner of eggs, 37 manufacturers of cans, one manufacturer of can keys, two manufacturers of canning machinery, and two manufacturers of can making machinery.

in the district of Chicago. The annual output of Chicago's canning and preserve establishments is estimated at 3,500,000 cases of 24 one-pound cans, valued at approximately \$20,000,000. In addition the meat packers can approximately \$67,000,000 worth of meat and meat products annually. One corn products company alone manufactures daily 209,000 gallons of syrup and 31,000 gallons of cooking oil. Chicago has the two largest canning plants in the country.

Furniture—The Chicago furniture market is the most important wholesale display market in the entire furniture industry. The completion of the new Furniture Mart Building on Lake Shore Drive in the heart of Chicago's wonderful water front empire makes a permanent home and palace of display for the country's 32,000 furniture retailers. Chicago, with 255 furniture manufacturing establishments employs over 10,000 workers, and in the year 1923 produced \$61,331,000 worth of furniture, exclusive of pianos, phonographs, stoves and other house furnishing goods. Chicago manufactures more furniture than any other city and in addition leads in the production of those commodities which are allied to the furniture industry. Nearly 18,000 retail furniture dealers live with in 500 miles of Chicago, they serve a population of 50,000,000 people. The annual output of the furniture industry is \$881,000,000, 65 per cent of this or \$572,000,000 originates within this 500 mile radius.

Musical Instruments—Chicago produces 180,000 pianos annually. This represents more than one-third of the entire production of the U. S., and employs from 6,500 to 7,000 people. This city has an immense establishment devoted to making player-pianos—35,000 a year. Chicago holds a leading position in the manufacture of band instruments and has assumed prominence in phonograph making and considerable output of all kinds of orchestra instruments. Thirty-three manufacturers of organs and pianos according to latest available figures have an output of \$24,682,416.

Printing—The printing industry together with related trades has a production of nearly \$300,000,000 annually. This represents the craftsmanship of about 35,000 people whose wages approach \$70,000,000 yearly.

Cloaks and Suits—Chicago ranks among the largest centers for the manufacture of men's and ladies' garments. This industry gives employment to more than 52,000 people. This number shows approximately 70 per cent female and 30 per cent male. Of these 30 per cent are Jews, 20 per cent Bohemian, 20 per cent American, 15 per cent Polish, 10 per cent Italian and 5 per cent miscellaneous. Chicago is first in the manufacture and distribution of men's clothing—a development of the last twelve years. The value of the output in 1919 was \$190,017,000. Women's garments produced in 1919 had a value of \$192,609,630. Including sports clothing, sweaters, etc., a volume of more than \$500,000,000 is indicated for all clothing.

Telephone Apparatus—Enormous quantities of telephone apparatus (switchboards, telephone instruments, etc.) are made in Chicago. Over 60 per cent of the world's supply is manufactured in this city.

Candy—With sales that average fully \$50,000,000 annually, Chicago is well in the lead as the center for distribution of candy throughout the Central West. The production of this amount of candy necessitates a large number of well equipped factories, and with these Chicago is amply supplied. A conservative estimate places the investment in candy plants in Chicago at more than \$25,000,000. This figure refers merely to the factories and not to the capitalization of the companies, some of which have other interests. It is estimated that Chicago produces 14 per cent of the total amount of candy manufactured in the United States.

The Chicago factories use about 300,000 pounds of almonds annually and from 200 to 300 carloads of peanuts. The consumption of sugar by local candy plants is in the vicinity of 5,000 carloads a year, or about 200,000 tons. Great amounts of chocolate are used, but the amount consumed cannot be estimated according to experts, because many of the big plants grind their own supply of chocolate beans.

Iron and Steel—Chicago is today the acknowledged iron and steel center of the United States because, at this point rail and water transportation meet and all conditions are alike convenient both to iron ore, fuel and all necessary supplies. Coal and iron ore can be brought to Chicago cheaper than to any other large manufacturing center, and the products of the mills are distributed to better advantage and transported to the consumer at a lower average cost than from any other point in the United States. This is partially due to the recent "Pittsburgh Plus" decision.

Seventeen per cent of the country's capacity for making steel is located in this district.

United States Steel Corporation at Gary has an annual output of more than 3,000,000 tons of steel. Is largest and most complete plant of its kind in the world. The South Chicago Mill of Illinois Steel Company ranks next. There are several other important units.

There are 41 blast furnaces in Chicago district, some of them turning out as much as 5,000 tons of iron a week, averaging three times as much a day as the blast furnaces of the early days in Chicago's iron industry did in a week. Approximately 12,500,000 tons of iron ore come to this district annually from the Lake Superior iron mines.

It is estimated that more than 100,000 men are employed in the production of iron and steel within the Chicago area.

SPECIAL INFORMATION

Three thousand through package freight cars leave Chicago daily to 2,000 shipping points. From these shipping points other shipping points are reached by making one change.

ILLINOIS (Cont'd)

The Chicago Post Office in 1925 handled 3,329,189,774 pieces of mail. 4,388,923 money orders were issued in 1925 to the extent of \$44,837,072.41. 39,201,234 money orders were cashed in 1925 to the extent of \$245,884,092.88. One tenth of the entire postal receipts of the United States comes from Chicago. The number of pieces of Parcel Post handled by the Chicago Post Office is more than the total number of express packages for the whole country. Chicago handles 15,000,000 pieces of Registered Mail a year.

Chicago does 60 per cent of the mail order business of the United States. The greater part is done by the two biggest mail order houses in the world. A million and a half people shop in Chicago in a busy week by this method.

The Commonwealth Edison Company of Chicago had at the beginning of 1926 853,854 meters, new meters during year 1925 added 67,621.

The Peoples Gas Co. served 788,081 customers in 1925.

Chicago has more telephones per capita than any other large city, and it is the greatest telephone using community in the world. There were 987,616 telephones in use.

Area square miles 205
Total population (July 1, 1926, est.) 3,048,000
Estimate earning power, 1925 \$1,200,000,000

Chicago's growth in population and value of manufactured products:

Year	Population	Value of Manufactured Products
1900	1,098,575	\$888,954,311
1910	2,185,283	1,281,313,000
1920	2,701,705	3,657,424,000
1923	2,859,985	3,323,341,460
1925	2,995,239	Est. 3,750,000,000

Chicago is the greatest commercial center in the United States, because of the preponderance of package freight shipments, statistics showing that the package freight business of Chicago is 10 per cent over that of the general average of the percentage of the total tonnage for this class of business.

It is estimated that within a night's ride of Chicago, there is a population of more than 50,000,000 people. The territory within this radius reaches from Omaha in the West, to Pittsburgh in the East, and from Minneapolis and St. Paul on the North, to Memphis and Nashville on the South.

Port of Chicago

Chicago owes its advantages as a port largely to the natural protection for vessels afforded by the mouths of the Chicago River and Calumet River. Breakwaters have been built on the east and for some distance out on the north and south by the United States Government, thus forming an outer harbor of 21-foot depth.

The rapid growth of Chicago led to the development of her port facilities known as Chicago River, Calumet River, Indiana Harbor and Gary, all within the metropolitan district and to be considered Greater Chicago ports. Chicago now has 101 miles of water frontage for the handling of its water-borne commerce, of which 32 miles are equipped with dock and railway facilities. Its outer harbor has a frontage of 24 miles, protected by Government breakwaters.

The chief business of Chicago's first port, the Chicago River, is the transportation of lumber, coal and package freight. The Calumet River has now become Chicago's greatest industrial harbor. From this harbor are served the numerous industries of South Chicago, East Chicago, Indiana Harbor and Gary by rail connection. Around this port are grouped steel mills, furnaces, smelters, forging plants, foundries, grain warehouses and numerous other factories and plants.

The lake trade of the Chicago district amounts to about 29,018,576 tons of which 14,518,065 tons were arrivals and 14,500,511 were clearances. Eleven steamship lines serve the port of Chicago.

There are 55 grain elevators in Chicago with a total capacity of 50,735,000 bushels, 25 of these having a capacity of 1,000,000 bushels or more.

Residential Features

The residents of the City of Chicago occupy principally one and two-family houses built of brick. Chicago is known as a "City of Brick."

There are 163,272 one-family houses; 101,500 two-flat buildings; 41,630 apartment houses with 260,303 individual living apartments and 63,397 living apartments over stores. From the above figures it is estimated that 762,600 live in one-family houses, 1,050,000 live in two-flat buildings, and 1,112,400 live in apartments.

New permit construction for 1925 was divided into the following classes:

Industrial (stores and factories).....	1,850
Business (offices, hotels and club rooms).....	114
Residences.....	9,353
Halls, churches, moving pictures, etc.....	83
Theatres.....	5
Apartments.....	5,395
Two stories and offices.....	46
Three stories and family residence.....	243
Four stories and halls.....	2
Six stories and apartments.....	298
Misc. water towers, grain elevators, etc.....	97

Total Permits 17,433

Total Permits (1925) 17,433; Total Cost, \$360,794,251.

First eight months of 1926 the building permits exceeded \$239,000,000.

According to the Federal Census Bureau the number of homes in Chicago, is 623,910, of which 163,866, or 26.6 per cent, were owned by the occupants, and 447,405, or 71.7 per cent, were rented; for the remaining 10,639 the facts as to tenure were not reported. Of the owner homes 58,382, or 35.2 per cent, were free from

encumbrance and 102,719, or 61.9 per cent, were mortgaged; for the remaining 4,765 no information as to mortgage indebtedness was secured.

The Bureau of the Census secured reports regarding the value of the home, the amount of the encumbrance and the rate of interest from 76,573 or 74.5 per cent, of the 102,719 mortgaged homes enumerated in the Census. The average market value of the mortgaged homes was \$8,460, and the average mortgage was \$2,734. Assuming that the average value and the average mortgage debt for the homes not reporting was the same as for those for which reports were secured, the total market value of all mortgaged homes in Chicago was estimated at \$664,000,000, and the total mortgage debt at \$281,000,000.

The prevailing rate of interest was 6 per cent, this being the rate reported for 83.9 per cent of the total number of homes reported as mortgaged, and 81.6 per cent of the total amount of mortgage indebtedness. Five-and-one-half per cent was the rate on 9.16 per cent of the total number, and 5 per cent was the rate on 3.1 per cent of the total number of mortgaged homes reporting. From 5 per cent to, and including 7 per cent, formed 98.7 per cent of the number of homes reporting the rate of interest on their mortgaged debt. For the remaining indebtedness other rates were reported, ranging from less than 5 per cent to more than 8 per cent. The average rate on all mortgages was 5.9 per cent.

Of the 76,573 mortgaged homes concerning which information was secured 5,099, or 6.7 per cent, were valued at less than \$2,500; 30,127, or 39.3 per cent, at \$2,500 to \$5,000; 22,100, or 28.9 per cent, at \$5,000 to \$7,500; 9,444, or 12.3 per cent, at \$7,500 to \$10,000; 5,721, or 7.5 per cent, at \$10,000 to \$15,000; and 4,082, or 5.3 per cent, at \$15,000 and over. Of the latter number 1,308, or 1.7 per cent, were valued at \$25,000 and over.

As a rule the greater the value of the home the smaller the proportion which the encumbrance represents of the total market value, this proportion ranging from 38.8 per cent for homes valued at \$15,000 to \$20,000 each, to 50.2 per cent for those valued at less than \$2,500. On homes valued at amounts of more than \$25,000 the encumbrance amounted to \$22,466,190, forming 41.9 per cent of the market value on January 1, 1920.

Retail Section

The main business section which is known as the "Loop District," is a seething caldron of commerce, finance, traffic congestion and humanity. It embraces only a quarter of a square mile. In this little patch are 19 streets, running east and west and north and south. On fifteen of these streets are street car tracks and cars, turning in all directions at every intersection.

There are daily within this district 10,000 street cars, 152,000 vehicles of all sorts, 323,000 working population, and over 1,000,000 floating population. This wildly pulsating heart is held viselike in the coil of the river, which bounds it on two sides, the railroads on the third, and the lake on the fourth.

Chicago has outgrown this small and congested district known the country over as the "Loop," and with about 163 active communities with outlying banks, where total deposits exceed \$936,137,000, and whose cash resources aggregated \$118,523,000, it is no wonder that the business of Chicago is being distributed throughout the entire city.

In six blocks on State Street, the main downtown retail trade, the retail clothing, dry goods, and department store business is said to be equal to that of any similar area in the world. This includes the paper of pins as well as the \$5,000 fur coat. An average of a quarter of a million individual sales are made within these few blocks every day.

The new Boulevard Link Bridge connecting Michigan Avenue on the south with Lake Shore Drive on the north has given downtown Chicago its greatest opportunity for the spreading of general business, particularly offices, retail stores, and specialty shops. The business trend is out of the Loop and northward on Michigan Boulevard. On Michigan Boulevard are located the smart sharps of Chicago and can be favorably compared with Fifth Avenue, New York.

The following are the principal shopping centers or neighborhood retail sections. In most cases with these herewith mentioned the shopping is not necessarily confined to the immediate section, or even the streets. Some of the larger neighborhood centers are really the centers of towns within Chicago, the sales area will extend from two or three blocks on one, or both streets to ten and twelve in some of the larger retail distributing centers.

63rd and Halsted Streets.

This section is the busiest on the south and southwest sides as a business and transfer center. It is a large banking and commercial district and is the terminus of suburban electric lines connecting with Kankakee, Crete, Steger, Harvey, and Chicago Heights. It is predominantly Swedish.

63rd and Cottage Grove Avenue.

This section is the largest outlying amusement center in Chicago. It is also one of the largest outlying auto sales centers, and at the same time is fast becoming a rooming-house, and light-housekeeping neighborhood. It is Chicago's busiest traffic section. It is predominantly American.

92nd Street and Commercial Avenue.

This section is in the heart of the steel industry and is commonly known as South Chicago. The majority of the people are workers in the steel mills. It is a busy transfer corner, with many electric cars passing from Whiting, Hammond, East Chicago, and Gary, Indiana. It is predominantly Lithuanian and Polish.

Milwaukee Ave. and Paulina Street.

This district is particularly a large furniture center, besides, a large volume of business is done in men's and ladies' wear, shoe stores, and millinery shops. It is predominantly Jewish and Polish.

Halsted Street and Roosevelt Road.

This particular district sells almost exclusively to people of foreign birth. Located in this section is the Maxwell Street center, where the dealers sell and display their goods from pushcarts in the streets. It is predominantly Jewish and Italian.

Lincoln and Belmont Avenues.

This district is one of the best on the North Side. It is predominantly Swedish and German.

Wilson Avenue, Broadway and Sheridan Road. This section is given over to the better class rooming houses with many large apartments. It is the largest amusement center on the North Side. It is predominantly American.

Ashland Avenue and 47th Street.

This district is almost entirely composed of foreign-speaking people employed in the stockyards. It is predominantly Polish and Lithuanian.

Michigan Avenue and 111th Street.

This is a fast growing community, and while not as densely populated as some others, a large amount of business is transacted here. It is predominantly Bohemian.

Roosevelt Road and Kedzie Avenue.

This district is composed of the better class of Jewish people who do most of their buying in this district. The largest retail business is in the ladies' ready-to-wear. It is predominantly Jewish.

North Avenue and California Avenue.

This district is a particularly busy one, with many small retail stores. It is predominantly Jewish and Swedish.

North Avenue and Larrabee Street.

In this district are located quite a few chain stores, together with department stores, men's clothing, and other small retail stores. It is predominantly German.

Madison and Halsted Streets.

This is a particularly good transfer point, located in a large factory district, with lodging houses and cheap hotels abounding. It is a good amusement center. It is of mixed nationality.

Chicago and Ashland Avenues.

This district is composed of practically all foreign-born people. The stores handle only low-priced merchandise. It is predominantly Polish and Lithuanian.

18th Street and Blue Island Avenue.

This is a fairly good district, with business centered on Blue Island Avenue, between 18th and 19th Streets. It is predominantly Bohemian.

26th Street and Longdale Avenue.

This district is a home-owning one, and the stores are quite busy. It is predominantly Bohemian.

Madison Street, Kedzie and Crawford Avenues.

In this district are found people of the better class and it is rapidly growing. Many of the better stores are located here. It is predominantly American.

Clark Street and Belmont Avenue.

This district is a typical middle-class one with the exception of the eastern portion. Many first-class stores are found here. It is predominantly Swedish.

Lincoln, Lawrence and Western Avenues.

This district is developing into a very large business center. It is principally a community buying center with some transient trade. It is a very good transfer point. It is predominantly American.

Lincoln Avenue and Irving Park Boulevard.

This is principally a community-buying center made up of first-class stores. Houses and apartments prevail throughout the district. It is predominantly American.

Stony Island and 67th Street.

This district is a community-buying center, with many high class stores. It has grown rapidly in the last few years, and is regarded as one of the choicest residential centers of the South side. About four-fifths of the people live in high-class apartments. It is predominantly American.

Howard and Clark Streets.

Rogers Park is one of the best residential sections of Chicago. The business section here is an L shape including all of Clark Street to the city limits, and Howard Street east of Sheridan Road. Principally a community-buying center. It is predominantly American.

Lawrence and Kedzie Avenues.

This district is well populated and enjoys a good buying trade. It is a good transfer point. Homes and apartments predominate. It is predominantly Jewish.

Milwaukee and Lawrence Avenues.

This district has grown rapidly in the last few years. These corners are busy transfer points, and a good class of stores are to be found here. It is predominantly American.

Halsted and 35th Streets.

This district is thickly populated, being entirely built up. Here we find a number of stores, especially small department stores, dry goods, and men's furnishings. Practically all the business is done on Halsted Street. It is predominantly Lithuanian.

63rd Street and Ashland Avenue.

This is a furniture center. Ashland Avenue is the third most important transfer center on the South Side. It is predominantly Swedish.

Halsted and 79th Streets.

This district is one of the finest growing communities in the city. Stores are of the better class. It is a good amusement and furniture center. It is predominantly American.

Cottage Grove Avenue and 75th Street.

This district is being constantly improved with new stores all of the better class. It is predominantly Swedish.

Madison Street and Ogden Avenue.

This district contains mostly rooming houses with a fairly good class of stores. Madison Street is the business center. It is of mixed nationality.

North and Crawford Avenues.

This is a good transfer point well populated, and the stores are of the better class. It is predominantly American.

Milwaukee Avenue, Irving Park Blvd. and Cicero Avenue.

This is a fairly well populated district with a good class of stores. Milwaukee Avenue is the principal business street. Homes and small apartments predominate. It is predominantly American.

In addition to the above major retail sections the following sites are retail centers covering at least three blocks in each direction: 39th and Cottage Grove Avenue; 43rd, 47th and Cottage Grove Ave.; 35th and Indiana; Madison and Robey; 71st and Cottage Grove Ave.; 69th and Halsted St.; Milwaukee and Fullerton Aves.; 39th and State St.; 22nd and Indiana, and Cottage Grove Aves.; Montrose and Milwaukee Avenues, Chicago Ave. and Clark St., Milwaukee Ave. and Ashland Ave., 55th and State St., Roosevelt Rd. and Ashland Ave. and 31st St. and Indiana Ave.

TRADING AREA

In attempting to secure accurate information in regard to the trading area of Chicago it was necessary for our representatives to become familiar with transportation facilities, character of inhabitants, size of cities and towns, distributing facilities, of large Chicago stores, and many other details before arriving at a conclusion of what is the retail trading area divided into a daily trading zone, weekly zone, and monthly zone.

The areas have been carefully checked by impartial sales managers, merchandising managers, advertising managers, shipping clerks and others whose knowledge of Chicago territory was of value. The areas were rearranged from time to time as special information and further study of shipping facilities and buying habits of people were noted.

The three areas represent first the daily zone where the bulk of daily business is secured; around Chicago to Gary; on the east and inners are accustomed to travel to the city for business and pleasure at least once a week. Third, the limits of territory from where Chicago draws trade at least once a month. Within this zone are many fair-sized cities and towns which can easily supply the daily wants to its citizens but are close enough to Chicago for these buyers to travel about once a month when large sales are usually made.

The daily zone extends to Waukegan on the north, and swings westward in a semicircle around Chicago to Gary; and on the east includes Oak Park, Highland Park, Naperville, Chicago Heights, Hammond, South Chicago, Wheaton, and Dyer.

The weekly zone area extends northward to Racine, Wisconsin, then swinging around in an irregular semicircle to Michigan City, Indiana. This zone depends a great deal on transportation facilities. The larger cities within this zone are: Elgin, Joliet, Aurora, Geneva, Syracuse, DeKalb, Moline, Valparaiso, Indr and Kenosha, Wisconsin. Within this zone the larger stores maintain free delivery to the larger cities.

The monthly zone area on the north extends only a little further than the weekly zone as far as South Milwaukee, from there the boundary line swings almost directly west to Dubuque, Iowa, including Rockford, Janesville, Evansville, Galena, Freeport, and Beloit, all to the northwest.

The furthestmost point west of Chicago in the monthly trading zone is Cedar Rapids, Iowa; from this point the boundary line begins to swing south and then east, and in this direction are included Davenport and Clinton, Iowa; Rock Island, Moline, Cambridge and Galesburg, Ill. The point further south in this zone is Champaign and Urbana. This trading zone then swings northeast through Lafayette, Logansport, Goshen, all in Indiana, through Three Rivers, Michigan, and again swings northwest to the east bank of Lake Michigan. The large cities in this direction are South Bend, South Haven, St. Joseph and Benton Harbor.

WHOLESALE

Municipal Chicago: bakeries, 81; shoes and leather goods, 165; cigars and tobacco, 151; clothing, men's, 429; clothing, women's, 175; candy and soft drinks, 200; druggists, 104; dry goods, 284; electrical supplies and appliances, 5; groceries, meats, foods, 837; furniture, 87; hardware, household goods, 243; jewelry, 137; novelties and toys, 33; produce, 748; stationery and office supplies, 237.

Metropolitan Chicago: bakeries, 93; shoes and leather goods, 168; cigars and tobacco, 162; clothing, men's, 429; clothing, women's, 175; candy and soft drinks, 233; druggists, 111; dry goods, 288; electrical supplies and appliances, 6; groceries, meats, foods, 882; furniture, 88; hardware, household goods, 246; jewelry, 160; novelties and toys, 33; produce, 804; stationery and office supplies, 240.

Chicago is the distributing center of the United States. Its wholesale trade in 1920 was estimated at \$6,000,000,000. It leads in the distribution of dry goods, general merchandise, foodstuffs, machinery, jewelry, pianos, wearing apparel, automobiles, furniture and household requisites.

There are 160 wholesale milliners doing a business of \$55,000,000 annually.

Chicago has one of the great jewelry jobbing houses of the United States, and the city's business in jewelry runs from \$175,000,000 to \$200,000,000 annually.

Continued on page 60

ILLINOIS (Cont'd)

Chicago (cont'd)

Chicago is the acknowledged leader in the distribution of dry goods. Over half a billion dollars of business done annually in an area of only four blocks by eight means that a tremendous business is being transacted in the Chicago market. The small area mentioned is virtually the extent of the dry goods and associated lines markets in Chicago. A survey of the Chicago market shows that goods in the dry goods and associated lines are listed in Chicago under 108 large classifications. In these are over 1,200 manufacturers and jobbers. Taking the small shops and lofts into consideration, Chicago has to date more than three thousand firms doing business in the wholesale dry goods and manufacturing line. This makes Chicago one of the great open stock markets in the world.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 107; commercial automobile agencies, 67; automobile accessories, 3,112; automobile tire agencies, 918; bakers, 1,704; cigar stores and stands (including hotels), 4,613; confectioners (including hotel stands), 3,130; delicatessen, 1,471; dressmakers, 2,127; druggists, 1,792 (chain, 92); dry goods, 1,665; department stores, 102; electrical supplies, 439; florists, 465; fruits and vegetables, 842; furniture, 1,010; furriers, 595; garages (public), 1,147; grocers, 9,633 (chain, 1,194); hardware, 1,005; jewelry, 998; meat markets, 4,366; men's furnishings, 852; men's clothing, 1,199; merchant tailors, 1,644; milliners, 752; opticians, 110; photographers, 382; pianos (and miscellaneous musical instruments), 541; radio exclusive, 383; restaurants (including hotels), 2,052; shoes, 876; sporting goods, 865; stationers, 552; women's apparel, 803.

See announcements page 57 and Back Cover

CLINTON, ILL.

(De Witt County)

1920 Population, 5,898.

City and Suburban Estimate, 10,000.

Native Whites, 92%; Negroes, 5%; Foreign Born, 3%; English Reading, 100%.

Schools: Public Grade, 4; High, 1; Parochial, 1.

Churches: Baptist, 2; Christian Science, 1; Methodist, 3; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 1; State, 3. Total Resources, \$4,000,000. Most people here put savings in building and loan stock; one company has \$3,000,000 capital, three others \$1,000,000 each.

Theatres: Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 2,500.

Location: Division headquarters I. C., also has Illinois Traction.

Principal Industries: I. C. R.R. shops; poultry shipping house; garment factory.

Manufacturing Establishments: 1. Leading firms: Clinton Garment Factory.

Residential Features: Almost entirely private homes; housing shortage; high rents. No tenement district other than 2 squares where 400 negroes live. House building rapid; 4 city additions opened last year.

Retail Shopping Section: Public Square, 4 blocks East Main Street, 5 blocks East Washington Street, 3 blocks North Quincy Street, 3 blocks Monroe Street, 2 blocks Adams Street.

Trading Area: Radius of 10 miles.

Wholesale Houses: Groceries, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; automobile accessories, 8; automobile tire agencies, 10; bakers, 5; cigar stores and stands (including hotels), 6; confectioners (including hotel stands), 5; druggists, 5; dry goods, 5; electrical supplies, 4; florists, 2; furniture, 2; garages (public), 6; grocers, 27; hardware, 4; jewelry, 3; meat markets, 6; men's furnishings, 6; men's clothing, 5; merchant tailors, 3; milliners, 4; opticians, 3; photographers, 1; pianos (and miscellaneous musical instruments), 3; radio supplies, 4; restaurants (including hotels), 7; shoes, 7; sporting goods, 3; stationers, 3; women's apparel, 5.

DANVILLE, ILL.

(Vermilion County)

1920 Population, 33,776 (1926 Directory estimate, 46,270).

City and Suburban Estimate (1926), 142,168. Most important cities and towns in this area are Heopston, Ill. (pop. 5,451); Georgetown, Ill. (3,061); Covington, Ind. (1,945); Vedsburg, Ind. (1,580).

Native Whites, 76½%; Negroes, 5½%; Foreign Born, 18%; English Reading, 98%; Families, 9,600.

Schools: Public Grade, 14; High, 2; Parochial, 5. Number of Pupils, 8,428.

Churches: Baptist, 12; Christian Science, 1; Congregational, 2; Episcopal, 1; Hebrew, 2; Methodists, 11; Presbyterian, 5; Roman Catholic, 4; Miscellaneous, 24.

Banks: National, 5; Capital, Surplus, and Undivided Profits (all banks), \$2,103,239; Total Deposits (all banks), \$9,342,000; Total Resources (all banks), \$12,641,000; Total Savings Banks Deposits, \$3,100,000; Total Bank Clearings (12 months, 1925), \$160,890,792; with 6 Building Associations, deposits, \$25,000,000; average monthly total retail sales, approximately, \$1,000,000.

Theatres: Legitimate, 2; Moving Pictures, 6; Vaudeville, 3; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 5,132.

Location: On Wabash, C. & E. I., C. C. C. & St. L. ("Big Four"), C. M. & St. Paul, and N. Y. Central R.R.s., also served by the Illinois Traction Ry. system, Dixie Highway, Ocean-to-Ocean Highway; the center of a system of paved roads, at the junction of North, Middle, and Salt Fork Rivers. Bus service to all principal points within fifty miles. To nearest large city by railroad, 3 hours; by auto, 3 hours.

Principal Industries: Brick, zinc smelter, coal mining, foundry work, railroad shops.

Manufacturing Establishments: Leading firms: Western Brick Co., Hegeler Zinc Co., Allth-Pouty Co., Danville Malleable Iron Co.

Special Information: A city of home owners, in the heart of the coal belt, with most unusual steam, electric railroad, and bus line service and hard roads to every part of the county. The Danville market, in which trading area \$56,233,365 is spent annually (U. S. Labor Bureau statistics), proves how good a trading territory it is.

Residential Features: Mostly small apartment houses and modern homes. Because of the fact that Danville is the oldest building-association town in the middle west most of the residents own their own homes.

Retail Shopping Section: On Vermilion, Main, Hazel, Jackson, and Walnut Streets, 3 blocks in former; 5 in Main Street; 2 in Hazel Street; 1 in Jackson Street; 1 in Walnut Street.

Trading Area: From 50 to 75 miles, due not so much to the railroads, but the concrete paved roads. Danville is at the junction of the Dixie and Ocean-to-Ocean Highways; every main road in the country is paved. There are nine bus lines, operating a union station. There is a hard road to every postoffice in the country.

Wholesale Houses: Groceries, 5; meats, 3; fruits, 5.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; automobile accessories, 10; automobile tire agencies, 8; bakers, 15; cigar stores and stands (including hotels), 28 (chain, 1); confectioners (including hotel stands), 6; delicatessen, 2; dressmakers, 20; druggists, 22; dry goods, 6; department stores, 4; electrical supplies, 16; florists, 6; fruits, 5; furniture, 15; furriers, 4; garages (public), 32; grocers, 125 (chain, 10); hardware, 4; jewelry, 6; meat markets, 20; men's furnishings, 4; men's clothing, 15; merchant tailors, 7; milliners, 6; opticians, 7; photographers, 8; pianos (and miscellaneous musical instruments), 7; radio supplies, 9; restaurants (including hotels), 42 (chain, 1); shoes, 8; sporting goods, 3; women's apparel, 14.

Miscellaneous Data: Average temperature, 72 degrees; average number of rainy days per twelve months, 70; most pleasant months, April to November. Doctors (medical, 150); (dentists, 26); (osteopaths, 6); street car service; gas, artificial; electric current, alternating; number of wired houses, 11,000; water, hard.

See announcement column 4

DECATUR, ILL.

(Macon County)

1920 Population, 43,818 (1925 Population—government estimate—55,000. Decatur has shown a gain of 39% in population since 1920 census).

City and Suburban Estimate, 176,190 (A. B. C. estimate). Most important cities and towns in this area are: Pana (pop. 6,122); Clinton (5,898); Monticello (2,280); Shelbyville (3,568).

Native Whites, 91.4%; Negroes, 2.7%; Foreign Born, 5.9%; Industrial Workers, 19.4%; English Reading, 98.1%; Families, 10,874.

Schools: Public Grade, 17; High, 1; Junior High, 4; Parochial, 6. Number of Pupils 14,000. (James Millikin University, 1,100 students, not included in above.)

Churches: Baptist, 4; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodists, 7; Presbyterian, 2; Roman Catholic, 4; Miscellaneous, 20.

Banks: National, 3; State, 1; Total Resources (all banks), \$185,616,752.31. Saving Bank Deposits Total, \$4,418,085.32 (included in total above).

Theatres: Legitimate, 1 (gives movies part time); Moving Pictures, 5; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1. Note—High School and University Auditorium are also available. Total number of seats, 6,500.

Location: Near geographical center of Illinois on Wabash, I. C. Penna., C. I. & W. Rys., and Illinois Traction System (electric). Fifty-five counties can be reached without change of train. Two paved highways cross at Decatur and give direct connection to all of Illinois. To St. Louis, Mo., by railroad, 3½ hours; by trolley, 5½ hours; by automobile, 5 hours.

Principal Industries: Corn products, brass, water, gas and light fixtures, railroad and interurban shops, coal mining, iron working, garment making, store fixtures, metal novelties, soda fountains, agricultural machinery, concrete products, caps and capping machinery, structural steel fabricators, valves, paper products, brick, steel tanks, pumps, pharmaceutical supplies, plumbing fixtures, wall paper.

Manufacturing Establishments: 105. Leading firms: A. E. Staley Mfg. Co., Wabash Shops, Union Leader & Malleable Iron Works, Williams Sealing Corp., Combination Fountain Co., Mueller Fountain & Fixture Co., E. Z. Opener Bag Co., Walrus Mfg. Co., Wagner Malleable Iron Co., Decatur Coffin Co., Os-good-Heiner Mfg. Co., Decatur Garment Co., Home Mfg. Co., Farley Mfg. Co., Decatur Brick Co., Decatur Brass Works, Illinois Traction System Shops, The Mueller Co., Wonder Fur-

nace Co., Hi Flier Mfg. Co., Mississippi Valley Structural Steel Co., Great Lakes Wall Paper Co.

Residential Features: Estimated that 97.4% of the population is living in one-family houses, very few workmen live in apartments or flats. Zoning plan insures ideal development of residential districts.

Retail Shopping Section: On two parallel streets, Water and Main, for 5 blocks, and the connecting cross streets. Five neighborhood centers with grocery, meat, hardware shops, etc.

Special Information: The Pennsylvania Railroad recently said of Decatur: Known as "The Central City of the Central State," Decatur, Illinois, lies at the crossing of two transcontinental trails Pikea Peak Ocean-to-Ocean east and west, and the Meridian Trail north and south. It is located on a lake 14 miles long, which was made possible by the combined civic efforts of the citizens of the community who financed a \$2,250,000 dam and water impounding system which also furnishes recreation center, drawing people from all over Illinois. Decatur is one of the most genuinely American cities in the Union. Its 43,818 population is 91.4 per cent native white and 95 per cent of its families live in private dwellings. It has a low infant mortality rate. It has very little extreme wealth, no poverty and no tenement district. Decatur has a scientific plan for development to a city five times its present size. It is recognized as a large distributing center and is served by sixteen railroad lines.

Trading Area: Extends north 21 miles, northwest 33 miles, west 16 miles, southwest 28 miles, south 32 miles, southeast 34 miles, east 36 miles, northeast 28 miles. Decatur department and furniture stores territory extends east 52 miles and south 62 miles.

Wholesale Houses: Groceries, 4; meats, 6; fruits and vegetables, 4; hardware, 1; dry goods, 1; miscellaneous lines—confectionery, 4.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 20; commercial automobile agencies, 6; automobile accessories, 11; automobile tire agencies, 15; bakers, 18; cigar stores and stands (including hotels), 27 (chain, 1); confectioners (including hotel stands), 80; dressmakers, 35; druggists, 24 (chain, 3); dry goods, 10; department stores, 6; electrical supplies, 8; florists, 6; fruits, 4; furniture, 13; furriers, 1; garages (public), 26; grocers, 228 (chain, 28); hardware, 10; jewelry, 9; meat markets, 83 (chain, 1); men's furnishings, 2; men's clothing, 34; merchant tailors, 24; milliners, 16; opticians, 8; photographers, 9; pianos (and miscellaneous musical instruments), 8; radio supplies, 25; restaurants (including hotels), 74 (chain, 2); shoes, 22; sporting goods, 5; stationers, 7; women's apparel, 20.

Miscellaneous Data: Average temperature, 54 degrees; average number of rainy days per twelve months, 107; most pleasant months, May, June, July, October. Doctors (medical, 79); (dentists, 43); (osteopaths, 9); street car service; gas, artificial; electric current, alternating; number of wired houses, 12,068; number of automobile registrations, 9,097; water, hard.

DeKALB, ILL.

(DeKalb County)

1920 Population, 7,871.

City and Suburban Estimate, 10,000. Most important cities and towns in this area are: Sycamore (pop. 3,602); Sandwich (2,409); Shabbona (735).

Native Whites, 70%; Negroes, 20 only; Foreign Born, 30%; Industrial Workers, 75%; English Reading, 95%; Families, 2,400.

Schools: Public Grade, 4; High, 2; Parochial, 1. Number of Pupils, 3,050.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 1; State, 2; Capital, Surplus, and Undivided Profits (all banks), \$630,000; Total Deposits (all banks), \$504,000; Total Resources (all banks), \$5,700,000; Total Bank Clearings (12 months), 1925, \$35,000,000.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 3,200.

Location: De Kalb is 58 miles west of Chicago, on the Lincoln Highway. On main line of C. & N. Ry. Also branch of the Chicago Great Western. Also C. M. & St. P. Outer Belt line. To nearest large city by railroad, 2 hours; by auto, 1 hour.

Principal Industries: Wire Mfg. Co., Die & Specialty Works. Milk and dairy wagons, furnace foundry, women's wear, Vassar underwear, Apollo pianos, insulated wire, business bodies for automobiles, refrigerating plant, music rolls.

Manufacturing Establishments: Leading firms: American Steel & Wire Co., Wuritzer Piano Co., Standard Foundry, DeKalb Wagon Co., Nehring Insulated Wire Co., Kohler Die & Specialty Co., Vassar Underwear Co., Rudolph Co., Creamery Package Mfg. Co., Clark Orchestra Roll Co.

Special Information: Northern Illinois State Teachers' College, located here, enrolled students, 700. Also have a tourists' camp site which is pleasant and convenient.

Residential Features: Mostly homes, a few flats and apartments.

Retail Shopping Section: Extends for about eight blocks on Lincoln Highway.

Trading Area: Covers a radius of about 20 miles in all directions.

Wholesale Houses: Fruits, 1; miscellaneous lines: wrapping paper, sacks, etc.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial automobile agencies, 5; automobile accessories, 5; automobile tire agencies, 3; bakers, 5; cigar stores and stands (including hotels), 18; confectioners (including hotel stands), 18; delicatessen, 1; druggists, 6; dry goods, 8; department stores, 9; electrical supplies, 6; florists, 1; furniture, 2; garages (public), 6; grocers, 22 (chain, 3); hardware, 3; jewelry, 3; meat markets, 10; (chain, 1); men's furnishings, 4; men's clothing, 4; merchant tailors, 2; milliners, 4; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 9; shoes, 6; sporting goods, 2; stationers, 5; women's apparel, 9.

Miscellaneous Data: Most pleasant months, June, July, August, Sept., Oct. Doctors (medical, 17; (dentists, 8); (osteopaths, 1); gas, artificial; number of meters, 2,350; electric current, alternating; number of wired houses, 2,250; water (artesian) hard.

DIXON, ILL.

(Lee County)

1920 Population, 8,191.

City and Suburban Estimate: City, 12,500; County, 28,000.

Families, 2,200.

Schools: Public Grade, 6; High, 2; Parochial, 1; Number of Pupils, 1,986.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 5.

Banks: National, 2; State, 1; Total Resources, \$4,700,000. Savings Bank Deposits Total, \$1,900,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 7,000.

Location: On main line of the Chicago and Northwestern Ry. and on I. C. Ry., the C. & N. W. Ry is east and west, and the I. C. north and south. Connection with all other transcontinental railroads going through Illinois. Also on two transcontinental motor highways—the Lincoln Highway and the Atlantic, Yellowstone and Pacific. To nearest large city by railroad, 1½ hours; by auto, 2 hours.

Principal Industries: Shoes, farm implements, wire screen cloth, cement, dairy products, electric power, wagons and truck bodies, caskets.

Manufacturing Establishments: 15. Leading firms: J. I. Case Plow Co., Brown Shoe Co., Reynolds Wire Screen Co., Borden Condensed Milk Co., Sandusky Portland Cement Co., Illinois Northern Utilities Co., Gossart Corset Co.

Special Information: Power center for northern Illinois with huge steam generating and hydro electric plants of Illinois Northern Utilities Co., furnishing power for north half of state. Dixon is hub of six state paved roads, through tourists' routes. Large State Hospital for Epileptics located here.

Residential Features: City of private homes. No tenement district. No exclusive residence district. Fine, comfortable residences in all parts of the city.

Retail Shopping Section: Six blocks on First street, 3 blocks on Galena Avenue, 2 blocks on Hennepin Avenue, 2 blocks on Peoria Avenue, 2 blocks on Depot Avenue. Many little community stores and small businesses on the outskirts of the city.

Trading Area: 35 miles from south, southwest, southeast, east and north. 15 miles from west. New state highways, now being paved, are extending Dixon's trading territory immensely. Dixon is hub of six concrete highways radiating in all directions throughout the state.

Wholesale Houses: Groceries, 3; fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 20; commercial automobile agencies, 8; automobile accessories, 30; automobile tire agencies, 14; bakers, 3; cigar stores and stands (including hotels), 35 (chain, 1); confectioners (including hotel stands), 12; delicatessen, 6; dressmakers, 35; druggists, 5; dry goods, 14; department stores, 3; electrical supplies, 4;

An exceptional advertising bargain is space in the Danville, Illinois, Commercial-News. Circulation nearly 23,000 daily. Danville is located in the center of the largest mining and agricultural district in the state of Illinois. D. J. Randall, 341 Fifth Avenue, New York City, Eastern Representative; G. Logan Payne Company, 6 N. Michigan Avenue, Chicago, Western Representative.

ILLINOIS (Cont'd)

florists, 2; fruits, 10; furniture, 5; garages (public), 14; grocers, 29 (chain, 2); hardware, 4; jewelry, 2; meat markets, 13; men's furnishings, 9; men's clothing, 7; merchant tailors, 5; milliners, 8; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 10; restaurants (including hotels), 10; shoes, 8; sporting goods, 4; stationers, 2; women's apparel, 11.

Miscellaneous Data: Most pleasant months, May, June, Sept., Oct., Nov. Doctors (medical, 20); (dentists, 10); (osteopaths, 6); number of wired houses, 2,200; street car service; gas, artificial; electric current, alternating; water, hard.

EAST ST. LOUIS, ILL.

(St. Clair County)

1920 Population, 68,767 (1926, est. 77,226).

City and Suburban Estimate, 85,000.

Native Whites, 78 7/10%; Negroes, 11 1/10%; Foreign Born, 10 2/10%; Industrial Workers, 30%; English Reading, 85%; Families, 15,768.

Schools: 44; Number of Pupils, 11,880.

Churches: 25.

Banks: 5; Total Resources, \$32,040,000.

Theatres: 13; Total number of seats, 10,400.

Location: Across river from St. Louis, Mo.

Principal Industries: Meat packing, foundry and machine shops, railroad repair shops.

Residential Features: One and two family houses; a few tenement districts.

Retail Shopping Section: About 15 blocks in center and three or four scattered neighborhood sections.

Trading Area: About 12 miles north, south and east.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 24; commercial automobile agencies, 4; automobile accessories, 14; automobile tire agencies, 14; bakers, 24; cigar stores and stands (including hotels), 28; confectioners (including hotel stands), 56; delicatessens, 4; dressmakers, 92; druggists, 25; dry goods, 17; department stores, 8; electrical supplies, 4; florists, 10; fruits, 36; furniture, 16; furriers, 2; garages (public), 30; grocers, 205; hardware, 11; jewelry, 21; meat markets, 43; men's furnishings, 12; men's clothing, 31; merchant tailors, 12; milliners, 15; opticians, 12; photographers, 10; pianos (and miscellaneous musical instruments), 5; radio supplies, 20; restaurants (including hotels), 52; shoes, 24; sporting goods, 4; stationers, 4; women's apparel, 11.

EDWARDSVILLE, ILL.

(Madison County)

1920 Population, 5,336.

City and Suburban Estimate, 8,052.

Native Whites, 75%; Negroes, 6 1/4%; Foreign Born, 18 1/2%; Industrial Workers, 25%; English Reading, 98%; Families, 1,500.

Schools: Public Grade, 8; High, 2; Parochial, 2; Number of Pupils, 1,800.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 5.

Banks: National, 1; State, 2; Total Resources, \$7,625,797.46; Savings Bank Deposits Total, \$4,445,368.28.

Theatres: Moving Pictures, 1. Total number of seats, 750.

Location: 22 miles northeast of St. Louis on Trail No. 4, State Highway. Served by Nickel Plate, Illinois Traction System, Washash Railroads, with bus service to nearby towns.

Principal Industries: Heating, plumbing and machine supplies, men's clothing, coal mining and milling.

Manufacturing Establishments: 16. Leading firms: U. S. Radiator Corp., N. O. Nelson Mfg. Co., Donk Bros. Coal Co., Blake Milling Co.

Residential Features: Mostly one-family houses with few or no workmen's tenements. An exceptionally fine residential town in general. Homes in the town will average in value above \$5,000.

Retail Shopping Section: Extends from public square, which forms heart of business section, 2 to 3 blocks in all directions. Also fine neighborhood stores in the various residential districts.

Trading Area: This city is the center of the trade area of Madison County, whose population is 110,000. Is connected with the surrounding communities by two hard surfaced national trails and other hard surfaced branch roads.

Wholesale Houses: Fruits, 1; Miscellaneous lines, 1 (confectionery).

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial automobile agencies, 5; automobile accessories, 1; automobile tire agencies, 4; bakers, 3; cigar stores and stands (including hotels), 3; confectioners (including hotel stands), 3; dressmakers, 2; druggists, 3; dry goods, 3; department stores, 2; electrical supplies, 3; florists, 1; fruits, 2; furniture, 4; garages (public), 12; grocers, 10; hardware, 4;

jewelry, 2; meat markets, 8; men's furnishings, 8; men's clothing, 4; merchant tailors, 2; milliners, 3; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 4; radio supplies, 2; restaurants (including hotels), 7; shoes, 7; sporting goods, 3; stationers, 3; women's apparel, 5.

ELDORADO, ILL.

(Saline County)

1920 Population, 5,004.

City and Suburban Estimate, 8,000.

Native Whites, 90%; Foreign Born, 10%; Industrial Workers, 75%; English Reading, 90%; Families, 2,000.

Schools: Public Grade, 5; High, 1; Parochial, 1; Number of Pupils, 2,390.

Churches: Baptist, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 1.

Banks: National, 1; State, 2; Total Resources, \$1,800,000.

Theatres: Moving Pictures, 2; Total number of seats, 1,200.

Location: In Saline County, on "Big Four," L. & N. and I. O. Railroads. 20 miles from Ohio River at Shawneetown. On State Route Nos. 1 and 142. Excellent shipping facilities. Traction line to Carrier's Mills, a distance of 20 miles.

Principal Industries: Coal mining and farming.

Manufacturing Establishments: Saline Dairy and Bottling Co. (ice, ice cream, and soft drinks); Wink Bottling Co., O'Gara Coal Co., J. K. Dering Coal Co., Southern Coal Co., Saline Coal Co.

Special Information: Miners payroll is 5 to 8,000,000 dollars per year. Situated in the center of an excellent farming community, where all kinds of grain, hay and farm products are grown. Cattle and live stock raised and shipped from here. Good location for distribution of all products in southern Illinois, on account of railroad facilities.

Residential Features: A number of fine residential locations, with 4 to 6-room residences. Large percentage owned by occupants.

Retail Shopping Section: Extends 3 blocks from square. About 75 to 100 small retail stores.

Trading Area: Extends in a 50-mile radius and is practically all farmland.

Wholesale Houses: Groceries, 3; fruits, 1; hardware, 1; miscellaneous lines: oil and gas 3; confectionery, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; automobile accessories, 7; automobile tire agencies, 1; bakers, 2; cigar stores and stands (including hotels), 6; confectioners (including hotel stands), 15; delicatessens, 1; dressmakers, 4; druggists, 4; dry goods, 12; department stores, 2; electrical supplies, 2; florists, 1; furniture, 2; garages (public), 5; grocers, 35; hardware, 5; jewelry, 1; meat markets, 8; men's furnishings, 3; men's clothing, 4; merchant tailors, 1; milliners, 3; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 3; radio supplies, 2; restaurants (including hotels), 8; shoes, 1; sporting goods, 3; women's apparel, 2.

ELGIN, ILL.

(Kane County)

1920 Population, 27,454 (1926 est. 34,000).

City and Suburban Estimate, 67,000.

Native Whites, 91%; Negroes, 1%; Foreign Born, 8%; Industrial Workers, 40%; English Reading, 90%; Families, approx. 7,000.

Schools: Public Grade, 11; High, 1; Parochial, 3; Number of Pupils, 5,174.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 6; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 3; Evangelical, 4; Lutheran, and 4 others.

Banks: National, 4; State, 2; Capital, Surplus, and Undivided Profits (all banks) \$1,890,000; Total Deposits (all banks) \$12,206,000; Total Resources (all banks) \$14,289,000.

Theatres: Moving Pictures, 4; Vaudeville, 2; Miscellaneous (Auditoriums, High School, Y. W. C. A.), 2. Total number of seats, approximately, 6,000.

Location: Elgin is located on the Fox River, 39 miles northwest of Chicago, in Kane County, on the Chicago, Milwaukee & St. Paul Ry., and the Freeport branch of the Northwestern Ry. The Chicago Outer Belt Line (The E. J. & E. Ry. touches the border of the city. The Chicago & Elgin Third Rail line comes into Elgin. To nearest large city by railroad, 1 hour; by trolley, 1 1/2 hours; by auto, 2 hours.

Principal Industries: Elgin National Watch Factory employing 4,400 skilled employees; the Illinois Watch Case Co., employing 1,360; the Cutter & Crossette Shirt Factory; Selz-Schwab Shoe Factory; Woodruff & Edwards Foundry; Rinehimer Bros. Wood Working Factory; Soap Works; Elgin Stove & Oven Works; The Keinzle Bros. Planing Mill, the Elgin Butter Tub Co., the Western Thread Co., the David C. Cook Publishing Co., the Brethren Publishing House, casket hardware companies, butter companies, and several machine shops and other small factories.

Manufacturing Establishments: About 50. Leading firms: Elgin National Watch Works, Illinois Watch Case Co., Cutter & Crossette Shirt Factory, Woodruff & Edwards, Selz-Schwab Shoe Co., A. C. Cook Publishing Co.

Special Information: Elgin is a city composed

of skilled workmen, the majority of whom own their own homes. It is considered one of the most desirable cities in which to live. The Grant Highway runs directly through the center of the city as well as the Fox River Trail, both concrete highways, that are in continuous use by the traveling motorists. "Wing" Park on the west and "Lords" Park on the east are two of nature's beauty spots that are known for miles around to the pleasure seeking motorist and his family. Elgin as a city is one of the beauty spots of Illinois.

Residential Features: Mostly one and two-family homes. 84% of people own the homes they occupy. There is no "poor district" in Elgin with regard to either class of dwelling or social or financial standing of residents. Elgin is essentially a home city.

Retail Shopping Section: Extends from Fountain Square (which forms heart of business section and terminal for suburban trolley lines) for four blocks on Grove Avenue. South: North on Douglas Ave. four blocks, also on Spring and North Grove Ave. for four blocks. East on Chicago St. three blocks and west on Chicago St. three blocks. West side of river has approximately four blocks of retail shopping section. There are smaller neighborhood sections with the usual grocery, confectionery, meat, etc., shops. Approximately 10 blocks of retail shopping district in down town section on short streets intersecting the main thoroughfare.

Trading Area: Elgin is a trading center, serving a district boasting a population of over 75,000. This is the prosperous farming, dairying and manufacturing counties of Kane and McHenry, western portions of DuPage and Cook, southern portion of Boone and northern portion of DeKalb. The department stores are the largest and carry the widest assortment of merchandise obtainable anywhere.

Wholesale Houses: Groceries, 2; meats, 1; fruits, 3; miscellaneous lines, tobacco, confectioners, ice cream, bakers.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 20; commercial auto agencies, 4; automobile accessories, 5; automobile tire agencies, 5; bakers, 16; cigar stores and stands (including hotels), 100; confectioners (including hotel stands), 25; delicatessens, 10; dressmakers, 10; druggists, 16; dry goods, 1; department stores, 20; electrical supplies, 12; florists, 10; fruits, 20; furniture, 6; furriers, 3; grocers, 57 (chain, 2); hardware, 10; jewelry, 8; meat markets, 25; men's furnishings, 11; merchant tailors, 10; milliners, 10; opticians, 5; photographers, 5; pianos (and miscellaneous musical instruments), 5; radio supplies, 6; restaurants (including hotels), 20; shoes, 18; sporting goods, 6; stationers, 6; women's apparel, 5.

Miscellaneous Data: Most pleasant months, July, August, Sept., Oct., Nov. Doctors (medical, 61), (dentists, 30), (osteopaths, 2); street car service; gas, artificial; number of meters, 10,000; electric current, direct number of wired houses, 7,327; number of automobile registrations, 5,154 passenger, 612 commercial; water, hard.

EVANSTON, ILL.

(Cook County)

1920 Population, 37,234 (1926, est. 58,000).

City and Suburban Estimate, 100,000.

Native Whites, 70%; Negroes, 7%; Foreign Born, 23%; Industrial Workers, 5%; English Reading, 98%; Families, 1920, 8,500; 1925 estimate, 13,000.

Schools: Public Grade, 14; High, 1; Junior High, 2; Parochial, 5; Number of Pupils, 8,000.

Churches: Baptist, 4; Christian Science, 1; Congregational, 2; Episcopal, 4; Methodist, 8; Presbyterian, 4; Roman Catholic, 4; Miscellaneous, 20.

Banks: National, 1; State, 4; Total Resources, \$19,000,000.

Theatres: Moving Pictures, 5; Miscellaneous (Auditoriums, etc.), 10. Total number of seats, 13,000.

Location: On shore of Lake Michigan, adjoining Chicago on the north, 12 miles from the Loop, Chicago and Northwestern Railroad, four tracks, 80 trains daily; Chicago Elevated Ry. on six-minute schedule; Chicago, North Shore & Milwaukee R.R. Paved boulevards and highways in all directions. To Chicago, by railroad, 20 minutes; by trolley, 40 minutes.

Principal Industries: Iron and steel pipes, etc., women's clothing, toys.

Manufacturing Establishments: 100. Leading firms: Mark Mfg. Co., subsidiary of Youngstown Sheet & Tube Co., Toy Tinkers, Flossy Dental Mfg. Total value of yearly output of factories estimated at \$10,000,000.

Special Information: Home of Northwestern University, Garrett Biblical Institute and three other seminaries and one national kindergarten college. Rapidly growing city. \$12,000,000 in building permits for 1925. Seven fine residential hotels. Assessed valuation in 1925, \$27,516,949. 7,267 registered autos. One of the very best residential suburbs in the country. Is the home of many of Chicago's leading business and professional men.

Residential Features: Is called the city of homes: Private residences and high-class apartments predominate. First city in state to have zoning ordinance. Ridge, Forest, Michigan Aves. and Sheridan Road are finest resident streets in middle west. No tenement district. Laborers live in own homes of two flat buildings.

Retail Shopping Section: Davis St., 500-1,100; Sherman Ave., 1,300-1,900; Church St., 600-1,100; Overington Ave., 1,600-1,800; Chicago Ave., 500-700; Maple Ave., 1,500-1,700; Benson Ave., 1,600; Main St., 500-1,100; Central St., 1,700-2,000, and many other outlying districts.

Trading Area: Along the lake shore from 2 or 3 miles south of the Chicago city limits,

through the various suburban towns to Lake Forest, a district of 18 to 20 miles and from 6 to 10 miles west from the lake.

Wholesale Houses: Groceries, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 20; commercial automobile agencies, 6; automobile accessories, 40; automobile tire agencies, 12; bakers, 18; cigar stores and stands (including hotels), 90 (chain, 1); (city licenses for cigarettes); confectioners (including hotel stands), 32; delicatessens, 14; dressmakers, 10; druggists, 34 (chain, 3); dry goods, 14; department stores, 3; electrical supplies, 17; florists, 15; fruits, 17; furniture, 3; furriers, 8; garages (public), 19; grocers, 65 (chain, 19); hardware, 9; jewelry, 7; meat markets, 32; men's clothing, 12; merchant tailors, 22; milliners, 13; opticians, 8; photographers, 11; pianos (and miscellaneous musical instruments), 7; radio supplies, 10; restaurants (including hotels), 47 (chain, 6); shoes, 16; sporting goods, 4; stationers, 6; women's apparel, 18.

Miscellaneous Data: Doctors (medical, 144); (dentists, 52); (osteopaths, 9); street car service; gas, artificial; electric current, alternating; water, hard.

FREEPORT, ILL.

(Stephenson County)

1920 Population, 19,669 (1926, est. 22,000).

City and Suburban Estimate, 40,000.

Native Whites, 87.7%; Negroes, 1.7%; Foreign Born, 10.6%; Industrial Workers, 25%; English Reading, 90%; Families, 5,148.

Schools: 12; 2 High Schools; Number of Pupils, 5,241.

Churches: 12.

Banks: 6; Total Resources, \$10,600,000.

Theatres: 4; Total number of seats, 1,350.

Residential Features: One and two family houses.

Retail Shopping Section: About 8 blocks.

Trading Area: About 25 mile radius.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial automobile agencies, 6; automobile accessories, 10; automobile tire agencies, 10; bakers, 8; cigar stores and stands (including hotels), 24; confectioners (including hotel stands), 13; delicatessens, 1; dressmakers, 42; druggists, 10; dry goods, 9; department stores, 3; electrical supplies, 7; florists, 2; fruits, 9; furniture, 4; furriers, 2; garages (public), 20; grocers, 59; hardware, 5; jewelry, 3; meat markets, 22; men's furnishings, 7; men's clothing, 6; merchant tailors, 9; milliners, 6; opticians, 3; photographers, 5; pianos (and miscellaneous musical instruments), 7; radio supplies, 7; restaurants (including hotels), 11; shoes, 14; sporting goods, 2; stationers, 3; women's apparel, 6.

GALENA, ILL.

(Jo Daviess County)

1920 Population, 4,842.

Negroes, only two families; Foreign Born, very few.

Schools: Public Grade, 3; High, 1; Parochial, 2.

Churches: Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 3; Roman Catholic, 2; Miscellaneous, 1.

Banks: National, 2; State, 1.

Theatres: Legitimate, 1; Moving Pictures, 2.

Location: Illinois Central R.R.: Chicago & Northwestern R.R.: Chicago Burlington & Quincy R.R. To nearest large city by automobile, 1/2 hour; by railroad, 1/4 hour.

Principal Industries: Mining, dairying and manufacturing.

Manufacturing Establishments: 7. Leading firms: Galena Mfg. Co. of Illinois; Interstate Light & Power Co., Galena Glove & Mitten Co., Standard Cigar Co.

Trading Area: About 15 miles.

Wholesale Houses: Groceries, 1; hardware, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial auto agencies, 5; automobile accessories, 6; automobile tire agencies, 7; bakers, 3; total cigar stores and stands (including hotels), 2; (chain, 2); confectioners (including hotel stands), 6; dressmakers, 2; total druggists, 3; dry goods, 2; department stores, 3; electrical supplies, 3; florists, 1; furniture, 2; garages (public), 7; total grocers, 13; (chain, 2); hardware, 3; jewelry, 4; total meat markets, 4; men's furnishings, 3; men's clothing, 3; merchant tailors, 3; milliners, 3; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; total restaurants (including hotels), 4; shoes, 4; sporting goods, 1; stationers, 2; women's apparel, 2.

Miscellaneous Data: Average temperature, 55 degrees; average number of rainy days per twelve months, 90; most pleasant months, May, June, Sept., Oct. Doctors (medical, 3), (dentists, 3); gas, artificial; electric current, alternating; water, hard.

GALESBURG, ILL.

(Knox County)

1920 Population, 23,834. (1926, est. 29,000.)

City and Suburban Estimate, 40,000. Most important cities and towns in this area are: Monmouth (pop. 9,017); Galva (2,974); Bushnell (2,716); Abingdon (2,721).

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ILLINOIS (Cont'd)

Galesburg (cont'd)

Native Whites, 98%; Negroes, 1%; Foreign Born, 1%; Industrial Workers, 25%; English Reading, 99%; Families, 8,052.

Schools: Public Grade, 13; High, 1; Junior High, 1; Parochial, 2; Number of Pupils, 6,800.

Churches: Baptist, 2; Christian Science, 1; Congregational, 2; Episcopal, 2; Methodist, 1; Presbyterian, 1; Roman Catholic, 2; Lutheran, 2; Miscellaneous, 15.

Banks: National, 4; State, 1; Capital, Surplus, and Undivided Profits (all banks) \$2,773,079; Total Resources (all banks) \$15,266,213.

Theatres: Legitimate, 1; Moving Pictures, 5; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), Armory, 1. Total number of seats, 7,200.

Location: 163 miles southwest of Chicago on Burlington and Santa Fe Railroads. The Burlington runs out of Galesburg to Chicago, Peoria, Quincy, Burlington, Rock Island and Havana. One interurban line. Three bus lines.

Principal Industries: Burlington Railroad shops employ 3,800 men. Purington Paving Brick Works, Frost Mfg. Co., manufacturing stationary engines, Coulter Disc Co., manufacturing coulters for plows. Gross Bros., overalls. McCollum Bros., candy. Armour and Swift branch houses.

Manufacturing Establishments: 31. Leading firms: Above.

Special Information: The Burlington Railroad has in operation a new steel car repair shop, employing 300 men. The Santa Fe is negotiating for land for the establishment of a large water reservoir.

Residential Features: Galesburg is called a city of homes because so many people own their homes. An outstanding feature of the city is its beautiful shade trees in the streets.

Retail Shopping Section: Extends from the public square, which forms the heart of business section, east and west on Main Street 6 blocks east and 4 blocks west with Simmons Street and Ferris Street, running parallel with Main Street for several blocks, and also on cross streets connecting these streets.

Trading Area: Extends in all directions from 35 to 40 miles.

Wholesale Houses: Groceries, 1; meats, 4; fruits, 2; automobile accessories, 1; candy and confectionery, 3; cigars and tobacco, 2; optical goods, 2; plumbing supplies, 1; miscellaneous lines, Hartong Paper Co.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 16; automobile accessories and tire agencies, 14; bakers, 8; bicycle shops, 5; books, 5; cigar stores and stands (including hotels), 40; confectioners (including hotel stands), 25; delicatessen, 1; dressmakers, 48; druggists, 17; dry goods, 8; department stores, 2; electrical supplies, 12; florists, 2; fruits, 2; furniture, 7; furriers, 3; garages (public), 18; grocers, 150 (chain, 11); hardware, 8; jewelry, 7; meat markets, 20; men's clothing, 14; merchant tailors, 4; milliners, 12; opticians, 5; photographers, 4; pianos (and miscellaneous musical instruments), 6; radio supplies, 10; restaurants (including hotels), 22; shoes, 12; sporting goods, 4; stationers, 5; women's apparel, 7.

Miscellaneous Data: Doctors (medical, 46); (dentists, 24); (osteopaths, 8); street car service; gas, artificial; number of meters, 6,725; electric current, alternating; number of wired houses, 7,000; water, hard.

HARRISBURG, ILL.

(Saline County)

1920 Population, 7,125. (1924) City Survey, 14,124.

City and Suburban Estimate, 16,500. Most important cities and towns in this area are: Carriers Mills (population, 3,000); Edoardo, (800); Golconda (3,000); Shawneetown (2,000).

Native Whites, 75%; Negroes, 8%; Foreign Born, 17%; Industrial Workers, 90%; English Reading, 95%; Families, 4,380.

Schools: Public Grade, 7; High, 1; Junior High, 1; Number of Pupils, 2,881.

Churches: Baptist, 5; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, Holliness, 2; Baptist, 1 (colored); Methodist, 1 (colored); Christian, 1; Social Brethren, 1.

Banks: National, 2; State, 1; Total Resources, \$6,000,000.00. Savings Bank Deposits Total \$1,500,000.00.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 3,100.

Location: Harrisburg is located a little west of the central portion of southern "Egypt" on the "Big Four" Railroad and southern Illinois Traction System which connects with the Illinois Central R. R. and the L. & N. R. R. at a point 8 miles NE. The I. C. R. R. (now being built) will be within 5 miles of this city. Harrisburg is connected with the Ohio River by State Route 13, to the east. It is also one of the chief cities connected by the Egyptian Transportation System, with all of southern Illinois. Transportation facilities have increased 100% in the past year. To nearest large city, by railroad, 5 hours; by automobile, 6 hours; by motor bus, 6 hours.

Principal Industries: Coal mining, agriculture (on a smaller scale), flour mill, brick yard, packing house.

Manufacturing Establishments. 7. Leading firms: O'Gara Coal Co., Saline County Coal Corp., Harrisburg Coal Mining Co., Harrisburg

Packing Co., Woolcott Milling Co., Ford Brick & Tile Co., Gordon Mills. Total value of yearly output of mines average \$16,000,000 principally coal.

Special Information: Harrisburg is in an era of progress. New paving districts have been completed, also sidewalk districts. A building era of 4 years includes 8 story bank, several business blocks, Masonic temple, 2 modern and spacious garages and many extra fine homes. New suburbs have been laid out, new city hall contracted for, many commercial buildings are being enlarged and new structures erected in the business district. Heavy investments are being made in fruit farms, and Guernsey cattle imported for improved stock raising.

Residential Features: While a majority of the approximate 5,000 houses in this city are single family homes there are quite a few pretentious residences. Most of the homes are owned by occupants. A few apartments over several store buildings.

Retail Shopping Section: Poplar Street, 4 blocks, Locust St. 3 blocks, Vine St. 3 blocks. Main St. 4 blocks. This is commonly called the "Square." South Harrisburg (formerly Dorrisville, Ill.) has a business street as has East Harrisburg (formerly Gaskins City), also South McKinley Ave., 1 block.

Trading Area: With completion of the State hard roads, state routes 13 and 34, and county trunk roads, our trading territory has greatly increased. To the north, 8 miles; to the south, 30 miles; to the west, 10 miles, to the east 30 miles.

Wholesale Houses: Groceries, 5; meats, 1; fruits, 2; dry goods, 2; miscellaneous lines, bakeries, 1; auto supplies, 1; flowers, 1; shoes, 1; electric supply, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 4; automobile accessories, 4; automobile tire agencies, 7; bakers, 3; total cigar stores and stands (including hotels), 7; confectioners (including hotel stands), 4; delicatessen, 1; dressmakers, 6; total druggists, 10 (chain, Rexall); dry goods, 6; department stores, 4; electrical supplies, 2; florists, 2; furniture, 8; garages, (public), 1 and all other garages; total grocers, 93 (chain, 5); hardware, 2; jewelry, 3; total meat markets, 9 (chain, 1); men's furnishings, 5; men's clothing, 5; merchant tailors, 3; milliners, 5; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; total restaurants (including hotels), 12; shoes, 8; sporting goods, 2; 5-and-10-cent stores, 2; notions, 3; stationers, 2; women's apparel, 7.

Miscellaneous Data: Average temperature, 75 degrees; average number of rainy days per twelve months, 27; most pleasant months, September and October. Doctors (medical, 18); (dentists, 9). (Osteopaths, 2); street car service; electric current, alternating; number of wired houses, 4,421; water, hard.

HOOPESTON, ILL.

(Vermilion County)

1920 Population, 5,451.

City and Suburban Estimate, 6,000. Most important cities and towns in this area are: Rossville, (population, 1,588); Milford, (1,466); Rankin, (944); Ambia, (459).

Native Whites, 95%; Negroes, 2%; Foreign Born, 3%; English Reading, 97%; Families, approx. 1,500.

Schools: Public Grade, 3; High, 1; Number of Pupils, 1,410.

Churches: Baptist, 1; Christian Science, 1; Methodist, 1; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 2 (Church of God and Holiness).

Banks: National, 2; Capital, Surplus, and Undivided Profits (all banks) \$313,159.83; Total Deposits (all banks) \$1,603,736.59; Total Resources (all banks) \$2,080,906.92; Total Savings Banks Deposits, \$150,000.

Theatres: Legitimate, 1; Moving Pictures, 1; Total number of seats, 1,900.

Location: In northeastern part of Vermilion County; five miles west of Indiana state line and one mile south of Iroquois County line in Illinois, served by Chicago & Eastern Illinois running north and south and Nickel Plate (L. E. & W.) running east and west. Has bus service south to Danville, 25 miles, and north to Watska, 24 miles.

Principal Industries: Canning sweet corn, tin can factory, making canning machinery, manufacture of castings for various automobile factories, etc., manufacture of chemical and food products, automobile shock absorbers.

Manufacturing Establishments: 7. Leading firms: American Can Co., Hoopston Canning Co., Illinois Canning Co., Vermilion Mailable Iron Works, Sprague-Sells Corp., Hiff-Bruff Chemical Co., P. H. Webber Co. Total yearly value of factory output estimated at \$10,000,000.

Special Information: City has two large sweet corn canning factories, own about 15,000 acres planted in sweet corn every year, and has branch of American Can Co., turning out over 1,000,000 per day, and one of the largest factories making canning machinery in the country.

Residential Features: Mostly two-story houses. Two small sections limited to working men have modest one-story homes. Some fine private homes, ranging in value from \$10,000 to \$40,000. Beautiful, clean city, with many churches and good schools and never had

salon in its history. Was original "dry" town of United States. Pays its Mayor a salary of 50c. per year and Aldermen 25c. per year. Has over \$40,000 surplus in treasury and lends money to citizens.

Retail Shopping Section: Extends from east line of Third Street west to west line of First Avenue, a distance of 8 blocks, and a block north and south in each direction from main business thoroughfare.

Trading Area: Radius of 30 miles north, east and west, and 10 miles south. Good train connections and hard roads in every direction, principally Bloomington way, running east and west and Dixie highway, running north and south.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto agencies, 3; automobile accessories, 7; automobile tire agencies, 7; bakers, 3; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 2; dressmakers, 5; druggists, 4; dry goods, 4; department stores, 1; electrical supplies, 3; florists, 2; fruits, 5; furniture, 2; garages, (public), 9; grocers, 29; (chain, 3); hardware, 3; jewelry, 2; meat markets, 6 (chain, 1); men's furnishings, 5; men's clothing, 4; merchant tailors, 2; milliners, 4; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 5; restaurants (including hotels), 6; shoes, 6; sporting goods, 1; stationers, 3; women's apparel, 4.

Miscellaneous Data: Doctors (medical, 11); (dentists, 5); (osteopaths, 1); gas, artificial; number of meters, 923; electric current, alternating; number of wired houses, 1,700; number of automobile registrations, 1,428; water, hard.

JACKSONVILLE, ILL.

(Morgan County)

1920 Population, 15,713.

City and Suburban Estimate, 20,000.

Native Whites, 87%; Negroes, 10%; Foreign Born, 3%; English Reading, 100%.

Schools: Public Grade, 4; High, 1; Junior High, 1; Parochial, 3; Number of Pupils, three colleges, 2,500.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 3; Presbyterian, 3; Roman Catholic, 1; Miscellaneous, Lutheran, 1.

Banks: National, 1; State, 3. Savings Bank Deposits Total, Clearings, \$25,751,000.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), High School. Total number of seats, 3,700.

Location: On C. & A., C. B. & Q., Wabash & C. P. & St. L. Rys. Miss. Valley Highway. Ocean to Ocean Highway. Good connections to Kansas City, Chicago and St. Louis. Through train service. Excellent bus service to Springfield, Ill.

Principal Industries: Woolen mills, Ferris wheels, highway bridges, men's clothing, cigars, clothing and dry goods, display racks, steel products.

Manufacturing Establishments: Leading firms: J. Capps & Sons, Ltd. (Woolen Mills), Eli Bridge Co. (Ferris Wheels), Illinois Steel Bridge Co. (Highway Bridges), Rothschild-Speilberger Clothing Co. (Men's Clothing), Jacksonville Clothing Co. (Men's Clothing), McCarthy-Gebert Co. (Cigars), Ogar Cigar Co., Capp & Frank (Clothing and Dry Goods, Display Racks).

Special Information: Jacksonville is known as a city of institutions. Located here are the Illinois College, Illinois Woman's College, Routh College, Illinois School for the Deaf, Illinois School for the Blind, The Central Hospital for the Insane, Norbury Sanatorium, and two Colleges of Music.

Residential Features: Mostly one and two-family houses. All private homes predominate. Considered one of the most beautiful cities in the Middle West. Also famous for its efficient city administration in the past year. Jacksonville has been written up in many nationally known magazines.

Retail Shopping Section: Extends from the Public Square in four directions for six blocks on East and West State Streets, and on north and south Main Streets, north and south Mauvaisterre Streets, and north and south Sandy Street, east and west Court, and east and west Morgan Streets.

Trading Area: Extends 50 miles north, south and west and 30 miles east.

Wholesale Houses: Groceries, 1; meats, 2; fruits, 3; furniture, 5; furriers, 1; garages

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 18; commercial automobile agencies, 15; automobile accessories, 4; automobile tire agencies, 2; bakers, 6; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 7; delicatessen, 3; dressmakers, 5; druggists, 8; dry goods, 4; department stores, 4; electrical supplies, 4; florists, 2; fruits, 3; furniture, 4; furriers, 1; garages (public), 15; grocers, 69; hardware, 5; jewelry, 4; meat markets, 12; men's furnishings, 4; men's clothing, 7; merchant tailors, 3; milliners, 4; opticians, 4; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 4; restaurants (including hotels), 18; shoes, 6; sporting goods, 8; stationers, 4; women's apparel, 8.

JOLIET, ILL.

(Will County)

1920 Population, 38,442 (1926 est. 40,850).

City and Suburban Estimate, 65,217.

Natives, White, 76%; Negroes, 1.8%; Foreign Born, 22.2%; Industrial Workers, 28.3%; English Reading, 98%; Families, 13,380 (16,000 in city and county).

Schools: Public Grade, 24; High, 1; Junior High, 1; Parochial, 14; Number of Pupils, 13,800.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 5; Presbyterian, 4; Roman Catholic, 12.

Banks: National, 3; State, 1; Total Resources, \$31,139,627.70; Savings Banks Deposits Total, \$8,356,737.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1.

Location: Joliet is situated on the Des Plaines River, the Illinois & Michigan Canal, and the Chicago Sanitary District Ship Canal. It is served by the following railroads: Atchafson, Topeka & Santa Fe; Chicago, Milwaukee & Gary; Michigan Central; Chicago, Rock Island & Pacific; Chicago & Alton, and The Elgin, Joliet & Eastern R.R.s. Interurban electric railway service: Chicago, Ottawa & Peoria; Chicago & Joliet. Five motor-bus systems operate on the various highways leading into the city. Work on the "Lakes-to-Gulf" Deep Waterway (connecting with the Illinois River), is being pushed forward at this important link in the system. Daily bus service to St. Louis, and to Kansas City (Mo.). Joliet is building a \$275,000 Chamber of Commerce, a \$500,000 and a Y. M. C. A. building is to be erected in 1927. To nearest large city by railroad, 1 hour; by trolley, 2½ hours; by auto, 2 hours.

Principal Industries: Bessemer Steel, re-roll rails, steel wire, machinery, farm implements, sheet metals, tin plate, pressed steel products, bakers machinery, cotton waste, freight cars, coal products, building stone, matches, wall paper, boilers, millwork, foundries, bridges, billets, aluminum castings, men's shoes, horseshoes, cans, art calendars and advertising novelties, macaroni, clothing, overalls, stoves, oil refining, etc. Over 18,000 men are employed in the various industries.

Manufacturing Establishments: 170. Leading firms: Illinois Steel Co., Elgin, Phoenix Horse Shoe Works, Joliet & Eastern R. R. shops, American Steel & Wire Co., Gerlach-Barklow Art Calendars, Standard Paint and Ruberoid, Calumet Baking Powder Co., General Refractories, National Carton Co., Jas. G. Heggie & Sons, American Can Co., Six wall-paper factories. Total value of yearly output of factories estimated at \$85,000,000.

Special Information: Joliet is the center of the steel industry in Illinois. In the vicinity are the quarries of the celebrated Joliet limestone, the product being extensively employed as a building stone in Chicago and surrounding cities. The falls of the Des Plaines River affords excellent water-power for numerous manufacturing industries. The Central Gas Works of Joliet supply 63 towns. Joliet is the site of the Illinois State Penitentiary.

Residential Features: A city zoning system is being worked out by the Real Estate Board and the City Commissioners. Two big sections represent the main residential districts; one on the west side between McDonough St. south and Plainfield Rd. north, and from Broadway, west to Reid St. Many new subdivisions are being settled up. A majority own their own homes.

Retail Shopping Section: The "Loop" district (north): Chicago St., 3 blocks; Ottawa St., 3 blocks; Scott St., 3 blocks. (Downtown): Collins St., 8 blocks (mostly foreigners); Cass St., 9 blocks (mostly in "Loop"); Jefferson St., 12 blocks (touching Loop on South); South Chicago St., 10 blocks (foreign and colored predominate); Washington St., and East Jefferson St., (auto section—small retail stores, and Gerlach-Barklow Calendar Co., a big employing factor); Bliss St. ("old town") small Greek and foreign stores in 6 blocks.

Wholesale Houses: Groceries, 7; meats, 18; fruits, 4; hardware, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 24; automobile accessories, 12; automobile tire agencies, 48; bakers, 21; cigar stores and stands (including hotels), 25 (chain, 4); confectioners (including hotel stands), 38; delicatessen, 4; druggists, 24; dry goods, 11; department stores, 9; electrical supplies, 11; florists, 8; furniture, 15; furriers, 1; grocers, 166 (chain, 4); hardware, 9; jewelry, 14; meat markets, 38; men's furnishings, 8; men's clothing, 18; merchant tailors, 15; milliners, 7; opticians, 4; photographers, 8; pianos (and miscellaneous musical instruments), 6; radio supplies, 20; restaurants (including hotels), 51; shoes, 9; sporting goods, 4; stationers, 3; women's apparel, 7.

Miscellaneous Data: Most pleasant months, July, August, Sept., Oct., Nov. Doctors (medical, 78), (dentists, 44), (osteopaths, 5); street car service, gas, artificial; electric current, direct; number of wired houses, 17,500; number of automobile registrations, 6,100; water, hard.

Nearly everybody in its field reads the Editor & Publisher—that is why it is a result-producer.

ILLINOIS (Cont'd)

KANKAKEE, ILL.

(Kankakee County)

1920 Population, 16,753.

City and Suburban Estimate, 30,000.

Native Whites, 85 7/10%; Negroes, 1 6/10%; Foreign Born, 12 7/10%; Industrial Workers, 32%; English Reading, 90%; Families, 4,176.

Schools: 21. Number of Pupils, 4,520.

Churches: 8.

Banks: 4. Total Resources, \$12,150,000.

Theatres: 6. Total number of seats, 3,450.

Residential Features: Mostly one and two-family houses.

Retail Shopping Section: About 10 blocks in heart of city.

Trading Area: About 15 mile radius.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto agencies, 5; automobile accessories, 8; automobile tire agencies, 8; bakers, 6; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 17; delicatessen, 2; dressmakers, 35; druggists, 11; dry goods, 7; department stores, 3; electrical supplies, 4; florists, 5; fruits, 6; furniture, 4; furriers, 1; garages (public), 14; grocers, 65; hardware, 6; jewelry, 6; meat markets, 14; men's furnishings, 6; men's clothing, 8; merchant tailors, 9; milliners, 11; opticians, 3; photographers, 5; pianos (and miscellaneous musical instruments), 3; radio supplies, 8; restaurants (including hotels), 11; shoes, 10; sporting goods, 3; stationers, 2; women's apparel, 7.

KEWANEE, ILL.

(Henry County)

1920 Population, 16,026.

City and Suburban Estimate, 75,000.

Native Whites, 75%; Negroes, 5%; Foreign Born, 20%; Industrial Workers, 22%; English Reading, 90%; Families, 4,000.

Schools: Public Grade, 7; High, 2; Parochial, 3; Number of Pupils, 3,500.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 4.

Banks: National, 1; State, 3; Total Resources, \$8,160,000. Savings Banks Deposits Total, \$775,000.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 6,200.

Location: On Burlington Railroad, midway between Chicago and Quincy on the main line, and also Kewanee and Galva Interurban Railway connecting at Galva with Rock Island Railroad between Rock Island and Peoria. Direct hard road connection with Chicago, Rock Island, Peoria, Galesburg, Burlington and Monmouth.

Principal Industries: Valve and fitting plants of Walworth Manufacturing Co., Kewanee Boiler Co., boilers; pumps, gloves, mittens.

Manufacturing Establishments: Walworth Mfg. Co., Kewanee Boiler Co., Boss Mfg. Co., Peters Pump Co., Kewanee Mfg. Co., Illinois Ice Cream & Dairy Co., Anderson Construction Co., Kewanee Private Utilities Co., water and sewage systems.

Special Information: Wonderful park system, made possible by generosity of E. E. Baker. City under Commission government. Kewanee is one of the outstanding manufacturing cities in the middle west.

Residential Features: Mostly one- and two-family houses, private homes almost exclusively. Scarcely a dozen apartment houses. One of the finest residence cities of its size in the middle west. Homes average \$3,000.

Retail Shopping Section: Extends 2 blocks each direction with tributaries on cross streets connecting with the business section, with usual outlying groceries, meat markets, etc.

Trading Area: Extends about 25 miles in each direction. The rural districts in the heart of the Illinois corn belt.

Wholesale Houses: Groceries, 3; fruits, 3; miscellaneous lines, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial auto agencies, 5; automobile accessories, 10; automobile tire agencies, 12; bakers, 6; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 20; delicatessen, 5; dressmakers, 20; druggists, 6; dry goods, 5; department stores, 2; electrical supplies, 5; florists, 3; fruits, 10; furniture, 4; garages (public), 6; grocers, 40; hardware, 4; jewelry, 4; meat markets, 30; men's furnishing, 8; men's clothing, 4; merchant tailors, 8; milliners, 4; opticians, 5; photographers, 6; pianos (and miscellaneous musical instruments), 3; radio supplies, 6; restaurants (including hotels), 9; shoes, 5; sporting goods, 2; stationers, 3; women's apparel, 4.

LA SALLE, ILL.

(La Salle County)

1920 Population, 13,050. Present Estimate, 15,096.

City and Suburban Estimate, 35,000. Most important cities and towns in this area are: Peru, (population, 9,000); Oglesby, (6,000); Spring Valley, (6,000); Utica, (1,500).

Native Whites, 80%; Foreign Born, 20%; Industrial Workers, 28%; English Reading, 91%; Families, 3,300 (estimated).

Schools: Public Grade, 6; High, 1; Parochial, 5; Number of Pupils, 3,273.

Churches: Baptist, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Roman Catholic, 5; Miscellaneous, Evangelical, 1.

Banks: National, 1; State, 2; Total Resources, \$7,600,000. Savings Bank Deposits Total \$3,500,000.

Theatres: Legitimate, 2; Vaudeville and Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 5,000.

Location: At head of navigation on Illinois River, and the terminus of the Illinois Michigan Canal, served by main line Rock Island Railroad (C. R. I. & P.), also by Chicago, Burlington and Quincy, Illinois Central Railway, Illinois Traction Electric Line, La Salle & Bureau County Railroad and Peru, La Salle and Deer Park Railroad bus and trolley service to principal suburban cities in territory. To nearest large city, by railroad, 1½ hours; by trolley, 2 hours; by auto, 2 hours.

Principal Industries: Clocks, watches, cement, zinc, sulphuric acid, coal, farm machinery and metal products.

Manufacturing Establishments: 38. Leading firms, Western Clock Co., Illinois Zinc Co., Matthiessen & Hegeler Zinc Co., Alpha Cement Co., Marquette & Lehigh Cement Companies, LaSalle Tool Co., LaSalle County Carbon Coal Co., Apollo Metal Works, Peru Plow & Wheel Co., Carus Chemical Co., and Mundie Mfg. Co. Total value of yearly output of factories estimated at \$50,000,000.

Special Information: Principal trading center for an area embracing over 65,000 people of LaSalle, Bureau, Putnam and Marshall Counties. One of the leading cities in the production of cement, clocks, watches and zinc. Annual payroll for Tri-Cities over \$12,000,000. There are prospects of a fourth cement plant being built, to be capitalized at \$2,500,000. Starved Rock State Park, and Deer Park, a few miles from the city, bring large numbers of tourists to LaSalle annually.

Residential Features: Large proportions of the population own their own homes. Private houses predominate with some few apartment buildings.

Retail Shopping Section: Extends six blocks on First Street, one block on intersecting streets for same distance, and two blocks on Second Street. There is one outlying district, with the usual neighborhood stores, eight blocks from main business district.

Trading Area: Extends about twenty miles north, south, east and west, some business secured from people living at a greater distance, because of the good service on the interurban electric line and good roads. Excellent car service to Peru, Spring Valley, and Utica, and bus service to Oglesby.

Wholesale Houses: Groceries, 2; meats, 3; fruits, 2; confectionery, 2; butter and eggs, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 26; commercial auto agencies, 4; automobile accessories, 11; automobile tire agencies, 11; bakers, 4; cigar stores and stands (including hotels), 6; confectioners (including hotel stands), 13; dressmakers, 13; druggists, 7; dry goods, 6; department stores, 1; electrical supplies, 3; florists, 3; fruits, 3; furniture, 4; garages (public), 13; grocers, 39 (chain, 4); hardware, 4; pianos (and miscellaneous musical instruments), 7; jewelry, 3; meat markets, 12 (chain, 2); men's furnishings, 9; men's clothing, 9; merchant tailors, 3; milliners, 10; opticians, 5; photographers, 4; radio supplies, 5; restaurants (including hotels), 11; shoes, 10; sporting goods, 3; stationers, 4; women's apparel, 11.

Miscellaneous Data: Average temperature, 49.43 degrees; average number of rainy days per twelve months, 117; most pleasant months, April, May, June, Sept., Oct., Nov. Doctors (medical, 21); (dentists, 11); (osteopaths, 1); street car service, gas, artificial; number of meters, 2,180 (est); electric current, alternating; number of wired houses, 2,853; number of automobile registrations, 1,600; water, hard.

LAWRENCEVILLE, ILL.

(Lawrence County)

1920 Population, 5,080.

City and Suburban Estimate, 8,000. Most important cities and towns in this area are: Bridgeport (pop. 2,500); Sumner (1,029); St. Francisville (1,168).

Native Whites, 97.5%; Negroes, 1.7%; Foreign Born, 0.8%; Industrial Workers, 40%; English Reading, 100%; Families, 1,200.

Schools: Public Grade, 4; High, 1; Number of Pupils, 1,931.

Churches: Baptist, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 1; State, 2; Capital, Surplus, and Undivided Profits (all banks) \$322,000; Total Deposits (all banks) \$3,000,000; Total Resources (all banks) \$3,402,687.26; Total Savings Banks Deposits, \$200,000; Average Monthly Total Retail Sales (1925), \$250,000.

Theatres: Moving Pictures, 3. Total number of seats, 1,200.

Location: In Southeastern Illinois, Served by the St. Louis Division of the Baltimore & Ohio and by the Cairo Division of the Big Four. Bus service to surrounding towns.

Principal Industries: Petroleum production and refining. Men's work clothing, cooperage, oil tanks, oil equipment, telephone equipment and supplies.

Manufacturing Establishments: 14. Leading firms: Indian Refining Co., Pioneer Asphalt Co., Lawrenceville Cooperage Co., Ely-Walker Dry Goods Co., Lawrenceville Machine Co., Skidmore Tank Works, Suttle Equipment Co. Total value of yearly output of factories estimated at \$25,000,000.

Special Information: Located in the heart of the Illinois oil fields. Connected with pipe lines extending over practically all of the Mid-Continent oil fields. Almost exactly in the center of the population and the center of the consumption of the United States.

Residential Features: Practically all one-family houses. Most of residents are home owners. Houses mainly modern, of cottage and bungalow type, attractive and well kept.

Retail Shopping Section: Mainly around public square and on streets leading directly away from same.

Trading Area: Ten to fifteen miles in each direction. Trade area rapidly extending due to the fact that this is a junction of two paved state highways which have been recently completed.

Wholesale Houses: Miscellaneous lines, flour, coal, refined oils.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto agencies, 2; automobile accessories, 8; automobile tire agencies, 8; bakers, 2; cigar stores and stands (including hotels), 15 (chain, 1); confectioners (including hotel stands), 7; dressmakers, 4; druggists, 3; dry goods, 5; electrical supplies, 3; florists, 3; garages (public), 4; grocers, 23 (chain, 3); hardware, 2; jewelry, 2; meat markets, 5; men's furnishings, 4; men's clothing, 3; merchant tailors, 2; milliners, 6; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 4; restaurants (including hotels), 9; shoes, 6; sporting goods, 4; stationers, 4; women's apparel, 5.

Miscellaneous Data: Doctors (medical, 8); (dentists, 3); (osteopaths, 2); gas, artificial; number of meters, 493; electric current, alternating; number of wired houses, 1,584; number of automobile registrations, 4,100; water, slightly hard.

LEWISTOWN, ILL.

(Fulton County)

1920 Population, 2,279.

City and Suburban Estimate, 4,700.

Native Whites, 95%; Negroes, only 1 here; Foreign Born, 5%; Industrial Workers, 15%; English Reading, 100%; Families, 600.

Schools: Public Grade, 3; High, 1; Number of Pupils, 650.

Churches: Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 1.

Banks: National, 1; State, 1; Total Resources, \$1,115,000. Savings Bank Deposits Total, \$176,000.

Theatres: Legitimate, 1; Moving Pictures, 1; Total number of seats, 325-500.

Location: On Buda & Rushville branch of Burlington and also on the Galesburg & Havana branch of Burlington R.R., also on Central Illinois Electric Interurban. Hard road from north and south and state road on east and west.

Principal Industries: Some coal mining, printing, bee supplies. Principally a farming community. One of the largest strip coal mines in state being opened on the north of us. Daily capacity, 80 R.R. cars.

Manufacturing Establishments: Leading firms: Szold & Son, Porter Bee Escape Company.

Special Information: County seat of Fulton County. Have a resort known as Depler Springs, brings many during Summer months.

Residential Features: Mostly small properties accommodating single families. Ideal place for home in small agricultural community.

Retail Shopping Section: Extends around Court House Square and one block north and two blocks south of Square. Total business section extends over 11 blocks downtown. Have grain elevator, small stores, etc., in residence section.

Trading Area: Extends about 15 miles each of four directions.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 3; commercial auto agencies, 3; automobile accessories, 1; automobile tire agencies, 3; bakers, 1; cigar stores and stands (including hotels), 4; confectioners (including hotel stands), 5; delicatessen, 1; dressmakers, 3; druggists, 2; dry goods, 1; department stores, 1; electrical supplies, 1; florists, 1; furniture, 1; garages (public), 3; grocers, 9; (chain, 3); hardware, 3; jewelry, 2; meat markets, 2; men's furnishing, 3; men's clothing, 3; merchant tailors, 2; milliners, 2; opticians, 2; radio supplies, 2; restaurants (including hotels), 5; shoes, 2; sporting goods, 1; stationers, 2; women's apparel, 2.

Miscellaneous Data: Doctors (medical, 5); (dentists, 3); (osteopaths, 1); street car service; electric current, alternating; water, hard.

LINCOLN, ILL.

(Logan County)

1920 Population, 11,882.

City and Suburban: Most important cities and towns in this area are: Springfield (pop. 71,835); Bloomington (35,000); Peoria (31,345); Decatur 52,500; Atlanta 1,500; Mount Pulaaki (1,600).

Native Whites, 10,405; Negroes, 257; Foreign Born, 1,220; English Reading, 95%; Families, 2,026.

Schools: Public Grade, 9; High, 1; Parochial, 4. Number of Pupils: Grade, 1,800; High, 600; Parochial, 325; Orphans' Home, 150. Total number of Pupils, 2,375. Lincoln College, (324 students), and Lincoln Business College also here.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 1; German Catholic, 2; German Lutheran, 1; Christian, 1.

Banks: National, 2; State, 1; Building & Loan Association, 2; Capital, Surplus, and Undivided Profits (all banks), \$1,003,861.41; Total Deposits (all banks), 3,808,117.00; Total Resources (all banks) \$5,498,200.72; Building & Loan Associations; Total Resources, \$1,650,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), Chautauqua Hall. Total number of seats, 6,400.

Location: On the Chicago & Alton, Illinois Central (2 branches), I. C. and Ill. Traction System, also Route 4. "Federal Aid" hard road. These roads and traction lines reach to every remote corner of the State and connect with the trunk lines at Chicago, St. Louis and Kansas City.

Principal Industries: Coal, gravel, china, caskets (wood and metal), plants, flowers (800-000 feet under glass).

Manufacturing Establishments: 31. Leading firms: Brewerton Coal Co., Illinois China Co., Lincoln Casket Co., Mitchell Bros. (silk dresses), Gullett & Sons, Lincoln Sand & Gravel Co. Total value of yearly output of factories estimated at \$2,183,809.

Special Information: Lincoln is the site of Lincoln College, possesses a fine Public Library, with 2,500 volumes, and 2 hospitals with 132 beds.

Residential Features: City of homes and home owners. The streets are shaded by magnificent trees. Most workmen own their own homes.

Retail Shopping Section: Near Court House, and within three squares of railroad and traction lines. Stores unusually good for town of this size.

Trading Area: 15 miles all directions. Gravel, and oiled roads in all directions.

Wholesale Houses: Groceries, 2; fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; automobile accessories, 2; automobile tire agencies, 10; bakers, 6; cigar stores and stands (including hotels), 16; confectioners (including hotel stands), 5; druggists, 4; dry goods, 6; electrical supplies, 3; florists, 3; fruits, 2; furniture, 3; garages (public), 11; grocers, 42 (chain, 6); hardware, 8; jewelry, 3; meat markets, 6 (chain, 1); men's clothing, 6; merchant tailors, 1; milliners, 2; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 9; shoes, 6; sporting goods, 1; stationers, 2; women's apparel, 2.

Miscellaneous Data: Doctors (medical, 17); (dentists, 13); (osteopaths, 3); street car service; gas, artificial; number of meters, 1,497; electric current, alternating; number of wired houses, 2,853; water, medium.

LITCHFIELD, ILL.

(Montgomery County)

1920 Population, 6,215. (1925, est. 7,338.)

City and Suburban Estimate, 8,500. Most important cities and towns in this area are: Gillespie (pop. 5,800); Mount Olive (3,500); Hillsboro (6,000); Staunton (6,200).

Families, estimated 1,850.

Schools: Public Grade, 1; High, 1; Junior, High, 1; Parochial, 1; Number of Pupils, 1,530.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, Christian, 1.

Banks: National, 2; State, 1; Total Resources, \$3,700,000. Savings Bank Deposits Total, \$230,000.

Theatres: Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 1,600.

Location: 52 miles northwest of St. Louis, Mo., 48 miles southwest of Springfield, Ill. On Big Four, I. C., Wabash, Litchfield & Madison, C. B. & Q. Rys., and Illinois Traction System (electric). To nearest large city by railroad, 1½ hours; by auto, 2 hours.

Principal Industries: Shoes, radiators, mine hoisting equipment and steel products, and tin products.

Manufacturing Establishments: 14. Leading firms: American Radiator Co., Brown Shoe Co., Litchfield Foundry & Machine Co. and Bauman Mfg. Co.

Special Information: New Elks' Club, \$125,000; new \$65,000 Masonic home; new \$125,000 high school building, new \$300,000 waterworks; largest hospital in state outside of Chicago.

Residential Features: Mostly one-family homes. Homes at present time are greatly in demand.

Continued on page 64

ILLINOIS (Cont'd)

Litchfield (cont'd)

Retail Shopping Section: Five blocks on State Street, two on Edwards Street, three on Ryder Street, two on Kirkman Street, and three on Union Avenue.

Trading Area: Litchfield is the center of a trading area with a radius of 30 miles and a population of 90,000.

Wholesale Houses: Groceries, 1; fruits, 1; miscellaneous lines: flour, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 24; commercial auto. agencies, 8; automobile accessories, 15; automobile tire agencies, 21; bakers, 4; cigar stores and stands (including hotels), 48 (chain, 1); confectioners (including hotel stands), 52; delicatessen, 1; dressmakers, 7; druggists, 5; dry goods, 10; department stores, 2; electrical supplies, 7; florists, 1; fruits, 1; furniture, 4; garages (public), 14; grocers, 36 (chain, 3); hardware, 4; jewelry, 2; meat markets, 15; men's furnishings, 8; men's clothing, 8; merchant tailors, 3; milliners, 2; opticians, 4; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 4; restaurants (including hotels), 11; shoes, 12; sporting goods, 5; stationers, 7; women's apparel, 12.

Miscellaneous Data: Doctors (medical, 11), (dentists, 6), (osteopaths, 1); number of wired houses, 1,000; gas, artificial; electric current, alternating; number of automobile registrations, 1,100; water, hard and soft.

MACOMB, ILL.

(McDonough County)

1920 Population, 8,714 (1928, est. 8,228).

City and Suburban Estimate, 12,000.

Native Whites, 85%; Negroes, 1%; Foreign Born, 14%; Industrial Workers, 25%; English Reading, 90%.

Schools: Public Grade, 12; High, 5; Junior High, 1; Parochial, 1.

Churches: Baptist, 4; Christian Science, 2; Episcopal, 2; Methodist, 8; Presbyterian, 3; Roman Catholic, 3.

Banks: National, 6; State, 9.

Theatres: Legitimate, 3; Moving Pictures, 8.

Location: Burlington R.R. Center of McDonough County. Hard roads building four ways from city.

Principal Industries: Clay and Steel.

Manufacturing Establishments: 10. Leading firms: American Steel Products Co., Illinois Electric Porcelain Co., Macomb Sewer Pipe Works, Buckeye Pottery Co., Western Stone-ware Co., Macomb Mfg. Co.

Special Information: Population is American and the diversified nature of the manufactories keep some of them going the year round, the depression not coming at the same time owing to the difference of their nature. Agriculture is extensive owing to the excellent quality of the soil.

Residential Features: City is noted for the many families who own their homes; there are no continuous rows of residences built alike by companies. Building boom is owing to the great demand for homes. Some residences have four families quartered in them.

Retail Shopping Section: Business district is on the public square and six streets that lead into it. There are a number of small grocery stores located at different points in the residential district and one or two eating places.

Trading Area: Extends for twenty miles in all directions, and further for larger articles owing to the location of the city from other large places.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial automobile agencies, 7; automobile accessories, 4; automobile tire agencies, 5; bakers, 3; cigar stores and stands (including hotels), 4; confectioners (including hotel stands), 2; dressmakers, 1; druggists, 8; dry goods, 4; department stores, 3; electrical supplies, 3; florists, 3; fruits, 1; furniture, 2; furriers, 1; garages (public), 4; grocers, 12; hardware, 2; jewelry, 3; meat markets, 6; men's furnishings, 4; men's clothing, 4; merchant tailors, 3; milliners, 5; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 2; shoes, 4; sporting goods, 2; stationers, 2.

MARION, ILL.

(Williamson County)

1920 Population, 9,582. (1925 est. 12,805).

City and Suburban Estimate, 16,000. Most important cities and towns in this area are: Herrin, (pop. 10,000); Johnston City (7,000); Carterville (3,500); Creal Springs (1,200).

Native Whites, 90%; Negroes, 2%; Foreign Born, 8%; Industrial Workers, 5%; English Reading, 95%; Families, 2,550.

Schools: Public Grade, 6; High, 1; Junior High, 1; Number of Pupils, 3,000.

Churches: Baptist, 6; Christian Science, 1; Methodist, 3; Presbyterian, 1; Miscellaneous, 6.

Banks: National, 1; State, 2; Capital, Surplus, and Undivided Profits (all banks) \$612,800.60; Total Deposits (all banks) \$4,595,511.20; Total Resources (all banks) \$5,301,271.80; Savings Bank Deposits Total, \$1,500,000; Building & Loans, \$3,000,000; Total Bank Clearings (12 months) \$80,000,000.

Theatres: Legitimate, 2; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 4,800.

Location: 300 miles south of Chicago, 100 miles southeast of St. Louis in the center of district known as Egypt. Midway between Ohio and Mississippi Rivers. In the heart of Illinois coal field, located on Illinois Central, Chicago and the Eastern Illinois, Missouri Pacific and Marion and Eastern Railroads, with interurban connection via Coal Belt Electric to Herrin and Carterville and by excellent bus and truck service to all parts of Southern Illinois. Headquarters Egyptian Transportation Co.

Principal Industries: Coal industry, District offices of the Central Illinois Public Service Co. Marion is the leading jobbing center for the section.

Special Information: Is located where officers of coal company and mining men live here, but no mines are within three miles of city. The newly developed fruit district just south of Marion makes it a distributing point for fruits and vegetables.

Residential Features: Mostly one-family houses. Private homes predominate and most of the people own their own. Four fine residential sections. Population is almost entirely American. There is large foreign population in two other cities in county but very few in Marion.

Retail Shopping Section: Extends from public square which is heart of business district and terminal for auto bus lines from four directions, for 8 blocks on North Market Street, 2 on East Main Street, 10 on West Main Street and 1 to 4 blocks each way on parallel streets in each direction.

Trading Area: Extends 12 miles north, west and east and 25 miles south.

Wholesale Houses: Groceries, 5; fruits, 1; hardware, 1; miscellaneous lines: mine supplies, 2; confectionery, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 20; commercial auto. agencies, 5; automobile accessories, 30; automobile tire agencies, 10; bakers, 3; cigar stores and stands (including hotels), 20 (chain, 1); confectioners (including hotel stands), 8; delicatessen, 2; druggists, (chain, 1); dry goods, 8; department stores, 1; electrical supplies, 3; florists, 3; fruits, 20; furniture, 3; furriers, 1; garages (public), 10; grocers, 83 (chain, 7); hardware, 4; jewelry, 4; meat markets, 22 (chain, 1); men's furnishings, 5; men's clothing, 5; merchant tailors, 6; milliners, 8; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 4; radio supplies, 6; restaurants, 9.

Miscellaneous Data: Doctors (medical, 12); (dentists, 5); (osteopaths, 2); street car service; gas, natural and artificial; number of meters, 1,629; electric current, alternating; number of wired houses, 3,382; number of automobile registrations, 2,800; water, hard.

MARSEILLES, ILL.

(La Salle County)

1920 Population, 3,391 (1926 school census, 3,993).

City and Suburban Estimate, 4,300.

Native Whites, 80%; Negroes, 5%; Foreign Born, 15%; Industrial Workers, 60%; English Reading, 95%; Families, 825.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Methodist, 1; Roman Catholic, 1; Miscellaneous, Universalist, Trinity Lutheran, Immanuel Lutheran.

Banks: National, 1; Total Resources, \$1,500,000.

Theatres: Legitimate, 1; Moving Pictures, 1. Total number of seats, 890.

Location: C. R. I. & P. Ry.—Illinois Traction System I. & M. Canal. On route of Lakes to Gulf Deep Waterway, 70 miles from Chicago. Ivy Way concrete road.

Principal Industries: Paper Carton Factories, roofing, hydro-electric power, coal mine.

Manufacturing Establishments: 5. Leading firms, National Biscuit Co., Certainated Product Corp., Ill. Power & Light Corp., Marseilles Land & Water Power Co. Total value of yearly output of factories estimated at: Not known, but annual factory payroll is \$2,250,000.

Special Information: Marseilles is located on the direct route of the Lakes to Gulf Deep Waterway, 70 miles Southwest of Chicago. Factories run full time year round, with rich farming land surrounding the city.

Residential Features: Mostly one family residences, with majority owning their own homes.

Retail Shopping Section: Main business section four blocks in length with eight side streets.

Trading Area: Average trading area, 10 miles in each direction. Fine trolley service.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial automobile agencies, 6; automobile accessories, 11; automobile tire agencies, 12; bakers, 5; cigar stores and stands (including hotels), 35; confectioners (including hotel stands), 30; dressmakers, 1; druggists, 3; dry goods, 5; department stores, 3; electrical supplies, 3; florists, 1; fruits, 1; furniture, 1; garages (public), 6; grocers, 38 (chain, 4); hardware, 2; jewelry, 1; meat markets, 5; men's furnishings, 4; men's clothing, 5; merchant tailors, 2; milliners, 1; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; restaurants (including hotels), 4; shoes, 5; sporting goods, 3; stationers, 3; women's apparel, 1.

Miscellaneous Data: Doctors (medical, 4); (dentists, 3); gas, artificial; electric current, alternating; water, hard.

MATTOON, ILL.

(Coles County)

1920 Population, 13,552.

City and Suburban Estimate, 60,600.

Native Whites, 97%; Negroes, 1%; Foreign Born, 2%; Industrial Workers, 50%; English Reading, 99% plus; Families, 3,200.

Schools: Public Grade, 8; Parochial, 1; Number of Pupils, 3,000.

Churches: Baptist, 1; Christian Science, 2; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 5.

Banks: National, 1; State, 2; Total Resources, \$5,000,000. Savings Bank Deposits Total, \$2,500,000.

Theatres: Moving Pictures, 4; Vaudeville, 1; Miscellaneous (Auditorium, etc.), 1. Assn. of Commerce Bldg. Total number of seats, 3,000.

Location: I. C. R. R., also Big Four—Division point for both. Trolley line to Charleston. Intersection of state concrete roads No. 16 and No. 25. To nearest large city, by railroad, 1½ hours; by auto, 2 hours.

Principal Industries: Engine manufacturing plant, meter box foundry, shoe manufacturing plant, ice cream and dairy plant, 2 railroad shops of Illinois Central and Big Four.

Manufacturing Establishments: 6. Leading firms: Chase Engine Co., Chase Engine Works, Brown Shoe Co., Clark Meter Box Co., Ken Hose Supporter Foundry, Mattoon Ice Cream & Dairy Co., Iron's Stone Factory, Home Manufacturing Co., three baking companies.

Special Information: Mattoon has 3 trunk line R. R. I. C. Chicago Division, I. C. Ind. Division, Big Four. In the heart of the Ill. broom corn district. Mattoon has 2 state bond issue trunk line roads: Route 25, "Egyptian Trail," extending from Chicago to Cairo; Route 16, Big Four Trail, extending from Indianapolis to St. Louis.

Residential Features: Mostly private homes. Average value of homes is \$6,500 to \$8,500. Wide shaded streets and well kept boulevards and many beautiful shade trees.

Retail Shopping Section: Extends from 1400 to 1900 Broadway and 19th to 21st and Western. Groceries, meat and milk stations are located in all sections of town, together with the usual filling stations.

Trading Area: Mattoon has a contributing population of 60,000. A trading radius of 30 miles with no competitive cities nearer than forty miles.

Wholesale Houses: Groceries, 2; meats, 2; fruits, 2; hardware, 2; dry goods, 1; candy, 4; produce, 2; poultry, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; automobile accessories, 6; automobile tire agencies, 12; bakers, 5; cigar stores and stands (including hotels), 100; confectioners (including hotel stands), 4; delicatessen, 1; dressmakers, 100; druggists, 9; dry goods, 10; department stores, 4; electrical supplies, 3; florists, 3; fruits, 8; furniture, 4; garages (public), 9; grocers, 72 (chain, 5); hardware, 4; jewelry, 4; meat markets, 7 (chain, 1); men's furnishings, 7; men's clothing, 7; merchant tailors, 3; milliners, 6; opticians, 5; photographers, 3; pianos (and musical instruments), 2; radio supplies, 5; restaurants (including hotels), 12; shoes, 7; sporting goods, 10; stationers, 3; women's apparel, 3.

Miscellaneous Data: Average temperature, 53 degrees; most pleasant months, April, May, June, July, October, November; doctors (medical, 20); (dentists, 9); (osteopaths, 2); number of wired houses, 3,500; street car service; gas, artificial; electric current, alternating; water, hard and soft.

MOLINE, ILL.

(Rock Island County)

1920 Population, 30,734 (including East Moline, (1925 est. 44,576).

City and Suburban Estimate, 150,000.

Native Whites, 75%; Negroes, 5%; Foreign Born, 20%; Industrial Workers, 60%; English Reading, 98%; Families, 13,240.

Schools: Public Grade, 20; High, 1; Junior High, 2; Parochial, 2; Number of Pupils, 7,884.

Churches: Baptist, 3; Lutheran, 5; Christian Science, 1; Congregational, 4; Episcopal, 1; Methodist, 4; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 11.

Banks: State, 6; Total Resources (all banks) \$28,562,856.82; Savings Bank Deposits Total, (all banks) \$24,887,968.20.

Theatres: Moving Pictures, 8; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 9,300.

Location: On south shore of Mississippi River and near mouth of Rock River, adjoining Rock Island Arsenal, and 178 miles west of Chicago. Main line C. R. I. & P. branch of the C. B. & Q., and the C. M. & St. Paul R.R.s. steamboats to New Orleans and to St. Paul. Bus line to northern and eastern Iowa, also in Illinois to points north and east, connecting with line to Chicago. To nearest large city, by railroad, 4 hours; by automobile, 6 hours.

Principal Industries: Plows and iron, automobiles, automobile bodies, machinery, agricultural implements, railroad shops, government arsenal, laundry machinery, Buddy L. Toys.

Manufacturing Establishments: 85. Leading firms: International Harvester Co., John Deere Plow Works, Moline Implement Co., John Deere Wagon Works, Deere Harvester Co., Marseilles Co., Union Malleable Iron Co., Moline Pressed Steel, E. H. Wilson Mfg. Co., Veile Motor Corp., Williams, White & Co., National Licorice Co., C. R. I. & P. Ry. shops, Republic Iron & Steel Works, Moline Furniture Works, Troy Laundry Machinery Company.

Special Information: Moline is located 179 miles west of Chicago, having three good railroads, and 2 paved main highways which deliver merchandise to this community quickly. There are four cities grouped together: Moline, East Moline, Rock Island, and Davenport, Iowa, forming a "Quad City" of 150,000 people. Moline is recognized as the implement center of the world, noted for its government locks which afford low freight rates on the Mississippi River, and for its new community-owned million-dollar 15-story first-class hotel, having 200 rooms and 70 apartments.

Residential Features: Mostly one, and two-story houses. Privately owned homes predominate, 84% of which are owned by occupants. Foreign, and small negro settlement in outlying section of city. Many beautiful homes on the hill-tops on which this city is mainly built. Homes in the latter section total in value some three million dollars.

Retail Shopping Section: The main business section extends from 12th St. east, to 19th St. on Fifth Ave., Sixth Ave., from 14th St. to 17th St., and 15th St. from Fourth Ave. to Seventh Ave., also some business houses on 12th, 13th, 14th, 16th, 17th Sts. from Fourth to Seventh Aves., thus giving 19 city blocks to main business section. There are ten outlying smaller retail sections.

Trading Area: Retail business extends 40 miles east, and 40 miles south and north, equipped with bus lines on well paved roads and on highways, 3 and 7. Area west is Rock Island and Davenport (Iowa), from which we get considerable trade.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 3; automobile accessories, 12; automobile tire agencies, 13; bakers, 7; cigar stores and stands (including hotels), 27; confectioners (including hotel stands), 20; delicatessen, 4; dressmakers, 30; druggists, 23; dry goods, 10; department stores, 4; electrical supplies, 5; florists, 5; fruits, 6; furniture, 6; garages (public) 14; grocers, 178 (chain, 9); hardware, 11; jewelry, 6; meat markets, 47; men's furnishings, 11; men's clothing, 14; merchant tailors, 13; milliners, 5; opticians, 6; photographers, 6; pianos (and miscellaneous musical instruments), 4; radio supplies, 8; restaurants (including hotels), 26; shoes, 18; sporting goods, 4; stationers, 2; women's apparel, 5.

Miscellaneous Data: Average temperature, 50 degrees; average number of rainy days per twelve months, 112; most pleasant months, May, June, July, October, November. Doctors (medical, 46); (dentists, 23); (osteopaths, 1); street car service; gas, artificial; electric current, alternating and direct; water, hard and soft.

See announcement page 65

MONMOUTH, ILL.

(Warren County)

1920 Population, 8,116 (1926, est. 9,456).

City and Suburban Estimate, (including trade territory), 35,000.

Native Whites, 90%; Negroes, 10%; Industrial Workers, 80%; English Reading, 100%; Families, 2,000.

Schools: Public Grade, 4; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 2,000.

Churches: Baptist, 3; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; United Presbyterian, 4; Roman Catholic, 1; Lutheran, 1; Christian, 1.

Banks: National, 3; State, 1; Capital, Surplus, and Undivided Profits (all banks), \$1,380,000.; Total Resources (all banks), \$8,000,000.; Savings Bank Deposits Total, \$6,600,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 2,500.

Location: On main line of C. B. & Q. R.R. (from Chicago to Burlington), M. & St. L. R.R. (branch line of C. B. & Q. to Rock Island to St. Louis), 2 miles from Santa Fe R.R., interurban service from Monmouth to Tri-Cities. Monmouth is on the state highway trail, cement-paved from Monmouth to Burlington and Chicago, also south to southern Illinois and north to Tri-Cities. Bus lines now running to all nearby larger cities. To nearest large city by railroad, 1½ hours; by auto, 2 hours.

Principal Industries: Potteries, farm implements, silos, mittens, large retail center for extensive farming community. Few retired farmers.

Manufacturing Establishments: 15. Leading firms: Brown, Lynch Scott Co., Fattee Plow Co., Western Stoneware Co., Monmouth Silo Co., Monmouth Gate Co., Boss Mfg. Co.

Special Information: Monmouth is located in the heart of the corn belt of Illinois. Fine pure-bred live stock raised in this territory. A wealthy farming community and educational center. Monmouth College and Conservatory of Music with 600 students, is located here. Well equipped Y. M. C. A., and large state armory.

Residential Features: Monmouth has about 2,500 homes; few apartment houses. Homes are not elaborate but are neatly built and well kept. There are a number of mansions owned by the wealthier class of people. City is known as the "Maple City" from its profusion of beautiful shade trees.

ILLINOIS (Cont'd)

Retail Shopping Section: Extra large—as large in many respects as that of a town of 25,000. The wide trade territory dependent on Monmouth accounts for it. Monmouth retail merchants offer as much, or more than many larger cities.

Trading Area: 20 miles west to Mississippi River, 30 miles north, 30 miles south, 10 miles east.

Wholesale Houses: Groceries, 1; meats, 2; fruits, 2; miscellaneous lines, 12.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial automobile agencies, 10; automobile accessories, 10; automobile tire agencies, 10; bakers, 1; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 8; dressmakers, 20; druggists, 4; dry goods, 4; department stores, 1; electrical supplies, 5; florists, 2; fruits, 3; furniture, 4; garages (public), 10; grocers, 34 (chain, 5); hardware, 3; jewelry, 4; meat markets, 6; men's furnishings, 5; men's clothing, 5; merchant tailors, 4; milliners, 6; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 15; restaurants (including hotels), 8; shoes, 6; sporting goods, 1; stationers, 2; women's apparel, 5.

Miscellaneous Data: Average temperature, 50 degrees; average number of rainy days per twelve months, 55; most pleasant months, April, May, June, Sept., Oct. Doctors (medical, 16); (dentists, 8); (osteopaths, 5); gas, artificial; number of meters, 2,015; electric current, alternating; number of wired houses, 2,953; water, hard.

MORRIS, ILL.

(Grundy County)

1920 Population, 4,505 (1926 est. 5,800).

Native Whites, 84%; **Negroes,** 1%; **Foreign Born,** 15%; **Industrial Workers,** 25%; **English Reading,** 85%; **Families,** 1,800.

Schools: Public Grade, 4; High, 1; Parochial, 1.

Churches: Baptist, 1; Christian Science, 1; Methodist, 1; Roman Catholic, 1; Miscellaneous, Federated, 1; Lutheran, 1; Free Methodist, 1.

Banks: National, 3; State, 1.

Theatres: Moving Pictures, 2. Total number of seats, 1,500.

Location: 62 miles S. W. of Chicago on C. R. I. & P. R.R. and State Aid Route No. 7. County seat of Grundy County. Illinois & Mich. Canal; Illinois Traction Electric, and Fox and Illinois Union Electric railways.

Principal Industries: Paper boxes, light grey iron castings, cigar trade specialties, tanning hides, paper mills, carbonated beverages.

Manufacturing Establishments: 12. Leading firms: Morris Paper Mills, Illinois Foundry, Coleman Hardware Co., Woelfel Leather Co., Morris Cutlery Co., Northwestern Corp., Morris Bottling Works.

Special Information: Location of the city in the heart of the finest farming district in the state of Illinois makes it a large grain shipping center, with branch elevators in the surrounding communities on the electric railway with connection to the Rock Island lines.

Residential Features: Mostly one-family houses, and two apartment buildings, also small 4-flat buildings. Some residences are of the finest type.

Retail Shopping Section: On Liberty, 9 blocks; Washington, 8 blocks; Jefferson, 2 blocks; Main, 2 blocks; Jackson, 1 block. This takes in the territory from Courthouse Square at Washington St. and Liberty, north on Liberty St. to the C. R. I. & P. R.R. crossing, and two side streets. There are several outlying "neighborhood" stores that deal in groceries and meats, as well as soft drinks.

Trading Area: Extends 20 miles south, 10 miles east, 15 miles north and 10 miles west. Considerable business is also secured from smaller villages that are from 10 to 15 miles in different directions from Morris.

Wholesale Houses: Miscellaneous lines: wholesale candy, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 25; commercial auto, agencies, 7; automobile accessories, 15; automobile tire agencies, 20; bakers, 2; cigar stores and stands (including hotels), 23; confectioners (including hotel stands), 28; dressmakers, 7; druggists, 4; dry goods, 3; department stores, 2; electrical supplies, 2; florists, 3; fruits, 11; furniture, 2; garages (public), 15; grocers, 7 (chain, 4); hardware, 3; jewelry, 4; meat markets, 5; men's clothing, 5; merchant tailors, 3; milliners, 2; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 4; restaurants (including hotels), 8; shoes, 5; sporting goods, 4; women's apparel, 5.

Miscellaneous Data: Average temperature 70 degrees; average number of rainy days per twelve months, 45; most pleasant months, May, June, Sept., Oct. Doctors (medical, 6); (dentists, 4); (osteopaths, 1); gas, artificial; electric current, alternating; number of wired houses, 900; water hard.

MOUNT CARROLL, ILL.

(Carroll County)

1920 Population, 1,806.

City and Suburban Estimate, 3,000.

Native Whites, 95%; **Foreign Born,** 5%; **English Reading,** 100%; **Families,** 500.

Schools: Public Grade, 1; High, 1; Number of Pupils, 595. Francis Shimer School (a girl's school), 300 pupils, affiliated with University of Chicago.

Churches: Baptist, 1; Catholic, 1; Methodist, 1; Miscellaneous, 4; U. B. I. Lutheran, 1, Church of God 1, Dunkard Brethren 1.

Banks: State, 2; Total Resources, (all banks) \$2,400,000. Savings Bank Deposits Total (all banks) \$700,000.

Theatres: Moving Pictures, 1. Total number of seats, 328.

Location: Mount Carroll is 128 miles west of Chicago on the main line of the C. M. & St. P. to Omaha. To nearest large city by railroad, 1 hour; by auto, 1 hour.

Principal Industries: Farming and stock raising.

Manufacturing Establishments: 4. Leading firms: G. W. Ivy & Sons, T. A. Wachtel & Son, Mt. Carroll Bottling Works, Mt. Carroll Overall Factory.

Special Information: Mount Carroll is surrounded by some of the finest scenery in the state. Special attractions are Smith's Cave Park, City Park, Caroline Mark Home Park. It has well paved streets, court house, and Carnegie Library.

Residential Features: Nearly all one-family houses, several flats and apartment houses built of frame, brick, and concrete pebble.

Retail Shopping Section: Covers four blocks west and north of Court House Park; fine stores, excellent stocks of goods.

Trading Area: Extends throughout Carroll County and into Jo Daviess County. People come from a distance of 20 miles and more, on account of the good roads.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial automobile agencies, 2; automobile accessories, 5; automobile tire agencies, 7; bakers, 1; cigar stores and stands (including hotels), 16; confectioners (including hotel stands), 5; delicatessen, 1; dressmakers, 6; druggists, 2; dry goods, 3; electrical supplies, 2; florists, 1; fruits, 6; furniture, 2; garages (public), 7; grocers, 3; hardware, 2; jewelry, 1; meat markets, 2; men's furnishings, 2; men's clothing, 2; merchant tailors, 1; milliners, 2; opticians, 3; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 5; shoes, 3; sporting goods, 2; stationers, 2; women's apparel, 3.

Miscellaneous Data: Most pleasant months, May to December. Doctors (medical, 4); (dentists, 3); electric current, alternating and direct; water, hard and soft.

MOUNT VERNON, ILL.

(Jefferson County)

1920 Population, 9,815 (1924, est. 14,025).

City and Suburban Estimate, 60,000. Most important cities and towns in this area are: Ashley (pop. 800); Wayne City (600); Nason (500); Blufford (600).

Native Whites, 95%; **Negroes,** 4%; **Foreign Born,** 1%; **Industrial Workers,** 25%; **English Reading,** 95%; **Families,** 3,400.

Schools: Public Grade, 7; High, 1; Number of Pupils, 3,000.

Churches: Baptist, 3; Christian Science, 1; Episcopal, 1; Methodist, 5; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 23.

Banks: National, 2; State, 1; Total Resources (all banks) \$5,000,000. Savings Bank Deposits Total (all banks) \$500,000.

Theatres: Legitimate, 3; Moving Pictures, 3; Vaudeville, 1. Total number of seats, 3,200.

Location: Is 75 miles east of St. Louis, on A. P. Highway. On L. & N., southern, C. & E. I. and W. C. & W. R.R.s; also Nason interurban. To nearest large city by railroad, 3 hours, by auto, 3 hours.

Principal Industries: Steel car manufacturing (one of the largest car-wheel foundries in the country), shoe factory, knitting mills, undergarment factory, stove foundry, canning factory, flour mills, candy factories. Total value of yearly output of factories estimated at \$50,000,000.

Special Information: Located on five railroads, three of which are trunk lines.

Residential Features: Mostly one and two-family homes. Private homes predominate. New residences being built daily.

Retail Shopping Section: Extends from public square, which forms heart of business districts. Business streets run parallel two or three blocks, with usual small groceries, confectioneries, and other small shops in outlying sections of city.

Trading Area: Twenty-five miles around city.

Wholesale Houses: Groceries, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 13; commercial automobile agencies, 13; automobile accessories, 6; automobile tire agencies, 6; bakers, 5; cigar stores and stands (including hotels), 7; confectioners (including hotel stands), 6; dressmakers, 20; druggists, 4; dry goods, 5; department stores, 2; electrical supplies, 4; florists, 2; fruits, 2; furniture, 4; grocers, 20 (chain, 3); hardware, 3; jewelry, 3; meat markets, 10 (chain, 1); men's furnishings, 5; men's clothing, 5; merchant tailors, 3; milliners, 7; opticians, 6; photographers, 5; pianos (and miscellaneous musical instruments), 5; radio supplies, 4; restaurants (including hotels), 15; shoes, 5; sporting goods, 1; stationers, 1; women's apparel, 5.

Miscellaneous Data: Average temperature 66 degrees; average number of rainy days per twelve months, 114; most pleasant months, April, May, Sept., Oct., Nov. Doctors (medical, 28); (dentists, 10); (osteopaths, 2); gas, artificial; number of meters, 1,500; electric current, alternating and direct; number of wired houses, 2,200; water, hard.

MURPHYSBORO, ILL.

(Jackson County)

1920 Population, 10,703 (1926 est. 12,580).

City and Suburban Estimate, 50,000. Most important cities and towns in this area are: Carbondale (pop. 10,000); Ava (2,500); Elkhartville (1,500); Gorham (1,500).

Native Whites, 90%; **Negroes,** 8%; **Foreign Born,** 2%; **Industrial Workers,** 20%; **English Reading,** 100%; **Families,** 2,200.

Schools: Public Grade, 5; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 2,800.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Lutheran, 3; Christian, 1.

Banks: National, 2; State, 2; Total Resources (all banks) \$3,844,656.69.

Theatres: Moving Pictures, 2. Total number of seats, 2,000.

Location: On the Mobile & Ohio (St. Louis Div.), Illinois Central, and the Missouri Pacific Rys. Interurban service to Carbondale connecting with the main line of the I. C. R.R. To nearest large city by railroad, 3 hours; by auto 4 hours.

Principal Industries: Coal mines, shoe factory, shale paving bricks, ice plants, flour mills, iron works, ice and packing plant, silica refinery.

Manufacturing Establishments: 5. Leading firms: Murphysboro Paving Brick Co., Brown Shoe Co., Egyptian Iron Works, Southern Illinois Milling Co., Anchor Ice & Packing Co., Isco-Bautz Silica Mfg. Co., Acme China Co.

Special Information: Trading center for a 25 mile-radius. Farmers, coal miners, and fruit growers all trade at Murphysboro, which is the county seat.

Residential Features: One-family houses predominate, eighty per cent of which are owned by occupants.

Retail Shopping Section: Extends around the public square, 9 blocks west on Walnut Street, 3 blocks east, 3 blocks north.

Trading Area: 25 miles north, west, south, and east. Largest neighboring city is 35 miles distant.

Wholesale Houses: Groceries, 4; meats, 1; fruits, 1; dry goods, 1; miscellaneous lines: candy, 1.

Continued on page 66

"Greatest Newspaper in Western Illinois"

MOLINE DAILY DISPATCH

Moline-East Moline, Illinois

The only daily newspaper published in these two adjoining cities, practically one city in every way except that each has its own municipal government and its own business section. One significant fact is that among the 48,000 people—

84% Own Their Own Homes

This manufacturing center is one of the most prosperous in the state of Illinois. Its manufacturing industries, nearly one hundred, are all running and have been for the past two years—Molins are busy, they are happy, they are contented, and they are "sold" on their city. The wages and salaries of this army of workers during the year 1926 will make up a—

\$14,000,000.00 Payroll

The circulation of the Dispatch is practically all close-in circulation, having only one "run" and therefore every subscriber receives a complete and final home edition. Subscribers in the suburban towns within a radius of 40 miles in our territory have the same service as the people in the city. That is one reason—

85% of Circulation is Home Delivered

When planning your campaign be sure to investigate the Moline-East Moline field.

National Representatives

THE ALLEN-KLAPP COMPANY

1615 Tribune Tower
Chicago

489 Fifth Ave.
New York City

ILLINOIS (Cont'd)

Murphysboro (cont'd)

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto. agencies, 3; automobile accessories, 3; auto. tire agencies, 11; cigar stores and stands (including hotels), 10 (chain, 1); confectioners (including hotel stands), 7; dressmakers, 6; druggists, 5; dry goods, 11; department stores, 3; electrical supplies, 4; florists, 2; fruits, 4; furniture, 4; garages (public), 9; grocers, 40 (chain, 2); hardware, 3; jewelry, 3; meat markets, 5 (chain, 1); men's furnishings, 8; men's clothing, 8; merchant tailors, 3; milliners, 3; opticians, 4; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 3; restaurants (including hotels), 8; shoes, 5; sporting goods, 4; stationers, 2; women's apparel, 3.

Miscellaneous Data: Most pleasant months, April, May, June, Sept., Oct. Doctors (medical, 16); (dentists, 7); (osteopaths, 1); street car service, gas, natural and artificial mixed; electric current, alternating; number of wired houses, 2,000; number of automobile registrations, 6,000; water, soft.

OLNEY, ILL.

(Richland County)

1920 Population, 4,491 (1925 est. 6,238).

City and Suburban Estimate: Most important cities and towns in this area are: Sumner (pop. 1,300); West Salem (900); Clay City (800); West Liberty (700).

Native Whites, 95%; Foreign Born, 5%; Industrial Workers, 20%; English Reading, 100%; Families, 1,400.

Schools: Public Grade, 2; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 1,200.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 1; State, 1; Capital, Surplus, and Undivided Profits (all banks) \$225,000.; Total Deposits (all banks) \$1,960,000.; Total Resources (all banks) \$2,250,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 3,500.

Location: Evansville and Chicago Div. of I. C. and B. & O.

Principal Industries: Branch of International Shoe Co., employing 500; branch of Sexton Mfg. Co., employing 140 (garment and underwear); glove factory, artificial ice, wholesale ice cream, 2 large bakeries.

Manufacturing Establishments: 6. Leading firms: International Shoe Co., Sexton Mfg. Co., Ebner Ice & Cold Storage Co.

Special Information: The Olney Sanatorium, established 25 years, with modern methods and staff, 120 rooms and wards.

Residential Features: Five miles of sheet asphalt paving in business and principal residence sections. On Midland Trail, St. Louis to Vincennes.

Retail Shopping Section: Main St. and White Ave.

Trading Area: East 14 miles, south 15, west 18, north 12.

Wholesale Houses: Groceries, 1; Miscellaneous lines: jewelry, thrasher and mill supplies.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; automobile accessories, 4; automobile tire agencies, 8; bakers, 3; cigar stores and stands (including hotels), 3; confectioners (including hotel stands), 5; delicatessen, 2; dressmakers, 4; druggists, 3; dry goods, 8; department stores, 2; electrical supplies, 2; florists, 1; furniture, 2; garages (public), 6; grocers, 12 (chain, 2); hardware, 3; jewelry, 3; meat markets, 5; men's furnishings, 5; men's clothing, 4; merchant tailors, 2; milliners, 2; opticians, 3; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 5; shoes, 10; sporting goods, 2; women's apparel, 2.

Miscellaneous Data: Doctors (medical, 12); (dentists, 4); (osteopaths, 2); gas, artificial; number of meters, 550; electric current, alternating; number of wired houses, 1,200; number of automobile registrations, 890; water, soft.

OTTAWA, ILL.

(La Salle County)

1920 Population, 10,816 (1926 school census 14,374).

City and Suburban Estimate, no suburbs—see trading area. Most important cities and towns in this area are: Marseilles (pop. 3,500); Seneca (1,005); Grand Ridge (600); Utica (13,307).

Native Whites, 72.8%; Negroes, .05%; Foreign Born, 22.2%; Industrial Workers, 14%; English Reading, 97.2%; Families, 2,899.

Schools: Public Grade, 6; High, 1; College, 1; Business College, 1; Parochial, 6; Number of Pupils, 1,603.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 3; Miscellaneous, 6.

Banks: National, 2; State, 3; Capital, Surplus, and Undivided Profits (all banks), \$1,427,931; Total Deposits (all banks), \$8,077,420; Total Resources (all banks), \$9,920,816. Total Savings Banks Deposits \$3,703,200.

Theatres: Legitimate, 2; Moving Pictures, 4; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 10. Total number of seats, 9,132.

Location: At the junction of the Illinois and Fox Rivers, 82 miles from Chicago, S. W. Served by C. B. & Q. and C. R. I. & P. Rys. Close connection with Santa Fe and Ill. Central Rys. Interurban line (Chicago to St. Louis), passenger and express only; on lines through motor bus service, Chicago to St. Louis; on State hard road routes Nos. 7 and 23, connection with other principal towns through state hard roads; a principal port on the proposed Great Lakes to Mississippi River ship canal now building; 6 miles from larger locks than those of the Panama Canal. To nearest large city by railroad, 1 hour; by auto, 1 hour, 25 minutes.

Principal Industries: Sand (silica, building, moulding, polishing, paint, body); glass (plate glass, windshields, cathedral glass, glass marbles, etc.), farm machinery, pianos, fireproof tile for building, fire-brick, retorts, terra cotta tile, packing plant, sash, door and mill work, magnastone for flooring and building stucco, radium watch and clock dials, garters and waists, wagons, garage, door, and other hardware specialties, oil-burning heaters, blank books, office supplies, large cucumber plant with 4 glass hothouses, 900 x 80 ft. and 2 additional 250 ft hothouses propagating; heating plant, shipping rooms and garden space. Home office of Northwestern Union Life Insurance Co., \$1,500,000 policies in force.

Manufacturing Establishments: 45. Leading firms: National Plate Glass Co. (Fisher Body Co. owners), National Fireproofing Co., American Magnastone Corp., King & Hamilton Co., Chicago Retort & Firebrick Co., Herrick Clay Works, J. E. Porter Co., U. S. Silica Sand Co., Ottawa Silica Co., Standard Silica Sand Co., Crescent Silica Sand Co., E. P. Johnson Piano Factory, Peltier Glass Mfg. Co., Radium Dial Works, Illinois Office Supply Co., W. H. Knowles Foundry & Machine Co. Total value yearly output factories estimated at \$16,250,000.

Special Information: Large silica sand deposits (practically unlimited supply and uses). About 100 sand producing concerns within radius of 10 miles. Has Public Library, parks and playgrounds, clubs, etc. Country Golf Club, Boat Club, Elks Home, Masonic Temple, K. O. Club House, Rotary and Kiwanis Clubs, Armory and three units of National Guards, Boy Scouts (7 troops), with salaried scout executives, Campfire Girls, rural pig, calf, and work clubs for children. County farm and home bureaus, Chamber of Commerce and Merchants' Association, Salvation Army Temple, and Y. M. C. A. building in course of construction.

Residential Features: Fine residential sections. East and south side residential districts separated from business district by Illinois and Fox Rivers. West side residential section largest, principally modest homes, mostly privately owned by working and small business people, except one long street of more pretentious homes, averaging possibly 10,000. Several small neighborhood stores on north, west and south sides. Small workmen settlements at extreme east and west sides, outside city limits, near large factories. Fifty new homes planned for 1926.

Retail Shopping Section: The main retail shopping district is "The Loop," with Court House in the center. La Salle and Columbus Sts., from C. R. I. & P. Ry. to Illinois River, 9 blocks; Main St. from Fox River to Clay St., 7 blocks; Madison St. from Fox River to C. B. & Q. R.R. tracks, 5 blocks. A few additional garages on Clinton St. from Illinois & Michigan Canal to Washington St., 4 blocks; Court St., 1 block; and Madison to Main St.

Trading Area: About 25 miles north, 15 miles south, 10 miles west and 25 miles east. Ottawa is county seat of La Salle County. Also seat of Appellate Court for Northern District of Illinois. Large farming community within trading area, with population 56,000. This county's agricultural products valued at \$20,826,200 by latest reports, 1,400 farm families, of which 786 get their mail at Ottawa.

Wholesale Houses: Meats, 3; fruits, 2; miscellaneous lines, 2. Two co-operative supply and grain warehouses.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial automobile agencies, 6; automobile accessories, 15; automobile tire agencies, 9; bakers, 6; cigar stores and stands (including hotels), 12 (chain, 1); confectioners (including hotel stands), 10; dressmakers, 6; druggists, 8; dry goods, 7; department stores, 1; electrical supplies, 9; florists, 2; fruits, 8; furniture, 4; furriers, 1; garages (public), 32; grocers, 49 (chain, 7); hardware, 4; jewelry, 7; meat markets, 14 (chain, 1); men's furnishings, 11; men's clothing, 11; merchant tailors, 4; milliners, 9; opticians, 4; photographers, 4; pianos (and miscellaneous musical instruments), 4; radio supplies, 7; restaurants (including hotels), 14 (chain, 1); shoes, 9; sporting goods, 4; stationers, 3; women's apparel, 6.

Miscellaneous Data: Average temperature, 52.5 degrees; average number of rainy days per twelve months, 53; most pleasant months, May, June, July, August, Oct., Nov., Jan. Doctors (medical, 21); (dentists, 12); (osteopaths, 5); street car service; gas, artificial; number of meters, 3,000; electric current, alternating; number of wired houses, 3,000; water, hard.

PANA, ILL.

(Christian County)

1920 Population, 6,122 (1926, local census, 8,000).

City and Suburban Estimate, 12,000.

Native Whites, 80%; Foreign Born, 20%; English Reading, 90%.

Schools: Public Grade, 5; High, 1; Parochial, 1; Number of Pupils, 2,000.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 5.

Banks: National, 1; State, 1; Total Resources (all banks), \$4,000,000.

Theatres: Legitimate, 2; Moving Pictures, 2; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 1,800.

Location: To nearest larger city (St. Louis) by railroad, 2 hours; by auto, 4 hours.

Principal Industries: Roses, 6,000,000 shipped annually; 4 coal mines.

Manufacturing Establishments: 8. Leading firms: Waddley Packing Plant, Sugar Creek Creamery, American Greenhouse Mfg. Co.

Special Information: Pana is on 4 railroads and has 5 hard roads. Plenty of water and coal. Big coal industry, excellent shipping facilities with direct communication with Chicago, St. Louis and other big markets. Rotary, Country Club and Elks.

Trading Area: 20 miles in all directions.

Wholesale Houses: Groceries, 1; meats, 1; fruits, 1; hardware, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; automobile accessories, 2; automobile tire agencies, 8; bakers, 5; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), druggists, 5; dry goods, 6; department stores, 3; electrical supplies, 4; florists, 2; fruits, 4; furniture, 2; garages (public), 6; grocers, 23 (chain, 3); hardware, 4; jewelry, 3; meat markets, 6; men's furnishings, 3; men's clothing, 5; merchant tailors, 4; milliners, 4; opticians, 4; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 8; shoes, 5; stationers, 1; women's apparel, 3.

Miscellaneous Data: Most pleasant months, April, May, June, Sept., Oct., Nov. Doctors (medical, 12); (dentists, 4); (osteopaths, 1); gas, artificial; electric current, alternating; number of wired houses, 1,200; water, soft.

PAXTON, ILL.

(Ford County)

1920 Population, 3,033.

City and Suburban Estimate, 5,000.

Native Whites, 90%; Negroes, .003%; Foreign Born, .097%; Industrial Workers, few; English Reading, 95%; Families, 800.

Schools: Public Grade, 2; High, 1; Number of Pupils, 885.

Churches: Congregational, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous: Church of Christ, Swedish Mission, Lutheran.

Banks: National, 1; State, 2; Total Resources (all banks), \$1,990,390.

Theatres: Legitimate, 1; Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), Coliseum, Total number of seats, 2,600.

Location: On the Illinois Central R.R., main line, Chicago to New Orleans, and the C. C. C. & St. L. ("Nickel Plate"), Peoria to Sandusky, Ohio.

Principal Industries: Furniture factory, corn cannery, broom factory, clothing manufacturing company, Stein & Co., manufacturers young men's and boys' clothes.

Manufacturing Establishments: Leading firms: E. H. Stafford Furniture Co., S. H. Hill Broom Factory, Paxton Canning Co.

Special Information: Telephone plant valued at \$75,000. Free Public Library, large greenhouses, wholesale and retail; motorized fire equipment, hard road routes leading from city in every direction. Large ice cream mfg. plant, ice mfg. plant, wholesale.

Residential Features: 95% of the people own their own homes, practically every street in the residential district is paved. From the business district the city extends six blocks in each direction.

Retail Shopping Section: Market Street, Pells Street, State Street.

Trading Area: 20 miles north, 10 east, 15 west, 12 miles south.

Wholesale Houses: Miscellaneous lines: brooms, kidney beans, garments.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial automobile agencies, 2; automobile accessories, several; automobile tire agencies, several; bakers, 1; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 3; dressmakers, 5; druggists, 3; dry goods, 4; electrical supplies, 2; florists, 1; furniture, 2; garages (public), 5; grocers, 8; hardware, 2; jewelry, 2; meat markets, 3; men's furnishings, 3; men's clothing, 3; merchant tailors, 1; milliners, 4; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 6; shoes, 2; sporting goods, 2; stationers, 2.

PEKIN, ILL.

(Tazewell County)

1920 Population, 12,086 (1925, over 15,000).

City and Suburban Estimate, 16,215. Most important cities and towns in this area are: East Peoria, (pop. 2,247); Morton, (1,600); Washington, (1,195); Delavan, (1,191); South Pekin, (1,500).

Native Whites, 95%; Foreign Born, 5%; Industrial Workers, 35%; English Reading, 99%; Families, 3,702.

Schools: Public Grade, 8; High, 1; Junior High, 1; Parochial, 2; Number of Pupils, 3,607.

Churches: Baptist, 2; Congregational, 1; Episcopal, 2; Methodist, 3; Presbyterian, 1; Roman Catholic, 2; Christian, 1; German Reformed, 1; German Lutheran, 1; Miscellaneous, 2.

Banks: National, 3; Total Resources over \$6,500,000.

Theatres: Moving Pictures, 4. Total number of seats, 2,700.

Location: On Pekin & Peoria Union Ry.; "Big Four"; Chicago, Peoria & St. Louis; Chicago & Alton; Santa Fe; Chicago & Northwest; Chicago & Illinois Midland, and the Illinois Central Rys. Eagle Packet Line on Illinois River. Excellent distributing point for the Middle West or West, East, North and South, indicated by location here of several industries large for a city the size of Pekin.

Principal Industries: Corn products, distilling (alcohol), cereals, pipe and reed organs, sand and gravel, foundries, flowers (roses wholesale), leather products, paper and box board, wagons (bodies and trailers), steel compression tanks, grey iron and semi-steel castings, yeast.

Manufacturing Establishments: 11. Corn Products Refining Co., Fleischmann Yeast Co., American Distillery (industrial alcohol), Hummer Saddlery Works, Pekin Wagon Co., Quaker Oats Co., Hinner's Organ Co., McGrath Sand & Gravel Co., Pekin-Springfield Sand & Gravel Co., Pekin Foundry & Mfg. Co., Pekin Rose Gardens, Pekin Leather Products Co., Murphy & Walsh.

Special Information: Pekin is one of the few cities formerly closely allied with the liquor industries which has not suffered by prohibition. Ideal location for factory purposes, due to rail facilities and prospects of enlarged river transportation on the Illinois River under deep waterways projects. Steady growth in population, which, in spite of construction of over 700 new homes in three years, causes a scarcity of houses. Labor is very stable and contented, and no serious labor troubles have ever been recorded.

Residential Features: Eighty per cent of residents own their own homes; five apartment buildings. Even the several sections occupied by the poorer-paid workers are well kept. City maintains 40 miles of paved streets, and blocks not now paved will be taken care of within another year. Three new additions were plotted last year and another is now being planned. Pekin is located on the Chicago-St. Louis state hard road; also Pekin-Canton-Galesburg hard road, and Pekin-Bloomington hard road, now under construction. Another hard road is being planned for next year.

Retail Shopping Section: Shopping district extends two blocks from center of city in all directions with one main trade artery—Court Street, occupied by business houses for a stretch of 8 to 9 blocks. Three outlying districts. Pekin is the center, and county seat of a rich farm trading area embracing a population of over 43,000. Dirt roads are practically all oiled and well maintained. Best in this section of the state.

Trading Area: Embraces all of Tazewell County, except minor areas, but includes much of Peoria County and Fulton County on the north and northwest. Good bus service to the northwest over a wide area and excellent passenger rail service adds to business here.

Wholesale Houses: Fruits, 1; hardware, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial automobile agencies, 5; automobile accessories, 3; automobile tire agencies, 7; bakers, 7; cigar stores and stands (including hotels), 3; confectioners (including hotel stands), 9; delicatessen, 3; dressmakers, 7; druggists, 4; dry goods, 3; electrical supplies, 3; florists, 6; fruits, 2; furniture, 4; garages (public), 9; grocers, 28 (chain, 5); hardware, 3; jewelry, 2; meat markets, 6; men's furnishings, 5; men's clothing, 5; merchant tailors, 4; milliners, 2; opticians, 3; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 4; restaurants (including hotels), 10; shoes, 6; sporting goods, 3; stationers, 2.

Miscellaneous Data: Doctors (medical, 10); (dentists, 7); (osteopaths, 1); street car service; gas, artificial; number of meters, 2,487; electric current, alternating; number of wired houses, 3,662; number of automobile registrations, 1,500; water, hard.

PEORIA, ILL.

(Peoria County)

1920 Population, 76,121 (1925 est. 91,345).

City and Suburban Estimate, 189,000. Most important cities and towns in this area are: Pekin (pop. 15,000); Canton (10,928); Chillicothe (1,986); Washington (1,643).

Native Whites, 71%; Negroes, 13%; Foreign Born, 16%; Industrial Workers, 30%; English Reading, 95%; Families, 19,307.

Schools: Public Grade, 30; High, 3; Parochial, 8; Number of Pupils, Grade 9,305, Junior 1,646.

Churches: Baptist, 8; Christian Science, 3; Congregational, 4; Episcopal, 3; Hebrew, 2; Methodist, 14; Presbyterian, 10; Roman Catholic, 12; Miscellaneous, 28; Lutheran 10; Christian 5; total 99.

Banks: National, 5; State, 9; Total Resources, (all banks), \$47,658,972.91. Total Bank Clearings (all banks), (1925), \$240,174,212.52.

Theatres: Legitimate, 1; Moving Picture, 8; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2 (stock). Total number of seats, 16,800.

Location: Approximately half-way between Chicago and St. Louis, and Indianapolis and the Mississippi River; on the west bank of the Illinois River, on Peoria Lake; 111 miles

ILLINOIS (Cont'd)

east of the Mississippi, and 111 miles west of the Indiana state line. Served by 13 steam and 2 electric roads. To nearest large city by railroad, 4½ hours; by auto, 6 hours.

Principal Industries: Agricultural implements, tractors, washing machines, furnaces, steel wire fencing, cordage, chemicals and drugs, corn products, paper, knit goods, gloves and aprons, canned food stores, furnaces, industrial alcohol, mattresses, butter and dairy products, moving picture films.

Manufacturing Establishments: 125. Leading firms: Commercial Solvent Co., Caterpillar Tractor Co., Keystone Steel & Wire Co., Altorfer Bros., Allaire Woodward. Total value of yearly output of factories estimated at \$200,000,000.

Residential Features: Peoria is a city of fine homes and, according to its population, it excels most other communities in this respect. Large percentage are home-owners.

Retail Shopping Section: From Court House, which forms the heart of the business section, for 7 blocks on S. Adams Street; 4 blocks south, on Jefferson Street; and west on Main Street, about 9 blocks. Also have a business section starting at block (house-numbered, 1,900), on South Adams Street, which extends for about 5 blocks south.

Trading Area: Radius of 40 square miles.

Wholesale Houses: Drugs, 2; groceries, 5; meats, 10; fruits, 15; hardware, 5; dry goods, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 30; commercial auto. agencies, 63; automobile accessories, 50; automobile tire agencies, 20; bakers, 26; cigar stores and stands (including hotels), 32 (chain, 5); confectioners (including hotel stands), 61; delicatessen, 4; dressmakers, 7; druggists, 51 (chain, 5); dry goods, 7; department stores, 8; electrical supplies, 25; florists, 16; fruits, 21; furniture, 18; furriers, 9; garages (public), 63; grocers, 457 (chain, 97); hardware, 25; jewelry, 17; meat markets, 181; men's furnishings, 11; men's clothing, 10; merchant tailors, 20; milliners, 12; opticians, 14; photographers, 13; pianos (and miscellaneous musical instruments), 17; radio supplies, 4; restaurants (including hotels), 175; shoes, 20; sporting goods, 2; stationers, 4; women's apparel, 26.

Miscellaneous Data: Average temperature 50 degrees; average number of rainy days per twelve months, 112; most pleasant months, May, June, Sept., Oct. Doctors (medical, 169); (dentists, 65); (osteopaths, 9); street car service; gas, artificial; number of meters, 23,000; electric current, alternating; number of wired houses, 18,400; number of automobile registrations, 12,000; water, hard.

See announcement columns 3 and 4

PONTIAC, ILL.

(Livingston County)

1920 Population, 6,664.

City and Suburban Estimate, 7,500.

Native Whites, 96%; **Negroes,** 1%; **Foreign Born,** 3%; **Industrial Workers,** 10%; **English Reading,** 100%; **Families,** 1,650.

Schools: Public Grade, 4; High, 1; Parochial, 1; Number of Pupils, 1,445.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 5.

Banks: National, 2; State, 3; Total Resources, \$3,886,108.93. Savings Bank Deposits Total, \$1,148,777.88.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 7,800.

Location: 92 miles southeast of Chicago on the C. & A., branch of the I. C. and Wabash. On Illinois Boulevard connecting Chicago and St. Louis. Electric railway runs north 26 miles to Dwight. Bus service on hard road south to Bloomington, Ill.

Principal Industries: Shoes, feed grinding machinery, coal, candy manufacturing, butter, automobile accessories manufacturing.

Manufacturing Establishments: 8. Leading firms: Pontiac Shoe Mfg. Co., A. M. Legg Shoe Co., Allen Candy Co., Shaw-Walton Mfg. Co., Spartan Mfg. Co., Livingston Creamery Co. Total value of yearly output of factories estimated at \$1,500,000.

Residential Features: Mostly one-family houses.

Retail Shopping Section: Around public square and extending two blocks from square on all streets. 22 miles of paved streets. Public square devoted to Court House and county officials. Merchants all prosperous.

Trading Area: Extends 10 miles north, east, south and west, with intermittent trade coming from entire county, a radius of 20 miles, due to good roads, trolley and bus lines.

Wholesale Houses: Groceries, 1; fruits, 2; Miscellaneous lines: Tobacco, flour, candy, 1 each.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 14; commercial auto agencies, 5; automobile accessories, 21; automobile tire agencies, 23; bakers, 3; cigar stores and stands (including hotels), 35; confectioners (including hotel stands), 13; delicatessen, 3; dressmakers, 5; druggists, 4; dry goods, 5; department stores, 1; electrical supplies, 4; florists, 2; fruits, 21; furniture, 4; furriers, 2; garages (public), 14; grocers, 18; hardware, 4; jewelry, 3; meat markets, 8; men's furnishings, 8; men's clothing, 10; merchant tailors, 3; mill-

ners, 7; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 5; radio supplies, 7; restaurants (including hotels), 8; shoes, 10; sporting goods, 5; stationers, 7; women's apparel, 9.

QUINCY, ILL.

(Adams County)

1920 Population, 35,978 (Special Federal enumeration, 1926, 39,131).

City and Suburban Estimate, 45,000. Most important cities and towns in this area are: Liberty (pop. 1,003); Soldiers Home, Rock Creek, West Quincy (Mo.), Hannibal (Mo.), (19,306); East Hannibal (Ill.).

Native Whites, 89.9%; **Negroes,** 3.4%; **Foreign Born,** 6.7%; **Industrial Workers,** 18%; **English Reading,** 92%; **Families,** 9,378.

Schools: 13; Number of Pupils, 8,613.

Churches: 18.

Banks: 8; Total Resources (all banks), \$30,600,000; Total Deposits (all banks), \$24,000,000; Postal Receipts (1925), \$393,000.

Theatres: 14. Total number of seats, 9,800.

Location: Quincy is situated on the Mississippi River, 110 miles direct N. W. of St. Louis (Mo.); is served by the Chicago, Burlington & Quincy, Wabash, and the Quincy, Omaha & Kansas City R.R.s.; bridge and ferry to West Quincy (Mo.).

Principal Industries: Agricultural implements, elevators, pumps and air compressors, shoes, dyes, incubators and brooders, flour mills (6 large), tobacco, paper, showcases, stove foundries (9), brick, lime, furniture, leather board, trunks. Quincy has 11,430 employed in her various industries. A recent survey lists 4,387 of skilled workers.

Special Information: Quincy is essentially an industrial city, and its industries are heavy shippers of freight on the railroads. In 1925, 38,087 carloads of freight were exported. The city has 107 large industrial concerns and many manufacturing firms whose products are nationally advertised. Postal receipts grew from \$252,443 to \$340,218 in a period of ten years, and in 1925 the increase was from \$353,000 to \$393,000. Electric power is sold in Quincy at the minimum rate ¼ cent per kilowatt, the low rate because of the city's excellent hydroelectric power facilities. Quincy has an extensive river trade in grain, livestock, and general merchandise. The Illinois and State Soldiers and Sailors Home is located at Quincy.

Residential Features: Mostly one and two-family houses. Quincy has between 9,500 and 10,000 homes, of which 65 per cent are owned by occupants.

Retail Shopping Section: About 12 blocks on 3 sides of public square.

Trading Area: About 57 mile radius, containing a population of 328,685.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 25; commercial auto. agencies, 12; automobile accessories, 33; automobile tire agencies, 20; bakers, 26; cigar stores and stands (including hotels), 15 (chain, 1); confectioners (including hotel stands), 18; delicatessen, 5; dressmakers, 54; druggists, 19; dry goods, 16; department stores, 5; electrical supplies, 17; florists, 4; fruits, 18; furniture, 18; furriers, 3; garages (public), 15; grocers, 160 (chain, 4); hardware, 12; jewelry, 13; meat markets, 30 (chain, 2); men's furnishings, 15; men's clothing, 15; merchant tailors, 15; milliners, 17; opticians, 15; photographers, 4; pianos (and miscellaneous musical instruments), 5; radio supplies, 4; restaurants (including hotels), 12 (chain, 1); shoes, 27; sporting goods, 7; stationers, 5; women's apparel, 15.

Miscellaneous Data: Doctors (medical, 54); (dentists, 24); (osteopaths, 5); street car service; gas, artificial; number of meters, 10,000; electric current, alternating; number of wired houses, 9,100; water, hard.

ROBINSON, ILL.

(Crawford County)

1920 Population, 3,375.

City and Suburban Estimate, 8,500.

Native Whites, 97%; **Negroes,** 1%; **Foreign Born,** 2%; **Industrial Workers,** 12%; **English Reading,** 100%; **Families,** 1,200.

Schools: Public Grade, 2; High, 1; Number of Pupils, 1,200.

Churches: Baptist, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 2.

Banks: National, 1; State, 3; Total Resources, \$4,150,000.

Theatres: Legitimate, 1; Moving Pictures, 2. Total number of seats, 1,200.

Location: Effingham-Indianapolis Division of Illinois Central R.R. and Cairo Division of Big Four.

Principal Industries: Agriculture, dairying, oil refining, pottery, vitreous chinaware.

Manufacturing Establishments: 4. Leading firms: Swermann Pottery Co. (vitreous chinaware), Bradford Supply Co., Norris Bros., Lincoln Oil Refinery. Value annual output, \$4,000,000.

Residential Features: Mostly one family houses, beautiful shade trees and pavements throughout the city. Robinson has the reputation of having as fine homes as any small city in the state. Average valuation of houses \$3,000.

Retail Shopping Section: Extends two blocks each way from the public square, both sides of street. The good roads leading into Robinson have called for and produced a remarkable shopping district in the city.

Continued on page 68

1926 Brings Remarkable Gains To Peoria Star

De Lisser Bros. Audit for first 8 months of 1926 attests STAR'S increasing popularity with advertisers who want "Most Results per Dollar" in the Rich Central Illinois Market.

LOCAL Advertising Lineage

1st 8 mos. 1926, 4,448,283

1st 8 mos. 1925, 4,374,673

GAIN

73,610

FOREIGN Advertising Lineage

1st 8 mos. 1926, 1,359,327

1st 8 mos. 1925, 1,138,885

GAIN

220,442

CLASSIFIED Advertising Lineage

1st 8 mos. 1926, 1,097,089

1st 8 mos. 1925, 1,081,684

GAIN

15,405

TOTAL Advertising Lineage

1st 8 mos. 1926, 6,904,699

1st 8 mos. 1925, 6,595,242

GAIN

309,457

**"Gains Like These
Must Be Deserved"**

The Peoria Star

Largest Evening Circulation in an Evening Paper Field

MEMBER AUDIT BUREAU OF CIRCULATIONS

Foreign Representatives:

FRALICK & BATES, Inc.

805 N. Michigan Ave.
CHICAGO

270 Madison Ave.
NEW YORK

Sharon Bldg.
SAN FRANCISCO

Higgins Bldg.
LOS ANGELES

ILLINOIS (Cont'd)**Robinson (cont'd)**

Trading Area: Extends 35 miles in every direction.

Wholesale Houses: Groceries, 3; meats, 1; fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 16; automobile accessories, 7; automobile tire agencies, 5; bakers, 2; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 6; delicatessen, 4; dressmakers, 6; druggists, 5; dry goods, 3; department stores, 2; electrical supplies, 2; florists, 2; fruits, 6; furniture, 2; furriers, 2; garages (public), 10; grocers, 16; hardware, 3; jewelry, 2; meat markets, 2; men's furnishings, 4; men's clothing, 4; merchant tailors, 3; milliners, 3; opticians, 1; photographers, 3; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 6; shoes, 3; sporting goods, 1; stationers, 5; women's apparel, 5.

ROCKFORD, ILL.**(Winnebago County)**

1920 Population, 65,651.

City and Suburban Estimate, 90,000.

Native Whites, 73%; **Negroes,** less than 1%; **Foreign Born,** 26%; **Industrial Workers,** 30%; **Families,** 19,397.

Schools: Public Grade, 21; High, 1; Junior High, 1; Parochial, 4 grade, 1 high; Number of Pupils, 11,661.

Churches: Baptist, 6; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 7; Presbyterian, 4; Roman Catholic, 8; Miscellaneous, 24.

Banks: National, 7; Trust Company, 2; Total Resources (all banks) \$35,882,525; Total Deposits, Trust Co.'s, \$3,130,000; Total Deposits, (all banks) \$31,829,933.

Theatres: Legitimate, 1; Moving Pictures, 8; Vaudeville, 1; Total number of seats, 5,900.

Location: Northeastern part of State on Rock River. Served by C. & N. O. & N. M., C. M. & St. P., Illinois Central. Terminus of Rockford Electric Interurban line running to Freeport, Janesville and Chicago. Blackhawk motor service to small towns near Rockford.

Principal Industries: Agricultural implements, furniture, knit goods, machine tools and foundry and machine shop products.

Manufacturing Establishments: 312. Leading firms: Emerson-Brantingham Co., Burson Knitting Co., Hess & Hopkins, Thayer Action Co., Greenlee Bros. & Co., Geo. D. Roper Corp. Total value of yearly output of factories estimated at \$112,425,000.

Retail Shopping Section: Four distinct shopping districts, Fourteenth Avenue, Seventh Street, East State Street, West State Street, South Main Street, each being business streets for about six blocks.

Trading Area: Radius of thirty to forty miles.

Wholesale Houses: Groceries, 6; meats, 7; fruits, 6; dry goods, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 40; commercial auto. agencies, 8; automobile accessories and repairs, 34; automobile tire agencies, 6; bakers, 28; cigar stores and stands (including hotels), 32; confectioners (including hotel stands), 45; delicatessen, 5; dressmakers, 5; druggists, 30; dry goods, 19; department stores, 10; electrical supplies, 8; florists, 16; fruits, 6; furniture, 16; furriers, 4; garages (public), 43; grocers, 278; hardware, 18; jewelry, 20; meat markets, 70; men's clothing, 39; milliners, 13; opticians, 11; photographers, 10; pianos (and miscellaneous musical instruments), 12; radio supplies, 20; restaurants (including hotels), 64; shoes, 30; sporting goods, 8; stationers, 5; women's apparel, 17.

ROCK ISLAND, ILL.**(Rock Island County)**

1920 Population, 35,177 (1926 estimate 41,040).

City and Suburban Estimate: 150,000 (including Davenport, Ia., and Moline, Ill.) Most important cities and towns in this area are: Davenport, Ia. (pop. 62,558); Moline, Ill. (33,332); East Moline (8,675); Aledo (2,310).

Schools: Public Grade, 16; High, 2; Junior High, 3; Augustana College; Parochial, 3; Number of Pupils, 6,856; two academics.

Churches: Baptist, 3; Christian Science, 1; Congregational Christian, 3; Episcopal, 1; Hebrew, 2; Lutheran, 5; Methodist, 4; Presbyterian, 7; Roman Catholic, 4; Miscellaneous, 6.

Banks: National, 1; State, 4; Capital, Surplus, and Undivided Profits (all banks), \$2,303,409.31; Total Deposits (all banks), \$17,760,440.21; Total Resources (all banks), \$20,249,552.88; Total Bank Clearings (all banks), (12 months, 1925), \$153,947,150.70.

Theatres: Legitimate and "Movie," 1; Moving Pictures, 8; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 6,692.

Location: On east bank of the Mississippi River and west bank of the Rock River, adjacent to Hennipen Canal. C. R. I. & P., C. M. & St. P., C. B. & Q., Davenport, Rock Island & Northwestern, Rock Island Southern. Bus service from Chicago and for a radius of 35 miles into western Illinois. To nearest larger city (Chicago) by railroad, 4 hours; by auto, 6 hours.

Principal Industries: Agricultural implements,

tractors, structural steel, sash and door, rubber footwear, clothing, hardware specialties, beverages, pipe organs, brick, petroleum products, farm-lighting plants, hot-air registers, stoves, furnaces, oil burners, storage batteries, railway supplies, tools, U. S. Army supplies and equipment.

Manufacturing Establishments: 30. Leading firms: Rock Island Arsenal, (U. S. Govt. Plants), Rock Island Sash and Door Works, R. I. Bridge & Iron Works, R. I. Plow Co., Servus Rubber Co., R. I. Stove Co., J. L. Tailor Co., Gillman Mfg. Co., Sam Adelman & Co., R. I. Register Co., Blake Specialty Co., Standard Textile Co., B. & D. Mfg. Co., Bear Mfg. Co., International Harvester Co., Nu-Way Corporation.

Special Information: The Rock Island Arsenal is located here. The U. S. Government has an investment in arsenal, plants, etc., of \$380,000,000. Rock Island is one of the principal localities in the U. S. for the manufacture of agricultural implements. Situated between Moline, Ill. and Davenport, Iowa, it is the logical distributing point for the Tri-Cities. New \$1,000,000. hotel under construction.

Residential Features: Mostly one and two-family houses. Private homes predominate. Three modern apartment buildings.

Retail Shopping Section: Extends from the river front south four blocks on 16th, 17th, 18th, 19th and 20th Streets. The principal stores being on Second and Third Avenues. There are three small outlying neighborhood sections with the usual grocery, confectionery, meat, and small shops.

Trading Area: Extends about forty miles east, south and west. Intermittent business is secured from people living at a greater distance because of fine concrete roads and train service. The trading area contains a population of 189,000.

Wholesale Houses: Groceries, 3; meats, 1; fruits, 5; hardware, 1; miscellaneous lines, drug, 1; lumber, 4; confectionery, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 20; commercial automobile agencies, 6; automobile accessories, 9; automobile tire agencies, 10; bakers, 12; cigar stores and stands (including hotels), 15 (chain, 2); confectioners (including hotel stands), 12; delicatessen, 3; dressmakers, 9; druggists, 17 (chain, 2); dry goods, 2; department stores, 4; electrical supplies, 9; florists, 5; fruits, 7; furniture, 4; furriers, 1; garages (public), 19; grocers, 165 (chain, 2); hardware, 3; jewelry, 4; meat markets, 42 (chain, 2); men's furnishings, 12; men's clothing, 12; merchant tailors, 7; milliners, 5; opticians, 4; photographers, 5; pianos (and miscellaneous musical instruments), 6; radio supplies, 5; restaurants (including hotels), 40; shoes, 9; sporting goods, 4; stationers, 3; women's apparel, 8.

Miscellaneous Data: Average temperature, 49.9 degrees; average number of rainy days per twelve months, 112; most pleasant months, May, June, July, August, September. Doctors (medical, 38); (dentists, 30); (osteopaths, 3); street car service; gas, artificial; number of meters, 8,371; electric current, alternating; number of wired houses, 9,972; water, soft.

See announcement columns 3 and 4

SAVANNA, ILL.**(Carroll County)**

1920 Population, 5,237.

City and Suburban Estimate, 9,500.

Native Whites, 95%; **Negroes,** 2%; **Foreign Born,** 3%; **English Reading,** 99%; **Families,** 1,100.

Schools: Public Grade, 2; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 1,100.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, Christian Church, 1; Church of Jesus Christ, 1.

Banks: National, 1; State, 1; Total Resources, \$2,500,000.

Theatres: Moving Pictures, 2; Total number of seats, 1,000.

Location: Chicago, Milwaukee & St. Paul R.R., Chicago, Burlington & Quincy R.R.; Streckfuit Steamboat Line.

Principal Industries: Railroads, Terminal of both Railroads, Milwaukee Shops.

Residential Features: Mostly private homes, fine residential district. Large number of working people own their homes.

Retail Shopping Section: Main Street, 9 blocks long. Fine stores, small neighboring. Grocery stores and meat markets.

Trading Area: Extends 20 miles north, 19 miles south, 20 miles east and 15 miles west. In Iowa with ferry crossing the river west and good train service.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto agencies, 3; automobile accessories, 11; automobile tire agencies, 12; bakers, 3; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 8; dressmakers, 3; druggists, 3; dry goods, 4; electrical supplies, 3; florists, 1; fruits, 2; furniture, 2; garages (public), 5; grocers, 12; hardware, 3; jewelry, 2; meat markets, 8; men's furnishings, 3; men's clothing, 3; merchant tailors, 2; milliners, 2; opticians, 3; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 5; restaurants (including hotels), 6; shoes, 2; sporting goods, 2; stationers, 2; women's apparel, 4.

SHELBYVILLE, ILL.**(Shelby County)**

1920 Population, 3,568.

City and Suburban Estimate, 4,100.

Native Whites, 96%; **Negroes,** 1%; **Foreign Born,** 3%; **Industrial Workers,** 15%; **English Reading,** 100%; **Families,** 906.

Schools: Public Grade, 2; High, 1; Number of Pupils, 1,120.

Churches: Baptist, 1; Christian Science, 1; Methodist, 4; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 2; State, 2; Total Resources (all banks), \$2,016,016; Savings Bank Deposits Total, \$301,000.

Theatres: Moving Pictures, 2; Total number of seats, 760.

Location: On Big Four, 98 miles from St. Louis, and C. & E. L., 198 miles from Chicago. To nearest large city by railroad, 2 hours; by auto, 2½ hours.

Principal Industries: Local shallow coal mines. Hay presses, rail benders, hair pins, baby chicks, shipping poultry and eggs, buying hay and grain, business college, garment factory and broom factory.

Manufacturing Establishments: 5. Leading firms: Ann Arbor Machine Co., Mammoth Hatchery, Sta-Rite Hair Pin Factory, The Tallman Co., Ely-Walker D. G. Co., Shelbyville Broom Co. Total value of yearly output of factories estimated at \$425,000.

Special Information: Strictly a native born white population. In a fine agricultural country and agriculture is the principal interest.

Residential Features: Many cottages and one story homes, well improved and mostly owned. The population is well housed and residence real estate firmly held and well improved.

Retail Shopping Section: Main Street, 2 blocks; Morgan Street, 2 blocks; Washington Street, 1 block, downtown; 25 stores scattered over residence section.

Trading Area: Fifteen miles east, 18 west, 22 north, 23 south.

Wholesale Houses: Groceries, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; automobile accessories, 9; automobile tire agencies, 8; bakers, 3; cigar stores and stands (including hotels), 7; confectioners (including hotel stands), 4; dressmakers, 7; druggists, 3; dry goods, 4; electrical supplies, 5; florists, 2; furniture, 2; garages (public), 5; grocers, 40 (chain, 2); hardware, 3; jewelry, 3; meat markets, 6; men's clothing, 4; merchant tailors, 3; milliners, 4; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 1; radio supplies, 4; restaurants (including hotels), 6; shoes, 4; stationers, 2.

Miscellaneous Data: Average temperature, 50 degrees; average number of rainy days per twelve months, 112; most pleasant months, April, May, June, Sept., Oct. Doctors (medical, 8); (dentists, 4); (osteopaths, 2); gas, artificial; electric current, alternating; number of wired houses, 715; water, hard.

SPRINGFIELD, ILL.**(Sangamon County)**

1920 Population, 59,183.

City and Suburban Estimate, 75,000.

Native Whites, 79%; **Negroes,** 6.5%; **Foreign Born,** 14.5%; **Industrial Workers,** 18.9%; **English Reading,** 96.2%; **Families,** 14,255.

Schools: Public Grade, 25; High, 1; Junior High, 1; Parochial, 9; Number of Pupils, 14,821.

Churches: Baptist, 6; Christian Science, 1; Congregational, 2; Episcopal, 5; Hebrew, 2; Methodist, 4; Presbyterian, 5; Roman Catholic, 6; Miscellaneous, 8.

Banks: National, 2; State, 5; Total Resources, \$39,907,138.29; Savings Bank Deposits Total, \$30,611,346.

Theatres: Legitimate, 1; Moving Pictures, 10; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 4. Total number of seats, 9,000.

Location: Within sixty miles of the center population of United States. Eighteen miles from the geographical center of the State of Illinois. Center of the corn belt and coal fields of the State. Seven hard roads running in all directions make it the hub of Central Illinois trade territory. Served by C. & A., I. C., B. & O., C. P. & St. L., Wabash, and C. I. and W. Hourly electric service north, south and west.

Principal Industries: Agricultural, meters, watches, boilers, road machinery, auto garage equipment, gloves, bricks and tiles, boxes, tents and awnings, coal miner's supplies, coal mining, zinc, shoes, agricultural implements, electrical supplies, tires.

Manufacturing Establishments: 90. Leading firms, Illinois Watch Company, Sangamo Electric, Springfield Boiler Co., Weaver Mfg. Co., Racine-Sattley Hummer Engine Works, Shanklin Manufacturing Company. Total value of yearly output of factories estimated at \$12,000,000.

Residential Features: Mostly made up of one family houses. Private homes predominate. Sixty per cent families home owners. Fine residential districts are in south and southwest sections of town. Southeast is good workman's section—northeast foreign element—northwest is workmen's section mostly of German descent.

Retail Shopping Section: About three blocks wide and four blocks long. Extends from Fourth to Seventh Street between Jefferson and Capitol Avenue. North and southeast residential districts each have a small neighborhood business corner of three or four retail merchants.

Trading Area: Trading area averages forty-seven miles around Springfield. This area is

THE ROCK ISLAND ARGUS

is the only Daily Newspaper

—in—

ROCK ISLAND, ILL.

a city with a

Trade Area Population of

189,000

Annually Earning

\$70,500,000

—and—

Annually Spending

for Shopping

\$47,000,000

The Argus is now located in its new \$300,000 home. The new building is one of the finest and most complete newspaper plants in the middle west.

ILLINOIS (Cont'd)

thoroughly merchandised because of the fine hard roads, seven in all, leading into the city from all directions; also hourly traction service. The following twelve counties of Central Illinois are served by Springfield: Sangamon, Macoupin, Menard, Christian, Morgan, Cass, Montgomery, Logan, Green, Mason, Scott, and Jersey.

Wholesale Houses: Groceries, 8; meats, 3; fruits, 7; Miscellaneous lines: 1 barber supply, 4 candy wholesalers.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 27; commercial auto agencies, 14; automobile accessories, 32; automobile tire agencies, 28; bakers, 21; cigar stores and stands (including hotels), 48; confectioners (including hotel stands), 87; delicatessen, 2; dressmakers, 20; druggists, 37; dry goods, 10; department stores, 6; electric supplies, 18; florists, 13; fruits, 19; furniture, 21; furriers, 11; garages (public), 51; grocers, 326; hardware, 15; jewelry, 16; meat markets, 54; men's furnishings, 14; men's clothing, 14; merchant tailors, 26; milliners, 27; opticians, 10; photographers, 15; pianos (and miscellaneous musical instruments), 6; radio supplies, 9; restaurants (including hotels), 82; shoes, 32; sporting goods, 6; stationers, 9; women's apparel, 32.

STERLING (and Rock Falls), ILL.

(Whiteside County)

1920 Population, 11,109 (Sterling, 8,182; Rock Falls, 2,927).

City and Suburban Estimate, 45,000. Most important cities and towns in this area are: Morrison (pop. 3,000); Prophetstown (1,159); Tampico (788); Erie (957).

Native Whites, 95%; Foreign Born, 5%; Industrial Workers, 30%; English Reading, 99%; Families, 3,400.

Schools: Public Grade, 5; High, 3; Junior High, 3; Parochial, 2; Number of Pupils, 3,021.

Churches: Baptist, 1; Christian, 1; Christian Science, 1; Congregational, 2; Episcopal, 1; Hebrew, 1; Lutheran, 3; Methodist, 3; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 6.

Banks: National, 3; State, 2; Capital, Surplus, and Undivided Profits (all banks), \$1,200,061.55; Total Deposits (all banks), \$7,115,903.14; Total Resources (all banks), \$8,368,809.04; Total Savings Banks Deposits, \$4,264,132.60.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 2; Total number of seats, 1,568.

Location: 110 miles west of Chicago on main line Chicago & Northwestern Railroad, Chicago to Omaha; north terminal C. & N. W. Branch Line to Peoria and Southern Illinois; junction point of Shabbona and Rock Island branches of C. & N. W. Railroad; motor bus lines in several directions; Illinois & Mississippi canal (Hennepin); on Lincoln Highway, paved across state. To nearest large city by railroad, 1 hour; by auto, 45 minutes.

Principal Industries: Center of one of the richest agricultural and dairying sections of the Middle West; three large milk condensaries within a radius of 15 miles; builders' hardware, farm machinery, motor funeral equipment, barbed wire, woven wire fence, bolts, nuts, rivets, gas engines, machinery, levels household woodware, toys.

Manufacturing Establishments: 50. Leading firms: National Mfg. Co., Lawrence Bros., Frantz Mfg. Co., International Harvester Co., Russell, Burdall & Ward Bolt & Nut Co., Northwestern Barb Wire Co., Borden Co., Sterling Woodenware Co., Wahl Clipper Co., The Eureka Co., Wynn Products Co., Charter Gas Engine Co., Sterling Foundry Co., Ft. Dearborn Mfg. Co., Novelty Iron Works, Peerless Level & Tool Works, O. K. Toy Co., Hustler Toy Corp., Rich Bros. Total value of yearly output of factories estimated at \$8,500,000.

Special Information: Two power dams and location 110 miles west of Chicago and convenient shipping distance to St. Louis and middle west make this a particularly advantageous manufacturing point; center of rich dairying and agricultural section of Illinois.

Residential Features: Exceptionally fine public and parochial schools, splendid churches, civic clubs, fraternal clubs and organizations. Excellent living and health conditions; mostly one family homes; a few double houses; no apartment houses; great majority \$4,000 to \$8,000 houses; a number of \$10,000 to \$20,000 houses and a few costing more.

Retail Shopping Section: Extends along Third Street, 7 blocks; Locust Street, 3 blocks; First Avenue, 2 blocks; Second Avenue, 2 blocks; Third Avenue, 1 block; Second Street (Rock Falls), 3 blocks; First Avenue (Rock Falls), 1 block; small business section in the east part of Sterling and the usual outlying groceries and meat markets.

Trading Area: An average radius of 24 miles; southeast to Walnut 19 miles; south to New Bedford 23 miles; southwest to Erie 25 miles (paved highway); west to Fulton 26 miles (paved highway); northwest to Chadwick 23 miles; northeast to Polo 22 miles.

Wholesale Houses: Groceries, 2; fruits, 2; hardware, 1; miscellaneous lines, candy, 1; gasoline and oils, 6.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 30; commercial automobile agencies, 6; automobile accessories, 12; automobile tire agencies, 15; bakers, 4; cigar stores and stands (including hotels), 36; confectioners (including hotel stands), 10; druggists, 8; dry goods, 7; department stores, 3; electrical supplies, 3;

florists, 3; fruits, 10; furniture, 5; garages (public), 16; grocers, 64 (chain, 6); hardware, 6; jewelry, 4; meat markets, 12 (chain, 1); men's furnishings, 3; men's clothing, 6; merchant tailors, 4; milliners, 7; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 4; radio supplies, 17; restaurants (including hotels), 14; shoes, 14; sporting goods, 3; stationers, 1; women's apparel, 11.

Miscellaneous Data: Average temperature, 55 degrees; average number of rainy days per twelve months, 100; most pleasant months, May, June, Sept., Oct. Doctors (medical, 22); (dentists, 12); (osteopaths, 2); gas, artificial; number of meters, 2,821; electric current, alternating; number of wired houses, 2,200; water, hard.

STREATOR, ILL.

(La Salle County)

1920 Population, 14,779.

City and Suburban Estimate, 21,580.

Native Whites, 77%; Negroes, 2%; Foreign Born, 21%; Industrial Workers, 5%; English Reading, 95%; Families, 3,524.

Schools: Public Grade, 10; High, 1; Parochial, 3.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 4; Miscellaneous, Swedish Lutheran, Evangelical, Primitive Methodist.

Banks: National, 2; State, 1; Total Resources (all banks), \$6,500,000; Savings Bank Deposits Total, \$3,800,000.

Theatres: Legitimate, 1; Moving Pictures, 1; Vaudeville, 1; Total number of seats, 3,000.

Location: On the Wabash, Santa Fe, Chicago & Alton, N. Y. C., C. B. & Q., and C. O. & P. Rys. To nearest large city by railroad, 2½ hours; by trolley, 5 hours; by auto, 4 hours.

Principal Industries: Milk bottle factory, window glass, bottle factory, farming, mining, auto accessories, freight cars, card tables, washing machines, brick, tile.

Special Information: Big trading and railroad center, located on several state roads.

Residential Features: Many duplex home-apartments; beautiful residential district.

Retail Shopping Section: Bloomington Street to Sterling Street.

Trading Area: Twenty-five miles in each direction. Saturday trade a feature of the town.

Wholesale Houses: Groceries, 1; meats, 2; fruits, 3; hardware, 1; dry goods, 1; miscellaneous lines, dairies, 5; radio, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 2; commercial automobile agencies, 1; automobile accessories, 6; automobile tire agencies, 4; bakers, 8; cigar stores and stands (including hotels), 11; confectioners (including hotel stands), 11; delicatessen, 4; dressmakers, 10; druggists, 7; dry goods, 5; department stores, 5; fruits, 4; furniture, 5; garages (public), 13; grocers, 76 (chain, 5); hardware, 4; jewelry, 3; meat markets, 18 (chain, 1); men's furnishings, 5; men's clothing, 3; merchant tailors, 4; milliners, 5; opticians, 3; photographers, 4; pianos (and miscellaneous musical instruments), 4; radio supplies, 4; restaurants (including hotels), 12; shoes, 4; sporting goods, 3; stationers, 2.

Miscellaneous Data: Average temperature, 55 degrees; average number of rainy days per twelve months, 100; most pleasant months, May, June, Sept., Oct. Doctors (medical, 14); (dentists, 12); (osteopaths, 1); gas, artificial; electric current; alternating; number of wired houses, 2,800; water, hard.

URBANA, ILL.

(Champaign County)

1920 Population, 10,244 (13,126 est. in 1926).

City and Suburban Estimate, 38,500. Most important cities and towns in this area are: Champaign (population, 15,873); Rantoul (1,800); St. Joseph (925); Sidney (546).

Native Whites, 93.7%; Negroes, 3%; Foreign Born, 3.3%; Industrial Workers, 10%; English Reading, 99%; Families, 3,124; Dwellings, 2,928.

Schools: Public Grade, 7; High, 1; Junior High, 1; Number of Pupils (all schools), 2,728; University of Illinois, number of students, 10,350.

Churches: Baptist, 3; Christian Science, 1; Methodist, 3; Presbyterian, 1; Roman Catholic, 1; Miscellaneous: Christian, 3.

Banks: National, 1; State, 3. Capital, Surplus, and Undivided Profits (all banks), \$4,620,032; Total Deposits (all banks), \$3,015,280; Total Resources (all banks), \$3,643,804; Total Savings Banks Deposits, \$519,213.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 4,600.

Location: On the Cleveland, Cincinnati, Chicago & St. Louis ("Big Four"); the Wabash and the Illinois Central R.R.s. Served also by the Illinois Traction system (electric railway). Three state highways converge to Urbana. To nearest large city is one-quarter hour by railroad, one-quarter hour by trolley, and one-quarter hour by automobile. (Note: Champaign, a twin city, is two miles distant.)

Principal Industries: Railroad repair shops, athletic goods manufacturing, foundries, lumber mills, creameries, elevators, publishing, flour mill.

Manufacturing Establishments: 14. Leading firms: Leavett Mfg. Co., Hunter, Wood & Co., S. E. Huff & Co., Werts Dairy Products. Total value of yearly output of factories estimated at \$895,000.

Special Information: Urbana is the seat of the University of Illinois, with 11,000 resident students and 1,161 faculty. In the University district there are more than 75 fraternity and sorority houses, costing from \$25,000 to \$75,000 each. Urbana is primarily an educational center with a high grade, native-born American citizenship whose purchasing power is well above the normal, and whose taste for the better things of life is well developed. Urbana is the county seat of one of the richest agricultural counties in Illinois.

Residential Features: High class, modern residences with no tenement district. Small modern apartments for six or eight families. Most homes owned by occupants. Improved park system of 67 acres. A high standard maintained in public schools. Practically every street paved and well lighted. The municipality affords ample fire protection.

Retail Shopping Section: On Main Street, Race Street, Broadway, Elm Street, and Green Street, approximately 3 blocks on all but Main, which includes 5 blocks.

Trading Area: All of Champaign County; approximately 25 miles in each direction.

Wholesale Houses: Groceries, 1; meats, 1; confectionery, 2; miscellaneous lines, automobiles, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial automobile agencies, 2; automobile accessories, 2; automobile tire agencies, 8; bakers, 4; cigar stores and stands (including hotels), 55; confectioners (including hotel stands), 15; dressmakers, 6; druggists, 6 (chain, 1); dry goods, 2; department stores, 1; electrical supplies, 2; florists, 1; fruits, 1; furniture, 2; furriers, 2; garages (public), 11; grocers, 36 (chain, 2); hardware, 3; jewelry, 2; meat markets, 7; men's furnishings, 3; men's clothing, 3; merchant tailors, 1; milliners, 3; opticians, 1; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 8; shoes, 4; sporting goods, 1; stationers, 3; women's apparel, 2.

Miscellaneous Data: Average temperature, 52.4 degrees; most pleasant months, April, May, June, Sept., Oct., Nov.; doctors (medical, 27); (dentists, 5); (osteopaths, 1); street car service; gas, artificial; number of meters, 2,117; electric current, alternating; number of wired houses, 2,406; number of automobile registrations, 1,506; water, hard.

WAUKEGAN, ILL.

(Lake County)

1920 Population, 19,226 (1926 census just completed by the city council gives Waukegan 26,000).

City and Suburban Estimate, 70,000. Most important cities and towns in this area are: Zion (pop. 6,000); North Chicago (10,000).

Native Whites, 87%; Negroes, 2%; Foreign Born, 11%; Families, 6,000.

Schools: Public Grade, 11; High, 1; Junior High, 1; Parochial, 5.

Churches: Baptist, 3; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 2; Methodist, 2; Presbyterian, 1; Roman Catholic, 5; Miscellaneous, 5.

Banks: National, 2; State, 2; Savings Bank, 1.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 4. Total number of seats, 10,000.

Location: Waukegan is 40 miles N. by W. of Chicago. Is on the Chicago & Northwestern, and the Elgin, Joliet & Eastern R.R.s. Served by Crosby Steamboat Line, (Lake Michigan ports), and by the Chicago, North Shore & Milwaukee electric railroad. To nearest large city (Chicago) by railroad, 1 hour; by trolley, 1½ hours; by auto, 2 hours.

Principal Industries: Asbestos covering, boilers, brass and iron castings, envelopes, poultry foods, roofing, sanitary flooring, tanning machinery, wire, hardware, locks.

Manufacturing Establishments: 67. Leading firms: American Steel & Wire Co., Johns-Manville Co., General Boiler, Cyclone Fence, Biflex Bumper Co., Greiss-Pfeiffer Tannery, Chicago Hardware Fdy. Co., Blatchford Calf Meal Co., Franklin R. Muller Co., Abbott's Laboratory, Goldstein Clothing Co., National Office Supply Co., National Envelope Co., American Lakes Paper Co., Seger Lock Co., Farnsteel Co.

Special Information: Lake County with its chain of lakes in the Western part is the summer resort for this section. The cities between Waukegan and Chicago being residential towns and not interested in industry gave Waukegan the opportunity to attract the many factories that are now located here.

Residential Features: Small one-family houses predominate, no tenement houses or slum district. Residential district away from shopping and manufacturing district.

Retail Shopping Section: Main shopping district on Genesee Street extending for twelve blocks. Four outlying county business districts with the usual neighborhood stores.

Trading Area: Extends to the west for possibly thirty miles. A system of concrete state owned roads giving easy access to this community.

Wholesale Houses: Groceries, 1; meats, 1; fruits, 3; miscellaneous lines, confectioners, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 17; automobile accessories, 21; automobile tire agencies, 6; bakers, 9; cigar stores and

stands (including hotels), 18 (chain, 1); confectioners (including hotel stands), 11; delicatessen, 3; dressmakers, 6; druggists, 14 (chain, 1); dry goods, 6; department stores, 2; electrical supplies, 5; fruits, 9; furniture, 8; grocers, 55 (chain, 3); hardware, 6; jewelry, 5; meat markets, 15 (chain, 2); men's furnishings, 5; men's clothing, 7; merchant tailors, 12; milliners, 4; opticians, 6; photographers, 4; pianos (and miscellaneous musical instruments), 5; radio supplies, 6; restaurants (including hotels), 21; shoes, 8; stationers, 3; women's apparel, 5.

Miscellaneous Data: Average temperature, 55 degrees; average number of rainy days per twelve months, 90; most pleasant months, May, June, Sept., Oct. Doctors (medical, 31); (dentists, 17); (osteopaths, 3); street car service; gas, artificial; number of meters, 7,000; electric current, alternating; number of wired houses, 4,000; water, soft.

WEST FRANKFORT, ILL.

(Franklin County)

1920 Population, 8,478 (1925 est., 18,000).

City and Suburban Estimate, 20,000.

Native Whites, 80%; Foreign Born, 20%; Families, 1,920.

Schools: Public Grade, 7; High, 1; Number of Pupils, 3,500.

Churches: 13.

Banks: 4. Total Resources, \$4,000,000.

Theatres: Moving Pictures, 4. Total number of seats, 1,500.

Location: On Chicago, Burlington & Quincy R.R., the Chicago & Eastern Illinois R.R., and Illinois Central in Southern Illinois in the heart of the world's richest coal field. To nearest large city by railroad, 4 hours; by auto, 3 hours.

Principal Industries: Building material, ice plant, lumber yards, coal mining. Combined payroll aggregates more than \$1,000,000 monthly.

Residential Features: One-family homes predominate.

Trading Area: Extends about 16 miles in each direction and has about 10 towns from 1,500 to 12,000 population, who trade in West Frankfort, making the trading population nearly 80,000.

Wholesale Houses: Groceries, 3; meats, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial automobile agencies, 2; automobile accessories, 6; automobile tire agencies, 5; bakers, 4; cigar stores and stands (including hotels), 6; confectioners (including hotel stands), 5; dressmakers, 8; druggists, 5 (chain, 1); dry goods, 5; department stores, 2; electrical supplies, 3; florists, 2; fruits, 5; furniture, 3; garages (public), 9; grocers, 48 (chain, 3); hardware, 4; jewelry, 4; meat markets, 6 (chain, 1); men's furnishings, 8; men's clothing, 3; merchant tailors, 5; milliners, 7; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 2; restaurants (including hotels), 11; shoes, 5; sporting goods, 2; stationers, 1.

Miscellaneous Data: Average temperature, 55 degrees; average number of rainy days per twelve months, 90; most pleasant months, May, June, Sept., Oct. Doctors (medical, 16); (dentists, 7); (osteopaths, 5); gas, artificial; electric current, alternating; water, hard.

WOODSTOCK, ILL.

(McHenry County)

1920 Population, 5,523.

City and Suburban Estimate, 8,500.

Native Whites, 95%; Foreign Born, 5%; Industrial Workers, 20%; English Reading, 100%; Families, 1,300.

Schools: Public Grade, 3; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 1,500. Private Boys' School, 90 Students; Orphanage, 50 children.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Methodist, 4; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, Lutheran, 2.

Continued on page 70

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ILLINOIS and INDIANA Newspaper Markets in Standard Surveys

ILLINOIS (Cont'd)

Woodstock (cont'd)

Banks: National, 2; State, 2; Total Resources, \$3,000,000; Savings Bank Deposits Total, \$900,000.

Theatres: Moving Pictures, 1; Burlesque, 1; Miscellaneous (Auditoriums, etc.), 1; Armory. Ill. Nat. Guard. Total number of seats, 1,200.

Location: C. & N. W. Ry. 51 miles northwest of Chicago. On State Bond Issue Highways No. 19 and 20 completed. Motor truck service. To nearest larger city by railroad, 1 hour; by auto, 1 hour.

Principal Industries: Two (2) Typewriter factories, Woodstock & Oliver, Holmes Disappearing Bed Factory, two Milk Bottling factories, prosperous dairying district, pickle preserving plant.

Manufacturing Establishments: 6. Leading firms: Woodstock Typewriter Company, Oliver Typewriter Company, Holmes Disappearing Bed Co., Borden Farm Products Co. (milk), A. J. Olson Company (milk), Squire Dingee Co. (pickles). Total value of yearly output of factories estimated at \$3,265,000.

Special Information: Rural and industrial combined. Woodstock called "hub" of McHenry county, only city over 5,000 in radius of 25 miles. Business, political and social center. Public Park 1 1/2 blocks square in center of retail trading district.

Residential Features: 1,200 residence homes, 35 small apartments, 2 to 4 families.

Retail Shopping Section: Main street, 2 blocks; Cass, 3; Benton, 3; Van Buren, 2; Dean, 1; Johnson, 1.

Trading Area: 12 to 25 miles.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto agencies, 3; automobile accessories, 5; automobile tire agencies, 9; bakers, 2; cigar stores and stands (including hotels), 16; confectioners (including hotel stands), 7; dressmakers, 8; druggists, 3; dry goods, 4; department stores, 2; electrical supplies, 6; florists, 2; fruits, 5; furniture, 2; garages (public), 6; grocers, 8 (chain, 2); hardware, 4; jewelry, 2; meat markets, 5 (chain, 1); men's furnishings, 4; men's clothing, 5; merchant tailors, 2; milliners, 2; opticians, 1; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 7; restaurants (including hotels), 4; shoes, 7; sporting goods, 3; stationers, 3; women's apparel, 3.

Miscellaneous Data: Average temperature, 10 to 80 degrees; average number of rainy days per 12 months, 65; most pleasant months, May to December. Same climate as Chicago; doctors (medical, 6); (dentists, 5); (osteopaths, 2); number of wired houses, 1,200; gas, artificial; electric current, alternating; water, hard.

Standard Surveys
of
INDIANA

ALEXANDRIA, IND.

(Madison County)

1920 Population, 4,172.

City and Suburban Estimate, about 4,500.

Native Whites, 99.3%; Negroes, 0.5%; Foreign Born, 0.2%; English Reading, 99%.

Schools: Number of Pupils; Public Grade, 1,000; High, 190; Junior High, 75; Parochial, 200.

Churches: Baptist, 2; Methodist, 3; Presbyterian, 1; Roman Catholic, 1; Church of God, 1; Christian, 1; Nazarene, 1; Quaker, 1.

Banks: National, 3; State, 2; Total Deposits (all banks), \$1,200,000; Total Resources (all banks), \$1,300,000; Savings Bank Deposits Total, \$100,000.

Theatres: Moving Pictures, 2. Total number of seats, 900.

Location: Nickel Plate, formerly Lake Erie & Western R. R.; Big Four; Indiana Union Traction Co. To nearest large city, by railroad, 30 minutes; by trolley, 35 minutes; by auto, 30 minutes.

Principal Industries: Print paper mill, 2, mineral wool plants, packing (tomato) plant, machine shop, cigar factory, glass factory, boiler factory, glove factory, metal products plant, creamery, dairy.

Manufacturing Establishments: 8. Leading firms: Paper Mill, Lippincott Glass Factory. Total value of yearly output of factories estimated at about \$4,000,000.

Special Information: Factory town as well as agricultural community. Best farming land in State surrounds Alexandria.

Residential Features: Most own their own homes. No slum district. Houses in better section worth from \$5,000 to \$10,000.

Retail Shopping Section: Pretty well concentrated within four blocks square. Our business houses, like in most small towns, are on three streets, not over four blocks either way.

Harrison, Washington and Church are the main business streets. We have a few small groceries in the outlying districts.

Trading Area: Extends about 10 miles east, west, north, south. Our city caters largely to the farm trade, although there are six good factories now running.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial automobile agencies, 2; automobile accessories, 5; bakers, 2; cigar stores and stands (including hotels), 7; confectioners (including hotel stands), 3; dressmakers, 4; druggists, 3; dry goods, 2; department stores, 2; electrical supplies, 2; florists, 1; fruits, 2; grocers, 25 (chain, 2); hardware, 2; jewelry, 1; meat markets, 3; men's furnishings, 3; men's clothing, 3; merchant tailors, 2; milliners, 2; opticians, 2; photographers, 2; radio supplies, 1; restaurants (including hotels), 3; shoes, 3; sporting goods, 1; stationers, 1; women's apparel, 2.

Miscellaneous Data: Average temperature, 55 degrees, average number of rainy days per twelve months, 90; most pleasant months, June, Sept., Oct., Nov.; doctors (medical, 6); (dentists, 3); street car service; gas, artificial; number of meters, 975; electric current, alternating; number of wired houses, 900; water, hard; automobile registrations, 2,000.

ANDERSON, IND.

(Madison County)

1920 Population, 29,767 (1925 estimate, 35,720).

City and Suburban Estimate, 40,000.

Native Whites, 95%; Negroes, 3%; Foreign Born, 2%; Industrial Workers, 30%; English Reading, 90%; Families, 6,800.

Schools: Public Grade, 11; High, 1; Junior High, 1; Parochial, 2; Number of Pupils, 7,700.

Churches: Baptist, 3; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 8; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 23.

Banks: National, 1; State and Trust, 5; Total Resources \$8,454,468.30; Savings Bank Deposits Total, \$8,500,000.

Theatres: Legitimate, none; Moving Pictures, 5; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 17,000.

Location: In central part of Indiana. Served by The Big Four, Pennsylvania, Central Indiana Railway, and Indiana Union Traction Company. Excellent bus service in all directions from city. To nearest large city by railroad, 1 hour; by trolley, 1 1/2 hours; by auto, 1 1/2 hours.

Principal Industries: Automobile generators and starters, Klaxon auto horns, playground equipment, corrugated boxes and shipping cartons, nails, wire, files, auto wheels, oil engines, lodge regalia, house dresses and aprons, bottle blowing machines, pumps, auto tires, automobile governors, asphalt rectifying, bed and auto springs, wire fence, floor tiles, machine knives, shovels, wire wheels for children's vehicles, silicate of soda.

Manufacturing Establishments: 110. Leading firms: Remy Electric Co., Sefton Mfg. Co., American Steel & Wire, Nicholson File Co., Hill Pump Co., Philadelphia Quartz Co., Hill Standard Co., American Playground Device, Beaver Board Mfg. Co., Pierce Governor Co., Forse Mfg. Co., American Shovel Works, Fame Canning Co., Reynolds Gas Register Co., and Vulcanite Roofing Co., Ind. Ice & Dairy Co., Anderson Knife & Bar Works, Hughes-Carry Packing Co., Anderson Engine Co., Lavelle Foundry (2 plants), Mid-West Box Co.

Special Information: County Seat of Madison County. Location of the city with its excellent transportation facilities makes it an ideal manufacturing and retail district. It is located in the best wheat and corn belt in the United States. Large manufacturers of automobile starters, wheels, shovels, files, tile and corrugated boxes are located in city.

Residential Features: City has adopted zoning system. Mostly one family houses; two limited sections devoted to working men. Over 70 per cent of the people own their own home. Manufacturing is restricted to zones.

Retail Shopping Section: Extends from Public Square (which form part of business section) for 5 squares north and 7 squares south on Meridian and Main streets, which are parallel streets. Also 4 blocks on Butler Ave. and 6 blocks on Jackson street. There are 5 outlying retail business sections, with the usual line of retail stores.

Trading Area: Extends about 16 miles in all directions of the city.

Wholesale Houses: Groceries, 2; meats, 2; fruits, 2; miscellaneous lines—tobacco, 1; confectionery, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial auto. agencies, 2; automobile accessories, 17; automobile tire agencies, 9; bakers, 9; cigar stores and stands (including hotels), 26; confectioners (including hotel stands), 10; delicatessen, 1; dressmakers, 8; druggists, 20 (chain, 2); dry goods, 6; department stores, 4; electrical supplies, 10; florists, 3; fruits, 5; furniture, 12; garages (public), 21; grocers, 124 (chain, 7); hardware, 7; jewelry, 6; meat markets, 17 (chain, 2); men's furnishings, 1; men's clothing, 9; merchant tailors, 7; milliners, 9; opticians, 5; photographers, 4; pianos (and miscellaneous musical instruments),

4; radio supplies, 4; restaurants (including hotels), 23; shoes, 12; sporting goods, 4; stationers, 2; women's apparel, 8.

*Not strictly cigar stores. About 170 places selling cigars and tobacco.

Miscellaneous Data: Average temperature, 57 degrees; average number of rainy days per twelve month, 108; most pleasant months—April, May, June, September, October, November; doctors (medical, 43); (dentists, 19); (osteopaths, 2); number of wired houses, 7,500; street car service; gas, natural; electric current, alternating; water, hard.

ATTICA, IND.

(Fountain County)

1920 Population, 3,392.

City and Suburban Estimate, 5,100.

Native Whites, 98%; Foreign Born, 2%; Industrial Workers, 18%; English Reading, 98%; Families, 924.

Schools: 3. Number of Pupils, 905.

Churches: 8.

Banks: 2. Total Resources, \$2,200,000.

Theatres: 3. Total number of seats, 1,000.

Location: On Wabash River 14 miles northeast of Covington. On Wabash R. R., C. E. & T. H., and C. A. & S. R.Rs.

Principal Industries: Wagons and carriages, cigars, sheet metal, car couplers and metal paints.

Residential Features: All one family houses. Retail Shopping Section: Five blocks in heart of city.

Trading of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 2; commercial auto. agencies, 3; automobile accessories, 2; automobile tire agencies, 3; bakers, 1; cigar stores and stands (including hotels), 2; confectioners (including hotel stands), 2; dressmakers, 2; druggists, 4; dry goods, 2; electrical supplies, 1; florists, 2; fruits, 2; furniture, 1; garages (public), 7; grocers, 10; hardware, 3; jewelry, 2; meat markets, 3; men's furnishings, 2; men's clothing, 2; merchant tailors, 1; milliners, 2; opticians, 1; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 1; restaurants (including hotels), 5; shoes, 2; sporting goods, 1; stationers, 1; women's apparel, 2.

AUBURN, IND.

(De Kalb County)

1920 Population, 4,650.

City and Suburban Estimate, 12,000.

Native Whites, 98%; Foreign Born, 2%; Industrial Workers, 40%; English Reading, 98%; Families, 1,295.

Schools: 5; Number of Pupils, 950.

Churches: 15.

Banks: 3; Total Resources, \$3,876,000.

Theatres: 2; Total number of seats, 800.

Location: On B. & O. R. R. and branch of N. Y. Central R. R., Pennsylvania, P. C. C. & St. L. Line, Indiana Service Corporation Traction Line.

Principal Industries: Automobiles, tires, furniture, automobile heaters, foundry and metal works.

Manufacturing Establishments: Home of Auburn Automobile Co., Auburn Rubber Co., De Kalb Furniture Co., Gladiator Mfg. Co.

Residential Features: All one-family houses.

Retail Shopping Section: A few blocks around Court House Square.

Trading Area: South, 7 miles; north, 10 miles; east, 16 miles; west, 10 miles.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial auto. agencies, 1; automobile accessories, 3; automobile tire agencies, 15; bakers, 1; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 5; dressmakers, 2; druggists, 3; dry goods, 2; electrical supplies, 2; florists, 1; fruits, 1; furniture, 2; garages (public), 5; grocers, 17; hardware, 2; jewelry, 4; meat markets, 4; men's furnishings, 7; men's clothing, 7; merchant tailors, 1; milliners, 2; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 10; restaurants (including hotels), 4; shoes, 8; stationers, 1; women's apparel, 4.

BEDFORD, IND.

(Lawrence County)

1920 Population, 9,078. (1926 est., 15,000.)

City and Suburban Estimate, 20,000.

Native Whites, 89 1/4%; Negroes, 1 1/4%; Foreign Born, 10%; Industrial Workers, 50%; English Reading, 98%; Families, 3,500.

Schools: Public Grade, 4; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 3,150.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 5.

Banks: National, 2; State, 1; Total Resources, \$5,000,000; Savings Bank Deposits Total, \$748,000.

Theatres: Legitimate, 2; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), High School, 1,200. Total number of seats: Old Gym, 2,000; New Gym, 5,000.

Location: On C. I. & L. (Monon Route), B. & O., and the Chicago, Milwaukee and St. Paul. 80 miles north of Louisville, 175 south of Chicago, 125 west of Cincinnati, Ohio. Good freight shipments.

Principal Industries: Quarrying and milling of stone. Railroad shop for C. M. St. P. Foundry where machinery for stone mills and quarries is made.

Manufacturing Establishments: 22 stone mills, 19 of which are in the 40 million dollar merger. Three remaining independent.

Special Information: Within the past two years the people financed a \$250,000 hotel, built an \$80,000 gymnasium, gave \$5,000 to a playground association, and \$25,000 for Y. M. C. A. camp and \$5,000 to Salvation Army.

Residential Features: A few apartment houses, 3 to 5 families, but mostly single homes. 20 miles of brick and cement roads and streets leading to and through the city.

Retail Shopping Section: The Square and 15th, 16th (east and west), and I and J Sts. (north and south); 50 grocery stores scattered in all streets, 2 wholesale grocery, 2 exclusive ladies' furnishings, cleaners, 4 bakeries, 5 retail furniture, 4 hardware, 5 retail clothing, 6 drug stores.

Trading Area: About 20 miles.

Wholesale Houses: Groceries, 2; fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 3; automobile accessories, 10; automobile tire agencies, 10; bakers, 3; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 5; dressmakers, 2; druggists, 7; dry goods, 3; fruits, 2; furniture, 5; garages (public), 7; grocers, 50; hardware, 4; jewelry, 3; meat markets, 6; men's furnishings, 2; men's clothing, 5; merchant tailors, 2; milliners, 4; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 5; shoes, 4; sporting goods, 2; stationers, 3; women's apparel, 4.

BICKNELL, IND.

(Knox County)

1920 Population, 7,635.

City and Suburban Estimate, 28,000.

Native Whites, 85%; Negroes, none; Foreign Born, 15%; Industrial Workers, 22%; English Reading, 95%; Families, 6,035.

Schools: Public Grade, 4; High, 1; Number of Pupils, 2,100.

Churches: Baptist, 1; Christian Science, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 8.

Banks: National, 1; State, 2; Total Resources, \$1,087,170.40; Savings Bank Deposits Total \$64,771.54.

Theatres: Moving Pictures, 3; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 2,300.

Location: Pennsylvania Line, Indianapolis and Vincennes division. Good bus service to other towns and truck train service from Vincennes, a distance of 15 miles, and the closest point to the B. & O. and C. & E. I. railroads.

Principal Industries: Coal mining, fruit growing and farming.

Special Information: Bicknell is the center of the coal field in Indiana. There are thousands of acres of good coal here that will take 150 years (government engineer's estimate) to exhaust, allowing for an output of twice what it has been.

Residential Features: Practically all the homes in Bicknell are new homes. The 1910 population was 2,794. Practically all homes are owned by the families which occupy them.

Retail Shopping Section: Extends from First Street on both sides of Main Street. A few business houses in the first blocks, either direction, of First, Second and Third Streets. In every section there is a neighborhood grocery.

Trading Area: Sandborn, north 15 miles; Oaktown, west 14 miles; Bruceville, south 8 miles. These are all good little towns and many people from those communities do their shopping in Bicknell.

Wholesale Houses: Groceries, 1; meats, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial automobile agencies, 3; automobile accessories, 6; automobile tire agencies, 20; bakers, 4; confectioners (including hotel stands), 1; druggists, 6; dry goods, 6; department stores, 1; electrical supplies, 4; florists, 1; furniture, 5; garages (public), 5; grocers, 35; hardware, 4; jewelry, 3; meat markets, 3; men's furnishings, 5; men's clothing, 5; milliners, 3; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 8; shoes, 3; sporting goods, 2; women's apparel, 3.

INDIANA (Cont'd)

BLOOMINGTON, IND.

(Monroe County)

1920 Population, 11,595 (1925 est., 18,000).
City and Suburban Estimate, 20,000.

Native Whites, 95%; Negroes, 3%; Foreign Born, 2%; Industrial Workers, 95%; English Reading, 93%; Families, 5,000.

Schools: Public Grade, 3; High, 1; Junior High, 1; Indiana University seat 4,000 students; Parochial, 1; Number of Pupils, 4,000.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1.

Banks: National, 1; State, 1; Total Resources, \$7,181,411; Savings Bank Deposits Total, \$3,000,000.

Theatres: Legitimate, 3; Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 4. Total number of seats, 11,000.

Location: On Monon and Illinois Central. Splendid bus service to Indianapolis.

Principal Industries: Furniture, manufacturing, stone milling and quarrying. Monon railroad shop, contracting, plate glass, glove and basket company, and stucco plant.

Manufacturing Establishments: Shower's Furniture. Leading firms: Nurrie Mirror and Plate Co., Basket Factory, Field Glove Company.

Special Information: Bloomington is widely known as being located in the limestone belt; for containing large furniture factory, and for Indiana University, which is situated here. Indiana University new stadium seats 22,000 people.

Residential Features: Factory workers and families live mostly west of Monon Railroad, in city. Has number of fine residential houses; University in east end of town.

Retail Shopping Section: The Public Square extends from Fourth Street south to Seventh Street north, from Morton Street west to Washington Street east. A total of about nine square blocks. The usual grocery stores and bakeries are to be seen spread over the city.

Trading Area: Extends over an area from approximately five miles around the business center.

Wholesale Houses: Groceries, 1; fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 3; commercial automobile agencies, 14; automobile accessories, 15; automobile tire agencies, 13; bakers, 6; cigar stores and stands (including hotel stands), 10; confectioners (including hotel stands), 12; dressmakers, 9; druggists, 6; dry goods, 7; department stores, 2; electrical supplies, 6; florists, 1; fruits, 2; furniture, 5; garages (public), 9; grocers, 25; hardware, 4; jewelry, 4; meat markets, 10; men's furnishings, 7; men's clothing, 7; merchant tailors, 7; milliners, 6; opticians, 4; photographers, 3; pianos (and miscellaneous musical instruments), 4; radio supplies, 4; restaurants (including hotels), 15; shoes, 7; sporting goods, 3; stationers, 2; women's apparel, 7.

BLUFFTON, IND.

(Wells County)

1920 Population, 5,391 (1926 est., 6,716).

City and Suburban Estimate, 20,509. Most important cities and towns in this area are: Assian (pop. 850); Liberty Center (350); Pomto (350).

Native Whites, all; Foreign Born, 200; Industrial Workers, 1,850; English Reading, 95%; Families, 5,264.

Schools: Public Grade, 4; Number of Pupils, 1,075.

Churches: Baptist, 1; Methodist, 3; Presbyterian, 1; Roman Catholic, 1; Reformed, 1; Nazarene, 1; Church of Christ, 1.

Banks: State, 2; Total Resources (all banks), \$3,500,000; Savings Bank Deposits, \$350,000.

Theatres: Legitimate, 1; Moving Pictures, 2. Total number of seats, 1,500.

Location: On the Wabash River, 25 miles south of Ft. Wayne, on the T. St. L. & W. L. E. & W., and three electric lines.

Principal Industries: Two piano factories, Red Cross Mfg. Co., Patton McCray Co., Grimes Foundry, stone quarries, planing mills, tile mill.

Manufacturing Establishments: H. O. Bay Piano Co., making upright and grand pianos; Red Cross Mfg. Co., making pumps, windmills, fruit presses, and all sorts of castings; Patton McCray, making beds; Grimes Foundry, making all kinds of castings and foundry work; planing mills, making all kinds of hardwood flooring, etc.; B. K. Settergren Co., grand pianos.

Special Information: The city of Bluffton located on 2 railroads and 3 electric lines, with good shipping facilities in all directions, making it good outlet for all farm produce as well as manufactured goods. There are more tractors on the farms of Wells Co. than any adjoining county, all farmers riding in automobiles, and there is a general run of prosperity.

Residential Features: Mostly all one-family and two-family houses. Beautiful residence section and nearly all homes owned.

Retail Shopping Section: Three blocks on Market Street, 4 blocks on Main, and 1 block on Washington, 2 blocks on Johnson Street, with one outlying business section in the west, and the usual neighborhood stores.

Trading Area: 15 miles west, 15 miles south, 12 miles east, 10 miles north, and perhaps further on the south and west on account of the trolley cars coming in every hour.

Wholesale Houses: Groceries, 1; meats, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 13; commercial automobile agencies, 4; automobile accessories, 17; automobile tire agencies, 18; bakers, 2; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 3; druggists, 7; dry goods, 4; department stores, 2; electrical supplies, 2; florists, 2; furniture, 3; garages (public), 6; grocers, 14; hardware, 2; jewelry, 2; meat markets, 5; men's furnishings, 4; men's clothing, 4; merchant tailors, 2; milliners, 4; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 1; restaurants (including hotels), 7; shoes, 7; stationers, 1; women's apparel, 5.

BRAZIL, IND.

(Clay County)

1920 Population, 9,293.

City and Suburban Estimate, 14,963.

Native Whites, 90%; Negroes, 8%; Foreign Born, 2%; Industrial Workers, 35%; English Reading, 92%; Families, 2,400.

Schools: Public Grade, 16; High, 1; Junior High, 1; Parochial, 1. Number of Pupils, 3,860.

Churches: Baptist, 1; Christian Science, 1; Methodist, 3; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 3; State, 2. Total Resources, \$7,000,000; Savings Bank Deposits Total, \$3,000,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 4,600.

Location: On National Old Trails Highway, 15 miles east of Terre Haute. P. R.R., Central Indiana R.R., C. I. & W. Ry., and T. H. I. & Eastern Traction Co. Bus service to all parts of county.

Principal Industries: Clay, iron, furniture, machine shops, and coal mines. One of the largest clay-manufacturing centers of the U. S.

Manufacturing Establishments: 19. Leading firms: Brazil Clay Co., Clay Products Co., Brazil Hollow Brick & Tile Co., American Sewer Pipe Co., Chicago Sewer Pipe Co., Lyon Fire Proofing Co., Hydraulic Pressed Brick Co., Stout Furniture Factory.

Special Information: Good farming community.

Residential Features: Mostly one- and two-family houses and a few apartment houses.

Retail Shopping Section: Extends all along National Avenue, which is part of the Old Trails Highway through Brazil.

Trading Area: 15 miles east, 20 north, 30 south and 7 miles west.

Wholesale Houses: Meats, 1; fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial automobile agencies, 3; automobile accessories, 3; automobile tire agencies, 10; bakers, 6; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 5; dressmakers, 1; druggists, 12; dry goods, 8; department stores, 3; electrical supplies, 4; florists, 2; fruits, 12; furniture, 5; garages (public), 6; grocers, 48; hardware, 4; jewelry, 3; meat markets, 22; men's furnishings, 9; men's clothing, 9; merchant tailors, 4; milliners, 5; opticians, 1; photographers, 5; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 5; shoes, 6; sporting goods, 1; stationers, 1; women's apparel, 3.

CLINTON, IND.

(Vermilion County)

1920 Population, 10,962.

City and Suburban Estimate, 18,000.

Native Whites, 60%; Negroes, 1%; Foreign Born, 30%; Industrial Workers, 65%; English Reading, 90%; Families, 2,500 in city, 4,500 city and suburban.

Schools: Public Grade, 5; High, 1; Junior High, 1; Parochial, 1. Number of Pupils, 2,750.

Churches: Baptist, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 1; State, 3. Total Resources, \$3,500,000; Savings Bank Deposits Total, about \$500,000 now, normally about \$650,000 to \$700,000.

Theatres: Moving Pictures, 3. Total number of seats, 1,700.

Location: On west bank of Wabash River, 163 miles south of Chicago, 16 miles north of Terre Haute. Served by C. & E. I. Railroad and Terre Haute, Indianapolis & Eastern Traction Co. Motor bus service to all surrounding towns and cities. To nearest large city, by railroad, 35 minutes; by trolley, 1 hour; by auto, 40 minutes.

Principal Industries: Coal mining, farming, overall factory, small cement plants, bottling works, powder plant, planing mills, elevators, ice plants, dress factory.

Manufacturing Establishments: 16. Leading firms: Lewin Overall Factory, U. S. Powder Co., Chesterfield Creamery & Bottling Works, Wilkinson Lumber Co., Planing Mills.

Special Information: Largest city between Terre Haute, Ind., and Danville, Ill., north and south; and between Brazil, Ind., and Paris, Ill., east and west (excluding Terre Haute); normally the home of more than 5,000 coal miners, with average annual payroll of \$600,000 per month; has largest swimming pool.

Residential Features: Houses practically all one- and two-family homes. No tenements, except very few in foreign section; large percentage of people are home owners. Several fine residential districts, which have homes averaging \$15,000 to \$25,000.

Retail Shopping Section: Two main retail sections: Main Street section and Ninth Street section. Main Street section has three blocks on Main Street, with two side streets from east side of Main. Ninth Street section has six blocks on Ninth Street. This section composed mostly of foreigners, with few American stores on it. Several outlying small sections, mostly all groceries and meat markets.

Trading Area: About 15 miles north, east and west, and about 10 miles south. Some trade secured as far as 25 miles in most all directions.

Wholesale Houses: Groceries, 2; meats, 3; fruits, 1; Miscellaneous lines, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 4; automobile accessories, 7; automobile tire agencies, 12; bakers, 6; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 15; dressmakers, 4; druggists, 5 (chain, 1); dry goods, 3; department stores, 7; electrical supplies, 3; florists, 1; furniture, 6; grocers, 21 (chain, 2); hardware, 4; jewelry, 4; meat markets, 12; men's furnishings, 8; men's clothing, 8; merchant tailors, 6; milliners, 5; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 5; radio supplies, 5; restaurants (including hotels), 7; shoes, 14; sporting goods, 2; stationers, 1; women's apparel, 5.

Miscellaneous Data: Average temperature, 60 degrees; average number of rainy days per twelve months, 100; most pleasant months, May, June, Sept., Oct. Doctors (medical, 12), (dentists, 4); number of wired houses, about 2,000; electric current, alternating; water, hard.

COLUMBIA CITY, IND.

(Whitley County)

1920 Population, 3,499.

City and Suburban Estimate, 10,000.

Native Whites, 98%; Foreign Born, 2%; Industrial Workers, 15%; English Reading, 98%; Families, 1,080.

Schools: 3. Number of Pupils, 1,060.

Churches: 10.

Banks: 4; Total Resources, \$3,750,000.

Theatres: 1; Total number of seats, 750.

Location: 20 miles west of Fort Wayne on Penn. R.R. and Vandallia R.R. To nearest large city by railroad, 1 hour; by auto, 1 hour.

Principal Industries: Lumber, woolen mill, foundry, overalls, table sauce factory.

Residential Features: Mostly one family frame houses.

Retail Shopping Section: Around Square and half block each direction.

Trading Area: 10 miles south, 10 miles east, 15 miles north and 10 miles west.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 3; automobile accessories, 12; automobile tire agencies, 10; bakers, 3; cigar stores and stands (including hotels), 11; confectioners (including hotel stands), 2; dressmakers, 5; druggists, 4; dry goods, 2; department stores, 3; electrical supplies, 2; florists, 2; furniture, 3; garages (public), 8; grocers, 12; (chain, 2); hardware, 4; jewelry, 2; meat markets, 4; men's furnishings, 3; men's clothing, 3; merchant tailors, 2; milliners, 2; opticians, 1; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 7; restaurants (including hotels), 4; shoes, 3; sporting goods, 1; stationers, 1; women's apparel, 2.

Miscellaneous Data: Average temperature, 57 degrees; average number of rainy days per twelve months, 90; most pleasant months, May, June, September, October. Doctors (medical, 8), (dentists, 6); (osteopaths, 2); number of wired houses, 700; electric current, alternating; water, hard.

COLUMBUS, IND.

(Bartholomew County)

1920 Population, 8,990.

City and Suburban Estimate, 12,000. Most important cities and towns in this area are: Edinburg, (pop. 1,500); Hope, (1,100); North Vernon, (1,500); Elizabeth Town, (500).

Native Whites, 95%; Negroes, 2%; Foreign Born, 3%; Industrial Workers, 25%; English Reading, 95%.

Schools: Public Grade, 6; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 2,000.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous; Lutheran, 2; Christian, 2.

Banks: National, 1; State, 1; Private, 1; Savings Bank Deposits Total, \$1,000,000. Total Deposits (all banks) \$4,000,000; Total Resources (all banks) \$5,000,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), City Hall, Gymnasium, High School Armory. Total number of seats, 7,000.

Location: Pennsylvania, N. Y. Central. Interstate Traction, excellent bus service to southern Indiana points.

Principal Industries: Manufacturing and farming.

Manufacturing Establishments: 20. Leading firms: W. W. Mooney & Son, tannery; Reeves Fuller Co., Reliance Mfg. Co., Orinoco Furniture Co., Lincoln Chair Co., Columbus Handle &

Tool Co., Hawcreek Leather Co., Llewellyn Mfg. Co., Columbus Packing Co., Cummins Engine Works, Cotton Harvester Co.

Special Information: Located in center of fine farming land.

Residential Features: A city of homes. Many paved streets and alleys.

Retail Shopping Section: Centralized on Franklin, Washington and Jackson Sts.

Trading Area: 25-mile radius from Columbus.

Wholesale Houses: Groceries, 2; meats, 1; fruits, 1; Miscellaneous lines—candy and tobacco.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; automobile accessories, 10; automobile tire agencies, 12; bakers, 5; cigar stores and stands (including hotels), 6; confectioners (including hotel stands), 10; delicatessen, 2; dressmakers, 2; druggists, 7; dry goods, 5; department stores, 3; electrical, 4; florists, 3; furniture, 5; garages (public), 10; grocers, 52; hardware, 5; jewelry, 6; meat markets, 10; men's furnishings, 5; men's clothing, 6; milliners, 4; opticians, 6; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 28; shoes, 5; sporting goods, 1; stationers, 2; women's apparel, 4.

Miscellaneous Data: Doctors (medical, 20); (dentists, 6); (osteopaths, 2); street car service; gas, artificial; number of meters, 2,500; electric current, alternating; number of wired houses, 2,500; number of automobile registrations, 5,000 for Bartholomew county; water, soft.

CONNERSVILLE, IND.

(Fayette County)

1920 Population, 9,901 (1925, estimate, 13,490).

Negroes, 5%; Foreign Born, 1%.

Schools: Public Grade, 3; High, 1; Junior High, 1.

Churches: Baptist, 2, 1 white, 1 colored; Christian, 1; Christian Science, 1; Methodist, 3 white, 2 colored; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, Seven Day Adventist, Nazarene.

Banks: National, 1; State, 1; Savings Bank Deposits, Fayette Bank & Trust Co.

Theatres: Legitimate, 1; Moving Pictures, 3. Location: C. I. & W., Big 4, Nickel Palace, I. and C. Traction Line, Newcastle-Connerville Bus Line, Richmond-Connerville Bus Line, Brookville-Connerville Bus Line. To nearest large city by railroad, 2 hours; by auto, 1½ hours.

Principal Industries: Automobiles, furniture, printing, auto tops, auto bodies, automobile lamps, blowers, vacuum cleaners.

Residential Features: Mostly one and two-family houses. Sections of city devoted mostly to homes of factory men. Few apartment houses.

Retail Shopping Section: Extends from 3rd Street to 9th Street on Central Avenue. Cross streets for two blocks, including 4th to 9th Streets, inclusive. There are a number of groceries and three drug stores out in the residential district.

Trading Area: Extends about 18 miles west, south, north and east. Interurban and bus services is the means of transportation aside from trains and private automobiles.

Wholesale Houses: Groceries, 2; meats, 1; fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 19; automobile accessories, 2; automobile tire agencies, 3; bakers, 3; cigar stores and stands (including hotels), 7; confectioners (including hotel stands), 6; delicatessen, 1; dressmakers, 7; dry goods, 4; department stores, 3; drug stores, 9; electrical supplies, 3; florists, 2; fruits, 3; furniture, 3; grocers, 30 (chain, 3); hardware, 3; jewelry, 4; meat markets, 10 (chain, 1); men's furnishings, 4; merchant tailors, 3; milliners, 9; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 4; radio supplies, 4; restaurants (including hotels), 10; shoes, 4; women's apparel, 2.

Miscellaneous Data: Average temperature, 57 degrees; average number of rainy days per twelve months, 90; most pleasant months—June, July, August, September; doctors (medical, 12); (dentists, 5); (osteopaths, 2); number of wired houses, 4,000; gas, artificial; electric current, alternating; water, hard.

CRAWFORDSVILLE, IND.

(Montgomery County)

1920 Population, 10,139.

City and Suburban Estimate, 11,500.

Native Whites, 96.1%; Negroes, 2.6%; Foreign Born, 1.3%; Industrial Workers, 25%; English Reading, 98%; Families, 2,856.

Schools: 5; Number of Pupils, 2,735.

Churches: 11.

Banks: 5; Total Resources, \$5,100,000.

Theatres: 3. Total number of seats, 2,850.

Location: On C. C. C. & St. L. R. R., Vandallia R. R., C. T. & L. R. R., and T. H. T. & E. Traction lines. To nearest large city, by railroad, 1½ hours; by trolley, 1½ hours; by auto, 2 hours.

Principal Industries: Matches, wire nails, wire fencing, roofing, furniture, fencing, paving bricks and caskets, automobile accessories, printing.

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INDIANA (Cont'd)

Crawfordsville (cont'd)

Residential Features: A few apartments. Mostly one family houses.

Retail Shopping Section: About five blocks.

Trading Area: About 18 miles radius.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 4; automobile accessories, 4; automobile tire agencies, 4; bakers, 4; cigar stores and stands (including hotels), 9; confectioners (including hotel stands), 3; dressmakers, 12; druggists, 7; dry goods, 4; department stores, 2; electrical supplies, 3; florists, 2; fruits, 3; furniture, 4; furriers, 1; garages (public), 12; grocers, 49 (chain, 5); hardware, 4; jewelry, 3; meat markets, 17 (chain, 6); men's furnishings, 7; men's clothing, 8; merchant tailors, 2; milliners, 4; opticians, 4; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 5; restaurants (including hotels), 8; shoes, 4; sporting goods, 1; women's apparel, 5.

Miscellaneous Data: Average temperature, 60 degrees; average number of rainy days per twelve months, 90; most pleasant months—May, June, September, October; doctors (medical, 20); (dentists, 12); (osteopaths, 2); number of wired houses, 3,000; street car service; gas, artificial; electric current, alternating; water, hard.

DECATUR, IND.

(Adams County)

1920 Population, 4,762 (1925 estimate, 6,000).

City and Suburban Estimate, 20,000. Most important cities and towns in this area are: Berne, Geneva, Monroe.

Native Whites, 97%; **Foreign Born,** 3%; **Industrial Workers,** 25%; **English Reading,** 90 to 99%; **Families,** 1,200.

Schools: Public Grade, 4; High, 1; Parochial, 1; Grade and 1 H. S.; **Number of Pupils,** 1,450.

Churches: Baptist, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 7.

Banks: National, 1; State, and 1 Trust Co. Total resources, \$3,115,677.46; Savings Bank Deposits Total, \$2,492,625.73; Capital Surplus, and Undivided Profits (all banks), \$3,000,000; Total Deposits (all banks), \$3,115,000; Total Bank Clearings (12 months), \$8,112,640.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2 in High Schools. Total number of seats, 3,000.

Location: Six miles from the Ohio State line. 3 main railroads. Clover leaf division of the Nickel Plate. The Erie and G. R. and I. division of the Pennsylvania. One interurban line to Ft. Wayne, Ind., 22 miles north. To nearest large city, by railroad, 45 minutes, by auto 45 minutes.

Principal Industries: G. E. Motors, castings, beet sugar, tile, hoops, headings and barrel staves, harness, butter making, ladders and woodwork, egg case fillers, gloves, cement products, handles for tools, cigars, etc.

Manufacturing Establishments: 25. Leading firms: General Electric Co., Decatur Casting Co., Cloverleaf Creameries, Holland St. Louis Sugar Co., La Fountain Handle Co., Indiana Board & Filler Co., Brick-Tyndall Tile Co., Waring Glove Co., Decatur Cooperage Co.

Total value of yearly output of factories estimated at \$9,000,000.

Special Information: 1,400 people employed by 25 manufacturers. Total weekly payroll, \$25,000 to \$27,000. Annual payroll estimated from \$1,000,000 to \$1,250,000. Located in the heart of one of the best agriculture districts in the state. The home of the only beet sugar factory in Indiana. Splendid community spirit shown. Country club and golf course.

Residential Features: From 75 to 90% home owners. All streets in city are bricked. Several hundred ornamental street lights. Good homes throughout the city. Net assessed value of property for taxation, \$7,000,000.

Retail Shopping Section: 3 blocks on Second St., 4 blocks on Monroe St., 5 blocks on First St., 2 blocks on Madison St. Fine retail stores scattered over city but majority are within 1 to 4 blocks of Court House, which is located at corner of Second and Madison Sts.

Trading Area: 12 miles north, 18 miles south 14 miles west and 6 to 12 miles east. In other words, territory included in Adams County, Decatur being the county seat.

Wholesale Houses: Groceries, 1; meats, 1; fruits, 1; hardware, 1; miscellaneous lines, 14.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 14; commercial auto agencies, 3; bakers, 2; confectioners (including hotel stands), 4; dressmakers, private; druggists, 4; dry goods, 3; florists, 2; garages (public), 6; grocers, 18 (chain, 2); hardware, 3; jewelry, 3; meat markets, 5; men's furnishings, men's clothing, 4; photographers, 2; furniture stores, 3; radio supplies, 6; restaurants, 3; shoes, 4; sporting goods, 3; women's apparel, 1.

Miscellaneous Data: Average temperature 50.3 degrees. Average number of rainy days per twelve months, 90; most pleasant months, May, June, Sept., Oct. Doctors (medical, 11); (dentists, 6); (chiropactors, 3); gas, artificial; number of meters, 700; electric current, alternating; number of wired houses, 1,100; water, hard; number of automobile registrations, 4,000, for Adams county.

EDINBURG, IND.

(Johnson County)

1920 Population, 2,376 (1926 est. 2,500).

City and Suburban Estimate, 3,000.

Native Whites, 99%; **Foreign Born,** 1%; **Industrial Workers,** 10%; **English Reading,** 99%; **Families,** 601.

Schools: 3. **Number of Pupils,** 700.

Churches: 5.

Banks: 2; **Total Resources (all banks),** \$2,875,000.

Theatres: 3. **Total number of seats,** 2,450.

Location: 30 miles south of Indianapolis on P. C. C. & St. Louis R.R. and L. C. & S. Traction.

Principal Industries: Veneer, lumber, starch and canning, flour, furniture, shirts, coaster wagons.

Special Information: Edinburg becoming famous for summer resorts and camps. There are eight camps situated around Edinburg and they bring thousands of people to the town every summer.

Residential Features: All one family houses.

Retail Shopping Section: Several blocks in heart of city.

Trading Area: 15 miles radius.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 2; commercial auto. agencies, 2; automobile accessories, 7; automobile tire agencies, 7; bakers, 2; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 2; dressmakers, 3; druggists, 3; dry goods, 3; electrical supplies, 2; florists, 1; fruits, 1; furniture, 2; garages (public), 6; grocers, 12; hardware, 4; jewelry, 2; meat markets, 4; men's furnishings, 3; men's clothing, 3; milliners, 2; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 4; shoes, 2; sporting goods, 1; stationers, 1; women's apparel, 4.

ELKHART, IND.

(Elkhart County)

1920 Population, 24,277. 1925 U. S. Census Bureau estimate, 27,104.

City and Suburban Estimate, 60,000.

Native Whites, 24,159; **Negroes,** 102; **Foreign Born,** 2,060; **Industrial Workers,** 70%; **English Reading,** 97%; **Families,** 6,500.

Schools: Public Grade, 11; High, 1; Junior High, 1; Parochial, 1; **Number of Pupils,** 6,300.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 5; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 24.

Banks: National, 1; State, 3; Savings Bank Deposits Total, \$9,500,000; Capital, Surplus, and Undivided Profits (all banks), \$1,066,138; Total Deposits (all banks), \$10,239,911; Total Resources (all banks), \$11,725,392.

Theatres: Legitimate, 2; Moving Pictures, 4; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2. **Total number of seats,** 5,300.

Location: Four miles from Indiana-Michigan State line. Northern Indiana on New York Central Railroad, 101 miles east of Chicago. Elkhart & Western branch forming belt line. All passenger trains stop at Elkhart. Big Four Route crossing all trunk lines between Lake Michigan and Ohio River. Excellent bus and interurban service. To nearest large city (South Bend), by railroad, 40 minutes; by trolley, 45 minutes; by auto, 35 minutes.

Principal Industries: Band instruments, baby carriages, paper, automobiles, New York Central shops, machine shops, aluminum ware, bridge and iron works, radio and telephone parts, fishing tackle, automobile parts, tools, scales, machinery, etc.

Manufacturing Establishments: 73. Leading firms: G. G. Conn, Ltd., Sidway Mercantile Co., American Coating Mills, Buescher Band Instrument Co., Martin Band Instrument Co., Chicago Telephone & Supply Co., Elcar Motor Co., Miles Medical Co. Total value of yearly output of factories estimated at \$30,000,000.

Special Information: Elkhart manufactures 85 per cent of all band instruments made in the United States. Has large baby carriage factory. The N. Y. C. "hump" classification yards are one of the largest in the U. S., \$20,000,000 electric super-power plant being built ten miles from city. Excellent shipping facilities and abundant power and no labor troubles make Elkhart and ideal industrial location. Elkhart's industrial plants give employment to 9,000 persons.

Residential Features: Mostly one and two-family houses. No tenements. Private homes predominate. Very fine residential section east of city along the St. Joseph River. Homes in this section cost from \$5,000 to \$25,000. Desirable home locations in practically every direction, except small part of city in the southwest section.

Retail Shopping Section: Seven blocks on Main Street and one block east and west on side streets. There are about 60 "neighborhood" grocery stores in the city.

Trading Area: Extends about twelve miles in all directions, with some business from points beyond because of bus and interurban service and good roads.

Wholesale Houses: Groceries, 2; fruits, 1; Miscellaneous Lines, tobacco, 1; candy, 1; lumber, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial auto. agencies, 1; automobile accessories, 7; automobile tire agencies, 7; bakers, 5; cigar stores and stands (including hotels), 9; confectioners (including hotel

stands), 12; delicatessen, 2; dressmakers, 21; druggists, 12; dry goods, 5; department stores, 6; electrical supplies, 6; florists, 5; fruits, 9; furniture, 7; garages (public), 15; grocers, 96 (chain, 5); hardware, 5; jewelry, 5; meat markets, 8 (chain, 3); men's furnishings, 5; men's clothing, 8; merchant tailors, 3; milliners, 5; opticians, 5; photographers, 8; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 26; shoes, 7; sporting goods, 5; stationers, 2; women's apparel, 10.

Miscellaneous Data: Average temperature 57 degrees, average number of rainy days per twelve months, 90; most pleasant months, May, June, Sept., Oct. Doctors (medical, 27); (dentists, 25); (osteopaths, 4); number of wired houses, 6,500; gas, artificial; electric current, alternating and direct; water, hard; number of automobile registrations, 6,690.

ELWOOD, IND.

(Madison County)

1920 Population, 10,790.

City and Suburban Estimate, 14,500.

Native Whites, 95 7-10%; **Foreign Born,** 4 3-10%; **Industrial Workers,** 26%; **English Reading,** 98%; **Families,** 2,735.

Schools: 7. **Number of Pupils,** 2,210.

Churches: 12.

Banks: 4. **Capital, Surplus, and Undivided Profits (all banks),** \$420,000; **Total Deposits (all banks),** \$2,997,000; **Total Resources (all banks),** \$4,109,442.

Theatres: 4. **Total number of seats,** 1,100.

Location: 50 miles north of Indianapolis on Penn. R.R., Lake Erie & Western R.R.

Principal Industries: Tin plate, glass, kitchen cabinets, clay products, candy and cigars.

Manufacturing Establishments: American Sheet and Tinplate Co., Sellers Kitchen Cabinet Co., Mac Beth Evans Glass Co., Indiana Box Co., Ames Shovel & Tool Co.

Residential Features: Mostly one-family houses.

Retail Shopping Section: Ten blocks in center of city.

Trading Area: Confined practically to city and farming community.

Wholesale Houses: Groceries, 1; meats, 1; fruits, 1; candy and cigars, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 5; automobile accessories, 10; automobile tire agencies, 10; bakers, 4; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 4; dressmakers, 7; druggists, 7; dry goods, 4; department stores, 3; electrical supplies, 2; florists, 2; fruits, 1; furniture, 3; garages (public), 7; grocers, 40; hardware, 3; jewelry, 2; meat markets, 21; men's furnishings, 5; men's clothing, 5; merchant tailors, 2; milliners, 4; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 1; restaurants (including hotels), 4; shoes, 4; sporting goods, 2; stationers, 1; women's apparel, 4.

Miscellaneous Data: Doctors (medical, 17); (dentists, 6); gas, artificial; number of meters, 1,300; electric current, alternating; number of wired houses, 2,800; water, hard.

EVANSVILLE, IND.

(Vanderburg County)

1920 Population, 85,234. Chamber of Commerce estimate, 1925, 101,032.

City and Suburban Estimate, 150,000.

Native Whites, 92.6%; **Negroes,** 7.4%; **Foreign Born,** 4%; **Industrial Workers,** 33.4%; **English Reading,** 97%; **Families,** 25,000. This includes 13,345 in public schools, and 2,880 in parochial schools between ages 7 to 17—estimated 500 in parochial schools under 7 and over 17.

Schools: Public Grade, 17; High, 4; Public, 2; Junior High, 1; Parochial, 12. **Number of Pupils,** 16,725.

Churches: Baptist, 8; Christian, 3; Christian Science, 1; Evangelical, 8; Episcopal, 1; Hebrew, 2; Methodist, 10; Presbyterian, 10; Roman Catholic, 6; Miscellaneous, 21; Lutheran, 5.

Banks: National, 3; State, 10.

Theatres: Legitimate, 2; Moving Pictures, 11; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 6.

Location: Southernwestern Indiana on the Ohio River, served by C. & E. I., L. & N., I. C., Southern C. C. C. & St. L., E. I. & T. H. L. H. & St. L., E. & P., E. S. & N., O. V. To nearest larger city, by railroad, 5 hours; by automobile, 6 hours.

Principal Industries: Woodworking plants, furniture factories, gas engines, buggy works, cigar factories, headlights, stove foundries, plows, flour mills, brick yards, awnings and tents, tools, auto trucks, varnish works, mattress factories, potteries, coal mines, printing establishments, railroad shops, steam shovel plants, baby foods, electric refrigerators.

Manufacturing Establishments: 319. Leading firms, Hercules Corp., Inglehart Bros., H. Fendrich Co., Bucyrus Steam Shovel Co., Globe-Bosse-World Furniture Co., Klammer-Goebel Factory, Peerless Seat & Tank, Never-Split Seat Co., Red Spot Paint Co., Mead-Johnson Co., Graham Bros. (Dodge Bros.), Servell Corp., General Cigar Co.

Special Information: Evansville, located on the Ohio River, makes it a rate breaking point between the North and South. It enjoys through freight rates to the North, South, East and about 80% of the West. Situated in the heart

of the soft coal area, 152 mines are within a radius of 50 miles. In the manufacture of furniture it runs a close second for the largest output in the U. S. Large cigar factory. Large manufacturer of infant foods.

Residential Features: About 17,000 homes in Evansville, over 15,000 of these being one-family homes. Parks, playgrounds and recreational features. Miles and miles of asphalt streets constructed every year until streets and outlying territory extend to a radius of 50 miles.

Retail Shopping Section: Extends from river over a territory five blocks in width towards north end of city for ten blocks. Additional shopping territory on west side of city along principal thoroughfare for eight blocks. Evansville's retail business territory extends to a radius of 50 miles.

Trading Area: Manufacturers ship to all parts of the world. North, 45 miles; East, 60 miles; South, 45 miles; West, 45 miles.

Wholesale Houses: Groceries, 9; meats, 7; fruits, 7; hardware, 1; dry goods, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 81; automobile accessories, 23; automobile tire agencies, 20; bakers, 20; cigar stores and stands (including hotels), 25; druggists, 53 (chain 8); dry goods, 18; department stores, 27; electrical supplies, 20; florists, 10; fruits, 18; furniture, 40; grocers, 351 (chain, 3); hardware, 4; jewelry, 14; meat markets, 68 (chain, 6); men's furnishings, 10; men's clothing, 12; merchant tailors, 20; milliners, 30; opticians, 5; photographers, 12; pianos (and miscellaneous musical instruments), 6; radio supplies, 5; restaurants (including hotels), 53 (chain, 2); shoes, 18; sporting goods, 3; stationers, 6; women's apparel, 25.

Miscellaneous Data: Average temperature 57 degrees; average number of rainy days per twelve months, 117; most pleasant months, May, June, Sept., Oct., Nov. Doctors (medical, 106); (dentists, 50); (osteopaths, 6); number of wired houses, 14,000; gas, artificial; electric current, alternating; water, hard and soft.

FORT WAYNE, IND.

(Allen County)

1920 Population, 86,549 (1926 est. 110,272).

City and Suburban Estimate, 1920, 114,303.

Native Whites, 90.6%; **Negroes,** 3.2%; **Foreign Born,** 6.2%; **Industrial Workers,** 30.2%; **English Reading,** 93%; **Families,** 31,900.

Schools: Public Grade, 26; High, 3; Vocational, 2; Business College, 4; Parochial, 23; Lutheran College, 1. **Total number of pupils,** 19,800.

Churches: Baptist, 9; Christian Science, 1; Congregational, 1; Lutheran, 11; Episcopal, 1; Hebrew, 3; Methodist, 8; Presbyterian, 5; Roman Catholic, 10; Miscellaneous, 22.

Banks: National, 3; Trust Co., 7; **Total Resources (all banks),** \$79,955,350; **Savings Bank Deposits Total** \$58,113,647.

Theatres: Legitimate, 1; Moving Pictures, 14; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 7. **Total number of seats,** 17,994.

Location: In Northeastern Indiana at conference of St. Mary's and St. Joe Rivers, forming the Maumee River. Served by Penna. R.R., Wabash R.R., G. R. & I. R.R., N. Y. C. & St. L., L. E. & W., N. Y. Central; five electric interurban lines; nine auto truck routes. To nearest large city by railroad, 3½ hours; by auto 6 hours.

Principal Industries: Iron and steel, bath room fixtures, oil and gasoline pumps, electric motors, supplies and accessories, insulated wire, pianos, hosiery, underwear, motor trucks, car wheels, soap, washing machines, mining machinery.

Manufacturing Establishments: 268. Leading firms: S. F. Bowser & Co., International Harvester Co., General Electric Co., Wayne Oil Tank & Pump Co., Dudlo Mfg. Co., Wayne Knitting, Mills, Tokheim Tank & Pump Co., Western Gas Construction Co., Brass Foundry Company. Total value of yearly output of factories estimated at \$153,428,000 for 1923.

Special Information: City is located within a radius of 150 miles from four of the largest cities of the U. S. A. and the Great Lakes. Is the home of the oil tank and pump industry. Has large Lisle and Silk hosiery mills and an enameled copper wire plant. Fort Wayne has an estimated per capita wealth of \$1,782. The city now has over 25,000 telephones with a complete automatic system.

Residential Features: Mostly one and two-family houses. 80.2% of Ft. Wayne's population are home owners. Nine exclusive restricted residential districts. Total valuation of real estate and personal property for 1923 is over \$200,000,000. Residential districts rapidly expanding and developing. Considered exceptionally staple. There are over 31,000 homes in Fort Wayne, Indiana.

Retail Shopping Section: Extends from Transfer Corner for 3 blocks north and 8 blocks south on Calhoun St. Harrison and Clinton Streets parallel Calhoun and are business streets for 4 blocks each. East and West business streets of 2 or more blocks are Columbia, Main, Berry, Wayne, Washington and Jefferson. Several neighborhood sections with usual small shops.

Trading Area: Extends about 50 miles West, South, North and East. Intermittent business is secured from people living at a much greater distance because of the excellent trolley and auto bus service. The many railroads with their fine interurban local service also assist Fort Wayne as a shopping center.

Wholesale Houses: Groceries, 9; meats, 7; fruits, 8; hardware, 4; dry goods, 6; miscellaneous lines, shoes, 1; confectionery, 9; druggists, 1; automobile accessories, 4.

INDIANA (Cont'd)

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 44; commercial automobile agencies, 14; auto. accessories, 54; automobile tire agencies, 25; bakers, 37; cigar stores and stands (including hotels), 62 (chain, 3); confectioners (including hotel stands), 365; delicatessen, 17; dressmakers, 54; druggists, 75 (chain, 11); dry goods, 28; department stores, 5; electrical supplies, 25; florists, 15; fruits, 47; furniture, 22; furriers, 6; garages (public), 176; grocers, 305 (chain, 68); hardware, 18; jewelry, 21; meat markets, 85 (chain, 5); men's furnishings, 30; men's clothing, 24; merchant tailors, 41; milliners, 23; opticians, 17; photographers, 14; pianos (and miscellaneous musical instruments), 11; radio supplies, 22; restaurants (including hotels), 97; shoes, 35; sporting goods, 10; stationers, 7; women's apparel, 16.

Miscellaneous Data: Average temperature, 50.2 degrees; average number of rainy days per twelve months, 120; most pleasant months, May, June, Sept., Oct. Doctors (medical, 160); dentists, 68; (osteopaths, 7); number of wired houses, 30,530; gas, artificial; electric current, alternating; water, hard and soft.

FRANKFORT, IND.

(Clinton County)

1920 Population, 11,585.

City and Suburban Estimate, 25,500.

Native Whites, 98%; Negroes, 1%; Foreign Born, 1%; Industrial Workers, 9,000; English Reading, 100%; Families, 5,000.

Schools: Public Grade, 5; High, 3; Junior High, 3. Number of Pupils, 5,000 estimated for county.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 3; Methodist, 3; Presbyterian, 4; Roman Catholic, 1; Miscellaneous, 5.

Banks: National, 3; State, 6.

Theatres: Legitimate, 1; Moving Pictures, 4; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 2,500 theatre; auditorium, 4,000.

Location: T. St. L. & W. Ry., L. E. & W. Ry., Penna. Ry., Vandalla Ry., T. H. I. & E. Traction Co., I. R. & B. L. Traction Co., General Shop of Nickel Plate Lines. Bus lines to Lafayette, Lebanon, Crawfordsville, Jefferson, Mansion, Darlington.

Principal Industries: T. St. L. & W. Shops, Ingram-Richardson Enamel Plant, McDougall Cabinet Factory, Wallace Iron Foundries, National Handle Factory, Red Ball Auto Truck Factory, Frankfort Machine Works, P. & B. Paint Mfg. Co., Saw Mills, East Indiana Brass Works, home of Bankable Cigar Co.

Manufacturing Establishments: Bankable Cigar Factory, McDougall Cabinet Co., Ingram-Richardson Enamel Works, Red Ball Truck Factory.

Residential Features: Mostly single homes of latest type, few duplex, and apartments. Frankfort claims title of "Gem City"; has beautiful homes and surroundings. Exclusive residential homes valued from \$12,000 to \$20,000.

Retail Shopping Section: Centers on Court House Square, and extends 2 squares east, 3 squares west, 2 squares north, and 3 squares south. Also business section "midway" in heart of R.R. center, consisting of two squares of up-to-date grocery, drug, hotel, etc.

Trading Area: 25 miles to Tipton, 16 miles south to Lebanon, 18 miles west to Darlington, Colfax, Clarks Hill, 15 miles northwest to Mulberry and Dayton. Mondays, Wednesdays and Saturdays are best trade days. Traction service to Lebanon, Mechanicsburg, Mulberry, Dayton, Michigantown, Russiaville. Bus lines to Colfax, Jefferson, Mansion, Darlington. Bus lines to Sevierville, Hillsburg. Railroad lines to Kirklint.

Wholesale Houses: Groceries, 3; meats, 2; fruits, 1; Miscellaneous lines: kitchen cabinet, auto trucks, enamel table tops.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 4; automobile accessories, 6; automobile tire agencies, 3; bakers, 4; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 4; delicatessen, 1; dressmakers, 10; druggists, 7; dry goods, 3; department stores, 3; electrical supplies, 4; florists, 4; fruits, 2; furniture, 3; garages (public), 4; grocers, 36; hardware, 2; jewelry, 4; meat markets, 12; men's furnishings, 5; men's clothing, 5; merchant tailors, 2; milliners, 4; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 8; shoes, 5; sporting goods, 2; stationers, 2; women's apparel, 4.

FRANKLIN, IND.

(Johnson County)

1920 Population, 4,909 (1926 est. 5,052).

City and Suburban Estimate, 5,745.

Native Whites, 95%; Negroes, 5%; English Reading, 100%; Families, 1,460.

Schools: Public Grade, 4; High, 2.

Churches: Baptist, 2; Christian Science, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 2; Trust, 2; Total Resources (all banks), \$2,603,335; Savings Bank Deposits

Total, \$1,832,013; Capital, Surplus and Undivided Profits, \$467,471.

Theatres: Legitimate, 2; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 4. Total number of seats, 5,457.

Location: New York Central Railroad (Chicago Div.), Pennsylvania Railroad (Indianapolis Div.), Interstate Public Service Co. (Interurban Indianapolis to Louisville, Ky.), Jackson Highway (Chicago, Ill., to Miami, Fla.), paved 20 miles from Indianapolis, Indiana, to Franklin, Indiana, 3 now paving 20 miles south. Interstate public service, bus line, 1/4 hour schedule to Indianapolis and points north. To nearest large city, by railroad, 1 hour; by trolley, 1 hour by automobile, 1 hour.

Principal Industries: Franklin Food Products Co., canning corn, tomatoes, catsup, mayonnaise, Houghland Canning Co., canning corn, tomatoes, pumpkin, etc. Hardwood lumber, office desk factory; furniture and porch furniture. Underwear factory, new \$50,000 building, flour mill, 400 barrel capacity; elevators, ice cream. Manufacturing—soft drinks, creamery, etc.

Manufacturing Establishments: 8. Leading firms: Graham Mfg. Co., McLoughlin Mfg. Co., Franklin Food Products Co., Houghland Canning Co., Woolley & Son, Franklin Mfg. Co., Wagner Mfg. Co., Pruitt & Deming.

Special Information: Home of Northern Baptist College of 450 students, Indiana State Masonic Home—462 orphans and adults with \$1,500,000 in buildings, county seat of fifth best agricultural county in the state; 90% of people own their own homes; tax rate, \$2.71 per \$100.00; paid fire department—motor service; one of the leading athletic cities of the state. Two schools and college maintain gymnasiums costing \$100,000 each.

Residential Features: A "City of Homes," paved streets, native shade trees, 75% homes, modern or semi-modern; two Building and Loan Associations with capital stock of \$300,000.00 stimulates home ownership. Fine city park.

Retail Shopping Section: Court House Square center, surrounded by retail trade and streets parallel thereto. Brick streets and cement pavements 15 feet wide. Large automobile parking space, new "Whiteway."

Trading Area: Radius average ten miles. Large farming class buyers. Interurban and bus line service tend to extend buying area.

Wholesale Houses: Ice cream and soft drinks, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 2; automobile accessories, 14; automobile tire agencies, 14; bakers, 3; cigar stores and stands (including hotels), 16; confectioners (including hotel stands), 3; delicatessen, 2; dressmakers, 3; druggists, 5; dry goods, 4; department stores, 1; electrical supplies, 4; florists, 3; fruits, 4; furniture, 4; furriers, 1; garages (public), 6; grocers, 28 (chain, 4); hardware, 3; jewelry, 2; meat market, 6; men's furnishings, 4; men's clothing, 4; merchant tailors, 2; milliners, 4; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 5; restaurants (including hotels), 8; shoes, 4; sporting goods, 4; stationers, 4; women's apparel, 4.

Miscellaneous Data: Average temperature, 57 degrees; average number of rainy days per twelve months, 120; most pleasant months, May, June, Sept., Oct. Doctors (medical, 11); dentists, 8; (osteopaths, 1); gas, artificial; electric current, alternating; 50% of houses wired; water, hard.

GARY, IND.

(Lake County)

1920 Population, 55,378 (1926 School census, 92,000).

City and Suburban Estimate, 110,000.

Native Whites, 37%; Negroes, 14%; Foreign Born, 49%; Industrial Workers, 35%; English Reading, 75%; Families, 12,022.

Schools: Public Grade, 18 elementary; High, 3; Parochial, 9. Number of pupils, 23,300.

Churches: Protestant, 39. Hebrew, 2; Roman Catholic, 11; Miscellaneous, 9.

Banks: National, 2; State, 12; Total Resources (all banks), \$22,139,451.

Theatres: Legitimate, 1; Moving Pictures, 8; 2 of 8 have vaudeville Saturday. Total number of seats, 9,500.

Location: Calumet Township, Lake County, at extreme southern end of Lake Michigan. Served by B. & O., C. S. S. & S. B. (electric line); Elgin, Joliet & Eastern, Indiana Harbor Belt Line, Michigan Central, New York Central, Nickel Plate, Pennsylvania, Wabash. To nearest large city, by railroad, 1 hour; by trolley, 1 1/4 hours; by automobile, 1 1/4 hours.

Principal Industries: U. S. Steel Corporation and its subsidiary companies. Also Union Drawn Steel Company, Gary Bolt & Screw Works, Walter Bates Steel Corp.

Manufacturing Establishments: Gary Motors Corp., Anderson Company, Kernchen-Arex Ventilator Company, Schleicher, Ind., Gary Sanitary Bedding and Mattress Co.

Special Information: Named for Elbert Henry Gary, Chairman of the Board, U. S. Steel Corp., founded and incorporated in 1906. Is now metropolis of the Calumet region of Northern Indiana. Home of largest plant of the U. S. Steel Corp., employing 14,000. Subsidiaries: Amer. Sheet & Tin Plate, employing 5,400; Amer. Bridge Co., employing 1,500; Gary Screw & Bolt, employing 500; Universal-Portland Cement, employing 2,000; Union Drawn Steel, employing 200; E. J. & E. yards, employing 2,800. National Tube Co., employing 2,500.

Residential Features: Mostly one-family houses and apartment buildings.

Retail Shopping Section: Fifth Ave. (running east and west) from Massachusetts to Buchanan; Broadway (running north and south) from Fourth to 27th and from 35th to 45th; Washington from Fourth to 27th; Adams from Ninth to 26th; Madison from 10th to 22nd; Jefferson from 10th to 25th; Virginia from 10th to 18th; large neighborhood centers, including Tolleston, Glen Park, Miller, etc., in incorporated city.

Trading Area: Largest city in county, drawing from Griffith, Wheeler, Hobart, East Chicago, Chesterton, Whiting, Hobart, Hammond, Highland, etc.

Wholesale Houses: Groceries, 2; meats, 5; fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 17; commercial auto. agencies, 4; automobile accessories, 16; automobile tire agencies, 5; bakers, 2; wholesale, 22; retail; cigar stores and stands (including hotels), 66 (chain, 2); confectioners (including hotel stands), 5, whole-sale, 38; delicatessen, 10; dressmakers, 3; druggists, 43 (chain, 2); dry goods, 8; department stores, 3; electrical supplies, 11; florists, 7; fruits, 17; furniture, 26; garages (public), 34; grocers, 349 (chain, 31); hardware, 17; jewelry, 16; meat markets, 16 (chain, 2); men's furnishings, 8; men's clothing, 21; merchant tailors, 25; milliners, 10; opticians, 8; photographers, 6; pianos (and miscellaneous musical instruments), 5; radio supplies, 20; restaurants (including hotels), 63; shoes, 19; sporting goods, 3; stationers, 4; women's apparel, 13.

Miscellaneous Data: Average temperature, 49.2 degrees; average number of rainy days per twelve months, 120; most pleasant months, May, Sept., Oct. Doctors (medical, 128); dentists, 45; (osteopaths, 2); street car service; gas, artificial; electric current, direct; number of wired houses, 17,500; water, soft.

GOSHEN, IND.

(Elkhart County)

1920 Population, 9,525.

City and Suburban Estimate, 24,000.

Native Whites, 99%; Foreign Born, 1%; Industrial Workers, 18%; English Reading, 99%; Families, 5,000 (2,500 city).

Schools: Public Grade, 6; High, 2; Parochial, 1. Number of Pupils, 1,926.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, Lutheran, 2; Brethren and Mennonite, 7.

Banks: National, 1; State, 2; Total Resources (all banks), \$5,500,000. Savings Bank Deposits Total (all banks), \$2,000,000.

Theatres: Legitimate, 1; Moving Pictures, 2. Total number of seats, 1,700.

Location: New York Central (air line), Big Four, New York Central (Michigan Branch), two traction outlets, and on the Lincoln Highway and Dixie Highway, paved and maintained by the state. Six miles from the Wabash, 10 from the B. & O. railroads, with concrete highways to both lines. Bus lines to Fort Wayne, to South Bend and South. To nearest large city by railroad, 20 minutes; by trolley, 20 minutes; by automobile, 30 minutes.

Principal Industries: Stoves, iron products, furniture of every description, ladders, rubber goods, sash and door factory (large), underwear and a widely diversified line of other products. There are 53 plants employing 15 to 250 men and women, which gives labor a wider opportunity than the one-or-two-big-factory towns.

Manufacturing Establishments: 53. Leading firms: Engman-Mathews Range Co., IXL Furniture Co., Rock Run Underwear Mills, Western Rubber Co. Total value of yearly output of factories estimated at \$12,000,000.

Residential Features: Smaller homes of workers predominate. As a thrifty community Goshen has a larger percentage of homes occupied by the owners than many towns of the whole country.

Retail Shopping Section: Main Street, East and West Lincoln Avenue, East and West Washington Street, East Clinton Street and West Jefferson Street. Twelve blocks.

Trading Area: Five miles north, 15 miles east and west, and 25 miles southeast, south and southwest.

Wholesale Houses: Groceries, 1; fruits, 2; hardware, 1; miscellaneous lines, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 5; automobile accessories, 3; automobile tire agencies, 15; bakers, 5; cigar stores and stands (including hotels), 9; confectioners (including hotel stands), 12; delicatessen, 3; dressmakers, 10; druggists, 6; dry goods, 5; department stores, 3; electrical supplies, 4; florists, 4; fruits, 1; furniture, 4; garages (public), 5; grocers, 38 (chain, 5); hardware, 4; jewelry, 3; meat markets, 6; men's furnishings, 5; men's clothing, 5; merchant tailors, 3; milliners, 5; opticians, 3; photographers, 2; pianos (and miscellaneous

musical instruments), 2; radio supplies, 5; restaurants (including hotels), 7; shoes, 7; sporting goods, 2; stationers, 2; women's apparel, 5.

Miscellaneous Data: Average temperature, 55 degrees; average number of rainy days per twelve months, 120; most pleasant months, June, July, August, September. Doctors (medical, 17); dentists, 10; (osteopaths, 3); number of wired houses, 2,100; street car service; gas, artificial; electric current, alternating; water, hard.

GREENCASTLE, IND.

(Putnam County)

1920 Population, 3,780 (1926 est. 5,000).

City and Suburban Estimate, 7,500. Most important cities and towns in this area are: Cloverdale (pop. 1,000); Bainbridge (600); Fillmore (500); Riverdale (1,000).

Native Whites, 99%; Negroes, 1%; Industrial Workers, 15%.

Schools: Public Grade, 4; High, 1; Junior High, 1. Number of Pupils, 970.

Churches: Baptist, 1; Christian Science, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Christian, 1; Miscellaneous, Nazarene, 1.

Banks: National, 2; Total Resources (all banks), \$4,000,000; Savings Bank Deposits Total \$800,000, including 2 Trust Companies. Capital, Surplus, and Undivided Profits (all banks), \$200,000.

Theatres: Moving Pictures, 2. Total number of seats, 1,800.

Location: New York Central (Big Four), Pennsylvania, Monon, Terre Haute, Indianapolis, and Eastern Traction Co. Center of East and West, and North and South transportation.

Principal Industries: Cement, zinc, handles, lumber, veneer.

Manufacturing Establishments: Leading firms: Indiana Portland Cement Co., American Zinc Products Co., R. Bittle "D" Handle Co., C. H. Barnaby, Hardwood & Veneer Co.

Trading Area: Twenty miles.

Wholesale Houses: Groceries, 1; fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; automobile accessories, 8; automobile tire agencies, 10; bakers, 2; cigar stores and stands (including hotels), 6; confectioners (including hotel stands), 4; delicatessen, 2; druggists, 4; dry goods, 3; department stores, 4; electrical supplies, 3; florists, 1; fruits, 2; furniture, 2; garages (public), 4; grocers, 20; hardware, 2; jewelry, 3; meat markets, 6; men's furnishings, 4; men's clothing, 3; milliners, 3; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 4; restaurants (including hotels), 6; shoes, 4; stationers, 2; women's apparel, 3.

Miscellaneous Data: Doctors (medical, 8); dentists, 5; (osteopaths, 1); gas artificial; number of meters, 800; electric current, alternating; number of wired houses, 1,000; water, hard.

GREENFIELD, IND.

(Hancock County)

1920 Population, 4,168.

City and Suburban Estimate, 10,000.

Native Whites, 97%; Negroes, 1%; Foreign Born, 2%; Industrial Workers, 7%; English Reading, 98%; Families, 1,228.

Schools: 3. Number of Pupils, 710.

Churches: 6.

Banks: 3. Total Resources, \$2,700,000.

Theatres: 1. Total number of seats, 450.

Location: 20 miles east of Indianapolis on Penna. R.R. and Terre Haute, Indianapolis & Eastern Traction Line.

Principal Industries: Agricultural center. A few mills and cigar factories. Two large job printing plants.

Residential Features: All one-family houses.

Retail Shopping Section: Six blocks center of city.

Trading Area: 10 miles radius.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial automobile agencies, 2; automobile accessories, 8; automobile tire agencies, 8; bakers, 1; cigar stores and stands (including hotels), 3; confectioners (including hotel stands), 2; dressmakers, 6; druggists, 4; dry goods, 2; department stores, 1; electrical supplies, 1; florists, 3; fruits, 1; furniture, 2; garages (public), 8; grocers, 14; hardware, 2; jewelry, 1; meat markets, 5; men's furnishings, 2; men's clothing, 2; merchant tailors, 1; milliners, 3; opticians, 1; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 6; shoes, 3; sporting goods, 1; stationers, 1; women's apparel, 2.

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INDIANA (Cont'd)

GREENSBURG, IND.

(Decatur County)

1920 Population, 5,345.

City and Suburban Estimate, 18,793.

Native Whites, 97%; Negroes, 1%; Foreign Born, 2%; Industrial Workers, 75%; English Reading, 98%; Families, 4,500.

Schools: Public Grade, Number of Pupils, 800; High, 180; Junior High, 70; Parochial, 50; Total number of Pupils, 1,110.

Churches: Baptist, 1; Christian Science, 1; Methodist, 1; Disciples of Christ, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 1.

Banks: National, 3; State, 1; Total Resources (all banks), \$3,000,000. Savings Bank Deposits Total, \$200,000.

Theatres: Moving Pictures, 2. Total number of seats, 1,200.

Location: N. Y. O. 3 divisions, main line Cincinnati-Chicago, Mich. Columbus I. & C. Traction to Indianapolis, 50 miles. To nearest large city, by railroad, 2 hours; by auto, 2 hours.

Principal Industries: Flour, poultry, spokes, casket hardware, wire goods, brooms, paper bags.

Manufacturing Establishments: 6. Leading firms: Garland Milling Co., Bromwell Brush & Wire Goods, Greensburg Casket Hardware Co., Doles Spoke & Rim Factory, Harmony Flour & Feed Mills, C. J. Loyd & Co., poultry, Kova Broom Factory. Total value of yearly output of factories estimated at \$1,500,000.

Residential Features: Good residential section, 80% owners. Mostly 5 to 8 room houses. Natural gas city from local field.

Retail Shopping Section: District is practically around the court house square, which is solidly built up. Also West Main Street.

Trading Area: About 20 miles. Dominates area 25 miles east and 25 south.

Wholesale Houses: Groceries, 1; fruits, 1; Miscellaneous lines, poultry, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial automobile agencies, 2; automobile accessories, 4; automobile tire agencies, 4; bakers, 3; cigar stores and stands (including hotels), 12 (chain, 1); confectioners (including hotel stands), 10; delicatessens, 2; dressmakers, 4; druggists, 4; department stores, 4; electrical supplies, 2; florists, 2; furniture, 3; furriers, 1; garages (public), 6; grocers, 15 (chain, 2); hardware, 3; jewelry, 3; meat markets, 4; men's furnishings, 4; men's clothing, 4; merchant tailors, 1; milliners, 3; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 3; restaurants (including hotels), 6; shoes, 4; sporting goods, 2; stationers, 4; women's apparel, 4.

Miscellaneous Data: Average temperature, 60 degrees; average number of rainy days per twelve months, 110; most pleasant months, April, May, Sept., Oct., Nov.; doctors (medical, 11); (dentists, 6); (osteopaths, 1); number of wired houses, 400; gas, natural; electric current, alternating; water, hard.

HAMMOND, IND.

(Hammond County)

1920 Population, 36,004. (1926 est. 60,000.)

City and Suburban Estimate, 75,000.

Native Whites, 77%; Negroes, 0.5%; Foreign Born, 22.5%; Industrial Workers, 15,000; English Reading, 85%; Families, 7,983.

Schools: Public Grade, 15; High, 2; Parochial, 9; Number of Pupils, 11,875.

Churches: Baptist, 1; Christian Science, 1; Congregational, 2; Episcopal, 1; Hebrew, 2; Methodist, 4; Presbyterian, 2; Roman Catholic, 8; Miscellaneous, 10.

Banks: National, 2; State, 2; Trust Companies, 6; Total Resources, \$14,857,397.78.

Theatres: Moving Pictures, 5; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1; Masonic Temple. Total number of seats, 7,800.

Location: Twenty miles southeast of Chicago having unequalled transportation facilities. Rail: Number of trunk lines, 8 through Hammond district. Belt Lines: Three, connecting with every road doing business in the Chicago switching district. Water: Hammond located on Calumet River, and west branch of Indiana Harbor canal.

Principal Industries: Acids, basic; auto parts, balls, steel pipe weldings; bars, corrugated steel; bearings, steel mill; bed springs, beds, belting, bolters, bolsters, box cars, brake beams, brake lining, brake shoes, brasses, cabinets, candy, cars, freight; cars, passenger; cars, refrigerator; cars, tank; castings, gray iron; castings, malleable; castings, steel; chemical products, coal products, corn oil, corn syrup, cranberries, dyes, coal tar; feed, animal; feed, poultry; foundry supplies, furnaces, gasoline refining; gelatin, glue, gutters, hammocks, hosiery, hospital supplies, ignition, implements, agricultural; mattresses, metal, white refining; mill supplies, motor trucks, mustard oil, refining; plating, nickel; pianos and piano players, plumbing supplies, poultry feed; poultry remedies, punching machinery, radiators, railroad specialties; shirts, smelting, steel, tobacco, underwear, water softeners.

Manufacturing Establishments: 94. Total value of yearly output of factories, \$59,000,000.

Residential Features: Fine homes, bungalow type prevailing.

Retail Shopping Section: Four blocks on Hohaman, 4 blocks on State and section in East Hammond.

Trading Area: Restricted to immediate territory surrounding Hammond, includes towns of Dalton, Riverdale, Dyer, St. John, Highland, Munster, Hersville, Griffith and West Hammond and others within a radius of five miles. Trading population, 250,000.

Wholesale Houses: Groceries, 2; fruits, 2; miscellaneous lines, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto. agencies, 5; automobile accessories, 10; automobile tire agencies, 12; bakers, 19; cigar stores and stands (including hotels), 16; confectioners (including hotel stands), 39; delicatessens, 6; dressmakers, 39; druggists, 16; dry goods, 14; department stores, 2; electrical supplies, 5; florists, 5; fruits, 10; furniture, 10; garages (public), 24; grocers, 115; hardware, 10; jewelry, 6; meat markets, 42; men's furnishings, 8; men's clothing, 8; merchant tailors, 12; milliners, 6; opticians, 4; photographers, 4; pianos (and miscellaneous musical instruments), 6; restaurants (including hotels), 38; shoes, 20; sporting goods, 2; stationers, 6.

HARTFORD CITY, IND.

(Blackford County)

1920 Population, 6,183.

City and Suburban Estimate, 8,000. Most important cities and towns in this area are: Montpelier (pop. 3,000); Roll (300); Millgrove (200).

Native Whites, 90%; Foreign Born, 10%; Industrial Workers, 80%; English Reading, 100%; Families, 2,000.

Schools: Public Grade, 4; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 1,500.

Churches: Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Seventh Day Adventist, 1; Church of Christ, 1; United Brethren, 1; Miscellaneous, 4.

Banks: National, 1; State, 1; Total Resources, \$3,561,000; Savings Bank Deposits Total, \$1,500,000.

Theatres: Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 4. Total number of seats, 5,000.

Location: Penna and Nickel Plate. Traction line. Four bus lines. Good roads in all directions.

Principal Industries: Glass and paper and overhead doors and overalls, canneries.

Manufacturing Establishments: 9. Leading firms: American Window Glass Co., Hartford City Paper Co., Fort Wayne Corrugated Paper Co., Sneath Glass Co., Johnston Glass Co., Thompson-Weber Canning Co., E. E. Cox, printer; Nonebetter Mfg. Co. Total value of yearly output of factories estimated at from \$15,000,000 to \$20,000,000.

Residential Features: Practically all one- and two-family houses, majority owned. No tenements.

Retail Shopping Section: Extends from public square, which forms heart of business section and terminal for bus lines, south and north one block on Washington and Main Streets. Usual neighborhood stores.

Trading Area: 8 miles north, 6 miles south, 7 miles west and 8 miles east.

Wholesale Houses: Groceries, 1; tobacco and candy, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; automobile accessories, 5; automobile tire agencies, 7; bakers, 3; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 8; dressmakers, 4; druggists, 4; dry goods, 5; department stores, 3; electrical supplies, 3; florists, 2; fruits, 3; furniture, 4; garages (public), 6; grocers, 34; hardware, 3; jewelry, 2; meat markets, 4; men's furnishings, 4; men's clothing, 5; merchant tailors, 2; milliners, 4; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 5; radio supplies, 5; restaurants (including hotels), 5; shoes, 6; sporting goods, 2; stationers, 2; women's apparel, 5.

Miscellaneous Data: Doctors (medical, 7), (dentists, 4); gas, artificial; number of meters, 900; electric current, alternating; number of wired houses, 1,400; water, hard.

HUNTINGTON, IND.

(Huntington County)

1920 Population, 14,000. Note: Post Office and Directory (1924), 17,994.

City and Suburban Estimate, 35,000. Most important cities and towns in this area are: Warren (pop. 1,200); Roanoke (700); Markle (700); Andrews (850).

Native Whites, 94%; Negroes, 1%; Foreign Born, 5%; Industrial Workers, 40%; English Reading, 96%; Families, 3,847 (1920); 4,100. Post Office and Directory, 1924.

Schools: Public Grade, 6; High, 1; Junior High, 6; Parochial, 3. Number of Pupils, 2,706.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 7.

Banks: National, 1; State, 3. Capital, surplus and undivided profits (all banks), \$692,813; Total Deposits (all banks), \$5,758,880; Total Resources (all banks), \$6,690,135.

Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 4. Total number of seats, 3,000, exclusive of church auditoriums.

Location: Northeast part of Indiana, near confluence of Wabash and Little Wabash Rivers; junction of Erie main line and Wabash main line railroads making this important transfer center. Also served by Indiana Service Corp. (Traction between Fort Wayne and connection points, west to Lafayette, and intermediate points, south to Indianapolis.) Bus and overland motor truck service within radius of 25 miles for both passenger and freight.

Principal Industries: Lime, steel, pianos, shoes, rubber goods, printing, railroad shops, furniture, building supplies, flour, dairy products, chemicals, stone (road supplies), poultry and products, furnaces, coal chutes, garbage receivers.

Manufacturing Establishments, 35. Leading firms: The Majestic Co., Erie Stone Co., Schaff Bros. Piano Co., Cloverleaf Creameries, Inc., Orton Crane & Shovel Co., Rinebolt Foundry, Kelley Inland & Transport Co. (Lime), Huntington Shoe & Leather Co., Schacht Rubber Co., Caswell-Runyan (Furniture), Huntington Laboratories, Inc., National Cement Co., Waring Glove Co., Huntington Fertilizer Co., Northern Indiana Power Co., Huntington Milling Co., Adams Bros., Stave Factory, Ditzler & Schock Lumber Co., Huntington Packing Co., Ditzler Poultry Supplies Co., McGreury Candy Co.

Residential Features: Mostly one- and two-family dwellings. No tenements. Private homes predominate. Unusually large per cent home owners. Residential sections surround business section. Huntington long reputed as city of many beautiful homes. Strong architectural influences apparent. No defined exclusive residential section.

Retail Shopping Section: Jefferson Street, principal business street, extending four business blocks north and south from County Court House Square. Cherry and Warren Streets parallel Jefferson Street to west and east, with six business blocks on Warren and four business blocks on Cherry and two blocks on State Street intersecting. On East Market Street, three-quarter mile east of Jefferson, near Erie shop district, there are 1½ blocks retail business. There are the usual outlying groceries and meat markets in the residential district.

Trading Area: Extends 18 miles north to South Whitley, 14 miles east to Uniondale, 14 miles south to Warren, 12 miles west to Largo, 21 miles northwest to North Manchester, 10 miles east to Markle, 10 miles east to Roanoke, 18 miles southwest to Lafontaine.

Wholesale Houses: Groceries, 2; meats, 1; fruits, 3; miscellaneous lines: poultry, 2; confectionery, 1; dairy products, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 16; commercial automobile agencies, 5; automobile accessories, 18; automobile tire agencies, 14; bakers, 5; cigar stores and stands (including hotels), 34, excepting groceries; confectioners (including hotel stands), 18, excepting groceries; dressmakers (no figures), est. 15; druggists, 9; dry goods, 6; department stores, 9; electrical supplies, 5; florists, 3; fruits, 2; groceries, 52 (chain, 6); furniture, 5; garages (public), 17; grocers, 42; hardware, 5; jewelry, 4; meat markets, 10 (chain, 1); men's furnishings, 10; men's clothing, 10; merchant tailors, 3; milliners, 3; opticians, 7; photographers, 3; pianos (and miscellaneous musical instruments), 4; radio supplies, 7; restaurants (including hotels), 15; shoes, 10; sporting goods, 5; stationers, 11; woman's apparel, 11 (including department and dry goods stores).

Miscellaneous Data: Doctors (medical, 16); (dentists, 12); gas, artificial; number of meters, 3,200; electric current, alternating; number of wired houses, 4,000; number of automobile registrations, 6,870; water, hard.

JEFFERSONVILLE, IND.

(Clark County)

1920 Population, 10,098 (1926 est. 14,600).

City and Suburban Estimate, 25,000. Most important cities and towns in this area are: Sellersburg (pop. 800); Charlestown (1,000); Henryville (600); Borden (500).

Native Whites, 83.5%; Negroes, 14.1%; Foreign Born, 2.4%; Industrial Workers, 25%; English Reading, 92%; Families, 3,046.

Schools: 6. Number of Pupils, 2,412.

Churches: 8.

Banks: 3; 1 National; 1 Trust Company; 1 State, Building and Loan and American Security Company. Capital, Surplus and Undivided Profits (all banks), \$596,415; Total Deposits (all banks), \$3,950,185; Total Resources (all banks), \$5,025,675.

Theatres: 2. Total number of seats, 2,412.

Location: On Ohio River, served by Cincinnati and Evansville Packets; Pennsylvania R.R. Co.; B. & O. R.R. Co.; S. W. R.R. Co.; Big Four R.R. Co.; and Interstate (electric) lines which give Chicago, Milwaukee, Indianapolis, Dayton and Cincinnati electric freight service.

Principal Industries: Car works, soap and perfume works, lumber, laundry supplies, canning, shirt manufacturing, furniture, foundries, railroad shops, Portland cement and brickwork.

Manufacturing Establishments: American Car and Foundry Co.; Colgate & Co.; United States Quartermaster Intermediate Supply Depot; Jeffersonville Mfg. Co.; Jeffersonville Canning Co.; Hempel Machine Works; Howard Shipyards; M. Fine & Sons, shirt manufacturers.

Special Information: Colgate & Co., manufacturers of soap and perfumes, have located their central and western plant in this city. American Car and Foundry Company's plant specializes in passenger coach work. Government Intermediate Supply Depot is headquarters for government post supplies in central states, having their own foundry and leather shops, in ad-

dition to being the assembling plant and shipping point for army supplies. Jeffersonville Canning Co., large canners of kraut; local construction work by Pennsylvania Railroad. Bank deposits are equally as much as highest mark during war. Practically all industries working to full capacity; largest cement mills 10 miles north on electric line. Jeffersonville is the terminal point of 2 railroads, has a government supply depot, and is the winter quarters of a 25-car carnival, and an 18-car circus. Profitable trade from river packets and tug boats. New \$75,000 shirt factory under construction will give employment to 350 persons when completed.

Residential Features: All one-family homes with 80% home owners; only a few apartment houses and no tenements; no foreign element and what few negroes are here are of southern type. Homes attractive and comfortable; fine water supply; good car service to all parts of town; city parks. 4,200 homes (actual account August 1, 1924).

Retail Shopping Section: About 12 blocks in center of city.

Trading Area: 30 miles north, 10 miles west, and 20 miles east. Good trolley and fair bus service, enlarging trade area to north and east, closest city in that territory is Seymour, 50 miles north.

Wholesale Houses: Groceries, 4; bakeries, 5; ice plants, 1; ice cream, 2; dairies, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial automobile agencies, 4; automobile accessories, 6; automobile tire agencies, 4; bakers, 6; cigar stores and stands (including hotels), 6; confectioners (including hotel stands), 6; dressmakers, 12; druggists, 9; dry goods, 4; department stores, 2; electrical supplies, 3; florists, 2; fruits, 3; furniture, 4; furriers, 1; garages (public), 12; grocers, 102 (chain, 11); hardware, 4; jewelry, 3; meat markets, 27; men's furnishings, 4; men's clothing, 6; merchant tailors, 2; milliners, 4; opticians, 1; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 3; restaurants (including hotels), 6; shoes, 4; sporting goods, 1; stationers, 1; women's apparel, 4.

Miscellaneous Data: Doctors (medical, 16); (dentists, 6); (osteopaths, 1); street car service; gas, artificial; number of meters, 2,400; electric current, alternating; number of wired houses, 3,600; number of automobile registrations: Passenger, 3,407; commercial, 510; water, hard.

INDIANAPOLIS, IND.

(Marion County)

1920 Population, 314,194. (Estimate, based on U. S. Census Bureau, Bell Telephone Company, Engineers (city) and City Directory for 1926, is 375,000.

City and Suburban Estimate, 800,000. Most important cities and towns in this area are: Evansville (pop. 35,264); Fort Wayne (86,549); South Bend (70,983); Terre Haute (66,083).

Native Whites, 83.6%; Negroes, 11.0%; Foreign Born, 5.4%; Families, 89,000. (1925 Post Office count, 98,199.)

Schools: Public Grade, 83 (47 free kindergarten); High, 5; Junior High (6-3-3 plant not used); Parochial, 31. Number of Pupils, 66,000 (including private and public schools).

Churches: Baptist, 29; Christian Science, 4; Congregational, 3; Methodist Episcopal, 49; Hebrew, 10; Methodist (Protestant), 3; Presbyterian, 14; Roman Catholic, 23; Miscellaneous, 59; Colored Protestant Churches, 59; Moravian, 3; Reformed, 8; United Brethren, 8. Total Churches, 267; Missions, etc., 99.

Banks: National, 4; State, 26 (12 Trust Companies and branches); Capital, Surplus and Undivided Profits (all banks), \$26,132,839; Total Deposits (all banks), \$176,501,177; Total Resources (all banks), \$274,522,067; Total Bank Clearings (12 months of 1925), \$900,498,580.

Theatres: Legitimate, 2; Moving Pictures, 55; Vaudeville, 3; Burlesque, 1. Miscellaneous (Auditoriums, etc.), 8. Total number of seats 40,000.

Location: The 17 railroads, 29 bus lines, and 13 interurban lines radiating in all directions from Indianapolis, are listed: 4 companies operate 13 lines, I. U. T., T. H. I. & E. I. C., I. P. S. Co. The 17 railroads are (the eight companies named maintain 17 railroads out of the city): O. I. & L., C. I. & W., C. O. C. & St. L., Illinois Central, L. E. & W., Pennsylvania, New York, Chicago & St. Louis, Pittsburgh, Cincinnati, Chicago & St. Louis. To nearest larger city, by railroad, 5 hours; by auto, 6 hours.

Principal Industries: There are 1,250 manufacturing concerns making more than 1,000 distinct articles, including silk hose, shock absorbers, cotton gloves, pop corn machines, quality automobiles, poultry remedies, auto bodies, pharmaceutical products, transmission chains, hog serum, saws and tools, fire fighting apparatus, and food products. Packing and agricultural industries are of equal importance.

Manufacturing Establishments: 1,250. Leading firms: E. C. Atkins & Co., The Marmon Co., Link Belt, Real Silk Hosiery Mills, Robert H. Hassler, Stutz Fire Engine Co., Van Camp Products Co., Holcomb & Hoke, Martin-Parry Corp., Eli Lilly Co., Prest-O-Lite Co., Premier, Stutz Motor Co. of America, Diamond Chain & Mfg. Co., J. C. Adams & Co., Kinzard & Co., F. M. Dilling & Co. Total value of yearly output of factories estimated at \$450,000,000 (1925), packing industry, \$135,000,000.

Special Information: Although 21st in population, Indianapolis is 13th in volume of retail business. The assessed valuation of Indianapolis is in excess of \$639,000,000. The city is within 55 miles of the center of population of the United States. It is an equal distance from the industrial center of the nation as determined by the Census Bureau. 33% of the

INDIANA (Cont'd)

population have individual incomes of over \$1,800 annually. More than 10,000 new homes have been built in the last 4 years.

Residential Features: The latest survey by mail carriers shows 93,300 occupier residences and 10,700 apartment-house suites in Indianapolis. The Zoning Commission regulates the residential, industrial, commercial and manufacturing districts.

Retail Shopping Section: Principal section is the "Mile Square," or the district of about that area bounded by East, North, West and South Streets. There are 6 large neighborhood districts—South Meridian, Irvington, 30th and Illinois, Haughville, Broad Ripple, Fountain Square. There are approximately twice as many smaller neighborhood districts, including Alabama and Ft. Wayne Avenues, East 10th and Brookside, 30th and Northwestern, 38th and College, and others.

Trading Area: The trading area is that territory within a radius of 75 miles. Because of the net work of electric interurban lines, steam roads, and improved State highways. Indianapolis has a transient population of over 20,000 daily. This is based on the number of passengers carried by the transportation companies, including bus lines. Many thousands more undoubtedly arrive in their own automobiles. It is because of this, that the volume of retail business done is many times larger than the actual city population might indicate.

Wholesale Houses: Groceries, 17; meats, 22; fruits, 19; hardware, 5; dry goods, 5; confectioners, 30; cigars and tobacco, 15; jewelry, 5; plumbers, 7; drug, 6; automobile accessories, 6.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 87; commercial automobile agencies (information relative to the number of passengers and commercial agencies not available); automobile accessories, 138; automobile tire agencies, 65; makers, 127; cigar stores and stands (including hotels), 80 (does not include drug and grocery stores); confectioners (including hotel stands), 167; delicatessen, 38; dressmakers, 132; druggists, 306 (40 chain); dry goods, 167; department stores, 21; electrical supplies, 79; florists, 67; furniture, 88; furriers, 7; garages (public), 237; grocers, 1,523 (chain, 455); hardware, 97; jewelry, 72; meat markets, 713; men's furnishings, 63; milliners, 81; opticians and optometrists, 32; photographers, 55; pianos (and miscellaneous musical instruments), 14; radio supplies, 40; restaurants (including hotels), 621; shoes, 76; sporting goods, 14; stationers, 26.

Miscellaneous Data: Average temperature, 527 degrees; average number of rainy days per twelve months, 132; most pleasant months, April, May, June, Sept., Oct., Nov.; doctors

See announcement below

(medical, 730); (dentists, 337); (osteopaths, 23); number of wired houses, 71,500; street car service; gas, artificial; meters, 74,652; electric current, alternating and direct; water, hard. Automobile registrations: Passenger cars, 627,173; trucks, 94,856.

KENDALLVILLE, IND.

(Noble County)

1920 Population, 5,273.

City and Suburban Estimate, 6,500.

Native Whites, 85%; Negroes, none; Foreign Born, 10 to 15%; Industrial Workers, 25%; English Reading, 90%; Families, 1,600.

Schools: Public Grade, 2; High, 1; Parochial, 2; Number of Pupils, 1,150.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, Evangelical, 1.

Banks: National, 1; State, 3; Total Resources, \$2,200,000; Savings Bank Deposits Total, \$300,000; American Building and Loan Ass'n., \$75,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, (Combined with pictures); Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 2,000.

Location: New York Central (main line), Grand Rapids & Indiana (Pennsylvania branch), Fort Wayne & Northwestern (electric). Excellent bus line service to many nearby towns, as far as 30 miles. To nearest large city by railroad, 50 minutes; by auto, 1 hour.

Principal Industries: Refrigerators, pumps, windmills, motor trucks, display cases, mittens and gloves, foundry, clothes racks, flour and feed, cement machinery, brushes and brooms, wheels, handles, caskets, bedside tables, tanks, ice cream, cigars, ice, printing.

Manufacturing Establishments: 19. Leading firms: McCray Refrigerator Co., Flint & Walling Mfg. Co., Kendallville Mfg. Co., Noble Motor Truck Co., Specialty Display Case Co., Raber & Lang Mfg. Co., Kendallville Foundry, Tri-State Casket Co., Watters-Portman Wheel Co. Total value of yearly output of factories estimated at \$8,000,000 to \$10,000,000 (one concern alone does over \$4,000,000 worth of business).

Special Information: The McCray Refrigerator Company, is one of the largest in the country. All factories are on a sound and substantial basis, and no business depression in years has caused them to shut down. Diversified industries, including many factories of from 25 to 75 employees, but steady demand for labor. Surrounded by good farming community, onion and mint farms, and fine lake resorts which annually brings thousands of visitors.

Residential Features: 80% home owners. Few apartment houses. No tenements. No foreign

element, no negroes. 15 miles of pavement, well improved streets, attractive comfortable homes, fine water supply, fine city park on banks of large lake. 75 miles concrete sidewalks. Just a home loving, good American city, surrounded by prosperous general farming community.

Retail Shopping Section: North, Main Street, 2 blocks; south, Main Street, 2 blocks; east, Mitchell Street, 1 block; west, Mitchell Street, 1 block; east, William Street, 1 block; west, William Street, 1 block. Also some stores in residence section.

Trading Area: 10 to 15 miles south, east and west; 15 to 18 miles north, because of no other larger cities. Some business comes further because of the fact that Kendallville has some of the most excellent stores in a 30 mile radius. Good bus lines help materially, as well as excellent roads leading in all directions.

Wholesale Houses: Groceries, 1; Miscellaneous Lines, bakery, 2; ice, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial automobile agencies, 3; automobile accessories, 2; automobile tire agencies, 10 (including all garages selling tires); bakers, 3; cigar stores and stands (including hotels), 6; confectioners (including hotel stands), 3; dressmakers, several; druggists, 4; dry goods, 2; department stores, 2; electrical supplies, 2; florists, 2; furniture, 2; garages (public), 7; grocers, 16 (chain, 1); hardware, 2; jewelry, 2; meat markets, 4 (chain, 2); men's clothing, 6; merchant tailors, 3; milliners, 3; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 7; shoes, 3; (exclusively); sporting goods, 2; women's apparel, 1.

Miscellaneous Data: Average temperature, 57 degrees; average number of rainy days per twelve months, 100; most pleasant months, May, June, Sept., Oct., Doctors (medical, 8); (dentists, 5); (osteopaths, 1); gas, artificial; electric current, alternating; number of wired houses, 1,400; water, hard.

KOKOMO, IND.

(Howard County)

1920 Population, 30,067 (1926 est. 35,890).

City and Suburban Estimate, 70,000. Most important cities and towns in this area are: Peru (pop. 20,000); Logansport (26,000); Frankfort (20,000); Marion (30,000).

Native Whites, 94%; Negroes, 4%; Foreign Born, 2%; Industrial Workers, 30%; English Reading, 98%; Families, 7,500.

Schools: Public Grade, 11; High, 1; Junior High, 1; Parochial, 2; Number of Pupils, 7,105.

Churches: Baptist, 5; Christian Science, 1; Congregational, 2; Episcopal, 1; Methodist, 6;

Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 21.

Banks: National, 2; State, 5; Total Resources (all banks), \$12,206,990.72; Savings Bank Deposits Total, \$1,423,259.59; Total Bank Clearings, (12 months of 1925), \$102,288,521.

Theatres: Legitimate, 1; Moving Pictures, 5; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 8,840 (including New Auditorium).

Location: Kokomo is located in the north central part of Indiana, in an excellent agricultural region, and is served by the Pennsylvania, L. E. & W., and Clover Leaf Railroads. Traction freight and passenger service. To Indianapolis by railroad, 1½ hours; by trolley, 2 hours; by auto, 2 hours.

Principal Industries: Automobiles, plate glass, automobile tires, iron and steel, brass works, stoves and ranges, baby carriages, gloves, candy, cathedral glass, chemicals, wagons, wire baskets and office equipment, phonographs and radios.

Manufacturing Establishments: 103. Leading firms: Kokomo Tire & Rubber Co., Glove Stove & Range, Kokomo Brass Works, Pittsburgh Plate Glass Co., Kokomo Steel & Wire Co. Total value of yearly output of factories estimated at \$50,000,000.

Special Information: Over sixty million of capital invested in Kokomo industrial institutions of which 80% is home capital. 65% of Kokomo's industrial workers are home owners. Kokomo has more nationally known products than any other city in the state of Indiana. In 1925 more than \$8,764,000 was paid out in wages to 8,783 employees in Kokomo industries.

Residential Features: Mostly one- and two-family houses. Limited section devoted to workmen's homes. Private houses predominate. Very fine residences in the western part of city.

Retail Shopping Section: Extends from Public Square (which forms heart of business section) 2 blocks north and south on Main and Buckeye Streets; 2 blocks east and 1 block west on Sycamore and Walnut Streets. Mulberry Street between Main and Buckeye is a good business block. Union Street has the traction terminal and is a good business street for 2 blocks north and south.

Trading Area: Extends about thirty miles in each direction, although quite a business comes from small towns south, southwest and north of us, especially to furniture, ready-to-wear and department stores.

Wholesale Houses: Groceries, 2; fruits, 2; Miscellaneous lines, confectionery, 1; cigars and tobacco, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 16; automobile accessories, 6; automobile tire agencies, 12; bakers, 13; cigar stores and stands (including hotels), 12 (chain, 1); confectioners (including hotel stands), 10; delicatessen, 1.

Continued on page 76

The Indianapolis Radius

America's most American 2,000,000—a unique market—completely dominated by one of the nation's outstanding newspapers

THE population of the Indianapolis Radius, the remarkable market of which Indianapolis is the center, is 2,000,000. Indiana has 92.1% of its population native born white—the highest percentage of native born white population of any state in the Union.

Indianapolis is the twenty-first city in population. It is *thirteenth* in retail sales.

Indianapolis is the center of a network of a transportation system, by rail, electric line, bus, and paved highways, that is without a parallel in America for cities of anywhere near its size.

Compact, homogeneous, uniform in intelligence, buying power and standards of living, prosperous, possessing advantages peculiar to no other market in America

—The Indianapolis Radius is a veritable selling empire.

The Indianapolis Radius is the zone of concentrated influence and circulation of The Indianapolis News—Indianapolis itself and the approximate seventy-mile radius.

In this area The News is supreme by every standard by which a newspaper may be judged. Its circulation leadership comes from 57 years of faithful public service. Editorially, The News is nationally respected. As an advertising medium, it has dominated the field decisively in lineage and (more important) results, every year since 1869. In the

first 9 months of 1926, The Indianapolis News (6 days) has carried hundreds of thousands of lines more national advertising than both other Indianapolis newspapers combined (13 issues a week). *Increasing leadership!*

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INDIANA (Cont'd)

Kokomo (cont'd)

sen, 1; dressmakers, not available; druggists, 21 (chain, 2); dry goods, 5; department stores, 3; electrical supplies, 7; florists, 6; fruits, 1; furniture, 11; furriers, 1; garages (public), 16; grocers, 125 (chain, 8); hardware, 3; jewelry, 7; meat markets, 9 (chain, 2); men's furnishings, 9; men's clothing, 8; merchant tailors, 4; milliners, 9; opticians, 4; photographers, 5; pianos (and miscellaneous musical instruments), 4; radio supplies, 5; restaurants (including hotels), 38; shoes, 8; sporting goods, 2; stationers, 2; women's apparel, 4.

Miscellaneous Data: Average temperature, 55 degrees; average number of rainy days per twelve months, 45; most pleasing months, May, June, Sept., Oct., Nov. Doctors (medical, 45); (dentists, 27); (osteopaths, 2); street car service; gas, natural and artificial; number of gas meters, 5,000; electric current, alternating and direct; number of wired houses, 9,014; number of automobile registrations, 9,000; water, hard.

LAFAYETTE, IND.

(Tippecanoe County)

1920 Population, 22,486 (including West Lafayette) 23,316, (1926 est. 33,000).

City and Suburban Estimate, 85,000.

Native Whites, 99%; Negroes, 1/4%; Foreign Born, 1/4%; Industrial Workers, 20%; English Reading, 99%; Families, 6,000.

Schools: Public Grade, 10; High, 3; Parochial, 5; Number of Pupils, 4,145.

Churches: Baptist, 3; Christian Science, 1; Episcopal, 1; Hebrew, 2; Methodist, 5; Presbyterian, 1; Roman Catholic, 4; Miscellaneous, 4.

Banks: National, 3; State, 5; Total Resources, \$20,000,000.

Theatres: Legitimate, 1; Moving Pictures, 5; Vaudeville, 1; Total number of seats, 5,000.

Location: On Big Four; Monon; Nickel Plate; Wabash R.R.; two electric lines; direct shipments to Chicago, St. Louis, Detroit, Indianapolis. In northwestern part of Indiana, 120 miles south of Chicago.

Principal Industries: Railroad shops; electric meter works; auto steering gears; paper boxboard manufacturing, auto tires, safes and wire goods, printing.

Manufacturing Establishments: 20. Leading firms: Ross Gear & Tool Co., Duncan Meter Works, Lafayette Boxboard Co.

Special Information: Agricultural center, wealthiest farming center in State of Indiana. Home of Purdue University—3,500 students; agricultural and engineering school.

Residential Features: Mostly all privately-owned homes. Lafayette residential district one of the finest in State. Very few rented properties. Only four big apartment houses.

Retail Shopping Section: Extends 10 blocks on Main Street. Public Square at Court House main business section. Four outlying neighborhood business sections.

Trading Area: West, 40 miles; north, 60 miles; east, 15 miles; south, 30 miles. Receive business from 55 surrounding towns. Steam, electric and bus lines enter city.

Wholesale Houses: Groceries, 3; meats, 2; fruits, 3; hardware, 2; dry goods, 2; Miscellaneous lines, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 13; commercial automobile agencies, 3; automobile accessories, 5; automobile tire agencies, 10; bakers, 6; cigar stores and stands (including hotels), 9; confectioners (including hotel stands), 9; delicatessen, 2; dressmakers, 3; druggists, 19; dry goods, 5; department stores, 4; electrical supplies, 4; florists, 4; fruits, 4; furniture, 7; garages (public), 8; grocers, 90; hardware, 6; jewelry, 6; meat markets, 9; men's furnishings, 6; men's clothing, 11; merchant tailors, 4; milliners, 5; opticians, 9; photographers, 5; pianos (and miscellaneous musical instruments), 5; radio supplies, 6; restaurants (including hotels), 15; shoes, 20; sporting goods, 4; stationers, 4; women's apparel, 6.

See announcement columns 3 and 4

LA PORTE, IND.

(La Porte County)

1920 Population, 15,158 (1926 est., 16,700).

City and Suburban Estimate, 70,000. Most important cities and towns in this area are: South Bend (pop. 95,000); Mich. City (22,000).

Native Whites, 90%; Negroes, 4%; Foreign Born, 6%; Industrial Workers, 20%; English Reading, 98%; Families, 14,000.

Schools: Public Grade, 6; High, 1; Junior High, 1; Parochial, 4; Number of Pupils, 4,200.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 3; Miscellaneous, 8.

Banks: National, 1; State, 1; three other banks, Total Capital, Surplus, and Undivided Profits, \$13,200,000. Total Deposits, \$12,000,000.

Theatres: Legitimate, 2; Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 3 Halls. Total number of seats, 3,683.

Location: Nickel Plate, L. E. & W. Division, P. & M. Lake Shore, New York Central, Electric Railway, and bus lines that connect La Porte with all surrounding cities. To nearest large city, by railroad, 45 minutes; by trolley, 1 hour; by auto, 1 hour.

Principal Industries: Advance Rumley, farming implements, U. S. slicing machines, piano manufacturing, woolen mills, hollow steel doors,

pool tables, fan heating apparatus, furniture, printing, stoves, auto tires, tools, foundry, gas and water tanks, bicycles, pattern shop, moulding shop, artificial flowers, pianos, furniture, shirts, bookbinding, mfg. women's garments, 32 factories.

Manufacturing Establishments: La Porte is ideally located for manufacturing purposes, being centrally situated in the heart of the Indiana Industrial Belt. It is surrounded by lakes, making it one of America's natural playgrounds.

Residential Features: Mostly one and two-family houses. Limited section devoted to workmen's tenements. Private homes predominate. Some of the most beautiful residential sections in America. Homes in these sections average in value \$15,000.

Retail Shopping Section: Extends from Court House, which is located in the center of town, for 6 blocks each way on Lincoln Way, 2 blocks each way on Michigan Avenue, and 3 blocks on Indiana Avenue. This, however, does not include the other business houses on side streets from the main streets mentioned.

Trading Area: Extends about 15 to 18 miles southeast and west, and 12 to 18 miles north. La Porte is the terminal for one of the finest bus services in the State.

Wholesale Houses: Groceries, 1; fruits, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial automobile agencies, 14; automobile accessories, 12; automobile tire agencies, 27; bakers, 5; cigar stores and stands (including hotels), 40; confectioners (including hotel stands), 15; delicatessen, 3; dressmakers, 25; druggists, 6; dry goods, 7; department stores, 7; electrical supplies, 8; florists, 3; fruits, 4 (not grocers); furniture, 4; garages (public), 24; grocers 39 (chain, 7); hardware, 4; jewelry, 4; meat markets, 23 (chain, 2); men's furnishings, 8; men's clothing, 8; merchant tailors, 4; milliners, 8; opticians, 3; photographers, 4; pianos (and miscellaneous musical instruments), 3; radio supplies, 10; restaurants (including hotels), 8; shoes, 9; sporting goods, 2; stationers, 6; women's apparel, 7.

Miscellaneous Data: Average temperature, 50 degrees; average number of rainy days per twelve months, 30; most pleasant months, May to December. Doctors (medical, 17); (dentists, 12); (osteopaths, 2); number of wired houses, 3,100; street car service; gas, artificial; number of meters, 3,500; electric current, alternating; water, hard; number of automobile registration, 2,474.

LEBANON, IND.

(Boone County)

1920 Population, 6,257.

City and Suburban Estimate, 14,000.

Native Whites, 98%; Negroes, 1%; Foreign Born, 1%; Industrial Workers, 20%; English Reading, 100%; Families, 1,800.

Schools: Public Grade, 3; High, 1; Junior High, 1; Number of Pupils, 1,600.

Churches: Baptist, 2; Christian Science, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 7.

Banks: National, 1; State, 3; Total Resources, \$3,797,862; Savings Bank Deposits Total, \$1,313,000.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 4,000.

Location: On Chicago Div. Big Four; Louisville Div. Pennsylvania; C. I. and E. and Four Div. of the T. H. I. & E. Traction. This is one of the best traction centers in Indiana.

Principal Industries: Kitchen cabinets, cream separators, steel disc auto wheels, auto parts, gloves. Wilson's condensed milk, canned goods, auto bodies, furniture, oil burning equipment, and cigars.

Manufacturing Establishments: 12. Leading firms: Campbell-Smith-Ritchie Co., Dairy Cream Separator Co., Indestructible Wheel Co., Standard Motor Parts Co., Indiana Condensed Milk Co., Boss Manufacturing Co., N. H. Smith Co. Total value of yearly output of factories estimated at \$2,000,000.

Special Information: Boone County is the premier agricultural county of Indiana and that gives it high rank among agricultural counties of the world. Local dairying and seed corn growing have attained international fame.

Residential Features: New country club, one of finest in State, has brought about the planning of a new country club district where twenty new homes have been built within the past year; 78% of workmen in Lebanon own their own homes.

Retail Shopping Section: Six streets—Lebanon Street: four blocks; Main Street, three blocks; Washington Street, three blocks; Meridian Street, four blocks; South Street, three blocks; West Street, three blocks.

Trading Area: Fifteen miles north and south, eighteen miles east and west. There also are people in the stores every day from towns beyond this trading area.

Wholesale Houses: Groceries, 1; meats, 1; fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial automobile agencies, 3; automobile accessories, 14; automobile tire agencies, 10; bakers, 3; cigar stores and stands (including hotels), 3; confectioners (including hotel stands), 5; delicatessen, 1; dressmakers, 8; druggists, 6; dry goods, 4; department stores, 1; electrical supplies, 2; florists, 1; fruits, 1; furniture, 7; furriers, 1; garages (public), 7; grocers, 24; hardware, 6; jewelry, 4; meat markets, 5; men's furnishings, 4; men's clothing, 4; merchant tailors, 2; milliners, 4; opticians, 5; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 10; shoes, 4; sporting goods, 2; stationers, 1; women's apparel, 3.

LINTON, IND.

(Greene County)

1920 Population, 5,856.

City and Suburban Estimate, 10,500. (The original corporation lines of Linton have never been extended to include four rapidly growing suburbs, which accounts for low government census figures.)

Native Whites, 72%; Foreign Born, 28%; Industrial Workers, 40%; English Reading, 85%; Families, 1,650.

Schools: Public Grade, 6; High, 1; Junior High, 1; Parochial, 1. Number of Pupils, 1,941.

Churches: Baptist, 1; Christian Science, 1; Methodist, 2; Roman Catholic, 1; Miscellaneous, 7.

Banks: National, 1; State, 2. Total Resources, \$2,500,000; all bank deposits, \$2,400,000.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 3,000.

Location: Western part of Greene County on Illinois Central; Chicago, Milwaukee & St. Paul Rys., and branches of Monon and Pennsylvania. Hourly bus line service to all points. Fine system of public highways.

Principal Industries: Coal mining, farming, manufacturing, poultry and fruit. Center of bituminous coal fields—daily capacity output of mines in field, 34,000 tons. Daily miners' trains run to all mines from Linton. Prize corn belt of Indiana in Greene County. Fruit and poultry fast growing industries.

Manufacturing Establishments: 6. Leading firms: Alkin Decorative Co., Harting Bros. Bottling Works. Other smaller establishments.

Special Information: An exceptional advantage enjoyed by Linton is that it is both a mining and agricultural district—rather unusual—and has superior railroad and highway facilities. Isolated from any large city.

Residential Features: Most of residences are occupied by owners. No slums. Number of rental cottages. Few apartment houses.

Retail Shopping Section: Main Street, 9 blocks; Vincennes Street, 5 blocks; "A" Street north, 5 blocks; others scattered; and 64 "neighborhood" and suburban stores.

Trading Area: Extends 25 miles southwest, 20 miles east and southeast, 12 miles north, and 14 miles south. Linton being easily accessible, and the largest city.

Wholesale Houses: Meats, 2; fruits, 1; Miscellaneous lines, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agen-

cies, 8; commercial auto. agencies, 8; automobile accessories, 7; automobile tire agencies, 10; bakers, 4; cigar stores and stands (including hotels), 16; confectioners (including hotel stands), 20; delicatessen, 1; dressmakers, 12; druggists, 5; dry goods, 6; department stores, 5; electrical supplies, 6; florists, 4; fruits, 6; furniture, 5; garages (public), 10; grocers, 76; hardware, 5; jewelry, 2; meat markets, 15; men's furnishings, 5; men's clothing, 5; merchant tailors, 4; milliners, 4; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 6; restaurants (including hotels), 7; shoes, 9; sporting goods, 3; stationers, 2; women's apparel, 6.

LOGANSPORT, IND.

(Cass County)

1920 Population, 21,626 (1925 est., 25,000).

City and Suburban Estimate, 60,000. Most important cities and towns in this area are: Flora (pop. 1,500); Delphi (2,200); Monticello (2,700); Rochester (3,800).

Native Whites, 99.1%; Negroes, 0.5%; Foreign Born 0.4%; Industrial Workers, 30%; English Reading, 99%; Families, 5,400.

Schools: Public Grade, 10; High, 1; Junior High, 2; Parochial, 4. Number of pupils, 5,000.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 3; Presbyterian, 2; Roman Catholic, 4; Miscellaneous, 22; others, including Salvation Army barracks and Negro churches.

Banks: National, 2; State, 4; Loan & Trust Companies, 2; Savings Bank Deposits Total, \$8,485,577.27 (all banks have savings deposits). Capital, Surplus, and Undivided Profits (all banks), \$417,830; Total Deposits (all banks), \$8,670,708; Total Resources (all banks), \$11,000,000.

Theatres: Legitimate, 1; Moving Pictures, 5; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 6,000.

Location: Pennsylvania, Wabash, Vandalia, Indiana Service (traction), Union Traction Co. and 8 divisions of the Pennsylvania center in Logansport, an excellent shipping point. Regular bus service in all directions.

Principal Industries: Pennsylvania R.R. shops, Polaris Co. (electric refrigerators), Logansport Radiator (steam radiation), Obenchain-Bayer (fire-fighting apparatus), Logansport Furniture Co. (pianos, benches, dining tables), Gosards Corset Co. (corsets), Routh Packing Co., Logansport Stone and Construction Co. (60 smaller ones).

Special Information: Located at confluence of Wabash and Bel Rivers. Third railway center in state, having 8 divisions of the Pennsylvania R.R., main line of Wabash R.R., 2 interurban

LAFAYETTE:

A ZONE IN ITSELF

Not too large and not too small—complete coverage by one newspaper which makes it an economical market in which to test your product.

145 miles from Chicago, 65 miles from Indianapolis, most fertile territory in Northwestern Indiana. Lafayette-West Lafayette have a population of 32,000 and a trading population of more than 85,000. The **JOURNAL AND COURIER** is delivered to Every home in Lafayette-West Lafayette; covers the territory within a radius of 35 miles to the extent of 94%. Circulation 21,700. Rate .06 per line.

National Representatives

G. LOGAN PAYNE COMPANY
CHICAGO AND NEW YORK CITY

INDIANA (Cont'd)

lines and 5 parks for recreation purposes. Excellent deposits of limestone used for cement, manufacturing of steel, lime, etc. Heart of finest agricultural section in Indiana.

Residential Features: Practically one- and two-family houses. Private homes predominate. Roselawn Addition in east end is an exclusive residential section with many beautiful homes.

Retail Shopping Section: Extends from Second and Broadway, east on Broadway to 7th St. Market and North Sts. parallel Broadway: business houses on these streets from 2nd to 6th and all cross streets, 3rd, 4th, Pearl and 5th, and 6th, have business houses in the section (3 blocks); 7 outlying retail business sections.

Trading Area: North, 30 miles; East, 20 miles; South, 25 miles; West, 40 miles; Northwest, 40. Good interurban service from East, West and South. Excellent bus service in all directions.

Wholesale Houses: Groceries, 2; meats, 1; fruits, 1; hardware, 1; Miscellaneous lines, cigars, 1; confectionery, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; automobile accessories, 50 to 60, including garages; automobile tire agencies, about 70 handle tires; bakers, 6; cigar stores and stands (including hotels), 30; confectioners (including hotel stands), 4; druggists, 15; dry goods, 7; department stores, 9; electrical supplies, 5; florists, 5; fruits, 1; furniture, 4; furriers, 1; garages (public), 10; grocers, 80 (chain, 5); hardware, 5; jewelry, 4; meat markets, 18 (chain, 1); men's furnishings, 2; men's clothing, 5; merchant tailors, 3; milliners, 8; opticians, 7; photographers, 4; pianos (and miscellaneous musical instruments), 4; radio supplies, 12; restaurants (including hotels), 20; shoes, 7; sporting goods, 3; stationers, 2; women's apparel, 3.

Miscellaneous Data: Doctors (medical, 34); (dentists, 21); (osteopaths, 1); street car service; gas, artificial; number of meters, 4,269; electric current, A.C.; number of wired houses, 5,200; number of automobile registrations, 9,500; water, hard.

MADISON, IND.

(Jefferson County)

1920 Population, 6,711.

City and Suburban Estimate, 9,000. Most important cities and towns in this area are: Carrollton, Ky. (pop. 3,000); Urvany, Ind. (2,200); Hannen, Ind. (1,200); Bedford, Ky. (1,000).

Native Whites, 90%; Negroes, 1%; Foreign Born, 9%; Industrial Workers, 20%; English Reading, 100%; Families, 1,900.

Schools: Public Grade, 3; High, 2; Junior High, 1; Parochial, 2; Number of Pupils, 2,400.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 6.

Banks: National, 2; State, 1; Total Resources (all banks), \$6,000,000; Capital, Surplus, and Undivided Profits (all banks), \$700,000.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 10. Total number of seats, 3,500.

Location: Pennsylvania R.R. Ohio River steamers from Cincinnati, Louisville, transshipping to Pittsburgh, St. Louis, New Orleans and waypoints on tributary rivers. Excellent bus service.

Principal Industries: Hubs, spokes and porch furniture, furniture, button, cotton, woolen goods, meats and vegetable packing, auto accessories, steamboat and barge building, tacks and rivets, cordage, crackers and cakes, candy, largest tobacco market in Indiana. Also large crude drug house and flour mills.

Manufacturing Establishments: 25. Leading firms: Pearl Packing Co., Tower Mfg. Co., Thomas Graham Co., Hampton Cracker Co., Howard Shipyards, W. Trow Co., Eagle Cotton Mills, Fordyce Textile Mfg. Co. Total value of yearly output of factories estimated at \$5,000,000.

Special Information: Madison is the only town of any size within a radius of 50 miles. It is the wholesale and retail center of this territory. Hanover College, with an enrollment of 600 students, is located here; also Southeastern Insane Hospital. Clifty State Park located here. Meeting place of four Indiana state highways and two Kentucky highways, carrying traffic all directions. The playground of Indiana visited by thousands of autoists every year.

Residential Features: Practically all one-family houses. Modern and well kept. Exceptionally fine residential quarters on hilltops overlooking Ohio River.

Retail Shopping Section: Starts at the intersection of Main and Walnut Streets, and extends six blocks west to Broadway and includes the side streets in between and parallel streets for one or two blocks.

Trading Area: Shopping area of 40 miles.

Wholesale Houses: Groceries, 2; meats, 1; fruits, 4; hardware, 1; dry goods, 2; shoes, 1; candy, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial automobile agencies, 6; automobile accessories, 12; automobile tire agencies, 15; bakers, 6; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 5; delicatessens, 2; dressmakers, 20; druggists, 5; dry goods, 7; department stores, 2; electrical supplies, 4; florists, 1; fruits, 4; furniture, 3; garages (public), 12; grocers, 35 (chain, 4); hardware, 3; jewelry, 4; meat mar-

kets, 8; men's furnishings, 8; men's clothing, 6; merchant tailors, 2; milliners, 3; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 2; restaurants (including hotels), 8; shoes, 6; sporting goods, 4; stationers, 3; women's apparel, 7.

Miscellaneous Data: Doctors (medical, 8); (dentists, 7); (osteopaths, 1); gas, artificial; electric current, alternating and direct; water, hard.

MARION, IND.

(Grant County)

1920 Population, 23,747.

City and Suburban Estimate, 60,000.

Native Whites, 96%; Negroes, 2%; Foreign Born, 2%; Industrial Workers, 33%; English Reading, 95%; Families, in town, 5,000; suburbs, 1,000.

Schools: Public Grade, 10; High, 1; Junior High, 2; Parochial, 1; Number of Pupils, 5,000.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 5; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 10.

Banks: National, 2; State, 3.

Theatres: Legitimate, 1; Moving Pictures, 4; Miscellaneous (Auditoriums, etc.), 2.

Location: C. & O., Pennsylvania, Nickel Plate, and Big Four railroads. Marion & Bluffton, Northern Indiana Power, and Union Traction Co. of Indiana, electric lines. To nearest large city, by railroad, 1 hour; by trolley, 1½ hours; by auto, 1 hour; four bus lines.

Principal Industries: Autos, trucks and accessories, oil well machinery, paper products, motors, batteries, and electrical equipment, glass products, forged products, electric cable, castings, stoves, furniture.

Manufacturing Establishments: 100. Leading firms: Indiana Truck, Delta Electric, MacBeth Evans, Marion Machine Foundry, Marion Forged Products, Velle Motor, Lindley Box & Paper Marion Paper Box, Marion Insulated Wire Co., Hoosier Stove, Snider Preserve, Spencer Table, Osborn Paper Co., Bedell Mfg. Co., Malleable Iron Foundry, Marion Grey Iron Foundry, Midwest Paper Co., Marion Shoe Factory, United States Glove Co., Rutenber Electric Co., Marion Paper Co., Indiana Fibre Products Co., Roberts Wall Board Co., Canton Glass Co., Standard Glass Co., Upland Flint Bottle Co. Total value of yearly output of factories estimated at \$25,000,000.

Special Information: National Sanatorium for disabled soldiers located here. Is within 160 miles of Indianapolis, Chicago, Toledo, Columbus, Cincinnati, and Terre Haute, giving good outlet for products.

Residential Features: Mostly one-family homes. Few double houses. No tenements. Best residence district on South Adams Street, South Washington, Spencer Avenue and on all streets from the public square and business district to fourteen blocks west. Homes scattered over great area, the city being hardly compact enough to be efficient.

Retail Shopping Section: Extends from public square (heart of business district) three blocks in all directions. Two outlying business sections as well as a large number of neighborhood sections with usual groceries, meat shops, etc.

Trading Area: Extends about 20 miles in all directions.

Wholesale Houses: Groceries, 3; meats, 4; fruits, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; automobile accessories, 7; automobile tire agencies, 6; bakers, 9; cigar stores and stands (including hotels), 25 (chain, 1); confectioners (including hotel stands), 25; delicatessen, 2; dressmakers, 10; druggists, 19 (chain, 1); dry goods, 6; department stores, 6; electrical supplies, 6; florists, 6; fruits, 3; furniture, 10; garages (public), 18; grocers, 102 (chain, 11); hardware, 7; jewelry, 4; meat markets, 3 (chain, 1); men's furnishings, 11; men's clothing, 11; merchant tailors, 6; milliners, 6; opticians, 5; photographers, 4; pianos (and miscellaneous musical instruments), 3; radio supplies, 12; restaurants (including hotels), 20; shoes, 6; sporting goods, 4; stationers, 3; women's apparel, 16.

Miscellaneous Data: Average temperature, 55 degrees; average number of rainy days per twelve months, 70; most pleasant months, May, June, July, Sept., Oct., Nov. Doctors (medical, 29); (dentists, 13); (osteopaths, 2); number of wired houses, 7,000; street car service; gas, artificial; electric current, alternating and direct; water, hard.

See announcement columns 3 and 4

MARTINSVILLE, IND.

(Morgan County)

1920 Population, 4,895.

City and Suburban Estimate, 8,000.

Native Whites, 98%; Negroes, 1%; Foreign Born, 1%; Industrial Workers, 20%; English Reading, 99%; Families, 1,368.

Schools: 4. Number of Pupils, 950.

Churches: 7.

Banks: 3. Total Resources, \$3,420,000.

Theatres: 3. Total number of seats, 1,600.

Location: 30 miles southwest of Indianapolis on C. C. C. & St. L. R.R., and Vandalia R.R. Also the T. H. I. & E. Traction Line.

Principal Industries: Flour mills, cooperage, chairs and bricks.

Residential Features: All one-family houses.

Retail Shopping Section: Six blocks in heart of city.

Continued on page 78

8 Out of Every 10 Families in Grant County

(including Marion)

read the

MARION LEADER-TRIBUNE

Grant County has 956 miles of improved roadways, more than any other county in the State.

Sixteen hard surfaced roads lead into Marion from every direction.

8 out of every ten families in Grant County own an automobile.

Marion is a city of industry—Diversified. More than 600 articles are made in Marion factories.

The average Grant county farm is 80-acres, at an average cost of \$185 per acre; 19 elevators throughout the county with a holding capacity of more than 500,000 bushels care for the crops that are to be shipped.

Marion and Grant County are a unit in buying power.

The Leader-Tribune goes into every home a few hours after it is published.

Ask for Comparative A B C Figures

Sell Grant County Thru

MARION LEADER-TRIBUNE

Representatives

G. LOGAN PAYNE COMPANY

Chicago
St. Louis

New York
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Atlanta

Send for the MARION-LEADER TRIBUNE market survey

INDIANA (Cont'd)

Martinsville (cont'd)

Trading Area: Most of Morgan County.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 4; commercial auto. agencies, 2; automobile accessories, 7; automobile tire agencies, 7; bakers, 2; cigar stores and stands (including hotels), 2; confectioners (including hotel stands), 4; dressmakers, 7; druggists, 4; dry goods, 2; department stores, 1; electrical supplies, 2; florists, 2; fruits, 3; furniture, 1; garages (public), 9; grocers, 19; hardware, 4; jewelry, 2; meat markets, 8; men's furnishings, 8; men's clothing, 3; merchant tailors, 1; milliners, 2; opticians, 1; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 6; shoes, 2; sporting goods, 1; stationers, 1; women's apparel, 2.

MICHIGAN CITY, IND.

(La Porte County)

1920 Population, 19,457 (1926, 27,240).

City and Suburban Estimate, 30,000. Most important cities and towns in this area are: La Porte (pop. 18,000); New Buffalo (1,500); Chesterton (2,000).

Native Whites, 78%; Negroes, 2%; Foreign Born, 20%; Industrial Workers, 75%; English Reading, 85%; Families, 6,000.

Schools: Public Grade, 8; High, 2; Junior High, 1; Parochial, 4; Number of Pupils, 5,024.

Churches: Baptist, 1; Christian Science, 1; Congregational, 2; Episcopal, 1; Hebrew, 2; Methodist, 2; Presbyterian, 1; Roman Catholic, 3; Miscellaneous, 7.

Banks: National, 2; State, 3; Total Resources, \$6,778,589; Savings Banks Deposits Total \$4,830,393; Total Deposits, \$7,623,206.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 5; Total number of seats, 8,000. One outdoor arena seating capacity, 35,000.

Location: On extreme southeast shore of Lake Michigan, a port of entry for foreign ships, with freight and passenger boat service. Served by Monon, Nickel Plate, Michigan Central, Pere Marquette Railroads. Main office and power plant of Chicago, South Shore and South Bend Electric Interurban Ry., also Northern Indiana Interurban to South Bend, connecting with lines through to Indianapolis. To nearest large city, by railroad, 1 hour; by trolley 1 hour; by auto, 1 hour.

Principal Industries: Pullman Car Mfg. Co., freight cars of all kinds, including box, refrigerator, coal, flat, caboose, etc. Karpen Bros., furniture manufacturers. Brick, mining machinery, steam heating boilers, iron foundries, men's shirts, women's wash dresses, glove factories, engineering (combustion) appliances. Extensive shipping of core sand and other grades of white sand.

Manufacturing Establishments: 42. Leading firms: Pullman Mfg. Co., Inc. (Haskell & Barler Plant); S. Karpen & Bros., Sullivan Machinery Co., Jos. W. Hays Corp., Well-McLain Co., Reliance Mfg. Co., Josam Mfg. Co., Young Pump Works, North Indiana Brick Co., Riscley Brick Co., Pyramid Pants Co., H. W. Angsten Co., Blackson & Co., Bromwell Wire Goods Co., Burnham Glove Co., Cabranette Corp., Chrobatic Tool Co., Excelsior Cycle Co., Michigan City Foundry & Machine Co., Michigan City Paper Box Co., Perfection Cooler Co., Sheet Steel Products Co., Smith Bros., (cough drops); Stefoe Steel Co., Tecumseh Glove Mills.

Special Information: Since 1920 census 1,417 new homes have been built and conservative estimate of present population is 27,240. Approximately 4,650 automobiles. Post office receipts, year ending June 30, 1926, \$94,491, increase of 160% in 10 years. Proximity to Chicago results in many lines, such as meats, having no wholesale here, but having representatives here with wholesale service same day out of Chicago.

Residential Features: City is largely of workmen who own their homes, though there is an extensive section (three places) almost wholly of better houses composed of other classes owning their homes, apartments and rented flats and homes. Average value of single family homes in better section \$8,000; flats, \$12,000. More than 48 miles of paved streets. Golf links, country clubs, amusement parks.

Retail Shopping Section: One principal street of 12 blocks, solid on both sides, and 8 cross streets with stores extending one block on each side. Then residential district of 2 blocks and 6 blocks of smaller stores below that. All one street. Three street car lines into three districts and bus lines into three others. One extensive summer resort of about 700 homes, 150 of which are used as permanent residences.

Trading Area: Trade area about 15 miles east and slightly north, 7 to 9 miles southeast, 15 miles southwest, 10 miles west. Interurban service east, west and south. Bus service northwest and southeast. Local railroad service southwest.

Wholesale Houses: Groceries, 2; fruits, 2; Miscellaneous lines, confectionery 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial automobile agencies, 4; automobile accessories, 18; automobile tire agencies, 11; bakers, 8; cigar stores and stands (including hotels), 30 (chain, 1); confectioners (including hotel stands), 14; delicatessen, 2; dressmakers, 3; druggists, 11; dry goods, 8; depart-

ment stores, 3; electrical supplies, 8; florists, 3; fruits, 6; furniture, 4; furriers, 1; garages (public), 6; grocers, 73 (chain, 10); hardware, 6; jewelry, 4; meat markets, 19 (chain, 4); men's furnishings, 12; men's clothing, 7; merchant tailors, 5; milliners, 5; opticians, 4; photographers, 4; pianos (and miscellaneous musical instruments), 3; radio supplies, 15; restaurants (including hotels), 15; shoes, 7; sporting goods, 3; stationers, 2; women's apparel, 6.

Miscellaneous Data: Average temperature, 55 degrees; average number of rainy days per twelve months, 120; most pleasant months, May, June, July, Aug., Sept., Oct. Doctors (medical, 25); (dentists, 11); (osteopaths, 4); street car service, gas, artificial; electric current, alternating; water, hard.

MONTICELLO, IND.

(White County)

1920 Population, 2,536 (1926 est. 2,800).

City and Suburban Estimate, 3,100. Most important cities and towns in this area are: Reynolds (pop. 586); Ondaville (400); Barnettsville (600).

Native Whites, 2,700; Foreign Born, 50; English Reading, 100%; (1925 estimate).

Schools: Public Grade, 2; High, 1; Junior High, 1; Number of Pupils, 825 (consolidated township).

Churches: Christian Science, 1; Methodist, 1; Presbyterian, 1; Miscellaneous, Christian, 1.

Banks: National, 1; State, 3; Total Resources (all banks), \$1,504,311.97.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 1,800.

Location: In northwestern Indiana, in heart of Corn Belt. Midway between Chicago and Indianapolis on Monon Railroad. Also served by Logansport-Peoria division of Pennsylvania. Located on banks of Tippecanoe River.

Principal Industries: Thread factory, overall factory, large water power projects on river, flour mills, specialty manufacturing and chemical manufacturing. Summer resort district.

Manufacturing Establishments: 7. Leading firms: Loughry Milling Company, Monticello Thread Mills Company, Reliable Garment Manufacturing Company, Superb Manufacturing Company, Monticello Mfg. Co., P. & H. Candy Co., Rose Mfg. Co.

Residential Features: Most one-family houses. Private homes predominate. No tenements. Average price of homes, \$3,000.

Retail Shopping Section: Consists of eleven blocks on Main and Broadway. There are side streets with minor shops.

Trading Area: Includes most of White County, with an area of about 400 square miles.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial automobile agencies, 3; automobile accessories, 9; automobile tire agencies, 12; bakers, 2; cigar stores and stands (including hotels), 22; confectioners (including hotel stands), 22; delicatessen, 1; dressmakers, 2; druggists, 3; dry goods, 1; department stores, 1; electrical supplies, 3; florists, 1; fruits, 12; furniture, 3; garages (public), 6; grocers, 12 (chain, 2); hardware, 3; jewelry, 2; meat markets, 5; men's furnishings, 2; men's clothing, 5; merchant tailors, 2; milliners, 2; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 4; restaurants (including hotels), 6; shoes, 2; sporting goods, 2; women's apparel, 3.

Miscellaneous Data: Doctors (medical, 5); (dentists, 4); (osteopaths, 2); electric current, alternating; water, hard.

MT. VERNON, IND.

(Posey County)

1920 Population, 5,284.

City and Suburban Estimate, 6,500.

Native Whites, 95%; Negroes, 5%; Industrial Workers, 20%; English Reading, 98%.

Schools: Public Grade, 4; High, 1; Junior High, 1; Parochial, 1; Number of pupils, 1,475.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, United Brethren, 1.

Banks: National, 2; State, 1; Total Resources, \$3,000,000. Savings Bank Deposits Total, \$1,750,000.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 2,000. \$250,000 Memorial Coliseum building.

Location: Louisville & Nashville Railroad, main line, Evansville to St. Louis, direct connection west and south; branch line Chicago & Eastern Illinois Railroad, direct connection north and east. Bus lines from Mt. Vernon, county seat, to all parts of Posey County.

Principal Industries: Corn and wheat milling, farm machinery, foundry, strawboard mill, handle factory, concrete manufacturing plants.

Manufacturing Establishments: Leading firms: Keck-Gonnerman Co., Mt. Vernon Strawboard Co., Fuhrer-Ford Milling Co., Home Mill Grain & Mill Co., Whitmore Handle Co., Inc., Mt. Vernon Hominny Mill Co., Van Camp Packing Co.

Special Information: Mt. Vernon is located in fine milling wheat belt; the railroad and Ohio River shipping facilities aiding in the marketing of not only agricultural products but flour and meal, and farming implements manufactured here.

Residential Features: Well-kept improved streets, abundance of shade, beautiful homes,

good schools, churches of all leading denominations, fine community spirit.

Retail Shopping Section: Main Street, 6 blocks; East Second, 2 blocks; West Second, 5 blocks.

Trading Area: Twenty miles north, 6 miles east, 8 miles west, and across Ohio River into Kentucky for three miles on south.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial automobile agencies, 6; automobile accessories, 6; automobile tire agencies, 8; bakers, 2; cigar stores and stands (including hotels), 3; confectioners (including hotel stands), 3; dressmakers, 4; druggist, 3; dry goods, 4; department stores, 2; electrical supplies, 2; florists, 2; furniture, 2; garages (public), 6; grocers, 20; hardware, 3; jewelry, 3; meat markets, 3; men's furnishings, 2; men's clothing, 2; merchant tailors, 3; milliners, 3; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 5; shoes, 3; sporting goods, 1; stationers, 2; women's apparel, 3.

MUNCIE, IND.

(Delaware County)

1920 Population, 36,524 (1925 est., 42,000).

Native Whites, 93%; Negroes, 5%; Foreign Born, 2%; English Reading, 99%; Families, 10,000.

Schools: Public Grade, 14; High, 1; Junior High, 1; Parochial, 1. Number of Pupils, 7,060.

Churches: Baptist, 7; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 9; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 29.

Banks: National, 2; State, 2. Total Resources, \$15,000,000.

Theatres: Legitimate, 2; Moving Pictures, 8; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 5,415.

Location: Center of Delaware County. Served by Big Four, Nickel Plate, C. & O., Penna. Co., the Central Ind. and Union Traction Co. system. In the heart of the old gas belt and a rich agricultural section. Excellent railway and auto bus service in all directions. To nearest large city, by railroad, 1½ hours; by trolley, 2 hours; by auto, 3 hours.

Principal Industries: Fruit jars, auto gears and accessories, lawn mowers, glass house pots, bed springs, malleable castings, grey iron castings, nuts and bolts, glass insulators, structural steel, etc.

Manufacturing Establishments: 100. Leading firms: Ball Bros. Co., Hemingray Glass Co., Republic Iron & Steel Co., American Lawn Mower Co., General Motors Co., Durant Motor Co., Warner Gear Co., Muncie Malleable Iron Co., Muncie Foundry and Mach. Co., Indiana Bridge Co.

Special Information: Muncie is located in the center of one of the best agricultural districts in the state. Excellent railroad facilities.

Residential Features: One-family houses predominate. Uptown section has quite a number of high-class apartment houses. No exclusive tenement district. Several fine residential districts on north, east and south.

Retail Shopping Section: Extends from Public Square south 10 blocks; north, 2 blocks, and east, 8 blocks. Walnut, Main and Mulberry principal shopping streets. Outlying groceries, markets, etc.

Trading Area: Extends from 8 to 10 miles north and west, and 15 to 20 miles south and east. Excellent trolley and bus service in all directions.

Wholesale Houses: Groceries, 2; meats, 1; fruits, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial auto. agencies, 10; automobile accessories, 25; automobile tire agencies, 25; bakers, 11; cigar stores and stands (including hotels), 25; confectioners (including hotel stands), 16; delicatessen, 2; dressmakers, 10; druggists, 35 (chain, 4); dry goods, 10; department stores, 4; electrical supplies, 15; florists, 6; fruits, 10; furniture, 15; garages (public), 6; grocers, 165 (chain, 20); hardware, 10; jewelry, 6; meat markets, 50; men's furnishings, 10; men's clothing, 15; merchant tailors, 8; milliners, 20; opticians, 5; radio supplies, 3; restaurants (including hotels), 28; shoes, 25; sporting goods, 3; stationers, 3; women's apparel, 15.

Miscellaneous Data: Average temperature, 55 degrees; average number of rainy days per twelve months, 70; most pleasant months, May, June, Sept., Oct. Doctors (medical, 55); (dentists, 24); (osteopaths, 4); street car service; gas, artificial; electric current, alternating and direct; water, hard.

NEW ALBANY, IND.

(Floyd County)

1920 Population, 22,992.

City and Suburban Estimate, 31,000.

Native Whites, 93%; Negroes, 6%; Foreign Born, 1%; Industrial Workers, 35%; English Reading, 100%; Families, 7,000.

Schools: Public Grade, 13; High, 2; Junior High, 1; Parochial, 2; Number of pupils, 4,350.

Churches: Baptist, 2; Christian Science, 2; Episcopal, 1; Disciples, 2; Methodist, 6; Presbyterian, 2; Roman Catholic, 2; Miscellaneous, 10.

Banks: National, 2; State, 5; Total Resources, \$13,500,000.00. Savings Bank Deposits Total, \$4,500,000.00.

Theatres: Moving Pictures, 4; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 6. Total number of seats, 7,000.

Location: On north bank of Ohio River. Served by Baltimore & Ohio, Pennsylvania, Monon, Southern and Interstate Public Service Interurban, 2 lines. Connected by the Kentucky & Indiana Railroad with five additional railroads—Louisville & Nashville, Illinois Central, Louisville, Henderson & St. Louis, Chesapeake & Ohio, and Big Four. Excellent bus and truck service to western and central parts of state.

Principal Industries: Iron and steel, wood-working, veneer mills, furniture factories, tanneries, machine shops, boat building, packing houses, canning factories, 2 fertilizer factories, 2 clothing factories, shirt factory, 2 stove foundries, national home and chain works, tobacco warehouses, printing, etc.

Manufacturing Establishments: 115. Leading firms: Wood-Mosaic Co., Ohio Falls Iron Co., New Albany Veneering Co., Indiana Panel Co., Pointer Stove and Range Co., Anchor Stove and Range Co. Total value of yearly output of factories estimated at \$20,000,000.

Special Information: The location of this city on the Ohio River, with the only vehicle and automobile bridge on the Ohio, west of Cincinnati, makes New Albany the gateway between the North and South. New Albany is the southern terminus of Indiana's State road No. 1, concrete, running from Michigan to the Ohio River. Also of state road No. 5 and state road No. 16, and the Wonderland Way running from the Atlantic to the Pacific Ocean. New Albany is the center of southern Indiana's most historic and picturesque scenery. Gravel cement, sand and lime distribution center. 6,000 passenger autos, 1,500 trucks, Jackson Highway, Dixie Highway, Midland Trail and Daniel Boone Trail all pass through this city.

Residential Features: Mostly one- and two-family houses. Private homes predominate. There are a number of flats and apartment houses. One of the most delightful residential sections in southern Indiana is located just west of the city on Silver Hills, overlooking the Ohio River and valley.

Retail Shopping Section: Extends four squares on Oak St., five squares on Spring St., five squares on Market St., and five squares on State St. Each of these streets has practically as much additional retail sections in the eastern end of the city, with Vincennes St. as the center with quite a good many stores intervening. Vincennes St. is a retail shopping section for 10 squares. There are also a number of smaller neighborhood sections in the different parts of the city, with the usual number of groceries, meats, drugs and confectionery stores.

Trading Area: Extends about forty miles southwest, west, northwest, north and northeast and about ten miles east. On the south N. A. is shut off by the Ohio River, but is attracting large amount of trade from the city of Louisville. Business is secured from these great distances because of the size of our city and the dominating character of its wholesale and retail stores, being the best in southern Indiana south of Indianapolis.

Wholesale Houses: Groceries, 3; meats, 6; fruits, 4; hardware, 2; dry goods, 2; Miscellaneous lines, 15.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 5; automobile accessories, 15; automobile tire agencies, 15; bakers, 7; cigar stores and stands (including hotels), 12; confectioners, (including hotel stands), 20; delicatessen, 4; dressmakers, 12; druggists, 15; dry goods, 15; department stores, 4; electrical supplies, 6; florists, 12; fruits, 5; furniture, 8; furriers, 2; garages (public), 15; grocers, 110; hardware, 8; jewelry, 2; meat markets, 15; men's furnishings, 10; men's clothing, 10; merchant tailors, 6; milliners, 12; opticians, 5; photographers, 4; pianos (and miscellaneous musical instruments), 2; radio supplies, 6; restaurants (including hotels), 12; shoes, 15; sporting goods, 3; stationers, 6; women's apparel, 10.

NEWCASTLE, IND.

(Henry County)

1920 Population, 14,458 (1925 est., 17,000).

City and Suburban Estimate, 35,000.

Native Whites, 95%; Negroes, 2%; Foreign Born, 3%; Industrial Workers, 24%; Families, 3,534.

Schools: Public Grade, 7; High, 1; Junior High, 1; Number of Pupils, 3,070.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 4; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 8.

Banks: National, 1; State, 2; Total Resources (all banks), \$3,430,000. Savings Bank Deposits Total, \$1,131,744.

Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 6,275.

Location: Penna., Big Four and Nickel Plate; Union and T. H. I. & E. Traction lines. Bus service.

Principal Industries: Automobile parts, pianos, kitchen cabinets, high grade rolled steel, automobile springs, lathes, caskets, garment factories, structural steel, cut flowers.

Manufacturing Establishments: 25. Leading firms: Chrysler Motor Corp., Hoosier Mfg. Co., Jesse French & Sons Piano Co., Indiana Rolling Mill.

Special Information: Center of the rose industry, hydro-electric power.

INDIANA (Cont'd)

Residential Features: Mostly one and two-family houses; limited section for better class of home owners.

Retail Shopping Section: Main St. on 1 block north of Broad and 4 blocks south of Broad. On Broad St. 3 blocks west of Main and 5 blocks east of Main. On two streets paralleling Main and Broad on each side for the same distances. Three outlying business sections and grocery and confectionery stores in all parts of the city.

Trading Area: About 20 miles in all directions, but mostly in Henry County.

Wholesale Houses: Groceries, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial automobile agencies, 4; automobile accessories, 10; automobile tire agencies, 10; bakers, 5; cigar stores and stands (including hotels), 9; confectioners (including hotel stands), 5; dressmakers, 4; druggists, 13; dry goods, 3; department stores, 3; electrical supplies, 6; florists, 5; fruits, 2; furniture, 4; furriers, 1; garages (public), 7; grocers, 47; hardware, 3; jewelry, 5; meat markets, 14; men's furnishings, 7; men's clothing, 7; merchant tailors, 3; milliners, 7; opticians, 4; photographers, 4; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; restaurants (including hotels), 10; shoes, 9; sporting goods, 2; stationers, 2; women's apparel, 3.

NOBLESVILLE, IND.

(Hamilton County)

1920 Population, 4,758.

City and Suburban Estimate, 6,000.

English Reading, 95%; Families, 1,500.

Schools: Public Grade, 2; High, 1; Junior High, 1; Number of Pupils, 1,200.

Churches: Baptist, 1; Christian Science, 1; Methodist, 2; Presbyterian, 1; Christian, 1; Miscellaneous, 4.

Banks: National, 1; State, 1; Trust Companies, 2; Total Resources (all banks), \$5,000,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 2,500.

Location: Nickel Plate R.R., Central Indiana R.R., Indiana Union Traction Co., Day's freight service from Indianapolis and Chicago. Hourly traction passenger service, Ocean-to-Ocean Highway, and bus service to nearby cities. To nearest large city, by railroad, 1 hour; by auto, 1 hour.

Principal Industries: Flour mills, elevators, enameling works, strawboard works, steel, automobile tires, furniture, candy, lumber.

Manufacturing Establishments: 10. Leading firms: N. O. Nelson Co., Noblesville Milling Co., Capital Furniture Co., American Strawboard Co.

Special Information: Center of one of the richest farming sections, notable for paved streets and roads. Free from labor troubles and interracial conflict.

Residential Features: City of home owners. No tenement district and within easy access by auto route, steam road, traction line or bus to state capital and other points.

Retail Shopping Section: Largely on public square and one square in each direction from it.

Trading Area: Hamilton County, and margins of adjoining counties within a radius of 10 miles.

Wholesale Houses: Fruits, 1; Miscellaneous Lines, tobacco.

Number of Retail Outlets for Nationally Advertised Products: Bakers, 3; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 3; dressmakers, 6; druggists, 4 (chain, 1); dry goods, 3; electrical supplies, 4; florists, 1; fruits, 2; furniture, 3; garages (public), 6; grocers, 15 (chain, 3); hardware, 4; jewelry, 3; meat markets, 5; men's clothing, 5; merchant tailors, 2; milliners, 3; opticians, 3; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; restaurants (including hotels), 10; shoes, 5; sporting goods, 2.

Miscellaneous Data: Average temperature, 55 degrees; average number of rainy days per twelve months, 90; most pleasant months, May to October. Doctors (medical, 8); (dentists, 5); (osteopaths, 1); gas, artificial; electric current, alternating; number of wired houses, 1,300; water, hard.

PERU, IND.

(Miami County)

1920 Population, 12,410.

City and Suburban Estimate, 20,000.

Native Whites, 11,748; Negroes, 136; Foreign Born, 506; English Reading, 99%; Families, 3,345.

Schools: Public Grade, 6; High, 1; Junior High, 1; Parochial, 2. Number of Pupils, 2,936.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 4; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 2; Trust Companies, 2; Building & Loan, 2.

Theatres: Legitimate, 1; Moving Pictures, 3. Total number of seats, 3,500.

Location: In the Wabash Valley, at the con-

fluence of the Mississinewa and Wabash Rivers. Division point on C. & O. Ry. and Wabash Ry., and served by Indianapolis-Michigan City Division of the Nickel Plate. Has three Traction lines—Indiana Service, Indiana Union Traction and Winona Lines. Bus service, Indianapolis and South Bend. To nearest larger city, by railroad, 3 hours; by trolley, 3 hours; by auto, 3 hours.

Principal Industries: Steam tractors, chairs, phonographs, radios, refrigerators, electric switch, auto parts, hardwood lumber, plumbers' supplies, bakers' cases, poultry packing, kitchen cabinets, plain and fancy shopping baskets, shipping boxes, heating appliances, stout negligees, athletic underwear, iron and brass foundries, wood cabinets, stationery.

Manufacturing Establishments: 21. Leading firms: American Stationery Co., Ariel Cabinet Co., W. C. Redmon & Sons Co., Peru Chair Co., Bryan Harvester Co., Modern Refrigerator Co., Wasmuth-Goodrich Co., Square D. Co., Miami Produce Co., Miami Mfg. Co., Peru Basket Co., Eisman Richer Co., Penfield Axle Co., Fox Bros. Mfg. Co., Unger-Kramer Co., Peru Canning Co. Annual output, \$6,787,865.15.

Special Information: Peru's three railroads and three interurbans make the city outstanding as a distribution center.

Residential Features: A city of home owners. Owing to activity of financial institutions, particularly the B. & L. Associations, a very large per cent of the population own or are buying their homes. Very few flat buildings and exceptionally few apartments. Nearly every home is single. No reserved residential district, all preferred because the factory district lies on the outskirts of the city. Homes average better than \$4,000.

Retail Shopping Section: Peru is a two street town. Broadway, extending north to south, carries the majority of retail shopping districts, being eight blocks long, with stores on side streets each way for one block. Three outlying shopping districts which cater to grocers, meats, etc. Main street, extending east and west has business buildings on four blocks.

Trading Area: Extends approximately eight miles east, west and south, owing to proximity of the neighboring towns of Wabash, Logansport and Kokomo. North trading area extends in a fan shape for approximately 25 to 30 miles. Excellent roads in this direction bring a large amount of trade through the efforts of the Retail Merchants' Association.

Wholesale Houses: Groceries, 1; meats, 1; fruits, 1; hardware, 1; dry goods, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial automobile agencies, 2; automobile accessories, 21; automobile tire agencies, 15; bakers, 5; cigar stores and stands (including hotels), 14; confectioners (including hotel stands), 5; druggists, 7; dry goods, 3; department stores, 4; electrical supplies, 4; florists, 2; fruits, 2; furniture, 4; garages (public), 6; grocers, 33 (chain, 4); hardware, 5; jewelry, 6; meat markets, 8; men's furnishings, 7; men's clothing, 7; merchant tailors, 5; milliners, 4; opticians, 5; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 6; restaurants (including hotels), 12; shoes, 8; sporting goods, 4; stationers, 2; women's apparel, 6.

Miscellaneous Data: Average temperature, 55 degrees; average number of rainy days per twelve months, 120; most pleasant months, May, June, Sept., Oct.; doctors (medical, 20); (dentists, 14); number of wired houses, 4,200; street car service; gas, artificial; electric current, alternating; water, hard.

PLYMOUTH, IND.

(Marshall County)

1920 Population, 4,338 (1925 school census 5,200).

City and Suburban Estimate: Population of county, 23,744.

Native Whites, 96%; Foreign Born, 4%; Industrial Workers, 600; English Reading, 100%; Families, about 1,100.

Schools: Public Grade, 2; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 1,184.

Churches: Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, U. B., 1; Christian, 1; Federated, 1; Wesleyan, 1; Church of God, 1.

Banks: National, 1; State, 2; Saving Bank Deposits Total, \$1,280,000. Capital, Surplus, and Undivided Profits (all banks), \$443,122. Total Deposits (all banks), \$2,262,665. Total Resources (all banks), \$3,025,299.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 1; Total number of seats, 1,500.

Location: On P. Ft. W. & C., main line of Pennsylvania System; Panhandle (formerly Vandallia); Nickel Plate, Indiana State Road No. 1 north and south; Yellowstone Trail east and west. Bus service both ways. Unexcelled shipping facilities to all points. 84 miles east of Chicago, 23 miles of South Bend, 60 west of Ft. Wayne. In the rapidly growing industrial section of northern Indiana. To nearest large city, by railroad, 45 minutes; by auto, 45 minutes.

Principal Industries: Auto radiators, auto trailers and bodies, baskets, wire bond boxes, binder supplies, grinding machinery, stoves, canning factory (corn and peas), speedometer parts, emery products, school wagons and auto buses, gray iron castings, butter and ice cream, printing.

Manufacturing Establishments: 13. Leading firms: Schlosser Brothers, Plymouth Manufacturing Co., The Edgerton Mfg. Co., Plymouth Metal-Working Co., Clizbe Bros. Mfg. Co., Key-

stone Foundry, C. L. Morris, Abrasive Mining & Mfg. Co., Plymouth Wagon Works, Swivel Joint & Shaft Co., Pilot Company, Lee Trailer & Body Co., MacGregor-Darling Co., (electroplating). Total value of yearly output of factories estimated at \$6,500,000.

Special Information: Plymouth is the center of the greatest alfalfa county in Indiana and is fast developing its dairy industry. It is a butter making center for one of the largest creameries in the country, also has large basket factory.

Residential Features: Plymouth is one of the most beautiful and pleasant residential cities in the middle west. Its many paved streets lined with large and beautiful maples and elms; clean and wholesome conditions in every section make it a most desirable place in which to live. Lake Maxinkuckee, Lake of the Woods, Pretty Lake, Twin Lakes and others are within a few miles. Culver Military Academy is at Lake Maxinkuckee.

Retail Shopping Section: Is compact and located almost entirely on three streets and within ten blocks of space, on Michigan, Laporte and Garro Streets.

Trading Area: Covers Marshall County, and extends west into Starke County, southwest into Pulaski and south into Fulton.

Wholesale Houses: Groceries, 1; fruits, 1; Miscellaneous Lines, telephones supplies, leather, auto tires and specialties.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial automobile agencies, 4; automobile accessories, 5; automobile tire agencies, 8; bakers, 4; cigar stores and stands (including hotel stands), 7; dressmakers, 4; druggists, 4; dry goods, 4; electrical supplies, 2; florists, 3; fruits, 1; furniture, 1; garages (public), 7; grocers, 11 (chain, 1); hardware, 3; jewelry, 2; meat markets, 5; men's furnishings, 3; men's clothing, 3; merchant tailors, 2; milliners, 2; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 5; restaurants (including hotels), 8; shoes, 8; sporting goods, 2; stationers, 2; women's apparel, 4.

Miscellaneous Data: Average temperature, 54.4 degrees; average number of rainy days per twelve months, 75; most pleasant months, May, June, Sept., Oct. Doctors (medical, 10); (dentists, 5); (osteopaths, 2); gas, artificial; electric current, alternating; number of wired houses, 1,200; water, hard.

PORTLAND, IND.

(Jay County)

1920 Population, 5,958.

City and Suburban Estimate, 7,500. Most important cities and towns in this area are: Redkey (pop. 2,000); Dunkirk (2,532); Ridgerville (800); Bryant (400); Ft. Recovery, O. (2,000).

Native Whites, 99%; Negroes, 1%; English Reading, 100%; Families, 1,625.

Schools: Public Grade, 4; High, 1; Number of pupils, 1,373.

Churches: United Brethren, 1; Congregational, 1; Lutheran, 1; Evangelical, 1; Methodist, 1; Methodist, Wesleyan, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, Friends, 1; Church of Christ, 2; First Christian, 1; Church of God, 1.

Banks: National, 1; State, 4; Capital, Surplus, and Undivided Profits (all banks), \$402,550. Total Deposits (all banks), \$1,991,824. Total Resources (all banks), \$3,535,407; Savings Banks Deposits Total \$1,973,079.46.

Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 1,250.

Location: On Salmonia River, served by Grand Rapids and Indiana branch of Pennsylvania railroad company; Lake Erie & Western branch of Nickel Plate; and Union Traction Company of Indiana. Excellent truck and bus service to surrounding territory. G. R. & I. L. E. & W. and I. U. T.

Principal Industries: Automobile bodies, wheels, steering wheels, castings, three overall and shirt factories; gas and oil drilling, brooms.

Manufacturing Establishments: 15. Leading firms: Bimel Spoke and Auto Wheel Co., Sheller Wood Rim Manufacturing Co., Portland Body Works, Portland Forge Foundry & Machine Co., Schwartz Brush & Broom Co., Portland Oil & Refining Co., Joseph Lay Broom Co., J. A. Long Packing House, Creamery Package Co., Bryan Ice Cream Co., Tormohlen Hatchery, Ewry Hatchery, Haynes Milling Co. Total value of yearly output of factories estimated at \$5,000,000.

Special Information: City is located in the center of one of Indiana's best oil territories. Portland is the county seat of Jay, one of the best farming counties in the state.

Residential Features: Mostly one-family houses; private homes predominate.

Retail Shopping Section: Extends from Public Square (which forms heart of business section) east and west on Main Street for four blocks with Water, Walnut and High Streets, parallel to Main; north and south on Meridian (also a state highway) for nine blocks, with Commerce and Ship Streets with two blocks each extending parallel to Meridian Street.

Trading Area: Extends about twenty miles east, south, north and west.

Wholesale Houses: Groceries, 1; meats, 12; fruits, 2; hardware, 3; dry goods, 3; Miscellaneous lines, confectionery, 4; men's and boys' furnishings, 6.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial automobile agencies, 5;

automobile accessories, 6; automobile tire agencies, 10; bakers, 4; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 10; delicatessen, 3; dressmakers, 12; druggists, 4; dry goods, 3; department stores, 3; electrical supplies, 3; florists, 2; fruits, 2; furniture, 3; furriers, 3; garages (public), 10; grocers, 30; hardware, 3; jewelry, 3; meat markets, 12; men's furnishings, 6; men's clothing, 4; merchant tailors, 3; milliners, 4; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 4; radio supplies, 4; restaurants (including hotels), 10; shoes, 7; sporting goods, 6; stationers, 8; women's apparel, 4.

Miscellaneous Data: Doctors (medical, 14); (dentists, 5); gas, artificial; number of meters, 570; electric current, A.C.; number of wired houses, 1,500; water, hard.

PRINCETON, IND.

(Gibson County)

1920 Population, 7,132 (1925 estimate, 10,287).

City and Suburban Estimate, 11,000. Most important cities and towns in this area are: Oakland City (pop. 2,500); Owensville (1,500); Ft. Branch (1,000); Patoka (400); Haubstadt (500).

Native Whites, 98%; Negroes, 2%; English Reading, 98%; Families, 2,117.

Schools: Public Grade, 6; High, 2; White, 1 Colored; Junior High, 1; Parochial, 1. Number of Pupils, White 2,152, Colored 187.

Churches: Baptist, 2 White, 1 Colored; Christian Science, 1; Episcopal, 1; Methodist, 2 White, 2 Colored; Roman Catholic, 1; Miscellaneous, Christian, Holiness, Nazarene, United Brethren, Apostolic Mission, Salvation Army.

Banks: National, 2; State, 1; Capital, Surplus, and Undivided Profits (all banks), \$743,906. Total Deposits (all banks), \$4,421,611. Total Resources (all banks), \$5,527,550. Total Savings Bank Deposits \$610,000.

Theatres: Moving Pictures, 2; Vaudeville, combined movie; Miscellaneous (Auditoriums, etc.), 1. High School Gymnasium, Soldiers' Memorial, seats, 3,500, now building. Total number of seats, Theatres and High School Gym, 2,700.

Location: Chicago & Eastern Illinois Ry., St. Louis-Louisville Division. Southern Ry. general repair shops and division of the Southern Ry. here, employing 987 men. The majority of these employees are home people, own their homes and are a part of the city's social, civic and religious life. St. Louis 150 miles West, Chicago 250 miles North, Indianapolis 150 miles Northeast, Louisville 115 miles East, Cincinnati 175 miles. To nearest large city, by railroad, 1 hour; by trolley, 1 hour; by auto, 1 hour.

Principal Industries: Southern Ry. shops, 14 coal mines, 400 flowing oil wells, 3 lumber mfg. concerns, Heinz Canning Branch, Gibson County canteloupes (none better), watermelons. In heart of wonderful agricultural section. Peaches, apples, corn, wheat, oats. Our soil grows anything possible in this section of the country. The largest single body of undeveloped bituminous coal in central west now being opened—5,000 acres purchased, with vein from 6 to 9 feet thick. Two Stripper mines located 10 miles east. Princeton coal is the best by test of any bituminous coal on the central west market.

Manufacturing Establishments: 10. Leading firms: Heinz Catsup, Princeton Handle, Heinz Chili and Hansen Program Clocks. Total value of yearly output of factories estimated at \$2,972,000.

Special Information: Princeton is now the center of the largest undeveloped bituminous coal section in the central west. We have several thousand acres of the virgin coal undeveloped in this county, some ground not yet under lease. This coal is adaptable for either strip or deep vein mining. Our agricultural section is founded on a soil that grows corn, wheat, oats, canteloupes, watermelons, tomatoes and tobacco. Several large peach orchards in this section now developing. The Southern Ry. shops and division of the Louisville St. Louis lines are now erecting several large buildings. A number of gas wells of large capacity that are plugged and not being used as they are located too far from the city to have gas piped here on account of cost of equipment. Oil wells in large number, no gushers, all pumping moderate rate, 10 to 100 bbls. a day. Tax valuation, \$8,000,000.

Residential Features: Electricity, gas, water, complete sewer system. Ten new streets have been opened during the past year. On Dixie Bee Line between Chicago and Nashville. Pavement completed between Princeton and Terre Haute, Indianapolis, Chicago and St. Louis. \$300,000 bridge recently erected over White River 10 miles north, giving access to north at all times of year. Home owners 85 per cent of the families in the city. Abundance of shade trees throughout city. Fine schools, lodges and churches.

Retail Shopping Section: Extends around four blocks of Court House Square and two blocks in each direction on four streets that bound the square. One retail district in south part of city of two blocks.

Trading Area: Two miles to the west Wabash River. Twelve miles to the north the White River. Twenty miles to east and twenty miles to south, Southern Indiana Traction Line brings trade from south and north. County has about 500 miles of gravel, macadam and concrete roads in all directions. Seven small towns in Gibson County can be reached from Princeton in from 15 to 40 minutes by automobile all year round.

Wholesale Houses: Groceries, 1; meats, 1; fruits, 1; dry goods, 1; miscellaneous lines, 1.

Continued on page 80

INDIANA (Cont'd)

Princeton (cont'd)

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial automobile agencies, 8; automobile accessories, 12; automobile tire agencies, 5 (exclusive); bakers, 4; cigar stores and stands (including hotels), 7; confectioners (including hotel stands), 7; dressmakers, 4; druggists, 5; dry goods, 8; department stores, 3; electrical supplies, 4; florists, 4; fruits, 1; furniture, 5; furriers, 1; garages (public), 6; grocers, 39 (chain, 8); hardware jewelry, 4; meat markets, 10; men's furnishings, 4; men's clothing, 4; merchant tailors, 4; milliners, 4; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 12; shoes, 8; sporting goods, 3; stationers, 3; women's apparel, 3.

Miscellaneous Data: Average temperature, 65 degrees; average number of rainy days per twelve months, 75; most pleasant months, April, May, October, November. Doctors (medical, 16); (dentists, 6); (osteopaths, 2); street car service; gas, artificial; number of meters, 515; electric current, A.C. and D.C.; number of wired houses, 2,017; water, hard.

RENSELAER, IND.

(Jasper County)

1920 Population, 2,912.

City and Suburban Estimate, 4,500.

Native Whites, 100%; Industrial Workers, 20%; English Reading, 100%; Families, 560.

Schools: Public Grade, 2; High, 1; Parochial, 1; Number of pupils, 697.

Churches: Baptist, 1; Christian Science, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 2.

Banks: National, 2; State, 3; Total Resources, \$2,193,653.68; Savings Bank Deposits Total, \$470,000.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 1,254.

Location: In northwestern Indiana, 73 miles from Chicago. Served by C. I. & L. R.R. Direct passenger and freight service to Chicago, Indianapolis, Louisville and Cincinnati. Also on Jackson Highway. Bus service to neighboring towns.

Principal Industries: Flour mill, crushed stone, creameries, grain elevators, ice cream plant, cement products, farming.

Manufacturing Establishments: 10. Iroquois Roller Mills, Rensselaer Cement Products, Babcock Construction Co. (crushed stone), Jasper County Creamery, Rensselaer Creamery, Rensselaer Ice Cream Co., Farmers' Grain Co., Babcock Grain Co. Annual output, \$1,000,000.

Special Information: Rensselaer is principally a farming community, growing grain crops, but eventually will become a truck farm and dairy country due to the nearness of the great Calumet industrial district. It is now a well developed retail trading center, being the county seat and largest town within 40 miles. The good roads of this and nearby counties add materially to make Rensselaer a trading center.

Residential Features: All private homes, no flats or apartment buildings. Fine homes in all parts of the city.

Retail Shopping Section: Three blocks on Washington Street and two blocks on Van Rensselaer Street. Four neighborhood grocery stores with a small business section on north side of town.

Trading Area: Extends over practically all of Jasper County and into adjoining county, reaching about 16 miles west, 12 miles south, 12 miles north and 10 miles east. People come from greater distances on the north, but with less frequency. A conservative estimate places Rensselaer 40 miles from the nearest competing shopping center of size.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 13; commercial automobile agencies, 5; automobile accessories, 11; automobile tire agencies, 14; bakers, 2; cigar stores and stands (including hotels), 22; confectioners (including hotel stands), 2; dressmakers, 4; druggists, 3; dry goods, 3; department stores, 2; electrical supplies, 5; florists, 1; furniture, 2; garages (public), 5; grocers, 11; hardware, 2; jewelry, 3; meat markets, 3; men's furnishings, 2; men's clothing, 2; merchant tailors, 3; milliners, 2; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 5; restaurants (including hotels), 5; shoes, 2; sporting goods, 2; women's apparel, 2.

RICHMOND, IND.

(Wayne County)

1920 Population, 26,785.

City and Suburban Estimate, 31,000.

Native Whites, 93%; Negroes, 4%; Foreign Born, 3%; Industrial Workers, 65%; English Reading, 95%; Families, City, 6,500.

Schools: Public Grade, 10; High, 1; Junior High, 2; Parochial, 3; Number of Pupils, 6,062.

Churches: Baptist, 8; Christian Science, 2; Congregational, 1; Lutheran, 5; Episcopal, 2; Friends, 5; Methodist, 3; Presbyterian, 3; Roman Catholic, 2; Miscellaneous, 11.

Banks: National, 3; State, 1; Trust Co., 1; Total Resources (all banks), \$16,950,410.69; Savings Bank Deposits Total, \$11,735,460.

Theatres: Legitimate, 1; Moving Pictures, 8; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 1; in addition to 6 in schools and lodges. Total number of seats, 7,500.

Location: On main line, Pennsylvania Railroad. Also have G. E. & L. (Pennsy. controlled); C. & O.; two interurban, and nine bus lines covering Indiana and Ohio. To nearest large city by railroad, 1 hour; by trolley, 1½ hours; by auto, 1½ hours.

Principal Industries: Pianos, phonographs, overalls, crackers and cakes, fibre products, farming implements, kitchen cabinets, caskets, lawn mowers, automobiles, automatic drill machines, underwear, gloves, piston rings, automotive gears, wire fence, automobile springs, fireproof doors, refrigerators, etc.

Manufacturing Establishments: 49. Leading firms: Starr Piano, International Harvester Co., Wayne Works, Swayne-Robinson, Richmond Casket Co., F. & N. Lawn Mower Co., National Automatic Tool Co., Fibre Conduit Co. Total value of yearly output of factories estimated at: Information not available.

Special Information: The Starr Piano Co. has retail stores in 80 leading American cities. Richmond makes more caskets and more lawn mowers than in any other city in the country. Richmond industries are very diversified and the city has never been seriously affected by shut-downs and strikes.

Residential Features: The residential district is composed very largely of one-family homes. There are some duplex houses, built so as to share only the mid-wall in common. Workmen's tenements are almost unknown, as the city was settled largely by Quakers and German immigrants, both classes proverbially partial to strictly home life. The area of the city is in the neighborhood of 18 square miles. It is not a boast but a fact, that Richmond is one of the most beautiful cities in America. It has a very large percentage of home owners.

Retail Shopping Section: Main Street from 1st to 13th; South 5th Street, Main to A; on 6th, 7th, 8th and 9th Streets two business blocks from North A to South A Streets. There are several outlying retail business sections of a neighborhood character.

Trading Area: Three railroads, two interurban lines, and nine bus lines and hard surface roads with nearly 30,000 automobiles make Richmond a trading center for a 25 mile radius.

Wholesale Houses: Groceries, 3; meats, 2; fruits, 6; hardware, 2; dry goods, 1; miscellaneous lines, 7—Bakery, drug, soft drinks, poultry, farming, implements, electric, leather goods.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 13; commercial automobile agencies, 13; automobile accessories, 37; automobile tire agencies, 9; bakers, 12; cigar stores and stands (including hotels), 34 (chain, 1); confectioners (including hotel stands), 19; delicatessens, 3; dressmakers, 13; druggists, 24 (chain, 2); dry goods, 8; department stores, 4; electrical supplies, 12; florists, 7; fruits, 5; furniture, 7; furriers, 2; garages (public), 38; grocers, 107 (chain, 22); hardware, 4; jewelry, 9; meat markets, 20 (chain, 2); men's furnishings, 9; men's clothing, 13; merchant tailors, 4; milliners, 14; opticians, 8; photographers, 8; pianos (and miscellaneous musical instruments), 4; radio supplies, 9; restaurants (including hotels), 43; shoes, 9; sporting goods, 4; stationers, 2; women's apparel, 10.

Miscellaneous Data: Average temperature, 52 degrees; average number of rainy days per twelve months, 75; most pleasant months, April, June, September, October. Doctors (medical, 66); (dentists, 21); (osteopaths, 4); number of wired houses, 5,219; street car service; gas, artificial; electric current, alternating; water, hard.

ROCHESTER, IND.

(Fulton County)

1920 Population, 3,720.

Native Whites, 98%; Negroes, 1%; Foreign Born, 1%; Industrial Workers, 3%; English Reading, 98%.

Schools: Public Grade, 2; High, 1.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; United Brethren, Evangelical, Christian; Lutheran, 1.

Banks: National, 1; State, 1; Total Resources (all banks), \$2,322,359.77; Savings Bank Deposits Total, \$1,977,374.73. One Discount & Loan Corp.

Theatres: Legitimate, 1; Moving Pictures, 1; Vaudeville, combined. Miscellaneous (Auditoriums, etc.), Theatres, amusement park and two dance halls at Lake Manitou, 1½ miles away.

Location: 10½ miles east of Chicago, on Erie Railroad, 100 miles north of Indianapolis, on Nickel Plate Railroad. On State Highway and H. M. C. Trail with bus and truck service. To nearest city by railroad, 2 hours; by auto, 1 hour.

Principal Industries: Agriculture, cigars, ice cream, and other minor industries.

Manufacturing Establishments: Leading firms: Rochester Bridge Co., The Barnhart-Van Trump Co., publishers; Waring Glove Co., Chicago Nipple Co. (branch).

Special Information: Lake Manitou, 1½ miles east, is popular summer resort; three hotels, 9 hole golf course, amusement park, bathing beaches, and 300 cottages; adds approximately 4,000 to summer population.

Residential Features: Residential town, beautiful homes, paved streets. Average value of homes, \$3,000.

Retail Shopping Section: 12 blocks of business section.

Wholesale Houses: Groceries, 1; fruits, 1; miscellaneous lines, 3.

Trading Area: 12 miles north, east, south and west.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial automobile agencies, 3; automobile accessories, 5; automobile tire agencies, 6; bakers, 3; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 4; dressmakers, 5; druggists, 5; dry goods, 5; electrical supplies, 2; florists, 1; fruits, 2; furniture, 3; garages (public), 3; grocers, 13 (chain, 2); hardware, 3; jewelry, 3; meat markets, 8; men's furnishings, 2; men's clothing, 3; milliners, 3; opticians, 3; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 5; shoes, 3; sporting goods, 2; stationers, 2; women's apparel, 2.

Miscellaneous Data: Average temperature, 65 degrees; average number of rainy days per twelve months, 75; most pleasant months, May, June, September, October. Doctors (medical, 6); (dentists, 4); (osteopaths, 3); number of wired houses, 750; bus service, gas, artificial; electric current, alternating; water, soft.

RUSHVILLE, IND.

(Rush County)

1920 Population, 5,498.

City and Suburban Estimate, none.

Native Whites, 95%; Negroes, 5%; English Reading, 100%; Families, 1,600.

Schools: Public Grade, 4; High, 1; Parochial, 1; number of Pupils, 1,242.

Churches: Baptist, 3; Christian, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 3; State, 1; Total Resources, \$3,187,883.49.

Theatres: Moving Pictures, 2. Total number of seats, 970.

Location: Big Four, C. I. & W., Nickel Plate, Penna., and Indianapolis & Cincinnati Traction lines. City is located in the heart of the finest agricultural community in the country and one of the largest hog raising counties in the U. S. To largest city by railroad, 1½ hours; by trolley, 1½ hours; by auto, 1½ hours.

Principal Industries: Agriculture, stock raising, furniture factories and allied companies.

Manufacturing Establishments: 4. Leading firms: Innis, Pearce & Co.; Park Furniture Co.; Rushville Furniture Co.; Endres-Tompkins Co.; Chas. E. Francis Co.; Dill Foundry; Arbuckle Foundry; All Rite Electric Co. Total value of yearly output of factories estimated at \$3,000,000.

Residential Features: Homes mostly owned.

Retail Shopping Section: About 8 blocks located on First, Second, Main and Perkins Streets.

Trading Area: Strictly a county seat city, and trading extends about 12 to 15 miles in all directions.

Wholesale Houses: Fruit, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; automobile accessories, 9; automobile tire agencies, 11; bakers, 3; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 2; dressmakers, 12; druggists, 4; dry goods, 7; department stores, 1; electrical supplies, 3; florists, 1; fruits, 2; furniture, 3; garages (public), 3; groceries, 19 (chain, 5); hardware, 3; jewelry, 3; meat markets, 6 (chain, 1); men's furnishings, 5; men's clothing, 5; merchant tailors, 2; milliners, 4; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 8; shoes, 5; sporting goods, 1; women's apparel, 3.

Miscellaneous Data: Average temperature, 50 degrees; average number of rainy days per twelve months, 115; most pleasant months, May, June, August, September, doctors (medical, 10); (dentists, 6); (osteopaths, 1); number of wired houses, 1,600; gas, natural; number of meters, 1,450; electric current, alternating; water, both hard and soft.

SEYMOUR, IND.

(Jackson County)

1920 Population, 7,348. 1926 (est.), 8,500.

City and Suburban Estimate: 40,000. Most important cities and towns in this area are: Brownstown, 2,500; Crothersville, 2,200; Medora, 1,000.

Native Whites, 97%; Negroes, 2%; Foreign Born, 1%; Industrial Workers, 14%; English Reading, 100%; Families, 2,300; Dwellings, 2,100.

Schools: Public Grade, 5; High, 1; Junior High, 1; Parochial, 2; Number of Pupils (all schools), 1,750.

Churches: Baptist, 3; Christian Science, 1; Congregational, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 7.

Banks: National, 2; State, 1; Savings Deposits Total, \$1,000,000. Capital, surplus and undivided profits, all banks, \$498,000. Total deposits, all banks, \$2,300,000. Total resources, all banks, \$3,250,000.

Theatres: Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 5,000.

Location: 60 miles South Indianapolis, 50 miles north Louisville, 80 miles west Cincinnati. Pennsylvania Lines, Baltimore & Ohio, Chicago, Milwaukee & St. Paul Ryrs. Two interurban lines and center of bus service. Two main state highways join here. Nearest larger city is 2 hours distant by automobile, 2 hours by trolley and 1½ hours by railroad.

Principal Industries: Woollen blankets and goods, shoes, furniture, buggies, flour, leather goods, shirts, planing mills, canneries, fertilizers, ice, tools.

Manufacturing Establishments, 27. Leading firms: Reliance Mfg. Co., (shirts), Blish Milling Co. (flour), Seymour Woollen Mills, (blankets and woollen materials), Sam B. Wolf Sons Co. (women's shoes); Bahner Fertilizer Co. Seymour Manufacturing Co. (snaths, post hole diggers), Indianapolis Pump & Tube Co., pressed steel toy wagons). Total value of yearly output of factories estimated at \$9,000,000 (July, 1926 survey figures).

Residential Features: Approximately 75% of the families in Seymour own their own homes, many paying through building & loan associations, of which there are three with a total capitalization of \$2,000,000. The very general ownership of homes accounts for the care given lawns and other surroundings for attractive homes.

Retail Shopping Section: There are ten blocks of business houses in the business center. Four blocks on Chestnut St., three on Second Street, two on Indianapolis Avenue, one on Tipton.

Trading Area: Seymour is the center of a large and fertile agricultural and dairying district. The local trading radius is approximately 25 miles wide with the exception of north which is about 12 miles. Jennings and Scott counties do major portion of shopping here because of direct roads and interurbans and marketing conditions for farm produce.

Wholesale Houses: Groceries, 2; fruit, 1; confectionery, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 14; commercial auto. agencies, 2; automobile accessories, 6; automobile tire agencies, 8; bakers, 4; cigar stores and stands (including hotels), 17 (chain, 1); confectioners (including hotel stands), 5; dressmakers, 8; druggists, 5; dry goods, 5; department stores, 2; electrical supplies, 4; florists, 3; fruits, 5; furniture, 2; garages (public), 12; groceries, 32 (chain, 3); hardware, 5; jewelry, 2; meat markets, 6; men's furnishings, 5; men's clothing, 5; merchant tailors, 3; milliners, 2; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 5; radio supplies, 5; restaurants (including hotels), 10; shoes, 8; sporting goods, 3; stationers, 3; women's apparel, 5.

Miscellaneous Data: Average temperature, 54.3 degrees. Average number of rainy days for year, 107, most pleasant months, April, May, June, September, October, early November. Doctors (medical, 14); (dentists, 6); (osteopaths, 1); Number of wired houses, 2,000. Number of gas meters, 1,600; gas, artificial; electric current, alternating; water, medium soft. Number of automobile registrations, 2,500.

SOUTH BEND, IND.

(St. Joseph County)

1920 Population, 70,983. (1928) City Directory 103,350.

City and Suburban Estimate, 550,000.

Native Whites, 86.5%; Negroes, 3.5%; Foreign Born, 30%; Industrial Workers, 70%; English Reading, 98%; Families, 25,000.

Schools: Public Grade, 21; High, 1; Junior High, 4; Parochial, 12; Number of Pupils, 20,000. Notre Dame University, St. Mary's College.

Churches: Baptist, 4; Christian Science, 1; Episcopal, 2; Hebrew, 4; Methodist, 12; Presbyterian, 5; Roman Catholic, 14; Miscellaneous, 29.

Banks: National, 4; States, 8; Total Resources, \$48,899,841.95; Savings Bank Deposits Total, \$18,993,095.

Theatres: Legitimate, 1; Moving Pictures, 5; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 9,000.

Location: In northern Indiana, 86 miles east of Chicago. Grand Trunk Western, M. C. N. J. Ind. & Ill., N. Y. O. Penna., L. E. & W., and two electric roads; Chic., Lake Shore and South Bend, and Chic., S. B. & Nor. Ind. Bus service to intermediary points and southern Michigan. To nearest large city by railroad, 2½ hours; by trolley, 2½ hours; by auto, 3½ hours.

Principal Industries: Automobiles, agricultural implements, sewing machines, watches, wagons, electric appliances, clover hullers, lathes, toys, fishing tackle, roofing, furniture, underwear, shirts, overalls, paper boxes.

Manufacturing Establishments: 405. Leading firms: Studebaker Corporation, Oliver Chilled Plow Works, Singer Mfg. Co., Hirdsell Mfg. Co., South Bend Watch Co., Westinghouse Elec. & Mfg. Co., South Bend Lathe Works, South Bend Bait Co., Stephenson Underwear Mills, Wilson Bros., H. D. Lee Merc. Co.

Residential Features: Sixty percent of the residents of South Bend own their own homes, one-family houses predominating. Many two-family houses. Four large apartment hotels, with three smaller apartment hotels ranging from six to fourteen families.

Retail Shopping Section: Heart of business section extends 8 blocks on Michigan Street, from La Salle to South St.; 5 blocks on Main, from La Salle to Wayne; 3 blocks on St. Joseph from Washington to Division, and all intermediate and cross streets. One large outlying district in foreign section, 5 blocks on Chapin, from Wayne to Prairie. Seven outlying neighborhood sections.

Continued on page 82

EDITORIALY

The United Press
The I. N. S.
The United News

FEATURES

Will Rogers
O. O. McIntyre
Edgar A. Guest
Ed Wynn
Abe Martin
Beatrice Burton
Eleanor Meherin
Little Benny
Arthur Dean
Adele Garrison
Clara Clemons Gabrilowisch
Joe Williams
Knute Rockne
Billy Evans
Horoscope
One Minute Pulpit
Sally Milgrim Fashions
Kellygrams
Modish Mitzi
Flapper Fanny
Songs of a Housewife
Radio Program
and all
N. E. A. Features

COMIC STRIPS

Bringing Up Father
Skippy
Toots and Casper
Dumb Dora
Freckles and His Friends
Polly and Her Pals
Salesman Sam
Elmer
Vignettes of Life
Our Boarding House
Out Our Way

SUNDAY
ROTOGRAVURE

during 1927

get the maximum business in the responsive South Bend Market with the NEWS-TIMES.

South Bend is distinctively an industrial city. The bulk of its population is made up of employees of the large manufacturing plants, notably the Studebaker Corporation, Oliver Chilled Plow Company, The Wilson Shirt Factory, The Mishawaka Woolen Mills, The Indestructo Trunk Company and The Singer Sewing Machine Plant. The proportion of skilled and unskilled labor is accordingly higher than the average. It is a self-contained community. It buys at home.

The News-Times leads in local display advertising, classified advertising, city (evening) and suburban circulation and total circulation.

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SOUTH BEND NEWS-TIMES

INDIANA (Cont'd)

South Bend (cont'd)

Trading Area: 40 miles north, east, west and south. Intermittent business from a greater distance, due to splendid transportation facilities.

Wholesale Houses: Groceries, 13; meats, 6; fruits, 10; dry goods, 3; miscellaneous lines: conf., 7; drugs, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 20; commercial automobile agencies, 6; automobile accessories, 30; automobile tire agencies, 22; bakers, 23; cigar stores and stands (including hotels), 49; confectioners (including hotel stands), 21; delicatessens, 4; druggists, 45; (chain, 6); dry goods, 15; department stores, 8; electrical supplies, 27; florists, 15; fruits, 8; furniture, 19; furriers, 2; garages (public), 28; grocers, 255 (chain 18); hardware, 18; jewelry, 10; meat markets, 56; men's furnishings, 28; men's clothing, 14; merchant tailors, 14; milliners, 9; opticians, 8; photographers, 14; pianos (and miscellaneous musical instruments), 13; radio supplies, 8; restaurants (including hotels), 52; shoes, 15; sporting goods, 4; stationers, 4; women's apparel, 10.

Miscellaneous Data: Average temperature, 62 degrees; most pleasant months, May, June, September, October; doctors (medical, 103), (dentists, 66); (osteopaths, 10); number of wired houses, 23,000; street car service; gas, artificial; electric current, alternating and direct; water, hard.

See announcement page 81

SHELBYVILLE, IND.

(Shelby County)

1920 Population, 9,701.

City and Suburban Estimate, 12,000. Most important cities and towns in this area are: Fairland, (pop. 350); Morristown, (600); Waldron, (550); St. Paul, (400).

Native Whites, 98%; Negroes, 1½%; Foreign Born, ½%; Industrial Workers, 22%; English Reading, 98%; Families, 3,058.

Schools: 10; Number of pupils, 2,411.

Churches: 8.

Banks: 5; Building & Loan Associations, 3; Capital, Surplus, and Undivided Profits (all banks), \$931,049; Total Deposits (all banks), \$2,773,288; Total Resources (all banks), \$4,689,872. Total resources of Building & Loan Associations, \$5,887,553.59.

Theatres: 2; Total number of seats, 1,983.

Location: 30 miles from Indianapolis on main line of Big 4 and Penna. R. R.

Principal Industries: Furniture, fireless cookers, gloves, overalls, cigars and bags and carliners.

Residential Features: Practically all one-family residences.

Retail Shopping Section: Several blocks in center.

Trading Area: 15 miles radius.

Wholesale Houses: Groceries, 1; meats, 1; fruits, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 2; automobile accessories, 12; automobile tire agencies, 12; bakers, 4; cigar stores and stands (including hotels), 6; confectioners (including hotel stands), 8; dressmakers, 15; druggists, 8; dry goods, 2; department stores, 3; electrical supplies, 3; florists, 3; fruits, 3; furniture, 4; garages (public), 12; grocers, 60 (chain, 3); hardware, 4; jewelry, 5; meat markets, 8 (chain, 1); men's furnishings, 4; men's clothing, 5; merchant tailors, 3; milliners, 7; opticians, 3; photographers, 4; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 5; shoes, 7; sporting goods, 2; stationers, 2; women's apparel, 2.

Miscellaneous Data: Doctors (medical, 14); (dentists, 5); (osteopaths, 3); gas, artificial; number of meters, 1,910; electric current, A.C.; number of wired houses, 2,771.

SULLIVAN, IND.

(Sullivan County)

1920 Population, 4,480.

City and Suburban Estimate, 8,500.

Native Whites, 98%; Negroes, 1%; Foreign Born, 1%; Industrial Workers, 20%; English Reading, 99%; Families, 1,212.

Schools: 3; Number of pupils, 815.

Churches: 9.

Banks: 5; Total Resources, \$4,150,000.

Theatres: 4; Total number of seats, 2,700.

Location: 26 miles south of Terre Haute on C. & E. I. R.R., Illinois Central R.R., and I. T. H. & E. Traction Lines.

Principal Industries: Cement blocks, silos, machinery, structural iron work and bottling.

Residential Features: All one family houses.

Retail Shopping Section: About six blocks around Public Square.

Trading Area: About 18 miles radius.

Wholesale Houses: Groceries, 1; meats, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial auto. agencies, 2; automobile accessories, 4; automobile tire agencies, 4; bakers, 3; cigar stores and stands (including hotels), 3; confectioners (including hotel stands), 3; dressmakers, 6; druggists, 4; dry goods, 2; department stores, 1; electrical sup-

plies, 2; florists, 2; fruits, 3; furniture, 1; furriers, 1; garages (public), 11; grocers, 19; hardware, 4; jewelry, 1; meat markets, 8; men's furnishings, 3; men's clothing, 4; merchant tailors, 1; milliners, 3; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 6; shoes, 3; sporting goods, 1; stationers, 1; women's apparel, 2.

TERRE HAUTE, IND.

(Vigo County)

1920 Population, 66,083.

City and Suburban Estimate, 200,000. County, 400,000.

Native Whites, 79%; Negroes, 5.5%; Foreign Born, 15.5%; Industrial Workers, 20%; English Reading, 98.1%; Families, 17,000.

Schools: Public Grade, 24; High, 3; Junior High, 2; Parochial, 6; Number of Pupils, 18,000.

Churches: Baptist, 13; Christian Science, 1; Congregational, 2; Episcopal, 2; Hebrew, 2; Methodist, 18; Presbyterian, 3; Roman Catholic, 6; Miscellaneous, 36.

Banks: National, 2; Total Resources, \$37,000,000; Savings Bank Deposits Total \$26,637,468.

Theatres: Legitimate, 1; Moving Pictures, 11; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 8,000. Outdoor stadium (municipal), 20,000 seats.

Location: C. & E. I. N. Y. C. & M. & St. P., E. & I. P. C. C. & St. L., also T. H. I. & E. Traction Co., Terre Haute is on the N. Y. C. main and Penna. main line east and west. Paved roads go all the way east and to St. Louis, Chicago and nearer towns in other directions, with good bus lines. Interurban line in all directions out of Terre Haute in trading radius. To nearest large city by railroad, 1½ hours; by trolley, 2 hours; by auto, 2 hours.

Principal Industries: Coal mining, glass, car works, mine machinery, brick, drain tile, enamel ware, flour and feed, canneries, advertising plates, foundries, vegetables (Davis' gardens tomatoes and cucumbers in winter), power, coke.

Manufacturing Establishments: 200. Leading firms: Root Glass Works, Baltimore Glass Works, Columbia Enameling & Stamping Co., Vigo-American Clay Products, National Drain Tile, Central Indiana Power Co. (super power plant), Indiana Coke & Gas Co., Penna. shops, American Car & Foundry Co. Total value of yearly output of factories estimated at \$30,000,000.

Special Information: 60 mines, 20,000 miners; within a 30-mile radius. Building permits \$2,600,000 annually. Rose Polytechnic, Indiana State Normal and St. Mary of the Woods Colleges here. Terre Haute is on Dixie Bee Line and the National Highway, leading east and west and north and south highways. Diversified industries help Terre Haute.

Residential Features: City of individual homes, 65% owned. Only 4 or 5 large apartments. New sub-divisions in all parts of city; 70 passenger trains daily; and 60 miles paved streets.

Retail Shopping Section: From River east on Wabash avenue—13 blocks. On Ohio street, parallel to Wabash, 3rd to 8th streets. Cross streets one block each way from Wabash in retail section. Retail section in north part of the city where 13th, Maple avenue and Lafayette avenue meet, about 5 blocks in all.

Trading Area: North, 50 miles; south, 70; east, 30; west, 75.

Wholesale Houses: Groceries, 3; meats, 4; fruits, 7; hardware, 3; dry goods, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 22; commercial automobile agencies, 5; automobile accessories, 18; automobile tire agencies, 15; bakers, 23; cigar stores and stands (including hotels), 26 (chain, 1); confectioners (including hotel stands), 31; delicatessens, 2; dressmakers, 23; druggists, 68 (chain, 10); dry goods, 15; department stores, 6; electrical supplies, 10; florists, 16; fruits, 2; furniture, 30; furriers, 2; garages (public), 7; grocers, 415 (chain, 65); hardware, 16; jewelry, 25; meat markets, 57 (chain, 2); men's furnishings, 23; men's clothing, 30; merchant tailors, 31; milliners, 17; opticians, 10; photographers, 15; pianos (and miscellaneous musical instruments), 9; radio supplies, 10; restaurants (including hotels), 109 (chain, 1); shoes, 25; sporting goods, 5; stationers, 5; women's apparel, 13.

Miscellaneous Data: Average temperature, 54 degrees; average number of rainy days per twelve months, 117; most pleasant months, April, May, June, October, November; doctors (medical, 110); (dentists, 40); (osteopaths, 5); number of wired houses, 15,000; street car service; gas, artificial; electric current, alternating; water, hard.

TIPTON, IND.

(Tipton County)

1920 Population, 4,507.

City and Suburban Estimate, 16,000. Most important cities and towns in this area are: Windfall (pop. 1,200); Hobbs (600); Sharpville (1,100); Kerupton (800).

Native Whites, 95%; Foreign Born, 5%; English Reading, 100%; Families, 1,226.

Schools: Public Grade, 3; High, 1; Junior High, 1; Parochial, 2; St. Joseph's Academy. Number of Pupils, 1,194.

Churches: Baptist, 1; Christian Science, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, Christian Lutheran, 2.

Banks: National, 2; Trust Co.; Total Resources, \$2,252,000; Total Capital, Surplus, and Undivided Profits, \$400,000; Total Deposits, \$3,000,000.

Theatres: Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 3,000.

Location: On L. E. & W. Railroad, and Nickel Plate Railroad.

Principal Industries: Furniture, incubators, auto piston rings, printing, women's clothing, cutlery, railroad shops, machinery, canning.

Manufacturing Establishments: Leading firms: Fame Canning Co., Hobbs Tomato Product Co., Ball Mfg. Co., McIntosh Broom Factory, Cutlery Factory, H. Clauss, Interstate Sales Co., General Piston Ring Co., Tipton Furniture Co.

Special Information: This is primarily an agricultural community.

Residential Features: Mostly one- and two-family houses, private homes predominating. Limited section in northern part devoted to workmen's tenements.

Retail Shopping Section: Forms heart of business section and terminal for trolley and bus lines. Several smaller neighborhood sections.

Trading Area: Ten miles east, west, north, and south.

Wholesale Houses: Groceries, 8; fruits, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial automobile agencies, 3; automobile accessories, 9; automobile tire agencies, 10; bakers, 4; cigar stores and stands (including hotels), 17; confectioners (including hotel stands), 4; delicatessens, 3; dressmakers, 7; druggists, 4; dry goods, 4; department stores, 3; electrical supplies, 3; florists, 2; furniture, 3; furriers, 1; garages (public), 6; grocers, 17; hardware, 4; jewelry, 4; meat markets, 4; men's furnishings, 4; men's clothing, 5; merchant tailors, 5; milliners, 5; opticians, 4; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 9; shoes, 4; sporting goods, 2; stationers, 3; women's apparel, 1.

Miscellaneous Data: Doctors (medical, 6); (dentists, 6); (osteopaths, 2); gas, natural and artificial; number of meters, 600; electric current, alternating; number of wired houses, 1,000; number of automobile registrations, 3,000 for Tipton County; water, hard.

UNION CITY, IND.

(Randolph County)

1920 Population, 4,940. (In two States, Ohio and Indiana, street divides. Indiana, 3,409; Ohio, 1,534).

Native Whites, 95%; Negroes, 3%; Foreign Born, 2%; English Reading, 95%; Families, 1,200.

Schools: Public Grade, 3; High, 2; Junior High, 1; Parochial, 1; Number of Pupils, 1,400.

Churches: Baptist, 1; Christian Science, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 1; State, 3; Total Resources, \$3,000,000.

Theatres: Legitimate, 1; Moving Pictures, 4; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 2,500.

Location: Big Four, Penna., D. & N. R.R., Indiana Union and Ohio Elec. lines. To nearest large city by railroad, 1½ hours; by auto, 1½ hours.

Principal Industries: U. C. Body Co., U. C. Sedan Works, U. C. Wheel Works, B. R. Hunt Mfg. Co., Backstay, J. A. Long Co., Imperial Elec. Co., four elevators, Ritt-Price Co., U. C. Glove Co., U. C. Canning Co., 2 saw mills, several small industries.

Manufacturing Establishments: 27. Leading firms: U. C. Body Co., U. C. Carriage Co., U. C. Sedan Works, Backstay Co., J. A. Long Co., U. C. Wheel Works, B. R. Hunt Mfg. Co.

Special Information: All trains stop at Union City, and has 30 passenger trains daily.

Residential Features: Residential section, 8 squares on Columbia street, 10 on Oak, 10 on Pearl, 8 on Elm, 8 on Main, 6 on Division, 6 on Hickory, with intersecting streets.

Retail Shopping Section: Columbia, Oak, Pearl and Elm are main business streets, 3 squares on Columbia, 3 on Oak, 4 on Pearl and Elm.

Trading Area: Twenty miles. Seven rural routes that attract trade. Center of best agricultural section of eastern Indiana and western Ohio. Grain, tobacco, cattle, hogs.

Wholesale Houses: Miscellaneous Lines—Poultry and B. & E. Elevators.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; automobile accessories, 8; automobile tire agencies, 7; bakers, 5; cigar stores and stands (including hotels), 21; confectioners (including hotel stands), 5; delicatessens, 6; dressmakers, 18; druggists, 6; dry goods, 4; department stores, 3; electrical supplies, 5; florists, 3; fruits, 4; furniture, 4; garages (public), 6; grocers, 28 (chain, 3); hardware, 5; jewelry, 3; meat markets, 4; men's furnishings, 4; men's clothing, 4; merchant tailors, 5; milliners, 3; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 5; radio supplies, 8; restaurants (including hotels), 6; shoes, 5; sporting goods, 4; stationers, 5; women's apparel, 3.

Miscellaneous Data: Average temperature, 71 degrees; average number of rainy days per twelve months, 52; most pleasant months, May, June, September, October. Doctors (medical, 16); (dentists, 8) (osteopath, 1); gas, artificial; water, hard; two motorized paid fire departments; number of automobile registrations, 1,878.

VALPARAISO, IND.

(Porter County)

1920 Population, 6,518. (1925, est. 10,250.) Most important cities and towns in this area are: Chesterton (pop. 1,000); Hebron (600); Westville (400); Houts (400).

Native Whites, 90.2%; Foreign Born, 9.8%; Industrial Workers, 20%; English Reading 98.5%; Families, 1,788.

Schools: Public Grade, 4; High, 1; Junior High, 1; Parochial, 1; Number of pupils, 1,565.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, Christian, 1.

Banks: National, 1; State, 2; Total Resources, \$5,550,470.

Theatres: 4; Total number of seats, 3,000.

Location: Valparaiso is located on three trunk line railroads—Pennsylvania, Grand Trunk and Nickel Plate; in the northwestern corner of Indiana, 44 miles from Chicago and 15 miles from Lake Michigan.

Principal Industries: Permanent magnets, school desks, fibroc, electrical specialties, foundries.

Manufacturing Establishments: 20. Leading firms: McGill Metal Co., Lewis E. Myers Co., McGill Manufacturing Co.

Residential Features: One-family houses; 75% home owners.

Retail Shopping Section: Around Courthouse Square and along the Lincoln Highway, two blocks east and west of courthouse.

Trading Area: Immediate city and suburbs.

Wholesale Houses: Groceries, 1; meats, 1; fruits, 1; tobacco, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial automobile agencies, 1; automobile accessories, 8; automobile tire agencies, 8; bakers, 3; cigar stores and stands (including hotels), 40; confectioners (including hotel stands), 8; delicatessens, 2; dressmakers, 3; druggists, 6; dry goods, 7; department stores, 2; electrical supplies, 4; florists, 2; fruits, 20; furniture, 4; garages (public), 4; grocers, 17; hardware, 3; jewelry, 4; meat markets, 10; men's furnishings, 5; men's clothing, 5; merchant tailors, 2; milliners, 4; opticians, 2; photographers, 4; pianos (and miscellaneous musical instruments), 3; radio supplies, 7; restaurants (including hotels), 12; shoes, 5; sporting goods, 3; stationers, 4; women's apparel, 10.

Miscellaneous Data: Doctors (medical, 12); (dentists, 8); (osteopaths, 1); gas, artificial; electric current, alternating; number of wired houses, 2,000; number of automobile registrations for County, 4,000; water, soft.

VINCENNES, IND.

(Knox County)

1920 Population, 17,160. (1925 estimate, 20,000.)

City and Suburban Estimate, 75,000.

Native Whites, 94.5%; Negroes, 1.6%; Foreign Born, 3.9%; Industrial Workers, 20%; English Reading, 98%; Families, 3,900.

Schools: Public Grade, 8; High, 1; Junior High, 1; Parochial, 6; Number of Pupils, 4,423.

Churches: Baptist, 5; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 3; Presbyterian, 4; Roman Catholic, 3; Miscellaneous, 8.

Banks: National, 2; States, 3; Total Resources, \$11,250,000; Savings Bank Deposits Total, \$8,300,000.

Theatres: Moving Pictures, 7; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 5. Total number of seats, 3,500.

Location: On Wabash River at junction of B. & O. Railroad, St. Louis division, and Chicago and E. I. R. R. Terminus of Vincennes. Div. of P. E. R. R. On Cairo Div. of Big Four. Direct freight service to all markets. Bus service to all points in southern Indiana and southeastern Illinois. Ten bus lines. To nearest large city by railroad, 1½ hours; by auto, 2½ hours.

In Vincennes, Indiana

The Confidence of the Reading Public is in the

Morning Commercial

Advertising Representative:

RALPH K. ROCKWOOD

Tower Bldg.

Chicago, Ill.

Guide to Daily Newspaper Markets of INDIANA and IOWA

INDIANA (Cont'd)

Principal Industries: Window glass, structural steel, bar iron, soil pipe, chemicals, straw board, egg case fillers, furniture.

Manufacturing Establishments: 98. Leading firms: Blackford Window Glass Co., Central Foundry Co., Cont. Chem. Co., Vincennes Bridge Co., Fort Wayne Corrugated Paper Co., Indiana Board and Filler, Vincennes Furn. & Mfg. Co., Vincennes Phonograph Co. Total value of yearly output of factories estimated at \$8,000,000.

Special Information: Adjacent to vast coal and oil fields, center of large trading area.

Residential Features: Mostly one and two-family houses, private homes predominate.

Retail Shopping Section: Extends from Wabash River for 11 blocks on Main street. Russcron street parallels and is a business street for four blocks. Two neighborhood sections.

Trading Area: About 25 miles in all directions. Intermittent business from greater distance because of bus service.

Wholesale Houses: Groceries, 4; meats, 1; fruits, 2; hardware, 1; miscellaneous lines: conf., 1; ice, 1; poultry, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 13; commercial automobile agencies, 3; automobile accessories, 4; automobile tire agencies, 9; bakers, 6; cigar stores and stands (including hotels), 9; confectioners (including hotel stands), 10; dressmakers, 20; druggists, 9; dry goods, 9; department stores, 3; electrical supplies, 8; florists, 6; fruits, 4; furniture, 9; furriers, 1; garages (public), 11; grocers, 87 (chain, 12); hardware, 10; jewelry, 5; meat markets, 12; men's furnishings, 13; men's clothing, 6; merchant tailors, 6; milliners, 11; opticians, 2; photographers, 6; pianos (and miscellaneous musical instruments), 3; radio supplies, 5; restaurants (including hotels), 45 (chain, 4); shoes, 12; sporting goods, 6; stationers, 3; women's apparel, 5.

Miscellaneous Data: Average temperature, 65 degrees; average number of rainy days per twelve months, 50; most pleasant months, May, June, September, October, doctors (medical, 18), (dentists, 6), (osteopaths, 6), street car service; gas, artificial; electric current, alternating; water, hard.

See announcement page 82

WABASH, IND.

(Wabash County)

1920 Population, 9,872.

City and Suburban Estimate, 13,450.

Native Whites, 96½%; **Negroes,** 1%; **Foreign Born,** 2½%; **Industrial Workers,** 33½%; **English Reading,** 98%; **Families,** 2,620.

Schools: 6; **Number of pupils,** 1,770.

Churches: 12.

Banks: 4; **Total Resources,** \$5,760,240.

Theatres: 3; **Total number of seats,** 2,300.

Location: Wabash R.R., Big 4 R.R., Ft. Wayne & Northern Indiana R.R. and Union Traction Lines.

Principal Industries: Motor trucks, phonograph cabinets, office supplies, asbestos, tractors, heating plants, canning factory, Big Four R.R. shops and baking powder.

Residential Features: One- and two-family houses.

Retail Shopping Section: Six blocks in center of city.

Trading Area: 12 miles radius.

Wholesale Houses: Groceries, 1; fruits, 1; confectioners, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 8; automobile accessories, 10; automobile tire agencies, 10; bakers, 5; cigar stores and stands (including hotels), 6; confectioners (including hotel stands), 4; dressmakers, 10; druggists, 6; dry goods, 7; department stores, 1; electrical supplies, 4; florists, 3; fruits, 3; furniture, 3; garages (public), 11; grocers, 26; hardware, 4; jewelry, 4; meat markets, 9; men's furnishings, 2; men's clothing, 4; merchant tailors, 3; milliners, 4; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 8; shoes, 9; sporting goods, 1; stationers, 2; women's apparel, 4.

WARSAW, IND.

(Kosciusko County)

1920 Population, 5,478.

City and Suburban Estimate, 6,000. Most important cities and towns in this area are: Pierceton (pop. 1,018); Syracuse (1,171); Milford (811); Mentone (678); Leesburg (650).

Native Whites, 97%; **Negroes,** 1%; **Foreign Born,** 2%; **Industrial Workers,** 20%; **English Reading,** 99%; **Families,** 1,828.

Schools: Public Grade, 3; High, 1; Junior High, 1. **Number of Pupils,** 1,250.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

Banks: State, 3; **Total Resources (all banks),** \$3,968,000.; **Capital, Surplus, and Undivided**

Profits (all banks), \$295,000.; **Total Deposits (all banks),** \$3,700,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1. **Total number of seats,** 1,000.

Location: 108 miles east of Chicago on main line of Penna. R.R. and on Big Four and Winona interurban lines. To nearest large city by railroad, 1 hour; by trolley, 2 hours; by automobile, 2 hours.

Principal Industries: Metal and woodworking, foundry, overalls, furniture, baskets, cut glass, canning, ice packing; paper boxes, underwear, brake lining and dairying.

Manufacturing Establishments: 8. Total value of yearly output of factories estimated at \$5,000,000.

Special Information: Located in the summer resort section of Indiana, without any city as large as Warsaw within 25 miles, it is a great trading center. Population of Winona Lake Assembly adjoining city varies from 300 in winter to 4,000 to 25,000 during summer.

Residential Features: All one-family houses, mostly owned. Beautiful, medium priced homes, very few rich people and practically no poor. No tenements or apartments.

Retail Shopping Section: Three blocks on Center St., 3 on Market, 3 on Buffalo. Several neighborhood groceries.

Trading Area: 20 miles in each direction.

Wholesale Houses: Fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 5; automobile accessories, 12; automobile tire agencies, 8; bakers, 3; cigar stores and stands (including hotels), 18; confectioners (including hotel stands), 10; dressmakers, 6; druggists, 3; dry goods, 7; department stores, 2; electrical supplies, 3; florists, 2; furniture, 3; furriers, 1; garages (public), 8; grocers, 31 (chain, 5); hardware, 3; jewelry, 4; meat markets, 5; men's furnishings, 4; men's clothing, 4; merchant tailors, 3; milliners, 6; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 4; radio supplies, 4; restaurants (including hotels), 9; shoes, 5; sporting goods, 4; stationers, 3; women's apparel, 5.

Miscellaneous Data: Average temperature, 60 degrees; average number of rainy days per twelve months, 50; most pleasant months, May, June, September, October. **Doctors (medical, 12); (dentists, 6); (osteopaths, 2); street car service;** gas, artificial; number of gas meters, 1,426; **electric current, alternating;** number of wired houses, 1,655; **water, soft.**

WASHINGTON, IND.

(Daviess County)

1920 Population, 8,743.

City and Suburban Estimate, 17,000.

Native Whites, 96%; **Negroes,** 3%; **Foreign Born,** 1%; **Industrial Workers,** 21%; **English Reading,** 100%; **Families,** 2,500.

Schools: Public Grade, 6; High, 3; Junior High, 2; Parochial, 3; **Number of Pupils,** 3,500.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 3.

Banks: National, 2; State, 2; **Total Resources,** \$4,000,000; **Savings Bank Deposits Total,** \$238,000.

Theatres: Legitimate, 2; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. **Total number of seats,** 3,800.

Location: B. & O. Big Four, and two bus lines.

Principal Industries: B. & O. shops and terminals, clothes hangers, shorts, flour mills, screen doors.

Manufacturing Establishments: 6. Leading firms: Hincer Mfg. Co., Reliance Mfg. Co., Horney Mfg. Co. **Annual output,** \$2,000,000.

Special Information: Half way between Cincinnati and St. Louis and half way between Chicago and Memphis. Good agricultural community, corn, wheat, oats, stock and dairying. Tomato industry.

Residential Features: One-family houses, few apartments. Private homes in majority. All home owners.

Retail Shopping Section: Main St. 8 blocks. Several neighborhood stores.

Trading Area: 25 miles east and west, north and south.

Wholesale Houses: Groceries, 2; meats, 2; dry goods, 1; miscellaneous lines—flour and feed, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto agencies, 3; automobile accessories, 6; automobile tire agencies, 6; bakers, 3; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 6; delicatessen, 3; dressmakers, 9; druggists, 6; dry goods, 5; department stores, 3; electrical supplies, 2; florists, 1; furniture, 3; garages (public), 4; grocers, 4; hardware, 3; jewelry, 3; meat markets, 6; men's furnishings, 4; men's clothing, 5; merchant tailors, 3; milliners, 5; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 5; shoes, 4; sporting goods, 1; stationers, 2; women's apparel, 2.

Standard Surveys of IOWA

AMES, IOWA

(Story County)

1920 Population, 6,270 (1925 est. 9,500).

City and Suburban Estimate, 25,000.

Native Whites, 95%; **Negroes,** very few; **English Reading,** Practically all.

Schools: Public Grade, 5; High, 1; Junior High, 1; Parochial Trade, 1. **Number of Pupils,** 1,940. **Home of Iowa State College of Agriculture & Mechanic Arts.**

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 1; Miscellaneous: 1 Church of Christ; 1 Lutheran; 1 United Brethren.

Banks: National, 2; State, 3.

Theatres: Moving Pictures, 3.

Location: On main line Chicago & Northwestern Ry., branch lines of Des Moines and of Northern on C. & N. W. Also on Ft. Dodge, Des Moines & Southern Ry. To the nearest large city by railroad, 1½ hours; by trolley, 1½ hours; by auto, 1½ hours.

Principal Industries: Home of Iowa State Colleges of Agriculture and Mechanic Arts.

Manufacturing Establishments: 6; **Leading firm:** Tilden Mfg. Co.

Special Information: Is very progressive and up-to-date, good improvements, first class business houses and schools, \$45,000 municipal building built several years ago. \$75,000 light plant, water works and cemetery also municipally owned. Mary Greeley Hospital cost more than \$80,000. Live Chamber of Commerce, with Secretary and club room facilities. Iowa College 5,000 students 9 months of the year; faculty 700. State Highway Commission located here, employs 100.

Residential Features: Mostly private residences. Some apartments. Number of nine-month residents owing to college course. Summer sessions, but on small scale compared with winter months.

Retail Shopping Section: Duff Ave. west to Grand Ave., north from Lincoln Highway to 5th St. Section not covered, but strung out along this territory. Heaviest business district three blocks on Main Street and 4 cross streets one and two blocks each way from Main.

Trading Area: 20 miles. Bus service from north, south and east. Des Moines 30 miles takes some trade from Ames.

Wholesale Houses: Miscellaneous Lines, 1; Hubbard-Lanning, fruit and vegetables.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; bakers, 3; cigar stores and stands (including hotels), 5 (chain, 1); confectioners (including hotel stands), 5; delicatessen, 1; druggists, 6; dry goods, 4; department stores, 4; electrical supplies, 2; florists, 2; fruits, 3; furniture, 2; garages (public), 6; grocers, 25 (chain, 1); hardware, 4; jewelry, 3; meat markets, 9 (chain, 1); men's furnishings, 8; men's clothing, 8; merchant tailors, 2; milliners, 4; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 9; shoes, 6; stationers, 2; women's apparel, 2.

Miscellaneous Data: Average temperature 53 degrees; average number of rainy days per twelve months, 75; most pleasant months, May, June, Sept., Oct. **Doctors (medical, 15); (dentists, 11); (osteopaths, 3); number of wired houses,** 2,000; **street car service;** gas, natural; number of gas meters, 2,000; **electric current,** alternating; **water, hard.**

ATLANTIC, IOWA

(Cass County)

1920 Population, 5,329 (1925 pop. 5,477).

City and Suburban: Most important cities and towns in this area are: Anita (pop. 1,236); Griswold (1,264); Lewis (607); Cumberland (561).

Native Whites, 86%; **Negroes,** 1% **Foreign Born,** 13%; **Families,** 1,100.

Schools: Public Grade, 4; High, 1; Junior High, 1. **Number of Pupils,** 1,350.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Lutheran, 2; Evangelical, 1; United Presbyterian, 1; Christian, 1.

Banks: National, 1; State, 2. Each bank has a saving department. **Capital, Surplus, and Undivided Profits (all banks),** \$336,692.; **Total Deposits (all banks),** \$4,005,018.; **Total Resources (all banks),** \$4,400,711.; **Total Bank Clearings estimated at** \$1,000,000. per year.

Theatres: Moving Pictures, 2. **Total number of seats,** 1,500.

Location: On Rock Island about half way between Des Moines and Council Bluffs. Shipments from Atlantic (east) go to Des Moines and from there to any point east, northeast, southeast, north or south and west to Council Bluffs and from there west and northwest, southwest, north or south.

Principal Industries: This is an almost exclusive agriculture community (southwestern Iowa). One firm manufactures farm specialties, such as barn cupolas and stock waterers and metal window sash, etc. 2 creameries, 2 ice cream factories, and 2 ice plants, 1 corn cannery, 1 flour mill, 2 produce plants.

Manufacturing Establishments: 3. **Leading firms:** Shruager & Johnson.

Residential Features: Mostly private homes and a few two-family houses and 3 apartments of small size. 1 small resident district at the south edge of town restricted to about \$10,000 residences.

Retail Shopping Section: Business center consists of about 10 blocks, centering on Chestnut and Walnut Streets.

Trading Area: Atlantic draws trade from the rural communities for a distance of perhaps 30 miles in each direction. Bus service to Cumberland, 20 miles southeast. Branch rail service to Audubon, 40 miles north and Griswold, 16 miles south, railroad connects Atlantic with Elkhorn and Kimballton, 20 miles north.

Wholesale Houses: Groceries, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto. agencies, 3; automobile accessories, 5; automobile tire agencies, 10; bakers, 3; cigar stores and stands (including hotels), 40; confectioners (including hotel stands), 12; dressmakers, 8; druggists, 4; dry goods, 7; department stores, 3; electrical supplies, 2; florists, 2; fruits, 1; furniture, 3; garages (public), 7; grocers, 16; hardware, 3; jewelry, 2; meat markets, 3; men's clothing, 5; merchant tailors, 1; milliners, 3; opticians, 1; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 6; restaurants (including hotels), 9; shoes, 9; sporting goods, 2; stationers, 1; women's apparel, 5.

Miscellaneous Data: **Doctors (medical, 12); (dentists, 7); (osteopaths, 2); gas, artificial;** number of meters, 582; **electric current, A. C.;** number of wired houses, 1,800; **water, soft.**

BOONE, IOWA

(Boone County)

1920 Population, 12,451. 1926 est. 15,000.

City and Suburban (Estimate 15,000; 1925).

Native Whites, 95%; **Foreign Born,** 5%; **Industrial Workers,** 20%; **English Reading,** approximately 100%; **Families,** 5,500.

Schools: Public Grade, 7; High, 1; Junior High, 1; Parochial, 2. **Number of Pupils,** 2,900.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 3; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 8.

Banks: National, 1; State, 2; Savings, 2; Capital, Surplus, and Undivided Profits (all banks), \$921,000.; **Total Deposits (all banks),** \$6,750,000.; **Total Resources (all banks),** \$7,700,000.; **Total Savings Banks Deposits,** \$1,800,000.; **Total Resources (all banks),** \$8,500,000.

Theatres: Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 2.

Location: In central Iowa. Served by the C. & N. W. Ry. main line, Chicago, Milwaukee and St. Paul, and the Ft. Dodge, Des Moines and So. Ry. These three roads connect Boone with every corner of the country. To the nearest large city by railroad, 1 hour; by trolley, 1½ hours; by automobile, 1½ hours.

Principal Industries: Coal, iron products, farm produce, hosiery, machinery, printing and railroad shops.

Manufacturing Establishments: About 25. **Leading firms:** Boone Coal Co., Quinn Wire & Iron Works, Boone Hosiery Mills, Carswell Hammond, Boone Brick, Tile & Paving Co., Boone Broom Factory, Holverson Mfg. Co.

Special Information: Located in the heart of the best corn raising state in the Union, making it desirable for the location of a corn sugar plant. Good coal fields. Wonderful deposits of potters' clay, also glass sand in abundance here.

Continued on page 84

Only One Way

to cover Boone County, one of the richest territories in Iowa, and that is by the

Boone News-Republican

the only daily in this territory.

IOWA (Cont'd)

Boone (cont'd)

Residential Features: Mostly one-family houses. Very few undesirable homes in Boone, as we are rated as having one of the finest and best looking cities in Iowa in size. Our finest residential section is in the south and central east side.

Retail Shopping Section: Extends on Story St. from 6th, North to 11th, from Greene east to Tama on 8th, with two blocks each on 7th, 9th, 10th, Allen, Keeler and Arden, and two or three small suburban settlements.

Trading Area: Our trading territory reaches about 15 miles in each direction. Due to good gravel roads in all directions we are able to attract people in all kinds of weather.

Wholesale Houses: Fruits, 1; Miscellaneous Lines, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 8; automobile accessories, 2; automobile tire agencies, 4; bakers, 7; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 7; delicatessens, 1; druggists, 6; dry goods, 9; department stores, 2; electrical supplies, 5; florists, 2; fruits, 2; furniture, 4; garages (public), 4; grocers, 37 (chain, 5); hardware, 4; jewelry, 5; meat markets, 30; men's furnishings, 7; men's clothing, 15; merchant tailors, 2; milliners, 6; opticians, 5; photographers, 5; pianos (and miscellaneous musical instruments), 8; radio supplies, 8; restaurants (including hotels), 12; shoes, 13; sporting goods, 3; stationers, 1.

Miscellaneous Data: Average temperature, 53 degrees; average number of rainy days per twelve months, 75; most pleasant months, May, June, September, October. Doctors (medical, 12); (dentists, 16); (osteopaths, 4); street car service; gas, artificial; electric current, alternating; number of wired houses, 3,300; water, hard.

See announcement page 83

BURLINGTON, IOWA
(Des Moines County)

1920 Population, 24,057 (1925 est. 28,000).
City and Suburban Estimate, 150,000.

Native Whites, 94%; **Negroes,** 1%; **Foreign Born,** 5%; **Industrial Workers,** 20%; **English Reading,** 99%; **Families,** 6,500.

Schools: Public Grade, 11; High, 1; Junior High, 1; Parochial, 3. Number of Pupils, 6,114.

Churches: Baptist, 5; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1;

Methodist, 10; Presbyterian, 2; Roman Catholic, 4; Miscellaneous, 17.

Banks: National, 1; State, 4; Total Deposits (all banks), \$20,111,143; Total Resources (all banks), \$23,339,620; Total Savings Banks Deposits, \$14,649,138.

Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditorium, etc.), 3. Total Number of seats, 2,000.

Location: On Miss. River, important railroad mfg. and trading center, located where the Burlington crosses the river, 206 miles from Chicago, 290 from Omaha, 221 St. Louis, 354 St. Paul. Railroads: C. B. & Q., C. E. I. & P., T. P. & W., Muscatine, Burlington & Southern. Steamboat lines connect this city with other points on the river. To the nearest large city by railroad, 6 hours; by automobile, 12 hours.

Principal Industries: C. B. & Q. Shops, wood-working, baskets, boxes, Corliss engines, crackers, pickles, mattresses, soap, pearl buttons, sand and limestone quarries, furniture, leather goods, grain, candy, caskets, desks, monuments.

Manufacturing Establishments: 55. Leading firms: Chittenden & Eastman Co., Showers Bros., Burlington Basket Co., Iowa Hardwood Basket Co., Murray Iron Works, Miss. Pearl Button Co., Clinton-Copeland Co., Gardner & Gould, Iowa Biscuit Co., Leopold Desk Co., Schramm & Schmieg D. G. Co., Iowa Soap Co., Burlington Willow Ware Shop, Northwestern Cabinet Co., Embalming Burial Case Co.

Special Information: Over 60% total population of Iowa in eastern half of state, most productive part of Illinois is adjacent to Iowa and Burlington is central market of this rich district. Central market for southeastern Iowa and Western Illinois, wholesale and retail distributing point.

Residential Features: Primarily city of homes, 70% owners. Few apartments or two-family houses. Most homes have attractive grounds. Beautiful river views along the bluffs overlooking broad Mississippi Valley.

Retail Shopping Section: Jefferson from Main west seven blocks to Hawkeye St. Main St. from Court south 8 blocks to Union Depot. Smaller sections with usual groceries, etc.

Trading Area: 65 miles west, 19 south, 20 east and 28 north. This estimate is based on road travel and railroad facilities, and the short distance from other towns.

Wholesale Houses: Groceries, 3; fruits, 3; hardware, 3; dry goods, 1; Miscellaneous lines, leather goods, 1; cigars, 1; lumber, 3; drugs, 1; paper, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 18; commercial auto. agencies, 6; automobile accessories, 5; automobile tire agencies, 3; bakers, 9; cigar stores and stands (including hotels), 27; confectioners (including hotel stands), 52; delicatessens, 1; dressmakers, 39; druggists, 19; dry goods, 5; department stores,

4; electrical supplies, 6; florists, 5; fruits, 9; furniture, 10; furriers, 1; garages (public), 32; grocers, 68 (chain, 13; hardware, 8; jewelry, 6; meat markets, 25; men's furnishings, 11; men's clothing, 11; merchant tailors, 1; milliners, 5; opticians, 5; photographers, 4; pianos (and miscellaneous musical instruments), 5; radio supplies, 1; restaurants (including hotels), 30; shoes, 12; sporting goods, 2; stationers, 3; women's apparel, 9.

Miscellaneous Data: Average temperature 53 degrees; average number of rainy days per twelve months, 75; most pleasant months, May, June, September, October. Doctors (medical, 33); (dentists, 24); (osteopaths, 3); street car service; gas, natural; electric current, alternating, number of wired houses, 5,700; water, hard.

CEDAR FALLS, IOWA
(Black Hawk County)

1920 Population, 6,316 (exclusive of 3,000 students 11 months of each year).

City and Suburban Estimate, 12,000.

Native Whites, 80%; **Foreign Born,** 20%; **Industrial Workers,** 25%; **English Reading,** 100%; **Families,** 1,585.

Schools: Public Grade, 5; High, 2; Junior High, 2; Parochial, 1. Number of Pupils, 1,800.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 6.

Banks: National, 1; State, 2; Total Resources (all banks), \$3,890,000; Saving Bank Deposits Total (all banks), \$3,138,566.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 4.

Location: On Cedar River. Served by Illinois Central, Rock Island, and Chicago, Great Western Railroads. Waterloo, Cedar Falls and Northern electric line. Motor bus service to north, east and central parts of state. To the nearest large city by railroad, 20 minutes; by trolley, 20 minutes; by automobile, ¼ hour.

Principal Industries: Farm gates, barn furniture, hardware specialties, washing machines, rotary pumps, school supplies, hoisting machinery, grain shockers and printing. Elevator door closers, hangers for barn doors, garage, etc. Concrete mixing machines, portable.

Manufacturing Establishments: 20. Leading firms: Iowa Gate Co., Wagner Mfg. Co., Viking Pump Co., Klean-Kwick Washing Machine Co., Latta School Supply Co., Standard Mfg. Co., Peerless Machinery Co., Liberty Mill Co., Universal Hoist & Mfg. Co., Cedar Falls Broom Co., Cedar Falls Mfg. Co., Falls Foundry Co., Glasener Shocker Co.

Special Information: The home of the Iowa State Teachers' College. Also large farm gate

factory and school supply house. In the heart of a rich agricultural section. Municipal bathing beach.

Residential Features: Mostly one-family houses. Private homes predominate. Beautiful residential section with well kept lawns and streets. Homes average in value \$5,000.

Retail Shopping Section: Extends from First Street to 6th on Main with one block each direction off Main from First to Fifth. Business section on College Street (near State Teachers' College) extends for three blocks.

Trading Area: Extends about 15 miles north, 20 miles south and 25 miles west.

Wholesale Houses: Miscellaneous lines, auto accessories, 1; Branch House, International Harvester Co.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 1; automobile accessories, 12; automobile tire agencies, 3; bakers, 3; cigar stores and stands (including hotels), 25; confectioners (including hotel stands), 12; delicatessens, 4; dressmakers, 4; druggists, 5; dry goods, 6; department stores, 6; electrical supplies, 3; florists, 3; fruits, 12; furniture, 3; garages (public), 12; grocers, 18 (chain, 2); hardware, 4; jewelry, 6; meat markets, 6 (chain, 1); men's furnishings, 3; men's clothing, 3; merchant tailors, 4; milliners, 3; opticians, 3; photographers, 3; radio supplies, 5; restaurants (including hotels), 16; shoes, 4; sporting goods, 1; stationers, 2; women's apparel, 3.

Miscellaneous Data: Average temperature, 53 degrees; average number of rainy days per twelve months, 75; most pleasant months, May, June, August, September, October. Doctors (medical, 12), (dentists, 10), (osteopaths, 1); street car service; electric current, alternating; gas, artificial; water, hard.

CEDAR RAPIDS, IOWA
(Linn County)

1920 Population, 45,566 (1926 est. 57,000).

City and Suburban Estimate, 325,000. Most important cities and towns in this area are: Marion, Venton, Marengo, Anamosa, Williamsburg.

Native Whites, 85.6%; **Negroes,** 1.5%; **Foreign Born,** 12.9%; **Industrial Workers,** 20%; **Families,** 10,126.

Schools: Public Grade, 17; High, 2; Junior High, 4; Parochial, 5. Number of Public, 14,439.

Churches: Baptist, 3; Christian Science, 1; Congregational, 2; Episcopal, 2; Hebrew, 1; Methodist, 6; Presbyterian, 3; Roman Catholic, 4; Miscellaneous, 26.

Intensive Coverage Produces Results

In a ten days' Thrift campaign conducted by The Evening Gazette and a local bank, the results of intensive coverage were reflected in the more than 4000 accounts opened.

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WESTERN
UNION

NEWCOMB CARLTON, President

J. C. WILLEVER, First Vice-President

SYMBOLS

BLUE	Day Letter
NITE	Night Message
NL	Night Letter
LCO	Deferred
CLT	Cable Letter
WLT	Week End Letter

The filing time as shown in the date line on full-rate telegrams and day letters, and the time of receipt at destination as shown on all messages, is STANDARD TIME.

The Evening Gazette,

Dallas, Texas, Oct. 28, 1926

Mr. John Miller, Business Manager, Cedar Rapids, Iowa

Kindly accept my congratulations, you certainly have a wonderful newspaper, your record of 4,000 people in a city of 52,000 population or one in every thirteen people in your city entering your ten-day thrift campaign can never hope to be equaled in the United States. It is marvelous showing and demonstrates the remarkable pulling power of your paper. You surely have reason to be proud and it proves your paper is a criterion of all that is good in Cedar Rapids. Sincerely yours,

IRA H. MILLER, President

Miller Bank Service, Chicago, Ill.

The Evening Gazette

Total A.B.C. Circulation 20,842

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New York

Foreign Representatives

ALLEN-KLAPP COMPANY

97% City Circulation Coverage

Tribune Tower
Chicago

IOWA (Cont'd)

Banks: National, 2; State, 8; Total Resources (all banks), \$42,000,000; Savings Bank Deposits Total (all banks), \$19,000,000.

Theatres: Moving Pictures, 7; Vaudeville, 1; Burlesque, 1; Miscellaneous (Auditoriums, etc.), 6. Total number of seats, 20,000.

Location: Centrally located in eastern Iowa. Served by C. & N. W., C. R. I. & P., C. M. & St. P., I. C., Cedar Rapids & Iowa City Ry., Waterloo, Cedar Falls & Northern, also interurban service from Cedar Rapids to Marion, Mt. Vernon and Lisbon. To the nearest large city by railroad, 3 hours; by trolley, 3 hours; by automobile, 4 hours.

Principal Industries: Cereal mfg., meat packing, dairy machinery, stone crushers, work clothing, printing, furniture mfg., railroad shops, house moving machinery, snow plows, agricultural implements, steel brackets, sugar, candy, furnaces, pumps, valve grinding, sorghum.

Manufacturing Establishments: 190. Leading firms: Quaker Oats, T. M. Sinclair & Co., Ltd., Three Minute Cereal Co., Penick & Ford, Iowa Mfg. Co., J. G. Cherry Co., LaPlante-Choate Co., C. R. Engineering Co., Maconia Sorghum Mills. Total value of factories estimated at \$125,000,000.

Special Information: Location of this city makes it ideal for wholesale houses and the distribution of manufactured products. Manufacture of cereals predominates. Over 56 million bushels of grain ground annually. Over 19,000 autos and trucks registered. 500 acres of parks. Coe College and Cedar Rapids Business College located here. International Headquarters of Order of Railway Conductors.

Residential Features: Mostly one or two family houses. No tenement districts. Private homes predominate. Over one thousand acres landscaped residential sections. Homes in latter section average \$10,000.

Retail Shopping Section: Extends east from Cedar River, which divides the city, to 4th St. and from 1st to 5th Ave. inclusive. On west side from river to 3rd St. From 1st to 3rd Ave. inclusive. There are four outlying business and several smaller neighborhood sections with the usual grocery, meat markets and small shops.

Trading Area: About 40 miles west, north and south, and 25 miles east. Intermittent business from people living at greater distances. Cedar Rapids retail market place for over 100,000 people.

Wholesale Houses: Groceries, 4; meats, 4; fruits, 4; hardware, 1; dry goods, 1; miscellaneous lines, drugs, 1; coal, 1; cutlery, 1; flour, 4; lumber, 1; tobacco, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 21; commercial auto. agencies, 5; automobile accessories, 62; automobile tire agencies, 35; bakers, 22; cigar stores and stands (including hotel stands), 19; dressmakers, 35; druggists, 39 (chain, 5); dry goods, 17; department stores, 8; electrical supplies, 17; florists, 7; fruits, 21; furniture, 11; furriers, 4; garages (public), 29; grocers, 232 (chain, 10); hardware, 14; jewelry, 17; meat markets, 29 (chain, 2); men's furnishings, 18; men's clothing, 21; merchant tailors, 10; milliners, 19; opticians, 9; photographers, 12; pianos (and miscellaneous musical instruments), 8; radio supplies, 8; restaurants (including hotels), 30 (chain, 1); shoes, 21; stationers, 2; women's apparel, 8.

Miscellaneous Data: Average temperature, 53 degrees; average number of rainy days per twelve months, 75; most pleasant months, May, June, September, October. Doctors (medical, 86); (dentists, 56); (osteopaths, 6); street car service; gas, artificial; electric current, alternating; water, hard, automobile registrations, passenger, 18,526; commercial, 494.

See announcement page 84

CENTERVILLE, IOWA

(Appanoose County)

1920 Population, 8,486 (1925, 8,611).

City and Suburban Estimate, 30,500. Most important cities and towns in this area are: Mystic (pop. 2,500); Seymour (1,800); Moulton (1,500).

Native Whites, 96%; **Negroes,** 2%; **Foreign Born,** 2%; **Industrial Workers,** 20%; **English Reading,** 99%; **Families,** 2,000.

Schools: Public Grade, 5; High, 1; Junior High, 1; Parochial, 1. Number of pupils, 2,300.

Churches: Baptist, 1; Christian, 1; Christian Science, 1; Congregational, 1; Hebrew, 1; Lutheran, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 2; State, 4; Capital, Surplus, and Undivided Profits (all banks), \$466,000; Total Deposits (all banks), \$4,890,000; Total Resources (all banks), \$5,457,000; Total Savings Banks Deposits, \$3,040,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Total number of seats, 2,000.

Location: 100 miles south by east of Des Moines, largest city on C. R. I. & P. between Miss. River and Kansas City, and on C. B. & Q. between Miss. and Missouri rivers. 32 miles of interurban connect with C. B. & Q., C. M. & St. P., Wabash and M. & St. L.

Principal Industries: Coal mining; pay roll in county \$2,000,000 annually; railroad division point and shops; gypsum mines and mill; wholesale center, electric power plant furnishing current for 50 towns.

Manufacturing Establishments: 12. Leading firms: Hercules Mfg. Co., large manufacturer

of stump pullers, mine car and equipment factories. Total value of yearly output of factories estimated at \$1,500,000.

Special Information: Largest city in center of territory 100 miles west of Keokuk, 200 miles east of Omaha, 200 miles northeast of Kansas City and 100 miles south of Des Moines. Center of one of richest coal fields in Iowa.

Residential Features: Homes largely middle class, large per cent owned. A large proportion built in recent years give city modern appearance.

Retail Shopping Section: Built around one of the largest squares in Iowa, two blocks each side and extending to side streets. Smaller business section in south part of town around depots.

Trading Area: 40 miles west and south, 15 miles east and north.

Wholesale Houses: Groceries, 1; fruits, 2; Miscellaneous lines, drugs, 1; bridge and mine supplies, 1; flour and feed, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto. agencies, 3; automobile accessories, 6; automobile tire agencies, 12; bakers, 3; cigar stores and stands (including hotels), 5; confectioners, 4; delicatessens, 1; dressmakers, 4; druggists, 5; dry goods, 7; department stores, 2; electrical supplies, 2; florists, 2; fruits, 3; furniture, 4; garages (public), 5; grocers, 35 (chain, 2); hardware, 3; jewelry, 3; meat markets, 8; men's furnishings, and men's clothing, 5; merchant tailors, 3; milliners, 5; opticians, 1; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 3; restaurants (including hotels), 6; shoes, 5; sporting goods, 4; stationers, 1; women's apparel, 2.

Miscellaneous Data: Doctors (medical, 12); (dentists, 6); (osteopaths, 2); bus service; gas, artificial; number of meters, 600; electric current, A. C.; number of wired houses, 2,240; water, soft.

CHARLES CITY, IA.

(Floyd County)

1920 Population, 7,350.

City and Suburban Estimate, 20,000.

Schools: Public Grade, 4; High, 1; Number of Pupils, 1,000.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Methodist, 2; Roman Catholic, 1; Miscellaneous, 2.

Location: On Illinois Central and C. M. & St. Paul.

Principal Industries: Nursery and greenhouses; knitting mills; tank wagons, store fixtures, tractors and woodworking.

Manufacturing Establishments: Leading firms, Hart-Parr Tractor Co., Fisher Bank & Store Fixtures Co., Geo. P. Smith Sash & Door Factory, Burnham Tank & Coaster Wagon Factory, The Sherman Nursery Co.

Residential Features: Mostly one and two family houses.

Trading Area: Trading area of 15 miles.

Number of Retail Outlets for Nationally Advertised Products: Groceries, 20 (chain, 1); druggists, 5; meat markets, 8; cigar store, 1; restaurants, 6.

Miscellaneous Data: Average temperature, 53 degrees; average number of rainy days per twelve months, 75; most pleasant months, May, June, Sept. Oct. Doctors (medical, 10); (dentists, 10); (osteopaths, 2); gas, artificial; electric current, alternating; water, hard.

CLINTON, IOWA

(Clinton County)

1920 Population, 24,151; 1925, 26,438.

City and Suburban Estimate, 63,000.

Native Whites, 85%; **Negroes,** 1%; **Foreign Born,** 14%; **Industrial Workers,** 22%; **English Reading,** 89%; **Families,** 6,245. 1925: 6,839.

Schools: 17. Number of Pupils, 4,492.

Churches: 29.

Banks: 6; Total Resources, \$16,560,000.

Theatres: 7. Total number of seats, 5,700.

Location: To nearest large city by railroad, 1½ hours; by trolley, 1½ hours; by auto, 1½ hours.

Residential Features: One and two family houses.

Retail Shopping Section: About 7 blocks.

Trading Area: About 20 miles radius.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 20; commercial auto. agencies, 11; automobile accessories, 18; automobile tire agencies, 18; bakers, 8; cigar stores and stands (including hotels), 37 (chain, 1); confectioners (including hotel stands), 26; delicatessens, 2; dressmakers, 34; druggists, 15; dry goods, 21; department stores, 3; electrical supplies, 7; florists, 5; fruits, 4; furniture, 7; furrier, 1; garages (public), 18; grocers, 87 (chain, 16); hardware, 9; jewelry, 5; meat markets, 23 (chain, 3); men's furnishings, 13; men's clothing, 13; merchant tailors, 12; milliners, 11; opticians, 2; photographers, 7; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; restaurants (including hotels), 21; shoes, 14; sporting goods, 3; stationers, 1; women's apparel, 10.

Miscellaneous Data: Average temperature, 60 degrees; average number of rainy days per twelve months, 75; most pleasant months, May, June, July, Sept., Oct.; doctors (medical, 34); (dentists, 23); (osteopaths, 8); number of wired houses, 5,700; street car service; gas, artificial; electric current, alternating and direct; water, soft.

COUNCIL BLUFFS, IOWA

(Pottawattamie County)

1920 Population, 36,162 (1925, state census, 41,000).

City and Suburban Estimate, 101,000. Most important cities and towns in this area are: Red Oak (pop. 5,578); Shenandoah (3,255); Missouri Valley (3,985); Avoca (1,482).

Native Whites, 94%; **Negroes,** 1%; **Foreign Born,** 5%; **English Reading,** 99%; **Families** in trading area, 43,923.

Schools: Public Grade, 20; High, 2; Parochial, 3.

Churches: Council Bluffs has 42 churches: Baptist, 494 members; Christian Science, 433 members; Congregational, 700 members; Episcopal, 570 members; Hebrew, 100 members; Methodist, 1,850 members; Presbyterian, 1,615 members; Roman Catholic, 3,630 members; Miscellaneous, Lutheran, 1,200; Latter Day Saints, 100; Seventh Day, 90.

Banks: National, 2; State, 2; Total Resources (all banks), \$16,153,540; Total Bank Clearings (12 months, 1925), \$71,255,534.

Theatres: Moving Pictures, 4; Total number of seats, 7,900.

Location: Southwestern part of state on Missouri River, 60 miles north of Missouri line, directly across river from Omaha, cities separated by the river and connected by a toll bridge. Business section approximately 5 miles from that of Omaha. Council Bluffs is converging point for 9 railroads; located on 15 cross state or national highways; claimed one of the largest farm loan centers in U. S. All large insurance companies represented.

Principal Industries: Railroad shops, mfg. of car wheels, candy, elevators, oil, harvesting machinery and growing of fine flowers and grapes. Grain Elevators, Pacific Fruit Express, Hurd Creamery, Kimball Bros. Elevator Co.

Manufacturing Establishments: Leading firms: Griffin Wheel Co., Woodward Candy Co., Monarch Mfg. Co., International Harvester Co., Pacific Fruit Express, Pennsylvania Consumers Oil Company, Wilcox Florists.

Residential Features: Individual homes predominating, 60 per cent owned, 40 per cent mortgaged; average rental price of rented homes \$31.50. Higher class residential districts are in the hills east of the city, while bottom land between the business section and the river is settled with working men's homes and industrial plants, etc.

Retail Shopping Section: 7th Street to 1st Street on Broadway and on side streets for one block on 7th, Main and Pearl Streets.

Trading Area: 35 miles north to Mondamin, 50 miles northeast to Manning, east to Atlantic, southeast to Clarinda and south to Missouri line, 15 automobile roads and 4 bus lines.

Wholesale Houses: Groceries, 1; meats, 1; fruits, 3; hardware, 1; Miscellaneous lines, candy, 1; drugs, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 13; commercial automobile agencies, 1; automobile accessories, 17; automobile tire agencies, 27; bakers, 12; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 38; delicatessens, 3; dressmakers, 116; druggists, 24; dry goods, 2; department stores, 2; electrical supplies, 8; florists, 7; fruits, 3; wholesale; furniture, 7; garages (public), 34; grocers, 168 (chain, 1); hardware, 7; jewelry, 8; meat markets, 26; men's furnishings, 20; men's clothing, 20; merchant tailors, 14; milliners, 9; opticians, 5; photographers, 5; pianos (and miscellaneous musical instruments), 7; radio supplies, 15; restaurants (including hotels), 51; shoes, 11; sporting goods, 1; stationers, 2; women's apparel, 14.

Miscellaneous Data: Doctors (medical, 51); (dentists, 25); (osteopaths, 6); street car service; gas, artificial; electric current, alternating; water, hard.

CRESTON, IOWA

(Union County)

1920 Population, 8,034.

City and Suburban Estimate, 17,000. Most important cities towns in this area are: Greenfield (pop. 2,300); Corning (2,400); Lenox (1,700); Bedford (2,200).

Native Whites, 7,418; **Negroes,** 40; **Foreign Born,** 574; **Industrial Workers,** 9%; **English Reading,** 99.9%; **Families,** 2,198.

Schools: Public Grade, 4; High, 1; Junior High, 1; Parochial, 1; Junior College, 1.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 4.

Banks: National, 2; State, 2; Capital, Surplus, and Undivided Profits (all banks), \$143,000; Total Deposits (all banks), \$3,600,000; Total Savings Banks Deposits, \$3,400,000.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 3,800.

Location: On main line of C. B. & Q. R.R., 400 miles west of Chicago, 70 miles southwest of Des Moines, 100 miles east of Omaha, 150 miles north of Kansas City. To nearest large city by railroad, 3 hours; by automobile, 3 hours.

Principal Industries: Butter, poultry, ice cream, railroad shops and roundhouse of C. B. & Q. R.R., cotton gloves, brick and tile.

Manufacturing Establishments: Leading firms: Rex Ice Co., Henderson Glove Co., Tramp Bros., Swift & Co., Armour & Co.

Special Information: Creston is the center of a fertile corn producing district where the business of raising hogs is the big industry. On Saturday, October 24, 1925, H. A. Wessels sold a pig at public sale for \$1,100. It was one of a litter farrowed on March 3, 1925. The farmers in this territory make money in this way and spend much of it in Creston.

Residential Features: There are 2,025 dwelling houses, two small apartment buildings, three hotels.

Retail Shopping Section: Adams Street, 3 blocks; Maple Street, 2 blocks; Pine Street, 2 blocks; Montgomery Street, 3 blocks.

Trading Area: North, 23 miles to Greenfield; east 16 miles to Thayer; south 21 miles to Lenox; west 22 miles to Corning.

Wholesale Houses: Groceries, 2; fruits, 1; ice cream, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 21; commercial auto. agencies, 4; automobile accessories, 4; automobile tire agencies, 7; bakers, 4; cigar stores and stands (including hotels), 22; confectioners (including hotel stands), 28; delicatessens, 1; dressmakers, 4; druggists, 6; dry goods, 4; department stores, 4; electrical supplies, 2; florists, 1; fruits, 2; furniture, 1; furriers, 1; garages (public), 5; total grocers, 8; hardware, 2; jewelry, 3; meat markets, 6; men's furnishings, 5; men's clothing, 5; merchant tailors, 5; milliners, 4; opticians, 3; photographers, 5; pianos (and miscellaneous musical instruments), 5; radio supplies, 3; restaurants (including hotels), 7; shoes, 4; sporting goods, 2; stationers, 3; women's apparel, 2.

Miscellaneous Data: Doctors (medical, 12); (dentists, 6); (osteopaths, 2); gas, artificial; electric current, alternating and direct; water, soft.

DAVENPORT, IOWA

(Scott County)

1920 Population, 56,727. Most important cities and towns in suburban area are: Rock Island (pop. 35,177); Moline (30,743); Geneseo (3,375); Tyston (2,140); Maquoketa (3,620).

Native Whites, 20,545; **Negroes,** 381; **Foreign Born,** 3,722; **Industrial Workers,** 5,271.

Schools: Public Grade, 17; High, 1; Junior High, 3; Parochial, 11.

Churches: Baptist, 5; Christian, 1; Christian Science, 2; Congregational, 3; Episcopal, 2; Hebrew, 1; Methodist, 4; Lutheran, 7; Presbyterian, 4; Roman Catholic, 7; Miscellaneous, 2.

Banks: National, 2; State, 6; Capital, Surplus, and Undivided Profits (all banks) \$6,405,741; Total Deposits (all banks) \$55,926,471; Total Resources (all banks) \$63,549,715; Total Savings Bank Deposits, \$40,733,793; Total Bank Clearings (12 months 1925) \$609,822,026.

Theatres: Legitimate, 1; Moving Pictures, 11; Vandeville, 1; Burlesque, 1; Miscellaneous (Auditoriums, etc.) 10.

Location: West bank of Mississippi. Railroads; C. R. I. & P., C. M. & St. P., C. B. & Q., also Davenport, Rock Island & Quincy, a freight belt line; Bus service to DeWitt, Cedar Rapids and Maquoketa to Geneseo and Aledo, Ill. To the largest city by railroad, 5 hours; by automobile, 4½ hours.

Principal Industries: Breakfast food, Freight cars, locomotives, agricultural implement wheels, washing machines, flour, pumps, mill work, foundry products, pearl buttons, stereopticon and motion picture projectors, cigars, candy, ready-cut houses, bakery products, macaroni, overalls, optical goods, packing house products, ladders, industrial gases, motor trucks, and type setting machines, cement, cut stone, caps, men's clothing.

Manufacturing Establishments: 290; Leading firms, The Bettendorf Co., French & Hecht, Voss Bros. Mfg. Co., Davenport Locomotive Works, Victor Animatograph Co., Gordon-Van Tine Co., Crescent Macaroni & Cracker Co., Western Flour Mills, Davenport Pearl Button Co., Linograph Co., Dewey Portland Cement Co., Wm. Bradford Co., and Kellogg Co. Total value of yearly output of factories estimated at \$55,000,000.

Special Information: Davenport's location on the Mississippi, the natural rate-breaking point between eastern and western territory, makes ideal situation as to freight rates in and out. The Rock Island Arsenal, U. S. Government's munition plant, located on an island at this point. Government's investment \$380,000,000.

Residential Features: Mostly one family houses, private homes predominating. Davenport noted for beauty of its homes, having received nationwide publicity on a "City Beautiful" campaign several years ago. McClellan Heights, city's most beautiful residential section, located in eastern part of city.

Retail Shopping Section: Fifth street south 4 blocks to Front, and from Government Bridge (LeClaire street) 8 blocks west to Scott. This district is terminal for bus lines and for the Clinton, Davenport & Muscatine Interurban line. Five smaller "neighborhood" sections, groceries, meat markets, confectionery, D. G., etc.

Trading Area: 42 miles north, 27 east, 32 south, 43 west.

Wholesale Houses: Groceries, 6; meats, 3; fruits, 3; hardware, 2; dry goods, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 27; commercial auto. agencies, 8; automobile accessories, 26; automobile tire agencies, 34; bakers, 26; cigar stores and stands (including hotels), 24; confectioners (including hotel stands), 26; delicatessens, 1; dressmakers, 53; druggists, 24; (chain, 15); dry goods, 5; department stores, 7; electrical supplies, 8;

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IOWA (Cont'd)

Davenport (cont'd)

florists, 10; fruits, 3; furniture, 6; furriers, 3; garages (public), 46; grocers 215 (chain, 9); hardware, 16; jewelry, 16; meat markets, 65; (chain, 2); men's furnishings, 7; men's clothing, 12; merchant tailors, 3; milliners, 4; opticians, 3; photographers, 11; pianos (and miscellaneous musical instruments), 2; radio supplies, 8; restaurants (including hotels), 54; shoes, 23; sporting goods, 2; stationers, 7; women's apparel, 11.

Miscellaneous Data: Average temperature, 60 degrees; average number of rainy days per twelve months, 112; most pleasant months, May, June, Sept., Oct.; doctors (medical, 92); (dentists, 63); (osteopaths, 5); number of wired houses, 14,500; street car service; gas, artificial; number of meters, 13,664; electric current, alternating; water, soft; automobile registrations, 16,500.

DES MOINES, IOWA

(Polk County)

1920 Population, 126,468, (1925 official state census, 150,696; including Valley Junction, Urbandale and Fort Des Moines, immediately adjoining suburbs).

City and Suburban Estimate, 826,547. Most important cities and towns in this area are: Fort Dodge, (pop. 21,702); Marshalltown, (16,868); Newton, (7,665); Ames, (9,332).

Native Whites, 86.8%; Negroes, 3.3%; Foreign Born, 9.9%; Industrial Workers, 8%; English Reading, 98%; Families, 39,203. Des Moines ranks third in native white population in cities of over 100,000 class.

Schools: Public Grade, 53; High, 5; Junior High, 4; Parochial, 10; Number of Pupils, 35,000.

Churches: Baptist, 15; Christian Science, 2; Congregational, 4; Episcopal, 3; Hebrew, 4; Methodist, 21; Presbyterian, 11; Roman Catholic, 8; Miscellaneous, 49.

Banks: National, 3; State, 15; Capital, Surplus, and Undivided Profits (all banks), \$9,219,000; Total Deposits (all banks), \$78,132,000; Total Resources (all banks), \$89,200,000; Total Savings Banks Deposits, \$81,652,000; Total Bank Clearings (12 months, 1925), \$572,053,641.

Theatres: Legitimate, 2; Moving Pictures, 14; Vaudeville, 2; Burlesque, 2; Miscellaneous (Auditoriums, etc.), 1; (Coliseum) Total number of seats, 25,000.

Location: Geographically Des Moines is located in the center of the great state of Iowa. To the nearest large city by railroad, 5 hours; by auto, 6 hours. There are 2,400,000 persons in Iowa, 1,500,000 within the trading radius of Des Moines. Unexcelled transportation insures advantageous marketing to an ever-expanding territory of the highest purchasing power.

Principal Industries: Cement, brick, tile, flour, creamery products, building materials, wood, steel, clothing, furnaces, medicines, cosmetics, automobile equipment, including tires. Des Moines is large insurance center. Factories capitalized at \$60,000,000 and turn out (for 1926) over \$120,000,000 of Des Moines made goods annually, an increase of over 1100% since 1900.

Manufacturing Establishments: 400. Armand's Powder, Chamberlain Medicine Co., Hawkeye Portland Cement Co., Rollins Hosiery Mills, Green Colonial Furnace, Falcon Milling Co., Shouerman Woolen Mills, Tone Bros., Old Golden Coffee & Spices, Ford Motor Co., Standard Biscuit Co., C. I. Percival Co., Waterbury Chemical Co., Wood Bros. Thresher Co.

Special Information: Des Moines has 12 universities, colleges and special schools, with an enrollment exceeding 8,000. Des Moines reaches 9,376 miles of Iowa's railroad points by a one road haul. Lines as follows: C. M. & St. P. (2); C. R. I. & P. (2); C. & N. W. (1); C. B. & Q. (2); C. G. W. (2); C. M. & St. L. (2); Wabash, (1); Ft. Dodge, D. M. & So., (1); D. M. & Cent. Iowa, (2). Des Moines is a great insurance center 44 home companies covering fire, life and casualty \$209,664,409. There are 14 life insurance companies with assets exceeding \$160,000,000. Income of these life insurance companies for 1925 was over \$66,000,000 with over \$1,745,000,000 insurance in force. 5,000 men and women employed, and as a group they comprise perhaps the largest of the many substantial and prosperous industries of the city. 2,500,000 tons of freight inbound and outbound in 1925. Des Moines is one of the major cities of the 7th Federal Reserve District and is the financial center of the state.

Residential Features: Assessed valuation of city property for taxable purposes in 1923 was \$188,023,960. Property exempt more than \$40,000,000 additional. 1920 census showed 35,095 dwellings within city limits, 51.1%, owned, a high percentage for any city of the first class in the country.

Retail Shopping Section: Located in central part of the city adjacent to west bank of Des Moines River, and comprises approximately 60 blocks. It is rectangular in shape, extending roughly as far west as 15th street and from the territory immediately north of Grand to that south of Cherry and Market streets. This includes many retail establishments and some jobbing and light manufacturing. Principal office buildings, hotels and public buildings embraced within this area. Also a mercantile district on east side of the river, as well as an extensive manufacturing and wholesale district immediately to the south of retail section.

Trading Area: Numerous passenger bus lines interurbans, etc., operate to nearby points,

while there is some freight trucking. Business is secured from people living within 75 mile radius, owing to excellent transportation facilities and the fact there were 613,412 passenger automobiles registered in Iowa on January 1, 1926.

Wholesale Houses: Groceries, 8; meats, 9; fruits, 5; hardware, 3; dry goods, 2; miscellaneous lines, candy, 9; electric and radio, 12.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 60; commercial auto. agencies, 7; automobile accessories, 50; automobile tire agencies, 53; bakers, 38; cigar stores and stands (including hotels), 40; confectioners (including hotel stands), 30; delicatessen, 12; dressmakers, 10; druggists, 130 (chain, 7); dry goods, 7; department stores, 5; electrical supplies, 40; florists, 24; fruits, 10; furniture, 48; furriers, 10; garages (public), 92; grocers, 650 (chain, 56); hardware, 19; jewelry, 26; meat markets, 300 (chain, 11); men's furnishings, 9; men's clothing, 31; merchant tailors, 26; milliners, 17; opticians, 8; photographers, 16; pianos (and miscellaneous musical instruments), 25; radio supplies, 35; restaurants (including hotels), 140 (chain, 20); shoes, 30; sporting goods, 6; stationers, 11; women's apparel, 18.

Miscellaneous Data: Average temperature, 50 degrees; average number of rainy days per twelve months, 109; most pleasant months, May, June, Sept., Oct.; doctors (medical, 190); (dentists, 132); (osteopaths, 33); number of wired houses, 32,000; street car service; gas, artificial; number of meters, 30,800; electric current, alternating and direct; water, hard.

DUBUQUE, IOWA

(Dubuque County)

1920 Population, 39,141 (1925 est. 43,000).

City and Suburban Estimate, 289,000. Most important cities and towns in this area are: Galena, Ill.; Oelwein, Ia.; Manchester, Ia.; Decorah, Ia.

Native Whites, 89%; Negroes, .2%; Foreign Born, 10.8%; Industrial Workers, 25%; English Reading, 98%; Families, 9,314.

Schools: Public Grade, 10; High, 7; Junior High, 3; Parochial, 12; Number of Pupils, 8,739.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 5; Presbyterian, 3; Roman Catholic, 9; Miscellaneous, 8.

Banks: National, 2; State, 5; Capital, Surplus, and Undivided Profits (all banks), \$599,370; Total Deposits (all banks), \$20,811,977; Total Resources (all banks), \$24,083,078; Total Savings Banks Deposits, \$2,923,913.

Theatres: Legitimate, 1; Moving Pictures, 7; Vaudeville, 1; Burlesque, 1; Miscellaneous (Auditoriums, etc.), 6. Total number of seats, 6,000.

Location: Dubuque, situated on the Mississippi River about midway between St. Louis and St. Paul, is about 180 miles from Chicago and 247 miles from Omaha. It is on the main line of four railroads, the C. B. & Q., C. M. & St. P., C. G. W., and I. C. R.R. There are 37 passenger trains arriving and departing daily with an average of 100 passengers. Dubuque is the one large city on the northeast portion of the Iowa State border for many miles north and south. To the nearest large city by railroad, 5 1/2 hours; by auto, 6 1/2 hours.

Principal Industries: Sash and door factories, C. M. & St. P. shops, phonograph factory, boat building and garment factories.

Manufacturing Establishments: 131. Leading firms: C. M. & St. P. shops, Brunswick Phonograph Factory, Dubuque Boat & Boiler Works, Farley & Loetscher Sash & Door Factory, Carr Ryder Adams Sash and Door Factory, A. Y. McDonald Plumbing Supplies, Morrison Bros. Steel Tanks. Brass goods. Total value of yearly output of factories estimated at \$34,277,000.

Special Information: Dubuque has three bridges crossing the Mississippi, two wagon and one railroad bridge. The Illinois Central has a bridge crossing the Mississippi River at this point with through traffic between Chicago and Omaha. The C. G. W. and C. B. & Q. also use this bridge.

Residential Features: Government figures show that there are 12,057 dwellings in the county.

Retail Shopping Section: Main St. between 1st and 11th Sts., Iowa St. between 11th and 13th Sts., Central Ave. from 9th to 27th Sts.

Trading Area: The position of Dubuque geographically tends to make it the commercial, financial and industrial center of Northeastern Iowa, Southwestern Wisconsin and Northwestern Illinois. Its location, together with its railroad facilities, river transportation and highways, including two wagon and one railroad bridge, makes it the natural trading center for this field. Its jobbers and manufacturers draw their best patronage and are dominant factors in this territory.

Wholesale Houses: Groceries, 4; meats, 46; fruits, 4; hardware, 3; dry goods, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 32; automobile accessories, 13; automobile tire agencies, 14; bakers, 12; cigar stores and stands (including hotels), 26; confectioners (including hotel stands), 48 (chain, 1); druggists, 28; dry goods, 8; department stores, 4; electrical supplies, 9; florists, 7; fruits, 12; furniture, 3; furriers, 6; garages (public), 26; grocers, 136 (chain, 10); hardware, 10; jewelry, 13; meat markets, 46; men's furnishings, 5; men's clothing, 19; merchant tailors, 12; milliners, 12; opticians, 6; photographers, 8; pianos (and miscellaneous musical instruments), 4; radio supplies, 10; restaurants (including hotels), 30; shoes, .25; sporting goods, 2; stationers, 3; women's apparel, 9.

Miscellaneous Data: Average temperature, 48 degrees; average number of rainy days per twelve months, 115; most pleasant months, May, Oct. Doctors (medical, 57); (dentists, 45); (osteopaths, 2); number of wired houses, 9,067; street car service; gas, artificial; number of meters, 7,500; electric current, alternating; water, hard.

FAIRFIELD, IOWA

(Jefferson County)

1920 Population, 5,948; (1926 est. 6,518).

City and Suburban Estimate, 18,000.

Native Whites, 93.5%; Negroes, 5%; Foreign Born, 1.5%; English Reading, 98%; Families, 1,683.

Schools: Public Grade, 4; High, 1; Number of Pupils, 1,966.

Churches: 13.

Banks: 4. Total Resources, \$5,000,000.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 3; Total number of seats, 6,100.

Location: Fairfield, the county seat of Jefferson County, Iowa, is 50 miles west of Burlington, on the C. B. & Q. Railroad and 90 miles southwest of Davenport on the C. R. I. & P.

Principal Industries: Farm wagons, gloves and mittens, washing machines, fiber brushes, malleable iron foundry, pumps, gas engines, light excavators, hay tools, barn equipment and overhead trackage.

Residential Features: One-family homes. Trading Area: Includes whole county of 18,000 people and part of adjoining counties.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto agencies, 4; automobile accessories, 5; automobile tire agencies, 5; bakers, 4; cigar stores and stands (including hotels), 4; confectioners (including hotel stands), 4; dressmakers, 2; druggists, 5; dry goods, 7; electrical supplies, 3; florists, 3; furniture, 1; garages (public), 10; grocers 20 (chain, 3); hardware, 5; jewelry, 2; meat markets, 5; milliners, 3; opticians, 2; photographers, 2; restaurants (including hotels), 10; shoes, 6; sporting goods, 1; stationers, 1.

Miscellaneous Data: Average temperature, 48 degrees; average number of rainy days per twelve months, 115; most pleasant months, May, June, Sept., Oct.; doctors (medical, 10); (dentists, 4); (osteopaths, 2); gas, artificial; electric current, alternating; water, soft.

FORT DODGE, IOWA

(Webster County)

1920 Population, 19,347 (1925 est. 21,702).

City and Suburban Estimate, 300,000.

Native Whites, 80%; Negroes, 10%; Foreign Born, 10%; Industrial Workers, 20%.

Schools: Public Grade, 9; High, 1, \$1,000,000; Junior High, 1; Parochial, 3.

Churches: Baptist, 3; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 3; Presbyterian, 2; Roman Catholic, 2; Miscellaneous, 5; Lutheran, 6.

Banks: National, 3; State, 3; Total Resources, \$12,000,000; Savings Banks Deposits Total, \$4,850,779.98.

Theatres: Legitimate, 1; Moving Pictures, 5; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 3; Total number of seats, 3,000.

Location: On main lines of C. G. W., I. C. M. & St. L. Interurban Ft. Dodge to Des Moines 86 miles. Bus north to Algona and intermediate points. To nearest large city by railroad, 3 hours; by trolley, 3 hours; by auto, 3 hours.

Principal Industries: Gypsum, clay, steel and biologic products, men's fur lined coats and gloves, pyrotechnics.

Manufacturing Establishments: Leading firms: Quaker Oats Co., U. S. Gypsum Co., Universal Gypsum Co., American Cement Plaster Co., Cardiff Gypsum Plaster Co., Plymouth Clay Products Co., Vincent Clay Products Co., Kalo Brick & Tile Co., Lehigh Sewer Pipe & Tile Co., Johnston Clay Works, Inc., Fort Dodge Serum Co., Martin Fireworks Co.

Special Information: Gateway to northwest Iowa trade area. Freight rates secured through our Traffic Bureau not excelled by any city of the state. Principal retail center of northwest Iowa. More than \$1,457,700 expended last year in building.

Residential Features: Better class of homes in north and northeast, workingmen's homes predominate in extreme southeast part of city, near gypsum and clay mills. Exceptional number of apartment houses for city this size.

Retail Shopping Section: 90 per cent retail business on Central avenue between 6th and 12th streets, 6 blocks and 1st avenue north and south 3 blocks and 2 blocks on 12th street, remaining 10 per cent in outlying districts, grocery, meat markets, etc.

Trading Area: 40 to 50 miles north, northwest and west, 25 to 30 east and south, good roads in all directions. 2 trunk railroads east and west, 2 north and 2 south, and interurban Fort Dodge and Des Moines.

Wholesale Houses: Groceries, 2; fruits, 2; hardware, 1; miscellaneous lines, 12.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 14; automobile accessories, 7; automobile tire agencies, 7; bakers, 5; cigar stores and stands (including hotels), 11; confectioners (including hotel stands), 9; delicatessen, 6; dressmakers, 3; druggists, 12 (chain, 1); dry goods, 5; department stores, 6; electrical supplies, 8;

florists, 3; fruits, 3; furniture, 7; furriers, 1; garages (public), 7; grocers, 69 (chain, 1); hardware, 2; jewelry, 8; meat markets, 16; men's clothing, 13; merchant tailors, 5; milliners, 3; opticians, 4; photographers, 4; pianos (and miscellaneous musical instruments), 4; radio supplies, 3; restaurants (including hotels), 33; shoes, 7; sporting goods, 3; stationers, 3; women's apparel, 5.

Miscellaneous Data: Average temperature, 60 degrees; most pleasant months, April, Sept., Oct.; doctors (medical, 33); (dentists, 23); (osteopaths, 5); number of wired houses, 6,879; city wide bus transportation; gas, artificial; electric current, alternating; water, hard.

See announcement below

FORT MADISON, IOWA

(Lee County)

1920 Population, 12,066.

City and Suburban Estimate, 55,000.

Native Whites, 90.59%; Negroes, 2.64%; Foreign Born, 6.77%; Industrial Workers, 60%; English Reading, 98.64%; Families, 3,281.

Schools: Public Grade, 5; High, 2; Parochial, 3; Number of pupils, 2,742.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 3; Presbyterian, 1; Roman Catholic, 3; Miscellaneous, 3.

Banks: State, 5; Total Resources \$8,092,327.78; Savings Bank Deposits Total \$5,519,704.80.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 4. Total number of seats, 2,800.

Location: On Mississippi River in southeastern corner of Iowa. Railroads, A. T. & S. F., C. B. & Q., Rock Island, Santa Fe shops here. Good harbor, river and shipping center. Bus lines to country 30 miles, good roads.

Principal Industries: Fountain pens, automatic pencils, tires, wire fence, paper mills, waxed paper, printed bread wrappers, kraft paper, cardboard and boxes, chairs, ice machines, garden tools, pearl buttons, horse collars, spading machines, tool handles, pump oil cans, shock absorbers.

Manufacturing Establishments: 26. Leading firms: W. A. Sheaffer Pen Co., Hinde-Daugh Paper Mills, Midwest Paper Mills, American Fork & Hoe Co., Fort Madison Button Co., Continental Machinery Co., Perfection Tire & Rubber Co., Anthes Forzoli Co., Howe Ice Machine Co., Fort Madison Chair Co. Total value of yearly output of factories estimated at \$8,000,000.

Special Information: Railroad shops employ 1,400, terminal employees 600; monthly pay roll railroad \$300,000. Rich farming community. City has large trade from Illinois and Missouri.

Residential Features: Mostly one and two-family houses, 42 per cent owned. Town long and narrow on hills above river. Four parks, beautiful trees. Majority of streets paved.

Retail Shopping Section: 2nd and 3rd streets, between Cedar and Walnut, including cross streets of Cedar, Pine, Market, Chestnut and Walnut, two blocks each, comprise downtown business section. Outlying Santa Fe Avenue district 2,300 to 3,100 blocks and intersecting streets; four other small business districts.

Trading Area: North 15 miles, east 20 miles, south 15 miles, west 35 miles.

Wholesale Houses: Groceries, 1; fruits, 1; Miscellaneous lines, cigars, 3; confectionery, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 16; commercial auto. agencies, 8; automobile accessories, 3; automobile tire agencies, 7; bakers, 9; cigar stores and stands (including hotels), 21; confectioners (including hotel stands), 28; delicatessen, 2; dressmakers, 15; druggists, 7; dry goods, 9; department stores, 4; electrical supplies, 6; florists, 3; fruits, 1; furniture, 5; furriers, 2; garages (public), 16; grocers, 46; hardware, 7; jewelry, 5; meat markets, 18; men's furnishings, 11; men's clothing, 11; merchant tailors, 6; milliners, 7; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 7; radio supplies, 6; restaurants (including hotels), 18; shoes, 6; sporting goods, 3; stationers, 3; women's apparel, 12.

Fort Dodge, Iowa

The metropolis of the fertile northwest section of Iowa, having a population of 21,702 of whom 90 per cent are native born citizens with a remarkably low illiteracy percentage of 77 hundredths.

Nearest competing cities 135 miles to west, 100 miles to east, 80 miles to south and 100 miles to north.

Deliver your message to this rich territory through

The Daily Messenger & Chronicle
the Only Newspaper Published in
Fort Dodge

"UNIVERSAL IN ITS FIELD"

IOWA (Cont'd)

IOWA CITY, IOWA

(Johnson County)

1920 Population, 11,267. (1925 est. 15,286). City and Suburban Estimate, 50,000 (exclusive of 8,000 students).

Native Whites, 91%; Foreign Born, 9%; Industrial Workers, 6%; English Reading, 98%; Families, 3,475.

Schools: Public Grade, 8; High, 4; Junior High, 4; Parochial, 2; Number of Pupils, 3,340.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 3; Miscellaneous, 6.

Banks: National, 1; State, 4; Total Resources, \$11,500,000; Savings Banks Deposit Total \$3,275,000.

Theatres: Legitimate, 1; Moving Pictures, 5; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 3; Total number of seats, 11,468.

Location: On Iowa River 35 miles west of Mississippi River. In heart of very rich agricultural section. Served by main line of Chicago, Rock Island and Pacific east and west. Rock Island Short Line north and south. Interurban and bus service to adjacent towns. To the nearest large city by railroad 2 hours; by trolley, 1½ hours; by auto, 1½ hours.

Principal Industries: Calendars, advertising novelties, furniture, perfumes, cosmetics, iron works, grain elevators, meat packing, gloves, canning factory, eggs, poultry and dairy products, limestone, gravel, sand, crushed rock, river products.

Manufacturing Establishments: 17. Leading firms: Brenard Manufacturing Co., Puritan Mfg. Co., Rate Glove Co. Total value of yearly output of factories estimated at over \$3,000,000.

Special Information: Old territorial capital of Iowa and first state capital. Seat of the State University of Iowa with 13 colleges and over 8,000 students. Five large hospitals; including one new \$5,000,000 hospital. City has only U. S. air mail station and aviation field between Chicago and Omaha. City has over 50 miles of paved streets.

Residential Features: Mostly one-family houses, 85 per cent of which are owned by occupants. Several fine apartment houses. No hovels nor shacks. City originally laid out by engineers in conjunction with plans for territorial and state capital.

Retail Shopping Section: E. Washington street, 5 blocks; S. Clinton street, 3 blocks; E. College street, 4 blocks; S. Dubuque street, 3 blocks; E. Iowa avenue, 3 blocks; S. Linn street, 3 blocks. In addition there are several neighborhood stores sections.

Trading Area: Extends 30 miles west, 20 miles east, 25 miles south, 15 miles north.

Wholesale Houses: Groceries, 2; Fruits, 2; Miscellaneous Lines, 1, (Cigars and Tobacco).

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 14; commercial auto. agencies, 3; automobile accessories, 26; automobile tire agencies, 21; bakers, 6; cigar stores and stands (including hotel stands), 19; confectioners (including hotel stands), 31; delicatessen, 7; dressmakers, 29; druggists, 9; dry goods, 4; department stores, 4; electrical supplies, 5; florists, 3; fruits, 5; furniture, 4; furriers, 1; garages (public), 14; grocers, 29 (chain, 2); hardware, 5; jewelry, 7; meat markets, 8; men's furnishings, 9; men's clothing, 9 (chain, 2); merchant tailors, 8; milliners, 8; opticians, 7; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 6; restaurants (including hotels), 22; shoes, 12; sporting goods, 6; stationers, 5; women's apparel, 9.

Miscellaneous Data: Average temperature, 50 degrees; average number of rainy days per twelve months, 65; most pleasant months, April, May, June, Sept., Oct.; doctors (medical, 28); dentists, 17; osteopaths, 2; number of wired houses, 3,230; street car service; gas, artificial; electric current, alternating and direct; water, hard.

KEOKUK, IOWA

(Lee County)

1920 Population, 14,423 (1925 est. 17,000). City and Suburban Estimate, 25,000. Trading area 82,000.

Native Whites, 90%; Negroes, 6%; Foreign Born, 4%; Industrial Workers, 3,300; English Reading, 97%; Families, 3,400.

Schools: Public Grade, 7; High, 1; Junior High, 1; Parochial, 3; Number of Pupils, 3,200.

Churches: Baptist, 3; Christian, 1; Christian Science Reading Room, 1; Congregational, 1; Episcopal, 2; Hebrew, 1; Methodist, 3; Presbyterian, 3; Roman Catholic, 3; Miscellaneous, 2.

Banks: National, 1; State, 4; Savings Bank Deposits Total \$3,904,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), High School and Y. W. C. A. Total number of seats, 4,000.

Location: Southeast corner of state at junction of Mississippi and Des Moines Rivers. Railroads: C. B. & Q., C. E. I. & P., Wabash, T. P. & W. Freight and passenger bus lines to Northern Iowa and east to Illinois. Railroad and river transportation in all directions. To the nearest large city by railroad 1½ hours; by auto, 1½ hours.

Principal Industries: Cereal mills, steel industries, United Lead Co., tires, powder, starch, syrup, strawboard, cartons, canneries. Keokuk dam in Mississippi River furnishes 175,000 H. P. electric current.

Manufacturing Establishments: 36. Leading firms: Purity Oats Co., J. C. Hubinger Co., Electro Metal Co., Steel Casting Co., United Lead Co., Dupont Powder Works, Standard Four Tire Co., Semi-Steel Casting Co., Iowa Fibre Box Co., Iowa Can Co. Total value of yearly output of factories estimated at \$30,000,000.

Special Information: Keokuk is the distributing center for Southeastern Iowa, Northeastern Missouri and Western Illinois. The \$25,000,000 hydro-electric plant steadily attracting new business. Proximity to coal fields and agricultural districts makes it ideal for manufacture of cereal products and steel products.

Residential Features: Mostly one-family houses, a few double houses and two flat buildings. Northern part of city fine residential section, Grand Avenue, located along the bluffs, is an unusually fine residential street, some residences costing \$50,000 to \$100,000.

Retail Shopping Section: 12 blocks on Main Street, and a few stores on 4th, 5th and 6th Streets, one block.

Trading Area: 30 miles west, 30 north, 15 east, 25 south.

Wholesale Houses: Groceries, 3; meats, 2; fruits, 2; hardware, 1; dry goods, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial automobile agencies, 2; automobile accessories, 3; automobile tire agencies, 3; bakers, 4; cigar stores and stands (including hotel stands), 10 (chain, 1); confectioners (including hotel stands), 4; druggists, 7 (chain, 1); dry goods, 4; electrical supplies, 3; florists, 2; fruits, 2; furniture, 3; garages (public), 4; grocers, 85 (chain, 3); hardware, 3; jewelry, 4; meat markets, 13 (chain, 1); men's furnishings, 4; men's clothing, 4; merchant tailors, 3; milliners, 7; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 4; restaurants (including hotels), 9; shoes, 6; sporting goods, 2; stationers, 2; women's apparel, 6.

Miscellaneous Data: Average temperature, 65 degrees; average number of rainy days per twelve months, 75; most pleasant months, May, June, Oct., Nov. Doctors (medical, 17); dentists, 10; osteopaths, 2; number of wired houses, 2,100; street car service; gas, artificial; electric current, alternating; water, hard.

MARSHALLTOWN, IOWA

(Marshall County)

1920 Population, 15,731.

City and Suburban Estimate, 18,000.

Native Whites, 90.1%; Negroes, 1.6%; Foreign Born, 8.3%.

Churches: Baptist, 2; Congregational, 1; Episcopal, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 10.

Banks: National, 1; State, 4; Total Resources (all banks), \$5,396,698.95; Savings Bank Deposits Total \$3,180,682.74.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Total number of seats, 2,300.

Location: Main line C. & N. W., C. G. W., and M. & St. L. Excellent freight service in all directions. Marshalltown is 20 miles east of the geographic center of state.

Principal Industries: Grocers supplies, auto accessories, furnaces, steam governors, heating specialties, bus bodies, railroad shops, surgical dressings, lubricating oil, paint, gray iron and brass castings.

Manufacturing Establishments: 60. Leading firms: Western Grocer Co., M. & St. L. Shops, Fisher Governor Co., C. A. Dunham Co., Lennox Furnace Co., Marshalltown Mfg. Co., Central Foundry, Walter H. Prier Co., Marshalltown Trowel Co., Ideal Truck & Body Co. Total value of yearly output of factories estimated at \$15,000,000.

Special Information: Large center of corn canning, large steel furnace factory, 85 per cent of trowels made in U. S. made by Marshalltown Trowel Co. Center for machine brass and gray iron work. Distributing center for Central Iowa and the headquarters for one of the largest food manufacturing distributing concerns in the U. S.

Residential Features: Very few apartment houses, private dwellings predominate, mostly one-family houses. Some splendid residences in Marshalltown.

Retail Shopping Section: Five blocks on Main Street. The center of the business section is about two blocks wide.

Trading Area: About 25 miles in all directions, and the railroads draw shoppers up to 40 miles.

Wholesale Houses: Groceries, 2; fruits, 3; miscellaneous lines, 8.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial automobile agencies, 2; automobile accessories, 11; automobile tire agencies, 12; bakers, 7; cigar stores and stands (including hotel stands), 9; confectioners (including hotel stands), 9; delicatessen, 4; dressmakers, 3; druggists, 9; department stores, 5; electrical supplies, 4; florists, 4; fruits, 3; furniture, 4; furriers, 1; garages (public), 14; grocers, 54; hardware, 4; jewelry, 10; meat markets, 10; men's clothing, 10; merchant tailors, 9; milliners, 5; opticians, 4; photographers, 5; pianos (and miscellaneous musical instruments), 4; radio supplies, 6; restaurants (including hotels), 18; shoes, 10; sporting goods, 3; stationers, 4; women's apparel, 7.

MASON CITY, IOWA

(Cerro Gordo County)

1920 Population, 20,065 (1926 est. 22,686).

City and Suburban Estimate, 105,000. Most important cities and towns in this area are: Hampton (pop. 2,992); Charles City (7,350); Garner (1,311); Northwood (1,587).

Native Whites, 78%; Negroes, 2%; Foreign Born, 20%; Industrial Workers, 4,000; English Reading, 85%; Families, 5,400.

Schools: Public Grade, 16; High, 1; Junior High, 3; Parochial, 2; Number of Pupils, 4,717.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 3; Presbyterian, 2; Roman Catholic, 2; Miscellaneous, 7.

Banks: National, 1; State, 1. Capital, Surplus, and Undivided Profits (all banks), \$833,539; Total Deposits (all banks), \$8,298,804; Total Resources (all banks), \$9,380,344.

Theatres: Legitimate, 1; Moving Pictures, 4; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 1. Armory and High School and chamber of commerce. Total number of seats, 4,500.

Location: Railroads: St. Paul, Great Western, Minneapolis & St. Louis, Rock Island, Northwestern, and Mason City and Clear Lake Interurban. 365 miles from Chicago, 150 from Twin Cities, 121 from Des Moines and 208 from Omaha. Center of excellent system of paved and graveled bed roads, with good truck and bus service over considerable area. Red Ball Bus Line running 4 directions out of Mason City on regular schedules—To the nearest large city by railroad, 4 hours; by auto, 3½ hours.

Principal Industries: Cement, brick and tile, pork packing, beet sugar, railroad shops, sand and gravel pits.

Manufacturing Establishments: Leading firms: Northwest States Portland Cement Co., Lehigh Portland Cement Co., Jacob E. Decker & Sons, American Beet Sugar Corp., Mason City Brick & Tile Co., National Clay Works, Total value of yearly output of factories estimated at \$30,000,000.

Special Information: Due to natural resources city is large producer of clay products, producing an enormous amount of hollow clay products, both building and drain tiles. Large beet sugar plant, producing 45,000,000 last year. Packing plant (independent) killed 540,000 hogs.

Residential Features: Largely one family houses, with a few apartments. Two new residence sections built in 1925. Considerable foreign population working in cement and sugar industries concentrated in vicinity of these plants. Large number of Mason City people own cottages at Clear Lake, leading Iowa summer resort, ten miles away connected by paved road and hourly interurban service, and live there during the summer.

Retail Shopping Section: Main shopping section about 7 blocks on both sides Federal Avenue, and about 4 blocks each of Delaware and Pennsylvania Avenues paralleling. Shopping center extends one to two blocks from Federal on each side on lateral streets.

Trading Area: Average radius 37 miles, covers most intensive trading territory.

Wholesale Houses: Groceries, 2; fruits, 2; miscellaneous lines: electric supplies, 1; plumbing, heating, 2; wholesale paper supplies, 1; building supplies, 2; automobile accessories and parts, 2; tires, 6.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 23; commercial automobile agencies, 9; automobile accessories, 10; automobile tire agencies, 11; bakers, 7; cigar stores and stands (including hotel stands), 24; confectioners (including hotel stands), 12; delicatessen, 1; dressmakers, 14; druggists, 10; dry goods, 15; electrical supplies, 4; florists, 2; fruits, 4; furniture, 4; furriers, 3; garages (public), 20; grocers, 85; hardware, 3; jewelry, 8; meat markets, 17; men's furnishings, 21; milliners, 8; opticians, 5; photographers, 8; pianos (and miscellaneous musical instruments), 3; radio supplies, 15; restaurants (including hotels), 35; shoes, 11; sporting goods, 2; stationers, 3; women's apparel, 5.

Miscellaneous Data: Average temperature 53 degrees; average number of rainy days per twelve months, 83; most pleasant months, May, June, Sept., Oct. Doctors (medical, 29); dentists, 23; osteopaths, 6; number of wired houses, 4,000; street car service; gas, artificial number of meters, 3,768; electric current, alternating; water, hard.

MISSOURI VALLEY, IOWA

(Harrison County)

1920 Population, 3,985 (1925 est. 4,220).

Foreign Born, 25%; Industrial Workers, 25%; English Reading, 100%.

Schools: Public Grade, 3; High, 1; Junior High, 1; Parochial, 1; Number of pupils, 1,000.

Churches: Baptist, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 1; State, 2; Total Resources (all banks), \$1,500,000.

Theatres: Moving Pictures, 3; Total number of seats, 1,200.

Location: Main line C. & N. W. Wyoming Division of C. & N. W. Sioux City Division of C. & N. W. 25 miles north of Council Bluffs and Omaha, on Lincoln Highway, K. T. and Custer Battlefield Highway.

Principal Industries: Railroad shops, small manufacturers.

Manufacturing Establishments: Leading firms: Missouri Valley Cold Storage Co., Patent Model Co.

Special Information: Aside from railroad shops (600 men) this is an agricultural community. Land sells from \$200 to \$325 an acre.

Residential Features: No tenements. Large percentage of homes owned.

Retail Shopping Section: Main Street, 5 blocks, with good buildings, all occupied. Considerable building activity.

Trading Area: 10 miles west to Missouri River. Equal distance east, north and south. Good automobile roads.

Wholesale Houses: Fruit, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial automobile agencies, 2; automobile accessories, 5; bakers, 2; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 8; dressmakers, 5; druggists, 4; dry goods, 4; department stores, 2; electrical supplies, 2; fruits, 2; furniture, 2; garages (public), 5; grocers, 10; hardware, 3; jewelry, 3; meat markets, 3; men's furnishings, 4; men's clothing, 3; merchant tailors, 1; milliners, 3; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 4; restaurants (including hotels), 5; shoes, 3; sporting goods, 2; stationers, 2; women's apparel, 2.

Miscellaneous Data: Doctors (medical, 8); dentists, 4; osteopaths, 2; electric current, A.C.; 75% of houses wired; water, hard.

MT. PLEASANT, IOWA

(Henry County)

1920 Population, 4,487 (1926 est. 4,500).

Native Whites, 95%; Negroes, 5%; Industrial Workers, 20%; English Reading, 98%; Families, 1,500; Dwellings, 1,450.

Schools: Public Grade pupils, 564; High, 307; Junior High, 201.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 1; State, 1; Savings, 1. Theatres: Moving Pictures, 2; Vaudeville, 2; Total number of seats, 1,000.

Location: C. B. & Q. Ry. Nearest larger city is 2 hours distant by automobile, and 1 hour by railroad.

Principal Industry: Corn Canning.

Special Information: Seat of Iowa Wesleyan College, with 500 students and also seat Mt. Pleasant State Hospital for the Insane.

Number of Retail Outlets for Nationally Advertised Products: Passenger Automobile agencies, 6; commercial automobile agencies, 4; automobile accessories, 8; automobile tire agencies, 7; bakers, 3; confectioners (including hotel stands), 3; druggists, 4; dry goods, 3; department stores, 2; electrical supplies, 2; florists, 2; furniture, 2; garages (public), 3; groceries, 9 (chain, 2); hardware, 4; jewelry, 3; meat markets, 3; men's furnishings, 3; merchant tailors, 2; milliners, 3; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 4; restaurants (including hotels), 5; shoes, 3; sporting goods, 1; women apparel, 3.

Miscellaneous Data: Doctors (medical, 6); dentists, 3; osteopaths, 2; gas, artificial; electric current, alternating; water, hard.

MUSCATINE, IOWA

(Muscatine County)

1920 Population, 16,068 (1925 est. 18,173).

City and Suburban Estimate, 79,103.

Native Whites, 89%; Negroes, 0.6%; Foreign Born, 10.3%; Industrial Workers, 31%; English Reading, 98%; Families, 4,416.

Schools: Public Grade, 9; High, 1; Parochial, 4; Number of Pupils, 3,325.

Churches: Baptist, 2; Christian Science, 1; Congregational, 3; Episcopal, 1; Hebrew, 1; Methodist, 4; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 13.

Banks: National, 1; State, 4; Total Resources (all banks), \$14,469,512.74; Savings Bank Deposits Total \$13,051,774.22.

Theatres: Legitimate, 1; Moving Pictures, 4; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 4,169.

Location: Is nearest central part of Iowa of any river point in Muscatine County. Served by 3 lines: Rock Island Railroad, the Chicago-Kansas Main Line, Muscatine-Montezuma branch, Muscatine-Wilton branch, C. M. & St. P. Ry. main line, and C. D. and M., 24 passenger trains daily. To the nearest large city by railroad, 1 hour; by trolley, 1 hour; by auto 1½ hours.

Principal Industries: Pearl button mfg., pearl button machinery mfg., sash and door, cannery and preserving (big Heinz and independent plants), truck and melon gardening, 33 button factories for blanks only.

Manufacturing Establishments: 62. Leading firms: Roach & Musser Lumber Co., Huttig Mfg. Co., Barry Mfg. Co., H. J. Heinz Co., Zeigler Canning & Preserving Co., McKee Button Co., Hawkeye Button Co., Iowa Pearl Button Co., Automatic Button Co., U. S. Button Co., Pennant Button Co., Weber Button Co. Total value of yearly output of factories estimated at \$11,000,000.

Special Information: On big bend of Mississippi River. Exceedingly large producer of fresh water pearl buttons and center of American fresh water pearl button industry.

Residential Features: Covers area of 7 square miles, 90 per cent of the inhabitants own their own homes.

IOWA (Cont'd)

Muscatine (cont'd)

Retail Shopping Section: North on Iowa Avenue (Central Street), 3 blocks; west on Front from Iowa, 2 blocks; west on 2nd Street, 2 blocks; east on Front and Iowa Avenue, 4 blocks; east on 2nd Street, 5 blocks; east on 3rd Street, 4 blocks; 2 "neighborhood" outlying sections with usual grocery, meat markets, etc.

Trading Area: All within a radius of 22 miles, extend north 20 miles; south 18 miles; east 12 miles; west 40 miles.

Wholesale Houses: Groceries, 3; meats, 2; fruits, 5; hardware, 1; clothing, 1; miscellaneous lines, automobile accessories, 1; bakeries, 3; cigar and tobacco, 9; harness and leather, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial automobile agencies, 11; automobile accessories, 21; automobile tire agencies, 20; bakers, 5; cigar stores and stands (including hotels), 11; confectioners (including hotel stands), 22; dressmakers, 8; druggists, 11; dry goods, 10; department stores, 6; electrical supplies, 9; florists, 3; fruits, 8; furniture, 6; garages (public), 15; grocers, 67; hardware, 6; jewelry, 6; meat markets, 14; men's furnishings, 14; men's clothing, 9; merchant tailors, 10; milliners, 6; opticians, 6; photographers, 4; pianos (and miscellaneous musical instruments), 4; radio supplies, 4; restaurants (including hotels), 18; shoes, 15; sporting goods, 7; stationers, 4; women's apparel, 12.

Miscellaneous Data: Average temperature, 51 degrees; average number of rainy days per twelve months, 37; most pleasant months, June, Aug., Sept., Oct. Doctors (medical, 21); (dentists, 12); (osteopaths, 3); number of wired houses, 4,250; street car service; gas, artificial; electric current, alternating; water, soft.

NEWTOWN, IOWA

(Jasper County)

1920 Population, 6,627 (1926 est. 9,000).

City and Suburban Estimate, 18,000.

Native Whites, 95%; Negroes, 25 people; Foreign Born, 3%; Industrial Workers, 30%; English Reading, all; Families, 1,640.

Schools: Public Grade, 4; High, 1; Junior High, 1; Number of Pupils, 1,973.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, Christian, 1; United Presbyterian, 1; Lutheran, 1; Free Methodist, 1.

Banks: National, 2; State, 1; Total Resources (all banks), \$4,872,065.; Capital and Surplus (all banks), \$300,000; Total Bank Deposits (all banks), \$4,500,000.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 3,400.

Location: On Rock Island R.R. from Chicago. Shipments to all points. Connect with other lines north and south at Des Moines. M. & St. L. branches to near communities bring local trade. To the nearest large city by railroad, 1 hour; by auto, 1½ hours.

Principal Industries: Washing machines, 4 factories, 400,000 machines annually, \$35,000,000. Excavating machinery, tile, advertising specialties, caskets, disc sharpeners, car wheels, creamery products, interior finish, show cases, steel, iron and aluminum castings.

Manufacturing Establishments: 16. Leading firms: Maytag Washing Machine Co., One Minute Washer Co., Woodrow Washer Co., Automatic Washing Machine Co., The Parsons Co., excavating machines and car wheels. Newton Foundry, castings. Newton Clay Products Co. Total value of yearly output of factories estimated at \$50,000,000.

Special Information: In rich agricultural section, good grain market.

Residential Features: Mostly one and two story dwellings. Very much congested, over 200 houses were built in 1926, average cost \$4,500. Some beautiful homes.

Retail Shopping Section: Around Public Square, mostly 1st Street, north and south, 2nd Street, north and south; 1st Avenue, east and west, 2nd Avenue, east and west. 15 neighborhood stores.

Trading Area: About 15 miles in rich agricultural section; dairying and poultry.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial automobile agencies, 3; automobile accessories, 11; automobile tire agencies, 3; bakers, 2; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 5; delicatessen, 1; dressmakers, 4; druggists, 5; dry goods, 8; department stores, 5; electrical supplies, 4; florists, 1; fruits, 2; furniture, 4; furriers, 1; garages (public), 11; grocers, 21 (chain, 2); hardware, 2; jewelry, 3; meat markets, 10 (chain, 1); men's furnishings, 10; men's clothing, 9; merchant tailors, 8; milliners, 3; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 5 (1 mg. Co.); restaurants (including hotels), 14; shoes, 6; sporting goods, 2; stationers, 2; women's apparel, 6.

Miscellaneous Data: Average temperature, 51 degrees; average number of rainy days per twelve months, 37; most pleasant months, May, June, Sept., Oct., Nov. Doctors (medical, 15); (dentists, 9); (osteopaths, 3); electric current, alternating; number of wired houses, 2,600; gas, artificial; number of meters, 1,250; water, hard.

OELWEIN, IOWA

(Fayette County)

1920 Population, 7,455 (1926 est. 8,527).

Native Whites, 86%; Negroes, 1%; Foreign Born, 13%; Industrial Workers, 60%; English Reading, 93½%; Families, 3,561.

Schools: Public Grade, 6; High, 2; Junior High, 1; Parochial, 1; Number of Pupils, Public 1,458, Parochial, 480.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, Christian, Lutheran, Colored Methodist.

Banks: National, 1; State, 2; Total Resources (all banks), \$4,150,400.49; Savings Bank Deposits Total, \$1,921,264.49.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 2,623.

Location: On R. I. & C. G. W. Oelwein is the Hub of Northeastern Iowa, in the heart of the dairying and farming country, with splendid gravel and paved roads. Bus lines, north and south. Division point of C. G. W. with large railroad shops and freight stations. To the nearest large city by railroad, 45 minutes, by auto, 1 hour.

Principal Industries: Railroad shops, pasteurizing and dairy plants. Ice plants (artificial) Chemical Manufacture, bottling works, printing, machinery and auto accessory manufacturers, roofing, construction and paving companies. Creamery plants.

Manufacturing Establishments: 15. Leading firms: Spencer Construction Co., Oelwein Chemical Co., F. H. Lawrence Roofing Co., Maller Bros. Mfg. Co., Register Co., Oelwein Bottling Works, Farnum Mfg. Co., Standard Co., Oelwein Creamery Co. Total value of yearly output of factories estimated at \$1,000,000.

Special Information: Large retail and smaller wholesale center. Distributing point through C. G. W. for large manufacturer's products 20,912 automobiles and trucks registered in this territory Jan. 1, 1924. Center of farming and dairying; splendid roads and railroad facilities.

Residential Features: Mostly one and two-family houses, large percentage owners. New apartment houses being built, with large number of private homes throughout the city. Average value \$4,200.

Retail Shopping Section: Forms a square, consisting of Frederick Street, north and south; Charles Street, east and west; 1st Avenue, east, north and south, 1st Avenue, west, north and south; 1st, 2nd and 3rd Streets, south, east and west. Total business district comprises about 25 blocks, center consists of 20 blocks. Outlying Italian business district comprises about 5 blocks. Usual small neighborhood stores.

Trading Area: North and south about 40 miles, and east and west about 26 miles. Large bulk of business secured due to fact that Oelwein is largest town in territory and easily reached. Trading area population about 75,000.

Wholesale Houses: Groceries, 2; meats, 1; fruits, 2; miscellaneous lines, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 13; commercial auto. agencies, 10; automobile accessories, 4; automobile tire agencies, 3; bakers, 2; cigar stores and stands (including hotels), 12 (chain, 1); confectioners (including hotel stands), 10; delicatessen, 2; dressmakers, 5; druggists, 4 (chain, 1); dry goods, 7; department stores, 4; electrical supplies, 3; florists, 3; fruits, 2; furniture, 4; garages (public), 8; grocers, 18 (chain, 1); hardware, 5; jewelry, 4; meat markets, 9 (chain, 1); men's furnishings, 6; men's clothing, 6; merchant tailors, 4; milliners, 7; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 5; restaurants (including hotels), 8; shoes, 5; sporting goods, 6; stationers, 8; women's apparel, 8.

Miscellaneous Data: Average temperature, 50 degrees; average number of rainy days per twelve months, 37; most pleasant months, May, June, Sept., Oct., Nov. Doctors (medical, 11); (dentists, 7); (osteopaths, 2); number of wired houses, 2,300; gas, artificial; electric current, alternating; water, hard.

OSKALOOSA, IOWA

(Mahaska County)

1920 Population, 9,427 (1925 est. 10,227).

City and Suburban Estimate, 12,000.

Native Whites, 93%; Negroes, 2.4%; Foreign Born, 4.6%; Industrial Workers, 12%; English Reading, 98%; Families, 2,630.

Schools: Public Grade, 5; High, 1; Number of Pupils, 2,117.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 3; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 13.

Banks: National, 2; State, 2; Total Resources, \$6,750,000.

Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 3,000.

Location: Chicago, Rock Island & Pacific, Chicago, Burlington & Quincy, Minneapolis & St. Louis; 60 miles southeast of Des Moines; midway between Minneapolis and St. Louis.

Principal Industries: Work garments, fire hydrants, candy, brick and tile, air stations, heating plants, band music.

Manufacturing Establishments, 25. Leading firms, Hanna Mfg. Co., Western Mfg. Co., Iowa Valve Co.

Special Information: Home of Penn College, John Fletcher College, located in University Park, a suburb adjoining Oskaloosa. Center of rich agricultural district. Small coal mining activity.

Residential Features: Large per cent of homes owned by people living in them. One-family home; almost exclusively.

Retail Shopping Section: High Ave., 9 blocks; 1st Ave., 4 blocks; Market St., 3 blocks; 1st St., 3 blocks; A. Ave., 1 block—all radiating from public square.

Trading Area: Covers Mahaska County completely and draws from surrounding countries, within radius of 20 to 25 miles.

Wholesale Houses: Groceries, 3; Miscellaneous lines, harness and auto supplies.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 20; commercial auto. agencies, 6; automobile accessories, 15; automobile tire agencies, 12; bakers, 4; confectioners (including hotel stands), 3; dressmakers, 6; druggists, 5; dry goods, 6; department stores, 4; electrical supplies, 3; florists, 2; furniture, 4; garages (public), 5; grocers, 23; hardware, 4; jewelry, 3; meat markets, 6; men's furnishings, 8; men's clothing, 8; milliners, 6; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 8; restaurants (including hotels), 8; shoes, 6; sporting goods, 2; stationers, 3; women's apparel, 5.

OTTUMWA, IOWA

(Wappello County)

1920 Population, 23,003. (1925 state census, 27,600.)

City and Suburban Estimate, 150,000.

Native Whites, 87½%; Negroes, 2½%; Foreign Born, 10%; Industrial Workers, practically all; English Reading, all; Families, 5,300.

Schools: St. Joseph's Academy for Girls, 200 Pupils; St. Joseph's Junior College, 100 Pupils; Public Grade, 17; High, 1; Parochial, 1. Number of Pupils, Parochial, 200; Total 5,300.

Churches: Baptist, 3; Christian Science, 1; Congregational, 3; Episcopal, 1; Hebrew, 1; Methodist, 5; Presbyterian, 4; Roman Catholic, 3; Miscellaneous, Christian, 2; Lutheran, 3.

Banks: National, 3; State, 8; Total Resources, \$10,000,000; Savings Bank Deposits Total, \$8,000,000.

Theatres: Legitimate, 1; Moving Pictures, 6; Miscellaneous (Auditoriums, etc.), High School Auditorium; Total number of seats, 1,500; Square Theatre seats 1,600.

Location: On Des Moines River, central southern part of state. Railroads: C. B. & Q., Wabash, C. M. & St. P., and Rock Island. 75 miles from Mississippi River and 208 miles east of Missouri River. To the nearest larger city by railroad 3½ hours; by auto, 4 hours.

Principal Industries: Packing industry, coal mines, implements, cigars, farm machinery, bricks.

Manufacturing Establishments: 95. Leading firms: John Morrell & Co., Deere & Co., Ottumwa Box Car Loader Co. Total value of yearly output of factories estimated at \$70,000,000.

Special Information: Four railroads, service east and west, north and south; 1,600 railroad families. Division point on main line C. B. & Q., and C. M. & St. P. John Morrell & Co., enormous independent packing plant, employing 2,400.

Residential Features: Great many factory men own homes; no tenement district; some beautiful homes on hills. Des Moines River runs through the city.

Retail Shopping Section: Pretty much grouped, fair buildings, very complete stocks at low prices, attracting many shoppers. 58% of total business is from southern Iowa and northern Missouri. Merchants aggressive; make frequent trips to New York and other markets.

Trading Area: Southern Iowa and northern Missouri, city only 30 miles from Missouri line. Reaches out for 75 miles each direction. Number of primary graded and paved roads into Ottumwa from all directions. 28 passenger trains a day.

Wholesale Houses: Groceries, 2; meats, 1 packing plant; fruits, 2; hardware, 2; miscellaneous lines, big drug house, 1 candy factory.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 53; commercial auto. agencies, 53; automobile accessories, 70; automobile tire agencies, 70; bakers, 7; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 12; delicatessen, 2; dressmakers, 18; druggists, 12; dry goods, 10; department stores, 5; electrical supplies, 3; florists, 3; fruits with groceries, 103 (chain, 4); furniture, 5; furriers, 10; garages (public), 40; grocers, 103; hardware, 5; jewelry, 6; meat markets, 3; all grocers have meat markets; men's furnishings, 14; men's clothing, 14; merchant tailors, 10; milliners, 16; opticians, 6; photographers, 4; pianos (and miscellaneous musical instruments), 4; radio supplies, 8; restaurants (including hotels), 15; shoes, 10; sporting goods, 3; stationers, 5; women's apparel, 11.

Miscellaneous Data: Average temperature, 50 degrees; average number of rainy days per twelve months, 50; most pleasant months, April, May, Sept., Oct. Doctors (medical, 25); (dentists, 17); (osteopaths, 6); number of wired houses, 5,002; gas, artificial; electric current, alternating; water, hard.

PERRY, IOWA

(Dallas County)

1920 Population, 5,642.

City and Suburban Estimate, 15,000.

Native Whites, 93½%; Negroes, 5%; Foreign Born, 1½%; English Reading, 94%; Families, 1,343.

Schools: Public Grade, 4; High, 1; Parochial, 1. Number of Pupils, 1,400.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 2.

Banks: National, 1; State, 1; Capital, Surplus, and Undivided Profits (all banks), \$150,000; Total Deposits (all banks), \$1,500,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 2,100.

Location: In Central Iowa, 35 miles northwest of Des Moines. Served by C. M. & St. P. R. R. main line; Minneapolis & St. Louis; Des Moines & Central Iowa (electric). To nearest large city by railroad 1½ hours; by trolley, 1½ hours; by auto, 1½ hours.

Principal Industries: Farming, dairy and stock raising; C. M. & St. P., Division point and shops; meat packing, paint factory, washing machine factory.

Manufacturing Establishments: 8. Leading firms: Hausserman Packing Co., Perry Milk Products Co., Globe Washing Machine Co., At Last Washing Machine Co., Grimes Perry Canning Co., Perry Mill Co., Osmundson Spade Mfg. Co., Iowa Railway & Light Co. Total value of yearly output of factories estimated at \$700,000.

Special Information: Perry is the center of the exceedingly prosperous farm community. Farmers in this district not only devote their time to stock raising and grain production but give considerable attention to dairying because of the market created by the Perry Milk Products Co., for milk. Being a division point on the main line of the C. M. & St. P. R. R., hundreds of well-paid railway employees reside here. Perry is also the home of the Tri-County Fair, the largest agricultural exposition in Iowa except the Iowa State Fair.

Residential Features: Mostly one-family homes; residences are practically all modern; very few poor houses can be found in the city.

Retail Shopping Section: Extends from C. M. & St. P. tracks south on 2nd St., for seven blocks and around a triangle in which city library is located; also two blocks each way on Willis Ave. and Warford Ave. There are five grocery stores in the residential district.

Trading Area: Extends 25 miles west; 10 miles north; 10 miles east; 15 miles south, although some business is secured from a greater district.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 3; automobile accessories, 10; automobile tire agencies, 7; bakers, 2; cigar stores and stands (including hotels), 4; confectioners (including hotel stands), 9; dressmakers, 6; druggists, 4; dry goods, 4; department stores, 2; electrical supplies, 2; florists, 2; fruits, 1; garages (public), 5; grocers, 12 (chain, 1); hardware, 5; jewelry, 3; meat markets, 4; men's furnishings, 5; men's clothing, 5; merchant tailors, 2; milliners, 4; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 7; restaurants (including hotels), 6; shoes, 4; sporting goods, 2; stationers, 2; women's apparel, 4.

Miscellaneous Data: Average temperature, 50 degrees; average number of rainy days per twelve months, 50; most pleasant months, May, June, July, Aug., Sept., Oct. Doctors (medical, 9); (dentists, 7); (osteopaths, 2); gas, artificial; number of meters, 1,100; electric current, alternating; number of wired houses, 1,360; water, hard.

SHENANDOAH, IOWA

(Page County)

1920 Population, 5,255 (1926, est. 5,494).

City and Suburban Estimate, 12,487. Most important cities and towns in this area are: Essex (pop. 800); Riverton (1,000); Farragut (500); Imogene (400).

Native Whites, 99.9%; Foreign Born, .1%; English Reading, 100%; Families, 1,326.

Schools: Public Grade, 4; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 1,392.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 1; State, 1; Capital, Surplus, and Undivided Profits (all banks), \$1,600,000; Total Deposits (all banks), \$1,580,000; Total Resources (all banks), \$2,302,000; Total Savings Banks Deposits, \$420,000.

Theatres: Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 2,756.

Location: On C. B. & Q. (two lines), Wabash, Keokuk & Western R.R.s., Wabash R.R. main line between Omaha and St. Louis. Fourteen trains per day. Is on Harding Highway and two other state highways. To nearest larger city (Omaha) by railroad, 2½ hours.

Principal Industries: Nurseries, seed houses, hatcheries, stock powder manufacturing, flag and decorating manufactories.

Manufacturing Establishments: 8. Leading firms: Economy Stock Powder Co., American Stock Powder Co., Old Homestead Stock Powder Co., Shenandoah Flag & Decorating Co., Mt. Arbor Nursery Co., Shenandoah Nurseries, Henry Field Seed Co., May Seed and Nursery Co., Welch Nursery Co., Jas. Campin Nursery Co., American Flag & Decorating Co., Young Mfg. Co. (gloves and mittens). Total value of yearly output of factories estimated at \$8,000,000.

IOWA (Cont'd)

Residential Features: Practically all private residences, a city of beautiful homes, fine churches and an extensive park system (seven parks). Fifteen miles of good paving. Trade territory of 45,000 people.

Retail Shopping Section: On Sheridan Ave., 6 blocks; Thomas Ave., 4 blocks; Elm St., 4 blocks; Maple Ave., 2 blocks; Sycamore, 1 block.

Trading Area: East, 20 miles; south, 35 miles; west, 15 miles; north, 20 miles.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial automobile agencies, 7; automobile accessories, 18; automobile tire agencies, 4 (3 exclusive); bakers, 3; cigar stores and stands (including hotels), 15; confectioners (including hotel stands, 15); delicatessen, 8; dress-makers, 6; druggists, 3; dry goods, 8; department stores, 5; electrical supplies, 3; florists, 1; fruits, 15; furniture, 3; furriers, 4; garages (public), 12; grocers, 20; hardware, 4; jewelry, 3; meat markets, 8; men's furnishings, 5; men's clothing, 5; merchant tailors, 1; milliners, 6; opticians, 2; photographers, 4; pianos (and miscellaneous musical instruments), 2; radio supplies, 8; restaurants (including hotels), 10; shoes, 7; sporting goods, 2; stationers, 4; women's apparel, 7.

Miscellaneous Data: Average temperature, 70 degrees; average number of rainy days per twelve months, 50; most pleasant months, spring and fall. Doctors (medical, 9); dentists, 6; (osteopaths, 3); gas, artificial; number of meters, 480; electric current, alternating; number of wired houses, 765; water, hard.

SIoux CITY, IOWA

(Woodbury County)

1920 Population, 71,227. (1926 est. 82,000.)

City and Trade Territory Estimate, 400,000. Most important cities and towns in this area are: Lemars, (pop. 5,000); Onawa, (3,600); Horn Lake, (4,000); Sheldon, (3,800).

Native Whites, 85%; **Negroes,** 4%; **Foreign Born,** 11%; **Industrial Workers,** 24%; **English Reading,** 96%; **Families,** 16,000.

Schools: Public Grade, 34; High, 4; Junior High, 4; Parochial, 15; Number of Pupils, 14,600.

Churches: Baptist, 5; Christian Science, 2; Congregational, 3; Episcopal, 2; Hebrew, 5; Methodist, 11; Presbyterian, 8; Roman Catholic, 13; Miscellaneous, 24.

Banks: National, 5; State, 10. Capital, Surplus and Undivided Profits (all banks), \$3,339,716; Total Deposits (all banks), \$15,241,808; Total Resources (all banks), \$37,250,468; Total Savings Banks Deposits, \$32,000,000; Total Bank Clearings (12 months, 1925), \$397,858,000.

Theatres: Legitimate, 1; Moving Pictures, 12; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 10,000.

Location: In the heart of the tall corn country on the Missouri River at junction point of Iowa, Nebraska and South Dakota, dominating a trading field consisting of northwestern Iowa, northeastern Nebraska and southern half of South Dakota and southwestern Minnesota. Served by C. & N. W., I. C., C. M. & St. P., C. St. P., M. & O., G. N. and Burlington. To the nearest large city by railroad 14 hours.

Principal Industries: Live stock center, dairy products, grain, jobbing and retail center.

Manufacturing Establishments: Armour, Swift, Cudahy, Hanford's Creamery Co., Fairmont Creamery, Blue Valley Creamery, Mystic Milling Company, Albertson Machine Works, Hawkeye Truck Co., Sioux City Seed & Nursery Co., Wertz Seed Co., Norfolk Furnace Co., Wm. Warnock Co., Akron Milling Co., S. C. Casket Co., Chesterman & Co., Martens-Kettels Milling Co., Sioux Candy Co., Palmer Candy Co., Johnson Biscuit Co., Sioux City Box Co., H. A. Baker Co., Curtis Sash & Door Co.

Special Information: Sioux City is the logical outlet for merchandise to northwestern Iowa, northeastern Nebraska, southern half of South Dakota and southwestern part of Minnesota. Sioux City is also the marketing place of all the agricultural products from this field. Sioux City is large livestock, grain and produce center, and ranks second among the world's hog markets.

Residential Features: Decidedly a city of homes, very few apartments. The average income for this section is from \$2,000 to \$5,000. This enables almost every one to own his home. Wealth is more evenly distributed in the heart of the tall corn country than in any other section of the country.

Retail Shopping Section: Fourth, Fifth and Pierce Sts. are considered the main retail streets, 10 blocks on Fourth St. and 5 blocks on Pierce St. The downtown retail section is seven blocks long and 5 blocks wide. Sioux City has 4 large department stores, among the largest in Iowa. This is made possible because over 60% of the sales of leading retail establishments is derived from the surrounding territory rather than from the city.

Trading Area: Extends about 65 miles east, south and north, 120 miles and more west into South Dakota.

Wholesale Houses: Groceries, 7; meats, 10; fruits, 12; hardware, 2; dry goods, 2; miscellaneous lines, shoes and findings, 4; drugs, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 44; automobile accessories, 20; automobile tire agencies, 25; bakers, 12; cigar stores and stands (including hotels), 63; confectioners (including hotel stands), 24; delicatessen, 5; drug-

gists, 58; dry goods, 13; department stores, 4; florists, 9; fruits, 4; furniture, 17; furriers, 3; garages (public), 37; grocers, 295 (chain, 33); hardware, 16; jewelry, 19; meat markets, 48; (chain, 29); men's furnishings and men's clothing, 10; milliners, 5; opticians, 10; photographers, 8; pianos (and miscellaneous musical instruments), 6; radio supplies, 10; restaurants (including hotels), 69; shoes, 15; sporting goods, 4; stationers, 11; women's apparel, 12.

Miscellaneous Data: Average temperature, 48 degrees; average number of rainy days per twelve months, 65; most pleasant months, April, May, June, Sept., Oct. Doctors (medical, 125); dentists, 70; (osteopaths, 6); number of wired houses, 13,500; gas, artificial; electric current, alternating; water, hard.

See announcement columns 3 and 4

VINTON, IOWA

(Benton County)

1920 Population, 3,381. (1926 est. 3,500.)

Native Whites, 90%; **Foreign Born,** 10%; **Industrial Workers,** 10%; **English Reading,** 100%; **Families,** 975.

Schools: Public Grade, 2; High, 2; Junior High, 1; Number of Pupils, 900; Iowa College for the Blind.

Churches: Baptist, 1; Methodist, 1; Presbyterian, 1; Miscellaneous, Christian, 1; United Brethren, 1; Lutheran, 1.

Banks: National, 1; State, 3; Total Resources, \$2,000,000. Savings Bank Deposits Total over \$700,000.

Theatres: Moving Pictures, 1; Miscellaneous Auditoriums, etc., 3. Total number of seats, 2,000.

Location: On Chicago-Minneapolis line of Rock Island and Cedar Rapids-Sioux Falls line of same road. Excellent service east, north and south. Vinton is 25 miles from transcontinental C. & W., thus has excellent service by rail to all points. On Red Ball auto route, 12 miles off Lincoln Highway. Is division point and terminal of Sioux Falls' branch of C. R. I. & P. R. R.

Principal Industries: Printing and binding plant, employing about 40 people. Noted for fine work. A city establishment in a small town.

Manufacturing Establishments: 2. Leading firms: Iowa Canning Co.'s two largest factories. Vinton is one of the largest corn canning centers in the country; as high as 6,000,000 cans of their products having been turned out in a season.

Residential Features: One family houses of high grade.

Retail Shopping Section: Fourth St. 3 blocks; 5th St., 3 blocks; 1st Ave., 3 blocks; 2nd Ave., 2 blocks; Ave. A., 3 blocks; 3rd St., 2 blocks; 2nd Ave., 2 blocks. Other streets aggregate about 4 full blocks.

Trading Area: North 15 miles, south 25 miles, east 15 miles, west 17 miles.

Wholesale Houses: Miscellaneous Lines, wholesale bakery, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 2; automobile accessories, 16; automobile tire agencies, 12; bakers, 2; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 2; dressmakers, 10; druggists, 4; dry goods, 5; department stores, 1; electrical supplies, 1; florists, 3; furniture, 2; garages (public), 10; grocers, 14; hardware, 2; jewelry, 2; meat markets, 5; men's furnishings, 3; men's clothing, 3; merchant tailors, 2; milliners, 3; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 5; restaurants (including hotels), 5; shoes, 3; sporting goods, 4; women's apparel, 3; lumber dealers, 2.

Miscellaneous Data: Doctors (medical, 6); dentists, 4; (osteopaths, 1); gas, artificial; number of meters, 650; electric current, alternating; number of wired houses, about 600; water, hard and soft.

WASHINGTON, IOWA

(Washington County)

1920 Population, 4,697.

City and Suburban Estimate, 15,000.

Native Whites, practically all; **Negroes,** very few; **Foreign Born,** very few; **English Reading,** all; **Families,** 1,250.

Schools: Number of Pupils, 1,400.

Churches: Baptist, 1; Christian Science, 1; Methodist, 1; Presbyterian, 5; Roman Catholic, 1.

Banks: National, 1; State, 1; Total Resources, \$5,000,000. Savings Bank Deposits Total \$1,500,000.

Theatres: Legitimate, 1; Moving Pictures, 1. Total number of seats, 1,500.

Location: On Kansas City branch of Rock Island; same branch of C. M. & St. P.; C. B. &

Q. has a branch from Burlington to Washington. Good shipping facilities. To the nearest large city by railroad, 3 hours; by auto, 1 hour.

Principal Industries: Principally an agricultural region. Has one pearl button factory. Railway division point for freights. Good stores, homes, schools and churches. Country round about devoted to farming and stock raising.

Manufacturing Establishments: Leading firms: American Pearl Button Co., McClery Calendar Factory, Hartman Ice Cream Factory, Linder & Iverson Ice Cream Factory, Carris Manufacturing Co., Putnam Cloth Chart Co.

Residential Features: A city of nice homes, bungalows, one and two story residences, with large well-kept lawns. Many retired farmers reside here. City is known as "the cleanest city in Iowa."

Retail Shopping Section: Built on a square; most retail business done on this square. Four little stores about 7 blocks from the square. One in each direction, principally groceries.

Trading Area: 12 to 15 miles in each direction on average, but draws some from greater distance.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; automobile accessories, 12; automobile tire agencies, 12; bakers, 3; cigar stores and stands (including hotels), 3; confectioners (including hotel stands), 3; delicatessen, 2; dress-makers, 5; druggists, 4; dry goods, 6; department stores, 1; electrical supplies, 2; florists, 2; furniture, 2; garages (public), 5; grocers, 11; hardware, 3; jewelry, 3; meat markets, 4; men's clothing, 2 merchant tailors, 2; milliners, 4; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 4; restaurants (including hotels), 5; shoes, 4; stationers, 1; women's apparel, 1.

Miscellaneous Data: Average temperature, 48 degrees; average number of rainy days per twelve months, 65; most pleasant months, June, and October. Doctors (medical, 12); dentists, 8; (osteopaths, 2); gas, artificial; water, hard.

WATERLOO, IOWA

(Black Hawk County)

1920 Population, 36,230. (1925 est. 36,771.)

City and Suburban Estimate, 200,000. Most important cities and towns in this area are: Cedar Falls, (pop. 6,318); Independence, (3,672); Oelwein, (7,455); Waverly, (3,352).

Native Whites, 89.6%; **Negroes,** 2.3%; **Foreign Born,** 8.1%; **Industrial Workers,** 14%; **English Reading,** 98.8%; **Families,** 9,071.

Schools: Public Grade, 21; High, 2; Junior High Manual, 2; Parochial, 4; Number of Pupils, 6,500.

Churches: Baptist, 5; Christian Science, 1; Congregational, 3; Episcopal, 2; Methodist, 7; Presbyterian, 5; Roman Catholic, 4; Miscellaneous, 14; Lutheran, 4.

Banks: National, 3; State, 1; Total Deposits (all banks), \$12,000,000; Total Resources (all banks), \$14,000,000; Total Savings Banks Deposits, \$9,000,000; Total Bank Clearings (12 months, 1925), \$69,689,319.

Theatres: Legitimate, 1; Moving Pictures, 6; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 4,000.

Location: On Cedar River, 276 miles west of Chicago, 222 south of Minneapolis, 420 north of St. Louis, 240 northeast of Omaha. Railroads: I. C., C. G. W., Rock Island, and local line, Waterloo, Cedar Falls and Northern, which provides direct connection with 2 other trunk lines, giving access to 5 trunk lines. Excellent bus service, 3 lines operating south to Marshalltown and Des Moines and north and west to Cedar Falls, Charles City and Mason City, east to Independence. To the nearest large city by railroad 2½ hours; by trolley, 2½ hours; by auto, 3 hours.

Principal Industries: Railroad shops, farm machinery, meat packing, gasoline engines, cream separators, spreaders, refrigerators and printing.

Manufacturing Establishments: 169. Leading firms: Rath Packing Co., The Wm. Galloway Co., Associated Mfg. Co., Herick Refrigerator Co., Lichy Mfg. Co., Litchfield Mfg. Co., Northey Mfg. Co., National Safety Device Co., John Deere Tractor Co., Construction Machinery Co. Total value of yearly output of factories estimated at \$38,000,000.

Special Information: Factories produce more than 3,000 different articles, and one fifth of all stationary gas engines in the U. S. Third largest producer of cream separators. Waterloo farm machinery widely distributed, in addition to a great amount of small and moderate sized concrete mixers produced here. 16 well established jobbing houses, annual business \$30,000,000. Home of Dairy Cattle Congress and National Belgian Horse show, second in importance only to National Dairy Show. Railways employ 1,658 people.

Residential Features: Mostly one and two family homes; limited section devoted to workmen's homes near factories. Private homes predominate, 78% owned. This is unusually large. Homes in residential section average \$10,000.

Retail Shopping Section: Extends along east and west 4th St. as main artery for about 9 blocks with considerable retail business on Fifth and connecting streets. No outlying retail business sections, but several small neighborhood sections with usual small shops.

Trading Area: About 25 miles south and east, and considerable further north and west. Considerable business secured at greater distances at certain times of the year, because of good roads. A. B. C. says: "Trading territory within an average radius of 53 miles and extends as

Continued on page 90

THE SIOUX CITY JOURNAL

The 24-Hour Newspaper

THE JOURNAL is the outstanding newspaper in Sioux City and territory as it predominates in both circulation and advertising. The prestige of the Journal is particularly emphasized by the fact that many foremost National Advertisers advertise exclusively in the Journal and a very considerable number of these have never used any other Sioux City newspaper.

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Journal Merchandising Service Has a National Reputation

IOWA and KANSAS Newspaper Markets in Standard Surveys

IOWA (Cont'd)

Waterloo (cont'd)

follows: north to Cresco, 70 miles; east to Manchester, 55 miles; southeast to Center Point, 40 miles; south to Gladbrook, 28 miles; west to Ackley, 58 miles and northwest to Osage, 70 miles, including all intervening points."

Wholesale Houses: Groceries, 2; meats, 1; fruits, 2; hardware, 1; miscellaneous lines, neckwear, 1; saddles, 1; paper, 1; cigars, 2; coffee, 7; spice, 1; printer, 1; candy, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 25; commercial auto. agencies, 4; automobile accessories, 48; automobile tire agencies, 6; bakers, 7; cigar stores and stands (including hotels), 28; confectioners (including hotel stands), 14; delicatessen, 1; dressmakers, 53; druggists, 18; dry goods, 4; department stores, 4; electrical supplies, 11; florists, 4; fruits, 8; furniture, 7; furriers, 1; garages (public), 38; grocers, 127, (chain, 12); hardware, 6; jewelry, 6; meat markets, 21; men's furnishings, 15; men's clothing, 15; merchant tailors, 13; milliners, 10; opticians, 4; photographers, 8; pianos (and miscellaneous musical instruments), 5; radio supplies, 22; restaurants (including hotels), 28; shoes, 16; sporting goods, 2; stationers, 23; women's apparel, 13.

Miscellaneous Data: Average temperature, 78 degrees; average number of rainy days per twelve months, 49; most pleasant months, May to November. Doctors (medical, 51); (dentists, 34); (osteopaths, 4); number of wired houses, 8,593; street car service; gas, artificial; number of meters, 8,219; electric current, alternating; water, hard.

WEBSTER CITY, IOWA

(Hamilton County)

1920 Population, 5,657. (1925 est. 6,645.)

Native Whites, 93%; Foreign Born, 7%; Industrial Workers, 10%; English Reading, 95%.

Schools: Public Grade, 4; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 1,476.

Churches: Baptist, 1; Christian Science, 2; Congregational, 1; Methodist, 1; Roman Catholic, 1; Miscellaneous, 6.

Banks: National, 2; State, 1; Total Resources, \$4,624,181; Savings Banks Deposits Total, \$530,345.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2.

Location: In Central Iowa. On best highways through the state both east and west and north and south. Served by C. & N. W., main line of Ill. Central and the Fort Dodge, Des Moines and Southern (elec.) Railroad. To the nearest large city by railroad, 4 hours; by auto, 3 hours. Railroad facilities and connections excellent.

Principal Industries: Bookbinding, sewer pipe and tile vitrified building block, stock feeders and waterers, threshing machine sieves, screen doors and woodwork, tile spades, wagon and gates Therm-a-Jugs stucco, ironing boards, oil burners, hospital beds and invalid chairs, brood coops, hog oilers, feed and flour.

Manufacturing Establishments: 12. Leading firms: Therm-a-Jug Co., Monarch Co., National Saver Pipe Co., Cloze Sleeve Co., Lavender Oil Burner Co., McCullough Mfg. Co., Swanson Cement Factory, Stucco Retarder Co., Osmundson Tile Spade Co., A. O. Hoot Mills, Schroeder Sash and Door Factory, Fred Habne Printing Co., LaForge Rendering Plant.

Special Information: City owns and operates the electric light and power plants, the water works and the gas plant, giving the city lowest rates in the state with excellent service. Railroad facilities make this an ideal town for traveling men to reside; rents and public utilities are lower than in most other places.

Residential Features: Mostly one and two-family houses—some apartments. Section devoted to workmen's houses. Very fine private residence section. Practically all streets paved.

Retail Shopping Section: Extends on Second St. for 5 blocks, Seneca St. 4 blocks, Willson Ave. 2 blocks, and on Des Moines St. 4 blocks. Some outlying groceries, etc.

Trading Area: Extends about 40 miles in each direction. Several outstanding retail establishments bring in a large volume of business. Good many shoppers from a greater distance.

Wholesale Houses: Miscellaneous lines, greenhouse, 1; bakeries, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto. agencies, 3; automobile accessories, 10; automobile tire agencies, 10; bakers, 2; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 7; delicatessen, 1; dressmakers, 12; druggists, 6; dry goods, 4; department stores, 3; electrical supplies, 2; florists, 2; fruits, 2; garages (public), 9; grocers, 20 (chain, 2); hardware, 3; jewelry, 4; meat markets, 7 (chain, 2); men's furnishings, 6; men's clothing, 6; merchant tailors, 2; milliners, 3; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 2; restaurants (including hotels), 11; shoes, 4; women's apparel, 2.

Miscellaneous Data: Doctors (medical, 10); (dentists, 5); (osteopaths, 2); gas, artificial; water, soft.

Standard Surveys
of
KANSAS

ABILENE, KANS.

(Dickinson County)

1920 Population, 4,895 (1925 est. 5,392).

City and Suburban Estimated: Most important cities and towns in suburban area are: Enterprise, (pop. 1,000); Chapman, (1,200); Solomon, (1,300).

Native Whites, 97%; Negroes, 3%; English Reading, 100%.

Schools: Public Grade, 4; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 1,648.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 9.

Banks: National, 2; State, 2; Total Resources, \$3,132,479; Savings Bank Deposits Total, \$450,000.

Theatres: Moving Pictures, 2; Total number of seats, 1,050.

Location: On main line of U. P., Kansas City to Denver, 165 miles west of K. O. On branch line of Santa Fe between Strong City, Kans., and Superior, Nebr., and on branch of R. I. between Herington and Salina. To the nearest large city, by railroad, 45 minutes; by auto, 1 hour.

Principal Industries: Milling, creamery.

Manufacturing Establishments: 6. Leading firms: Abilene Flour Mills, Security Mills, Midwest Mills, Belle Springs Creamery, Pioneer Produce Co. (dressed poultry for shipping); Abilene Company (mineral water).

Special Information: Located in one of the best agricultural counties of the state. Wheat principal crop, but value of livestock, poultry and dairy products increasing; 6,000 motors in county, a little more than 1 car for each family. Extensive use of electric power on farms. Main office of United Power and Light Corp., supplying power to almost half of the state. Pure water.

Residential Features: Mostly one-family houses. Only four apartment houses. Noted throughout state for large number of fine houses. Newer ones of bungalow type. Average \$3,500 to \$4,000. Many more expensive homes built for permanent residences. Extensive paving and improving just completed.

Retail Shopping Section: Second to Fourth streets on Buckeye, Spruce, Broadway and Cedar streets. One developing business section on south side outside this district.

Trading Area: About 25 miles, which extends perhaps further north and south. Extensive campaign now under way by Chamber of Commerce to extend and develop trading area.

Wholesale Houses: Miscellaneous Lines, Western Mds. Co., Union Electric Co.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 14; commercial auto agencies, 4; automobile accessories, 3; automobile tire agencies, 14; bakers, 3; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 2; dressmakers, 12; druggists, 4; dry goods, 5; department stores, 2; electrical supplies, 3; florists, 1; fruits, 2; garages (public), 11; grocers, 14; (chain, 1); hardware, 3; jewelry, 3; meat markets, 6; men's furnishings, 3; men's clothing, 3; milliners, 3; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 10; shoes, 4.

Miscellaneous Data: Average temperature, 70 degrees; average number of rainy days per 12 months, 12; most pleasant months, April, May, Oct., Nov. Doctors (medical, 8); (dentists, 6); (osteopaths, 2); gas, artificial; number of meters, 350; electric current, direct; number of wired houses, 900; water, soft.

ARKANSAS CITY, KANS.

(Cowley County)

1920 Population, 11,253 (1925, County Assessors' Census, 14,431).

City and Suburban Estimate, 36,320.

Native Whites, 93%; Negroes, 4.3%; Foreign Born, 2.7%; English Reading, 99%; Families, 3,420.

Schools: Public Grade, 7; High, 2; Junior College, 1; Parochial, 1; Number of Pupils, 3,933.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 10.

Banks: National, 2; State, 1; Building and Loan Companies, 4. Total Deposits (all banks), \$5,240,000; Total Resources (all banks), \$5,750,000.

Theatres: Legitimate, 2; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 7,500.

Location: On the south line of Kansas, 200 miles from the east line and 220 from the west line, the gateway to the great agricultural and oil section of Oklahoma and Kansas, on the Santa Fe, Frisco, Missouri Pacific, Midland Valley, and Kansas Southwestern Railways,

three railway divisions. To the nearest large city, by railroad 2½ hours; by auto, 3 hours.

Principal Industries: One of the largest oil refining centers of Kansas. Five large refineries, one meat packing plant, two overall factories, two candy factories, two coffee plants, windmill plant, two flour mills, printing, railroad shops, wholesale and jobbing center.

Manufacturing Establishments: Leading firms: Roxana, Moore, Kanotex, Lesh and Empire oil refineries, Henneberry Packing Company, Santa Fe Shops, Peerless Candy Factory, A. C. and New Era Flour Mills, A. O. Ice Company. Total value of yearly output of factories estimated at \$150,000,000.

Residential Features: Arkansas City has many new modern homes built within the last few years. They are five and six-room structures of the bungalow type. Ninety percent of the older houses have been made over. Three new residential sections are now in process of construction.

Retail Shopping Section: Summit St. from the 100 blocks north to the 600 blocks south is solid business houses (7 blocks). Fifth Ave. from 200 blocks west to the 300 blocks east (4 blocks). Central Ave. 2 blocks east and west, Chestnut Ave., and Washington and Adams Ave., the same. In all, 200 business blocks.

Trading Area: North 30 miles, east 60 miles, south and southeast 100 miles, southwest 50 miles, and northwest 30 miles.

Wholesale Houses: Grocers, 3; meats, 1; fruits, 3; hardware (mixed merchandise); dry goods (general merchandise) miscellaneous lines, candy, coffee, ice.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial auto agencies, 15; automobile accessories, 14; automobile tire agencies, 16; bakers, 7; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 8; druggists, 12; dry goods, 5; department stores, 5; electrical supplies, 6; florists, 5; furniture, 9; garages (public), 10; grocers, 63 (chain, 1); hardware, 4; jewelry, 6; meat markets, 24; men's furnishings, 7; men's clothing, 9; merchant tailors, 8; milliners, 8; opticians, 3; photographers, 5; pianos (and miscellaneous musical instruments), 3; restaurants (including hotels), 16; shoes, 5; sporting goods, 4; stationers, 9; women's apparel, 6.

Miscellaneous Data: Average temperature, 74 degrees; average number of rainy days per 12 months, 50; most pleasant months, May, June, September, Oct. Doctors (medical, 14); (dentists, 16); (osteopaths, 3); electric current, alternating; number of wired houses, 4,025; gas, natural; number of meters, 4,221; water, hard.

ATCHISON, KANS.

(Atchison County)

1920 Population, 12,630 (1925 est. 15,673).

City and Suburban Estimate, 40,000.

Native Whites, 81.5%; Negroes, 11.9%; Foreign Born, 6.6%; Industrial Workers, 2,000; English Reading, 100%; Families, 15,000.

Schools: Public Grade, 6; High, 1; Junior High, 1; Parochial, 3; Number of Pupils, 4,000.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 2.

Banks: National, 2; State, 3; Total Resources, \$9,000,000; Commercial Trust Co., Building & Loan Associations, 2. Savings Bank Deposits Total, \$850,000.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 5,000.

Location: Atchison, Topeka & Santa Fe, Rock Island, Burlington, Rulo Branch, Central Branch. Bus line between Atchison and St. Jo., also between Atchison and Kansas City, Mo., Topeka & Leavenworth, Kansas; daily hour service. To nearest large city by railroad, 1 hour; by auto, 1 hour.

Principal Industries: 2 foundries, 3 wholesale hardware houses, 1 wholesale drug house, 2 wholesale fruit houses, 2 wholesale grocery houses, 2 bottling works, 2 candy mfg., 1 office furniture supplies, 3 milling companies, 45,000 bbls. capacity per day, 1 wholesale coffee roasting plant, 1 metal works.

Manufacturing Establishments: 20. Leading firms: Locomotive Finish Material Co., Thayer Foundry, Ballor Plow Co., Weis Mfg. Co., Wilson & Co., Stein Electrical Co., U. S. Wire Co.

Residential Features: Eighty per cent of the people own their own homes. Only 75 apartments in the city. Homes are all substantial.

Retail Shopping Section: Eight blocks on Commercial Street and all side streets parallel Commercial between Commercial and Kansas Ave. and Commercial and Main Sts. Also several outlying grocery, drug stores and meat markets.

Trading Area: Extends 100 miles west, 15 miles south, 25 miles north and 10 miles east. On account of the Missouri River Atchison does not handle much of the Missouri trade on the east, but our best trading territory is on the west and extends for 200 miles. Good train service. 75 miles of concrete road.

Wholesale Houses: Groceries, 2; meats, 1; fruits, 2; hardware, 3; dry goods, 1; Miscellaneous lines, drugs, candy, ice cream, etc.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 5; automobile accessories, 6; automobile tire agencies, 12; bakers, 10; cigar stores and stands (including hotels), 30; confectioners (including hotel

stands), 35; delicatessen, 3; dressmakers, 3; druggists, 10; dry goods, 5; department stores, 3; electrical supplies, 6; florists, 3; fruits, 3; furniture, 4; furriers, 2; garages (public), 20; grocers, 58; hardware, 7; jewelry, 4; meat markets, 23; men's furnishings, 6; men's clothing, 5; merchant tailors, 3; milliners, 3; opticians, 4; photographers, 3; pianos (and miscellaneous musical instruments), 4; radio supplies, 3; restaurants (including hotels), 20; shoes, 4; sporting goods, 2; stationers, 2; women's apparel, 4.

Miscellaneous Data: Average temperature, 74 degrees; average number of rainy days per twelve months, 50; most pleasant months, April, May, September, October, November. Doctors (medical, 18), (dentists, 12), (osteopaths, 6); number of wired houses, 3,300; gas, natural; electric current, alternating; water, hard.

AUGUSTA, KANS.

(Butler County)

1920 Population, 4,219.

City and Suburban Estimate, 12,000.

Native Whites, 99%; Foreign Born, 1%; Industrial Workers, 35%; English Reading, 90%; Families, 1,015.

Schools: Public Grade, 3; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 1,370.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Roman Catholic, 1; Miscellaneous, 2.

Banks: National, 2; State, 2; Total Resources, \$2,875,312.06.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 800.

Location: 24 miles east of Wichita at junction of Whitewater and Walnut Rivers. On St. Louis & San Francisco and Santa Fe Railways. Direct line from Kansas City on Santa Fe and from St. Louis on the Frisco R.R. Trading territory extends 45 miles east.

Principal Industries: Oil and gas production, refineries and oil-well drilling, tool factories, glass factory, dairying.

Manufacturing Establishments: 22. Leading firms: White Eagle Oil & Refining Co., Grant Oil Co., Mecca Refining Co., Victory Window Glass Co., Federal Machine & Supply Co., Knapp-Fish Rig Co., Eureka Tool Co. Total value of yearly output of factories estimated at \$8,000,000.

Special Information: City is in heart of Kansas oil fields, surrounded by oil camps and smaller communities. Sixty-nine per cent of residents own their own homes. No unpaved streets within city limits.

Residential Features: Practically all one-family houses. Seventy per cent of houses built in last 8 years when population grew from 1,000 to present figures. No section devoted to poorer homes or tenements.

Retail Shopping Section: 6 blocks on State St. and one block on each side of State St. on 4th, 5th, 6th and 7th Sts. Number of suburban groceries and oil camps nearby have small stores.

Trading Area: Extends 45 miles east, 25 miles south, 10 miles west, and about 15 miles north. Fine roads east of the city. Hard-surfaced roads south and west.

Wholesale Houses: Miscellaneous lines, confectionery, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial auto. agencies, 2; automobile accessories, 7; automobile tire agencies, 5; bakers, 2; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 4; dressmakers, 17; druggists, 3; dry goods, 5; department stores, 3; electrical supplies, 3; florists, 2; furniture, 3; garages (public), 7; grocers, 23; hardware, 2; jewelry, 3; meat markets, 4; men's furnishings, 3; men's clothing, 3; merchant tailors, 8; milliners, 3; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 4; restaurants (including hotels), 8; shoes, 1; sporting goods, 2; stationers, 2; women's apparel, 5.

BELOIT, KANS.

(Mitchell County)

1920 Population, 3,315 (1925 est. 3,032).

City and Suburban Estimate, 13,262.

Native Whites, 95%; Negroes, 0.1%; Foreign Born, 4.9%; English Reading, all; Families, 600.

Schools: Public Grade, 2; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 925.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 1; State, 2; Total Resources, \$2,000,000.

Theatres: Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 2 (Park and High School). Total number of seats, 4,000.

Location: On the Solomon River in the middle of the wheat belt. Served by branches of the Union Pacific and Missouri Pacific Railroads. Well maintained motor highways. Roosevelt National Midland Trail west and east outle. Logged road north and south. To the nearest large city by railroad, 3 hours; by auto, 2½ hours.

Principal Industries: Agriculture, oil prospecting in progress 15 miles south.

KANSAS (Cont'd)

Manufacturing Establishments: 1. Leading firms: The Beloit Milling Co.

Special Information: School facilities are excellent for students under college age and attract many farmers. Town has well organized Chamber of Commerce, Women's Civic Club and private golf course. Attractive and convenient tourist park with community auditorium.

Residential Features: One-family houses; average value about \$3,000. Comfortable farm homes in surrounding territory.

Retail Shopping Section: Covers 7 blocks north from the Beloit Mill, on Hill St., for 3 blocks east and west on Main, Court and South Sts. There are no outlying shops.

Trading Area: Shoppers drive regularly from villages 30 miles distant. Paved roads extending east 13 miles are a great asset. Good roads at all seasons attract business to Beloit.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 2; automobile accessories, 4; automobile tire agencies, 10; bakers, 3; cigar stores and stands (including hotels), 4; confectioners (including hotel stands), 3; dressmakers, 6; druggists, 4; dry goods, 4; department stores, 2; electrical supplies, 2; florists, 2; fruit, 1; furniture, 2; garages (public), 5; grocers, 12; hardware, 3; jewelry, 3; meat markets, 5; men's clothing, 3; milliners, 2; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 1; restaurants (including hotels), 6; sporting goods, 1; stationers, 2; women's apparel, 1.

Miscellaneous Data: Average temperature, 74 degrees; average number of rainy days per twelve months, 50; most pleasant months, May, June, Sept., Oct. Doctors (medical, 6); (dentists, 5); (osteopaths, 1); number of wired houses, 1,000; electric current, alternating; water, soft.

BURLINGTON, KANS.

(Coffey County)

1920 Population, 2,236. Most important cities and towns in this area are: LeRoy (pop. 798); Lebo (613); Waverly (594); Gridley (586).

Native Whites, 96%; Negroes, 1%; Foreign Born, 3%; English Reading, 99.5%; Families, 650.

Schools: Public Grade, 350; High, 350; Number of Pupils, 700.

Churches: Baptist, 1 (colored); Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Roman Catholic, 1; Christian, 1.

Banks: National, 1; State, 1; Capital, Surplus and Undivided Profits (all banks), \$137,270.50; Total Deposits (all banks), \$1,494,743.89; Total Resources (all banks), \$1,701,244.24; Total Bank Clearings (12 months, 1925), \$10,000,000.

Theatres: Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 1; High School Auditorium. Total number of seats, 1,700.

Location: On Santa Fe R.R. and M. K. & T. R.R.

Principal Industries: Is strictly an agricultural community.

Special Information: Burlington has 4 miles of paving, new water-works plant, complete sewerage system, 3 city parks, active Commercial Club with 240 members, 55-acre Country Club grounds with club house, golf links.

Residential Features: Has excellent residence section. Homes are mostly small but modern houses. Large per cent of population own homes.

Retail Shopping Section: Neosho St., 5 blocks; Third St., 3 blocks; Fourth St., 1 block, with business houses on both sides of the streets.

Trading Area: Burlington has steady trade from 15 miles or more in each direction. Is noted for being a good place to trade. The nearest large city is 40 miles away.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 4; commercial auto. agencies, 3; automobile accessories, 9; automobile tire agencies, 10; bakers, 3; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 5; dressmakers, 5; druggists, 4; dry goods, 4; department stores, 2; electrical supplies, 2; florists, 2; furniture, 2; garages (public), 5; grocers, 10; hardware, 4; jewelry, 2; meat markets, 4; men's furnishings, 6; men's clothing, 3; milliners, 2; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 5; shoes, 6; sporting goods, 4; stationers, 3; women's apparel, 5.

Miscellaneous Data: Doctors (medical, 5), (dentists, 3), (osteopaths, 1); gas, natural; number of meters, 650; electric current alternating; number of wired houses, 745; water, hard.

CALDWELL, KANS.

(Sumner County)

1920 Population, 2,191; 1926 (est.) population, 2,500.

City and Suburban Estimate: 5,000. Most important cities and towns in this area are: Corbin, (pop. 100); Bluff City, (300); Renfrow, Okla. (200).

Native Whites, 97%; Negroes, 2%; Foreign Born, 1%; Industrial Workers, 5%; English Reading, 99%; Families, 1,800; Dwellings, 2,000.

Schools: Public Grade: 1, City: 1, Corbin; 1, Renfrow, 1; Bluff, 1; High, 1, City: 1, Renfrow; 1, Bluff. Junior High: 1, City. Number of pupils (all schools), 750 city—500 rural.

Churches: Baptist, 2; Christian Science, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3. (city only.)

Banks: National, 1; State, 2; City, 2; Bluff City, 1, Renfrow, 1; Corbin, 1; Capital, Surplus and Undivided Profits (all banks), \$115,000; Total Deposits (all banks), \$2,500,000; Total Resources (all banks), \$3,000,000.

Theatres: Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 4; Total number of seats, 2,800.

Location: Chicago, Rock Island & Pacific; Atchison, Topeka & Santa Fe Rys. Paved Meridian Highway—Winipeg, Canada, to Mexico City. Nearest larger city is Wichita, 2 hours by auto; 1½ hours by railroad.

Principal Industries: Flour mills, cement burial vaults.

Manufacturing Establishments: 2. Leading firms: Consolidated Flour Mills Co.

Residential Features: 600 single-family houses in city, 10 apartments. All modern advantages.

Retail Shopping Section: Main, 3; Central, 4; Market, 1; First, 3; Arapahoe, 1.

Trading Area: 20 miles west; 20 miles south; 12 miles north; 8 miles east.

Wholesale Houses: Feed and produce, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 4; commercial auto. agencies, 3; automobile accessories, 5; automobile tire agencies, 7; bakers, 2; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 6; delicatessen, 4; druggists, 2; dry goods, 8; electrical supplies, 4; fruits, 5; furniture, 2; grocers, 4; (chain, 1); hardware, 4; jewelry, 2; meat markets, 4; (chain, 1); men's furnishings, 3; men's clothing, 3; merchant tailors, 4; milliners, 4; opticians, 3; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 8; shoes, 7; sporting goods, 4; stationers, 4; women's apparel, 4.

Miscellaneous Data: Average temperature, 70 degrees; average number of rainy days per year, 30; most pleasant months, April, May, June, Sept., Oct., Nov. Doctors (medical, 4); (dentists, 2); (osteopaths, 1); number of wired houses, 550; number of gas meters, 250; gas, natural; electric current, alternating; water, soft.

CHANUTE, KANS.

(Neosho County)

1920 Population, 10,286 (1926 est. 10,012).

City and Suburban Estimate, 15,000.

Native Whites, 91.3%; Negroes, 3.6%; Foreign Born, 5.1%; Industrial Workers, 25%; English Reading, 98%; Families, 2,837.

Schools: Public Grade, 8; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 2,277.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 8.

Banks: National, 1; State, 3; Total Resources, \$3,063,100; Savings Bank Deposits Total, \$437,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 4,850.

Location: On Neosho River, 127 miles southwest of Kansas City, Mo. Served by Southern Kansas division of the A. T. & S. F. R.R. and the M. K. & T. R.R. Bus lines operate over hard-surfaced highways to the east, north, south and southeast. Division point on Santa Fe. Branch Santa Fe lines extend from this point to Emporia, Kansas, and Joplin, Mo.

Principal Industries: Ash Grove Lime and Portland cement, gas mantles, brooms, gasoline, lubricating oils, grease, oil-well drilling machinery, railroad shops, condensary, soda and ice cream factories, stock farms, chicken hatcheries.

Manufacturing Establishments: 28. Leading firms: Sunshine Mantle Co., Ash Grove Lime & Portland Cement Co., Peerless Oil & Refining Co., Chanute Brick & Tile Co., Griffin Broom Co., Central Milk Products Co., Davis Cigar Co., Mutual Oil & Refining Co., Neosho Valley Mills, Chanute Ice & Light Co., Citti's French Creamery Co., Koenig Bros. Planting Mill, Star Drilling Machine Co., Latham & Son, Poultry Packing Plant, Western Drilling Machine Co. Total value of yearly output of factories estimated at \$19,750,000.

Special Information: Chanute has efficient and up-to-date telephone service. Various rural lines connect with the neighboring towns. There are 1,725 registered automobiles. Splendid wholesale center, on account of railway facilities. Shallow oil-field district. Rhubarb growing center. Thirteen chicken hatcheries around Chanute have total capacity of 125,000 eggs per day.

Residential Features: Mostly one-family houses. No workmen's home district. The approximate average cost per home is \$3,500 to \$65,000.

Retail Shopping Section: Main St. business district 9 blocks in area. Side streets—Evergreen, Central, Highland, Lincoln, Santa Fe, Grant, Forest and Steuben. Business district covers approximately 20 blocks. Also the usual suburban sections including barber shop, grocery and meat stores.

Trading Area: Extends approximately 10 miles in every direction. The local merchants intermittently advertise to reach 15,000 with circulars. Ever-day-in-the-year-roads are increasing trade from a distance; 4,300 cars were registered in this county last year.

Wholesale Houses: Groceries, 2; fruits, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; automobile accessories, 13; automobile tire agencies, 10; bakers, 3; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 12; delicatessen, 5; dressmakers, 15; druggists, 7; dry goods, 7; department stores, 4; electrical supplies, 6; florists, 3; fruits, 2, exclusive; furniture, 8; garages (public), 7; grocers, 43; hardware, 5; jewelry, 5; meat markets, 11; men's furnishings, 8; men's clothing, 5; merchant tailors, 2; milliners, 6; opticians, 6; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 5; restaurants (including hotels), 20; shoes, 7; sporting goods, 4; stationers, 6; women's apparel, 9.

CHERRYVALE, KANS.

(Montgomery County)

1920 Population, 4,698.

City and Suburban Estimate, 7,000.

Native Whites, 87%; Negroes, 6.5%; Foreign Born, 6.5%; Industrial Workers, 25%; English Reading, 92%; Families, 1,272.

Schools: 6; Number of Pupils, 1,225.

Churches: 8.

Banks: 3. Total Resources, \$1,100,000.

Theatres: 2. Total number of seats, 790.

Residential Features: One-family houses.

Retail Shopping Section: About four blocks.

Trading Area: 8 miles radius.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 4; commercial auto. agencies, 2; automobile accessories, 3; automobile tire agencies, 4; bakers, 2; cigar stores and stands (including hotels), 1; confectioners (including hotel stands), 1; dressmakers, 3; druggists, 4; dry goods, 3; electrical supplies, 2; florists, 1; fruits, 1; furniture, 2; garages (public), 5; grocers, 13; hardware, 4; jewelry, 3; meat markets, 3; men's furnishings, 2; men's clothing, 2; merchant tailors, 1; milliners, 2; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 1; restaurants (including hotels), 5; shoes, 3; sporting goods, 3; stationers, 3; women's apparel, 2.

COFFEYVILLE, KANS.

(Montgomery County)

1920 Population, 13,452. (1925, est. 18,000.)

City and Suburban Estimate, 30,000.

Native Whites, 98%; Negroes, 11%; Foreign Born, 2.7%; Industrial Workers, 60%; English Reading, 99½%; Families, 7,000.

Schools: Public Grade, 11; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 4,000.

Churches: Baptist, 4; Christian Science (Reading Room); Episcopal, 1; Methodist, 5; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 9.

Banks: National, 2; State, 1; Total Resources, \$6,000,000; Savings Bank Deposits Total \$500,000 (exclusive of Savings & Loan Association).

Theatres: Legitimate, 1; Moving Picture, 3; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 10,000.

Location: On southern border of state, served by M. K. & T., Missouri Pacific and Santa Fe Railroads also interurban line north and south, 75 miles long, extending from Nowata, Okla., through Coffeyville.

Principal Industries: Oil refiners, oxide smelter, brick manufacturing, roofing tile, building tile, and other clay products, tank car factories, flouring mills, railroad repair shops, egg case fillers, canning factory.

Manufacturing Establishments: 20. Leading firms: Sinclair Refining Co., National Refining Co., Rea-Patterson Milling Co., Ludovic-Celadon Co., Sherwin-Williams Oxide Smelter, Acme Foundry & Machine Co., O. C. S. Mfg. Co., Coffeyville Vittrified Brick & Tile Co., Kansas Oil Refinery, North American Car Co., Robinson Packer Co., Exner-Dodge Packer Co. All factories employ 3,600 men; annual payroll, \$6,000,000. Total value of yearly output of factories estimated at \$15,000,000.

Special Information: Coffeyville has Mo. Pac. railway shops, which employ 700 men; annual payroll \$1,200,000, which is not included in foregoing.

Residential Features: Mostly modest, but modern, homes; some larger and more expensive.

Retail Shopping Section: Center of city, extending from Seventh to Thirteenth streets, on Walnut Street (the east and west dividing line), and from one to six blocks on either side of Walnut Street. Large number of grocery stores in outlying districts.

Trading Area: Thirty miles or more on all sides; Interurban running north and south. Good surfaced roads east, west, north and south. Population of trading area, exclusive or incorporated towns, 12,000.

Wholesale Houses: Groceries, 3; meats, 1; fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; automobile accessories, 16; automobile tire agencies, 4; bakers, 6; cigar stores and stands (including hotels), 4; confectioners (including hotel stands), 14; delicatessen, 4; dressmakers, 12; druggists, 10; dry goods, 8; department stores, 2; electrical supplies, 4; florists, 3; furniture, 10; garages (public), 10; grocers, 82; hardware, 4; jewelry, 5; meat markets, 15; men's furnishings, 10; men's clothing, 10; merchant tailors, 4; milliners, 4; opticians,

3; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 3; restaurants (including hotels), 2; shoes, 12; sporting goods, 3; stationers, 3; women's apparel, 9.

CONCORDIA, KANS.

(Cloud County)

1920 Population, 4,705.

Native Whites, 96%; Negroes, 1%; Foreign Born, 3%; Industrial Workers, 2%; English Reading, 99%; Families, 1,065.

Schools: Public Grade, 4; High, 1; Junior High, 1; Business College, 1; Parochial, 1. Number of Pupils, 1,329.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Wesleyan Methodist, 1; Free Methodist, 1.

Banks: National, 1; State, 3; Total Resources (all banks) \$2,500,000; Savings Bank Deposits Total (all banks) \$280,000. (Also Bldg. & Loan Association, but not included in figures).

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 1,800.

Location: On Republican River, 155 miles west of Atchison; Mo. Pac., Union Pac., C. B. & Q., and A. T. & S. F. R.R.s. Regular truck lines to neighboring towns; auto stages to surrounding towns. To nearest large city by railroad, 8 hours; by auto, 9 hours.

Principal Industries: Flour mills, ice and broom factory, concrete silo factory, alfalfa mill, creameries, 2 egg and poultry plants (packers of poultry), brick plant, iron foundry.

Manufacturing Establishments: 6. Leading firms: Concordia Ice Co., Concordia Milling Co., Concordia Creamery Co., Concrete Stone Silo Co., Bailey's Broom Factory, Beatrice Creamery Co., Ticking Foundry.

Special Information: Big wholesale trade in mercantile lines; rich agricultural section, considerable dairying. Coal and building stone found in this vicinity. Assembling point for shipping eggs, poultry, milk and cream. Concordia has two modern hospitals.

Residential Features: Majority of one-family homes. Good Building & Loan Association enables most people to own their homes. No congested districts. Homes in principal residence districts average in value \$5,000 to \$10,000.

Retail Shopping Section: Sixth Street, from State to Lincoln, 3 blocks; Washington from Fifth to Seventh, 2 blocks; Broadway from Fifth to Seventh, 2 blocks.

Trading Area: From 18 to 50 miles.

Wholesale Houses: Groceries, 2; fruits, 2; miscellaneous lines: ice, field and garden seeds, cigar factory, etc.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto agencies, 6; automobile accessories, 4; automobile tire agencies, 6; bakers, 3; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 10; dressmakers, 3; druggists, 4; dry goods, 3; department stores, 5; electrical supplies, 3; florists, 2; fruits, 1 excl. (8); furniture, 3; furriers, 1; garages (public), 4; grocers, 14; hardware, 3; jewelry, 2; meat markets, 5; men's furnishings, 5; men's clothing, 5; merchant tailors, 2; milliners, 4; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 5; shoes, 5; sporting goods, 3; stationers, 1; women's apparel, 6.

Miscellaneous Data: Average temperature, 53 degrees average number of rainy days per twelve months, 55; most pleasant months, April, May, June, Sept., Oct., Nov. Doctors (medical, 15); (dentists, 8); (osteopaths, 5); gas, artificial; electric current, alternating and direct; water, hard and soft.

COUNCIL GROVE, KANS.

(Morris County)

1920 Population, 2,857.

Schools: Public Grade, 3; High, 1; Number of Pupils, 650.

Churches: Baptist, 3; Congregational, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 1.

Banks: National, 1; Total Resources, \$1,502,300.

Theatres: Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 750.

Location: On Missouri Pacific and M. K. & T. Railroads.

Principal Industries: Independent Creamery. **Residential Features:** Cottages and bungalow type of houses predominate. Average valuation, \$4,000.

Retail Shopping Section: On Main Street, 4 blocks.

Trading Area: Extends twenty miles, north, east and west.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 3; automobile accessories, 4; automobile tire agencies, 9; bakers, 2; cigar stores and stands (including hotels), 22; confectioners (including hotel stands), 2; dressmakers, 1; druggists, 4; dry goods, 3; electrical supplies, 1; florists, 2; furniture, 3; garages (public), 4; grocers, 8; hardware, 2; jewelry, 3; meat markets, 4; men's clothing, 1; merchant tailors, 1; milliners, 2; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 7; shoes, 4; sporting goods, 2; stationers, 1.

KANSAS (Cont'd)**DODGE CITY, KANS.**

(Ford County)

1920 Population, 5,061. (1926 est. 7,021.)

City and Suburban Estimate, 10,500.

Native Whites, 97%; Negroes, 1%; Foreign Born, 2%; Industrial Workers, 23%; English Reading, 97.5%; Families, 1,755.

Schools: Public Grade, 6; High, 1; Junior High, 1; Parochial, 3; Number of Pupils, 2,110.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 8.

Banks: National, 1; State, 2; Capital, Surplus and Undivided Profits (all banks), \$295,081; Total Deposits (all banks), \$2,842,387; Total Resources (all banks), \$3,441,224; Total Savings Banks Deposits, \$2,842,387; Total Bank Clearings (12 months, Oct. 1, 1926), \$66,112,774.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 3,900.

Location: Atchison, Topeka & Santa Fe, Rock Island, Dodge City & Cimarron Valley Railroads. Many motor truck lines to north, south, west and southwest. To nearest large city by railroad, 4½ hours; by auto, 6 hours.

Principal Industries: Railroad operating and shop work, flour milling, poultry packing, refining, dairy products, manufacturing.

Manufacturing Establishments: 16. Leading firms: Dodge City Flour Mills, Paden-Thompson-Buckley, Dodge City Ice Cream Co., Home Bakery, Perfect Bakery, E. C. Sturgeon Bakery, D. C. Meat Co., Dodge City Cement Works. Total value of yearly output of factories estimated at \$2,500,000.

Special Information: Being one of the largest cities in western Kansas, Dodge City is the retail and wholesale center for the entire district.

Residential Features: Mostly 1-family houses. Several apartment houses; no tenements. Most of the residents own their homes.

Retail Shopping Section: Six blocks on Second Avenue, two blocks on First Avenue, three blocks on Central Avenue, five blocks on Chestnut Street, three blocks on Front Street, three blocks on Walnut Street. Four neighborhood shopping sections.

Trading Area: Forty miles to the east, north, and south; 100 miles to the west; 130 miles to the southwest.

Wholesale Houses: Groceries, 3; meats, 1; fruits, 2; hardware, 1; Miscellaneous lines, 2; candy, 3; bottled goods.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 19; commercial automobile agencies, 19; automobile accessories, 19; automobile tire agencies, 18; bakers, 3; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 6; dressmakers, 6; druggists, 5; dry goods, 4; department stores, 5; electrical supplies, 10; florists, 3; fruits, 33; furniture, 3; garages (public), 15; grocers, 33; hardware, 6; jewelry, 3; meat markets, 9; men's furnishings, 7; men's clothing, 7; merchant tailors, 4; milliners, 7; opticians, 5; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 11; restaurants (including hotels), 11; shoes, 11; sporting goods, 5; stationers, 7; women's apparel, 8.

Miscellaneous Data: Average temperature, 54 degrees; average number of rainy days per 12 months, 75; most pleasant months, April, May, June, Sept., Oct., Nov. Doctors (medical, 7); dentists, 7; osteopaths, 2; number of wired houses, 1,875; electric current, direct; water, hard.

EL DORADO, KANS.

(Butler County)

1920 Population, 10,995.

City and Suburban Estimate, 15,000. Most important city in this area is Augusta (pop. 4,000).

Native Whites, 80%; Negroes, 2%; Foreign Born, 18%; Industrial Workers, 25%; English Reading, 95%; Families, 3,200.

Schools: Public Grade, 5; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 3,000.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 2; State, 3; Capital, Surplus, and Undivided Profits (all banks) \$535,528; Total Deposits (all banks) \$5,250,000; Total Resources (all banks) \$6,000,000; Total Bank Clearings (12 months 1925) \$36,000,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Burlesque, 1; Miscellaneous (Auditoriums, etc.), 1. Municipal Auditorium; Total number of seats, 1,000.

Location: Main line Missouri Pacific R.R. Two branches of Santa Fe, one connecting with main line at Florence, the other traversing the Flint Hills cattle country, and connecting with the main line at Ellinor. Good bus service to Wichita, Augusta, and Eureka, quick and direct passenger train service to Kansas City, and St. Louis. To the nearest large city by railroad, 1 hour; by automobile, 1½ hours.

Principal Industries: Oil production and refining, agriculture and cattle-raising.

Manufacturing Establishments: Small concerns only for oils field supplies.

Special Information: El Dorado is the capital and geographical center of Kansas oil production. Its territory produces over 100,000 barrels of oil per day. Headquarters for 16 oil-well supply companies, and 45 producing companies. Has 4 refineries with total capacity of 21,500 barrels daily. Center great cattle-raising region in which more than 100,000 head are grazed annually. Monthly payroll of oil and allied concerns total \$300,000. County seat of Butler county, with area of 1,512 square miles, and population of 40,000. Over \$3,000,000 added to town's building program in past two years. Refinery investment, \$6,000,000. While El Dorado's water for domestic use is now hard, a bond issue was carried for \$440,000 to impound a supply capable of providing from 3 to 3½ million gallons per day of soft water.

Residential Features: Mostly one-family houses. Small houses in oil fields for field workers. El Dorado's population tripled in three years, and the town has more than the average number of new bungalows and two-story residences, ranging in value from \$5,000 to \$10,000.

Retail Shopping Section: Extends seven blocks on Main Street and four blocks on Central Avenue, which bisect at center of town. Many stores on side streets, and about court house square; all in convenient walking distance from intersection of Main and Central Streets.

Trading Area: Covers whole of Butler County, except extreme northwest and southwest portions. Large oil-field communities west of town within radius of eight miles; north of town within radius of 8 and 10 miles, and south and southeast within radius of 10 and 15 miles. Oil Hill, a mile northwest, has population of 2,500 persons.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto. agencies, 2; automobile accessories, 14; automobile tire agencies, 7; bakers, 3; cigar stores and stands (including hotels), 4; confectioners (including hotel stands), 9; delicatessen, 2; dressmakers, 3; druggists, 8; dry goods, 5; department stores, 4; electrical supplies, 3; florists, 4; furniture, 3; furriers, 4; garages (public), 5; grocers, 48; hardware, 3; jewelry, 5; meat markets, 8; men's furnishings, 9; men's clothing, 9; merchant tailors, 6; milliners, 7; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 2; restaurants (including hotels), 24; shoes, 10; sporting goods, 4; stationers, 2; women's apparel, 8.

Miscellaneous Data: Average temperature, 60 degrees; average number of rainy days per twelve months, 85; most pleasant months, May, June, Oct., Nov. Doctors (medical, 13); dentists, 8; osteopaths, 2; number of wired houses, 2,241; gas, natural; electric current, alternating; water, hard.

EMPORIA, KANS.

(Lyon County)

1920 Population, 11,273 (1925 est. 13,000).

City and Suburban Estimate, 24,000. Most important cities and towns in this area are: Madison (pop. 900); Strong City (944); Cottonwood Falls (1,044); Americus (493).

Native Whites, 88.9%; Negroes, 4.2%; Foreign Born, 6.9%; Industrial Workers, 18%; English Reading, 98%; Families, 3,087.

Schools: 11; Number of Pupils, 4,650.

Churches: 20.

Banks: 5; Total Resources (all banks) \$7,250,500.

Theatres: 4. Total number of seats, 4,250.

Location: To nearest large city by railroad, 4 hours; by auto, 5 hours.

Residential Features: One-family houses.

Retail Shopping Section: About six blocks.

Trading Area: Radius 20 miles.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 17; commercial auto. agencies, 7; automobile accessories, 11; automobile tire agencies, 12; bakers, 5; cigar stores and stands (including hotels), 14; confectioners (including hotel stands), 6; dressmakers, 20; druggists, 8; dry goods, 5; department stores, 2; electrical supplies, 6; florists, 3; fruits, 3; furniture, 6; garages (public), 9; grocers, 58 (chain, 15); hardware, 7; jewelry, 4; meat markets, 15; men's furnishings, 8; men's clothing, 11; merchant tailors, 3; milliners, 5; opticians, 3; photographers, 6; pianos (and miscellaneous musical instruments), 3; radio supplies, 6; restaurants (including hotels), 11; shoes, 9; sporting goods, 4; stationers, 7; women's apparel, 7.

Miscellaneous Data: Average temperature, 65 degrees; average number of rainy days per twelve months, 80; most pleasant months, April, May, June, Sept., Oct., Nov. Doctors (medical, 25); dentists, 10; osteopaths, 4; bus service; gas, artificial; number of meters, 1,411; electric current, alternating; number of wired houses, 4,040; water, hard.

FORT SCOTT, KANS.

(Bourbon County)

1920 Population, 10,693 (1926 pop. 12,387). Most important cities and towns in suburban area are: Mapleton (pop. 245); Bronson (541); Uniontown (285); Fulton (397).

Native Whites, 89.6%; Negroes, 7.7%; Foreign Born, 2.7%; Industrial Workers, 25%; English Reading, 96%; Families, 3,087.

Schools: Public Grade, 6; High, 1; Junior High, 2; Colored, 1; Junior College, 1; Parochial, 1; Number of Pupils, 3,010.

Churches: Baptist, 1; Christian Science, 2; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1.

Banks: National, 1; State, 2. Capital, Surplus and Undivided Profits (all banks), \$333,200; Total Deposits (all banks), \$2,593,000.

Theatres: Moving Pictures, 2; Vaudeville, 1. Total number of seats, 1,237.

Location: To nearest large city by railroad, 3 hours; by auto, 4 hours.

Manufacturing Establishments: Borden Condensery, McKey Overall Factory, book bindery, brick plant.

Wholesale Houses: Groceries, 1; meats, 3; fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; automobile accessories, 10; automobile tire agencies, 14; bakers, 5; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 9; druggists, 5; dry goods, 6; department stores, 5; florists, 2; furniture, 5; garages (public), 5; grocers, 35; hardware, 4; jewelry, 5; meat markets, 10; men's clothing, 6; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 5; restaurants (including hotels), 12; shoes, 4; sporting goods, 2; stationers, 3; women's apparel, 2.

Miscellaneous Data: Average temperature, 70 degrees; average number of rainy days per twelve months, 73; most pleasant months, April, May, June, Sept., Oct., Nov. Doctors (medical, 20); dentists, 5; osteopaths, 5; number of wired houses, 3,000; gas, natural; electric current, alternating; bus service; water, hard.

FREDONIA, KANS.

(Wilson County)

1920 Population, 3,954.

City and Suburban Estimate, 8,000. Most important cities and towns in this area are: Neodesha (pop. 3,800); Altoona (800); Buffalo (750).

Native Whites, 92.5%; Negroes, 4%; Foreign Born, 3.5%; Industrial Workers, 30%; English Reading, 99%; Families, 725.

Schools: Public Grade, 3; High, 1; Junior High, 1; Parochial, 2; Number of Pupils, 2,000.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous: United Brethren, 1; Holiness, 3; Dunkard, 1.

Banks: State, 3; Total Resources, \$4,000,000; Savings Bank Deposits Total, \$5,000,000.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 2,500.

Location: On Santa Fe, Frisco and Mo. Pac. Rys. Situated in Wilson County, southeast corner of state. To nearest large city by railroad, 3 hours; by auto, 1 hour.

Principal Industries: Glass, cement, linseed oil, two brick plants, milling, bank-note printing, dairying, fruit growing.

Manufacturing Establishments: Leading firms: Kennedy Printing Co., Excelsior Brick Co., Hampton Milling Co., Fredonia Portland Cement Co., Kansas Bank-Note Co., Burke Printing Co., Fredonia Glass Factory, Fredonia Linseed Oil Co.

Special Information: County seat of Wilson County. Beautiful scenery; all streets paved. Has one of the largest cement manufacturing plants in Southwest.

Residential Features: Has reputation of being a homelike town. Homes mostly of the well-to-do type, has no so-called "lower" section.

Retail Shopping Section: Madison, Monroe, Seventh to Third Sts. Section surrounds public square, upon which court house is situated.

Trading Area: Area of about 30x30 square miles.

Wholesale Houses: Fruits, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial auto. agencies, 7; automobile accessories, 3; automobile tire agencies, 6; bakers, 2; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 7; dressmakers, 2; druggists, 3; dry goods, 3; department stores, 4; electrical supplies, 2; florists, 2; fruits, 1; furniture, 3; garages (public), 4; grocers, 19 (chain, 2); hardware, 4; jewelry, 3; meat markets, 3; men's furnishings, 4; men's clothing, 3; merchant tailors, 2; milliners, 3; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 3; shoes, 4; sporting goods, 4; stationers, 3; women's apparel, 3.

Miscellaneous Data: Average temperature, 70 degrees; average number of rainy days per twelve months, 73; most pleasant months, May, June, July, Sept., Oct., Nov. Doctors (medical, 6); dentists, 3; osteopaths, 2; gas, natural; number of meters, 800; electric current, alternating; number of wired houses, 800; water, soft.

GALENA, KANS.

(Cherokee County)

1920 Population, 4,712 (1926 est. 6,140).

City and Suburban Estimate, 15,700.

Native Whites, 98%; Negroes, 1%; Foreign Born, 1%; Industrial Workers, 28%; English Reading, 98%; Families, 1,316.

Schools: Public Grade, 5; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 14,079.

Churches: Baptist, 2; Catholic, 1; Christian Science, 1; Episcopal, 1; Methodists, 1; Presbyterian, 1; Miscellaneous, 5.

Banks: National, 1; State, 1; Total Resources, \$1,006,487.16.

Theatres: Moving Pictures, 1. Total number of seats, 700.

Location: M. K. & T.; Frisco line; Interurban connects with Kansas City Southern and Missouri Pacific Rys. Good interurban service to east and west, and Oklahoma. Located in center of concrete highways connecting with surrounding territory. To nearest large city by railroad, 1 hour; by trolley, ½ hour; by auto, ½ hour.

Principal Industries: Farming, lead and zinc mining, dairying, fruits.

Manufacturing Establishments: 8. - Leading firms: Empire District Elec. Co. power plant, Galena Smelter, Galena Perforating Co.

Residential Features: One-family residences.

Retail Shopping Section: Main St. is 23 blocks long, extending 20 blocks east and 10 blocks west. Four smaller neighborhood sections with the usual small shops.

Trading Area: 12 miles.

Wholesale Houses: Groceries, 6; meats, 4; fruits, 4; hardware, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 3; commercial auto. agencies, 1; automobile accessories, 15; automobile tire agencies, 15; bakers, 1; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 5; dressmakers, 6; druggists, 4; dry goods, 5; electrical supplies, 3; florists, 2; fruits, 2; furniture, 3; garages (public), 5; grocers, 26; hardware, 2; jewelry, 2; meat markets, 5; men's furnishings, 2; men's clothing, 2; merchant tailors, 2; milliners, 3; opticians, 2; photographers, 1; radio supplies, 1; restaurants (including hotels), 10; shoes, 6; sporting goods, 3; women's apparel, 4.

Miscellaneous Data: Doctors (medical, 5); dentists, 3; osteopaths, 2; gas, natural; electric current, alternating and direct; number of wired houses, 800; water, soft.

GREAT BEND, KANS.

(Barton County)

1920 Population, 4,460. (1926 pop. 5,220.)

City and Suburban Estimate, 9,700. Most important cities and towns in suburban area are: Horsington (pop. 3,100); Ellinwood (1,100); Larned (3,700); La Crosse (1,400).

Native Whites, 94%; Negroes, 2%; Foreign Born, 4%; English Reading, 98%.

Schools: Public Grade, 2; High, 1; Junior High, 1; Number of Pupils, 1,303.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 1.

Banks: National, 3; State, 1; Capital, Surplus, and Undivided Profits (all banks) \$550,000; Total Deposits (all banks) \$2,300,000; Total Resources (all banks) \$3,100,000; Total Savings Banks Deposits, \$32,161.

Theatres: Moving Pictures, 2; Total number of seats, 1,000.

Location: On the big bend of the Arkansas River in the geographical center of Kansas. Served by main line of Santa Fe and Mo. Pac. Railroads. Excellent bus service to all directions. To nearest large city by railroad, 1½ hours; by auto, 2 hours.

Principal Industries: Flour milling, creameries.

Manufacturing Establishments: 8. Leading firms: Barton County Milling Co., Moses Bros. Milling Co., Walnut Creek Milling Co., Merritt-Schweir Creamery, Grover-Starr Produce Co.

Special Information: Location of the city makes it the milling center of Kansas. Great Bend grows a fine grade of wheat, and is the wheat shipping center of western Kansas.

Residential Features: Mostly one family houses, private homes predominating.

Retail Shopping Section: Shopping district is built around a public square. Several suburban groceries and filling stations.

Trading Area: Extends 25 miles south and east, and from 50 to 125 west and 30 miles north.

Wholesale Houses: Groceries, 1; fruits, 1; miscellaneous lines: creamery, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 4; automobile accessories, 3; automobile tire agencies, 8; bakers, 2; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 1; delicatessen, 2; dressmakers, 6; druggists, 5 (chain, 1); dry goods, 6; department stores, 3; electrical supplies, 4; florists, 2; furniture, 2; garages (public), 6; grocers, 20 (chain, 2); hardware, 3; jewelry, 2; meat markets, 8 (chain, 1); men's clothing, 4; merchant tailors, 1; milliners, 5; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; restaurants (including hotels), 8; shoes, 3; women's apparel, 6.

Miscellaneous Data: Average temperature, 80 degrees; average number of rainy days per twelve months, 25; most pleasant months, April, June, Sept., Oct. Doctors (medical, 8); dentists, 6; osteopaths, 1; electric current, alternating; number of wired houses, 1,003; water, soft.

See index to surveys and advertisements on pages 304-305-306-307

KANSAS (Cont'd)**HIAWATHA, KANS.**

(Brown County)

1920 Population, 3,222.

City and Suburban Estimate, 3,225.

Schools: Public Grade, 3; High, 1; Junior High, 1.

Churches: Baptist, 2 (White, 1; Colored, 1); Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 2 (White, 1; Colored, 1); Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 1; Holiness, 1.

Banks: National, 1; State, 2.

Theatres: Legitimate, 1; Moving Pictures, 1; Total number of seats, 1,500.

Location: On Missouri Pacific, Union Pacific, and St. Joseph & Grand Island R.R.s, 80 miles north of Kansas City, Mo., 118 miles south of Omaha, Neb., and 40 miles west of St. Joseph, Mo. To nearest larger city by railroad, 2 hours; by auto, 2 hours.

Principal Industries: Farming, and stock raising.

Special Information: Hiawatha owns and operates at a profit, a Memorial Auditorium. The building cost \$375,000.

Residential Features: About 800 to 1,000 houses, no apartments.

Retail Shopping Section: Oregon Street is the principal shopping street, extending about 6 blocks; 8 blocks on side streets extending from Oregon.

Trading Area: 15 to 18 miles in each direction. One store reaches more distant trade.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto. agencies, 2; automobile accessories, 6; automobile tire agencies, 8; bakers, 2; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 2; dressmakers, 1; druggists, 4 (chain, 1); dry goods, 3; department stores, 3; electrical supplies, 2; furniture, 3; garages (public), 2; grocers, 9 (chain, 1); hardware, 3; jewelry, 2; meat markets, 3; men's furnishings, 5; men's clothing, 5; merchant tailors, 1; milliners, 2; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 6; shoes, 2; sporting goods, 1; stationers, 1; women's apparel, 3.

Miscellaneous Data: Average temperature, 56 degrees; average number of rainy days per 12 months, 85; most pleasant months, May, June, July, Aug., Sept., Oct. Doctors (medical, 6); (dentists, 5); (osteopaths, 3); electric current, alternating; water hard.

HUTCHINSON, KANS.

(Reno County)

1920 Population, 23,298 (1926 est. 28,000).

City and Suburban Estimate, 125,000. Most important cities and towns in this area are: Pratt (pop. 5,245); Dodge City (6,099); Kingman (2,403); Great Bend (5,889).

Native Whites, 91.5%; Negroes, 4%; Foreign Born, 4.5%; Industrial Workers, 22%; English Reading, 94%; Families, 6,100.

Schools: Public Grade, 12; High, 1; Junior High, 2; Parochial, 1; Number of Pupils, 6,780.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 3; Presbyterian, 2; Roman Catholic, 2; Miscellaneous, 18.

Banks: National, 2; State, 4; Capital, Surplus and Undivided Profits (all banks), \$1,600,150; Total Deposits (all banks), \$7,763,195; Total Resources (all banks), \$9,360,759; Total Savings Bank Deposits, \$650,000.

Theatres: Legitimate, 1; Moving Pictures, 8; Vaudeville, 3; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 7,200.

Location: Southwest of the center of Kansas. Served by Santa Fe Railroad in four directions. Missouri Pacific in two directions. Rock Island in three directions. Arkansas Valley Interurban in one direction. Automobile bus service over paved roads in six directions, over hard roads two more directions. Merchandise can be economically distributed to southwestern Kansas only from Hutchinson. To nearest large city by railroad, 6 hours; by automobile, 3 hours.

Principal Industries: Flour milling, oil, salt mining and refining, hardware, groceries, motor supplies, steel tanks, galvanized tanks, meat packing and general merchandise.

Manufacturing Establishments: 27. Leading firms: Solvay Process Co., Carey Salt Co., Morton Salt Co., Barton Salt Co., Richard-Scheble Candy Co. Total value of yearly output of factories estimated at \$26,183,362.

Special Information. Location of the city and the state, and existing railroad connections make Hutchinson the only practical point of distribution for southwestern Kansas, eastern Colorado, northwestern Oklahoma, and northern Texas. There are 49 wholesale jobbing concerns in the city. It is also the wheat, poultry, and cream center of central and western Kansas. More than 100,000,000 bushels of wheat were handled through Hutchinson in 1924. Grain receipts approached those of Kansas City, and were greater than receipts of Wichita, St. Louis or Omaha.

Residential Features: A vast majority of one-family houses. Two industrial districts con-

veniently located to salt mines and Solvay Process industries. No tenement houses, few apartment houses. Restricted residential areas where building is governed by a planning commission.

Retail Shopping Section: Extends from the Court House 12 blocks north. Washington St. and Walnut St. parallel Main St., and are active commercial streets in half of this district. There are four suburban trading districts, with grocery, drug, and general stores.

Trading Area: Extends northwest on the Missouri Pacific 30 miles, with morning trains to Hutchinson and evening trains returning. Northwest on the Santa Fe R.R., and paved roads 36 miles through Great Bend. West on Santa Fe, and hard roads to Stafford, 40 miles. Southwest on the Rock Island to Pratt, 44 miles. East on the Santa Fe and Arkansas Valley Interurban to Halstead, 23 miles. South on the Santa Fe to Kingman, 30 miles.

Wholesale Houses: Groceries, 5; Meats, 2; Fruits, 3; Hardware, 2; Dry Goods, 1; Miscellaneous Lines, Confectionery, 3; Motor Supplies, 10.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 19; commercial auto agencies, 9; automobile accessories, 31; automobile tire agencies, 29; bakers, 6; cigar stores and stands (including hotels), 17 (chain, 1); confectioners (including hotel stands), 14; delicatessen, 6; druggists, 11 (chain, 2); dry goods, 5; department stores, 3; electrical supplies, 14; florists, 5; fruits, 9; furniture, 8; garages (public), 35; grocers, 110 (chain, 7); hardware, 17; jewelry, 6; meat markets, 65; men's furnishings, 11; men's clothing, 8; merchant tailors, 4; milliners, 5; opticians, 6; photographers, 6; pianos (and miscellaneous musical instruments), 4; radio supplies, 19; restaurants (including hotels), 20; shoes, 7; sporting goods, 5; stationers, 6; women's apparel, 9.

Miscellaneous Data: Average temperature, 78 degrees; average number of rainy days per twelve months, 70; most pleasant months, May, June, Sept., Oct. Doctors (medical, 27); (dentists, 18); (osteopaths, 8); gas, natural; number of meters, 6,635; electric current, alternating; number of wired houses, 5,740; water, hard.

INDEPENDENCE, KANS.

(Montgomery County)

1920 Population, 11,920. (1926 est. 15,000).

City and Suburban Estimate, 18,000.

Native Whites, 90.8%; Negroes, 6.9%; Foreign Born, 2.6%; Industrial Workers, 20%; English Reading, 98%; Families, 3,192.

Schools: 10; Number of Pupils, 3,500.

Churches: 8.

Banks: National, 1; State, 2; Savings and Trust Co.'s, 2. Capital, Surplus and Undivided Profits (all banks), \$1,420,000; Total Deposits (all banks), \$12,000,000; Total Resources (all banks), \$15,420,000; Total Bank Clearings (12 months ending July 31, 1926), \$22,368,640.

Theatres: 4. Total number of seats, 2,200.

Residential Features: One and two-family houses.

Retail Shopping Section: About 8 blocks.

Trading Area: 20 to 30 miles north and 10 miles south.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 14; commercial auto. agencies, 4; automobile accessories, 5; automobile tire agencies, 10; bakers, 5; cigar stores and stands (including hotels), 4; confectioners (including hotel stands), 5; dressmakers, 13; druggists, 8; dry goods, 5; department stores, 2; electrical supplies, 3; florists, 3; fruits, 1; furniture, 4; garages (public), 7; groceries, 65 (chain, 3); hardware, 3; jewelry, 4; meat markets, 15 (chain, 2); men's furnishings, 5; men's clothing, 5; merchant tailors, 2; milliners, 7; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 4; radio supplies, 8; restaurants (including hotels), 10; shoes, 6; sporting goods, 2; stationers, 2; women's apparel, 9.

Miscellaneous Data: Doctors (medical, 21); (dentists, 12); (osteopaths, 4); street car service; gas, natural; electric current, alternating; water, hard.

IOLA, KANS.

(Allen County)

1920 Population, 8,513.

City and Suburban Estimate, 9,000.

Native Whites, 98%; Negroes, 2%; Industrial Workers, 25%; English Reading, 99%.

Schools: Public Grade, 5; Junior High, 1; Junior College, 1; Number of Pupils, 2,500.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 5.

Banks: National, 1; State, 3; Total Resources, \$3,000,000; Savings Bank Deposits Total \$150,000.

Theatres: Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 3,500.

Location: 120 miles south of Kansas City on main line of Santa Fe, also M. P. and M. K. T. R.R. Bus service to towns within 50 miles. To nearest large city by railroad, 1 1/2 hours; by auto, 2 hours.

Principal Industries: Cement, iron, brick, buttons, overalls, candy, butter, condensed milk.

Manufacturing Establishments: 36. Leading firms: Pet Milk Co., Condensary, Lehigh Portland Cement plant, United Iron Works, J. B. Kirk Gas and Smelters, Iola and Union Brick

Co., Wheeler Mott Overall Factory, Iola Button Factory, Brownfield-Sifers Candy Factory. Total value of yearly output of factories estimated at \$15,000,000.

Special Information: Iola being at the junction of two National Highways enjoys a heavy tourist traffic during the summer. Being the county seat of Allen County it gets the trade of a rich agricultural district, which is stabilized by 72 miles of hard surface roads. Iola plant of Lehigh Portland Cement is the second largest west of Mississippi River.

Residential Features: Mostly one family houses, owned. Exceptional number of new homes being built, averaging \$4,000.

Retail Shopping Section: From Public Square one or two blocks in all directions.

Trading Area: 21 miles west, 20 south, 25 east and 35 north.

Wholesale Houses: Groceries, 1; fruits, 1; miscellaneous lines, eggs and poultry, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto agencies, 12; automobile accessories, 2; automobile tire agencies, 20; bakers, 4; cigar stores and stands (including hotels), 4 (chain, 1); confectioners (including hotel stands), 7; delicatessen, 2; dressmakers, 25; druggists, 5; dry goods, 5; department stores, 3; electrical supplies, 4; florists, 3; furniture, 4; garages (public), 20; grocers, 55 (chain, 1); hardware, 5; jewelry, 3; meat markets, 40 (chain, 1); men's furnishings, 6; men's clothing, 6; merchant tailors, 3; milliners, 10; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 6; restaurants (including hotels), 15; shoes, 12; sporting goods, 3; stationers, 3; women's apparel, 7.

Miscellaneous Data: Average temperature, 54 degrees; average number of rainy days per twelve months, 60; most pleasant months, April, May, Oct., Nov. Doctors (medical, 16); (dentists, 5); (osteopaths, 4); number of wired houses, 1,950; gas, natural; electric current, alternating; water, hard.

JUNCTION CITY, KANS.

(Geary County)

1920 Population, 7,533.

City and Suburban Estimate, 15,000.

Native Whites, 91%; Negroes, 3%; Foreign Born, 6%; Industrial Workers, 29%; English Reading, 94%; Families, 1,953.

Schools: Public Grade, 8; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 2,150.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 2; State, 1; Total Resources, \$3,000,000.

Theatres: Legitimate, 1; Moving Pictures, 1; Community Auditorium, 1; Total number of seats, 3,000 to 4,000.

Location: In central Kansas, between Smoky Hill and Republican Rivers. Served by Union Pacific, M. K. & T., and interurban lines. Also bus service west.

Principal Industries: Agricultural, milling, railroad shops.

Manufacturing Establishments: Leading firms: Hogan Mill and Tyler Mill.

Residential Features: Mostly one and two-family houses. Few apartments.

Retail Shopping Section: Washington St. and side streets from Eleventh St. to Fourth St. Unusually large business section for city this size.

Trading Area: Approximately 20 miles radius. Geary County depends largely on Junction City for merchandise.

Wholesale Houses: Groceries, 2; Fruits, 1; Miscellaneous Lines, 2; Produce, Grain, Mills, etc.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; automobile accessories, 5; automobile tire agencies, 4; bakers, 5; cigar stores and stands (including hotels), 4; confectioners (including hotel stands), 5; delicatessen, 1; dressmakers, 3; druggists, 7; dry goods, 3; department stores, 3; electrical supplies, 3; florists, 2; fruits, 1; furniture, 6; garages (public), 8; grocers, 50; hardware, 3; jewelry, 4; meat markets, 8; men's furnishings, 4; men's clothing, 5; merchant tailors, 3; milliners, 3; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; restaurants (including hotels), 8; shoes, 3; sporting goods, 3; stationers, 2; women's apparel, 3.

KANSAS CITY, KANS.

(Wyandotte County)

1920 Population, 101,177.

City and Suburban Estimate, 197,000.

Native Whites, 76%; Negroes, 13%; Foreign Born, 11%; Industrial Workers, 40%; English Reading, 90%; Families, 25,000.

Schools: Public Grade, 53; High, 4; Junior High, 5; Parochial, 16; Number of Pupils, 27,100.

Churches: Baptist, 18; Christian Science, 2; Congregational, 7; Episcopal, 10; Methodist, 17; Presbyterian, 7; Roman Catholic, 16; Miscellaneous, 22.

Banks: National, 2; State, 25.

Theatres: Moving Pictures, 7; Vaudeville, 1.

Location: On Santa Fe, Burlington, Chicago & Alton, Chicago Great Western, Chicago, Milwaukee & St. Paul, Kansas City Southern, Missouri, Kansas & Texas, Missouri Pacific, Chicago, Rock Island & Pacific, Frisco Lines,

Union Pacific and Wabash Railroads. To nearest large city by railroad, 10 minutes; by trolley, 1/2 hour; by auto, 1/4 hour.

Principal Industries: Peet Bros. Mfg. Co., Procter & Gamble Co., Cudahy Packing Co., Swift & Co., Armour & Co., Wilson Packing Co., Morris & Co., Joseph Baum Packing Co., K. C. Stock Yards, Decoursey Creamery, Meyers Sanitary Milk Co., Ismert-Hincke Mfg. Co., K. C. Refining Co., K. C. Soap Co., K. C. Structural Steel Co., Kaw Boiler Works, Kopp Bakery, National Zinc Co., Southwest Milling Co., West Side Machine Works, and many others.

Manufacturing Establishments: Leading firms: K. C. Fibre Box Co., K. C. Packing Co., N. A. Kennedy Butter Tub Co., N. H. Strait Mfg. Co., Kelly Cooperage Co., Anderson Coupling & Fire Supply Co., Philadelphia Quartz Co., Western Terra Cotta Co., West Side Foundry Co.

Special Information: Sixth in United States in home owners; sixteenth in United States in industries; largest city in the State of Kansas; second in meat packing industry.

Residential Features: Two restricted districts, Westheight Manor and Parkwood.

Retail Shopping Section: Minnesota Avenue from 3d to 18th Streets; Central Avenue from 5th to 18th; Kansas Avenue from 5th to 10th; Osage Avenue from 5th to 7th; Quindaro Boulevard from 5th to 27th.

Trading Area: Twenty miles south, west and north.

Wholesale Houses: Groceries, 1; meats, 6.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; automobile accessories, 35; bakers, 44; cigar stores, 6 (chain, 1); confectioners (including hotel stands), 60; delicatessen, 35; druggists, 70; dry goods, 66; department stores, 3; electrical supplies, 15; florists, 14; furniture, 40; grocers, 480 (chain, 6); hardware, 30; jewelry, 21; meat markets, 15; men's furnishings, 17; merchant tailors, 29; milliners, 11; opticians, 6; photographers, 15; pianos (and miscellaneous musical instruments), 3; radio supplies, 20; restaurants (including hotels), 55; shoes, 24; sporting goods, 3; stationers, 3; women's apparel, 10.

Miscellaneous Data: Average temperature, 54 degrees; average number of rainy days per twelve months, 60; most pleasant months, April, May, June, Sept., Oct., Nov. Doctors (medical, 157); (dentists, 35); number of wired houses, 30,000; gas, natural; electric current, alternating; water, medium.

LAWRENCE, KANS.

(Douglas County)

1920 Population, 12,456; 1925 State Report, 13,822.

City and Suburban Estimate, 30,000. Most important cities and towns in this area are: Baldwin, (pop. 1,137); Endora, (627); Leocompton (310); Tonganoxie, (971).

Native Whites, 78%; Negroes, 14.8%; Foreign Born, 7.2%; Industrial Workers, 6.7%; English Reading, 98%; Families, 3,480.

Schools: Public Grade, 7; High, 1; Junior High, 1; Number of Pupils, 3,049.

Churches: Baptist, 1; White, 3; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 14.

Banks: National, 3; State, 2; Capital, Surplus, and Undivided Profits (all banks), \$870,000; Total Deposits (all banks), \$5,604,250; Total Resources (all banks), \$6,862,000; Total Bank Clearings (12 months, 1925); Two Building and Loan Associations with loans of \$600,000.

Theatres: Legitimate, 1; Moving Pictures, 4; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 6; Total number of seats (Theatres), 2,600; (Auditoriums, etc.), 5,700.

Location: On Kansas River 40 miles west of Kansas City. Served by main line of Atchison, Topeka & Santa Fe, Southern Kansas division of Atchison, Topeka & Santa Fe, main line Union Pacific, Leavenworth-Lawrence branch Union Pacific and the Rock Island R.R. in Kansas City, Kaw Valley & Western (interurban) hourly service to Kansas City, bus lines; two K. C.-Topeka; one each to Tonganoxie, Leavenworth, Oskaloosa and Ottawa. To nearest large city by railroad, 1 hour, 20 minutes; by trolley, 1 hour, 50 minutes; by auto, 2 hours.

Principal Industries: Flour and feed mills, straw paper and paper shipping cartons, pipe organs, ice cream, creamery butter, electric power, vinegar, car seals, cigars, brick and tile, horse collars, cannery, printing, foundry and machine shop, candy, chick hatcheries, nurseries.

Manufacturing Establishments, 22. Leading firms: Jenny Wren Milling Co., Bowersock Mills & Power Co., Lawrence Paper Mfg. Co., Router Organ Co., Edgar Car Seal Co., Herman Horse Collar Factory, Lawrence Iron Works, Kaw Valley Canning Co., Kaw Valley Creamery, Wiedemann's, Lawrence Sanitary Milk Co., Lawrence Milling & Elevator Co., August Pierson (cigars). Total value of yearly output of factories estimated at \$11,766,000.

Special Information: The University of Kansas with more than 5,500 students; Haskell Institute (Government Indian School), 1,000 students; Lawrence Business College with an annual enrollment of 600, are located here. Lawrence is the center of a rich agricultural area in the "Kaw" Valley. Kaw Valley potatoes are widely known. A large variety of agricultural products are shipped from here.

Residential Features: Majority of residences are one-family bungalows, cottages and houses. Many large houses in the university district are used as rooming houses. There are also many large fraternity and sorority houses, also se-

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KANSAS (Cont'd)

Lawrence (cont'd)

eral apartments and kitchenette flats. The residence sections of Lawrence are pleasing. The average homes range in value from \$5,000 to \$12,000. A few are worth several times that amount. Flat houses range up to \$125,000.

Retail Shopping Section: Extends from north line of South Park (12th street) to the Kansas River bridge at 6th street, on Massachusetts St. (six blocks). On Vermont street from 6th to 9th (three blocks). New Hampshire street from 6th street to 11th (five blocks). Sixth, 7th, 8th, 9th and 10th streets, each have from two to three blocks of business. Locust street in North Lawrence (five blocks). Second street (one block). Elm street (two blocks). Numerous smaller neighborhood sections.

Trading Area: Most of Douglas County, the southern part of Leavenworth, and Jefferson counties, and points in other adjacent territory.

Wholesale Houses: Groceries, 1 (grocery carries notion line); fruits, 2; miscellaneous lines, potatoes, 1; nurseries, 2; seeds, 2; auto accessories, 1; brick and tile, 1; cigars, 1; poultry, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto agencies, 5; automobile accessories, 18; automobile tire agencies, 15; bakers, 5; cigar stores and stands (including hotels), 7; most groceries, pharmacies and cafes also sell cigars; confectioners (including hotel stands), 9; exclusive; all drug stores and some cafes handle confectionery; dressmakers, 15; druggists, 11; dry goods, 4; department stores, 3; electrical supplies, 9; florists, 5; fruits, 1, exclusive; furniture, 6; furriers, 2; garages (public), 15; grocers, 53; hardware, 5; jewelry, 5; meat markets, 13; men's furnishings, 9; men's clothing, 13; merchant tailors, 3; milliners, 8; opticians, 7; photographers, 6; pianos (and miscellaneous musical instruments), 2, exclusive; radio supplies, 15; restaurants (including hotels), 18; shoes, 6; sporting goods, 3; stationers, 9; women's apparel, 5.

Miscellaneous Data: Average temperature, 53 degrees; average number of rainy days per 12 months, 94; most pleasant months, April, May, Oct., Nov. Doctors (medical, 25); (dentists, 17) (osteopaths, 4); number of wired houses, 3,512; gas, natural; number of meters, 4,000; electric current, alternating; water, soft.

LEAVENWORTH, KANS.

(Leavenworth County)

1920 Population, 16,912. (1926, est. 22,870.) City and Suburban Estimate, 40,000.

Native Whites, 78.3%; Negroes, 11.8%; Foreign Born, 9.9%; Industrial Workers, 20%; English Reading, 95%; Families, 5,773.

Schools: Public Grade, 9; High, 1; Junior High, 1; Parochial, 5; Number of Pupils, 4,100.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 6; Miscellaneous, 15.

Banks: National, 3; State, 2; Total Resources, \$14,500,000; Savings Bank Deposits Total, \$2,500,000.

Theatres: Legitimate, 2; Moving Pictures, 4; Vaudeville, 4; Miscellaneous (Auditoriums, etc.), 5. Total number of seats, 5,300.

Locations: Leavenworth is located on the bluffs overlooking the Missouri River, in the center of one of the richest agricultural districts in the West. It has eight lines of railroads; the Missouri Pacific, Union Pacific, Santa Fe, Burlington, Rock Island, Chicago, Great Western, L. T., and Kansas City, Leavenworth and Western (interurban line). To nearest large city, by railroad, 1 hour; by trolley, 1½ hours; by auto, 1 hour.

Principal Industries: Furniture, stoves and ranges, ice machines, structural iron and steel, wagons and trailers, road equipment, screens, sashes and doors, mattresses, amusement devices, coal.

Manufacturing Establishments: 62. Leading firms: Great Western Stove Co., Great Western Mfg. Co., Missouri Valley Bridge Co., Parker Amusement Co., Helmers Furniture Co., Abernathy Furniture Co., Klemp Furniture Co., National Bedding Co., Goodjohn Sash & Door Co., Fisher Machine Works, Hesse Manufacturing Co., Riverside Mining Co., Barrow-Dolan Over-all Co., Leavenworth Packing & Storage Co., Threader Press Co., Victor Washing Machine Co., Stanton Construction Co., Leavenworth Milling Co., Lysie Milling Co., Acme Mills, Kelly Bloom Co., Total value of yearly output of factories estimated at \$63,000,000.

Special Information: Fort Leavenworth, established in 1827, occupies 8,000 acres of land adjoining the city on the north. Army service schools for officers located here, also the United States military prison, motor transport shops and federal prison, with 2,800 prisoners. Western branch of the National Home for Disabled Volunteer Soldiers occupies 1,000 acres of land south of the city, Kansas state prisons (one for men and one for women) are both located 3 miles south of Fort Leavenworth. Building permits for 1925 show over \$500,000 in small homes built in that year. In past five years Leavenworth has paved streets to amount of \$4,000,000.

Residential Features: Mostly one-family houses with a few two-family houses and apartments. Residential section has well paved streets, beautiful shade trees and well-kept lawns. The city is in the midst of a campaign of home beautifying by judicious planting of shrubbery and flowers.

Retail Shopping Section: Extends from the Missouri River, on east boundary line, west for seven blocks, on three streets, with a number of suburban sections throughout the resident districts.

Trading Area: Extends to about an average of 15 miles east, north and south, and about 25 miles west.

Wholesale Houses: Groceries, 3; meats, 2; fruits, 4; hardware, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto agencies, 3; automobile accessories, 32; automobile tire agencies, 32; bakers, 11; cigar stores and stands (including hotels), 14; confectioners (including hotel stands), 7; dressmakers, 10; druggists, 18; dry goods, 7; department stores, 4; electrical supplies, 14; florists, 6; fruits, 4; furniture, 11; garages (public), 9; grocers, 108 (chain, 3); hardware, 4; jewelry, 7; meat markets, 23; men's furnishings, 7; men's clothing, 7; merchant tailors, 2; milliners, 4; opticians, 5; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 10; restaurants (including hotels), 18; shoes, 7; sporting goods, 4; stationers, 3; women's apparel, 7.

Miscellaneous Data: Average temperature, 53 degrees; average number of rainy days per 12 months, 14; most pleasant months, April, May, June, Sept., Oct., Nov. Doctors (medical, 26); (dentists, 12); (osteopaths, 2); number of wired houses, 3,200; street car and bus service; gas, natural; number of meters, 3,301; electric current, alternating; water hard.

LYONS, KANS.

(Rice County)

1920 Population, 2,516 (1926 est. 2,865).

Native Whites, 99%; Negroes, 1%.

Schools: Public Grade, 3; High, 1; Junior High, 1; Number of Pupils, 900.

Churches: Baptist, 1; Christian Science, 1; Methodist, 1; Presbyterian, 1.

Banks: National, 1; State, 2.

Theatres: Legitimate, 1; Moving Pictures, 1. Location: On Santa Fe, Mo. Pac. and Frisco Railroads.

Principal Industries: Salt and flour.

Manufacturing Establishments: Leading firms: American Salt Co., Western Salt Co., Lyons Milling Co., Central Kansas Milling Co.

Special Information: Lyons ships 40 cars of salt, and 10 cars of flour daily.

Retail Shopping Section: Main, East Avenue, West Avenue. Commercial Street, 10 blocks.

Trading Area: North 22 miles, south 8, west 14, east 18.

Wholesale Houses: Miscellaneous lines, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial automobile agencies, 3; automobile accessories, 2; automobile tire agencies, 4; bakers, 2; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 5; dressmakers, 2; druggists, 3; dry goods, 4; department stores, 4; electrical supplies, 1; florists, 2; furniture, 2; garages (public), 1; grocers, 8; hardware, 2; jewelry, 3; meat markets, 4; men's furnishings, 4; men's clothing, 4; merchant tailors, 2; milliners, 3; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 1; restaurants (including hotels), 5; shoes, 2; sporting goods, 2; stationers, 1; women's apparel, 3.

McPHERSON, KANS.

(McPherson County)

1920 Population, 4,595.

City and Suburban Estimate (Population of County), 22,000.

Native Whites, 85%; Foreign Born, 15%; Industrial Workers, 5%; English Reading, 99%; Families, 1,100.

Schools: Public Grade, 3; High, 1; Junior High, 1; Number of Pupils, 1,110.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 6.

Banks: State, 4; Total Resources, \$1,873,873.00; Savings Banks Deposits Total \$300,000.00.

Theatres: Legitimate, 1; Moving Pictures, 1. Location: McPherson is located in the heart of a rich general farming section; is the county seat of McPherson County in the central part of Kansas. Served by the Santa Fe, Rock Island, Union Pacific and Missouri Railroads; also by two transcontinental highways—the National Old Trails Road and the Meridian Highway.

Principal Industries: Agricultural, Milling, Poultry Packing, Printing, Distribution and Shipping of Food and Farm Products.

Manufacturing Establishments. 8. Leading firms: Wall-Rogalsky Milling Co., Colburn Bros. Milling Co., Interlocking Cement State Silo Co., Sunflower Packing & Product Co., McPherson Creamery Co., McPherson Ice Co. Total value of yearly output of factories estimated at \$2,000,000.

Special Information: Splendid railway facilities for distributing merchandise to western and central Kansas and eastern Colorado. Also good roads leading out in all directions. Good schools, churches, parks and other civic improvements. Two colleges, making McPherson not only a good commercial center, but also a center of education.

Residential Features: Private homes, no tenements; no slums or so-called undesirable element. Most residents own their own homes. Wide paved streets well lighted.

Retail Shopping Section: Practically all concentrated in five blocks on Main street—all lines of business represented. Fine retail stores, well-stocked and with modern buildings and equipment.

Trading Area: Approximately 20 miles in all directions, particularly in dry goods, clothing, and shoes. Not so far for groceries and other food products.

Wholesale Houses: Groceries, 1; fruits, 2; miscellaneous lines: candy, butter, ice, and produce; ice cream.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; automobile accessories, 9; automobile tire agencies, 10; bakers, 2; cigar stores and stands (including hotels), 3; confectioners (including hotel stands), 3; druggists, 4; dry goods, 4; department stores, 1; electrical supplies, 5; florists, 1; furniture, 3; garages (public), 6; grocers, 12; hardware, 6; jewelry, 4; meat markets, 4; men's furnishings, 6; men's clothing, 5; merchant tailors, 1; milliners, 3; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 5; shoes, 7; sporting goods, 5; stationers, 3; women's apparel, 3.

MANHATTAN, KANS.

(Riley County)

1920 Population, 7,989 (1926 state census, 10,434).

City and Suburban Estimate, 20,000.

Native Whites, 94.5%; Negroes, 2.5%; Foreign Born, 3%; Industrial Workers, 28%; English Reading, 97%; Families, 2,550.

Schools: 11. Number of Pupils, 2,400. Kansas State Agricultural College, with 4,300 students.

Churches: 9.

Banks: 4; Total Resources (all banks), \$4,100,000.

Theatres: 3. Total number of seats, 2,750. Location: On the Kansas ("Kaw") River, 52 miles W. by N. of Topeka. On the U. P., and the C. R. L. & P. R.R.s. To nearest large city by railroad, 2 hours; by trolley, 2 hours.

Residential Features: All one-family houses.

Retail Shopping Section: About 8 blocks.

Trading Area: About 10 miles radius.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial automobile agencies, 6; automobile accessories, 5; automobile tire agencies, 6; bakers, 3; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 5; dressmakers, 15; druggists, 6; dry goods, 6; electrical supplies, 4; florists, 2; fruits, 1; furniture, 2; garages (public), 10; grocers, 3; hardware, 7; jewelry, 4; meat markets, 12; men's furnishings, 8; men's clothing, 6; merchant tailors, 4; milliners, 8; opticians, 5; photographers, 4; pianos (and miscellaneous musical instruments), 3; radio supplies, 4; restaurants (including hotels), 12; shoes, 10; sporting goods, 3; stationers, 3; women's apparel, 5.

Miscellaneous Data: Average temperature, 53 degrees; average number of rainy days per 12 months, 94; most pleasant months, May, June, Oct., Nov. Doctors (medical, 14); (dentists, 12); (osteopaths, 3); number of wired houses, 2,450; gas, artificial; electric current, alternating and direct; water, soft.

NEODESHA, KANS.

(Woodson County)

1920 Population, 3,943.

City and Suburban Estimate, 6,000.

Native Whites, 98%; Foreign Born, 2%; Industrial Workers, 70%; English Reading, 96%; Families, 1,200.

Schools: Public Grade, 3; High, 1; Junior High, 1; Number of Pupils, 1,300.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 2; State, 1; Total Resources, \$2,000,000.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1.

Location: Main line of Frisco System and Missouri Pacific. To nearest large city by railroad, 1 hour 20 minutes; by auto, 1 hour.

Principal Industries: Standard Oil Refining Co., brick manufacturers (2).

Manufacturing Establishments: 3. Standard Oil Co. of Kansas, Verdigris Valley Brick Co., Buff Brick Mfg. Co.

Special Information: A new and recent acquired gas supply adjoining Neodesha, which enables industries again to use gas for manufacturing purposes. It is estimated our present gas production will last for years for domestic and manufacturing consumption.

Residential Features: Mostly one-family houses. Homes average \$5,000 to \$10,000.

Trading Area: Extends for about 10 miles in each direction.

Number of Retail Outlets for Nationally Advertised Products: Passenger auto agencies, 3; commercial auto agencies, 3; auto accessories, 5; automobile tire agencies, 4; bakers, 2; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 5; dressmakers, 4; druggists, 4; dry goods, 4; department stores, 2; electrical supplies, 2; florists, 1; garages (public), 8; grocers, 14; hardware, 3; jewelry, 3; meat markets, 6; men's furnishings, 4; men's clothing, 4; milliners, 4; opticians, 4; photographers, 2; pianos (and musical instruments), 1; radio supplies, 3; restaurants (including hotels), 6; shoes, 1; stationers, 1; women's apparel, 1.

Miscellaneous Data: Average temperature, 53 degrees; average number of rainy days per 12 months, 94; most pleasant months, May, June, Oct., Nov. Doctors (medical, 7); (dentists, 5); (osteopaths, 2); number of wired houses, 1,000; gas, natural; electric current, alternating and direct; water, hard.

NEWTON, KANS.

(Harvey County)

1920 Population, 9,781.

City and Suburban Estimate, 20,000.

Native Whites, 87.5%; Negroes, 2.5%; Foreign Born, 10%; Industrial Workers, 15%; English Reading, 98%; Families, 2,200.

Schools: Public Grade, 5; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 2,265.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 8; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 9.

Banks: National, 2; State, 2; Total Resources (all banks), \$2,636,582.40.

Theatres: Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 2,500.

Location: On main line of Atchison, Topeka & Santa Fe R.R. and Arkansas Valley Interurban, on branch of Missouri Pacific. At crossing of the Meridian Highway and New Santa Fe Trail. Bus service to nearby towns. To nearest large city, by railroad, 1 hour; by trolley, 1½ hour; by auto, 1 hour.

Principal Industries: Fruit, alfalfa, and grain farming. Three large and one small flour mills. Main line repair shops for the Santa Fe R.R., one creamery, one large ice plant doing local and railroad business, 2 bottling works, one wholesale ice cream factory, 2 wholesale bakeries, chicken hatchery.

Manufacturing Establishments: Leading firms: Newton Milling & Elevator Co., Goetz Flour Mills, Consolidated Mills, Newton Ice Company, Newton Ice Cream Company.

Special Information: Newton is one of the milling centers of the State, the home of the second largest building and loan assn. doing business in the state. Next to Topeka, Newton has the largest Santa Fe payroll in Kansas. The center of a rich farming community. Newton city water tests higher than any other in the state. Bethel College, a Mennonite school, is located in Newton. Newton has paved streets, and natural gas for lights, fuel and power.

Residential Features: Newton appeals to people as a place of residence on account of the excellent water, high-grade schools, paved streets and twenty churches.

Retail Shopping Section: Main Street from First to Seventh, 8 blocks; Broadway from Main to Poplar, 1 block; Sixth Street from Oak to Poplar, 2 blocks; Fifth Street from Oak to Poplar, 2 blocks.

Trading Area: 30 miles north, 30 miles east, 20 miles west, 15 miles south.

Wholesale Houses: Groceries, 2; meats, 1; fruits, 2; Miscellaneous lines, confectionery, 1; cigars and tobacco, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial automobile agencies, 5; automobile accessories, 15; automobile tire agencies, 18; bakers, 4; cigar stores and stands (including hotels), 6; confectioners (including hotel stands), 12; delicatessen, 1; druggists, 6 (chain, 1); dry goods, 6; department stores, 3; electrical supplies, 3; florists, 2; fruits, 3; furniture, 5; garages (public), 14; grocers, 40 (chain, 3); hardware, 4; jewelry, 5; meat markets, 10 (chain, 2); men's furnishings, 4; men's clothing, 4; merchant tailors, 1; milliners, 4; opticians, 5; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 7; restaurants (including hotels), 21; shoes, 4; sporting goods, 5; stationers, 3; women's apparel, 5.

Miscellaneous Data: Average temperature, 53 degrees; average number of rainy days per 12 months, 94; most pleasant months, May, Sept., Oct. Doctors (medical, 18); (dentists, 9); (osteopaths, 1); gas, natural; electric current, alternating; water, soft.

NORTON, KANS.

(Norton County)

1920 Population, 2,186 (1925, est. 2,680).

City and Suburban Estimate, 10,000.

Native Whites, 95%; Negroes, 1%; Foreign Born, 4%; Industrial Workers, 2%; English Reading, 98%; Families, 1,600.

Schools: Public Grade, 13; High, 5; Junior High, 1; Parochial, 1; Number of Pupils, 3,200.

Churches: Baptist, 1; Christian Science, 1; Congregational, 2; Wesleyan, 1; Episcopal, 1; Methodist, 5; United Brethren, 2; Roman Catholic, 2; Miscellaneous: Christian, 5; Church of God, 1.

Banks: National, 3; State, 8; Total Resources (all banks), \$3,500,000.

Theatres: Legitimate, 8; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 3,500.

Location: On main Colorado-Kansas line of C. R. I. & P., and branch of C. B. & Q. Rys. About equal distance from Kansas City, Omaha, and Denver.

Principal Industries: Agriculture, oil, and oil well supplies, two wholesale grocers, jobbing house, fruit and vegetable house.

Manufacturing Establishments: 3. Leading firms: Standard Oil Co., Independent Oil Co., Norton Mfg. Co. (header barges and sweep rakes), Ambrose (ice cream and butter).

Special Information: Pike's Peak Ocean-to-Ocean Highway, Kansas City-Denver airline, east and west, and Red Star Highway north and south, are distributing points.

KANSAS (Cont'd)

Residential Features: Mostly one-family houses. No tenement section. Owners of homes predominate. Water, climate, church, school and other living conditions are good.

Retail Shopping Section: Extends from public square, 1 mile each direction; 84 blocks paved streets, 15 blocks on "White Way." Fine highways make this a trading center for a territory 25 miles in each direction.

Wholesale Houses: Groceries, jobbers, 1; fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; bakers, 5; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 1; dressmakers, 5; druggists, 3; dry goods, 3; electrical supplies, 2; florists, 1 (wholesale and retail); fruits, 15; furniture, 2; garages (public), 8; grocers, 8; hardware, 4; jewelry, 1; meat markets, 4; men's furnishings, 3; men's clothing, 2; milliners, 4; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 1; restaurants (including hotels), 6; shoes, 1; women's apparel, 1.

OTTAWA, KANS.

(Franklin County)

1920 Population, 9,018 (1926, est. 10,500).

City and Suburban Estimate, 25,000.

Native Whites, 95%; **Negroes,** 4%; **Foreign Born,** 1%; **Industrial Workers,** 10%; **English Reading,** 98%; **Families,** 2,454.

Schools: Public Grade, 5; High, 1; Junior High, 1; Number of Pupils, 2,250.

Churches: Baptist, 3; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 4; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 8.

Banks: National, 2; State, 3; Total Resources (all banks), \$4,500,000.

Theatres: Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 3,600.

Location: On main transcontinental lines of the Atchison, Topeka & Santa Fe, and Missouri Pacific Rys., in addition to being the terminus of four branch lines covering the local territory. Bus service and motor truck lines augment this. To nearest large city, by railroad, 2½ hours; by auto, 3 hours.

Principal Industries: Railroad shops, wire-fence, gasoline engines, creameries, flour mills, lubricating oils, printing, crushed rock, brooms, chicken coops.

Manufacturing Establishments, 25. Leading firms: Bennett Creamery Co., Ottawa Mfg. Co., J. V. Mitchell, Ross Crushed Rock Co., Ross Milling Co. Total value of yearly output of factories estimated at \$2,000,000.

Special Information: In addition to manufactures, location of the city makes it the outlet for the rich surrounding farm and live stock country.

Residential Features: Mostly private homes. Workmen live in individual houses which they either own, or are paying for. Residential section has broad streets lined with large shade trees.

Retail Shopping Section: Extends for five blocks along main street with slight side street extensions. This is supplemented by neighborhood market and grocery stores; and a small retail district at Main and Logan Streets.

Trading Area: Includes Franklin County principally, and extends about 20 miles in all directions, in a circle. Extending farther to the southwest, and is narrowed on the north to the Lawrence trading territory.

Wholesale Houses: Groceries, 2; fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial automobile agencies, 6; automobile accessories, 20; automobile tire agencies, 15; bakers, 3; cigar stores and stands (including hotels), 24 (chain, 1); confectioners (including hotel stands), 11; delicatessen, 2; dressmakers, 22; druggists, 8; dry goods, 7; department stores, 5; electrical supplies, 4; florists, 2; fruits, 10; furniture, 4; garages (public), 6; grocers, 36 (chain, 1); hardware, 5; jewelry, 4; meat markets, 17; men's furnishings, 6; men's clothing, 5; merchant tailors, 3; milliners, 8; opticians, 5; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 4; restaurants (including hotels), 22; shoes, 5; sporting goods, 3; stationers, 2; women's apparel, 12.

Miscellaneous Data: Average temperature, 53 degrees; average number of rainy days per 12 months, 60; most pleasant months, May, June, Sept., Oct., Nov. Doctors (medical, 15); dentists, 10; osteopaths, 5; number of wired houses, 3,000; gas, natural; electrical current, alternating; water, hard.

PARSONS, KANS.

(Labette County)

1920 Population, 16,028.

City and Suburban Estimate, 40,000.

Native Whites, 87.7%; **Negroes,** 8.4%; **Foreign Born,** 3.9%; **Industrial Workers,** 33%; **English Reading,** 94%; **Families,** 4,022.

Schools: Public Grade, 5; High, 1; Junior High, 1; Number of Pupils, 3,990.

Churches: Baptist, 3; Christian Science, 1;

Episcopal, 1; **Methodist,** 3; **Presbyterian,** 1; **Roman Catholic,** 2; **Christian,** 3.

Banks: National, 2; State, 4; Total Resources, \$3,850,000.

Theatres: Moving Pictures, 2; Vaudeville, 1. Total number of seats, 2,600.

Location: Southern part of Kansas, 30 miles northeast of Coffeyville on M. K. & T. R.R. and Frisco Lines.

Principal Industries: Railroad shop, foundries, flour mills, bottling works, packing plants, truck bodies, dye works.

Manufacturing Establishments, 27. Total value of yearly output of factories estimated at \$4,854,000.

Residential Features: Bungalows and one and two-family frame houses. A few apartment houses.

Retail Shopping Section: 3 blocks on Broadway, 10 blocks on Main street, 3 blocks on 18th street.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto agencies, 4; automobile accessories, 5; automobile tire agencies, 5; bakers, 3; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 5; dressmakers, 15; druggists, 5; dry goods, 5; electrical supplies, 4; florists, 2; fruits, 1; furniture, 2; garages (public), 10; grocers, 81; hardware, 7; jewelry, 4; meat markets, 7; men's furnishings, 6; men's clothing, 6; merchant tailors, 2; milliners, 8; opticians, 3; photographers, 4; pianos (and miscellaneous musical instruments), 3; radio supplies, 2; restaurants (including hotels), 12; shoes, 10; sporting goods, 3; stationers, 3; women's apparel, 5.

PITTSBURG, KANS.

(Crawford County)

1920 Population, 18,052 (1926, est. 20,000).

City and Suburban Estimate, 51,000.

Native Whites, 77%; **Negroes,** 3%; **Foreign Born,** 20%; **Industrial Workers,** 75%; **English Reading,** 80%; **Families,** 5,590.

Schools: Public Grade, 2,890; High, 960; Junior High, 650; Parochial, 1,200; Teachers' College, Business College, Training School; over 6,000 students.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Lutheran, 2; Christian, 1; United Presbyterian, 1; Nazarene, 1; Miscellaneous, 7.

Banks: National, 3; State, 2; Total Resources (all banks), \$8,879,000; Savings Bank Deposits Total, \$7,580,000; Total Bank Clearings, (1925), \$763,894,000.

Theatres: Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 5. Total number of seats, 10,200.

Location: On the Kansas City Southern, Mo. Pac., Santa Fe, and "Frisco" R.R.s., and the Joplin and Pittsburg electric line. To nearest large city, by railroad, 1 hour; by trolley, 1½ hours; by auto, 1 hour.

Principal Industries: Coal mining, heavy machinery, railroad shops, printing, furniture, publishing and book binderies, candy manufacturers. Vitified sewer pipes, roofing, tile and slate, smokestack brick, hollow brick.

Manufacturing Establishments: 74. Leading firms: Pittsburg Boiler & Machine Co., United Iron Works, Dickey Tile Works, Pittsburg Paving Brick Co., Metropolis Brick Co., Deckard Steel & Iron Co., Pittsburg Clay Products Co., Kansas City Southern Ry. shops and coal mines.

Special Information: Pittsburg is located in the center and is a trading point for 26 farming and mining towns of a population ranging from 100 to 3,500 and all connected by inter-urban, or good roads. Three fine hospitals.

Residential Features: Mainly one-family houses, five large apartment houses, several small ones. Private homes predominate. Fine residential section in southwest corner of city.

Retail Shopping Section: Extends for 15 blocks on Broadway, the principal business street, Locust Street parallels Broadway and has a large number of business houses. Three outlying districts with usual neighborhood stores.

Trading Area: 20 miles in each direction, intermittent business from greater distances. Center of 125 miles interurban and bus lines. Hard roads in all directions.

Wholesale Houses: Groceries, 3; meats, 2; fruits, 4; hardware, 2; dry goods, 1; miscellaneous lines, plumbing, barber, notions, candy (3).

Numbered of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial automobile agencies, 9; automobile accessories, 11; automobile tire agencies, 11; bakers, 8; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 30; delicatessen, 7; dressmakers, 20; druggist, 12; dry goods, 30; department stores, 3; electrical supplies, 10; florists, 3; fruits, 12; furniture, 14; furriers, 1; garages (public), 14; grocers, 119 (chain, 2); hardware, 7; jewelry, 9; meat markets, 30; men's furnishings, 13; men's clothing, 13; merchant tailors, 5; milliners, 5; opticians, 8; photographers, 5; pianos (and miscellaneous musical instruments), 3; radio supplies, 15; restaurants (including hotels), 41; shoes, 4; sporting goods, 3; stationers, 3; women's apparel, 17.

Miscellaneous Data: Average temperature, 53 degrees; average number of rainy days per 12 months, 60; most pleasant months, May, June, Sept., Oct., Nov. Doctors (medical, 35); dentists, 18; osteopaths, 6; number of wired houses, 4,500; gas, natural; electric current, alternating; water, hard; number of automobile registrations, 3,000.

PRATT, KANS.

(Pratt County)

1920 Population, 5,183 (1926 est. 5,345).

City and Suburban Estimate, 5,800.

Native Whites, 90%; **Negroes,** 7%; **Foreign Born,** 3%; **Industrial Workers,** 16%; **English Reading,** 98%; **Families,** 1,363.

Schools: Public Grade, 2; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 1,538.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 1; State, 2; Capital, Surplus, and Undivided Profits (all banks), \$343,188; Total Deposits (all banks), \$3,080,712; Total Resources (all banks), \$3,641,306; Total Savings Banks Deposits, \$2,035,663.

Theatres: Motion Pictures, 2; Miscellaneous (Auditoriums, etc.); Total number of seats, 2,525.

Location: In south central Kansas. Division point on Chi. Rock Island & Pacific, 276 miles southwest of Kansas City. Terminal of A. T. & Santa Fe (Wichita branch), Wichita Falls & Northwestern R.R.s. On Atlantic-Pacific Highway and "Cannonball" route. Bus service to chief cities of southwestern Kansas. To nearest large city, by railroad, 1½ hours; by automobile, 2½ hours.

Principal Industries: Railroad shops (yearly payroll \$829,480.72). Flour milling, agriculture, dairying, poultry, livestock and State fish hatcheries.

Manufacturing Establishments, 3. Leading firms: Pratt Flour Mills, Kaufman Creamery, Pratt Ice Co. Total value of yearly output of factories estimated at \$1,395,000.

Special Information: Estimated acreage of wheat-land now ready for 1927 wheat crop 300,000 acres, 1926 corn crop 1 to 1½ to 2 million bushels. The 1926 crop hard winter wheat just harvested 4,738,136 bushels. The city being in the center of an agricultural district and division point on the Rock Island makes labor traffic heavy. Kansas State fish hatcheries are located here. Department stores here draw trade from as far as 60 miles distant.

Residential Features: A city of private homes almost in its entirety. A few workmen's tenements. The youth of the city makes all of the homes comparatively new. The average value of residences is \$4,000.

Retail Shopping Section: Extends for seven blocks along Main street. Jackson and Ninnesch parallel Main and are business streets for five and six blocks. Small stores are found in the Mexican and Negro sections.

Trading Area: Extends for over 50 miles south and west—28 miles north—and about 25 miles east.

Wholesale Houses: Southwestern Produce Co., Pratt Poultry & Egg Co., Pratt Ice Co.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 13; commercial agencies, 2; automobile accessories, 9; automobile tire agencies, 7; bakers, 2; cigar stores and stands (including hotels), 9; confectioners (including hotel stands), 6; dressmakers, 8; druggists, 5; dry goods, 6; department stores, 3; electrical supplies, 3; florists, 2; furniture, 3; garages (public), 8; grocers, 18 (chain, 3); hardware, 4; jewelry, 3; meat markets 9 (chain, 2); men's furnishings, 6; men's clothing, 5; merchant tailors, 3; milliners, 5; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 15; shoes, 7; sporting goods, 3; stationers, 5; women's apparel, 6.

Miscellaneous Data: Average temperature, 60 degrees; average number of rainy days per 12 months, 50; most pleasant months, April, May, June, Sept., Oct. Doctors (medical, 9); dentists, 8; osteopaths, 1; number of wired houses, 1,470; electric current, alternating; water, soft.

SALINA, KANS.

(Salina County)

1920 Population, 15,085 (1926 est. 18,000).

City and Suburban Estimate, 26,500. Most important cities and towns in this area are: Abilene (pop. 5,189); Ellsworth (1,815); Minneapolis (1,842); McPherson (4,181); Hays (4,725).

Native Whites, 89.7%; **Negroes,** 4%; **Foreign Born,** 6.3%; **Industrial Workers,** 15%; **English Reading,** 94%; **Families,** 3,786.

Schools: Public Grade, 13; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 4,311.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 4; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 6.

Banks: National, 2; State, 2; Capital, Surplus, and Undivided Profits (all banks), \$650,000; Total Deposits (all banks), \$5,798,608; Total Resources (all banks), \$7,179,178. Building and Loan Association, \$2,000,000.

Theatres: Legitimate, 1; Moving Pictures, 5; Miscellaneous (Auditoriums, etc.), Memorial Hall. Total number of seats, 6,900.

Location: Salina is located near the center of the state in the Smoky Hill Valley, 187 miles west of Kansas City, and is served by the Union Pacific, Missouri Pacific, Santa Fe and Rock Island R.R.s. To nearest large city, by railroad, 4 hours, by automobile, 4 hours.

Principal Industries: Flour mills, farm machinery and foundry products; automobiles, packing house products, groceries, hardware, candy, dairy products, metal products, brick, tile, and harness.

Manufacturing Establishments, 23. Leading firms: Lee Flour Mills, Robinson Mills, Shella-

barger Mills, Western Star Mills, Weber Flour Mills Corp., Butzer Packing Co., Salina Candy Co., Wyatt Mfg. Co., Cement Products Co., Metal Products Co., Salina Brick and Tile Co. Total value of yearly output of factories estimated at \$20,000,000.

Special Information: Salina, located, as it is, makes it the distributing point (wholesale and retail), for central and northwestern Kansas. Salina is the third flour-milling city in the state, and ninth in the United States. It is one of the largest cities in the northwest part of the state, a section of high per capita wealth and low illiteracy.

Residential Features: Salina's residential district is made up almost entirely of one-family houses. There are few apartments and two-family houses. Salina does not have an exclusive residential section. The working class district is well built up, with small modern homes having all the conveniences supplied to other sections of the city. Many of these homes are owned by the occupants.

Retail Shopping Section: Located in the center of the city, Santa Fe Ave. being the principal business street with three 800-ft. blocks; 5th and 7th paralleling Santa Fe Ave. with two 800-ft. blocks each, and Iron Ave. crossing the above streets with three blocks of retail business. Suburban stores, principally groceries, are located in all parts of the city.

Trading Area: Extends about 150 miles west, 80 miles north and northwest, 60 miles east, and 40 miles south. Considerable trade is also secured from a greater distance, in all directions. Topeka is 125 miles east, Hutchinson 80 miles southwest and Wichita 108 miles southeast.

Wholesale Houses: Groceries, 4; meats, 1; fruits, 4; hardware, 1; Miscellaneous Lines, auto accessories, 3; plumbing, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial auto agencies, 6; automobile accessories, 14; automobile tire agencies, 14; bakers, 6; cigar stores and stands (including hotels), 15; exclusive, 3; smokers, 7; confectioners (including hotel stands), 2; candy shops, 12; delicatessen, 1; dressmakers, 12; dry goods, 7; department stores, 3; electrical supplies, 10; florists, 4; fruits, 3; furniture, 7; garages (public), 12; grocers, 54 (chain, 5); hardware, 6; jewelry, 5; meat markets, 4; men's clothing, 14; merchant tailors, 4; milliners, 8; opticians, 9; photographers, 5; pianos (and miscellaneous musical instruments), 4; radio supplies, 3; restaurants (including hotels), 7; hotels (12 residential); shoes, 5; sporting goods, 3; stationers, 3; women's apparel, 4.

Miscellaneous Data: Average temperature, 70 degrees; average number of rainy days per 12 months, 50; most pleasant months, May, June, Sept., Oct., Nov. Doctors (medical, 34); dentists, 16; osteopaths, 6; number of wired houses, 5,200; gas, artificial; number of meters, 1,900; electric current, alternating; water, hard.

TOPEKA, KANS.

(Shawnee County)

1920 Population, 50,022 (1925 est. 55,700).

City and Suburban Estimate, 75,000.

Native Whites, 83%; **Negroes,** 8%; **Foreign Born,** 9%; **Industrial Workers,** 40%; **English Reading,** 97%; **Families,** 13,039.

Schools: Public, 33; High, 6; Junior High, 4; Parochial, 4; Number of Pupils, 16,500.

Churches: Baptist, 11; Christian Science, 1; Congregational, 3; Episcopal, 1; Hebrew, 1; Methodist, 18; Presbyterian, 8; Roman Catholic, 4; Miscellaneous, 19.

Banks: National, 5; State, 10; Total Resources (all banks), \$33,559,000; Savings Bank Deposits, Total, \$4,000,000.

Theatres: Legitimate, 1; Moving Pictures, 6; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 13,000.

Location: On the "Kaw" (Kansas) River, 67 miles west of Kansas City, in one of the richest agricultural sections of the state. Is served by the Santa Fe, Union Pacific, Rock Island and Missouri Pacific R.R.s. Has motor stage lines to all nearby towns. To nearest large city, by railroad, 1½ hours; by automobile, 2½ hours.

Principal Industries: Flour milling, publishing, railroad shops, butter and ice cream, machine shops, bakery products, poultry and meat packing.

Manufacturing Establishments, 169. Leading firms: Beatrice Creamery Co., Road Supply & Metal Co., Curtis, Towle & Payne, Perfection Metal Prod. Co., Hall Lithograph Co., Crane & Co., Santa Fe Railroad shops, Topeka Tent & Awning Co. Total value of yearly output of factories estimated at \$45,707,711.

Special Information: The location of Topeka makes it an ideal city for big conventions because of the railroad facilities. It is the capital of the state, and possesses many historical places of interest. It is the headquarters of the Santa Fe R.R., with large office buildings, locomotive and car shops. Has extensive poultry packing plant.

Residential Features: Fine residential city. Has a very large percentage of home owners, with a limited number of apartment houses. The homes in the better part of the city will average from \$5,000 to \$7,000.

Retail Shopping Section: Extends from 4th to 10th Sts. on Kansas Ave., and on all side streets for one block, both east and west. There are several "neighborhood" sections with the usual groceries, meat markets, etc.

Trading Area: Extends about 30 miles east, 40 miles south, 50 miles west and 35 miles north. Considerable outside business comes to Topeka because of good railroad facilities, and hard surfaced roads in every direction.

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KANSAS (Cont'd)

Topeka (cont'd)

Wholesale Houses: Groceries, 7; meats, 6; fruits, 4; hardware, 4; Miscellaneous lines, bakeries, 6; ice cream, 6.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 16; commercial auto agencies, 5; automobile accessories, 10; automobile tire agencies, 20; bakers, 16; cigar stores and stands (including hotel stands), 30 (chain, 1); confectioners (including hotel stands), 34; delicatessen, 8; dressmakers, 21; druggists, 44 (chain, 2); dry goods, 11; department stores, 6; electrical supplies, 14; florists, 9; fruits, 5; furniture, 29; furriers, 2; garages (public), 24; grocers, 177 (chain, 8); hardware, 22; jewelry, 14; meat markets, 20 (chain, 2); men's furnishings, 16; men's clothing, 32; merchant tailors, 29; milliners, 7; opticians, 10; photographers, 15; pianos (and miscellaneous musical instruments), 8; radio supplies, 11; restaurants (including hotels), 45; shoes, 44; sporting goods, 3; stationers, 3; women's apparel, 21.

Miscellaneous Data: Average temperature, 54 degrees; average number of rainy days per 12 months, 95; most pleasant months, April, May, June, Sept., Oct., Nov. Doctors (medical, 120); (dentists, 60); (osteopaths, 15); number of wired houses, 12,000; gas, natural; electrical current, alternating and direct; water, soft.

WELLINGTON, KANS.

(Sumner County)

1920 Population, 7,048.

Native Whites, 95%; Negroes, 2%; Foreign Born, 3%; Industrial Workers, 28%; English Reading, 96%; Families, 1,857.

Schools: Public Grade, 5; High, 1; Junior High, 1.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 2; State, 1; Total Resources, \$2,542,570.68; Bank Deposits Total \$2,331,147.94.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 3,500.

Location: On Santa Fe and Rock Island railroads; 126 miles of paved roads in immediate vicinity.

Principal Industries: Milling, railroads, farming.

Manufacturing Establishments, 5. Leading firms: Hunter Milling Co., Wellington Mill & Elevator Co., Lasabee Mills, Wellington Ice Plant, Wellington Soda Pop Factory, Wellington Broom Factory.

Residential Features: One and two-story residences, mostly home-owned. Home Foundation assists prospective home owners in building houses.

Retail Shopping Section: Washington Ave. 5 blocks, with one block east and west on cross streets, Eighth, Seventh, Harvey and Lincoln.

Trading Area: Fifteen miles north, 15 miles east, 35 miles south and 30 miles west.

Wholesale Houses: Groceries, 1 (branch); fruits, 1; Miscellaneous lines, jewelers, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial auto agencies, 2; automobile accessories, 6; automobile tire agencies, 10; bakers, 3; cigar stores and stands (including hotel stands), 5; confectioners (including hotel stands), 6; dressmakers, 2; druggists, 4; dry goods, 4; department stores, 1; electrical supplies, 2; florists, 2; furniture, 4; garages (public), 3; grocers, 22; hardware, 2; jewelry, 3; meat markets, 4; men's furnishings, 6; men's clothing, 3; merchant tailors, 1; milliners, 4; opticians, 1; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 2; restaurants (including hotels), 5; shoes, 6; sporting goods, 2; stationers, 2; women's apparel, 1.

WICHITA, KANS.

(Sedgwick County)

1920 Population, 72,217. (1926 school census, 93,951.)

City and Suburban Estimate, 120,000 (Sedgwick County). Most important cities and towns in this area are: Newton (pop. 10,491); Winfield (7,933); Eldorado (13,830); Arkansas City (12,602).

Native Whites, 97%; Negroes, 2%; Foreign Born, 1%; Industrial Workers, 12%; English Reading 99%; Families, 21,910.

Schools: Public Grade, 17; High, 2; Junior High, 5; Parochial, 5; Wichita Municipal University, Business Colleges, 3; Friends University, Miscellaneous, 10; Number of Pupils, 17,000.

Churches: Baptist, 8; Christian Science, 2; Congregational, 3; Episcopal, 3; Hebrew, 1; Methodist, 15; Presbyterian, 7; Roman Catholic, 5; Christian, 8; Miscellaneous, 22.

Banks: National, 4; State, 15; Trust Companies, 4. Capital, Surplus and Undivided Profits (all banks), \$7,122,575; Total Deposits (all banks), \$47,106,076; Total Resources (all banks), \$55,398,051; Total Savings Bank Deposits, \$4,196,642; Total Bank Clearings (12 months, 1925), \$401,638,517.

Theatres: Legitimate, 5; Moving Pictures, 6; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), Municipal Forum. Total number of seats, 26,000.

Location: Wichita is located in Sedgwick County, Kans., and its territory embraces one of the richest parts of Kansas and Oklahoma. Its transportation facilities comprise a network of railroads reaching every point in the southwest, viz.: the Santa Fe, Rock Island, Frisco, Missouri Pacific, Midland Valley and Orient. Wichita is also served by the A. V. L. Interurban Ry. and the Swallow and Travel-Air airplane lines and National Air Transport Service.

Principal Industries: Flour milling, meat packing, oil refining, specialty manufacturing, gasoline lamps, steel tanks, work clothing, agricultural implements, brick, tile, incubators, windmills, gas mantles, automobile tires, tanneries, strawboard, printing, furniture, and railroad shops.

Manufacturing Establishments: 275. Leading firms: The Coleman Lamp Co., Clear Vision Pump Co., Derby Oil Co., Cudahy Packing Co., Dold Packing Co., Red Star Milling Co., Laird Aeroplane Co., Ralston Broom Factory, Western Iron & Foundry Co., Zona Toilet Co., Bridgeport Machine Co., Johnson-Larimer Dry Goods Co. Total value of yearly output of factories estimated at \$200,000,000.

Special Information: Wichita is a leading broom-corn market and a flour milling center. It has clean streets and little smoke because fuel oil and gas are used. Few business failures have been reported in the past 5 years. Population is almost 100% American and 97% white. Handles cash grain business annually of more than \$150,000,000. Near center of Kansas and northern Oklahoma oil fields, and live stock shipping point. Wholesale center for big area in southern Kansas and northern Oklahoma. Excellent transportation and hotel services.

Residential Features: Mostly one and two-family houses. Federal census of 1920 shows that 54% of the people of Wichita own and occupy their own homes. Residential sections are protected against "light" and "heavy" industries by zoning ordinance. While majority of residences are of "bungalow" type, street after street is lined with more costly and ornate homes. The more expensive homes are located in College Hill and Riverside sections. Building permits for 1925 amounted to \$5,042,417; and for the first 7 months of 1926 they amounted to \$3,106,095.

Retail Shopping Section: Extends from Main and Douglas (which forms heart of business section and terminal for trolley and bus lines) for 20 blocks on E. Douglas Ave., 11 blocks on W. Douglas Ave., 8 blocks on N. Main St., 3 blocks on S. Main St. William, First and Second are business streets running parallel to Douglas Ave. and extends for six blocks. Water, Market, Lawrence, Topeka, Emporia and St. Francis are business streets running parallel to Main St. and extend for 3 blocks both ways from Douglas Ave., also 5 outlying retail business sections and several smaller "neighborhood" sections.

Trading Area: Extends to a radius of about 25 miles in all directions. Intermittent business is secured from people living at a greater distance because of the fine railway, trolley and business service.

Wholesale Houses: Groceries, 8; meats, 5; fruits, 6; hardware, 2; dry goods, 2; miscellaneous lines: auto accessories, 2; shoes, 5; millinery, 2; confectionery, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 26; commercial automobile agencies, 11; automobile accessories, 89; automobile tire agencies, 37; bakers, 23; cigar stores and stands (including hotel stands), 52; confectioners (including hotel stands), 262 (chain, 36); delicatessen, 15; dressmakers, 88; druggists, 72 (chain, 11); dry goods, 24; department stores, 7; electrical supplies, 21; florists, 8; fruits, 260; furniture, 45; furriers, 2; garages (public), 77; grocers, 352 (chain, 31); hardware, 23; jewelry, 22; meat markets, 219 (chain, 16); men's furnishings, 26; men's clothing, 20; merchant tailors, 21; milliners, 17; opticians, 18; photographers, 17; pianos (and miscellaneous musical instruments), 7; radio supplies, 9; restaurants (including hotels), 232 (chain, 4); shoes, 33; sporting goods, 8; stationers, 4; women's apparel, 11.

Miscellaneous Data: Doctors (medical, 155); (dentists, 76); (osteopaths, 13); street car service; gas, natural; number of meters, 19,000; electric current, alternating; number of wired houses, 20,000; water, hard.

See announcements columns 3 and 4

WINFIELD, KANS.

(Cowley County)

1920 Population, 7,933. (1925 est. 11,483).

City and Suburban Estimate, 12,500. Most important cities and towns in this area are: Burden (pop. 450); Atlanta (400); Dexter (500); Wilmot (250).

Native Whites, 97%; Negroes, 2%; Foreign Born, 1%; Industrial Workers, 4%; English Reading, 100%; Families, 2,800.

Schools: Public Grade, 6; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 2,442.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Methodist, 3; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 5.

Banks: National, 2; State, 1; Total Resources, \$8,500,000. Total Deposits, \$8,000,000.

Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 7,000.

Location: County seat of Cowley County in south central portion of state. Served by Santa Fe system, with 3 lines and 22 passenger trains per day. Also by the Mo. Pacific, and "Frisco" Railroads. To nearest large city, by railroad, 1 hour 15 minutes; by auto, 2 hours.

Principal Industries: Butter, poultry packing sheet metal articles, flour, oil and gas.

Continued on page 97

We're Doing a Big Job Unusually Well in Kansas!

IN ADVERTISING

first

It's some job to develop the greatest volume of business possible for your advertising in a territory which has just harvested a \$150,000,000.00 wheat crop. Add to this millions from oil. Next comes prestige and reader confidence. These things have given to The Eagle an unquestioned lead in both local and national advertising lineage.

IN CIRCULATION

first

A home City Circulation almost reaching saturation—97% City coverage. Add to this an Eagle for almost every worth while suburban home. Then in 168 other towns a greater circulation than any other newspaper of general circulation. That's a picture of The Eagle in Southwestern Kansas and Northwestern Oklahoma. Here are the figures—Daily, 53,919; Sunday 65,827.

IN MERCHANDISING

first

When we find, or an advertiser shall tell us, of a newspaper giving a more effective or efficient merchandising service than ours—then we will change. PPP. Our service includes: surveys, route lists, advance notices and broadsides, personal work with salesmen, trade paper, and window displays. Each campaign is merchandised individually to develop the utmost in advertising returns.

Put Your Problems Up to Us. We Will Do Our Best to Find the Right Answer.

The Wichita Daily Eagle

WICHITA, KANSAS

Represented Nationally

S. C. Beckwith—Special Agency

NEW YORK
CHICAGO

KANSAS CITY
ST. LOUIS

DETROIT
ATLANTA

SAN FRANCISCO
LOS ANGELES

A Responsive Market + Splendid Newspaper Coverage = Dollars in Your Pocket

People in southwestern Kansas and northern Oklahoma are today experiencing one of the greatest waves of prosperity that has ever swept over either state.

149,000,000 bushels of wheat was harvested in Kansas this year. 60% of this tremendous crop was produced within the limits of the Wichita Trading Territory. Wichita lies in the heart of the wheat-producing belt and is the largest clearing-house for wheat in Kansas. Cash grain receipts in Wichita this year will exceed \$150,000,000.

Coupled with this tremendous wheat crop are the ever-growing oil developments. During 1925 there was produced within the certain radius of the Wichita Trading Territory, \$75,000,000 worth of crude oil of high quality. The 1926 output bids fair to exceed that amount by at least \$10,000,000.

The Wichita Trading Territory, today offers a veritable gold mine to the manufacturer of nationally advertised merchandise. People in the territory have made money. They have paid off all the old debts and are preparing to indulge in an orgy of buying. The necessities and luxuries, which they have been forced to deprive themselves of during the last few years, are now within their reach.

Now is the psychological time to strike this responsive market.

An exhaustive survey, made in one hundred important markets thruout the United States, by The Wichita Beacon, proves conclusively that evening papers bring the greatest results for advertisers.

The Wichita Beacon, Wichita's Only Evening Newspaper, with its tradition of service both to its readers and advertisers, is the logical medium to carry your advertising message to the people in the Wichita Trading Territory.

Local Display Advertising Is the True Barometer of the Productivity of Newspaper Advertising

A thoro coverage of the Wichita Trading Territory is available to manufacturers thru The Wichita Beacon.

The lineage figures, contained in the following tables, are conclusive evidence that Wichita merchants are showing increasing confidence in Wichita's Only Evening Newspaper from year to year. Manufacturers will do well to follow the example of men who are in a position to know the facts in regard to the Wichita newspaper situation.

1924	1925	1926
During 1924 The Beacon published in Local Display Advertising a total of	During 1925 The Beacon published in Local Display Advertising a total of	During the first nine months of 1926 The Beacon published in Local Display Advertising a total of
4,764,417 Lines	5,480,358 Lines	3,944,845 Lines

1926 figures are for first 9 months only

THE WICHITA BEACON

Evening Hours Are Reading Hours

Markets of KANSAS and KENTUCKY

KANSAS (Cont'd)

Winfield (cont'd)

Manufacturing Establishments, 18. Leading firms: The Armour Creameries, Gott Mfg. Co., Seymour Packing Co., Ice & Cold Storage Co., Consolidated Mills, Souner Gas Burner Co. Total value of yearly output of factories estimated at \$10,000,000.

Residential Features: Small residential homes and cottages, modest but beautiful. Over sixty per cent of street mileage paved. Fine parks and beautiful shade trees, 300 houses built last year, over 200 now in course of construction.

Retail Shopping Section: Extends east and west on 9th Ave. from 1 to 5 blocks; north and south on Main St., each way, 6 blocks. Also numerous suburban and residential sections. Grocers, etc.

Trading Area: A radius of 12 to 20 miles, north, west and east, and 5 to 10 south.

Wholesale Houses: Groceries, 1; fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto agencies, 4; automobile accessories, 6; automobile tire agencies, 10; bakers, 4; cigar stores and stands (including hotels), 6; confectioners (including hotel stands), 6; delicatessen, 3; druggists, 8; dry goods, 4; department stores, 3; electrical supplies, 2; florists, 3; furniture, 5; garages (public), 6; grocers, 30; hardware, 5; jewelry, 4; meat markets, 6 men's furnishings, 6; men's clothing, 7; merchant tailors, 2; milliners, 6; opticians, 4; photographers, 4; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 10; shoes, 4; sporting goods, 3; stationers, 2; women's apparel, 5.

Miscellaneous Data: Average temperature, 56 degrees; average number of rainy days per 12 months, 85; most pleasant months, May to Oct. Doctors (medical, 10); (dentists, 8); osteopaths, 3; number of wired houses, 1,800; gas, natural; electric current, alternating; water, fairly soft.

Standard Surveys
of
KENTUCKY

ASHLAND, KY.

(Boyd County)

1920 Population, 14,729 (1926 est., 26,384).

City and Suburban Estimate, 100,000. Most important cities and towns in this area are: Russell, (pop. 5,000); Cattalaly, (2,800); Louisa, (3,000).

Native Whites, 97%; **Negroes**, 2.8%; **Foreign Born**, .2%; **Industrial Workers**, 30%; **English Reading**, 90%; **Families**, 5,021.

Schools: Public Grade, 3,580; High, 576; Junior High, 490; Parochial, 300; Number of Pupils, 4,946.

Churches: Baptist, 4; Christian Science, 1; Episcopal, 1; Hebrew, 2; Methodist, 7; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 5.

Banks: National, 3; Capital, Surplus, and Undivided Profits (all banks), \$3,000,000; Total Deposits (all banks), \$6,000,000; Total Resources (all banks), \$7,500,000; Total Savings Banks Deposits, \$1,203,500.

Theatres: Moving Pictures, 6; Miscellaneous (Auditoriums, etc.), 4; Total number of seats, 3,500.

Location: On the Ohio River at the mouth of the Big Sandy River. On main line of C. & O. Railway, and terminal of the Big Sandy, and Lexington divisions of this line. N. & W. Ry. main line, and B. & O. R. R. junction with C. & O. Ry., three miles from this city at Kenova, W. Va. River packet transportation very heavy.

Principal Industries: Iron and steel and their products, coal by-products, leather, fire-brick and common brick lumber.

Manufacturing Establishments: 14. Leading firms: American Rolling Mill Co., Ashland By-Products Coke Co., Ashland Leather Co., Ashland Fire Brick Co., Ashland Steel Co., Norton Iron Wks., Van Sant-Kitchen Lumber Co.

Residential Features: Wide, well-paved and shady streets contain mostly one-family houses of three classes. About 30% workingmen's homes, averaging \$2,500 to \$3,500. Second class, about 35% average \$5,000 to \$6,000, and remaining 25% are beautiful homes in newly made sub-divisions, costing from \$8,000 to \$20,000.

Retail Shopping Section: Winchester Ave. for 18 blocks east and west contains most of the retail section. Greenup Ave. parallel and to the north has 4 squares of retail section and contains practically all of the wholesale houses.

Trading Area: North to Greenup, 13 miles; east to Coal Grove, Ohio, 2 miles; west to Morehead, 50 miles; and south to Prestonsburg, 50 miles. This is the A. B. C. suburban radius, and is practically the trading area, except that much trade is drawn from the Big Sandy Valley to the south, including Pikeville, and

Jenkins. This is true because of the funnel-shaped valleys, the only outlet is through Ashland.

Wholesale Houses: Groceries, 3; meats, 2; fruits, 3; hardware, 2; dry goods, 1; Miscellaneous lines; drugs, 1; boots and shoes, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 16; commercial auto. agencies, 10; automobile accessories, 20; automobile tire agencies, 21; bakers, 4; cigar stores and stands (including hotels), 32; confectioners (including hotel stands), 42; delicatessen, 3; dressmakers, 5; druggists, 13; dry goods, 12; department stores, 4; electrical supplies, 13; florists, 3; fruits, 7; furniture, 7; garages (public), 12; grocers, 95 (chain, 4); hardware, 4; jewelry, 5; meat markets, 10; men's furnishings, 20; men's clothing, 20; merchant tailors, 4; milliners, 5; opticians, 4; photographers, 3; pianos (and miscellaneous musical instruments), 6; radio supplies, 6; restaurants (including hotels), 18; shoes, 8; sporting goods, 4; stationers, 3; women's apparel, 12.

Miscellaneous Data: Doctors (medical, 37); (dentists, 9); (osteopaths, 2); street car service; gas, natural; number of meters, 3,900; electric current, direct; number of wired houses, 3,500; number of automobile registrations, 3,900; water, soft.

See announcement columns 3 and 4

BOWLING GREEN, KY.

(Warren County)

1920 Population, 9,638 (1925, P. O. Census, 13,856).

City and Suburban Estimate, 18,000. Most important cities and towns in this area are: Auburn, (pop. 900); Smith's Grove, (1,850); Morgantown, (1,500); Scottsville, (2,500).

Native Whites, 75%; **Negroes**, 23%; **Foreign Born**, 2%; **Industrial Workers**, 1,200; **Families**, 3,150.

Schools: Public Grade, 5; High, 2; Junior High, 1; Parochial, 1; Number of Pupils, 3,500. Colleges, 3; Ogden College, Bowling Green Business University, and Western Kentucky State Teachers' College; students, 3,200.

Churches: Baptist, 3; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 3; Roman Catholic, 1; Christian, 2; Seventh Day Adventist, 1.

Banks: National, 2; Total Resources, \$5,000,000. Total Deposits, \$3,500,000.

Theatres: Legitimate, 2; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 5,750.

Location: On the L. & N. R.R. To nearest large city, by railroad, 3 hours; by auto, 5 hours.

Principal Industries: Agriculture, strawberries, oil, asphalt, limestone, handle factory, cigar factory, rehandling tobacco houses and stemmeries, packing house, flour mills, oil fields of county yield more than \$1,000,000 annually.

Residential Features: Mostly one family houses, majority owned.

Retail Shopping Section: Approximately 8 blocks, with usual neighborhood stores.

Trading Area: 25 to 40 miles in each direction.

Wholesale Houses: Groceries, 4; dry goods and novelties, 1; meats, 1; fruits, 1; hardware, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 14; commercial auto. agencies, 4; automobile accessories, 22; automobile tire agencies, 12; bakers, 3; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 4; delicatessen, 1; dressmakers, 2; druggists, 9 (chain, 1); dry goods, 7; department stores, 6; electrical supplies, 2; florists, 5; fruits, 2; furniture, 6; garages (public), 10; groceries, 140 (chain, 2); hardware, 6; jewelry, 5; meat markets, (exclusive), 1; (in combination with grocery stores), 90; men's furnishings, 6; men's clothing, 5; merchant tailors, 3; milliners, 4; opticians, 4; photographers, 4; pianos (and miscellaneous musical instruments), 3; radio supplies, 7; restaurants (including hotels), 11; shoes, 2; sporting goods, 2; stationers, 4; women's apparel, 5.

Miscellaneous Data: Average temperature, 70 degrees; average number of rainy days per twelve months, 75; most pleasant months, Spring and Fall seasons. Doctors (medical, 18); (dentists, 10); (osteopaths, 3); number of wired houses, 2,250; gas, artificial; number of meters, 2,125; electric current, alternating and direct; water, soft.

COVINGTON, KY.

(Kenton County)

1920 Population, 57,121. (1926 est. 65,000.)

City and Suburban Estimate, 78,000.

Native Whites, 95%; **Negroes**, 5%; **Industrial Workers**, 20%; **English Reading**, 98%; **Families**, 18,000.

Schools: Public Grade, 14; High, 1; Junior High, 2; Parochial, 16.

Churches: Baptist, 9; Episcopal, 3; Hebrew, 1; Methodist, 12; Presbyterian, 4; Roman Catholic, 12; Miscellaneous, Reformed, 1; Disciples of Christ, 4; Lutheran, 1; Protestant, 3; Protestant Missions, 3.

Continued on page 98

Ashland Daily
Independent

Ashland, Kentucky

The Only Newspaper Published Every
Day in the Year in Eastern Kentucky

Affording complete
coverage of a vast
mining and industrial
territory

and

serving a city of 30,000
with a newspaper that
goes into the homes of an
intelligent population.

Ashland, Ky., is the
gateway to the coal
fields of N. E. Ky. and
is the center of great
iron, leather, coke and
fire brick industries.

Advertisers cannot overlook the
Independent as the medium for
reaching this great field

KENTUCKY (Cont'd)

Covington (cont'd)

Banks: National, 3; State, 8; Total Resources, \$22,000,000.

Theatres: Moving Pictures, 9; Vaudeville, 4; Miscellaneous (Auditoriums, Halls, etc.), 15. Total number of seats, 18,000.

Location: On main line of Louisville & Nashville, Chesapeake & Ohio, and Cincinnati Southern Rys. To nearest largest city (Cincinnati) by railroad, trolley, or auto, 5 minutes.

Principal Industries: Iron, cigars, soap machinery, boilers, bronze, safes, locks, cordage.

Manufacturing Establishments: 8. Leading firms: Stewart Iron Works, U. S. Motor Truck Co., Keleket X-ray Mfg. Co., Stanwood Corp. (boilers), Lovell-Buffington Tobacco Co., Michaels Art Bronze Co. Total value of yearly output of factories estimated at \$35,000,000.

Residential Features: Said to be the second most densely populated city in the United States. New residential districts being opened just outside city limits on west and south. Beautiful hilltop sites. Will eventually come into city on account of water and gas service.

Retail Shopping Section: Scott St. from 3rd to 7th; Madison Ave. from 4th to 11th; Pike St. from Madison to Main; 5th St. from Scott to Madison; 7th St. from Scott to Madison.

Trading Area: 40 miles south, 8 miles east, and 30 miles west.

Wholesale Houses: Groceries, 5; meats, 3; fruits, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 20; commercial auto. agencies, 6; automobile accessories, 8; automobile tire agencies, 12; bakers, 22; cigar stores and stands (including hotels), 52 plus 50 stands in groceries, confectioneries, etc.; confectioners (including hotel stands), 115; delicatessen, 4; dressmakers, 52; druggists, 38 (chain, 2); dry goods, 33; department stores, 2; electrical supplies, 7; florists, 11; fruits, 7; furniture, 16; furriers, 1; garages (public), 32; grocers, 240 (chain, 32); hardware, 15; jewelry, 7; meat markets, 65 (chain, 20); men's furnishings, 18; men's clothing, 9; merchant tailors, 25; milliners, 15; opticians, 6; photographers, 4; pianos (and miscellaneous musical instruments), 4; radio supplies, 20; restaurants (including hotels), 24; shoes, 19; sporting goods, 3; stationers, 5; women's apparel, 19.

Miscellaneous Data: Average temperature, 52 degrees; average number of rainy days per twelve months, 34; most pleasant months, April to October, inclusive. Doctors (medical, 63); (dentists, 30); (osteopaths, 3); number of wired houses, 12,000; street car service; gas, natural; electric current, alternating; water, soft.

DANVILLE, KY.

(Boyle County)

1920 Population, 5,099.

City and Suburban Estimate, 7,500.

Native Whites, 75%; Negroes, 24%; Foreign Born, 1%; Industrial Workers, 10%; English Reading, 100%; Families, 1,500.

Schools: Public Grade, 3; High, 1; Junior High, 2; Number of Pupils, 1,000.

Churches: Baptist, 1; Christian, 1; Episcopal, 1; Methodist, 1; Presbyterian, 2; Roman Catholic, 1.

Banks: National, 2; State, 1; Total Resources, \$3,000,000.

Theatres: Moving Pictures, 3; Total number of seats, 1,800.

Location: Danville is 36 miles SSW. of Lexington, in Boyle Co., on the Southern Ry., and the C. N. O. & T. P. Ry.

Principal Industries: Agriculture, live stock, tobacco, wheat, 2,000 railroad shopmen, and other railroad employees. Educational center, with Centre College, Kentucky College for Women, and Kentucky School for the Deaf. Large ice and coal co., and one of the largest laundry and dry cleaning companies in the South.

Manufacturing Establishments: Flour mills, soap factory, two lumber companies, gas mask factory, printing.

Residential Features: Modern residences with beautiful lawns costing from \$3,000 to \$75,000. Number of apartment houses and small section with tenements for railroad, and other workmen. Private homes predominate.

Retail Shopping Section: Main street, 6 blocks, principal section, although there are many business houses on other streets, and near railroad station.

Trading Area: 25 miles in all directions as Danville is the largest city within this radius. Three new roads are being built into Danville, which will open up trading area more than 100 miles southeast and 50 miles south.

Wholesale Houses: Groceries, 2; dry goods, 1; Miscellaneous lines, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto. agencies, 8; automobile accessories, 6; automobile tire agencies, 6; bakers, 1; cigar stores and stands (including hotels), 3; confectioners (including hotel stands), 6; dressmakers, 6; druggists, 4; dry goods, 4; department stores, 3; electrical supplies, 2; florists, 2; fruits, 4; furniture, 2; furriers, 1; garages (public), 5; grocers, 10; hardware, 3; jewelry, 2; meat markets, 6; men's furnishings, 3; men's clothing, 5; merchant tailors, 1; milliners, 3; opticians, 2; photographers, 2; radio supplies, 2; restaurants (including hotels), 5; shoes, 1; sporting goods, 4; women's apparel, 4.

FRANKFORT, KY.

(Franklin County)

1920 Population, 9,805.

City and Suburban Estimate, 12,000.

Native Whites, 80%; Negroes, 10%; Foreign Born, 10%; Industrial Workers, 25%; English Reading, 95%; Families, 3,900.

Schools: Public Grade, 5; High, 1; Parochial, 1; Roman Catholic, 1.

Banks: National, 2; State, 2; Total Resources, \$7,740,662.73.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 3; Total number of seats, 1,800.

Location: On north side of the Kentucky River, served by the C. & O., L. & N., F. & C., and L. & A. Rys. Bus and interurban lines to all central Kentucky, also to Louisville, 65 miles west of Frankfort. Steamboats to coal fields in eastern Kentucky, and west to Louisville, connecting with Ohio River. To nearest large city by railroad, trolley, or auto, 1 hour.

Principal Industries: Shoes, chairs, gloves, rope and twine, printing.

Manufacturing Establishments: 10. Leading firms: Hoge-Montgomery Shoe Co., Frankfort Chair Co., Fiber Craft Co., Kentucky River Mills, Frankfort Lumber Co., Banning Lumber Co., Lyon's Lumber Co., Kenney Furniture Co. Total value of yearly output of factories estimated at \$3,500,000.

Residential Features: Cottages, bungalows and apartment houses growing, although there are more private houses. Many noted historic houses are in Frankfort.

Retail Shopping Section: 3 blocks Main Street, 3 blocks St. Clair Street, 3 blocks Broadway, 2 blocks Ann Street, with usual neighborhood groceries.

Trading Area: 20 miles west, 15 miles north, east and south.

Wholesale Houses: Groceries, 2; meats, 1; fruits, 1; miscellaneous lines—shoes, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 3; automobile accessories, 6; automobile tire agencies, 7; bakers, 5; cigar stores and stands (including hotels), 18 (chain, 2); confectioners (including hotel stands), 10; delicatessen, 2; dressmakers, 50; druggists, 7; dry goods, 14; department stores, 3; electrical supplies, 3; florists, 2; fruits, 4; furniture, 3; furriers, 2; garages (public), 6; grocers, 50 (chain, 4); hardware, 5; jewelry, 1; meat markets, 8; men's furnishings, 6; merchant tailors, 2; milliners, 5; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 6; restaurants (including hotels), 8; shoes, 6; sporting goods, 5; stationers, 3.

Miscellaneous Data: Average temperature, 65 degrees; average number of rainy days per twelve months, 96; most pleasant months, May, June, Sept., Oct. Doctors (medical, 12); (dentists, 6); (osteopaths, 2); number of wired houses, 1,200; street car service; gas, natural; electric current, alternating and direct; water, soft.

FULTON & SO. FULTON, KY.

(Fulton County)

1920 Population, 5,015 (Fulton, 3,415; South Fulton, 1,600).

City and Suburban Estimate, 6,500.

Native Whites, 80%; Negroes, 20%.

Schools: 5; Number of Pupils, 1,190.

Churches: 8.

Banks: 3; Total Resources, \$1,870,000.

Theatres: 2; Total number of seats, 700.

Location: To nearest largest city by railroad, 1½ hours; by auto 2½ hours.

Residential Features: One-family houses.

Retail Shopping Section: Four blocks in center of town.

Trading Area: Fourteen miles.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 2; automobile accessories, 8; automobile tire agencies, 3; bakers, 2; cigar stores and stands (including hotels), 7; confectioners (including hotel stands), 11; dressmakers, 25; druggists, 6; dry goods, 6; department stores, 1; electrical supplies, 2; florists, 1; fruits, 3; furniture, 4; garages (public), 8; grocers, 30; hardware, 6; jewelry, 2; meat markets, 4; men's furnishings, 5; men's clothing, 5; milliners, 6; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 1; restaurants (including hotels), 7; shoes, 8; sporting goods, 1; stationers, 1; women's apparel, 3.

Miscellaneous Data: Average temperature, 65 degrees; average number of rainy days per twelve months, 101; most pleasant months, May, June, Sept., Oct., Nov. Doctors (medical, 9); (dentists, 3); (osteopaths, 2); number of wired houses, 1,100; electric current, alternating; water, soft.

HENDERSON, KY.

(Henderson County)

1920 Population, 12,169 (1925 est., 16,000).

Native Whites, 78.4%; Negroes, 20.3%; Foreign Born, 1.3%; Industrial Workers, 20%; Families, 6,788.

Schools: Public Grade, 6; High, 2; Junior High, 1; Number of Pupils, 3,476.

Churches: Baptist, 11; Christian Science, 1; Episcopal, 2; Hebrew, 1; Methodist, 2; Presbyterian, 5; Roman Catholic, 1; Miscellaneous, 6.

Banks: National, 1; State, 4; Total Resources, \$6,610,993.27.

Theatres: Legitimate, 1; Moving Pictures, 4; Total number of seats, 2,200.

Location: On the Ohio River, served by the L. & N. R. R. south and west, and by the L. H. & St. L., east and west.

Principal Industries: Coal mining, and tobacco rehandling the most important industries. Others being carriage manufacturing, furniture, cotton, milling, nicotine plant, grain and flour, pickling plant, brick and tile works, box and baskets, cigar factory, toys, juvenile furniture, coaster wagons.

Manufacturing Establishments: 41. Leading firms: Geo. Delker Co., Consolidated Textile Corp., H. J. Heinz Co., Kleymer-Klutey Brick and Tile Works, Anderson Box and Basket Co., Henderson Elev. Co., American Nicotine Co., Henderson Excelsior Pad and Packing Co., Inc.

Residential Features: Mostly one-family homes.

Retail Shopping Section: 2 blocks on Main St., 2 on Second, 2 on First, and 1 on Elm St.

Trading Area: East 17 miles, south 59, south-west 45, north 6.

Wholesale Houses: Groceries, 3; meats, 1; fruits, 1; miscellaneous lines, Chero-Cola plant.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 14; automobile accessories, 8; bakers, 4; cigar stores and stands (including hotels), 4; confectioners (including hotel stands), 1; dressmakers, 20; druggists, 11; dry goods, 6; department stores, 2; electrical supplies, 3; florists, 1; fruits, 1; furniture, 14; garages (public), 10; grocers, 73; hardware, 6; jewelry, 4; meat markets, 21; men's furnishings, 5; men's clothing, 6; merchant tailors, 1; milliners, 10; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 1; restaurants (including hotels), 24; shoes, 11; sporting goods, 2; stationers, 2; women's apparel, 12.

HOPKINSVILLE, KY.

(Christian County)

1920 Population, 9,696. (1926 est. 14,538).

City and Suburban Estimate, 20,000.

Native Whites, 67%; Negroes, 33%.

Schools: 7; Number of Pupils, 1,850.

Churches: 8.

Banks: National, 4; Total Resources, \$4,500,000; Capital, Surplus and Undivided Profits (all banks), \$4,135,000.

Theatres: 3; Total number of seats, 1,500.

Location: To nearest large city (Nashville, Tenn.), by railroad, 2½ hours; by auto, 4 hours.

Residential Features: One-family houses.

Retail Shopping Section: About 10 blocks in center of city.

Trading Area: Radius 25 miles.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 2; automobile accessories, 12; automobile tire agencies, 12; bakers, 3; cigar stores and stands (including hotels), 6; confectioners (including hotel stands), 11; delicatessen, 1; dressmakers, 22; druggists, 8; dry goods, 8; department stores, 3; electrical supplies, 2; florists, 2; fruits, 5; furniture, 5; garages (public), 10; grocers, 75 (chain, 3); hardware, 3; jewelry, 3; meat markets, 18; men's furnishings, 7; men's clothing, 7; merchant tailors, 3; milliners, 4; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 6; shoes, 8; sporting goods, 2; stationers, 2; women's apparel, 5.

Miscellaneous Data: Average temperature, 65; degrees; average number of rainy days per twelve months, 101; most pleasant months, April, May, Sept., Oct. Doctors (medical, 16); (dentists, 5); (osteopaths, 2); number of wired houses, 1,500; gas, artificial; electric current, alternating; water, hard.

LEXINGTON, KY.

(Fayette County)

1920 Population, 41,534 (1925, est. 48,641).

City and Suburban Estimate, 292,000. Most important cities and towns in this area are: Winchester (pop. 8,333); Paris (6,310); Georgetown (3,903); Richmond (5,622).

Native Whites, 68%; Negroes, 27%; Foreign Born, 5%; Families, 12,507.

Schools: Public Grade, 7; High, 2; Junior High, 1; Parochial, 3; Colored, 5; Number of Pupils, 7,066. Also University of Kentucky, Transylvania University, College of the Bible, Hamilton College, Sayre College, Lexington College of Music, Catherine Academy, and 3 business colleges.

Churches: Baptist, 17; Christian Science, 2; Congregational, 1; Episcopal, 3; Hebrew, 1; Methodist, 10; Presbyterian, 7; Roman Catholic, 3; Miscellaneous, 27.

Banks: National, 4; State, 6; Total Resources (all banks), \$30,000,000.

Theatres: Legitimate, 1; Moving Pictures, 4; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 8,652.

Location: In central Kentucky, 87 miles south of Cincinnati, and 84 miles east of Louisville. On Southern Ry., L. & N. R.R., and C. & O. Ry. The center of electric lines serving 5 of the principal towns of central Kentucky and with well organized bus service from all other

THE LEXINGTON HERALD

For Kentucky First

The only morning newspaper in Central Kentucky and the only newspaper which enters thousands of prosperous Blue Grass homes.

20% increase in city circulation
21% increase in national advertising
10¼% increase in local advertising

For first nine months of 1926

Now gives the national advertiser the most complete coverage of every worthwhile home in the Blue Grass section of Kentucky possible to obtain.

THE LEXINGTON HERALD

Lexington, Kentucky

Member A. B. C.

National advertising representatives
CONE, ROTHENBURG & NOEE

KENTUCKY (Cont'd)

towns in trading territory. To nearest large city, by railroad, 3 hours; by auto, 3½ hours.

Principal Industries: Oil refining, flour milling, tobacco redrying and conditioning, candy, cigar manufacturing, brick.

Manufacturing Establishments: 93. Leading firms: Great Southern Refining Co., Lexington Rolling Mills, Kentucky Tobacco Redrying Co., American, Liggett and Myers and R. J. Reynolds Co., leaf departments; Lexington Candy Mfg. Co., Lexington Brick Mfg. Co., John C. Guy Cigar Co., Lexington Brewing Co.

Special Information: Center of the Blue Grass region, and the horse-breeding industry. One of the world's largest tobacco markets. Headquarters of Burley Tobacco Growers Co-Operative Marketing Assn. (100,000 members). Approximate yearly sales \$75,000,000. Principal outlet, and location of offices for rich eastern Kentucky coal, oil, and timber interests. Lexington has city and suburban bus service carrying, approximately 2,500 passengers daily; has 4 public parks, 10 hospitals and sanatoriums, and up-to-date fire service.

Residential Features: City of private homes. Five prominent sub-divisions built up in last 10 years, 5 more now building. Restrictions \$3,000 to \$10,000 homes. High percentage of homes owned by occupants.

Retail Shopping Section: Main Street, 8 blocks; Short Street, parallel to Main, 5 blocks. All cross streets connecting these, and extending one block the other side of Main Street toward wholesale district. Also several small outlying sections.

Trading Area: North and west, 30 miles; 60 miles east; 50 miles south, and 100 miles southeast on two branches of the L. & N. R.R.

Wholesale Houses: Groceries, 7; meats, 4; fruits, 4; hardware, 1; dry goods, 2; miscellaneous lines, 20.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 30; commercial automobile agencies, 9; automobile accessories, 10; automobile tire agencies, 11; bakers, 10; cigar stores and stands (including hotels), 75 (chain, 1); confectioners (including hotel stands), 31; delicatessen, 7; dress-makers, 87; druggists, 34 (chain, 6); dry goods, 9; department stores, 6; electrical supplies, 9; florists, 6; fruits, 8; furniture, 12; furriers, 1; garages (public), 57; grocers, 145 (chain, 46); hardware, 12; jewelry, 12; meat markets, 106 (exclusive, 25; combined with grocery stores selling meat, 81); men's furnishings, 5; men's clothing, 8; merchant tailors, 6; milliners, 14; opticians, 10; photographers, 9; pianos (and miscellaneous musical instruments), 6; radio supplies, 7; restaurants (including hotels), 62;

shoes, 8; sporting goods, 5; stationers, 5; women's apparel, 12.

Miscellaneous Data: Average temperature, 55 degrees; average number of rainy days per twelve months, 134; most pleasant months, May, June, Sept., Oct., Nov. Doctors (medical, 98); (dentists, 27); (osteopaths, 2); number of wired houses, 8,712; street car service; gas, natural; electric current, alternating; water, hard; number of automobile registrations, 10,786. See announcements page 98 and columns 3 and 4 of this page

LOUISVILLE, KY.

(Jefferson County)

1920 Population, 234,891 (1925 special government census, 305,935).

City and Suburban Estimate, 692,903. Most important cities and towns in this area are: New Albany (pop. 25,000); Jeffersonville (15,000); Frankfort (40,000); Danville (5,000).

Native Whites, 78.5%; **Negroes,** 14%; **Foreign Born,** 6.5%; **Industrial Workers,** 18%; **English Reading,** 99.9%; **Families,** 79,000 (including New Albany and Jeffersonville), 1925: 87,000.

Schools: Public Grade, 74; High, 5; Parochial, 43; Number of Pupils, 64,000.

Churches: Baptist, 80; Christian Science, 2; Congregational, 1; Episcopal, 16; Hebrew, 2; Methodist, 52; Presbyterian, 26; Roman Catholic, 38; Miscellaneous, 59; Colored Churches, 5.

Banks: National, 4; State, 10; Total Resources (all banks), \$115,000,000; Total Savings Banks Deposits, \$23,168,000; Total Bank Clearings (all banks), (12 months, 1925), \$1,743,589,890.

Theatres: Legitimate, 1; Moving Pictures, 29; Vaudeville, 3; Burlesque, 1; Miscellaneous (Auditoriums, etc.), 3.

Location: On the Ohio River, served by L. & N., I. C., Penna., Big Four, Southern, C. & O., B. & O., C. I. & L., M. H. & E., C. C. C. & St. L., and L. Hend. & St. L. Rys., Interstate public service to Indianapolis. To nearest large city by railroad, 3½ hours.

Principal Industries: Bath tubs, farming implements, flour mills, railroad shops, soap factory, furniture, hardwood, wagons, men's clothing, auto bodies, ice and refrigerating machines, hickory handles, tinfoil, pianos, hardware, meat packing, petroleum refining.

Manufacturing Establishments: 793. Leading firms: Standard Sanitary Mfg. Co., Van Camp Co., B. F. Avery Co., Mengel Co., Kentucky Wagon Works, Ballard Flour Mills, Belknap Hdw. Mfg. Co., Inman Furn. Co., Wood Mosaic Co., Vogt Mfg. Co., Turner, Day and Woolworth Co., U. S. Tinfoil Co., Standard Oil Co. of Kentucky. Total value of yearly output of factories estimated at \$338,000,000.

Continued on page 100

EIGHT REASONS

Why THE LEXINGTON LEADER is the key to the Lexington, Kentucky, market (Blue Grass Region)

1 More circulation.

2 Better quality of circulation.

3 Better balanced distribution.

4 More reader confidence.

5 Evening newspaper advantages.

6 Costs less per thousand circulation

7 Intelligent cooperation to advertisers.

More advertising lineage.

Any Lexington Leader representative has at his command facts and figures to prove the correctness of each one of the above mentioned advantages of The Lexington (Kentucky) Leader.

Because it has paid them, advertisers bought in 1925 almost twice as much national advertising space in The Lexington Leader as was consumed in any other Central Kentucky newspaper.

A. B. C. Member Paid Circulation over 19,000
Line rate 7 cents flat

Thinking of ? Louisville—

Then Concentrate on the
Louisville Market

in the

HERALD-POST

Louisville's Only All-Day Newspaper

A 13-inch Shell Shot Beats
Birdshot Every Time. Bird-
shot Scatters Everywhere.

HERALD-POST Circulation Concentrates in Louisville

You Cannot Cover the
Louisville Market
Without the Herald-Post

The Lexington Leader

E. KATZ SPECIAL ADVERTISING AGENCY

New York

Chicago

Kansas City

Atlanta

Detroit

San Francisco

KENTUCKY (Cont'd)

Louisville (cont'd)

Residential Features: Louisville is a city of homes, with only 2,770 apartment houses. Every section of city benefited by beautiful parks.

Retail Shopping Section: Fourth Street from Main to Broadway, Market Street from Hancock to Seventh, Jefferson, Walnut, Guthrie, and Chestnut from 8th to 5th. Neighborhood sections: Bardstown Road, Shelby Street, Preston, 18th, Parkland, and Portland Streets.

Trading Area: Extends 90 miles in Kentucky, and 55 miles in southern Indiana.

Wholesale Houses: Groceries, 19; meats, 8; fruits, 16; hardware, 4; dry goods, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 47; commercial automobile agencies, 16; automobile accessories, 89; automobile tire agencies, 35; bakers, 103; cigar stores and stands (including hotels and dealers), 462; confectioners (including hotel stands), 98; delicatessen, 32; dressmakers, 224; druggists, 193 (chain, 30); dry goods, 153; department stores, 6; electrical supplies, 22; florists, 42; fruits, 48; furniture, 52; furriers, 8; garages (public), 37; groceries, 912 (chain, 276); hardware, 65; jewelry, 52; meat markets, 68; men's furnishings, 41; men's clothing, 18; merchant tailors, 69; milliners, 52; opticians, 22; photographers, 32; pianos (and miscellaneous musical instruments), 11; radio supplies, 30; restaurants (including hotels), 140; shoes, 80; sporting goods, 4; stationers, 6; women's apparel, 82.

Miscellaneous Data: Average temperature, 66 degrees; average number of rainy days per twelve months, 108; most pleasant months, March to June, and Sept. to Dec. (both inclusive). Doctors (medical, 700); (dentists, 140); (osteopaths, 15); electric current, alternating; number of wired houses, 48,876; street car service; gas, natural; number of meters, 48,500; water, soft.

See announcement page 99 columns 1 and 2

MADISONVILLE, KY.

(Hopkins County)

1920 Population, 5,030 (1926 est., 8,250).

City and Suburban Estimate, 15,000.

Native Whites, 80%; Negroes, 20%; Industrial Workers, 50%; English Reading, 100%; Families, 2,000.

Schools: Public Grade, 5; High, 1; Number of Pupils, 1,240.

Churches: Baptist, 3; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 2; Miscellaneous, 1.

Banks: National, 1; State, 3; Total Resources (all banks), \$4,900,000; Savings Bank Deposits Total, \$500,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Total number of seats, 1,250.

Location: In the heart of the west Kentucky coal field, at junction of the L. & N., I. C., and M. H. & E. R.Rs.

Principal Industries: Coal mining, Madisonville being in the center of the famous west Kentucky field. Farming, the city being surrounded by a fertile farming territory.

Manufacturing Establishments: 3. Leading firms: American Cigar Co. (branch), West Kentucky Coal Co., Hart Coal Corp., Reinecke Coal Mining Co., Hawley McIsaac Coal Co.

Special Information: In addition to splendid railroad facilities, Madisonville has an abundance of water and electric power and is growing rapidly. Chamber of Commerce and Kiwanis Club are negotiating with several large manufacturers to locate here. Local mines have been bought by West Kentucky Coal Co., capitalized at \$15,000,000, and large developments are under way.

Residential Features: One-family houses predominate, although there are a number of two-family houses, and quite a few apartments. Houses rented by workmen for the most part well kept, and a rapidly growing building and loan association is conducting a successful home ownership campaign.

Retail Shopping Section: Centers about a court square, extending 1 block south on Main Street, 1 block north on Main Street, 2 blocks east on Center, and 2 blocks west on Center; also 1 block on Sugg Street, which branches off Main. Neighborhood groceries distributed throughout the town.

Trading Area: Extends 25 miles in every direction. Served by railroads and bus lines in three directions, and by a railroad interurban service. City has no adjacent competitor, of any size, as a shopping center, and is drawing from a constantly widening area, as roads are improved.

Wholesale Houses: Groceries, 3; fruits, 2; hardware, 1; candy, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 16; commercial automobile agencies, 7; automobile accessories, 10; automobile tire agencies, 19; bakers, 2; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 1; dressmakers, 16; druggists, 5; dry goods, 8; department stores, 5; electrical supplies, 2; florist, 1; fruits, 3; furniture, 6; garages (public), 9; grocers, 68; hardware, 4; jewelry, 2; meat markets, 5; merchant tailors, 1; milliners, 6; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 4; radio supplies, 3; restaurants (including hotels), 6; shoes, 2; stationers, 1; women's apparel, 2.

MAYFIELD, KY.

(Graves County)

1920 Population, 6,583.

City and Suburban Estimate, 10,500.

Native Whites, 90%; Negroes, 9%; Foreign Born, 1%; Industrial Workers, 90%; English Reading, 100%.

Schools: Public Grade, 3; High, 1; Junior High, 1; Colored Grade, 1; Colored High, 1.

Churches: Baptist, 2; Christian Science, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Church of Christ, 2.

Banks: National, 2; State, 1.

Theatres: Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 2.

Location: On Illinois Central Ry. To nearest large city (Paducah) by railroad, 1 hour; by auto, 1½ hours.

Principal Industries: Pants and suits manufacturing, tobacco, flour, ice, cannery, brick, planing mill.

Manufacturing Establishments: 2. Leading firms: Mayfield Woolen Mills, Merit Mfg. Co., Mayfield Planing Mills.

Special Information: Large loose leaf tobacco market. Independents and association marketing handle approximately 20,000,000 pounds of tobacco per year.

Residential Features: Mostly one-family houses. Section devoted to colored.

Retail Shopping Section: Broadway, south, 5, 6, 7, 8, 9 blocks; north, 5, 6, 7, 8, 9 blocks.

Trading Area: 40 miles.

Wholesale Houses: Groceries, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto. agencies, 4; automobile accessories, 5; automobile tire agencies, 4; bakers, 2; cigar stores and stands (including hotels), 30; confectioners (including hotel stands), 5; dressmakers, 12; druggists, 7; dry goods, 14; department stores, 2; electrical supplies, 3; florists, 3; fruits, 6; furniture, 6; garages (public), 8; grocers, 50 (chain, 1); jewelry, 3; meat markets, 10; men's furnishings, 8; men's clothing, 8; merchant tailors, 2; milliners, 8; opticians, 1; photographers, 3; pianos (and miscellaneous musical instruments), 4; radio supplies, 3; restaurants (including hotels), 14; shoes, 7; sporting goods, 2; stationers, 4; women's apparel, 3.

Miscellaneous Data: Average temperature, 68 degrees; average number of rainy days per twelve months, 102; most pleasant months, April, May, Sept., Oct. Doctors (medical, 12); (dentists, 5); (osteopaths, 1); number of wired houses, 750; electric current, alternating and direct; water, soft.

MAYSVILLE, KY.

(Mason County)

1920 Population, 6,107.

City and Suburban Estimate, 12,000.

Native Whites, 80%; Negroes, 20%.

Schools: 7; Number of Pupils, 1,408.

Churches: 8.

Banks: 3; Total Resources (all banks), \$5,500,000.

Theatres: 2; Total number of seats, 1,100.

Residential Features: One, and two family houses.

Retail Shopping Section: Six blocks in the center of town.

Trading Area: About 15 miles.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial automobile agencies, 5; automobile accessories, 8; automobile tire agencies, 8; bakers, 2; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 4; delicatessen, 2; dressmakers, 19; druggists, 6; dry goods, 4; department stores, 1; electrical supplies, 2; florists, 1; fruits, 2; furniture, 3; garages (public), 8; grocers, 40; hardware, 4; jewelry, 3; meat markets, 5; men's furnishings, 6; men's clothing, 6; merchant tailors, 3; milliners, 5; opticians, 5; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 5; shoes, 10; sporting goods, 1; stationers, 1; women's apparel, 4.

MIDDLESBOROUGH, KY.

(Bell County)

1920 Population, 8,045 (1926 est. 12,000).

City and Suburban Estimate, 22,000 (4 mile radius). Most important cities and towns in this area are: Pineville (pop. 4,000); Harlan (7,000); Lynch (8,000); Corbin (10,000).

Native Whites, 82%; Negroes, 17%; Foreign Born, 1%; Industrial Workers, 60%; English Reading, 98%; Families, 3,000 (approx.); Dwellings, 3,000 (approx.).

Schools: Public Grade, 5; High, 2; Junior High, 1; Number of Pupils, 2,900.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 1; State, 1; Capital, Surplus and Undivided Profits (all banks), \$253,000; Total Deposits (all banks) \$2,134,834; Total Resources (all banks), \$2,489,860.

Theatres: Moving Pictures, 2.

Location: On Louisville and Nashville and Southern railroads with direct outlets to Cincinnati and the north and Knoxville (Tenn.) and the south. Also outlets to Norton (Va.) and the east as well as hard surface highways throughout district. Nearest larger city is 2½

hours distant by automobile; 3 hours by railroad. 5 bus companies into 3 adjoining states.

Principal Industries: Coal mining, foundry and machine works, overall and suspender factories, saw mills, tannery, limestone quarries, iron mines, lumbering, agricultural, resorts, offices L. & N. railroad division, stock raising, rubber goods mfg., medical manufacturing.

Manufacturing Establishments: 6. Leading firms: Big Ben Overall Mfg. Co., Union Tanning Co., Martin-Page Co., J. R. Hoe and Sons, (foundry works—Hoe-Hyatt bearings), Anderson Indian Medicine Co., Rhys Mfg. Co.

Special Information: Middlesboro is the trading center for the S. E. Kentucky coal fields which produce 2,000 cars of bituminous coal per day and for a rich farming territory in S.W. Virginia and east Tennessee. Situated on the Dixie and Boone Trail highways in the heart of the Cumberland mountains, the city and region attract approximately 500,000 tourists annually.

Residential Features: 75% of homes owned by people living in them. There are 6 apartment houses and approximately 3,000 dwellings about 99% of which are single family dwellings. All houses are modern. All but about 38% are piped for water and electricity is wired into 1,508 homes.

Retail Shopping Section: Cumberland Ave., 12 blocks; Nineteenth Street, 4 blocks; Twentieth Street, 2 blocks; Twenty-first Street, 5 blocks; Twenty-second Street, 1 block; Chester Ave., 2 blocks; Winchester Ave., 1 block; Lothbury Ave., 2 blocks.

Trading Area: N.E. 60 miles, N.W. 44 miles, S.E. 35 miles, S.W. 50 miles.

Wholesale Houses: Groceries, 5; meats, 1; fruits, 3; hardware, 3; confectionery, 2; dry goods, 3; miscellaneous lines, mill and feed, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial automobile agencies, 4; automobile accessories, 6; automobile tire agencies, 16; bakers, 1; cigar stores and stands (including hotels), 2; confectioners (including hotel stands), 4; delicatessen, 2; dressmakers, 6; druggists, 6; dry goods, 2; general stores, 8; electrical supplies, 2; florists, 1; fruits, 1; furniture, 4; furriers, 1; garages (public), 4; grocers, 30 (chain, 2); hardware, 3; jewelry, 3; meat markets, 6; men's clothing, 3; merchant tailors, 3; milliners, 2; opticians, 1; photographers, 2; pianos (and miscellaneous musical instruments), 6; radio supplies, 3; restaurants (including hotels), 15; shoes, 2; sporting goods, 3; stationers, 4; women's apparel, 3.

Miscellaneous Data: Climate mild; average number of rainy days for year, 100. Most pleasant months: May, June, September, October and part of November. Doctors (medical, 10); (dentists, 5); electric current, alternating; number of wired houses, 1,508; water, soft.

OWENSBORO, KY.

(Davies County)

1920 Population, 17,424 (1925 unofficial census, 23,074).

City and Suburban Estimate, 100,000.

Native Whites, 17,628; Negroes, 4,614; Foreign Born, 832; Industrial Workers, 2,059; English Reading, 90%; Families, 5,148.

Schools: Public Grade, 9; High, 1; Junior High, 1; Parochial, 2.

Churches: Baptist, 7; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 4; Presbyterian, 4; Roman Catholic, 3; Miscellaneous, 10; Colored, 11.

Banks: National, 2; State, 3; Capital, Surplus, and Undivided Profits (all banks), \$1,603,894; Total Deposits (all banks), \$9,679,394; Total Resources (all banks), \$12,014,434; Total Bank Clearings (all banks), (12 months, 1925), \$21,526,590.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 7; Total number of seats, 4,950.

Location: On the Ohio River, 115 miles west of Louisville, and 40 miles east of Evansville. On the I. C. L. & N., and L. H. & St. L. R.Rs. To nearest large city by railroad, 1½ hours; by auto, 2 hours.

Principal Industries: Auto bodies, buggies and delivery wagons, wheels for light vehicles, stock feed, foreign harness, etc. Farm and log wagons, gray castings, flour and cereal mills, chairs, electric lamps, cigars and tobacco.

Manufacturing Establishments: 51. Leading firms: Anglo-American Mill Co., Owensboro Wagon Co., Owensboro Ditcher and Grader Co., Owensboro Wheel Co., Owensboro Sewer Pipe Co., American Cigar Co., Kentucky Electric Lamp Co., Farhes Mfg. Co., Murphy Chair Co.

Residential Features: Mostly one-family houses. No segregation of workmen's homes. Negroes segregated in two districts. Many beautiful homes in suburbs.

Retail Shopping Section: On Second Street, 7 blocks; Frederica, 4; Third, 3; St. Ann, 2.

Trading Area: Extends 50 miles south, 25 east, and 25 west.

Wholesale Houses: Groceries, 6; meats, 1; fruits, 4; hardware, 1; dry goods, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 17; commercial automobile agencies, 3; automobile accessories, 10; bakers, 4; cigar stores and stands (including hotels), 50 (6 exclusive); confectioners (including hotel stands), 12; delicatessen, 8; dressmakers, 17; druggists, 17; dry goods, 10; department stores, 3; electrical supplies, 2; florists, 3; fruits, 6; furniture, 13; garages (public), 12; grocers, 125 (chain, 2); hardware, 4; jewelry, 8; meat markets, 15; men's furnishings, 7; men's clothing, 4; merchant tailors, 6; milliners, 4; opticians, 5; photographers, 3; pianos (and miscellaneous musical instruments), 4; radio supplies, 6; restaurants

(including hotels), 34; shoes, 12; sporting goods, 2; stationers, 3; women's apparel, 7.

Miscellaneous Data: Average temperature, 55 degrees; average number of rainy days per twelve months, 137; most pleasant months, April, May, October. Doctors (medical, 34); (dentists, 18); (osteopaths, 2); electric current, alternating and direct; number of wired houses, 4,780; street car service; gas, artificial; number of meters, 1,350; water, soft.

PADUCAH, KY.

(McCracken County)

1920 Population, 24,735 (1926 est., 35,000). Most important cities and towns in this area are: Mayfield (pop. 6,700); Metropolis, Ill. (5,947); Benton (1,532); Murray (2,897).

Native Whites, 76.2%; Negroes, 22.6%; Foreign Born, 1.2%; Industrial Workers, 6,978; English Reading, 94%; Families, 6,430.

Schools: Public Grade, 12; High, 2; Junior High, 1; Number of Pupils, 4,798.

Banks: National, 3; State, 2; Capital, Surplus, and Undivided Profits (all banks), \$1,269,212; Total Deposits (all banks), \$12,281,970; Total Resources (all banks), \$13,281,178; Total Bank Clearings (all banks), (12 months, 1925), \$104,144,760.

Theatres: Moving Pictures, 3; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 2.

Location: On Ohio and Tennessee Rivers. Served by the I. C., C. B. & Q., and N. O. & St. L. R.Rs. Steamer service to the Ohio, Tennessee, and Cumberland Rivers. Bus service to many points. To nearest large city by railroad, 7 hours; by auto, 8 hours.

Principal Industries: I. C. shops, shoes, tobacco and cigars, tile, harness, men's clothing, cooperage, boxes and crates, hosiery, hardwood, rope and cordage, shipyards, textile machinery, foundries, lumber.

Manufacturing Establishments: 78. Leading firms: International Shoe Co., American Cigar Co., Southern Textile and Machine Co., Ferguson Harness Co. Total value of yearly output of factories estimated at \$17,450,000.

Special Information: Largest retail, wholesale, and manufacturing city in Kentucky west of Louisville. Good distributing point because of waterways and railroads. City is now engaged on sewer program costing \$2,000,000. Water Co. spending \$400,000 extending mains. Ky. Utilities Co. spent a million dollars in connecting city with super-power lines. City spent \$550,000 paving 100 blocks streets; \$50,000 on 10 miles of sidewalks. County now spending \$1,250,000 paving main roads. Government at work on last dams in Ohio river in local harbor which when completed in 1929 will give 9 foot from Pittsburgh to Paducah year around. Work on two dams near Paducah totals \$8,000,000. \$8,000,000 being spent in counties adjoining McCracken for roads in next two years. Illinois Central Shops: Old plant torn down in 1925. New one costing \$8,000,000, 40% completed July 15, 1926. Minimum number of employees when in complete operation between 3,000 and 4,000 men; capacity at peak time, 7,500. This road also spending \$7,500,000 near city on short line to Chicago and north main branch. New buildings under construction in Paducah July 1st, 1926, approximate \$1,000,000 for homes and apartments and \$200,000 for schools.

Residential Features: Mostly one and two-story houses, beautiful residences, and many apartment houses. Building going on rapidly.

Retail Shopping Section: Broadway, Jefferson Street and Kentucky Avenue, 7 blocks on each.

Trading Area: 50 miles, including western Kentucky, southern Illinois and western Tennessee. Paducah is the center of this shopping district, being connected by water, bus and railroads.

Wholesale Houses: Groceries, 5; meats, 4; fruits, 2; dry goods, 4; hardware, 2; tobacco and candy, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 18; commercial automobile agencies, 11; automobile accessories, 9; automobile tire agencies, 15; bakers, 6; cigar stores and stands (including hotels), 6; confectioners (including hotel stands), 3; druggists, 34; dry goods, 36; department stores, 5; electrical supplies, 4; florists, 2; fruits, 3; furniture, 19; garages (public), 15; grocers, 145 (chain, 6); hardware, 5; jewelry, 7; meat markets, 17 (chain, 1); men's furnishings, 13; men's clothing, 8; milliners, 7; opticians, 4; photographers, 4; pianos (and miscellaneous musical instruments), 3; radio supplies, 4; restaurants (including hotels), 22 (10 exclusive); shoes, 10; sporting goods, 3; stationers, 2; women's apparel, 9.

Miscellaneous Data: Average temperature, 60 degrees; average number of rainy days per twelve months, 51; most pleasant months, March, April, May, June, Oct., Nov. Doctors (medical, 29); (dentists, 15); (osteopaths, 1); street car service; gas, artificial; number of meters, 2,597; electric current, alternating and direct; number of wired houses, 6,939; water, soft; automobile registrations, 6,768.

RICHMOND, KY.

(Madison County)

1920 Population, 5,622.

City and Suburban Estimate, 7,500.

Native Whites, 75%; Negroes, 25%.

Schools: 4; Number of Pupils, 1,925.

Churches: 4.

Banks: 5; Capital, Surplus and Undivided Profits (all banks), \$1,099,940.94; Total Deposits (all banks), \$3,344,693.47; Total Resources (all banks), \$4,902,368.74.

Guide to Newspaper Markets of KENTUCKY and LOUISIANA

KENTUCKY (Cont'd)

Theatres: 2. Total number of seats, 1,000.
Residential Features: One- and two-family houses.

Retail Shopping Section: Seven blocks in center of town.

Trading Area: Radius about 30 miles.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto agencies, 2; automobile accessories, 6; automobile tire agencies, 6; bakers, 2; cigar stores and stands (including hotels), 4; confectioners (including hotel stands), 3; delicatessen, 1; dressmakers, 10; druggists, 4; dry goods, 5; department stores, 2; electrical supplies, 2; florists, 2; fruits, 3; furniture, 3; garages (public), 12; grocers, 129; hardware, 3; jewelry, 2; meat markets, 39; men's furnishings, 4; men's clothing, 7; merchant tailors, 1; milliners, 5; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 27; shoes, 4; sporting goods, 2; stationers, 4; women's apparel, 5.

Miscellaneous Data: Doctors (medical, 36), (dentists, 9); gas, artificial; number of meters, 420; electric current, direct; number of wired houses, 1,250; number of automobile registrations for County, 3,639; water, soft.

WINCHESTER, KY.

(Clark County)

1920 Population, 8,333 (1925 est. 9,156).

City and Suburban Estimate, 11,000.

Native Whites, 66%; Negroes, 33%; Foreign Born, 1%; Families, 2,500.

Schools: Public Grade, 2; High, 2; Parochial, 1; Number of Pupils, 1,909.

Churches: Baptist, 3; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 1; First Christian, 3; Miscellaneous, 11.

Banks: National, 2; State, 3; Total Resources, \$6,778,074. Savings Bank Deposits Total, \$1,763,000.

Theatres: Moving Pictures, 1; Total number of seats, 250.

Location: In the center of Clark County. Served by the C. & O., L. & N. Trunk Line, L. & E., and W. & I. Rys. Good bus service to surrounding towns.

Principal Industries: Harvesters, hardwood flooring, banquet tables, tobacco hogheads, bottling works.

Manufacturing Establishments: 5. Leading firms: Kentucky Flooring Co., McCormick Bros. Harvesters, Tomlinson's banquet tables and tobacco hogheads. Waincott's bottling works, two wholesale lumber mills.

Special Information: Intersection of Midland and Dixie "A" Highways, and National Trails. Outlet to eastern Kentucky coal and oil fields.

Residential Features: Private homes, most of which have large, well-kept lawns.

Retail Shopping Section: On Main Street, 5 blocks; Lexington Avenue, 3 blocks; Broadway, 3 blocks around Court House Square. Neighborhood stores.

Trading Area: All of Clark County. Intermittent business from eastern Kentucky points. Over 100 traveling men make Winchester their headquarters.

Wholesale Houses: Groceries, 2; hardware, 4.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto agencies, 2; automobile accessories, 6; automobile tire agencies, 7; bakers, 1; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 11; delicatessen, 2; dressmakers, 12; druggists, 7; dry goods, 8; electrical supplies, 3; florists, 1; fruits, 8; furniture, 6; garages (public), 15; grocers, 53; hardware, 3; jewelry, 3; meat markets, 9; men's furnishings, 6; men's clothing, 3; merchant tailors, 3; milliners, 5; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 1; radio supplies, 1; restaurants (including hotels), 10; shoes, 6; sporting goods, 3; stationers, 5; women's apparel, 6.

Standard Surveys of LOUISIANA

ALEXANDRIA, LA.

(Rapides Parish)

1920 Population, 17,510. (1926 est. 25,000.)

City and Suburban Estimate (including Pineville, La., adjoining), 35,550.

Native Whites, 54%; Negroes, 42%; Foreign Born, 4%; Industrial Workers, 20%; English Reading 85%; Families, 5,937.

Schools: Public Grade, 5; High, 3; Parochial, 4. Number of Pupils, 6,200.

Churches: Baptist, 3; Christian Science, 1; Episcopal, 2; Hebrew, 2; Methodist, 3; Presby-

terian, 1; Roman Catholic, 2. Baptist College, Louisiana College, enrollment, 500.

Banks: National, 1; State, 5; Total Resources (all banks), \$15,288,019.50.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 5,000.

Location: On the Red River, in the center of the state and served by T. & P., Mo. Pac., L. & A., L. R. & N., S. P., C. R. I. & P., and A. & W. R.Rs. Bus service for passengers to every important town and city in main highways within radius of 125 miles, also to Baton Rouge, Monroe, Lake Charles, and Shreveport. Freight truck service to towns within radius of 75 miles. To nearest large cities, by railroad to Shreveport, 4 hours, to New Orleans, 6 hours; by auto to Shreveport, 5 hours, to New Orleans, 9 hours.

Principal Industries: Saw mills, for pine and hardwood, cotton oil mills, foundries and machine shops, mineral oil refinery, broom handles, talcum powder, brick, building materials, and railroad repair shops. Missouri Pacific, and Texas Pacific R.Rs. are now constructing terminals and shops to cost \$1,600,000.

Manufacturing Establishments: 110. Leading firms: Ferd. Brenner Lumber Co., Red River Oil Co., Enterprise Lumber Co., New Orleans Boiler Works. Ruston Foundry and Machine Shops. Annual output, \$12,000,000.

Special Information: Headquarters for oil-well drilling machinery, developing oil wells in central and northern Louisiana. Six gravel companies supply gravel from pits within 40 miles of this city. Because Alexandria is the hub of the good roads system of the state, many conventions meet here annually, while 33 wholesale houses, and many foreign firms warehouse and distribute their products from here.

Residential Features: Chiefly a city of private homes. There are a few apartment houses, both of the rebuilt and modern type. Residential development is greatest on west side of the city. Value of homes range from \$2,500 to \$60,000.

Retail Shopping Section: On Third Street, 6 blocks; Second Street, 8 blocks; Lee Street (colored and white section), 14 blocks; Gould Avenue, 8 blocks. Business section extends from Beauregard Street to Lee, Front to Fifth, and Jackson to Tenth.

Trading Area: Retail trade area extends within a radius of 50 to 75 miles, because of excellent motor bus service, truck delivery service, and excellent highways. A number of smaller towns and communities are located in this area, which affect only a small part of the general trade, such as dry goods, groceries, etc. Headquarters for traveling men, many firms having their headquarters in Alexandria, owing to its central location.

Wholesale Houses: Groceries, 8; meats, 4; fruits, 3; hardware, 2; auto supplies, 1; dry goods, 2; miscellaneous lines, 15.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 18; commercial automobile agencies, 4; automobile accessories, 12; automobile tire agencies, 18; bakers, 10; cigar stores and stands (including hotels), 16; confectionery (including hotel stands), 3; delicatessen, 4; druggists, 24; dry goods, 16; department stores, 6; electrical supplies, 4; florists, 3; fruits, 4; furniture, 6; furriers, 1; garages (public), 6; grocers, 40 (chain, 5); hardware, 4; jewelry, 4; meat markets, 53; men's furnishings, 14; men's clothing, 12; merchant tailors, 4; milliners, 4; opticians, 5; photographers, 4; pianos (and miscellaneous musical instruments), 1; radio supplies, 6; restaurants (including hotels), 21; shoes, 11; sporting goods, 2; stationers, 4; women's apparel, 11; auto replacement parts, 1.

Miscellaneous Data: Average temperature, 66.05 degrees; average rainfall per twelve months, 55.52; most pleasant months, March, April, May, Oct., Nov., December; doctors (medical, 32), (dentists, 23), (osteopaths, 1); number of wired houses, 5,750; gas, natural; electric current, alternating; water, soft (artesian).

BATON ROUGE, LA.

(E. Baton Rouge Parish)

1920 Population, 21,782.

City and Suburban Estimate, 45,000.

Native Whites, 65%; Negroes, 34%; Foreign Born, 1%; Industrial Workers, 15%.

Schools: Public Grade, 9; High, 4; Junior High, 2; Parochial, 3. Number of Pupils, 5,000.

Churches: Baptist, 4; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 3; Presbyterian, 2; Roman Catholic, 4.

Banks: National, 1; State, 2; Total Resources (all banks), \$18,851,000; Bank Deposits Total, \$15,512,000.

Theatres: Moving Pictures, 4; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 6.

Location: On east bank of Mississippi River. 60 miles air line, and 140 miles by road from Gulf. At head of deep water navigation. Served by the Y. & M. V., Mo. Pac., So. Pac., L. R. & N., Baton Rouge, Hammond & Eastern, and Texas & Pacific R.Rs. Water transportation by Mississippi. Warrior Service Co. and Bradford Transportation Co.

Principal Industries: Standard Oil Co. of La., foundries, box factories, lumber mills, rice mills, brick, veneering plant, chemical plant.

Manufacturing Establishments: 40. Leading firms: S. O. Co. of La., Istrouma Foundry, B. R. Sash & Door Works, B. R. Rice Mills, McCharrill Lumber Co., C. C. Mengel Co., Louisiana Chemical Co.

Special Information: Location makes it the gateway for the great southwestern territory of southern Louisiana, Texas and Oklahoma. It is a deep-sea port for water transportation from the north and northeast as far as the Pittsburgh steel district. Also a wholesale center for southern and western Louisiana.

Residential Features: Mostly family homes with fine suburban residential districts. Average value \$2,500 to \$4,000, with many higher priced residences.

Retail Shopping Section: Extends the entire length of 3rd St.; 9 blocks on Main; 2 on Laurel; 3 on Florida; 3 on Convention; 2 on Northern Boulevard, with several outside districts.

Trading Area: Extends in a 50-mile radius.

Wholesale Houses: Groceries, 4; meats, 2; fruits, 2; hardware, 3; Miscellaneous lines: jewelry, ice cream, confectionery, ice.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial automobile agencies, 12; automobile accessories, 15; bakers, 8; cigar stores and stands (including hotels), 25 (chain, 1); confectioners (including hotel stands), 33; druggists, 25 (chain, 1); dry goods, 30; department stores, 10; electrical supplies, 8; florists, 1; fruits, 25; furniture, 11; garages (public), 35; grocers, 91 (chain, 9); hardware, 8; jewelry, 8; meat markets, 21; men's furnishings, 5; men's clothing, 5; merchant tailors, 17; milliners, 3; opticians, 6; photographers, 4; pianos (and miscellaneous musical instruments), 3; radio supplies, 10; restaurants (including hotels), 34 (chain, 1); shoes, 9; sporting goods, 10; stationers, 3.

Miscellaneous Data: Average temperature, 67.2 degrees. Average number of rainy days per twelve months, 84. Most pleasant months, March, April, May, Oct., Nov., Dec. Doctors (medical, 44), (dentists, 25), (osteopaths, 2); number of wired houses, 6,500; street car service.

CROWLEY, LA.

1920 Population, 3,168.

City and Suburban Estimate, 10,000.

Native Whites, 75%; Negroes, 20%; Foreign Born, 5%; English Reading, 50%; Families, (a large number of French).

Schools: Public Grade, 2; High, 1; Parochial, 1; Number of Pupils, 1,000.

Churches: Baptist, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 2; Christian, 1; Miscellaneous, Negro, 3.

Banks: National, 1; State, 2; Total Resources, \$2,750,000; Savings Bank Deposits Total, \$275,000.

Theatres: Legitimate, 1; Moving Pictures, 1; Total number of seats, 2,000.

Location: On So. Pac., Gulf Coast Line, and T. & P. R.Rs.

Principal Industries: Rice and products, machinery.

Residential Features: Residential section is made up of bungalows and cottages, with some fine houses. Practically all own homes. Very few renters. Negro section in one part of the city. Value of homes in residential section, \$5,000 to \$20,000.

Retail Shopping Section: Practically all on Parkerson Ave., the main street of town.

Trading Area: 15 miles. Except from the south, Crowley draws trade from 20 to 30 miles.

Wholesale Houses: Groceries, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 4; commercial auto agencies, 2; automobile accessories, 4; automobile tire agencies, 6; bakers, 3; cigar stores and stands (including hotels), 3; confectioners (including hotel stands), 4; druggists, 3; dry goods, 3; department stores, 2; electrical supplies, 3; fruits, 5; furniture, 2; garages (public), 5; grocers, 8; hardware, 3; jewelry, 2; meat markets, 4; men's furnishings, 2; merchant tailors, 2; milliners, 3; opticians, 1; radio supplies, 1; restaurants (including hotels), 5; shoes, 2; sporting goods, 1; stationers, 1; women's apparel, 3.

LAFAYETTE, LA.

(Lafayette Parish)

1920 Population, 7,855; (1926 est. 13,000).

City and Suburban Estimate, 30,841.

Native Whites, 64%; Negroes, 35.1%; Foreign Born, 0.9%; Industrial Workers, 18%; English Reading, 59.3%; Families, 6,044.

Schools: Public Grade, 17 (White, 13; Colored, 4); High, White, 6; Junior High, White, 1; Parochial, 4; Number of Pupils, 6,691.

Churches: Baptist, 2 (White, 1; Colored, 1); Episcopal, 1; Methodist, 1; Roman Catholic, 3 (2 White, 1 Colored); Presbyterian, 1.

Banks: 2. Total Resources (all banks), \$7,598,168.98. Two Building & Loan Associations and one Morgan Plan Bank.

Theatres: 3. Total number of seats, 1,600.

Location: Midway between New Orleans and Houston, Texas, on the main line of the Southern Pacific Railroad.

Principal Industries: Railroad center, salt mines, lumber, oil fields, cotton, rice, sugar.

Residential Features: Mostly all one-family houses, one and two stories.

Retail Shopping Section: About one-half mile along Main Street and one-quarter mile on Vermillion Street.

Trading Area: Included in a radius of 20 miles.

Wholesale Houses: Groceries, 2; meats, 1; fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial automobile agencies, 9; automobile accessories, 18; automobile tire agencies, 14; bakers, 8; cigar stores and stands (including hotels), 29; confectioners (including hotel stands), 15; dressmakers, 16; druggists, 7; dry goods, 12; department stores, 2; electrical supplies, 4; florists, 1; fruits, 9; furniture, 6; garages (public), 16; grocers, 23; hardware, 6; jewelry, 2; meat markets, 8; men's furnishings, 12; merchant tailors, 4; milliners, 8; opticians, 3; photographers, 1; pianos (and miscellaneous musical instruments), 4; restaurants (including hotels), 13; shoes, 9; sporting goods, 3; stationers, 5.

Miscellaneous Data: Gas, natural; number of meters, 750; electric current, direct; water, soft.

LAKE CHARLES, LA.

(Calcasieu Parish)

1920 Population, 13,088.

City and Suburban Estimate, 17,825.

Native Whites, 75%; Negroes, 25%; Industrial Workers, 50%; English Reading, 95%.

Schools: Public Grade, 4; High, 1; Colored, 2.

Churches: Baptist, 3; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 2; Convent (boarding schools), 2.

Banks: National, 2; Total Resources, \$20,000,000. Two trust companies, B. and L. Assn. Assets over \$1,300,000. Chartered corporations (1925), capital, \$10,000,000.

Theatres: Legitimate, 2; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 1,800.

Location: On the Calcasieu River, and on Lake Charles, in southwest Louisiana, about 30 miles air line from the Gulf, and has deep water to the sea and municipal-owned railroad tracks to city-owned piers. On the main line Southern Pacific System, 219 miles west of New Orleans. Lake Charles is a convenient outlet on the Gulf Coast to the territory of the Central West, being only 697 miles from St. Louis, 741 miles from Kansas City and 935 miles from Omaha, and on a one-line rail haul. Served by Mo. Pac., K. C. Southern Railroads, and three branch lines.

Principal Industries: Sawmills, woodworking, shipbuilding plants, building materials, brick plants, heading plant, rice mills, feed plants, fence factories, mattress factories, sulphur by-products plant, oil fields, fertilizer factory, cellulose factory. Center of extensive fur trapping and fur trading industry.

Manufacturing Establishments: Two brick plants, 1 shipyard, 1 planing mill, 3 machine shops, tent and awning factory, 4 ice cream plants, 1 cement, pottery and plaster works, 2 ice plants, 1 canning factory, 1 dry dock, 2 sash and door plants, 2 tile manufacturing companies, 1 marble works, 4 saw mills, 2 fence factories, 3 cotton gins, 1 creamery, 1 canning and preserving plant, 3 bottling works, 4 sheet metal works.

Residential Features: Mostly 1-family homes, many with spacious grounds; 73% own their homes.

Retail Shopping Section: Fourteen blocks on Ryan Street.

Trading Area: A 50-mile radius, with several bus lines converging to city.

Wholesale Houses: Groceries, 3; meats, 3; fruits, 2; hardware, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 16; commercial automobile agencies, 8; automobile accessories, 41; automobile tire agencies, 15; bakers, 12; cigar stores and stands (including hotels), 7; confectioners (including hotel stands), 15; delicatessen, 14; dressmakers, 7; druggists, 13; dry goods, 22; department stores, 4; electrical supplies, 4; florists, 4; fruits, 14; furniture, 7; furriers, 1; garages (public), 5; grocers, 130 (chain, 5); hardware, 5; jewelry, 6; meat markets, 27; men's furnishings, 10; milliners, 18; opticians, 6; photographers, 6; pianos (and miscellaneous musical instruments), 4; radio supplies, 4; restaurants (including hotels), 32; shoes, 8; sporting goods, 6; stationers, 2; women's apparel, 21.

Miscellaneous Data: Average temperature, 61 degrees; average number of rainy days per 12 months, 50; most pleasant months: all but July and August. Doctors (medical, 15); (dentists, 10); (osteopaths, 2); number of wired houses, 2,761; gas, artificial; electric current, alternating; water, soft.

MONROE, LA.

(Ouachita Parish)

1920 Population, 12,675 (1925 est. 25,000).

City and Suburban Estimate, 35,000.

Native Whites, 70%; Negroes, 20%; Foreign Born, 10%; Industrial Workers, 50%; English Reading, 90%; Families, 4,500.

Schools: Public Grade, 5; High, 3; Junior High, 1; Parochial, 1. Number of Pupils, 6,000.

Continued on page 102

LOUISIANA (Cont'd)

Monroe (cont'd)

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 3; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 1; State, 3; Total Resources (all banks), \$10,000,000; Savings Bank Deposits Total, \$7,000,000.

Theatres: Legitimate, 1; Moving Pictures, 4. Total number of seats, 3,000.

Location: In central north Louisiana on the Ouachita River. Served by Illinois Central Ry. system, Mo. Pac. R.R., Monroe & Little Rock R.R., Ark. La. & Mo. R.R. Excellent bus service to all parts of the state. To nearest large city by railroad, 3 hours; by auto, 4 hours.

Principal Industries: Carbon black, pulp and paper, electric power, lumber, staves, automobile spokes, cotton gin, cotton compresses, cottonseed oil and glass.

Manufacturing Establishments: 85. Leading firms: Brown Paper Mill Co., Southern Carbon Co., Consolidated Carbon Corporation, Louisiana Power Co., Huff Daland Dusting Corporation. Total value of yearly output of factories estimated at \$30,000,000.

Residential Features: Mostly one and two-family houses. A considerable number of three and four-family apartments now being built. Private homes predominate. One of the finest private residential sections of any city in the state.

Retail Shopping Section: Covers that portion in the center of the city extending from the banks of the Ouachita River, eastward 7 blocks along De Siard Street, and for two blocks north and south. There is one small outlying retail business section in the southern part of the city, near the Missouri Pacific Railway system, with the usual grocery, confectionery, restaurants and small shops.

Trading Area: Extends for a radius of about 30 or 40 miles in all directions. Considerable business is secured from people living at a greater distance on account of good bus service.

Wholesale Houses: Groceries, 4; meats, 3; fruits, 1; hardware, 2; dry goods, 3; furniture, 1; shoes, 1; miscellaneous lines: drugs, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial automobile agencies, 11; automobile accessories, 15; automobile tire agencies, 15; bakers, 4; cigar stores and stands (including hotels), 14; confectioners (including hotel stands), 13; delicatessens, 2; dressmakers, 12; druggists, 18; dry goods, 31; department stores, 6; electrical supplies, 4; florists, 3; fruits, 12; furniture, 4; furriers, 1; garages (public), 6; grocers, 115 (chain, 3); hardware, 8; jewelry, 5; meat markets, 21 (chain, 1); men's furnishings, 12; men's clothing, 12; merchant tailors, 3; milliners, 10; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 4; restaurants (including hotels), 11; shoes, 19; sporting goods, 4; stationers, 2; women's apparel, 10.

Miscellaneous Data: Average temperature, 64 degrees; average number of rainy days per twelve months, 50; most pleasant months, April and May, Sept. and Oct. Doctors (medical, 85), (dentists, 18), (osteopaths, 3); number of wired houses, 3,500; street car service; gas, natural; electric current, direct; water, soft.

NEW ORLEANS, LA.

(Orleans Parish)

1920 Population, 387,219 (1926 est. 425,000). City and Suburban Estimate, 525,000.

Native Whites, 67%; Negroes, 26%; Foreign Born, 7%; Industrial Workers, 10%; Families, 85,188.

Schools: Public Grade, 107; High, 6; Parochial, 88. Number of Pupils, 104,000. Colleges 3.

Churches: Baptist, 114; Christian Science, 2; Congregational, 3; Episcopal, 16; Hebrew, 6; Methodist, 40; Presbyterian, 18; Roman Catholic, 65; Miscellaneous, 54.

Banks: National, 1; State, 8 (with 55 branches); Total Deposits (all banks), \$264,575,232; Total Resources (all banks), \$330,509,647; Total Savings Bank Deposits (1924), \$50,267,550; Total Bank Clearings (12 months, 1925), \$4,289,342,000. Bank debits to individual accounts (1924), \$3,956,250,000.

Theatres: Legitimate, 2; Moving Pictures, 62; Vandeville, 4; Miscellaneous (Auditoriums, etc.), 10. Total number of seats, 85,000 (estimated).

Location: Between Lake Pontchartrain (an arm of the Gulf of Mexico) and the Mississippi River, from the mouth of which it is 110 miles. 12 main line railroads: I. O., So. Pac., T. & P., Y. & M. V., L. & N., Southern Gulf Coast Lines, Mo. Pac., and Louisiana Ry. and Nav. Co.; 90 steamship lines to all world ports. To nearest larger city, by railroad, 12 hours.

Principal Industries: Shipping, manufacturing, wash suits, sugar refining, vegetable oil refining, mineral oil refining, syrup canning, seafood packing, rice mills, cotton goods, candy, lumber, rope, furniture.

Manufacturing Establishments: 1,200.

Special Information: One of the leading ports in U. S. in value of foreign commerce; oil, sisal, gasoline, bananas, and mahogany. The public equipment of the port of New Orleans is valued at over \$100,000,000 and makes it one of the important ports of the world. Financial center of the South.

Residential Features: The area of New Orleans is 196 square miles, and has made tenement dwelling or crowding unnecessary. One-story, double cottages house most of the working class. The middle class live in one and two-

story frame residences with large yards. Apartment houses not as popular as in northern cities. New suburban subdivisions developing rapidly.

Retail Shopping Section: Center—Canal St., 15 blocks from river to Claiborne Ave., St. Charles St., a lateral connection with Canal, 10 blocks, devoted to men's shops; Baronne St., 6 blocks, furniture and women's shops; Royal St., 10 blocks, antique shops and perfumeries; Magazine St., 60 blocks, connecting Canal with uptown sections, dotted with small stores; Rampart St., and Dryades—the Bowery of New Orleans—30 blocks; Frenchman St., 15 blocks, the shopping center for creole New Orleans.

Trading Area: North, east and west, 100 to 200 miles. The area is larger than usual, because no other large city is near New Orleans, and the immediate vicinity of the city is marshland and water. Two interurban lines, and five bus lines now connect the city with towns to the west within a radius of 100 miles.

Wholesale Houses: Groceries, 23; meats, 17; fruits, 18; hardware, 10; dry goods, 20; miscellaneous lines, 230.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 37; automobile accessories, 35; automobile tire agencies, 35; bakers, 76; cigar stores and stands (including hotels), 68 (chain, 18); confectioners (including hotel stands), 95; delicatessens, 10; dressmakers, 470; druggists, 324 (chain, 25); dry goods, 148; department stores, 6; electrical supplies, 45; florists, 85; fruits, 115; furniture, 31; furriers, 16; garages (public), 69; grocers, 1,554 (chain, 154); hardware, 94; jewelry, 110; meat markets, 210; men's furnishings, 32; men's clothing, 70; merchant tailors, 134; milliners, 29; opticians, 23; photographers, 36; pianos (and miscellaneous musical instruments), 82; radio supplies, 18; restaurants (including hotels), 322 (chain, 6); shoes, 133; sporting goods, 7; stationers, 25; women's apparel, 80.

Miscellaneous Data: Average temperature, 69.3 degrees; average number of rainy days per 12 months, 90; most pleasant months, May, October. Doctors (medical, 510), (dentists, 250), (osteopaths, 6); number of wired houses, approximately 70,000; street car service; gas, artificial; number of meters, 64,613; electric current, alternating and direct; water, soft.

See announcement columns 3 and 4

RUSTON, LA.

(Lincoln Parish)

1920 Population, 3,389.

City and Suburban Estimate, 10,000.

Native Whites, 75%; Negroes, 25%; Industrial Workers, 15%; English Reading, 85%; Families, 745.

Schools: 3; Number of Pupils, 1,430.

Churches: 4.

Banks: 2; Total Resources, \$1,500,000.

Theatres: 2. Total number of seats, 700.

Location: Sixty-five miles east of Shreveport on Rock Island and V. S. & P. R.R.'s.

Principal Industries: Agriculture, lumber, fire clay, and lignite.

Residential Features: One and two-family houses.

Retail Shopping Section: Six blocks on Railroad Ave., also part of Trenton Ave.

Trading Area: Radius of 10 miles.

Wholesale Houses: Groceries, 3; fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial auto agencies, 3; automobile accessories, 7; automobile tire agencies, 8; bakers, 3; cigar stores and stands (including hotels), 3; dressmakers, 11; druggists, 4; dry goods, 7; department stores, 1; electrical supplies, 2; fruits, 3; furniture, 5; garages (public), 9; grocers, 27; hardware, 6; jewelry, 2; meat markets, 5 men's furnishings, 5; men's clothing, 5; merchant tailors, 1; milliners, 5; opticians, 1; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 1; restaurants (including hotels), 6; shoes, 7; sporting goods, 1; stationers, 1; women's apparel, 3.

SHREVEPORT, LA.

(Caddo Parish)

1920 Population, 43,874.

City and Suburban Estimate (1926), 75,000.

Native Whites, 57.1%; Negroes, 39.9%; Foreign Born, 3%; Industrial Workers, 12.56%; English Reading, 94%; Families, 11,729.

Schools: Public Grade, 23; High, 1; Junior High, 1; Parochial, 1. Number of Pupils, 11,000.

Churches: Baptist, 30; Christian Science, 2; Episcopal, 1; Hebrew, 4; Methodist, 17; Presbyterian, 3; Roman Catholic, 3; Miscellaneous, 12.

Banks: National, 4; State, 2.

Theatres: Legitimate, 2; Moving Pictures, 5; Vandeville, 1; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 12,000.

Location: Shreveport is located in the northwest part of the state in the Parish of Caddo, and is at the head of navigation on the Red River. Elevation, 251 feet. A prosperous manufacturing city and distributing point, with a radius of 200 miles. On two national highways, Jefferson Highway, and the Dixie Overland. Served by 8 railroads with 12 outlets; 70 motor busses are operated on hourly schedules in and out of Shreveport for 65 miles in every direction. Has 52 passenger trains daily.

Principal Industries: One of the largest glass centers in the southwest. Lumber, gas, oil, fertilizers, oil-well supplies, machine shops, cotton seed oil, oil refineries, chemicals, heavy hardware.

Continued on page 103



New Orleans~ Dependable!

THE Times-Picayune, the one big newspaper of New Orleans and its trading zone profit radius, dominates a market that is an unending source of profit to the manufacturer and advertiser of the worthwhile product, because it is a dependable, able-to-buy market. Diversification—in industry, in agriculture and in commerce—tells the story.

Without a dominant industry the New Orleans zone has over 1,200 factories manufacturing 850 different products. Natural resources and a succession of highly profitable crops add an annual income of tremendous importance.

Having provided itself with facilities to handle a wide diversity and volume of imports and exports, New Orleans steadily maintains its place as second port, U. S. A. Twelve trunk line railroads connect the port with all parts of the country and river barge shipping cares for an ever increasing volume of valley products.

* * *

The Times-Picayune, completing its 90th year of service, has never before so dominated New Orleans and its trade territory.

A house-to-house survey of New Orleans was made recently, to ascertain accurately just what New Orleans' reading habits are. The records show an overwhelming preference for The Times-Picayune over all other publications—an every-day coverage of 70.6% of New Orleans homes.

Circulation, New Orleans Newspapers, 6 Months Ending September 30, 1926

Daily

The Times-Picayune	83,904
The Item	60,781
The States	50,150
The Tribune	33,333

Sunday

The Times-Picayune	119,308
The States	85,323
The Item-Tribune	83,115

Advertising Linage, New Orleans Newspapers, January 1 to September 30, 1926

The Times-Picayune	14,441,498
The Item and Sunday Item-Tribune....	8,033,111
The States	6,975,765
The Tribune	5,187,497

Manufacturers and advertisers who know New Orleans know that one medium—one cost—will sell it in the South's first market.

The Times-Picayune

IN NEW ORLEANS

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Guide to Newspaper Markets of LOUISIANA and MAINE

LOUISIANA (Cont'd)

Shreveport (cont'd)

Manufacturing Establishments: 133. Leading firms: W. K. Henderson Iron Works & Supply Co., U. S. Sheet and Window Glass Co., Southern States Bottling Co., Meridian Fertilizer Co., Shreveport Fertilizer Works, Virginia-Carolina Chemical Co., Victoria Lumber Co., Frost-Johnson Lumber Co., Peavy-Byrns Lumber Co., Allen Lumber Mfg. Co., Pelican Well Tool & Supply Co., Shreveport Producing & Refining Corp., Louisiana Oil Refining Corp., Crystal Oil Refining Corp. Total value of yearly output of factories estimated at approximately \$32,600,000.

Special Information: Center of large combined oil, lumber, and agricultural region. Has enjoyed steady growth during time of the oil depression. Building permits for 1924 were \$3,069,487.50, which included 1,276 new homes. Total volume of business for 1923, \$1,633,000,000. At head of navigation on Red River, 150,000 bales cotton produced in Shreveport, immediate trade territory last year, with cash value of \$25,000,000. Has 13 oil refineries. In lumber center of the South and Southwest. 75,000 cars of lumber handled annually. Big glass manufacturing center in South, with four large glass factories, and three wholesale glass houses. Through train service to New York City.

Residential Features: Shreveport claims to stand 5th in home ownership in the U. S. Most of working people own their homes; 1,276 new homes built during 1924. Shreveport is divided into four residential sections, with the recent divisions of beautiful Broadmoor subdivision. In the Fairfield section, and South Highlands, are some of the most beautiful homes in the South. Is noted throughout the South for its lovely homes.

Retail Shopping Section: The principal retail streets are Milam and Texas Sts., from Spring to Common Sts.; Marshall St., from Travis to Crockett; McNeil St., from Travis to Crockett; Edwards and Louisiana Sts., from Travis to Crockett; and Common St., from Texas to Crockett, a total of 24 blocks in the immediate downtown section. Texas Ave., from Common St. to the K. C. S. crossing, is almost entirely a retail street, as is Marshall St. from Crockett to Stoner Ave., a total number of 23 blocks.

Trading Area: Shreveport's retail shopping area covers a territory extending approximately 50 miles in each direction. In addition to 52 passenger trains daily that furnish a complete service for retail shoppers, a local transit company operates 80 buses daily in and out of Shreveport, covering the territory from ten to 65 miles in every direction.

Wholesale Houses: Groceries, 11; meats, 5; fruits, 5; hardware, 5; dry goods, 3; wholesale houses, including 4 wholesale paper, 94; furniture, 2; glass, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 35; commercial automobile agencies, 12; automobile accessories, 18; automobile tire agencies, 23; bakers, 11; cigar stores and stands (including hotel stands), 65 (chain, 25); confectioners (including hotel stands), 11; dressmakers, 9; dressmakers, 25; druggists, 53 (chain, 8); dry goods, 42; department stores, 7; electrical supplies, 5; florists, 7; fruits, 56; furniture, 26; furriers, 1; garages (public), 14; grocers, 37 (chain, 5); hardware, 12; jewelry, 10; meat markets, 65; (chain, 18); men's furnishings, 11; men's clothing, 11; merchant tailors, 27; milliners, 15; opticians, 7; photographers, 6; pianos (and miscellaneous musical instruments), 3; radio supplies, 1; restaurants (including hotels), 107; shoes, 13; sporting goods, 7; stationers, 5; women's apparel, 42.

Miscellaneous Data: Doctors (medical, 125), (dentists, 40), (osteopaths, 10); number of wired houses, 15,000; street car service; gas, natural; electric current, direct; water, hard.

Standard Surveys
of
MAINE

AUGUSTA, ME.

(Kennebec County)

1920 Population, 14,114. (1926 est. 16,500.) City and Suburban Estimate, 45,000.

Native Whites, 11,799; Negroes, 34; Foreign Born, 2,281; English Reading, 13,400; Families, 3,419.

Schools: Public Grade, 6; High, 1; Parochial, 2; Number of Pupils, 4,151.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Roman Catholic, 2; Unitarian, 1; Universalist, 1; Miscellaneous, 2.

Banks: National, 1; State, 4; Loan & Building Assn., 1; Total Resources, \$32,220,000; Savings Bank Deposits Total, \$24,099,000.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 3,900.

Location: On east and west banks of the Kennebec River, and on main line of Maine Central R.R. In summer time steamers of Augusta, Gardiner and Boothbay Steamboat Co., connect with points down the river and on seacoast. These carry passengers and freight. Augusta is the head of navigation. Coal barges have ample water and are continual callers. To nearest large city by railroad, 2 1/4 hours; by auto, 1 1/4 hours.

Principal Industries: Cotton mills, boots and shoes, shirt factory, paper, printing and publishing, pulp and lumber manufacturing. Augusta is the capital of the state and the site of the big Maine State Hospital for the insane, with 1,100 inmates. At the statehouse alone nearly 400 people are employed.

Manufacturing Establishments: 10. Leading firms: Edwards Manufacturing Co. (cotton goods); L. A. Crossett Co.; Capital City Corporation (boots and shoes); Augusta Lumber Co.; Newhall & Harrison Co. (lumber, doors, windows and cabinet work); M. N. Mayehoff Co., (shirts).

Residential Features: Great majority of houses are one-family houses and a very fair percentage owned. Few apartment houses. Many families have one small apartment in home rented. Several tenement houses of small size near Edward's Mill. City covers territory with many residents in rural section.

Retail Shopping Section: On both sides of Kennebec River. About 70 good stores of all kinds.

Trading Area: Fifteen miles each side of the Kennebec River, from 40 miles up stream, to 20 miles down stream. Many mail orders handled by stores from rural sections and nearby towns while good roads provide easy access for shoppers coming by automobiles and trolleys.

Wholesale Houses: Groceries, 3; meats, 3; fruits, 1; Miscellaneous lines, candy, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 5; automobile accessories, 12; automobile tire agencies, 10; bakers, 8; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 10; dressmakers, 12; druggists, 9; dry goods, 7; department stores, 1; electrical supplies, 3; florists, 2; fruits, 6; furniture, 5; furriers, 5; garages (public), 16; grocers, 52 (chain, 4); hardware, 5; jewelry, 5; meat markets, 1 (chain, 1); men's furnishings, 10; men's clothing, 10; merchant tailors, 5; milliners, 12; opticians, 8; photographers, 6; pianos (and miscellaneous musical instruments), 7; radio supplies, 6; restaurants (including hotels), 13 (chain, 1); shoes, 12; sporting goods, 6; stationers, 6; women's apparel, 7.

Miscellaneous Data: Average temperature, 55 degrees; average number of rainy days per twelve months, 50; most pleasant months, June to October, inclusive. Doctors (medical, 26), (dentists, 17), (osteopaths, 5), (chiropractors, 1); number of wired houses, 2,000; street car service; gas, artificial; electric current, alternating; water, soft.

BANGOR, ME.

(Penobscot County)

1920 Population, 25,978. (1926, est. 26,644.)

City and Suburban Estimate, 100,000. Most important cities and towns in this area are: Waterville, (pop. 13,351); Brewer, (6,500); Oldtown, (7,000); Ellsworth, (8,058); Belfast, (5,083).

Native Whites, 90%; Negroes, 1%; Foreign Born, 9%; Industrial Workers, 25%; English Reading, 95%.

Schools, Public Grade, 18; High, 2; Parochial, 2.

Churches: Baptist, 3; Christian Science, 1; Congregational, 3; Episcopal, 1; Hebrew, 3; Methodist, 3; Roman Catholic, 2; Miscellaneous, 10.

Banks: National, 2; State, 4; Capital, Surplus, and Undivided Profits (all banks), \$44,680,850.05; Total Deposits (all banks), \$26,479,332.75.

Theatres: Moving Pictures, 6; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 2.

Location: On the Maine Central, and the Bangor & Aroostock Rys. Served by the Eastern Maine Steamship Lines, Inc. Six branch lines out of Bangor. Every section is thoroughly covered by the main lines and the six branches. Four trolley lines connect suburbs.

Principal Industries: Lumber, paper manufacturing, meat products, beverages, cast stone products, gas, tar, coke, mattresses, optical lenses, and supplies, packing house products, raw furs, books, jewelry, fish, ice cream, boots and shoes, taxidermist products, harnesses, heaves and cant-logs, axes, foundry products, machinery, etc., candy, coffee, tea, stoves, furnaces, ranges, tinware, shirts, canvas products, leather products, bricks.

Manufacturing Establishments: 112. Leading firms: Union Iron Works, Wood & Bishop, C. H. Rice Co., Orono Pulp & Paper, Noyes & Nutter Mfg. Co., Morse & Co., Eastern Mfg. Co., Great Northern Paper Co., Snow & Neely Co., Alfred Jones Co., Caldwell Sweet Co., Acme Mfg. Co., Bangor Cast Stone Products Co., S. F. Adams Cigar Co., Walter S. Allen Cigar Co., Angley & Co.

Residential Features: Bangor is a commercial and financial center for a large and prosperous district; is the home of a large number of well-to-do people, and contains many fine and costly residences.

Retail Shopping Section: Main St., Exchange St., Harlow St., Broad St., State St. and Hammond St.

Trading Area: Extends over a 100-mile radius.

Wholesale Houses: Groceries, 9; meats, 6; fruits, 5; hardware, 1; dry goods, 4; shoes, 2; confectionery, 2; drugs, 2; milk, 8; potatoes, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 2; commercial auto. agencies, 10; automobile accessories, 32; automobile tire agencies, 2; bakers, 10; cigar stores and stands (including hotels), 20; confectioners including hotel stands, 36; delicatessen, 4; dressmakers, 45; druggists, 16; dry goods, 9; department stores, 4; electrical supplies, 9; florists, 7; fruits, 9; furniture, 11; furriers, 4; garages (public), 20; grocers, 99; hardware, 9; jewelry, 13; meat markets, 23; men's furnishing, 7; men's clothing, 27; merchant tailors, 11; milliners, 13; opticians, 9; photographers, 8; pianos (and miscellaneous musical instruments), 9; radio supplies, 5; restaurants (including hotels), 34; shoes, 16; sporting goods, 5; stationers, 7; women's apparel, 17.

Miscellaneous Data: Doctors (medical, 56); (dentists, 24); (osteopaths, 2); street car service; gas, artificial; number of meters, 5,400; electric current, direct; number of wired houses, 6,500; number of automobile registrations, 2,500 (approx.); water, hard.

BATH, ME.

(Sagadahoc County)

1920 Population, 14,731.

City and Suburban Estimate, 36,000.

Native Whites, 86.2%; Negroes, 0.3%; Foreign Born, 13.5%; Industrial Workers, 33%; English Reading, 94%; Families, 3,430.

Schools: 15; number of pupils, 3,570.

Churches: 13.

Banks: 4; Total resources, \$16,350,000.

Theatres: 2 Total number of seats, 2,600.

Location: On Main Central R.R. A port of entry on the Kennebec River, 12 miles from mouth. Excellent harbor. To nearest large city, by railroad, 1 1/4 hours; by trolley, 3 hours; by auto, 1 1/4 hours.

Principal Industries: Wood and iron ship-building and allied industries, employing 3,000 men. Windlasses, marine engines, ship's blocks, sawmills, foundries, machine shops, etc.

Residential Features: Mostly one-family houses. Center of a large summer resort district.

Retail Shopping Section: One-half mile on Front, and on Center Streets.

Trading Area: Radius of about 10 miles.

Wholesale Houses: Groceries, 1; meats, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 5; automobile accessories, 12; automobile tire agencies, 12; bakers, 7; cigar stores and stands (including hotels), 14 (chain, 3); confectioners (including hotel stands), 11; dressmakers, 13; druggists, 5; dry goods, 5; department stores, 2; electrical supplies, 3; florists, 1; fruits, 6; furniture, 5; furriers, 2; garages (public), 7; grocers, 28 (chain, 5); hardware, 3; jewelry, 4; meat markets, 6; men's furnishings, 11; men's clothing, 11; merchant tailors, 5; milliners, 7; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 4; shoes, 9; sporting goods, 3; stationers, 2; women's apparel, 4.

Miscellaneous Data: Average temperature, 45 degrees. Average number of rainy days per twelve months, 60. Most pleasant months, July, August, September. Doctors (medical, 8), (dentists, 4), (osteopaths, 2); street car service; gas, artificial; electric current, alternating; water, hard.

BIDDEFORD, ME.

(York County)

1920 Population, 18,008 (Saco, across the river, 6,817). Total population, 24,825.

City and Suburban Estimate, 70,696 (York County).

Native Whites, 80%; Foreign Born, 20%; Industrial Workers, 33%; English Reading, 80%.

Schools: Public Grade, 5; High, 1; Parochial, 3. Number of Pupils, 7,159.

Churches: Baptist, 2; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Roman Catholic, 3; Miscellaneous, 1; Universalist, 1.

Banks: National, 1; Total Resources (including those of Saco), \$13,000,000; Savings Bank Deposits. Total \$5,000,000.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 3.

Location: On Saco River at the head of navigation. Served by Boston & Maine R.R., both eastern and western divisions. Motor express lines to Boston. To nearest large city, by railroad, 1/2 hour; by trolley, 1 1/4 hours; by automobile, 3/4 hour.

Principal Industries: Cotton mills, cotton mill machinery, lumber, matches, boots and shoes.

Manufacturing Establishments: Leading firms: Pepperell Mfg. Co., Saco-Lowell shops (cotton machinery), Diamond Match Co., Deering Lumber Co., Hodsdon Mfg. Co. (shoes), Mechanic Shoe Co., York Mfg. Co. (cotton mill in Saco). Wage earners in December, 1919, according to census, 5,501. Total value of normal yearly output of factories estimated at \$20,000,000.

Residential Features: A large number of residences owned by occupants. There are also the usual three-story tenement houses in which mill workers live. Very few large or expensive houses. Homes in best section probably average less than \$10,000. in value.

Retail Shopping Section: On Main St., extending half a mile from bridge, crossing the Saco River, to Elm St. and a little beyond. Alfred, Water, Washington, Jefferson and Elm Sts., each leading off Main St. Small neighborhood stores.

Trading Area: About 18 miles west, and southwest. Center of trade for trolley line which runs to Kennebunk, Kennebunkport, and Sanford. Connected with Old Orchard by trolley, from which town a good trade is received the year round, and a large business in summer season.

Wholesale Houses: Groceries, 1; meats, 1; fruits, 2; miscellaneous lines, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto. agencies, 2; automobile accessories, 12; automobile tire agencies, 4; bakers, 9; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 22; dressmakers, 13; druggists, 8; dry goods, 14; department stores, 2; electrical supplies, 6; florists, 2; fruits, 21; furniture, 9; garages (public), 9; grocers, 70 (chain, 10); hardware, 4; jewelry, 8; meat markets, 50; men's furnishings, 14; men's clothing, 14; merchant tailors, 3; milliners, 10; opticians, 4; photographers, 6; pianos (and miscellaneous musical instruments), 4; radio supplies, 6; restaurants (including hotels), 18; shoes, 17; sporting goods, 2; stationers, 4.

Miscellaneous Data: Average temperature, 55 degrees; average number of rainy days per twelve months, 50; most pleasant months, May to October, inclusive. Doctors (medical, 15); (dentists, 15); (osteopaths, 2); street car service; gas, artificial; electric current, alternating; number of wired houses, 5,000 (in Biddeford and Saco); water, soft.

LEWISTON-AUBURN, ME.

(Androscoggin County)

1920 Population, 48,776 (Lewiston, 31,791; Auburn, 16,985).

City and Suburban Estimate, 125,000.

Native Whites, 80%; Negroes, 1%; Foreign Born, 19%; English Reading, 90%; Families, 16,000.

Schools: Public Grade, 45; High, 2; Junior High, 3; Parochial, 2; Number of Pupils, 9,000. Seat of Bates College and Bliss Business College, and Auburn is seat of Maine School of Commerce.

Churches: Baptist, 3; Christian Science, 2; Congregational, 2; Episcopal, 1; Methodist, 3; Roman Catholic, 4.

Banks: National, 3; Savings, 4; Trust Co., 1. (Twin Cities' bank resources increased \$2,500,000 in 1925).

Theatres: Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 5. Total number of seats, 8,000.

Location: On Androscoggin River, 35 miles north of Portland, on Grand Trunk, and Maine Central Rys., and served by Interurban electric, and Androscoggin & Kennebec electric lines connecting, with excellent service, all important outlying territory for 50 miles.

Principal Industries: Cotton and woolen manufacturing, boots and shoes, Turner Center System (dairying).

Manufacturing Establishments: 86. Leading firms: Androscoggin Mills, Continental Mills, Hill Mfg. Co., Barker Shoe Co., Lunn & Sweet Shoes Co., Dingley-Foss Shoe Co., Cushman-Hollis Shoe Co., Ault-Williamson Shoe Co., Field Bros. & Gross Shoe Co. Total value of yearly output of factories estimated at several millions. Total value of yearly output of factories estimated at several millions.

Special Information: The cities of Lewiston and Auburn adjoin on opposite banks of the Androscoggin River, and in everything but city government are one community. The twin cities are among the largest manufacturing centers in the state. The Lewiston-Auburn Cotton industry has a payroll of approximately \$6,000,000; annually. The payroll in the shoe industry amounts to \$108,000 weekly, with a daily output of 49,500 pairs of shoes. Im-

Continued on page 104

MAINE and MARYLAND Newspaper Markets in Standard Surveys

MAINE (Cont'd)

Lewiston-Auburn (cont'd)

mense water power and hydro-electric development makes twin city important manufacturing center. New Gulf Island dam under construction, to cost \$5,000,000.

Residential Features: Population composed mainly of people of the middle class living in single houses, apartments, and tenements.

Retail Shopping Section: Extends from Union Square, the center of business section and terminus of trolleys, several blocks on Lisbon, Main, Court, Park and Middle Sts.

Trading Area: Covers a territory of over 30 miles, containing a population of 120,000.

Wholesale Houses: Groceries, 1; meats, 3; fruits, 2; hardware, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 17; commercial auto. agencies, 7; automobile accessories, 23; automobile tire agencies, 11; bakers, 18; cigar stores and stands (including hotel stands), 24; confectioners (including hotel stands), 18; fruit, 54; delicatessen, 2; dressmakers, 20; druggists, 20; dry goods, 26; department stores, 1; electrical supplies, 8; florists, 2; furniture, 19; furriers, 2; garages (public), 18; grocers, 140; hardware, 16; jewelry, 19; meat markets, (included in grocers); men's furnishings and men's clothing, 38; merchant tailors, 28; milliners, 20; opticians, 5; photographers, 12; pianos (and miscellaneous musical instruments), 9; radio supplies, 4; restaurants (including hotels), 23; shoes, 20; sporting goods, 4; stationers, 8; women's apparel, 16.

Miscellaneous Data: Street car service; gas, artificial; electric current, alternating; water, soft.

PORTLAND, ME.

(Cumberland County)

1920 Population, 69,272.

City and Suburban Estimate, 140,000.

Native Whites, 80.4%; Negroes, 0.4%; Foreign Born, 19.2%; Industrial Workers, 13%; English Reading, 98%; Families, 16,801.

Schools: Public Grade, 36; High, 2; Parochial, 9. Number of Pupils, 11,844. Private Schools, 3; Seminary, 1.

Churches: Baptist, 7; Christian Science, 2; Congregational, 14; Episcopal, 6; Hebrew, 2; Methodist, 17; Presbyterian, 1; Roman Catholic, 10; Miscellaneous, 23.

Banks: National, 4; Trust Companies, 4; Total Resources (July 31, 1926), National and Trust Companies, \$95,000,000; Savings Bank Deposits, Total \$31,943,000. Trust Co. and Banks (additional), \$32,970,001.

Theatres: Legitimate, 1; Moving Pictures, 5; Vaudeville, 1; Miscellaneous (auditoriums, etc.), 2. Total number of seats, 14,300.

Location: On Casco Bay, served by M. C. B. & M., and G. T. R. Ss. Steamboat to N. Y., Boston, and eastern points. Transatlantic and Pacific Coast S.S. lines.

Principal Industries: Canned goods, extracts, boxes, breadstuffs, screens, boots and shoes, confectionery, drain pipe, paving brick, marine hardware, lumber, paints and oils, stoves, furnaces, foundries, marble and slate works, fish, iron works, silverware.

Manufacturing Establishments: 400. Leading firms: Burrows Screen Co., T. A. Huston Co., A. H. Berry Shoe Corp., Burnham & Morrill Co., Portland Packing Co., Portland Stove Foundry.

Residential Features: Mainly one and two-family houses. Extensive building operations have been carried out during the year.

Retail Shopping Section: On Congress Street west to State Street from Monument Square, also Middle Street and Congress Street east of Monument Square. Several small neighborhood sections. All trolley lines of the city and suburban points pass through Monument Square, and Congress Street.

Trading Area: Would be included within an average of 15 miles. Some retail merchants include all of 30 miles in some directions. Excellent suburban trolley lines.

Wholesale Houses: Groceries, 11; meats, 9; fruits, 4; hardware, 4; dry goods, 2; Miscellaneous lines, many and varied.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 30; commercial auto agencies, 21; automobile accessories, 60; automobile tire agencies, 22; bakers, 45; cigar stores and stands (including hotel stands), 45; confectioners (including hotel stands), 45; dressmakers, 101; druggists, 67; dry goods, 23; department stores, 4; electrical supplies, 13; florists, 24; fruits, 41; furniture, 37; furriers, 5; garages (public), 24; grocers, 289; hardware, 19; jewelry, 24; men's furnishings, 10; men's clothing, 23; merchant tailors, 80; milliners, 33; opticians, 19; photographers, 28; pianos (and miscellaneous musical instruments), 17; radio supplies, 20; restaurants (including hotels), 115; shoes, 30; sporting goods, 5; stationers, 4; women's apparel, 9.

Miscellaneous Data: Average temperature, 45 degrees; average number of rainy days per twelve months, 50; most pleasant months, May to October, inclusive. Doctors (medical, 152); (dentists, 16); (osteopaths, 20); street car service; gas, artificial; electric current, alternating; water, soft.

WATERVILLE, ME.

(Kennebec County)

1920 Population, 13,351.

City and Suburban Estimate, 40,000. Most important cities and towns in this area are: Fairfield (pop. 4,253); Winslow (3,280); Oakland (2,473); Vassalboro (1,936).

Native Whites, 50%; Foreign Born, 50%; Industrial Workers, 40%; English Reading, 85%; Families, 3,500.

Schools: Public Grade, 8; High, 1; Junior High, 1; Parochial, 3.

Churches: Baptist, 3; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 3; Miscellaneous, 1.

Banks: National, 2; State, 2; Capital, Surplus, and Undivided Profits (all banks) \$932,417.93; Total Deposits (all banks), \$8,428,758.75; Total Resources (all banks), \$12,364,229.56; Total Savings Banks Deposits, \$4,000,000. Total Bank Clearings (12 months, 1925), \$48,046,240.38.

Theatres: Legitimate, 1; Moving Pictures, 3. Total number of seats, 3,500.

Location: Waterville is a Junction point for lines of the Maine Central Railroad and three electric lines. To nearest large city, by railroad, 1 hour, 40 minutes; by trolley, 3 hours; by auto, 2 hours.

Principal Industries: Paper, cotton, wool, car shops, foundry, printing, papyrus plates, traction engines, canoes.

Manufacturing Establishments: Leading firms: Hollingsworth & Whitney Co., Lockwood Co., Waterville Iron Works, Wyandotte Woolen Co., Keyes Fibre Co., Lombard Traction Engine Co., Central Maine Power Co., Kennebec Boat & Canoe Co., Merrill-Mayo Co. (hay and grain).

Residential Features: Mostly one, and two-family houses, mostly owned by occupants. A few large apartment houses but no particularly elaborate places, and very few poor houses are in the city.

Retail Shopping Section: On Main Street, 5 blocks; Temple Street, 2 blocks; Common Street, 1 block; Charles Street, 1 block; Silver Street, 1 block; Water Street, 3 blocks; Front Street, 3 blocks. Some small outlying sections devoted to neighborhood stores.

Trading Area: North to Jackman, 90 miles; south to Augusta, 20 miles; east to Belfast, and Newport, 35 miles; west to Farmington, 40 miles.

Wholesale Houses: Groceries, 1; meats, 4; fruits, 2; miscellaneous lines, hay and grain.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 13; commercial auto. agencies, 4; automobile accessories, 15; automobile tire agencies, 10; makers, 6; cigar stores and stands (including hotel stands), 7; confectioners (including hotel stands), 9; dressmakers, 9; druggists, 11; dry goods, 10; department stores, 5; electrical supplies, 4; florists, 3; fruits, 19; furniture, 5; garages (public), 14; grocers, 59 (chain, 6); hardware, 3; jewelry, 6; meat markets, 15; men's furnishings, 12; men's clothing, 12; merchant tailors, 8; milliners, 16; opticians, 6; photographers, 5; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 17; shoes, 12; sporting goods, 3; stationers, 3; women's apparel, 9.

Miscellaneous Data: Average temperature, 60 degrees. Average number of rainy days per twelve months, 50. Most pleasant months, June, August, September. Doctors (medical, 27); (dentists, 16); (osteopathy, 4); street car service; gas, artificial; number of meters, 1,118; electric current, alternating; number of wired houses, 2,167; number of automobile registrations, 2,000 (estimated); water, hard.

Standard Surveys of MARYLAND

ANNAPOLIS, MD.

(Anne Arundel County)

1920 Population, 11,214 (not including Naval Academy).

City and Suburban Estimate, 16,000 including Eastport, W. Annapolis, Homewood and Camp Parole, adjoining.

Native Whites, 50%; Negroes, 50%; English Reading, 100%; Families, 2,700.

Schools: Public Grade, 2; High, 1; Parochial, 1.

Churches: Baptist, 3; Christian Science, 1; Episcopal, 2; Hebrew, 1; Methodist, 7; Presbyterian, 1; Roman Catholic, 1.

Banks: National, 1; State, 3; Total Resources, \$7,000,000.

Theatres: Moving Pictures, 3. Total number of seats, 2,000.

Location: On the Severn River (1 mile wide), 2 miles from Chesapeake Bay. 30 miles S. by E. of Baltimore. Served by the Washington, Baltimore & Annapolis (electric) R.R.

Principal Industries: Annapolis is not an industrial city, but a city of homes. Outside of the Naval Academy, which employs many

people, the biggest industry is lumber and building. A great amount of construction work is being done on the waterfronts near Annapolis.

Special Information: Annapolis county seat of Anne Arundel County, and capital of Maryland, is on a peninsula almost surrounded by water. Taxable base is \$7,000,000. The Naval Academy Reservation, including experimental station, post-graduate school for naval officers and radio station, represents an outlay of \$25,000,000.

Residential Features: Two residential sections: colonial Annapolis, and a new residential section with modern homes. Several small apartment houses in older section to accommodate naval families. City is an hour's distance by train and motor from Baltimore and an hour and a half from Washington. Anne Arundel County is deeply indented with arms of Chesapeake Bay, and in summer there is a population of 10,000 summer residents who come to Annapolis to shop.

Retail Shopping Section: On Main Street and West Street. Naval tailors and men's shops as good as any in the United States.

Trading Area: Fifteen miles into Anne Arundel County.

Wholesale Houses: Hardware, 1; Miscellaneous lines, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; automobile accessories, 15; automobile tire agencies, 6; bakers, 4; cigar stores and stands (including hotel stands), 25; confectioners (including hotel stands), 2; delicatessen, 2; druggists, 10; dry goods, 12; electrical supplies, 12; florists, 3; fruits, 20; furniture, 3; garages (public), 6; groceries, innumerable; hardware, 5; jewelry, 3; meat markets, 12; men's furnishings, 4; men's clothing, 4; merchant tailors, 12; milliners, 4; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 2; restaurants (including hotels), 15; shoes, 8; sporting goods, 3; stationers, 4; women's apparel, 6.

BALTIMORE, MD.

(Baltimore County)

1920 Population, 733,826 (1926 est. 807,209). (1920 Population, Metropolitan District, 787,254.)

City and Suburban Estimate, 920,000.

Native Whites, 73.6%; Negroes, 14.6%; Foreign Born, 11.8%; Industrial Workers, 115,727; English Reading, 90%; Families, 166,857.

Schools: Public Grade, 132; High, 5; Junior High, 10; Parochial, 45. Number of Pupils, 121,373.

Churches: Baptist, 123; Christian Science, 3; Congregational, 3; Episcopal, 50; Hebrew, 43; Methodist, 87; Presbyterian, 47; Roman Catholic, 70; Miscellaneous, 16.

Banks: National, 11; State, 44; Total Resources (all banks), \$551,236,505; Savings Bank Deposits Total, \$191,461,674.58 (500,251 acc'ts); average, \$383 each.

Theatres: Legitimate, 3; Moving Pictures, 111; Vaudeville, 4; Burlesque, 3; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, Legitimate, Burlesque and Vaudeville, 14,071. M. P. houses average 800.

Location: On the Patapsco River 5 miles from Chesapeake Bay, served by B. & O., Penn., and Western Md. R.R.s., and by 27 other lines, including electric and interurban. Excellent bus service to central and western Maryland. To nearest large city (Washington, D. C.), by railroad, 1 hour; by trolley, 1½ hours; by auto, 1½ hours.

Principal Industries: Iron, steel, copper, fertilizers, straw hats, drugs, spices, underwear, sugar refining, electrical goods, canning, tin decorating, pork and beef packing.

Manufacturing Establishments: Leading firms: Baltimore Copper Smelting and Rolling Co., Bethlehem Steel Co., M. S. Levy, Townsend Grace, McCormack & Co., American Sugar Refining Co., Faultless Nightwear Corporation, General Electric Co. Total value of yearly output of factories estimated at \$700,000,000.

Special Information: Baltimore is the most western of the big eastern ports enjoying an advantage of nearly 200 miles over Boston, measured from Chicago. Rates to and from the Middle West are very low. Baltimore stands first in manufacture of straw hats and fertilizers. It has an exceedingly large copper smelting plant, great coal loading pier, and is center of cotton-duck industry.

Residential Features: Of the 25 largest cities in the U. S. Baltimore ranks high in home ownership. There are in the neighborhood of 166,000 families in the city and 136,000 separate dwellings. Of these more than 80,000 own their homes. Building & Loan Associations flourish, the 609 of them carrying over 200,000 accounts with an estimated value of \$75,000,000. During 1925 there were 600 new homes built in the city.

Retail Shopping Section: Extends for 7 blocks east and west of Baltimore Street, 6 or 7 blocks west on Lexington Street, and about 6 blocks north on Charles Street. Intersecting streets are well lined with stores. The most important are Howard Street, north for 6 blocks, and Eutaw Street north 6 blocks. There are 8 outlying retail business sections including smaller neighborhood stores.

Trading Area: Baltimore's trading area is very compact, the metropolitan district containing some 184,000 acres, the center of a prosperous trading area of rich farm land and industrial towns. It has been estimated that the 10,000 rural families in a 30-mile radius buy 40

per cent of their pianos, 60 per cent clothing, 44 per cent dress goods, 46 per cent jewelry, 54 per cent of furniture and 52 per cent automobile accessories in Baltimore. The annual retail volume of the city is roughly \$400,000,000. It is a city of comparatively short distances, no long hauls, no elevated, no subway.

Wholesale Houses: Groceries, 23; meats, 20; fruits, 24; hardware, 12; dry goods, 20.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 137; automobile accessories, 125; automobile tire agencies, 78; bakers, 261; cigar stores and stands (including hotel stands), 16; confectioners (including hotel stands), 1,107; delicatessen, 62; dressmakers, 566; druggists, 415 (chain, 19); dry goods, 334; department stores, 29; electrical supplies, 80; florists, 155; fruits, 92; furniture, 125; furriers, 61; garages (public), 289; grocers, 3,300 (chain, 453); hardware, 350; jewelry, 175; meat markets, 332 (chain, 2); men's furnishings, 110; men's clothing, 141; merchant tailors, 945; milliners, 210; opticians, 20; photographers, 69; pianos (and miscellaneous musical instruments), 47; radio supplies, 30; restaurants (including hotels), 1,140 (chain, 27); shoes, 240; sporting goods, 25; stationers, 68; women's apparel, 25.

Miscellaneous Data: Average temperature, 55 degrees; average number of rainy days per twelve months, 126; most pleasant months, April, May, June, Sept., Oct.; doctors (medical, 1,247); (dentists, 477); (osteopaths, 16); number of wired houses, 111,995; street car service; gas, artificial; electric current, alternating for residences, direct for business; water, soft.

CAMBRIDGE, MD.

(Dorchester County)

1920 Population, 7,467.

City and Suburban Estimate, 10,000.

Native Whites, 80%; Negroes, 20%; Industrial Workers, 20%; English Reading, 90%.

Schools: Public Grade, 6; High, 2; Number of Pupils, 1,583.

Churches: Baptist, 2; Episcopal, 1; Methodist, 5; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 2; State, 2. Capital, Surplus and Undivided Profits (all banks), \$1,721,952; Total Deposits (all banks), \$16,500,000; Resources (all banks), \$19,468,027; Total Savings Bank Deposits, \$6,000,000.

Theatres: Moving Pictures, 3. Total number of seats, 2,800.

Location: On Choptank River 60 miles from Baltimore with daily boat service. Branch line Penn. R.R. The N. P. & N. R.R. connects at Seaford, Del. Ships car lots of opened oysters direct to the West by fast freight and express.

Principal Industries: Canning tomatoes, peas, beans (lima, and stringless), potatoes, corn, opening and shipping oysters; shipping of hard and soft crabs on a large scale. Box, barrel, and lumber business heavy. Can works make millions of tin cans. Flour and corn mills. Six shirt factories. Fertilizer and oyster shell mills.

Manufacturing Establishments: 27. Leading firms: Phillips Packing Co., Cambridge Mfg. Co., A. Phillips & Co., L. B. Phillips & Co., W. G. Winterbottom & Co., Andrews & Woolford, John M. Clayton Co., I. L. Leonard & Co., Dorchester Fertilizer Co. BYD shirt people have large factory here (all women workers). Annual output, valued at \$7,500,000.

Special Information: Situated on deep, wide river. Plenty of fish, oysters, and game, with good farming and truck land adjacent make living good and prices reasonable. Good American labor plentiful, contented and well paid. Cement roads in every direction. Maryland road connect every town from the Atlantic to the Blue Ridge Mountains. No "color" trouble.

Residential Features: Mostly two-story houses, frame construction, 50% owned. Nearly all industries gathered around railroad and river front. Town divided by creek, draw bridge connects two sections. Houses painted and kept in good repair.

Retail Shopping Section: Business street extends six blocks in center of town. Poplar St. 1 block, Race St. 4 blocks, High St. 1 block.

Trading Area: Cement roads bring people from all over the country, 30 miles in one direction to the Delaware line, 25 miles in the other. Boats bring people 30 miles to trade; 80% farmers on state road own automobiles. Trading area population is about 50,000.

Wholesale Houses: Groceries, 3; meats, 1; fruits, 1; hardware, 1; Miscellaneous lines, provisions, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial automobile agencies, 3; automobile accessories, 6; automobile tire agencies, 14; bakers, 15; cigar stores and stands (including hotel stands), 5; confectioners (including hotel stands), 7; dressmakers, 10; druggists, 6; dry goods and department stores, 4; electrical supplies, 2; florists, 3; fruits, 2; furniture, 6; garages (public), 6; grocers, 20 (chain, 6); hardware, 3; jewelry, 3; meat markets, 8 (chain, 2); men's furnishings, 8; men's clothing, 5; merchant tailors, 4; milliners, 5; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 4; radio supplies, 4; restaurants (including hotels), 5; shoes, 4; sporting goods, 3; stationers, 2; women's apparel, 6.

Miscellaneous Data: Doctors (medical, 8), (dentists, 5); gas, artificial; number of meters, 1,100; electric current, alternating; number of wired houses, 1,500; water, soft.

Standard Surveys of MARYLAND and MASSACHUSETTS

MARYLAND (Cont'd)

CUMBERLAND, MD.

(Allegany County)

1920 Population, 29,837.

City and Suburban Estimate, 40,000.

Native Whites, 91%; Negroes, 5%; Foreign Born, 4%; Industrial Workers, 32%; English Reading, 97%; Families, 6,433.

Schools: Public Grade, 12; High, 1; Junior High, 3; Parochial, 5. Number of Pupils, 6,176.

Churches: Baptist, 3; Christian Science, 1; Episcopal, 2; Hebrew, 3; Methodist, 8; Presbyterian, 2; Lutheran, 5; Roman Catholic, 3; Miscellaneous, 18.

Banks: National, 2; State, 4; Total Resources (all banks), \$19,538,360; Savings Bank Deposits Total, \$10,751,898.43.

Theatres: Legitimate, 1; Moving Pictures, 6; Miscellaneous (Auditoriums, etc.), 5.

Location: In Allegany County at eastern terminal of C. & O. canal. Served by Cumberland & Penna., Baltimore & Ohio, Penna., Western Lines, and the Western Maryland R.R.s. On national highway. On Horseshoe Trail to the north, with excellent bus service to central and western parts of state and to Pennsylvania towns. State roads also connect city with West Virginia and Pennsylvania towns. To nearest larger city by railroad, 4 1/4 hours; by automobile, 4 hours.

Principal Industries: Iron and steel, rails, fire brick, automobile tires, artificial silk, dye works, plaster, tin plate, steel shafting, silk throwing, flour, mattresses, sash and doors, castings, glassware, brick, cement, leather, hides, extensive trade in bituminous coal, sand, lime, clay, lumber, fruit and truck growing and dairying.

Manufacturing Establishments: Leading firms, Kelly-Springfield, Footers Dye Works, Kletz Throwing Mills, American Cellulose Co., Potomac Glass Co., Maryland Glass Co., Taylor Tin Plate Co., B. & O. R.R. shops.

Special Information: Railroad center for coal mines in Pennsylvania and West Virginia and western Maryland, and apple and peach belts of Maryland and West Virginia. Second largest city in Maryland. Recent establishment of Kelly-Springfield Tire Co. and American Cellulose Co., employing more than 4,000 people.

Residential Features: Private homes with lawns predominate. Limited sections in double houses and rows. Exclusive section on corporation line served with city water and electric power. Another suburban section within 10 minutes' ride. Homes in better section and in better residential portion of city average \$10,000.

Retail Shopping Section: From City Hall Square 4 blocks through heart of city to terminal of suburban car lines, south to Harrison Street. Bounded east and west by Baltimore & Ohio, and W. M. R.R.'s crossings, extending 5 blocks in either direction. Another retail shopping section is located on Virginia Avenue in south end of city, extending about 8 blocks. Other neighborhood sections.

Trading Area: Forty miles east, west, north and south. Residents of farming sections of West Virginia and Pennsylvania, and miners from nearby towns, make Cumberland shopping center.

Wholesale Houses: Groceries, 4; meats, 4; fruits, 4; hardware, 1; dry goods, 2; miscellaneous lines; flour, 3; candy, 2; toys, 2; barrels, 1; building supplies, 4; ice cream, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 20; commercial automobile agencies, 5; automobile accessories, 9; automobile tire agencies, 11; bakers, 12; cigar stores and stands (including hotels), 11 (chain, 1); confectioners (including hotel stands), 34; dressmakers, 33; druggists, 18 (chain, 2); dry goods, 6; department stores, 8; electrical supplies, 6; florists, 4; fruits, 10; furniture, 11; furriers, 2; garages (public), 19; grocers, 135 (chain, 8); hardware, 9; jewelry, 9; meat markets, 37; men's furnishings, 11; men's clothing, 9; merchant tailors, 12; milliners, 8; opticians, 6; photographers, 15; pianos (and miscellaneous musical instruments), 7; radio supplies, 3; restaurants (including hotels), 38; shoes, 14; sporting goods, 4; stationers, 6; women's apparel, 14.

Miscellaneous Data: Average temperature, 52.6 degrees; average number of rainy days per twelve months, 44; most pleasant months, from May to December, inclusive. Doctors (medical, 63); (dentists, 23); (osteopaths, 2); number of wired houses, 95%; street car service: gas, natural; electric current, alternating; water, soft.

FREDERICK, MD.

(Frederick County)

1920 Population, 11,066.

City and Suburban Estimate, 15,000. Most important cities and towns in the area are: Brunswick (pop. 4,000); Middletown (800); Emmitsburg (1,000); Thurmont (1,000).

Native Whites, 87.6%; Negroes, 1.2%; For-

eign Born, 1.2%; English Reading, all but 316; Families, 2,765.

Schools: Public Grade, 5; High, 2; Parochial, 2; Hood College for Women, 600 students; Maryland School for Deaf Mutes, 150 students.

Churches: Baptist, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous: United Brethren, 1; Reformed Church, 2; Lutheran, 1; Church of the Brethren, 1.

Banks: National, 3; State, 1; Trust, 1; Savings Bank, 1. Capital, Surplus, and Undivided Profits (all banks), \$3,484,579. Total Deposits (all banks), \$24,767,703. Total Resources (all banks), \$29,063,600. Total Savings Banks Deposits, \$24,000,000. Total Bank Clearings (12 months ending May 1, 1926), \$24,305,882.

Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (auditoriums, etc.), 3.

Location: In the heart of rich agricultural country and served by the Penna., and the B. & O. R.R.s., and by the Hagerstown & Frederick trolley line. Passenger and freight buses operate to Baltimore, Washington, Gettysburg, Pa., and other points. Excellent roads. To nearest large city by railroad, 2 1/2 hours; by automobile, 1 3/4 hours.

Principal Industries: Brushes, iron and steel, knitting mills, men's clothing, canning factories, silos, flour mills, milk receiving plants, abattoir, fertilizer plants, tannery, brick, ice cream, lime kilns, etc. With the exception of brushes, hosiery, and clothing, most of the industries are associated with the main industry of the section, which is agriculture.

Manufacturing Establishments: 25. Leading firms: Union Manufacturing Co., Ox Fibre Brush Co., Frederick Iron & Steel Co., Frederick City Packing Co., M. J. Grove Lime Co., Monocacy Valley Canning Co., Mountain City Mills.

Special Information: Frederick is the business center for Frederick, and adjoining counties, which is rich farm country. Frederick County is the largest county in Maryland, having 3,817 farms, each farm being a small plant, or factory in itself, requiring supplies and materials. Frederick's hosiery and brush factories are among the largest in the country. The city is very prosperous, with per capita deposits of \$2,000, which is among the highest for any city in the state.

Residential Features: Mostly one-family houses. Large proportion of working people own their home. Attractive suburban sections recently developed.

Retail Shopping Section: Market and Patrick Streets are the main business blocks.

Trading Area: A radius of about 20 miles. Good roads and excellent stores, offering better values than are usually found in stores of the larger cities, furnish the inducement to trade in Frederick.

Wholesale Houses: Groceries, 3; meats, 1; fruits, 4; miscellaneous lines, confectionery, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial automobile agencies, 6; automobile accessories, 5; automobile tire agencies, 18; bakers, 3; cigar stores and stands (including hotels), 15 (chain, 1); confectioners (including hotel stands), 12; dressmakers, 15; druggists, 7; dry goods, 10; department stores, 1; electrical supplies, 5; florists, 4; fruits, 4; furniture, 3; garages (public), 15; grocers, 61 (chain, 6); hardware, 5; jewelry, 7; meat markets, 14 (chain, 2); men's furnishings, 10; men's clothing, 10; merchant tailors, 3; milliners, 6; opticians, 3; photographers, 5; pianos (and miscellaneous musical instruments), 5; radio supplies, 4; restaurants (including hotels), 10; shoes, 9; sporting goods, 3; stationers, 2; women's apparel, 10.

Miscellaneous Data: Average temperature, 53.7 degrees; average number of rainy days per twelve months, 116. Doctors (medical, 26); (dentists, 11); (osteopaths, 1); number of wired houses, 2,995; street car service: gas, artificial; number of meters, 1,850; electric current, alternating; water, soft; number of automobile registrations, 1,500.

HAGERSTOWN, MD.

(Washington County)

1920 Population, 28,064 (1925 est., 35,000).

City and Suburban Estimate, 60,000.

Native Whites, 98%; Negroes, 1%; Foreign Born, 1%; Industrial Workers, 30%; English Reading, 100%; Families, 7,500.

Schools: Public Grade, 9; High, 2; Parochial, 1. Number of Pupils, 6,500.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 3; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 16.

Banks: National, 3; State, 6.

Theatres: Legitimate, 1; Moving Pictures, 4; Vaudeville, 1; Miscellaneous (auditoriums, etc.), 2. Total number of seats, 5,000.

Location: In the western part of Maryland, and is the hub city of the Cumberland Valley. Served by the Pennsylvania, N. & W. B. & O., and W. M. R.R.s. Located on National Highway, to Appalachian Scenic Highway, and Lee, or Shenandoah Highway to the west. Is 74 miles from Washington and Baltimore.

Principal Industries: Shoes, leggings, gloves, silk, knit underwear, automobiles, organs, furniture, machinery supplies, sand blast equipment, railroad shops, cement mill, printing, hosiery.

Manufacturing Establishments: 113. Leading firms: Hagerstown Shoe and Legging Co., Byron Shoe Co., Moller Organ Works.

Special Information: Hagerstown has an electric line reaching 15 towns, and passing through a rich and well-settled district. Bus lines reaching 30 towns. Cement mill located a mile and a half from city, with a capacity of 3,000 barrels a day. Has also a well-equipped hydro-electric plant furnishing power at cheap rate, and is favored with an unlimited water supply.

Residential Features: Practically all one- and two-family houses, private homes predominate. The most beautiful residential section in western Maryland is located in the northern section of the city.

Retail Shopping Section: From Public Square, which is terminus for trolleys and buses, on West Washington Street, 1 block; on N. Potomac Street, 1 block; on S. Potomac Street, 1 block. On these streets the large stores are located. Smaller business located on 2 blocks on W. Franklin, 1 block on E. Franklin, 1 block on E. Washington, 1 block on N. Jonathan Street, 1 block on S. Jonathan, and a large number of outlying stores.

Trading Area: Extends about 25 miles north, east, and west, and as far as 45 miles south.

Wholesale Houses: Groceries, 4; meats, 1; fruits, 3; hardware, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 18; commercial automobile agencies, 6; automobile accessories, 22; automobile tire agencies, 22; bakers, 12; cigar stores and stands (including hotels), 30; confectioners (including hotel stands), 13; delicatessen, 2; druggists, 15; dry goods, 5; department stores, 3; electrical supplies, 9; florists, 3; fruits, 3; furriers, 7; garages (public), 40; grocers, 133; hardware, 3; jewelry, 7; meat markets, 31; men's furnishings, 20; men's clothing, 19; merchant tailors, 4; milliners, 11; opticians, 5; photographers, 4; pianos (and miscellaneous musical instruments), 9; radio supplies, 10; restaurants (including hotels), 26; shoes, 5; sporting goods, 2; stationers, 3; women's apparel, 12.

SALISBURY, MD.

(Wicomico County)

1920 Population, 7,553.

City and Suburban Estimate, 11,000.

Native Whites, 88%; Negroes, 12%; English Reading, 90%.

Schools: Public Grade, 5; High, 1.

Churches: Baptist, 2; Episcopal, 1; Hebrew, 1; Methodist, 4; Presbyterian, 1; Roman Catholic, 1.

Banks: National, 1; State, 2.

Theatres: Moving Pictures, 2; Vaudeville, 1. Total number of seats, 2,500.

Location: In center of eastern shore of Maryland, on the B. C. & A. Ry., and the N. Y. P. & N. R.R. (Pennsylvania System); B. O. & A. Ry. freight boats, and Victor Lyon transportation freight boats to Baltimore. To nearest larger city by railroad, 3 hours; by automobile, 3 hours.

Principal Industries: Lumber, shirt manufacturing.

Manufacturing Establishments: 4. Leading firms: E. S. Adkins Co. (lumber), Morris Bros., C. R. Dishoroon Co. (lumber), Jackson Gutman Co. (shirts).

Special Information: Salisbury is considered to be the shopping center of the eastern shore.

Residential Features: Salisbury has 2,400 houses. No apartment houses, no tenements.

Retail Shopping Section: On Main Street, 4 blocks; on Division Street, 3 blocks; on Dock Street, 1 block.

Trading Area: Extends 30 miles east, 70 miles north, 120 miles south, and 63 miles west. There is an approximate population of 96,000 in the trading area.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial automobile agencies, 3; automobile accessories, 2; automobile tire agencies, 4; bakers, 2; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 12; delicatessen, 4; druggists, 4; department stores, 3; electrical supplies, 3;

florists, 2; fruits, 4; furniture, 5; garages (public), 5; grocers, 25; hardware, 3; jewelry, 4; meat markets, 5; men's furnishings, 7; men's clothing, 8; merchant tailors, 3; milliners, 4; opticians, 3; photographers, 1; pianos (and miscellaneous musical instruments), 3; radio supplies, 7; restaurants (including hotels), 10; shoes, 5; sporting goods, 3; stationers, 4; women's apparel, 6.

Standard Surveys
of
MASSACHUSETTS

AMESBURY, MASS.

(Essex County)

1920 Population, 10,036 (1926 est. 11,234).

Most important cities and towns in trading area are: Merrimack (pop. 2,200); Salisbury (2,000); South Hampton (400); Newton (1,000).

Native Whites, 94%; Negroes, 1%; Foreign Born, 5%; Industrial Workers, 25%; English Reading, 90%; Families, 2,300.

Schools: Public Grade, 6; High, 1; Junior High, 1; Parochial, 3. Number of pupils, 2,300.

Churches: Baptist, 2; Christian Science, 1; Congregational, 3; Episcopal, 1; Methodist, 1; Roman Catholic, 2; Friends, 1; Universalist, 1; Adventist, 1; Spiritualist, 1.

Banks: National, 1; State, 1. Capital, Surplus, and Undivided Profits (all banks), \$100,000. Total Deposits (all banks), \$1,587,697. Total Resources (all banks), \$3,444,155. Total Savings Banks Deposits, \$6,369,587.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 4. Total number of seats, 2,500.

Location: On Merrimack River, 35 miles north of Boston. Served by the Boston & Maine R.R. Industrial railroad connects factories with B. & M. wharfs on Merrimack River.

Principal Industries: Automobile body making, iron, brass and composition factories, abrasives, shoes, peanut products, automobile lamps and accessories, counter and heel board, ladies' and men's felt hats, boats.

Manufacturing Establishments: 35. Biddle & Smart Co., Walker Body Co., Merrimack Hat Corp., F. M. Hoyt Co., G. W. J. Murphy Co., Witham Body Co., Merrimack Valley Iron Foundry, Amesbury Brass and Foundry Co., Bryant Body Co., Commonwealth Supplies Co. Total value of yearly output of factories estimated at \$15,000,000.

Special Information: Large manufacturers of automobile bodies. One of the largest manufacturers of felt hats, and also of peanut products. Large manufacturer of carborundum abrasives; only manufacturer of chilled shot abrasives. Manufacturers of high class skiffs and dories, also large power boats.

Residential Features: With few exceptions, one- and two-family houses, large proportion owned. One of the finest residential sections north of Boston.

Retail Shopping Section: Main Street, from Market Square to Strand Theatre; Elm Street, from Market Square to Railroad Avenue; Market Street to Baptist Church; Friend Street to Town Hall.

Trading Area: Extends 5 miles east, 6 north, and 6 west, bounded by Merrimack River on the south. Very little retail trade coming beyond this.

Wholesale Houses: Fruits, 1; miscellaneous lines, automobile and carriage supplies, 2; tobacco, 1; confectioners, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial automobile agencies, 4; automobile accessories, 8; automobile tire agencies, 20; bakers, 5; cigar stores and stands (including hotels), 50 (chain, 1); confectioners (including hotel stands), 10; delicatessen, 2; dressmakers, 12; druggists, 6 (chain, 1); dry goods, 9; department stores, 5; electrical supplies, 4; florists, 3; fruits, 22; furniture, 4; garages (public), 10; grocers, 36 (chain, 7); hardware, 4; jewelry, 3; meat markets, 17 (chain, 2); men's furnishing, 6; men's clothing,

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MASSACHUSETTS (Cont'd)

Amesbury (cont'd)

6; merchant tailors, 6; milliners, 5; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 5; restaurants (including hotels), 12; shoes, 9; sporting goods, 3; stationers, 3; women's apparel, 10.

Miscellaneous Data: Doctors (medical, 8); (dentists, 8); (osteopaths, 2); street car service; gas, artificial; number of meters, 1,157; electric current, alternating and direct; number of wired houses, 1,800; number of automobile registrations, 1,100; water, hard.

ATTLEBORO, MASS. (Bristol County)

1920 Population, 19,731 (1926 est. 23,019).

Native Whites, 79%; Negroes, 1%; Foreign Born, 20%; Industrial Workers, 25%.

Schools: Public Grade, 15; High, 1; Junior High, 1; Parochial, 1. Number of pupils, 3,983.

Churches: Baptist, 2; Christian Science, 1; Congregational, 2; Episcopal, 1; Hebrew, 1; Methodist, 2; Roman Catholic, 5; Miscellaneous, 12.

Banks: National, 1; State, 4.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 3,182. Two new theatres now planned.

Location: Between Boston and Rhode Island along the main line of the N. Y., N. H. & H. R.R., in the southeastern part of the state with an area of 28 square miles. Also served by Interstate Consolidated Street Ry. passenger service hourly to New York and Boston, half-hourly by trolley, and hourly by bus to Providence. Is 31 miles S. by W. of Boston, and to nearest large city (Providence, R. I.), by railroad, 1/2 hour; by trolley, 1 hour; by automobile, 35 minutes.

Principal Industries: Jewelry, tools, optical goods, boxes, cotton and woolen goods.

Manufacturing Establishments: Leading firms: R. F. Simmons Co., Bay State Optical Co., Mossberg Pressed Steel Corp., Frank Mossberg Co., R. Wolfenden & Sons, O. H. Eden Co., James E. Blake Co., M. S. Co., McKee & Keeler, Inc., L. G. Balfour Co., Bates & Bacon, Baer & Wilde Co., Robbins Co., Marathon Co., Mason Box Co., The Watson Co.

Special Information: Attleboro has 95 miles of streets. It is considered to be among the leading cities in the jewelry industry of America, and has immense dyeing and bleaching establishments.

Residential Features: Mostly two- and three-family houses, although many larger and more beautiful houses are scattered through the city. No section occupied entirely by residences, and no section of city occupied entirely by workmen's tenements. Many new homes under construction. Building permits in 1925 exceeded \$1,000,000, and total for seven months in 1926 was over \$560,000.

Retail Shopping Section: Extends from the beginning (west end) of Park Street, 7 blocks. The larger stores located on Park Street, while there are several small stores on streets crossing Park.

Trading Area: About 6 miles north, 8 south, 10 east, and 10 west. Trolley lines in each direction.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; automobile accessories, 14; automobile tire agencies, 6; bakers, 5; cigar stores and stands (including hotels), 10; confectioners (including hotels), 20; delicatessen, 2; dressmakers, 20; druggists, 6; dry goods, 7; department stores, 4; electrical supplies, 3; florists, 6; fruits, 4; furniture, 4; garages (public), 10; grocers, 80 (chain, 9); hardware, 2; jewelry, 2; meat markets, 20 (chain, 1); men's furnishings, 5; men's clothing, 7; merchant tailors, 9; milliners, 7; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 4; restaurants (including hotels), 15; shoes, 7; sporting goods, 1; stationers, 1; women's apparel, 9.

Miscellaneous Data: Doctors (medical, 22); (dentists, 16); (osteopaths, 2); number of wired houses, 4,900; street car service; gas, artificial; electric current, alternating; water, soft; number of automobile registrations, 5,450.

See announcement columns 3 and 4

BEVERLY, MASS. (Essex County)

1920 Population, 22,561.

City and Suburban Estimate, 35,000.

Native Whites, 74%; Negroes, 1%; Foreign Born, 25%; Industrial Workers, 20%; English Reading, 80%; Families, 5,463.

Schools, 13. Number of pupils, 4,636.

Churches: 17.

Banks: 4. Total Resources, \$10,750,200.

Theatres: 3. Total number of seats, 1,890.

Location: On an inlet of the Atlantic Ocean, about 18 miles northeast of Boston, on the Gloucester branch of B. & M. R.R.

Principal Industries: Shoes, shoe machinery, paper boxes, sails, special machinery, bottle caps, boot and shoe findings, tools, cod fisheries, shipping interests.

Residential Features: One- two- and three-family houses.

Retail Shopping Section: Six blocks in center of city.

Trading Area: North to Boxford; east to Gloucester; west to Danvers.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto. agencies, 3; automobile accessories, 20; automobile tire agencies, 20; bakers, 8; cigar stores and stands (including hotels), 23; confectioners (including hotel stands), 28; delicatessen, 1; dressmakers, 28; druggists, 11; dry goods, 11; department stores, 1; electrical supplies, 2; florists, 10; fruits, 15; furniture, 6; furriers, 1; garages (public), 13; grocers, 51; hardware, 7; jewelry, 7; meat markets, 21; men's furnishings, 6; men's clothing, 7; merchant tailors, 15; milliners, 6; opticians, 7; photographers, 5; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 11; shoes, 14; sporting goods, 6; stationers, 5; women's apparel, 1.

BOSTON, MASS. (Suffolk County)

City Class as—The City of Boston is the twenty-eighth city in the world. It is one of the greatest industrial and commercial centers in the United States. Second largest importing seaport in western hemisphere. The leading educational center of New England, second in America. One of the world's greatest fresh fish ports. The supply center of retail trade throughout central and eastern New England.

POPULATION

1910 Census	670,585
1910 Census, Metropolitan District	1,531,138
1915 State Census	745,439
1920 Census	748,060
1920 Census Metropolitan District*	1,772,254
1925 State Census	779,620
1925 State Census, Metro. District	1,808,845

*Note—As defined by the U. S. census. Metropolitan Boston includes besides the central city only those divisions within the 10-mile limit in which the population at the census was at least 150 persons per square mile. This shows 16 cities and 33 towns.

Native White	65.7%
Foreign Born	31.9%
Negro	2.2%
Students	40,000
English Reading	96%
Factory Workers	
Municipal Boston	75,857
Met. Boston	178,343
Families	1928
Municipal Boston	168,679
Met. Boston	402,141
Dwellings	
Municipal Boston	79,317
Met. Boston	254,198
Summer Residents	
Met. Boston*	75,000

*Note—Figures for Metropolitan Boston include beaches as far north as 5 miles and as far south as 7 miles; also farms and country hotels, within same area. It does not include the thousands of vacationists or motorists who come to Boston for the summer or who make it their headquarters for trips into mountains and to the shore. These latter transients cannot be definitely estimated.

Comparison of Municipal Boston's Population

	1910.	1920.
Male	329,703	368,756
Female	340,882	379,304
White, native parents	157,870	181,811
White, foreign parents	195,422	238,241
White, mixed parents	61,682	71,514
White, foreign born	240,722	238,919
Negro	13,564	16,350
Other races	2,405	1,225
Males of voting age	208,321	235,790
Illiterates over ten years	24,468	24,524
No. School age 6-20 years	169,116	169,250

Nativity of Foreign Born

	1910.	1920.
Armenia	Not given	1,472
Austria	2,413	1,530
Canada (French)	3,098	1,743
Canada (other)	47,097	40,285
Denmark	1,031	935
England	13,601	12,408
France	1,073	1,269
Germany	8,700	5,915
Greece	1,497	3,054
Ireland	66,038	57,011
Italy	31,380	38,179
Lithuania	Not given	4,127
Newfoundland	463	2,797
Norway	1,014	1,875
Poland	Not given	7,650
Portugal	1,225	957
Russia	41,891	38,021
Scotland	5,062	5,079
Sweden	7,122	6,780
Syria	Not given	1,756
Other countries	3,162	6,096

Suburban Residents

These cities and towns are within what is commonly known as Metropolitan Boston showing population and relative distance from Boston.

	1925 Miles	1920 Federal Census
Nahant (town)	4	1,630
Peabody (city)	10	19,870
Salem (city)	9 1/2	42,821
Saugus (town)	5	12,743
Swampscott (town)	8	8,953
Middlesex County		
Arlington (town)	3	24,943
Belmont (town)	2	15,256
Cambridge (city)	borders	119,689
Everett (city)	borders	42,072
Framingham (town)	10	21,078
Lexington (town)	5	7,785
Malden (city)	3	51,789
Medford (city)	3	47,627
Melrose (city)	4	20,165
Natick (town)	7 1/2	12,871
Newton (city)	borders	53,003
Sherborn (town)	8	929
Somerville (city)	borders	99,032
Stonham (town)	5	9,084
Wakefield (town)	7	15,611
Waltham (city)	4	34,746
Watertown (town)	borders	25,480
Wayland (town)	7	2,255
Weston (town)	4	2,908
Winchester (town)	5	11,565
Woburn (city)	7	16,410
Norfolk County		
Braintree (town)	4	13,193
Brookline (town)	borders	42,681
Canton (town)	borders	5,896
Dedham (town)	borders	13,913
Dover (town)	3	1,044
Medfield (town)	6 1/2	3,867
Milton (town)	borders	12,861
Needham (town)	borders	8,977
Norwood (town)	4	14,151
Quincy (city)	borders	60,055
Randolph (town)	5	5,644
Sharon (town)	7	3,119
Walpole (town)	7	6,508
Wellesley (town)	4	9,049
Westwood (town)	2	1,706
Weymouth (town)	5	17,253
Suffolk County		
Chelsea (city)	borders	47,247
Revere (city)	borders	33,261
Winthrop (town)	borders	16,158

The Metropolitan District of "Greater Boston" as determined by the State of Massachusetts, only includes 40 municipalities, 14 cities and 26 towns, while the Federal Census includes 16 cities and 33 towns.

SCHOOLS

	Total No. Enrollment
Public Grade (Elementary)	79
Kindergartens	72
High and Latin	16
Teachers College	1
Special Schools	5
Continuation	1
Parochial Schools	42

Boston maintains evening schools as follows:

	Total No. Enrollment
Elementary	22
High	10
Trade	5

Boston is one of the first educational centers of the world. In the Metropolitan Area are more than 200 universities, colleges, normal and

technical schools, music and art institutions and private schools. Among them are the following, with student enrollment:

	Location	No. of Students
Harvard University	Cambridge	
College		3,247
University		7,997
Massachusetts Institute of Technology	Cambridge	2,756
Radcliffe College	Cambridge	1,000
(Women's Division of Har- vard)		
Tufts College	Medford	2,209
Boston University	Boston	10,381
Boston College	Newton	1,706
Simmons College	Boston	1,397
Wellesley College	Wellesley	1,587

CHURCHES

Adventist, 2; Baptist, 38; Christian Science, 4; Congregational Trinitarian, 34; Congregational Unitarian, 18; Disciples of Christ, 1; Episcopal, 35; Friends, 1; Jewish, 40; Lutheran, 16; Methodist Episcopal, 34; Methodist, 2; Swedenborgian, 2; Presbyterian, 8; Roman Catholic, 68; Spiritualist, 2; Universalist, 6; Miscellaneous, 57.

BANKS

As of Oct. 31, 1925

Savings, 24, Resources	\$532,372,898
Deposits	109,830,882
State Banks, 1, Resources	977,403
Trust Co., 14	
Commercial Resources	437,411,175
Savings, Resources	34,322,413
Trust, Resources	350,910,185
Co-operative, 49, Resources	94,944,056
National, 11, Resources	916,428,000

There are in Metropolitan Boston, 36 national banks, 53 trust companies, 64 savings banks, 105 co-operative banks, 50 credit unions, 1 state 1 foreign bank and Federal Reserve Bank.

The per capita deposits and savings of Metropolitan Boston amounts to \$1,050, the total deposits and savings amount to \$1,794,686,000. Boston bank clearings run between \$1,500,000,000 and \$2,000,000,000 monthly. Bank clearings, 1925, \$22,481,915,310.

THEATRES

According to the Building Department as of October 1st, 1926, there were 46 licensed theatres, of these 7 show motion pictures and vaudeville, 14 are legitimate houses, 3 show burlesque, and 2 vaudeville, and 20 strictly motion pictures. The total seating capacity of these

Continued on page 108

ATTLEBORO, MASS.

Population-23,019 } Sun Circulation
Houses --- 3,774 } within city limits
3943

Every "Sun" Goes Home

The Attleboro Sun

Daily Except Sunday

Attleboro, Mass.

Total "Sun"
Circulation
5800

With better than one paper to each house in the city—with excellent suburban coverage—with exceptionally complete news reports, features, and daily market reports—The Attleboro Sun is enjoying a steady, healthy increase in circulation and lineage that is proving profitable to its advertisers.

"The Center of the Jewelry Industry" is a prosperous field offering excellent opportunities to national advertisers.

The Sun Also Serves Five Nearby Towns

Member of Associated Press
Audit Bureau of Circulations
International News

Foreign
Representative
Hamilton & DeLisser

25 West 43rd St.
New York City
127 N. Dearborn St.
Chicago, Ill.

Will you allow great retailers to show you the way to marketing success in Boston?

How they have analyzed the market—how they concentrate their advertising upon a 12-mile area

IF you would know the basic facts about a local market—the underlying truths on which marketing success must be built—go to the leading retailers.

In any local market they know local advertising media. They buy large space every day to cultivate their market. And they know at all times what part of that market brings the greatest returns.

Because so many manufacturers felt disappointment over their sales in Boston—whereas Boston retailers experienced no such difficulty—the Globe decided to investigate the Boston market. And the Globe found that the chief difference between most manufacturers' campaigns in Boston and Boston retail advertising lay in the conception of the Boston market.

THE Globe first investigated parcel deliveries of the great Boston stores. And contrary to what was expected it learned that 74% of these parcels go to homes *within 12 miles of City Hall*.

The Globe obtained from a leading department store an analysis of the locations of its charge accounts. It learned that 64% of these, too, are *within 12 miles*.

Then the Globe analyzed retail outlets in all leading fields. Numerically these outlets show a majority within the 12-mile

area. In actual business volume this strength is greater than it seems to be because these stores within the 12-mile area are the real leaders—they do the biggest volume of business.

How the Globe parallels this new trading area

WITHIN this newly defined trading area the Sunday Globe offers the largest circulation in Boston. And the sale of the Globe on week-days exceeds that of Sunday.

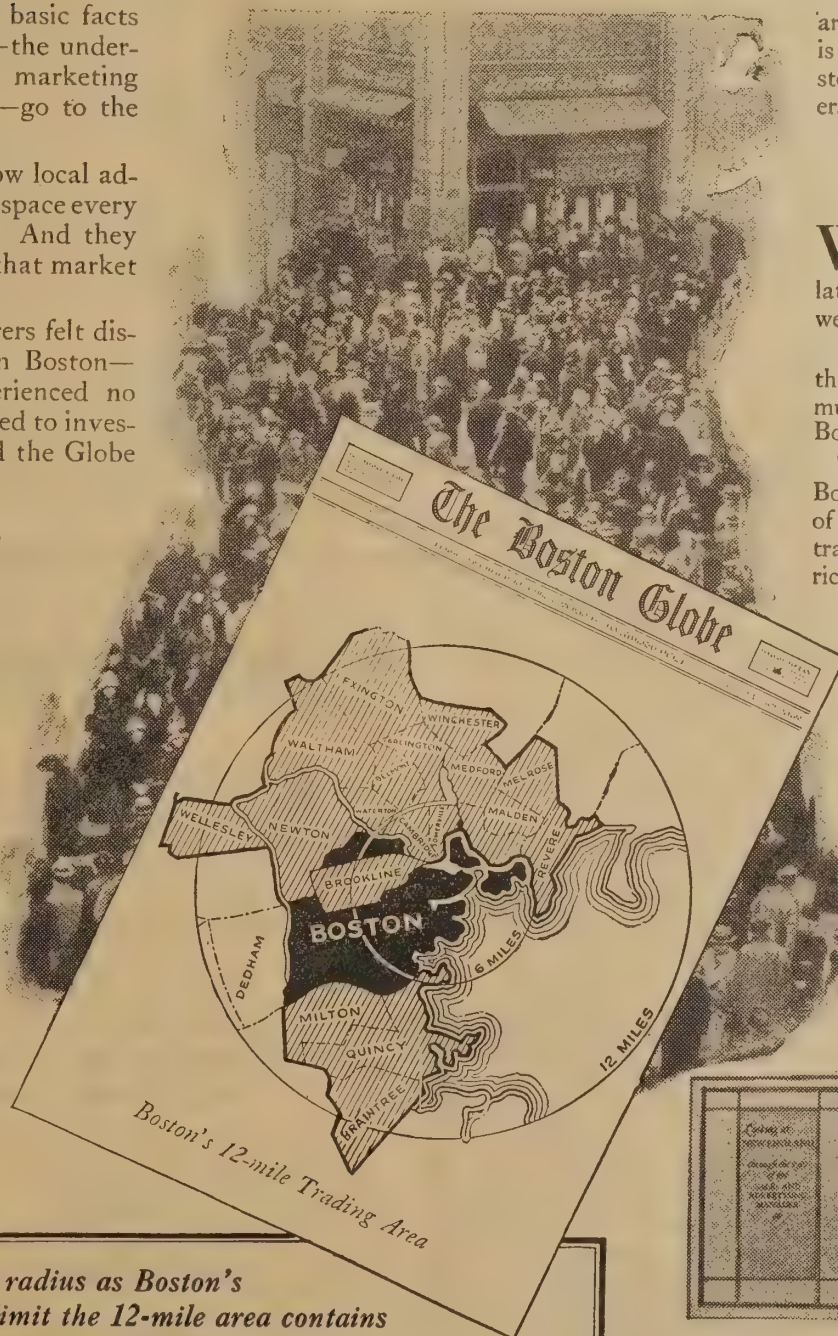
That is why the department stores place their chief reliance on the Globe. They use as much space in the Sunday Globe as in all other Boston Sunday papers combined.

The Globe sells Boston. Not just the city of Boston but the market represented by the city of Boston plus the population within the key trading area of 12 miles—1,567,257 people, the richest homes in Boston. Their per capita wealth is high—nearly \$2,000.

The Globe commands the respect of all creeds, political beliefs, races, because it is strictly non-partisan.

The Globe offers no premiums—makes no inducements for circulation except the inducement of publishing a newspaper people want to read.

Study the map of Boston's key market on this page. See how the Globe leads in this key market. Note the figures on distributing outlets. Then buy the Globe *first* in Boston.



Taking a 30-mile radius as Boston's extreme trading limit the 12-mile area contains

74% of all department store package deliveries
64% of all department store charge accounts
61% of all grocery stores
60% of all hardware stores

57% of all drug stores
57% of all dry goods stores
55% of all furniture stores
46% of all auto dealers and garages

Here the Sunday Globe delivers 34,367 more copies than the next Boston Sunday newspaper. The Globe concentrates in this area—199,392 daily—176,479 Sunday

May we send you this interesting booklet?

If selling the Boston market is one of your problems you will be interested in our new booklet—"Looking at New England through the eyes of the Sales and Advertising Manager." We will be glad to send you a copy on request.

Total net paid circulation

Daily 278,988 — Sunday 325,234

Net paid averages—year ending March 31, 1926.

The Boston Globe

The Globe sells Boston

MASSACHUSETTS (Cont'd)

Boston (cont'd)

46 theatres is 76,454, in addition there are also 35 smaller motion picture houses seating 23,984; also 92 halls, each seating 400 or more; 55 halls each seating less than 400.

The largest auditorium, Mechanics Hall, seating 7,229; next in capacity, Boston Arena (amphitheater) seating 5,796; Metropolitan Theater, 4,482; State Theater, 3,519; Keith-Albee Theatre, 3,212; Boston Opera House, 3,000; Orpheum, 2,991; Scollay Square Theatre, 2,589; Symphony Hall, 2,569; Tremont Temple (Converse Hall), 2,541; Keith's Theatre, 2,020. Outdoor amphitheatres: Braves' Field, 41,500 seats; Harvard Stadium, 40,000; Fenway Park, 29,480. The new Keith Memorial Theatre now being erected will show vaudeville.

There are 36 houses with more than 1,000 seats each, and 6 houses with seating capacity of more than 2,000 seats.

LOCATION AND TRANSPORTATION

Situated at the head of Massachusetts Bay, 230 miles northeast of New York, it has a harbor with berthing space of more than 40 miles most of which is in active use for commercial purposes.

It is the terminus of three large railroads, the Boston and Maine and subsidiary lines, the Boston and Albany (New York Central, lessee) and the New York, New Haven and Hartford and subsidiary lines. It is also the terminus of the Boston, Revere Beach & Lynn R.R.

The Boston and Maine connects Boston serving points west, north and east. Besides serving directly the territory in Maine, New Hampshire, Vermont, part of New York and the northern half of Massachusetts, the Boston and Maine connects at Portland, Maine, and other junctions in that section with the Maine Central Railroad for Maine and eastern Canadian territory. At Newport, Vermont, and White River Junction, Vt., traffic is fed to the Canadian Pacific and the Grand Trunk, respectively, thence to points in Canada and the west. Grand Trunk business moves via Central Vermont as intermediate carrier. Bellows Falls, Vermont, is a point of connection with the Rutland R.R. and an important route to western Vermont, the Adirondack region and the west. The chief outlets of the Boston and Maine for western traffic are, however, Mechanicville, New York, a junction with the Delaware and Hudson, and Rotterdam Junction, New York, with the New York Central and West Shore lines. At Troy, New York, there is also connection with the New York Central and the Hudson River Boat Lines.

The Boston and Albany, in a general way, parallels the Boston and Maine in a westerly direction from Boston. It forms a part of the New York Central system and joins the parent line at Albany for all points west.

The New York, New Haven & Hartford railway network covers southeastern Massachusetts, the states of Rhode Island and Connecticut, connecting at New York City with the various trunk lines west and south.

The various terminals at Boston are connected by the Union Freight R.R. operating along the waterfront for the interchange of freight. The Boston and Albany and the Boston and Maine also have direct rail connections for this purpose.

In addition to the freight service given by these roads, they daily bring to the terminal stations a vast throng of commuters. The northeastern section of the Metropolitan District is served by the Boston, Revere Beach and Lynn Railroad. This urban steam line each day in the year brings in its thousands of commuters.

Numbers of passengers on steam railroads to and from Boston, yearly, Boston & Maine, 26,001,465; New York, New Haven & Hartford, and Boston & Albany, 34,959,896; Boston, Revere Beach & Lynn, 11,550,200; total railroad passengers, 83,479,147.

Passenger trains in and out of South Station, 541 a day, 402 of which are N. Y., N. H. & H., and 184, B. & A.; These trains carry 150,000 persons daily; North Station, 395 a day; Boston, Revere Beach & Lynn, 426 a day.

There are four electric railway systems in the Metropolitan area. Of these, the Boston Elevated Railway System is by far the largest. It comprises surface, elevated and subway lines, which serve a population of 1,220,000. The 533 miles of track traversing this area comprise 45 miles for rapid transit cars, including elevated and subway lines, 45 miles of surface track in reservation and 16 miles of track in subways, tunnels and viaduct for surface cars. This physical arrangement of tracks and the speed maintained enables the inhabitants of the farthest outlying towns to reach the business portion of the city within 40 minutes. Last year there were 382,149,667 passengers carried.

Subways and tunnels connect Cambridge, East Boston, Dorchester and Back Bay area with the heart of the city. Elevated lines run from Forest Hills to Everett and to East Cambridge. In addition, there is the Atlantic Avenue Elevated line connecting the North and South stations and serving many of the steamship wharves.

Of more than 2,000 revenue passenger cars, 95 steel Cambridge subway cars (about the size of Pullman cars), 338 steel and semi-steel elevated cars and 616 semi-steel center entrance motor and trailer cars represent the latest advance in car design.

The feature of the transportation system is the possibility of transferring from surface cars to rapid transit lines and from rapid transit lines to surface cars at all transfer stations; and the general adoption of bodily transfer points on the system so as to do away with the necessity of procuring transfer ticket.

Districts not covered by the Boston Elevated System are served by the Eastern Massachusetts Street Railway System, the Boston and Worcester and the Middlesex and Boston Street Railways. Taking Metropolitan Boston as a whole there is no section which is not efficiently served by one or more of the transportation systems which connect it with the business center.

Bus lines are now running from Boston to New York also many large cities in New England. Regular schedules are maintained.

PRINCIPAL INDUSTRIES

As EDITOR & PUBLISHER did not wish to publish facts and figures which in some cases might conflict with the publicity already issued by local organizations, which is based on the State definition of Metropolitan Boston, it is to be noted that all Metropolitan facts and figures in this chart are based on the Federal Government's definition of Metropolitan Boston.

Manufacturing Industries

Metropolitan Boston Federal, 1919	
No. of establishments	5,163
Capital invested	\$894,048,325
Value of stock and materials used	\$755,350,609
Amount of wages paid during year	\$247,341,450
Average number of wage earners	216,727
Value of product	\$1,351,637,243

Capital Invested Annual Prod.	
Metropolitan Boston \$894,048,325	\$1,351,637,243
Massachusetts	2,962,198,527
New England	5,781,679,000

Variety—Of about 350 recognized industries, more than 250 are represented in Metropolitan Boston.

Metropolitan Boston, State Census 1924	
No. of establishments	4,560
Average number of wage earners	178,483
Total wages	\$230,724,773
Average earnings	\$1,292.70
Value of materials	\$584,492,588
Value of products	\$1,148,222,031

Leading Industries Value of Production State Census 1924

Boots and shoes	\$82,667,408
Printing and publishing	67,348,308
Confectionery and ice cream	48,997,252
Foundry and machine shop products	44,706,563
Men's clothing	32,881,874
Women's clothing	22,569,665
Slaughtering & meat packing	45,095,903
Electrical machinery	64,668,771
Rubber Goods	23,798,053

Other industries include artificial limbs, auto bodies and parts; awnings, tents and sails, blackings, satins and dressings, boot and shoe cut stock, and findings, boxes, paper, brass, bronze, and copper products, canning and preserving, cleaning and polishing preparations, clothing, men's clothing, women's, coffee and spices, roasting and grinding, confectionery, ice cream, copper, tin and sheet iron products, cotton goods, cutlery and tools, electrical machinery, apparatus and supplies, flavoring extracts and syrups, food preparations, foundry and machine shop products, fur goods, furnishing goods (men's), furniture, hardware, hats and caps, jewelry, knit goods, leather goods, lumber, planing mill products, musical instruments, paints and varnishes, paper goods, patent medicines and compounds, printing and publishing, refrigerators, rubber goods, show cases, signs and advertising novelties, soap, stationery goods, structural ironwork, surgical appliances, suspenders, garters and elastic woven goods, tobacco manufacture, trunks and valises, window, door screens and weather strips, window shades and fixtures, wirework.

Pianos and Organs

For many years Massachusetts has held third place in the United States for the manufacture of pianos and organs. In 1919 the value of these instruments and the materials used in their production amounted to more than \$13,000,000. Several makers of national reputation are located in Metropolitan Boston.

Slaughtering and Meat Packing

Although Metropolitan Boston is not one of the great meat packing centers of the country the annual product of the slaughtering and meat-packing industry amounts to nearly \$500,000,000. Hence the densely populated regions in this locality are by no means wholly dependent upon the distant western sources of supply for their meat products. The great establishments in Somerville and Cambridge, employing several thousand workers, have a successful history of more than seventy years. In addition, Boston is the most important New England distribution point for western shipments. Several collateral industries of considerable importance have been built up in the Metropolitan Area.

Soap and Medical Supplies

Situated in the Metropolitan District is a factory of one of the world-famous soapmakers. This and the other 16 soap establishments of the region produce an annual output valued at approximately \$17,500,000. The manufacturer of patent medicines and drugs amounts to more than \$16,000,000; and the plant of a company with branches all over the country is located here.

Electrical Machinery

With one of the largest electrical manufacturing plants in the world, and numerous other establishments, Metropolitan Boston is easily a leader in the production of electrical apparatus. In the ten years between 1909 and 1919 the number of workers employed by this industry in Massachusetts increased more than a third and the value of goods produced more than tripled. The total 13,678 electrical workers in Metropolitan Boston alone exceeded the number employed in the whole state ten years before. The value of electrical manufactures in Metropolitan Boston amounted to \$53,901,540 at the last federal census, more than half the total for the whole state in the same year and almost

twice the total of ten years before. In 1924 the State Industrial Census showed a gain of \$6,311,183 in value of production over the previous year, or a total output valued at \$64,668,771.

Confectionery

High quality confectionery is among the outstanding products of Metropolitan Boston. Within the municipal limits of the city are more than sixty candy factories, a stone's throw across the river in Cambridge are about twenty-five more and within the whole Metropolitan District almost a hundred establishments are catering to the demands of the American sweet tooth. With the ice cream establishments included, this number is increased by a third. It is, in fact, Boston's fifth greatest industry. More than \$55,000,000 worth of confectionery and nearly \$44,000,000 worth of ice cream are placed on the market every year from the establishments, which furnish employment to more than 10,000 wage-earners, a large proportion of whom are women. Many of these candy factories with their modern and sanitary equipment and their attractive rest rooms for employees are among the show places of Boston.

Furniture Specialties

Furniture manufacturers in Metropolitan Boston include office furniture, folding and portable chairs, reed and rattan furniture, carriages and go-carts, school furniture, toy vehicles, railway car seats, cocoa mats and matting and other reed and rattan products.

Boston is the home of one of the greatest reed and rattan furniture manufacturing companies in the country. Its nine plants turn out a large part of the total American production of these specialties.

The Metal Trades

In the Metropolitan District 277 foundries and machine shops turn out an annual product amounting to more than \$55,500,000. Tools and cutlery from 25 factories add \$18,000,000 more to the annual output of metal products.

The Shoe Industry

Within 25 miles of Boston are more shoe factories than in any other section of similar size in the country. Boston is the greatest market in the world for boots and shoes. Practically half of all the rubber boots that are made, are manufactured in Eastern Massachusetts.

Boston is the headquarters of the industry which manufactures practically all the shoe machinery used in this country.

Cotton and Woolen Textiles

Boston is the leading market in the U. S. A. for cotton and woolen textiles.

Boston is the center of the most important cotton manufacturing district in the United States. Located here are the executive offices of many of the great cotton mills of New England, the national organization of cotton manufacturers and, of course, a large number of cotton brokerage houses and warehouses. It is, moreover, the greatest American port of entry for Egyptian cotton.

Boston receives more than half the raw wool imported by the United States each year. If the receipts of foreign and domestic wool are both taken into consideration the average annual receipts at Boston for a ten-year period exceed 412,000,000 pounds—more than the total wool clip of the United States and about one-seventh the total wool production of the world. Enough wool passes through this city each year to make an all-wool suit for every man, woman and child in the United States. Boston is capable of storing in one wool warehouse more than 100,000,000 pounds of wool.

The Fish Trade

Boston is the most up-to-date fish port in the world and in production is exceeded only by Grimsby, England. It has one of the largest fish piers in the world, built at a cost of \$3,000,000, 1,200 feet in length, 300 feet in breadth, 537,000 square feet in area, having capacity for the simultaneous discharge of 80 vessels. On and adjacent to it is the largest fish freezing and cold storage plant in the country, with a capacity of 15,000,000 pounds, ice-making capacity of 230 tons daily and ice storage for 10,000 tons.

Boston distributes more than 150,000,000 pounds of fish annually—the new Boston Fish Pier alone has handled over 2,000,000 pounds a day. This great business of turning into wealth the resources of the sea is an almost unappreciated asset.

Clothing

Boston is one of the six great clothing markets of the United States. The latest federal census reports 9,995 wage-earners employed in all branches of this industry in Metropolitan Boston. The output of men's clothing amounts annually to over \$33,000,000 and of women's clothing to about \$25,000,000.

SPECIAL INFORMATION

Metropolitan Boston is an area of approximately 409 square miles designated by statutory enactment, including Municipal Boston (748,060 population) and thirty-nine surrounding towns and cities, with a total population of 1,658,936.

Boston is a commercial and industrial centre of 1,657,000 people (Federal Metropolitan Boston 1,172,000) rather than a city of only 748,000. The real Boston extends far beyond the municipal boundaries. There is no break in the widening circle of stores, warehouses and factories which are thickly spread over the whole area of Metropolitan Boston. The forty towns and cities, whose economic interests are inextricably bound up with the banking and railroad and port facilities of their centre, comprise the real Boston. This Metropolitan District forms a powerful economic unit, the natural centre for the manufacturing and trading interests of New England, one of the richest industrial regions of the country.

Total assessed valuation, personal and real estate for 1925, \$1,862,799,900 in the City of Boston. In Metropolitan Boston the total

Continued on page 110

A Quality Article Endures

SINCE 1830 the Boston Evening Transcript has faithfully served an exclusive clientele—those of the medium and better classes who have discrimination and the power to buy the best the market affords.

That this policy has borne substantial returns through the years is indisputable—witness the following gains in advertising lineage figures for the first nine months of 1926—

263,557 gain in National Advertising
145,338 gain in Local Advertising

A larger total than any other evening paper not combined with morning editions

Boston Transcript

Highest Ratio of BUYERS to Readers

National Advertising Representatives

CHARLES H. EDDY CO.
Boston New York Chicago

R. J. BIDWELL CO.
San Francisco Los Angeles

Most Powerful and Economical Selling Force in New England!

MOST efficient and economical coverage of the populous, wealthy and compact Boston and New England markets is offered by the Boston Evening American, Daily Advertiser (Tabloid) and the Sunday Advertiser.

The Boston American offers the largest evening circulation in New England—262,298—leading its nearest competitor by more than 100,000.

The Boston Daily Advertiser—Boston's only tabloid, pictorial newspaper, with a circulation of 153,286 is now second in the morning field although only five years old.

The Boston American and Daily Advertiser may be used separately or in combination. Bought in combination they offer the largest daily circulation in New England obtainable at a single rate—415,584.

The Boston Sunday Advertiser, regularly read by 490,588 families, leads the second largest Boston Sunday newspaper by more than 150,000, the third by 168,000, and the fourth Sunday newspaper by more than 367,000 circulation.

*[Circulation figures from Government
Statements as of October 1, 1926]*



RODNEY E. BOONE
9 East 40th St.
New York City

H. A. KOEHLER
Hearst Bldg.
Chicago

S. B. CHITTENDEN
5 Winthrop Sq.
Boston

LOUIS C. BOONE
Book Tower Bldg.
Detroit

MASSACHUSETTS (Cont'd)

Boston (cont'd)

assessed valuation was \$3,439,653,145. This is a per capita valuation of \$2,389.75 for the City and \$1,901.57 for Metropolitan Boston. The number of assessed dwellings in 1925 in the City of Boston were 79,317 and in the Metropolitan district, 254,198.

Boston has for some years ranked first as to valuation per capita.

There are 243,342 gas meters and 287,522 electric light meters in Boston.

Automobile registration in Boston only, pleasure cars 89,873, trucks 15,361; Metropolitan Boston, pleasure cars 266,678.

In the Central District of Boston there were on January 1, 1925, 110,223 telephones. In Metropolitan Boston there were 393,807 telephones.

Exports and Imports, 1924

For Mass. Customs District (Boston and eight minor ports) in calendar year, 1924, the total value of exports was \$57,355,646 or \$5,197,538 more than in 1923; of imports, \$253,851,533 or \$53,436,899 less than in 1923; total foreign trade, \$311,207,179 or \$48,240,061 less than in 1923. Boston's total foreign trade for year 1924 ranked sixth among American ports, New York, Galveston, New Orleans, Seattle and San Francisco exceeding the former in value. As to imports alone, Boston ranked third, Seattle taking second place, and as to exports alone, 18th (the unusual decline in exports due largely to discrimination against Boston in through railroad freight rates). Tonnage of vessels in foreign trade in year 1924, entered 3,927,437; cleared, 2,347,385; number of vessels entered 1,553; number cleared, 1,046.

For the fiscal year ending June 30, 1925, the total imports at Boston reached \$301,447,000 in value, restoring this port to its accustomed rank of second.

Not only is Metropolitan Boston a mighty centre, but it is steadily growing in size and importance. So far from being merely bedrooms of Boston business people, the other municipalities of the Metropolitan Area are so many parts of one great business community. Thirteen of these municipalities each manufacture annually goods valued at over \$10,000,000, and nine more than \$20,000,000 each. Below the \$10,000,000 line, among the smaller communities which are chiefly residential in character, are twelve, each of which turns out over a million dollars' worth of goods annually, the amount ranging from a little over \$1,000,000 to more than \$9,500,000. In the three cities of Metropolitan Boston which are next to Municipal Boston in industrial importance, \$19,684,309 are invested in manufacturing plants and machinery, and the aggregate output of these establishments amounts to \$369,234,607 a year.

RESIDENTIAL FEATURES

The residents of Municipal Boston occupy almost exclusively fine apartments in the better sections and "tenements" and small apartments in the poorer districts.

The largest number of "tenements" (some of the familiar "3-deck" classification) are in North End, West End, South End, part of Charlestown, Roxbury, Dorchester, South Boston and East Boston.

The better class of apartments are in Dorchester, West Roxbury, Hyde Park, Jamaica Plain, Brighton and Back Bay Section.

Other sections having individual homes and in some cases large estates are Milton, Dedham, Wellesley, Lincoln, Lexington, Winchester and Weston.

Total owned homes in Boston 30,132 or 19,609 mortgaged, 9,998 free, 525 unknown, total rented 132,658; tenure unknown 1,995. The total number of buildings in Boston is 113,782—34,957 are constructed of brick, concrete, etc., and 78,825 are constructed of wood. These figures are given as of 1924.

During 1925 permits were issued for the construction of 4,542 buildings of all classes the total estimated cost of construction being \$61,835,205. Of these buildings 2,027 were dwellings planned to accommodate a total of 5,942 families.

Construction permits issued during the first eight months of 1926 covered the construction of 2,637 buildings at a total estimated cost of \$41,502,790. Included among those were 1,203 dwellings which were to accommodate 2,688 families. These figures show a decided growth in the building of one-family homes.

The Metropolitan Park Commission administers 10,627 acres of reservations and parkways and 70 miles of boulevards within the Metropolitan Area. The Blue Hills Reservation in Mattapan alone has an area of 4,558 acres. There are 958 acres of parks and parkways within the boundaries of Municipal Boston.

Besides the Metropolitan reservations there are 2,689 acres of parks and playgrounds in Municipal Boston. There are 50 playgrounds having a total acreage of 354 acres. There are also 13 playgrounds in parks, and these total 156 acres. The city government controls 14 indoor baths, 9 summer beach baths, and 11 indoor gymnasiums.

Metropolitan Boston contains 125 public libraries, with a total of nearly 3,000,000 books. Another 3,000,000 volumes are to be found in the college and special libraries.

Municipal Boston's library at Copley Square, with its 31 branches, has approximately 1,235,000 volumes and an annual circulation of about 2,500,000, more than two books apiece to every man, woman and child in its district. There is a library for each 24,000 of population. The property is valued at \$6,800,000 and the annual maintenance costs about \$668,000.

In addition to these features of recreational and educational facilities, Boston also has a magnificent Museum of Fine Arts.

RETAIL SECTION

In Metropolitan Boston there are many retail sections. Each of the 49 towns and cities has its own shopping center, or centers. Of course, the largest and therefore most attractive shopping districts are in the heart of Boston or close to its borders.

The principal shopping center is in a district about 1½ miles long and ¾ mile wide. In this section are the shops, theatres, banks, etc., of far-famed Washington St., Tremont St., Boylston St., Summer St., Winter St., West St., Temple Place, Bromfield St., and Park Square section.

For the convenience of suburban residents who come into Boston in automobiles to do their shopping the Retail Trade Board has made arrangements with six public garages in or near this shopping district to park their cars free of charge from 9 A. M. until 12 M. every week day. One of the large department stores has constructed a private garage for the exclusive use of its customers free of charge.

There is a busy retail and wholesale marketing district on Dock Square, Blackstone St., North Market St., South Market St., Clinton St. (including "Faneuil Hall" and Quincy markets).

In the "West End" there is a retail district at Scollay Square, Bowdoin Square, Tremont Row and Hanover St., totaling about a mile. In the "North End" there is another retail district of five or six blocks on Hanover St., Haymarket Square and radiating streets. South Boston has a shopping district about one mile on West Broadway, Dorchester St., and Andrew Square.

In Dorchester there are a group of stores at Uphams Corner, Fields Corner, Grove Hall, Meeting House Hill, Dorchester Center, Neponset, Ashmont and Mattapan. In Roxbury district there is a retail section on Washington St., Blue Hill Ave., and Dudley St. At Roxbury Crossing the retail section is at Columbus Ave. and Tremont St.

In Charlestown there is a busy section on Bunker Hill St., Main St., and City Square, about one mile long.

The principal shopping center of Allston-Brighton District is on Brighton Ave., Harvard Ave., and Commonwealth Ave. Brookline (the richest section in Metropolitan Boston) has a retail section at Brookline Village and at Coolidge Corner. The Jamaica Plain section is ½ mile on Center St. The East Boston principal retail section is on Central Square, Meridian St. and at Orient Heights.

The Park Square District is a new small retail district.

PORT OF BOSTON

Boston with one of the finest natural harbors on the Atlantic Coast, equipped with modern piers, docks and warehouses, stands well to the fore, among the ports of the world. As a shipping point to European ports Boston has an advantage over other American seaports. It lies 200 miles nearer Europe than New York. As compared with any other Atlantic seaport from 150 miles to 500 miles are saved in the voyage from Boston to Copenhagen, Hamburg, Amsterdam, Antwerp, Cherbourg, Havre, Liverpool, London, Gibraltar, Naples or Constantinople.

A harbor area of 30,000 acres and 141 miles of linear waterfront, make Boston capable of handling a growth of commerce to at least three times the present amount. There is practically no limit to the size of vessels which can be accommodated. Of the total 40 miles of berthing space, eight miles have a depth of 30 feet or more, mean low water.

The construction of Commonwealth Pier by the State, at a cost of \$4,500,000 just before the war gave to Boston splendid docking facilities for passenger and freight steamers of heavy draught. The pier is twelve hundred feet long, and 400 feet wide, it provides berthing space for five 600-foot ocean-going vessels at once. Three large two-story warehouses of steel and concrete contain 900,000 square feet of floor space. The pier is connected with the railroads by six tracks, two of which run alongside the ships at their berths.

More than a mile of berthing space, capable of accommodating nine or ten large ocean-going steamers, is available at the United States Army Supply Base in South Boston. Built during the war, this Army Base, the second in size in the country, is now likely to be turned over to commercial uses. The main storehouse is an eight-story building, 1,638 feet long and 126 feet wide, with a total floor area of nearly 40 acres. Three supplementary buildings—one 1,638 by 100 feet, of two stories, and two 294 by 100 feet, each, three stories high, provide an additional floor area of about 900,000 square feet. The modern equipment of this pier makes possible exceptional rapidity in handling of shipments.

Other extensive pier and dock facilities are provided by the railroad terminals in East Boston. The Boston and Maine Railroad property includes the Hoosac Tunnel Terminal, with five large piers, freight sheds and a grain elevator, and the Mystic Wharves, comprising seven wharves with freight sheds, coal pockets and a grain elevator. The Grand Junction Wharves owned by the Boston and Albany Railroad, comprise six piers with warehouses and a large grain elevator. A pier recently constructed by the State is also situated in East Boston. The New York, New Haven and Hartford Railroad has ample wharf facilities in South Boston. Of the numerous piers owned by coastwise shipping companies, coal companies and private pier and warehouse companies, the majority have direct connections with the railroads entering the city. Boston has one of the largest dry docks in the world. It was completed in 1919, is 1,200 feet long and 120 feet wide and cost \$3,169,651.

The opening of the dry-dock at South Boston puts the Port of Boston among the leaders in repair facilities. The government plans to construct two wet docks nearby and to install a thoroughly modern repair plant. Within Metropolitan Boston at Quincy is one of the most important shipyards of the country.

Boston is served by freight and passenger lines to the principal seaports of Europe and by regular freight lines to and from the Far East, South America and Australia. It is also the terminus of an extensive coastwise trade which helps to feed the foreign shipments. There are 39 steamship lines serving Boston. Of these, 26 operate from Boston to Europe, the Orient, South America, Cuba, the Philippines, Canada and Black Sea ports. The remaining 13 lines operate between domestic ports on both the Atlantic and Pacific Coasts. Boston's foreign trade is surpassed only by New York, New Orleans, Philadelphia and Galveston. In imports alone, it surpasses all American ports except New York.

WHOLESALE

Grocers, 80; fruits, 119; meats, 40; drugs, 18; fish, 86; shoes, 173; stationers, 11; furriers, 2; tobacco, 25; men's furnishings, 9; millinery, goods, 24; clothing, 71; dry goods, 76; hardware, 30; hats and caps, 11; confectioners, 110.

TRADING AREA

For the purpose of securing accurate information for the Trading Area of Boston, the representatives of EDITOR & PUBLISHER consulted the advertising managers of three large retail establishments, several departments which keep an accurate check upon sales and deliveries of merchandise, both by person and mail, and several other reliable sources.

The trading areas are divided into four classifications: First, the territory from which the retail establishments of Metropolitan Boston derive their daily support; second the area from which the stores secure what is termed "Once a Week" business (thousands of people living in this area are accustomed to make weekly trips to Boston for business and pleasure); third, the "Once a Month" area, a wider and not so thickly populated territory, but one where large sales are made because the patrons of the Boston stores who live in this territory are usually large buyers on these monthly or twice a month visits to the metropolitan center; fourth, the "Seasonable and Mail Order Territory," the area from which business is secured by mail or because of once a season (in some cases once a year) visits to Boston on the part of people living in extreme northern and western parts of New England. These latter customers of Boston establishments buy in large quantities, often a whole season's supply of clothing and other necessities, in one order.

The First or "Daily Area" extends on the north from Rockport, Mass., on the coast, directly west to Nashua, N. H. From this point it swings in a half circle south through Fitchburg, Mass.; Worcester, Mass.; smaller towns of northeastern Rhode Island, southeast to Fall River and east to the coast at a point just south of Plymouth. Those boundaries are based upon the transportation facilities which enable buyers to visit Boston by steam train and trolley in an hour or less, thus making it possible for shoppers to come to Boston in the morning and return in the afternoon, or, in some cases, before lunch hour. From this area the largest Boston stores derive their daily support and to each corner of the territory is maintained exceptionally fine delivery service.

The Second or "Once a Week" area extends north to a point on the coast near Kennebunk, Me. The northern limits of this area circle west and south to Concord, N. H., thence to Windham, Mass., and south across the Connecticut boundary to Thompson, Conn. From this point the area extends southeast to Providence, R. I. and then east to almost the same point as the end of the "Daily Area."

The Third or "Once a Month" area because of fine railway accommodations, extends north in Maine to a point on Penobscot Bay just north of Northport. The fact that there is a daily steamboat line from Boston to Bangor during Summer and in Winter as long as navigation is open, has a stimulating effect upon business from this section. From this point the "Once a Month" area extends southwest through Auburn and Lewiston to a point just beyond Lebanon. From there the boundary extends west just north of Concord, N. H., to Claremont, N. H. From there the western limits of the territory follow close along the Connecticut River to Springfield, Mass. From this point the area extends southeast through Stafford Springs, Conn.; Ashford, Conn.; Sterling, Conn.; across Rhode Island to Newport and east along the coast to Cape Cod.

The Fourth or "Seasonable and Mail Order" area includes all of Maine, New Hampshire, Vermont, Massachusetts, Rhode Island and about one-half of Connecticut. The southwestern boundaries run diagonally across Connecticut from New London to Norfolk and No. Canaan, passing through Hartford.

These areas have been rechecked by the Boston Chamber of Commerce, sales promotion departments, advertising managers and others thoroughly familiar with New England business conditions, retail merchandising in Metropolitan Boston, transportation facilities and general conditions, which have a tendency to make Boston the natural wholesale and retail trade magnet of New England.

Number of Retail Outlets for Nationally Advertised Products: Municipal Boston automobile dealers, 154; automobile accessories, 305; automobile tire agencies, 305; bakers, 267; cigar stores and stands (including hotels), 324; confectioners (including hotel stands), 527; delicatessen, 183; dressmakers, 848; druggists, 834; dry goods, 517; department stores, 25; electrical supplies, 268; florists, 133; fruits, 567; furniture, 195; furriers, 108; garages (public), 256; grocers, 1,983; hardware, 199; jewelry, 278; meat markets, 1,026; men's furnishings, 106; men's clothing, 263; merchant tailors, 1,302; milliners, 274; opticians, 114; photographers, 161; pianos (and miscellaneous musical instruments), 31; radio supplies, 312; restaurants (including hotels), 987; shoes, 306; sporting goods, 40; stationers, 121; women's apparel, 222.

Metropolitan Boston: Passenger automobile dealers, 254; automobile accessories, 505; automobile tire agencies, 514; bakers, 470; cigar

stores and stands (including hotels), 503; confectioners (including hotel stands), 581; delicatessen, 215; dressmakers, 2,065; druggists, 896; dry goods, 790; department stores, 35; electrical supplies, 268; florists, 324; fruits, 558; furniture, 330; furriers, 118; garages (public), 553; grocers (include chains), 4,708; hardware, 410; jewelry, 396; meat markets, 1,579; men's furnishings, 164; men's clothing, 377; merchant tailors, 2,165; milliners, 526; opticians, 200; photographers, 218; pianos (and miscellaneous musical instruments), 87; radio supplies, 362; restaurants (including hotels), 1,408; shoes, 551; sporting goods, 111; stationers, 155; women's apparel, 269.

See announcements pages 107 and 109 and Inside Front Cover

BROCKTON, MASS.

(Plymouth County)

1920 Population, 66,254 (1926 est. 68,135).

City and Suburban Estimate, 200,000.

Native Whites, 72%; Negroes, 2%; Foreign Born, 26%; Industrial Workers, 25%; English Reading, 90%; Families, 17,021. (1926), 17,435.

Schools: Public Grade, 32; High, 1 (2 buildings); Junior High, 8; Parochial, 2. Number of pupils, 11,492 (2,260 of these are in the High School).

Churches: Baptist, 6; Christian Science, 1; Congregational, 8; Episcopal, 2; Hebrew, 3; Methodist, 5; Presbyterian, 1; Roman Catholic, 7; Miscellaneous, 14.

Banks: National, 2; State, 8; incl. savings; total resources, \$50,978,320.96; savings bank deposits total, \$20,772,741.

Theatres: Legitimate, 1; Moving Pictures, 5; Vaudeville, 2; Miscellaneous (Auditorium, etc.), 35. Total number of seats, 25,000.

Location: On New Haven Railroad direct to Boston or Cape Cod, reasonably direct to Middleboro, Taunton, Providence, New Bedford, Fall River, and Worcester. Network of electric street railways, and modern highways for automobiles. To nearest large city by railroad, 1½-1¾ hours; by trolley, 2¼ hours; by automobile, 1 hour.

Principal Industries: Boots and shoes, lasts, shoe finding, shoe machinery.

Manufacturing Establishments: 109. Leading firms: Geo. E. Keith Co., W. L. Douglas Shoe Co., Dunbar Pattern Co., Brockton Last Co., O. A. Miller Treese Machine Co., Hub Gore Co., Barbour Welting Co., Corde Hyde Co., George Baker & Sons, A. S. Pierce Co., Brockton Heel Co. Total value of yearly output of factories estimated at \$100,000,000. \$79,956,467.20 shoes alone.

Special Information: Steady growth in population and wealth. Unusual labor conditions. Only two strikes in nineteen years. Leads all Mass. industrial cities in percentage of children at school, homes owned, per capita savings, and earnings by industrial workers, freedom from labor difficulties, and percentage of whites.

Residential Features: The city is essentially one of homes, a majority of single houses more than half owned by the tenants. It is a strongly religious city, with many well-attended churches. Fine schools, motorized fire department, big public library, and low death rate.

Retail Shopping Section: Belmont, West Elm, High, Legion Parkway, Pleasant, Centre, Crescent, Main, and Warren Ave., 3 blocks of Belmont, 3 on West Elm, 3 on High, 1 on Parkway, 3 on Pleasant, 8 on Centre, 1 on Crescent, 16 on Main, 5 on Warren Ave.

Trading Area: Plymouth County, and parts of Norfolk, and Bristol Counties, 5 miles north, 23 miles east, 17 miles south, 5 miles west. Best sort of state roads for automobiles, widespread network of electric street lines. Ample steam road connections.

Wholesale Houses: Groceries, 4; meats, 4; fruits, 4.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 28; commercial auto. agencies, 10; automobile accessories, 42; automobile tire agencies, 37; bakers, 35; cigar stores and stands (including hotels), 64 (chain, 1); confectioners (including hotel stands), 32; delicatessen, 4; dressmakers, 46; druggists, 24 (chain, 1); dry goods, 30; department stores, 2; electrical supplies, 9; florists, 12; fruits, 56; furniture, 3; furriers, 2; garages (public), 36; grocers, 417 (chain, 8); hardware, 8; jewelry, 10; meat markets, 38; men's furnishings, 29; men's clothing, 11; merchant tailors, 38; milliners, 31; opticians, 16; photographers, 8; pianos (and miscellaneous musical instruments), 12; radio supplies, 24; restaurants (including hotels), 41; shoes, 36; sporting goods, 7; stationers, 9; women's apparel, 25.

Miscellaneous Data: Average temperature, 49 degrees; average number of rainy days per twelve months, 106; most pleasant months, all except Jan., Feb., March. Doctors (medical, 92; dentists, 67); (osteopaths, 4); number of wired houses, 5,100 (about 65% in city alone); street car service; gas, artificial; electric current, alternating and direct; water, soft.

CHELSEA, MASS.

(Suffolk County)

1920 Population, 43,184 (1926 est. 50,000).

City and Suburban Estimate, 50,000.

Native White, 60%; Negroes, .09%; Foreign Born, 39.91%; Industrial Workers, 41.16%; English Reading, 90%; Families, 9,833.

Schools: 13. Number of Pupils, 9,611.

Churches: 23.

Banks: 8. Total Resources, \$28,456,065.

MASSACHUSETTS (Cont'd)

Theatres: 4. Total number of seats, 5,000.

Location: On the north shore of the Mystic River, and on the Portland division of the Boston & Maine R. R., and on branch of the Boston & Albany R. R. To nearest larger city by railroad, trolley, or auto, ¼ hour.

Principal Industries: Lithograph, rubber, mechanical goods, paper and wooden boxes, shoes, radio, clocks, iron works, furniture, artificial stone, baskets, barrels, bed springs, copper works, dyestuffs, fish curing, carbonic gas, car wheels, machinery, creosote, metal for building construction, roofing material, refrigerators, printers' supplies, musical and surgical strings, sewer covers and gates, willow work, windows, doors, frames and radios.

Residential Features: One and two-family houses.

Retail Shopping Section: Extends 1 mile on Broadway, and approximately a half-mile on Washington Ave., Everett Ave., and Central Ave., each traversed its entire length by trolley lines to the neighboring cities. There are 8 outlying retail districts, and several smaller neighborhood sections with the usual small stores. The city's location in the heart of a thickly-populated district makes it an ideal industrial center. The diversity of the industries keeps the population steadily employed, making the city independent of any one type of industry for its entire industrial welfare.

Trading Area: is limited to the city itself.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 4; auto. accessories, 35; automobile tire agencies, 14; bakers, 22; cigar stores and stands (including hotels), 52; confectioners (including hotel stands), 24; delicatessen, 10; dressmakers, 32; druggists, 15; dry goods, 49; department stores, 5; electrical supplies, 13; florists, 6; fruits, 24; furniture, 16; furriers, 6; garages (public), 15; grocers, 134; hardware, 28; jewelry, 12; meat markets, 51; men's furnishings, 39; men's clothing, 12; merchant tailors, 40; milliners, 11; opticians, 5; photographers, 5; pianos (and miscellaneous musical instruments), 7; radio supplies, 28; restaurants (including hotels), 31; shoes, 30; sporting goods, 11; stationers, 7; women's apparel, 49.

Miscellaneous Data: Doctors (medical, 35); street car service; water, soft.

CLINTON, MASS. (Worcester County)

1920 Population, 12,979 (1926 est. 14,252).

City and Suburban Estimate, 23,000.

Native Whites, 69%; Foreign Born, 31%; Industrial Workers, 21%; English Reading, 91%; Families, 2,867.

Schools: 13. Number of Pupils, 2,525.

Churches: 12.

Banks: 4. Total Resources, over \$11,000,000.

Theatres: 4. Total number of seats, 1,899.

Location: Worcester-Portland Division of B. & M. R. R., Fitchburg Division of N. Y., N. H. and H. R. R. To nearest larger city by railroad, 40 minutes; by trolley, 1 hour; by auto, ¼ hour.

Principal Industries: Carpets, wire cloth, silk velour, yarn, towels, athletic goods, iron foundry, worsteds.

Residential Features: One-family houses.

Retail Shopping Section: About one-half mile on High Street and one-quarter mile on Mechanic and Union Streets.

Trading Area: North to Harvard, east to Hudson, south to Berlin, west to Sterling Junction.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 4; automobile accessories, 11; automobile tire agencies, 8; bakers, 10; cigar stores and stands (including hotels), 14 (chain, 2); confectioners (including hotel stands), 21; delicatessen, 3; dressmakers, 13; druggists, 8 (chain, 3); dry goods, 12; department stores, 1; electrical supplies, 4; florists, 5; fruits, 5; furniture, 5; furriers, 1; garages (public), 8; grocers, 59 (chain, 5); hardware, 4; jewelry, 2; meat markets, 26 (chain, 3); men's furnishings, 8; men's clothing, 6; merchant tailors, 4; milliners, 6; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 9; shoes, 9; sporting goods, 3; stationers, 4; women's apparel, 7.

Miscellaneous Data: Most pleasant months, May to October. Doctors (medical, 13); (dentists, 9); bus service; gas artificial; electric current, alternating; number of wired houses, 2,582; water, soft.

FALL RIVER, MASS. (Bristol County)

1920 Population, 120,485.

City and Suburban Estimate, 160,000. Most important cities and towns in this area are: Tiverton, R. I. (pop., 3,894); Somerset, Mass. (3,520); Westport, Mass. (3,115); Portsmouth, R. I. (2,590); Dighton, Mass. (2,574).

Native Whites, 64.6%; Negroes, 0.3%; Foreign Born, 35.1%; Industrial Workers, 40%; English Reading, 77%; Families, 20,399.

Schools: Public Grade, 52; High, 4; Parochial, 20; Number of Pupils, 25,797.

Churches: Baptist, 8; Christian Science, 1; Congregational, 4; Episcopal, 6; Hebrew, 6; Methodist, 13; Roman Catholic, 28; Christian, 3; Italian, 5; Miscellaneous, 19.

Banks: National, 3; State, 6; Co-operative, 4; Total Resources, \$75,563,320.

Theatres: Legitimate, 2; Moving Pictures, 10; Vaudeville, 2; Total number of seats, 12,200.

Location: On Taunton River at mouth, and Mount Hope Bay, 18 miles southeast of Providence, R. I. On Providence, Fall River and Boston division and Newport division of New York, New Haven & Hartford R.R. Trolley to Taunton, Providence, New Bedford and Newport. Steamship, daily freight to Providence, daily freight and passenger to New York City. Auto express to Providence and Boston.

Principal Industries: Cotton cloth, cotton printing, cloth bleaching, pianos, hats, jewelry, paper boxes, wooden ships, oil refining, underwear, cotton mill machinery, webbing, leather, belting, varnish, absorbent cotton, braids, twine, clothes lines and granite.

Special Information: Has fine harbor with natural 25-foot channel. There are 27 wharves.

Residential Features: A large number of very beautiful homes in residential sections covering large area. A number of 3, 6, and 8-family houses in mill sections.

Retail Shopping Section: Principal retail section one mile on north and south Main Street, Bedford Street, Pleasant Street, and Purchase Street. Border City district, about ¼ mile from center, has a Portuguese trading center, ¼ mile long. The French section at Flint village, one mile from center, has shopping district ½ mile on Pleasant Street. There is a neighborhood one-half mile on South Main Street in Globe village district.

Trading Area: Attracts trade from a wide and thickly populated area. From as far south as Newport and the shore resorts, east to Westport Point, business comes to Fall River. On the southeast the area extends to Hixville, part of which is shared with New Bedford. On the north, the territory extends almost to Taunton, and to the west, as far as North Swansea. Some of the latter trade is shared with Providence.

Wholesale Houses: Groceries, 14; meats, 10; tea and coffee, 1; druggists, 1; tobacco, 1; confectioners, 11.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 34; commercial auto. agencies, 23; automobile accessories, 45; automobile tire agencies, 25; bakers, 79; cigar stores and stands (including hotels), 25; confectioners (including hotel stands), 60; delicatessen, 5; dressmakers, 70; druggists, 60 (chain, 9); dry goods, 96; department stores, 5; electrical supplies, 7; florists, 15; fruits, 43; furniture, 47; furriers, 5; garages (public), 35; grocers, 458 (chain, 75); hardware, 36; jewelry, 36; meat market, 59; men's furnishings, 19; men's clothing, 48; merchant tailors, 38; milliners, 26; opticians, 9; photographers, 17; pianos (and miscellaneous musical instruments), 10; radio supplies, 12; restaurants (including hotels), 93; shoes, 30; sporting goods, 3; stationers, 7; women's apparel, 12.

Miscellaneous Data: Doctors (medical, 215); (dentists, 70); (osteopaths, 2); street car service; gas, artificial; number of meters, 30,191; electric current, A. C.; number of automobile registrations, 12,500; water, soft.

FITCHBURG, MASS. (Worcester County)

1920 Population, 41,029 (1925 state census, 43,689).

City and Suburban Estimate, 130,000. Most important cities and towns in this area are: Leominster (population, 22,120); Winchendon (6,173); Ashburnham (2,159); Shirley (2,394).

Native Whites, 63.9%; Negroes, 0.1%; Foreign Born, 36%; Industrial Workers, 24.4%; English Reading, 80%; Families, 9,273.

Schools: Public Grade, 20; High, 1; Junior High, 1; Parochial, 5. Number of Pupils, 8,867; Teachers, 283.

Churches: Baptist, 3; Christian Science, 1; Congregational, 5; Episcopal, 3; Methodist, 2; Roman Catholic, 5; Miscellaneous, 8.

Banks: National, 1; State, 1; Total Deposits (all banks, \$52,965,360; Total Resources (all banks) \$59,095,458; Savings Bank Deposits Total \$29,818,385. Co-operative Banks \$9,768,082.

Theatres: Legitimate, 1; Moving Pictures, 4; Vaudeville, 1. Total number of seats, 8,300.

Location: Midway of Mass. near its northern border. Fifty miles from Boston on main line of B. & M. R.R. to the west and terminus of Cheshire division. Also on N. Y., N. H. & H. R.R. On state road to Mohawk Trail, state roads to Boston, Keene, and Worcester; trolley to Worcester, Ayer, Shirley and Lowell and Clinton; bus to Gardner, Worcester, Townsend, Pepperell, Ashby, Lunenburg, Westminster, Ashburnham and Winchendon. To nearest larger city, by railroad, 1 hour; by trolley 1½ hours; by auto, 1¼ hours.

Principal Industries: Paper, book, litho, hanging, glassine, bristols and coated blanks. Saws, machine knives, and files, railroad and machine tools, engines, lathes, firearms, bicycles, motor trucks, screen plates, paper machinery, grinders, humidifiers, steel collars, castings, cars. Cotton and worsted yarns, ginghams, woollens, rayon, duck, curtains, wood turnings, horn and celluloid goods, shoes, children's garments, boilers, locks.

Manufacturing Establishments: 109. Leading firms: Simonds Saw & Steel Co., Manning, Maxwell & Moore, American Woolen Co., Amoskeag Mfg. Co., Iver Johnson's Arms and Cycle Works, Crocker, Burbank & Co., Fitchburg Paper Co., Grant Yarn Co., Fitchburg Yarn Co., Orswell Mills, Star Worsted Co., Louis Dejeune Co., Brown Bag Filling Machine Co., W. A. Hardy and Sons Co., Parks-Cramer Co., F. H. Sprague Co., Dillon Steam Boiler Works, Bennett Shoe Co., Cowdrey Machine Works, Independent Lock Co. Total value of yearly output of factories estimated at \$50,000,000.

Residential Features: Mainly one, two, and three tenement houses, with ownership widely distributed. Under liberal savings and co-operative bank policies, many workmen have become, and are becoming owners. Finer residences are not concentrated. No districts which might be termed slums. Many well-to-do farmers in outskirts. Number of dwellings, 5,572.

Retail Shopping Section: Topographical conditions make this section long and narrow. Extends about three-fourths of a mile on Main St. Stores on side streets not numerous. West Fitchburg, South Fitchburg and Cleghorn have stores of importance, and there are many neighborhood stores.

Trading Area: 8 miles south, 15 miles east and west, 20 miles north.

Wholesale Houses: Groceries, 3; meats, 2; produce, 4; fruits, 2; hardware, 1; Miscellaneous lines, lumber, 4; grain, 2; rubber, 1; others, 5.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 21; commercial auto. agencies, 8; automobile accessories, 30; automobile tire agencies, 16; bakers, 19; cigar stores and stands (including hotel stands), 19 (chain, 2); confectioners (including hotel stands), 60; delicatessen, 2; dressmakers, 38; druggists, 28 (chain, 1); dry goods, 18; department stores, 4; electrical supplies, 11; florists, 6; fruits, 20; furniture, 11; furriers, 2; garages (public), 20; grocers, 182 (chain, 25); hardware, 11; jewelers, 12; meat markets, 50 (chain, 1); men's furnishings, 26; men's clothing, 19; merchant tailors, 7; milliners, 19; opticians, 9; photographers, 9; pianos (and miscellaneous musical instruments), 6; radio supplies, 15; restaurants (including hotels), 34 (chain, 1); shoes, 24; sporting goods, 3; stationers, 2; women's apparel, 12.

Miscellaneous Data: Average temperature 47.45 degrees; average number of rainy days per twelve months, 96; most pleasant months, summer months. Doctors (medical, 45); (dentists, 25); (osteopaths, 1); number of wired houses, 11,000; street car service; gas, artificial; number of meters, 10,400; electric current, alternating; water, soft; number of automobile registrations, 6,000.

See announcement below

FRAMINGHAM, MASS. (Middlesex County)

1920 Population, 17,033 (1925 est. 21,078).

City and Suburban Estimate, 60,000.

Native Whites, 76%; Negroes, 1%; Foreign Born, 23%; Industrial Workers, 20%; English Reading, 93%; Families, 3,877.

Schools: 15. Number of Pupils, 4,100.

Churches: 18.

Banks: 5. Total Resources, \$15,570,000.

Theatres: Legitimate, 2; Total number of seats, 2,200.

Location: On main line Boston & Albany R.R., Old Colony division of N. Y., N. H. & H. R.R. To nearest large city by railroad, ½ hour; by trolley, 1 hour; by auto, 1 hour.

Principal Industries: Paper novelties, woolen goods, rubber goods, wheels, boilers, felt and straw hats, shoe machinery, shoes, heaters, automobiles, nurseries.

Retail Shopping Section: About 10 blocks on the principal street and side streets.

Trading Area: North to Maynard, east to Natick, south to Milford, west to Westboro.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 16; commercial auto. agencies, 3; automobile accessories, 18; automobile tire agencies, 7; bakers, 6; cigar stores and stands (including hotels), 10 (chain, 1); confectioners (including hotel stands), 30; delicatessen, 1; dressmakers, 11; druggists, 11 (chain, 1); dry goods, 15; department stores, 2; electrical supplies, 5; florists, 9; fruits, 12; furniture, 7; furriers, 1; garages (public), 10; grocers, 58 (chain, 4); hardware, 9; jewelry, 4; meat markets, 20; men's furnishings, 7; men's clothing, 15; merchant tailors, 19; milliners, 8; opticians, 4; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 7; restaurants (including hotels), 16; shoes, 14; sporting goods, 3; stationers, 2; women's apparel, 6.

Miscellaneous Data: Average temperature, 50 degrees; most pleasant months, June to October. Doctors (medical, 32); (dentists, 15); (osteopaths, 1); street car service; gas, artificial; electric current, alternating and direct; water, soft.

GARDNER, MASS. (Worcester County)

1920 Population, 16,971 (1926 state census, 18,730).

City and Suburban Estimate, 35,000.

Native Whites, 35%; Foreign Born, 65%; Industrial Workers, 40%; English Reading, 70%; Families, 4,980.

Continued on page 112

SPACE IN THE Fitchburg Sentinel

is not sold on a competitive basis, but as the only and sufficient means of reaching the territory centering on Fitchburg, Mass. Almost every copy goes into the home of a thrifty and prosperous family.

Fitchburg's population, 1925 census, is 43,689. It is a city of diversified manufactures, enterprising trade and progressive farming, and its neighboring communities are of a like character.

SENTINEL PRINTING CO.

FITCHBURG, MASS.

JULIUS MATHEWS Special Agency

MASSACHUSETTS (Cont'd)

Gardner (cont'd)

Schools: Public Grade, 10; High, 1; Parochial 2. Number of Pupils, 5,635.

Churches: Baptist, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 3; Miscellaneous, 7.

Banks: National, 1; State, 1; Total Resources, \$6,782,117. Savings Bank Deposits Total \$8,933,118; Co-operative Banks, 2; assets, \$2,911,250.

Theatres: Legitimate, 1; Moving Pictures, 1; Total number of seats, 1,700.

Location: Fifteen miles west of Fitchburg, on the main line of B. & M., and on Portland division of the B. & M. R.R. Bus service to Templeton, Otter River, Baldwinville, Athol, Fitchburg and Winchendon. Truck and express service to Boston and intermediate territory. To nearest large city, by railroad, 25 minutes; by bus, 40 minutes; by automobile, 20 minutes.

Principal Industries: Chairs, furniture, baby carriages, go-carts, silver ware, oil stoves, chair machinery, woolen warps, time clocks.

Manufacturing Establishments: 78. Leading firms: Heywood Bros. & Wakefield Co., P. Derby & Co., John A. Dunn & Co., (all chairs); Florence Stove Co., F. W. Smith Silverware Co., Simplex Time Recorder Co. Total value of yearly output of factories estimated at \$80,000,000.

Residential Features: Mostly one-family houses, and a few two, and three-deckers.

Retail Shopping Section: Gardner is divided into 4 distinct business districts, including West Gardner, the principal business district, including Main, Parker, and Central Sts., with most of the business on Main, and Parker Sts. Also at Gardner Center, the wealthy resident section; Gardner Depot, the union station of the town, with several business houses; and South Gardner, the original section of the town, with several business firms. Bus service to all sections of the town.

Trading Area: The surrounding territory is an agricultural settlement mostly but also includes the town of Winchendon, which is the home of America's toy manufacturing industry. The surrounding towns are Ashburnham, Templeton and Hubbardston, agriculture and manufacturing towns.

Wholesale Houses: Groceries, 1; fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto. agencies, 3; automobile accessories, 14; automobile tire agencies, 4; bakers, 8; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 18; delicatessen, 4; dressmakers, 17; druggists, 11 (chain, 3); dry goods, 4; department stores, 1; electrical supplies, 4; florists, 4; fruits, 4; furniture, 9; garages (public), 8; grocers, 67 (chain 8); hardware, 3; jewelry, 3; meat markets, 34 (chain, 1); men's furnishings, 12; men's clothing, 12; merchant tailors, 3; milliners, 6; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 4; radio supplies, 2; restaurants (including hotels), 22; shoes, 13; sporting goods, 3; stationers, 3; women's apparel, 9.

GLOUCESTER, MASS.

(Essex County)

1920 Population, 22,947.

City and Suburban Estimate, 30,000.

Native Whites, 65%; **Foreign Born,** 35%; **Industrial Workers,** 25%; **English Reading,** 90%; **Families,** 5,000.

Schools: Public Grade, 22; High, 1; Parochial, 1. Number of Pupils, 4,679.

Churches: Baptist, 2; Christian Science, 1; Congregational, 3; Episcopal, 1; Hebrew, 1; Methodist, 3; Roman Catholic, 3; Miscellaneous, 5.

Banks: National, 2; State, 2; Total Resources, \$18,168,638.36. Savings Bank Deposits Total, \$8,601,749.63.

Theatres: Legitimate, 1; Moving Pictures, 3; Total number of seats, 3,500.

Location: On Boston & Maine R.R. Boston & Gloucester Steamboat Co.

Principal Industries: Production, canning, drying, shipping, fish, hosiery, granite, inks, glues of all kinds, refrigerators, ash sifters, shafts and forgings, nets and seines, shoes, overalls, shipbuilding, oil cloth, anchors, pantry boxes.

Manufacturing Establishments: 20. Leading firms: Gorton Penn Fisheries Co., Ltd., Russia Cement Co., Success Mfg. Co., Merchant Box & Cooperage Co., Ipswich Hosiery Mills, Gloucester Net & Twine Co.

Residential Features: Mostly one and two-story houses—ordinary wooden dwellings.

Retail Shopping Section: Main and Pleasant Streets. Begins at junction of Washington and Main Streets, extending east, where it breaks into Pleasant Street, the business section there, covering 3 blocks; continues along Main easterly to Union Hill. Approximate distance one mile.

Trading Area: Covers approximately 8 miles to the east, west and north.

Wholesale Houses: Fish, groceries, 2; meats, 2; fruits, 3; miscellaneous lines, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 5; automobile accessories, 25; automobile tire agencies,

10; bakers, 7; cigar stores and stands (including hotels), 50; confectioners (including hotel stands), 50; dressmakers, 20; druggists, 13; dry goods, 10; department stores, 3; electrical supplies, 10; florists, 3; fruits, 25; furniture, 5; garages (public), 9; grocers, 110; hardware, 7; jewelry, 9 meat markets, 30; men's furnishing, 15; men's clothing, 10; merchant tailors, 15; milliners, 8; opticians, 4; photographers, 4; pianos (and miscellaneous musical instruments), 4; radio supplies, 5; restaurants (including hotels), 75; shoes, 20; sporting goods, 4; stationers, 5; women's apparel, 10.

GREENFIELD, MASS.

(Franklin County)

1920 Population, 15,462.

City and Suburban Estimate, 39,000.

Native Whites, 83%; **Negroes,** 1%; **Foreign Born,** 16%; **Industrial Workers,** 27%; **English Reading,** 94%; **Families,** 3,547.

Schools: 21. Number of Pupils, 3,150.

Churches: 13.

Banks: 5. Total Resources, \$18,689,500.

Theatres: 2. Total number of seats, 2,100.

Location: On the Connecticut River, 36 miles north of Springfield, and served by the Fitchburg and Passumpsic divisions of the B. & M. R.R. To nearest large city by railroad, 1½ hours; by trolley, 3 hours; by auto, 2 hours.

Principal Industries: Taps, dies, small tools, hardware, and paper boxes, silverware.

Retail Shopping Section: One mile on Federal, Main, and Chapman Streets.

Trading Area: South to Whately, north to Northfield, east to Orange, west through Shelburne Falls to Charlemont.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial auto. agencies, 4; automobile accessories, 17; automobile tire agencies, 20; bakers, 9; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 20; delicatessen, 3; dressmakers, 18; druggists, 5; dry goods, 9; department stores, 1; electrical supplies, 5; florists, 5; fruits, 16; furniture, 7; furriers, 3; garages (public), 14; grocers, 59; hardware, 4; jewelry, 6; meat market, 34; men's furnishings, 12; men's clothing, 18; merchant tailors, 14; milliners, 8; opticians, 4; photographers, 4; pianos (and miscellaneous musical instruments), 3; radio supplies, 2; restaurants (including hotels), 21; shoes, 10; sporting goods, 4; stationers, 7; women's apparel, 4.

Miscellaneous Data: Doctors (medical, 25); (dentists, 20); (osteopaths, 4); number of wired houses, 95%; street car service; gas, artificial; electric current, alternating; water, hard.

HAVERHILL, MASS.

(Essex County)

1920 Population, 53,884. (1925 est. 57,405).

City and Suburban Estimate, 100,000.

Native Whites, 73½%; **Negroes,** 1½%; **Foreign Born,** 25%; **Industrial Workers,** 37%; **English Reading,** 83%; **Families,** 12,814.

Schools: Public Grade, 29; High, 7; Parochial 3; Number of pupils, 10,182.

Churches: Baptist, 5; Christian Science, 2; Congregational, 9; Episcopal, 2; Hebrew, 2; Methodist, 3; Presbyterian, 1; Roman Catholic, 6; Miscellaneous, 9.

Banks: National, 4; State, 6; Total Resources, \$47,206,034.23. Savings Bank Deposits Total, \$22,143,375.15.

Theatres: Legitimate, 2; Moving Pictures, 4; Vaudeville, 1. Total number of seats, 4,300.

Location: On main line of Boston & Maine Railroad, 33 miles from Boston, Mass. City served by the Northeastern Street Railway, and Eastern Massachusetts Street Railway Co.

Principal Industries: Women's shoes and slippers, woolen goods, leather, and box-board.

Manufacturing Establishments: 350. Leading firms: Tessier & Bowdoin, Geo. F. Carleton & Co., Pentucket Woolen Mills, Robert Gair Co., Hartman Shoe Co., United Shoe Machinery Co., Rickard Shoe Co., Hamel Leather Co., Emmons Hat Co. Total value of yearly output of factories estimated at \$96,276,853.

Special Information: About 90% of Haverhill's industrial workers are employed in women's shoe factories, receiving high wages during the time employed. Haverhill has approximately 150 shoe factories, and many others (about 60) small shops dealing in shoe findings such as upper and bottom leather, shanks, etc.

Residential Features: A large percentage of one-family houses owned by those occupying them. Residential sections particularly fine, but there are no outstanding big estates.

Retail Shopping Section: Extends from the corner of Main and Merrimac Sts., which is the terminal for suburban trolley lines, one-quarter mile east to Washington Square. This street comprises most of the retail business section. Main, Winter, Essex, Water, Washington, and Main Sts., comprise the smaller retail district. Several small neighborhood sections with the usual groceries, confectioneries, meat and small shops in outlying districts.

Trading Area: Extends about 25 miles north and east, and about six miles west and south.

Wholesale Houses: Groceries, 3; meats, 2; fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 5; automobile accessories, 29; automobile tire agencies,

National Advertisers Can "COVER" These Prosperous Communities ONLY By Using The HAVERHILL (MASSACHUSETTS) GAZETTE



Twenty-two communities are shown on the Gazette's Trading Area Map—all within 18 miles of the City of Haverhill, logical trading center of these thriving Industrial and Agricultural towns and cities. BUSINESS IS GOOD in The Gazette's HOME TRADING AREA, with over 100,000 buyers depending daily upon The Gazette advertising columns for buying-guidance on everything from automobiles to cosmetics. The Sept., 1926, A. B. C. audit gives The Gazette a net paid daily—

Circulation of 16,118!

The National Advertiser can buy

10,000 Lines at only 5c a line!

This circulation is practically ALL HOME-DELIVERED by Gazette carriers—a combination no national advertiser can afford to overlook when making up his 1927 lists.



National Advertising Representatives

CHAS. H. EDDY CO.

New York—Park-Lexington Building

Boston—Old South Building

Chicago—Wrigley Building

MASSACHUSETTS (Cont'd)

Haverhill (cont'd)

22; bakers, 19; cigar stores and stands (including hotels), 14; confectioners (including hotel stands), 18; delicatessens, 3; dressmakers, 5; druggists, 24; dry goods, 19; department stores, 3; electrical supplies, 15; florists, 6; fruits, 52; furniture, 19; furriers, 1; garages (public), 34; grocers, 171; hardware, 9; jewelry, 13; meat markets, 114; men's furnishings, 20; men's clothing, 20; merchant tailors, 32; milliners, 10; opticians, 13; photographers, 4; pianos (and miscellaneous musical instruments), 5; radio supplies, 15; restaurants (including hotels), 48; shoes, 35; sporting goods, 3; stationers, 8; women's apparel, 15.

See announcement page 112

HOLYOKE, MASS.

(Hampden County)

1920 Population, 60,203; May 1, 1923, 63,094. City and Suburban Estimate, 150,000.

Native Whites, 66%; Foreign Born, 34%; Industrial Workers, 33%.

Schools: Public Grade, 17; High, 1; Junior High, 6; Parochial, 9; Number of Pupils, 16,618.

Churches: Baptist, 2; Christian Science, 1; Congregational, 3; Episcopal, 1; Hebrew, 1; Methodist, 3; Presbyterian, 1; Roman Catholic, 10; Miscellaneous, 2.

Banks: National, 3; State, 6; Total Resources, \$58,284,000; Savings Bank Deposits Total, \$23,400,000.

Theatres: Legitimate, 1; Moving Pictures, 7; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 6; Total number of seats, 10,000.

Location: In fertile section of Connecticut Valley, on B. & M. direct line to New York, to Northern New England, Montreal, and Canadian points. Also branch of New Haven Railroad, 107 miles from Boston, 143 from New York. Gateway to Berkshires, and Mohawk Trail. Freight tonnage second only to Boston on the B. & M. R.R. To nearest larger city, by railroad, 17 minutes; by trolley, 40 minutes; by auto, 30 minutes.

Principal Industries: Large manufacturers of fine writing papers, known as the "Paper City," one of the largest silk mills, Large Alpaca mills, great power pump plants, Paper making machinery, valves and hydrants, boilers, trucks, auto tires, accessories, and allied lines. Large thread, worsted, cotton, plush, blanket, felt and braid plants.

Manufacturing Establishments: 69. Leading firms: American Writing Paper Co., Farr Alpaca Co., Skippers Silk Mills, American Thread Co., Merrick Thread Co., Worthington Pump & Machinery Corp., Cowan Truck Co., Crocker-McElwain Co., Germania Mills, Lyman Mills, National Blank Book Co., White & Wyckoff, Holyoke Silk Hosiery Co., Holyoke Worsteds Mills, Eureka Blank Book Co., Holyoke Machine Co., Springfield Blanket Co., B. F. Perkins (paper mill machinery), American Tissue Mills, (4). Total value of yearly output of factories estimated at \$200,000,000.

Residential Features: Apartment blocks, brick predominates. Tendency now toward one and two-family houses. New residential sections are all restricted. City has a planning board. Good car system. Power, gas, and electricity furnished by city at lowest rates in New England.

Retail Shopping Section: High Street, 9 blocks; Maple Street, 3 blocks; Main Street, 6 blocks; Dwight Street, 2 blocks. Small sections scattered.

Trading Area: About 25 miles north, west and east.

Wholesale Houses: Groceries, 6; meats, 5; fruits, 7; hardware, 10.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 19; commercial auto. agencies, 5; automobile accessories, 35; automobile tire agencies, 8; bakers, 33; cigar stores and stands (including hotels), 97 (chain, 2); confectioners (including hotel stands), 101; delicatessens, 3; dressmakers, 50; druggists, 30 (chain, 1); dry goods, 41; department stores, 2; electrical supplies, 6; florists, 6; fruits, 48; furniture, 21; furriers, 5; garages (public), 10; grocers, 272 (chain, 29); hardware, 12; jewelry, 20; meat markets, 98; men's furnishings, 20; men's clothing, 20; merchant tailors, 28; milliners, 22; opticians, 9; photographers, 12; pianos (and miscellaneous musical instruments), 10; radio supplies, 11; restaurants (including hotels), 53 (chain, 2); shoes, 36; sporting goods, 15; stationers, 13; women's apparel, 28.

Miscellaneous Data: Average temperature, 55 degrees; average number of rainy days per twelve months, 96; most pleasant months, July, and August. Doctors (medical, 74); (dentists, 56); (osteopaths, 3); street car service; gas, artificial; electric current, alternating; water, soft.

HUDSON, MASS.

(Middlesex County)

1920 Population, 7,607 (1925 est. 8,137). City and Suburban Estimate, 11,000.

Native Whites, 83%; Foreign Born, 17%; Industrial Workers, 10%; English Reading, 93%; Families, 2,025.

Schools: 6. Number of Pupils, 1,550.

Churches: 7.

Banks: 3. Total Resources, \$7,824,625.

Theatres: 2. Total number of seats, 1,530.

Location: Massachusetts Central, and Marlboro branches of Fitchburg division of B. & M. R.R. To nearest large city by railroad, 1 hour; by trolley, 1½ hours; by auto, 1 hour.

Principal Industries: Shoes, rubbers, rubber footwear, rain coats, yarn, knit goods, tools, sweaters, special machinery.

Residential Features: One, and two-family houses.

Retail Shopping Section: One-third mile on Main Street and Woods Square.

Trading Area: Acton, northeast; Berlin and Bolton, northwest; Sudbury, and East, and South Sudbury, southeast; Stow, north.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 3; commercial auto. agencies, 2; automobile accessories, 6; automobile tire agencies, 6; bakers, 4; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 4; delicatessens, 1; dressmakers, 6; druggists, 4; dry goods, 6; department stores, 1; electrical supplies, 3; florists, 2; fruits, 4; furniture, 8; furriers, 1; garages (public), 6; grocers, 32 (chain, 10); hardware, 1; jewelry, 3; meat markets, 10; men's furnishings, 3; men's clothing, 3; merchant tailors, 5; milliners, 4; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 5; shoes, 4; sporting goods, 1; stationers, 1; women's apparel, 1.

Miscellaneous Data: Average temperature, 55 degrees; average number of rainy days per twelve months, 96; most pleasant months, June to November. Doctors (medical, 6); (dentists, 7); number of wired houses, 1,502; street car service; gas, artificial; electric current, alternating and direct; water, soft.

LEOMINSTER, MASS.

(Worcester County)

1920 Population, 19,744 (1925 state census 22,120).

Schools: Public Grade, 11; High, 1; Parochial, 2.

Churches: Baptist, 1; Congregational, 3; Episcopal, 1; Methodist, 1; Roman Catholic, 2; Miscellaneous, 2.

Banks: National, 2; Total Resources, \$5,396,000.

Theatres: Moving Pictures, 2; Vaudeville, 1.

Principal Industries: Celluloid goods, baby carriages, pianos, shirts, boxes, horn goods, ivory novelties.

Manufacturing Establishments: 44. Leading firms: Dupont-Viscoloid Co., F. A. Whitney Carriage Co.

Number of Retail Outlets for Nationally Advertised Products: Bakers, 6; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 16; dressmakers, 12; druggists, 14; dry goods, 13; electrical supplies, 3; florists, 5; fruits, 4; furniture, 4; furriers, 1; garages (public), 6; grocers, 71; hardware, 5; jewelry, 4; meat markets, 25; men's furnishings, 9; merchant tailors, 10; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 13; shoes, 12; sporting goods, 2; stationers, 3.

Miscellaneous Data: Average temperature, 55 degrees; average number of rainy days per twelve months, 96; most pleasant months, June to November. Doctors (medical, 20); (dentists, 6); (osteopaths, 1); gas, artificial; electric current, alternating; water, soft.

LYNN, MASS.

(Essex County)

1920 Population, 99,148 (1925 state census, 103,789).

City and Suburban Estimate, 175,000.

Native Whites, 34,000; Negroes, 1,500; Foreign Born, 66,000; Industrial Workers, 31,414; English Reading, 67,000; Families, 20,000.

Schools: Public Grade, 40; High, 2; Junior High, 5; Parochial, 4; Number of Pupils, 18,000.

Churches: Baptist, 8; Christian Science, 1; Congregational, 3; Episcopal, 2; Hebrew, 4; Methodist, 10; Presbyterian, 1; Roman Catholic, 7; Miscellaneous, 14.

Banks: National, 4; State Trust Co., 4; Total Resources, \$40,259,795; Savings Bank Deposits Total, \$27,500,000; Co-operative Banks, \$12,000,000.

Theatres: Legitimate, 1; Moving Pictures, 5; Moving Pictures and Vaudeville (combined), 2; Total number of seats, 10,000.

Location: On famous "North Shore" of Atlantic Ocean, 12 miles from Boston. Served by the B. & M., and the Boston, Revere Beach and Lynn R.R.s., and Stone's Express Boat line. Excellent street railway service to all nearby cities and towns, with population running into hundreds of thousands. Lynn offers to shipping public both rail and water transportation of high quality. To nearest large city by railroad, ½ hour; by trolley, 1 hour; by automobile, 1 hour.

Principal Industries: Boots, shoes, and allied parts. Electrical machinery, and high frequency apparatus, various kinds of machinery and parts, medicine, soap, arc lamps, automobile accessories, metal garages, foundry products, incandescent lamps, wire goods, etc.

Manufacturing Establishments: 405. Leading firms: General Electric Co., A. E. Little, Co., A. M. Creighton, George E. Marsh Co., Harwood Counter Co., Hoague-Sprague Corp., Renton

Continued on page 114

Within A Radius of 5 Miles THE LYNN ITEM



serves at a convenient reading hour a growing population of approximately

180,000

ADULT PERSONS

with a potential weekly buying power of

\$2,400,000

It Must Therefore Be Increasingly Profitable To Advertisers

LYNN is located between BOSTON, the SHOE AND LEATHER MARKET OF THE WORLD, and BEVERLY, the HOME OF THE GREAT UNITED SHOE MACHINERY COMPANY.

LYNN is in the very heart of the world famous NORTH SHORE and is the central shopping district of countless thousands who summer on the Atlantic Coast between Nahant and Rockport.

LYNN is one of the LEADING SHOE CITIES OF THE WORLD with a total tax valuation of \$125,200,910.

LYNN has 20,000 homes and an area of 11 1/3 square miles.

LYNN is the seventh MASSACHUSETTS city in the value of manufactures.

LYNN has a weekly payroll of approximately \$700,000.

LYNN manufactures products to the amount of nearly \$200,000,000 annually.

LYNN has a General Electric Co. plant that employs 12,000 persons and with a weekly payroll of more than \$250,000 and an annual product of nearly \$150,000,000.

LYNN has a mutually satisfactory peace agreement between manufacturers and employes in the shoe manufacturing industry thereby assuring tranquillity and prosperity.

LYNN'S prosperity is further reflected in two of its largest savings banks deposits which have increased from Oct. 31, 1924, to Oct. 31, 1926, to \$34,500,000—a gain in two years of \$8,200,000. Deposits in Co-operative banks, over \$13,000,000.

SWAMPSCOTT, a nearby suburb noted for the beautiful homes of its wealthy families, is the CONVENTION CENTER OF NEW ENGLAND. More than 16,000 delegates spent \$800,000 there last season.



ITEM BUILDING, ERECTED 1900

THE DAILY EVENING ITEM Established in 1877, is the LARGEST NEWSPAPER IN ESSEX COUNTY with an average daily circulation of 16,600 and it is Preeminent in the Field as the Paper of the Homes

MASSACHUSETTS (Cont'd)

Lynn (cont'd)

Heel Co., Hillard & Merrill, United Shoe Machinery Co., Williams & Clark. Total value of yearly output of factories estimated at \$150,000,000.

Special Information: Home of the General Electric Co. One of the largest producers of ladies shoes in the country. Trading center for Essex County.

Residential Features: Mostly one and two-family houses. Limited number of "three-deckers" in certain areas. Along Lynn waterfront are some of the most beautiful estates.

Retail Shopping Section: Market Street, 3 blocks; Munroe Street, 2 blocks; Central Square, and Central Avenue, 3 blocks; Union Street, 4 blocks; Exchange and Broad Streets, 2 blocks.

Trading Area: Within a 10 mile radius, serving some 250,000.

Wholesale Houses: Groceries, 4; meats, 2; fruits, 6.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 45; automobile accessories, 20; automobile tire agencies, 17; bakers, 53; cigar stores and stands (including hotels), 25 (chain, 2); confectioners (including hotel stands), 50; delicatessen, 10; dressmakers, 100; druggists, 44 (chain, 1); dry goods, 46; department stores, 5; electrical supplies, 24; florists, 26; fruits, 45; furniture, 50; furriers, 5; garages (public), 50; grocers, 355 (chain, 58); hardware, 20; jewelry, 25; meat markets, 81 (chain, 3); men's furnishings, 21; men's clothing, 30; merchant tailors, 115; milliners, 35; opticians, 15; photographers, 20; pianos (and miscellaneous musical instruments), 23; radio supplies, 10; restaurants (including hotels), 118 (chain 10); shoes, 55; sporting goods, 6; stationers, 3; women's apparel, 15.

Miscellaneous Data: Average temperature, 44 degrees; average number of rainy days per twelve months, 159; most pleasant months, June to November. Doctors (medical, 130); (dentists, 91); (osteopaths, 8); street car service; gas, artificial; electric current, alternating; water, soft.

See announcement page 113

LAWRENCE, MASS. (Essex County)

1920 Population, 94,270.

City and Suburban Estimate, 140,000.

Native Whites, 58%; **Negroes,** 2%; **Foreign Born,** 40%; **Industrial Workers,** 40%; **English Reading,** 86%; **Families,** 19,715.

Schools: Public Grade, 30; High, 2; Parochial, 2. Number of Pupils, 12,241.

Churches: Baptist, 5; Christian Science, 1; Congregational, 6; Episcopal, 3; Hebrew, 3; Methodist, 6; Presbyterian, 2; Roman Catholic, 14; Miscellaneous, 13.

Banks: National, 1; State, 3. Total Resources, \$25,713,147. Savings Bank Deposits Total, \$38,697,428.

Theatres: Legitimate, 1; Moving Pictures, 7; Vaudeville, 1. Total number of seats, 11,000.

Location: Situated 26 miles north of Boston, on the Merrimack River. It is served by the Portland division, Manchester & Lawrence branch, and Lowell and Lawrence branch of the Boston and Maine Railway. Interurban service to Boston, Lowell, Haverhill, Nashua, and Salem. N. H., auto express to Boston, Lowell, and Haverhill. To nearest large city by railroad, ¾ hour; by trolley, 2 hours; by automobile, 1 hour, 15 minutes.

Principal Industries: Woolen fabrics, coated paper for national magazines, fabric printing, rugs, automobile wheels, artillery wheels, wagon wheels, bobbins, loom shuttles, fiber, tool handles, loom pickers, braids and narrow fabrics, picker straps, roof joints, linen thread, druggists' sundries, shoes, wooden heels, chemicals, machine and woodworking shops, fiber-board, and various products of foundries.

Special Information: Great New England textile center, second to Philadelphia in the country in textile manufacture. Has some of the largest print works and worsted mills in the country. Mills cover 400 acres.

Residential Features: There is a large number of 6 to 12-family buildings, a few large apartment houses. 1920 census shows 12,700 dwellings, and 19,715 families.

Retail Shopping Section: The principal shopping center is about two miles long on Essex St., and Broadway. There are several side streets with small stores and specialty houses, and an average number of stores scattered throughout the city.

Trading Area: The Lawrence trading area is thickly populated and exceedingly prosperous, as shown by the large number of retail stores in every line of trade, and the prosperity of each. Lawrence attracts trade from as far north as Nashua, N. H., Windham, N. H., and intervening points. From the south, business is attracted from Boxford, Ingalls Crossing, Ballardvale, Andover, and other towns. From the east, trade is attracted from East Roxford, Groveland, and Bradford. From the west, business is drawn from territory about half way to Lowell. The important cities and towns in this area are: Methuen (population), 15,189; N. Andover, 6,265; Andover, 8,268; Ballardvale, 692; Boxford, 588; Pelham, 503; Reading, 7,439; (Mass.), and Derry, and Salem, in New Hampshire.

Wholesale Houses: Groceries, 12; meats, 8; fruits, 3; hardware, 1; confectioners, 5; tobacco, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 19; commercial auto agencies, 8; automobile accessories, 37; automobile tire agencies, 18; bakers, 49; cigar stores and stands (including hotels), 41 (chain, 1); confectioners (including hotel stands), 52; delicatessen, 7; dressmakers, 81; druggists, 45 (chain, 2); dry goods, 84; department stores, 4; electrical supplies, 8; florists, 9; fruits, 60; furniture, 35; furriers, 9; garages (public), 30; grocers, 414 (chain, 50); hardware, 16; jewelry, 28; meat markets, 73; men's furnishings, 20; men's clothing, 39; merchant tailors, 15; milliners, 36; opticians, 12; photographers, 14; pianos (and miscellaneous musical instruments), 8; radio supplies, 7; restaurants (including hotels), 83 (chain, 2); shoes, 58; sporting goods, 5; stationers, 6; women's apparel, 18.

Miscellaneous Data: Average temperature, 55 degrees; average number of rainy days per twelve months, 96; most pleasant months, June to November. Doctors (medical, 102); (dentists, 70); (osteopaths, 4); number of wired houses, 9,000; street car service; gas, artificial; electric current, alternating; water, soft.

See announcement page 115

LOWELL, MASS. (Middlesex County)

1920 Population, 112,759.

City and Suburban Estimate, 175,000. Most important cities and towns in this area are: Lawrence (pop. 93,000); Nashua (30,000); Chelmsford (6,000); Dracut (5,280).

Native Whites, 65%; **Negroes,** less 1%; **Foreign Born,** 35%; **Industrial Workers,** 25%; **English Reading,** 90%; **Families,** 27,500.

Schools: Public Grade, 46; High, 1; Junior High, 4; Parochial, 17; Number of Pupils, 22,000.

Churches: Baptist, 10; Christian Science, 2; Congregational, 5; Episcopal, 2; Hebrew, 3; Methodist, 6; Presbyterian, 2; Roman Catholic, 16; Miscellaneous, 6.

Banks: National, 5; State, 1. Capital, Surplus, and Undivided Profits, \$3,443,646; total deposits, \$88,879,485.

Theatres: Stock, 1; Moving Pictures, 7; Vaudeville, 1; Miscellaneous (Auditoriums, etc.) 25. Total number of seats, 15,000.

Location: 26 miles from Boston, on the Merrimack River, at the junction of the Concord River. On the B. & M. and the New Haven R.R., Eastern Mass. Trolley lines to all points. Regular auto truck routes between Lowell and Boston, and other nearby points. To nearest large city, by railroad, 37 minutes; by trolley, 2 hours; by automobile, 1 hour.

Principal Industries: Textiles, machinery, hosiery, toilet preparations, chemicals, mohair plush, silk, shoes, etc.

Manufacturing Establishments: 400. Leading firms: Merrimack Mfg. Co., Tremont & Suffolk Mills, Appleton Mfg. Co., Massachusetts Mills, Boot Mills, Appleton Mfg. Co., Saco-Loell Co.

Special Information: Lowell has one of the largest textile schools in the country, memorial auditorium seating 4,000, costing \$1,000,000; a high school costing \$2,000,000, and 6 hospitals.

Residential Features: One and two-family houses, large percentage owned by occupants. Many fine residences in Belvedere and Highland sections.

Retail Shopping Section: About 1 mile on Merrimack Street; ¾ mile on Central, and Middlesex; Middle, and Market streets, each one-half mile with some neighborhood stores in all parts of the city.

Trading Area: North about 25 miles, east 15 miles, south 10 miles, west 25 miles. More or less business coming from north and west beyond that distance. Trading area covers a population of 45,800.

Wholesale Houses: Groceries, 10; meats, 9; fruits, 5; dry goods, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 30; commercial auto agencies, 7; automobile accessories, 60; automobile tire agencies, 12; bakers, 68; cigar stores and stands (including hotels), 122 (chain, 4); confectioners (including hotel stands), 82; delicatessen, 2; dressmakers, 144; druggists, 49 (chain, 3); dry goods, 44; department stores, 5; electrical supplies, 14; florists, 18; fruits, 66; furniture, 32; furriers, 11; garages (public), 43; grocers, 484 (chain, 56); hardware, 19; jewelry, 24; meat markets, 115; men's furnishings, 23; men's clothing, 26; merchant tailors, 95; milliners, 31; opticians, 15; photographers, 19; pianos (and miscellaneous musical instruments), 10; radio supplies, 8; restaurants (including hotels), 90 (chain, 4); shoes, 34; sporting goods, 5; stationers, 4; women's apparel, 20.

Miscellaneous Data: Average temperature, 48.26 degrees; average number of rainy days per twelve months, 96; most pleasant months, May to November. Doctors (medical, 130); (dentists, 67); (osteopaths, 2); number of wired houses, 13,350; street car service; gas, artificial; electric current, alternating; water, hard; number of automobile registrations, 18,472.

See announcement page 115

MALDEN, MASS. (Middlesex County)

1920 Population, 49,103.

City and Suburban Estimate, 150,000.

Native Whites, 64%; **Negroes,** 2%; **Foreign Born,** 34%; **Industrial Workers,** 20%; **Families,** 9,280.

Schools: Public Grade: 18; High, 1; Junior High, 1; Parochial, 2; Number of Pupils, 9,767.

Churches: Baptist, 4; Christian Science, 1; Congregational, 6; Episcopal, 2; Hebrew, 5; Methodist, 6; Roman Catholic, 4; Miscellaneous, 2.

Banks: National, 2; State, 3; Total Resources, \$26,437,707; Savings Bank Deposits Total, \$13,968,140.

Theatres: Moving Pictures, 5; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 7,500.

Location: Within four miles of Boston. On two railroad lines, with nine railroad stations, 80 trains daily to and from Boston. Within one-fare zone to Boston, and 30 minutes by truck to Boston freight terminals and docks. On navigable arm of Mystic River.

Principal Industries: Rubber boots and shoes, auto tires, soap, knit goods, sweaters, leather goods, shoe lasts, women's and children's clothing, auto bodies, cocoa, upholstered furniture, percolators, fire hose, paper boxes, coal tar products, paints, varnishes, proprietary articles.

Manufacturing Establishments, 85. Leading firms: Boston Rubber Shoe Co., Converse Rubber Shoe Co., Potter Drug & Chemical Co., Wadsworth & Howland Revere Knitting Mills, Cub Knitting Co., Niedner Hose Co., International Development Co., Annual output, \$32,326,117.

Residential Features: Combines wholesome and inviting living conditions of the suburban community, with the superior mercantile advantages of the city. Private homes predominate. One- and two-family houses, and a limited section devoted to workingmen's tenements.

Retail Shopping Section: Extends from Eastern Ave., on Main St., to Barretts Lane; from Pearl St., on Pleasant, to Malden Square, which is civic center terminal for trolleys and bus lines. Number of outlying neighborhood sections with usual groceries, etc.

Trading Area: Extends about a 10-mile radius north, west, and east, and two miles south. Business is also secured from a greater distance because of excellent trolley, train, and bus service.

Wholesale Houses: Groceries, 3; meats, 50; fruits, 17; hardware, 12; dry goods, 25; miscellaneous lines, 50.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto agencies, 2; automobile accessories, 20; automobile tire agencies, 25; bakers, 22; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 30; delicatessen, 15; dressmakers, 41; druggists, 30; dry goods, 25; department stores, 1; electrical supplies, 3; florists, 12; fruits, 17; furniture, 12; furriers, 2; garages (public), 22; grocers, 140; hardware, 12; jewelry, 5; meat markets, 50; men's furnishings, 6; men's clothing, 6; merchant tailors, 38; milliners, 12; opticians, 5; photographers, 3; pianos (and miscellaneous musical instruments), 4; radio supplies, 3; restaurants (including hotels), 20; shoes, 16; sporting goods, 2; stationers, 4; women's apparel, 10.

MARLBORO, MASS. (Middlesex County)

1920 Population, 15,028 (City Tax Report for 1926, 18,500).

City and Suburban Estimate, 30,000.

Native Whites, 79%; **Foreign Born,** 21%; **Industrial Workers,** 23%; **English Reading,** 89%; **Families,** 3,527.

Schools: 8. Number of Pupils, 2,421.

Churches: 12.

Banks: 4. Total Resources, \$10,522,800.

Theatres: 3. Total number of seats, 2,150.

Location: Marlboro branch of Taunton division of N. Y., N. H. & H. R.R., Fitchburg and Southern division of B. & M. R.R.

Residential Features: Mostly one- and two-family houses.

Retail Shopping Section: Seven blocks in center of city.

Trading Area: South to Southville, east to Sudbury, northeast to Maynard, west to Chapinville.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 3; commercial auto agencies, 2; automobile accessories, 9; automobile tire agencies, 6; bakers, 10; cigar stores and stands (including hotels), 13; confectioners (including hotel stands), 27; delicatessen, 1; dressmakers, 25; druggists, 11; dry goods, 10; electrical supplies, 2; florists, 6; fruits, 15; furniture, 5; furriers, 2; garages (public), 7; grocers, 59; hardware, 3; jewelry, 5; meat markets, 13; men's furnishings, 6; men's clothing, 9; merchant tailors, 7; milliners, 9; opticians, 2; photographers, 4; pianos (and miscellaneous musical instruments), 3; radio supplies, 3; restaurants (including hotels), 15; shoes, 17; sporting goods, 1; stationers, 2; women's apparel, 6.

See announcement column 4

MELROSE, MASS. (Middlesex County)

1920 Population, 18,204.

City and Suburban Estimate, 20,000.

Native Whites, 82%; **Negroes,** 1%; **Foreign Born,** 17%; **Industrial Workers,** 19%; **English Reading,** 92%; **Families,** 4,396.

Schools: 12. Number of Pupils, 3,439.

Churches: 13.

Banks: 8. Total Resources, \$6,849,370.

Theatres: 2. Total number of seats, 1,800.

Location: On Portland division of Boston & Maine R.R.

Residential Features: One- and two-family houses.

Retail Shopping Section: About eight blocks on principal streets.

Trading Area: Confined to city limits.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto agencies, 1; automobile accessories, 11; automobile tire agencies, 11; bakers, 7; cigar stores and stands (including hotels), 3; confectioners (including hotel stands), 6; delicatessen, 1; dressmakers, 25; druggists, 7; dry goods, 7; electrical supplies, 7; florists, 2; fruits, 4; furniture, 2; furriers, 1; garages (public), 9; grocers, 30; hardware, 5; jewelry, 2; meat markets, 13; men's furnishings, 3; men's clothing, 2; merchant tailors, 9; milliners, 8; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 2; restaurants (including hotels), 5; shoes, 3; sporting goods, 2; stationers, 1; women's apparel, 2.

MILFORD, MASS. (Worcester County)

1920 Population, 13,471.

City and Suburban Estimate, 25,000.

Native Whites, 64%; **Negroes,** 3%; **Foreign Born,** 33%; **Industrial Workers,** 25%; **English Reading,** 92%; **Families,** 2,962.

Schools: 19. Number of Pupils, 2,655.

Churches: 14.

Banks: 4. Total Resources, \$8,319,670.

Theatres: 2. Total number of seats, 1,700.

Location: On Ashland branch of N. Y., N. H. & H. R.R., and Milford branch of B. & M. R.R.

Principal Industries: Shoes, iron foundries, machinery, straw hats, granite, webbing, handkerchiefs.

Residential Features: Mostly one and two-family houses.

Retail Shopping Section: Three-quarters of a mile on Main Street, also small section on East Main St.

Trading Area: South to Bellingham, east to Rockville, north to Whitney's, west to Upton.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto agencies, 2; automobile accessories, 12; automobile tire agencies, 12; bakers, 9; cigar stores and stands (including hotels), 6; confectioners (including hotel stands), 20; delicatessen, 1; dressmakers, 12; druggists, 9; dry goods, 21; department stores, 1; electrical supplies, 6; florists, 3; fruits, 3; furniture, 7; furriers, 1; garages (public), 10; grocers, 61; hardware, 2; jewelry, 5; meat markets, 15; men's furnishings, 3; men's clothing, 2; merchant tailors, 10; milliners, 5; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 14; shoes, 14; sporting goods, 1; stationers, 2; women's apparel, 6.

NEW BEDFORD, MASS. (Bristol County)

1920 Population, 121,217 (1926 est. 130,000).

City and Suburban Estimate, 170,000.

Native Whites, 56%; **Negroes,** 4%; **Foreign Born,** 40%; **Industrial Workers,** 34%; **English Reading,** 84,710; **Families,** 26,950.

Schools: Public Grade, 35; High, 1; Parochial, 11.

Churches: Baptist, 9; Christian Science, 1; Congregational, 3; Episcopal, 4; Hebrew, 3; Methodist, 9; Presbyterian, 1; Roman Catholic, 18; Miscellaneous, 22.

Banks: National, 3; State, 5; Total Resources, \$38,944,776; Savings Bank Deposits Total more than \$50,000,000 in addition to resources of commercial banks.

Theatres: Legitimate, 1; Moving Pictures, 16; Vaudeville, 1; Total number of seats, 19,822.

Location: At the mouth of the Acushnet River, on Buzzards Bay. Fourth largest city

Continued on page 116

MARLBORO ENTERPRISE

is the only daily in the most prosperous New England shoe manufacturing city.

HUDSON DAILY SUN

is the only daily in the home of the Firestone Footwear Company.

Hudson ranks second in new homes built of any Massachusetts town.

A five town weekly covering Maynard, home of The American Woolen Co., and also Concord, Acton, Sudbury, and Bedford.

Attractive accommodation rates enable you to reach 50,000 exclusive population, situated midway between Boston and Worcester.

MARLBORO ENTERPRISE

AND

HUDSON DAILY SUN

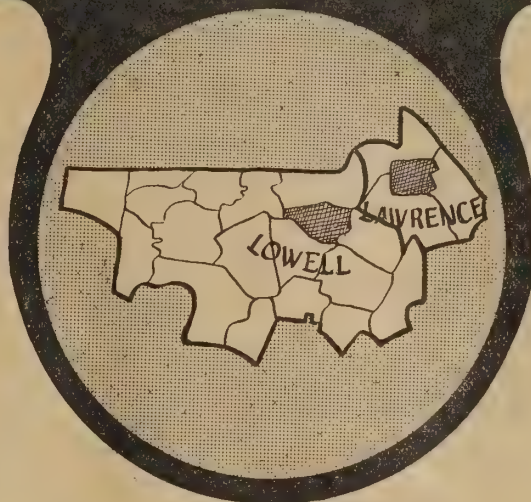
The MERRIMACK MARKET

New England's Most Important Textile Center



Facts about the Merrimack Market

Population—Lawrence trading area	140,626
Population—Lowell trading area	193,270
Number of dwellings in combined trading areas	59,619
Number of families in combined trading areas	75,199
Property value	\$578,232,568.00
Number of Savings Bank Accounts	237,373
Average Savings Bank Account	\$ 503.35
Value of Manufactured Products—1923	\$380,000,000.00



**NEARLY \$400,000,000
ANNUAL OUTPUT**

Number of industrial workers 85,000

Retail Outlets in the Merrimack Market .. 2906 Dealers

Wholesale Outlets in the Merrimack Market.... 45 Wholesalers.

There are 22 different classifications in retail stores from the Automobile Agency to the Variety stores. Among the important retail dealers will be found 11 Department Stores; 133 Druggists; 189 Dry Goods Stores; 89 Furniture Stores; 1230 Grocery Stores; 53 Hardware Stores; 127 Shoe Dealers; 231 Variety Stores.

Practically every class of dealer that is in position to feature nationally advertised products is in business in the Merrimack Market, and he knows the value of the advertised products and is quick to offer every possible co-operation to the manufacturer seeking distribution.

Write us for surveys and service on this market.

You can cover one of the richest and most important textile centers in the New England States, comprising the Lawrence and Lowell, Massachusetts, trading area, which include 22 cities and towns with a total population of nearly 400,000 inhabitants, all industrious citizens and workers, through the two leading papers, the LAWRENCE EAGLE-TRIBUNE and the LOWELL COURIER-CITIZEN & LEADER. These papers dominate this territory completely. They enter the homes of over 45,000 families. This concentrated area is easily reached and is an ideal territory for quick and thorough distribution.

The people who live in the Merrimack Market find steady employment at good wages in the large mills and factories that are busy all the year 'round. These two papers represent a desirable audience of great buying power for the national advertiser who should pay special attention to this market of impressive proportions.

Service to National Advertisers

We have a complete survey on the Merrimack Market and our Service Department is ready to assist you in compiling a report that will show the possibilities for the success of your product in this market. Write us freely.

LAWRENCE EAGLE-TRIBUNE

AND THE

LOWELL COURIER-CITIZEN & LEADER

Represented by

BRYANT, GRIFFITH and BRUNSON, Inc.

9 E. 41st St., N. Y. — Straus Bldg., Chicago, Ill. — 201 Devonshire St., Boston, Mass. — Walton Bldg., Atlanta, Ga.

MASSACHUSETTS (Cont'd)

New Bedford (cont'd)

in Mass. Terminal of New Haven Railroad. Steamships to New York, Marthas Vineyard, and north and south Atlantic ports. Trolley and bus service to neighboring cities and towns. To nearest larger city (Boston), by railroad, 1 hour, 40 minutes; by automobile, 2½ hours.

Principal Industries: Fine and fancy cotton, and silk goods, cotton waste, spun silk, tire fabric, collar cloth, tape, copper, rubber, leather, cordage, glass, iron, paper, soap, candles, silverware, crackers and confectionery, screws, sash-doors, sperm and whale oil, boat building, wire cable, twist drills and small tools, furniture, toys, brushes, soda water, pharmaceuticals, electrical supplies, eyalet and shuttle factories, numerous glass cutting establishments, shirt and garment plants, and many others.

Manufacturing Establishments: 113. Leading firms: Wamsutta Mills, Beacon Mfg. Co., Rhodes Eyelet Factory, Morse Twist Drill & Machine Co., Fairpoint Corp., New Bedford Cordage Co., Nashawena Mills, Dartmouth Mills, National Spun Silk Co., Holmes Mfg. Co., Kilburn Mills. Total value of yearly output of factories estimated at \$150,000,000. Weekly industrial payroll, \$662,000. Average wage scale \$1,058 per year. Total number of wage earners, 35,400.

Special Information: By far the largest fine cotton goods manufacturing center in the U. S. and one of the chief raw cotton concentration points for distribution throughout the east. 71 cotton goods and yarn mills, operating nearly 3,600,000 spindles, one-fifth of all the cotton spindles in New England, and one-tenth in the entire U. S. More than 56,000 looms; 300,000 bales of cotton used annually; 42,000 employees. Whale fishing still carried on to some extent. Favorite resort for fishing vessels. Heavy summer travel owing to hundreds of beach resorts nearby.

Residential Features: Larger proportion of homes owned by occupants than in most other cities in New England. Mostly one and two-family houses. Textile operatives reside in north and south sections, chiefly in apartment and rooming houses. Fine residential section in southern and western sections.

Retail Shopping Section: In center of city. Kempton Street on north, to School Street, south; County Street west, to Acushnet Avenue, east. Large number of smaller stores at north and south ends of city. Good percentage of neighborhood stores.

Trading Area: North, 12 miles, east 25 miles; south, 12 miles; west, 10 miles. This does not include islands of Marthas Vineyard, Nantucket, and Cuttyhunk.

Wholesale Houses: Groceries, 13; meats, 15; fruits, 3; bakers, 1; butter, 1; cheese, 1; coal, 1; confectionery, 4; fish, 2; ice cream, 6; ice 3; paints, 1; stationers, 1; plumbing supplies, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 32; commercial auto. agencies, 11; automobile accessories, 47; automobile tire agencies, 11; bakers, 80; cigar stores and stands (including hotel stands), 38 (chain, 2); confectioners (including hotel stands), 47; delicatessen, 22; dressmakers, 88; druggists, 97 (chain, 1); dry goods, 30; department stores, 5; electrical supplies, 18; florists, 21; fruits, 49; furniture, 48; furriers, 6; garages (public), 70; grocers, 620 (chain, 112); hardware, 30; jewelry, 20; meat markets, 29; men's furnishings, 19; men's clothing, 53; merchant tailors, 85; milliners, 41; opticians, 14; photographers, 24; pianos (and miscellaneous musical instruments), 16; radio supplies, 8; restaurants (including hotels), 122 (chain, 1); shoes, 23; sporting goods, 5; stationers, 12; women's apparel, 14.

Miscellaneous Data: Average temperature, 46½ degrees; average number of rainy days per twelve months, 108; most pleasant months, April to November. Doctors (medical, 124); (dentists, 72); (osteopaths, 8); number of wired houses, 18,000; gas, artificial; electric current, alternating and direct; water, soft.

NEWBURYPORT, MASS.

(Essex County)

1920 Population, 15,618 (1925 pop. 15,658).

City and Suburban Estimate, 40,000.

Native Whites, 89%; Negroes, 1%; Foreign Born, 10%; Industrial Workers, 20%; English Reading, 94%; Families, 3,312.

Schools: Public Grade, 10; High, 1; Parochial 2.

Churches: Baptist, 1; Christian Science, 1; Congregational, 2; Episcopal, 2; Hebrew, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 2; Miscellaneous, 2.

Banks: National, 2; State, 2; Co-operative, 2; Total Resources, \$21,042,413; Total Deposits (all banks), \$17,371,480; Savings Bank Deposits Total, \$14,078,559.

Theatres: Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 3,600.

Location: On the Merrimac River, 3 miles from ocean, and 35 miles NNE. of Boston, on main line B. & M. R.R.

Principal Industries: Silverware, shoes, cotton, electric goods, cordage, combs, clothing, ovens, boxes, foundry.

Manufacturing Establishments, 29. Leading firms: Towle Mfg. Co. (silverware); Bliss & Perry Co. (shoes); W. D. Hannah Co. (shoes); W. H. Noyes & Bros. (combs); N. D. Dodge

Shoe Co., Dodge Bros. (shoes); Butley & Stevens (shoes), Ordway Oven Co., Meek Oven Co., Chase-Shawmut Co. (electrical goods); Fern Shoe Co., E. Perkins Lumber Co.

Special Information: 40 trains daily, east and west, make the city an ideal shipping center. Small percentage of foreign population. No labor unions that cause trouble, and the factories have few dull periods.

Residential Features: No tenement section, but composed of individual homes, 90 per cent owned. Beautiful residential street running full length of city.

Retail Shopping Section: State Street, Pleasant Street, Market Square, Merriman Street, Water Street.

Trading Area: 12 miles north, south, and west, 3 miles east.

Wholesale Houses: Groceries, 2; meats, 20; fruits, 12; hardware, 4; dry goods, 15; miscellaneous lines, jewelry, 4; furniture, 4; tobacco, 7; confectioners, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; automobile accessories, 15; automobile tire agencies, 18; bakers, 12; cigar stores and stands (including hotel stands), 12; confectioners (including hotel stands), 14; delicatessen, 1; dressmakers, 22; druggists, 10 (chain, 1); dry goods, 9; department stores, 3; electrical supplies, 9; florists, 5; fruits, 12; furniture, 6; furriers, 3; garages (public), 9; grocers, 63 (chain, 14); hardware, 5; jewelry, 4; meat markets, 20; men's furnishings, 12; men's clothing, 7; merchant tailors 3; milliners, 12; opticians, 6; photographers, 5; pianos (and miscellaneous musical instruments), 4; radio supplies, 5; restaurants (including hotels), 19; shoes, 13; sporting goods, 5; stationers, 6; women's apparel, 8.

NORTH ADAMS, MASS.

(Berkshire County)

1920 Population, 22,282.

City and Suburban Estimate, 50,000.

Native Whites, 80%; Negroes, 2%; Foreign Born, 18%; Industrial Workers, 45%; English Reading, 75%; Families, 5,000.

Schools: Public Grade, 9; High, 1; Parochial, 2; Number of Pupils, 3,700.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 2; Methodist, 1; Roman Catholic, 3; Miscellaneous, 1.

Banks: National, 1; Trust Company, 1; Total Resources, \$8,000,000; Savings Bank Deposits Total, \$7,500,000.

Theatres: Moving Pictures, 1; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 4,000.

Location: At the entrance to the Mohawk Trail and near west end of Hoosac Tunnel. On main line of Boston & Maine R.R., B. & A. R.R. branch line. 160 miles from New York, 140 miles from Boston, and 40 miles from Troy and Albany, and 18 miles northeast of Pittsfield.

Principal Industries: Textile printing, cotton mills, woolen mills, machinery, biscuits, shoes, brushes, fancy leather, etc.

Manufacturing Establishments: 21. Arnold Print Works, Windsor Print Works, Hoosac Cotton Mills, Strong-Hewat Co. (woolens), Greylock Mills (cotton), Hunter Machine Co., Clark Biscuit Co., Wall, Streeter & Doyle Co. (shoes), Melanson & Son (shoes), Weber Bros. (shoes). Annual output \$50,000,000.

Special Information: The State Normal School is located at North Adams. Freedom from labor troubles is one of the city's industrial assets. Shipping center for beef and produce.

Residential Features: Very few solid-built tenement blocks, or apartments. Mostly single and double houses.

Retail Shopping Section: Large stores on Main Street, from Eagle to Marshall, and Main to Center Street.

Trading Area: Bennington, north, 19 miles; Hoosick Falls, N. Y., west, 24 miles; Adams and Cheshire, south, 10 miles; and Williamstown, west, 5 miles; Readsboro and Wilmington, north, 20 miles; Charlemont and Shelburne Falls, east, 20 miles.

Wholesale Houses: Groceries, 3; meats, 4; fruits, 3; hardware, 2; miscellaneous lines, men's wear, 2; shoes, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 3; automobile accessories, 15; automobile tire agencies, 5; bakers, 5; cigar stores and stands (including hotel stands), 20; confectioners (including hotel stands), 4; delicatessen, 2; dressmakers, 12; druggists, 6; dry goods, 20; department stores, 4; electrical supplies, 4; florists, 4; furniture, 5; furriers, 2; garages (public), 5; grocers, 100; hardware, 3; jewelry, 5; meat markets, 10; men's furnishings, 3; men's clothing, 6; merchant tailors, 4; milliners, 12; opticians, 8; photographers, 3; pianos (and miscellaneous musical instruments), 6; radio supplies, 6; restaurants (including hotels), 10; shoes, 12; sporting goods, 3; stationers, 3; women's apparel, 6.

NORTHAMPTON, MASS.

(Hampshire County)

1920 Population, 21,951.

City and Suburban Estimate, 20 per cent suburban.

Native Whites, 80%; Foreign Born, 20%; Industrial Workers, 15%; English Reading, 90%.

Schools: Public Grade, 17; High, 1; Parochial, 2; Number of Pupils, 4,600.

Churches: Baptist, 1; Christian Science, 1; Congregational, 3; Episcopal, 1; Hebrew, 1; Methodist, 2; Roman Catholic, 3; Miscellaneous, Unitarian, 1.

Banks: National, 2; State, 7; Savings Bank Deposits Total, \$15,500,000.

Theatres: Legitimate, 1; Moving Pictures, 4; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 10,000.

Location: In northwest section of state, 17 miles from Springfield and near the Connecticut River. Served by railroads from the east, west, north and south; Boston & Maine R.R., New York, New Haven & Hartford R.R.

Principal Industries: Silk hosiery, silk cloth, tooth brushes, baskets, caskets, hydrants, hoes.

Manufacturing Establishments: 40. Leading firms: McCallum Hosiery Co., Corticelli Silk Co., Belding Bros., Prophylactic Brush Co., Williams Mfg. Co., Florence Casket Company, Norwood Engr. Co.

Special Information: Northampton is the nearest city and logical trading point of many towns to the west and north, and is connected with them by good auto roads.

Residential Features: Mostly one and two-family houses.

Retail Shopping Section: Main Street, Northampton; (suburban) Main Street, Florence and many smaller sections.

Trading Area: Extends 7 miles from the west, 10 miles from the north, and 10 miles from the east.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 26; commercial auto. agencies, 4; automobile accessories, 3; automobile tire agencies, 6; bakers, 8; cigar stores and stands (including hotel stands), 68; confectioners (including hotel stands), 18; delicatessen, 1; dressmakers, 42; druggists, 9; dry goods, 16; department stores, 1; electrical supplies, 7; florists, 4; fruits, 4; furniture, 4; furriers, 5; garages (public), 8; grocers, 71; hardware, 4; jewelry, 9; meat markets, 14; men's furnishings, 9; men's clothing, 9; merchant tailors, 6; milliners, 9; opticians, 7; photographers, 8; pianos (and miscellaneous musical instruments), 3; radio supplies, 4; restaurants (including hotels), 29; shoes, 16; sporting goods, 4; stationers, 1; women's apparel, 7.

NORTH ATTLEBORO, MASS.

(Bristol County)

1920 Population, 9,238 (1925 state census, 9,840); (1926 est. 10,000).

City and Suburban Estimate, 15,000.

Native Whites, 85%; Foreign Born, 5%; Industrial Workers, 50%; English Reading, 98%; Families, 3,000.

Schools: Public Grade, 7; High, 1; Junior High, 1; Parochial, 2; Number of Pupils, 2,200.

Churches: Baptist, 1; Christian Science, 1; Congregational, 2; Episcopal, 1; Methodist, 1; Roman Catholic, 2; Miscellaneous, 3.

Banks: National, 1; State, 1; Total Resources, \$2,800,000; Savings Bank Deposits, Total, \$1,000,000.

Theatres: Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 900.

Location: North Attleboro is 14 miles N. by E. of Providence, R. I. Served by the N. Y. N. H. & H. R.R. Motor coach lines; Boston to Providence, and Boston to New York on national highway.

Principal Industries: Silverware, tennis racks, jewelry.

Manufacturing Establishments: 42. Leading firms: Whitney & Davis, B. D. Evans Co., J. F. Sturdy Sons Co., Welster Co., N. J. Magann & Co.

Special Information: North Attleboro has good macadamized and electric lighted streets, modern fire and police departments. Jewelry workers all skilled and highest paid workmen.

Residential Features: North Attleboro has been called "The Town Beautiful." It has 1,900 homes, mostly owned by occupants. There are one or two tenement houses.

Retail Shopping Section: On Washington Street, 10 blocks; on Elm Street, 3 blocks.

Trading Area: Extends about 15 miles in every direction.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 1; automobile accessories, 10; automobile tire agencies, 10; bakers, 4; cigar stores and stands (including hotel stands), 44 (chain, 1); confectioners (including hotel stands), 11; dressmakers, 4; druggists, 6 (chain, 1); dry goods, 4; department stores, 1; electrical supplies, 4; florists, 2; fruits, 4; furniture, 2; garages (public), 3; grocers, 46 (chain, 11); hardware, 2; jewelry, 1; meat markets, 4; men's furnishings, 3; men's clothing, 2; merchant tailors, 5; milliners, 2; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 4; restaurants (including hotels), 5; shoes, 7; stationers, 1; women's apparel, 3.

Miscellaneous Data: Doctors (medical, 9); (dentists, 5); (osteopaths, 1); number of wired houses, 90%; gas, artificial; electric current, alternating; water, hard.

PITTSFIELD MASSACHUSETTS

46,877 Population
(State Census, 1925)

The first nine months of 1926, THE EAGLE has carried over 1,000,000 lines of national advertising.

We are proud of this record because THE EAGLE has no special representative and does not solicit national accounts.

*A real recommendation for Pittsfield
as a market and the Eagle
as a medium*

Berkshire Evening Eagle

Circulation

17,201 DAILY

18,202 WEEKLY

MASSACHUSETTS (Cont'd)

PITTSFIELD, MASS.

(Berkshire County)

1920 Population, 41,763 (1925 est., 46,877).

City and Suburban Estimate, 150,000.

Native Whites, 80%; Negroes, .01%; Foreign Born, 20%; Industrial Workers, 35%; English Reading, 98%; Families, 9,000.

Schools: Public Grade, 21; High, 2; Junior High, 1; Parochial, 2. Number of Pupils, 9,977.

Churches: Baptist, 3; Christian Science, 1; Congregational, 4; Episcopal, 2; Hebrew, 3; Methodist, 4; Roman Catholic, 8; Miscellaneous, 12.

Banks: National, 3; Loan and Trust, 1; Total Resources \$39,427,023; Savings Bank Deposits Total, \$24,537,618.

Theatres: Legitimate, 2; Moving Pictures, 5; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 6. Total number of seats, 7,000.

Location: On main line of B. & A. R.R., midway between Albany and Springfield. Terminus of the Harlem division of N. Y. C. and Berkshire division of the New Haven R.R. Hudson River shipping facilities by connection at Albany, 38 miles by highway. To nearest largest city by railroad, 1 1/2 hours; by automobile, 2 hours.

Principal Industries: Electrical machinery and devices, textiles, fine stationery, machinery, auto accessories, silk braids, underwear.

Manufacturing Establishments: 64. Leading firms: General Electric Co., Eaton, Crane & Pike Co., E. D. Jones & Sons Co., Pontotoc Woolen Mfg. Co., Berkshire Woolen Co., J. A. & E. H. Wilson, S. N. & C. Russell Mfg. Co., W. E. Tillotson Mfg. Co. (textiles), A. H. Rice & Co. (silk braid), Government Mill. Distinctive papers for U. S. currency and bonds. Total value of yearly output of factories estimated at \$55,321,372.

Special Information: Located within convenient and ready reach of markets of entire Atlantic seaboard, N.E., Middle, Southern and Middle Western states. Metropolis and county seat of the famed Berkshire district, the vacation home of hundreds from New York and other cities. Pittsfield has 4 hospitals, 8 playgrounds, 8 lakes, and 10 parks.

Residential Features: Single and double houses predominate, with a few apartments. Residential streets are wide, and practically every home has ample grounds.

Retail Shopping Section: North Street from West Street to Burbank Street with some stores on side streets. Also a section of Dalton Avenue at Morningside, as eastern suburb. Shopping district extends for a mile along North Street with short side streets.

Trading Area: All of Berkshire County, a section of Connecticut, and a part of Lebanon Valley, in New York state. Some business from Bennington, Vt. Trading area 25 miles, north, east, south, and west.

Wholesale Houses: Groceries, 3; meats, 3; fruits, 2; hardware, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 16; commercial auto. agencies, 6; automobile accessories, 34; bakers, 14; cigar stores and stands (including hotels), 24 (chain, 2); confectioners (including hotel stands), 11; delicatessens, 4; dressmakers, 56; druggists, 10 (chain, 2); dry goods, 19; department stores, 3; electrical supplies, 8; florists, 10; fruits, 6; furniture, 8; furriers, 5; garages (public), 21; grocers (chain, 30); hardware, 6; jewelry, 11; meat markets, 46 (chain, 3); men's furnishings, 12; men's clothing, 20; merchant tailors, 12; milliners, 17; opticians, 10; photographers, 8; pianos (and miscellaneous musical instruments), 4; radio supplies, 12; restaurants (including hotels), 30 (chain, 1); shoes, 19; sporting goods, 5; stationers, 3; women's apparel, 14.

Miscellaneous Data: Most pleasant months, May to October (inclusive). Doctors (medical, 50); (dentists, 40); (osteopaths, 4); number of wired houses, 4,000; street car service; gas, artificial; number of meters, 13,261; electric current, alternating; number of wired houses, 8,158; water, soft.

See announcement page 116

QUINCY, MASS.

(Norfolk County)

1920 Population, 47,876 (1925 est., 60,131).

City and Suburban Estimate, 151,000.

Native Whites, 97.2%; Foreign Born, 2.8%; Industrial Workers, 40%; Families, 13,375.

Schools: Public Grade, 20; High, 2. Number of Pupils, 10,187.

Churches: Baptist, 3; Christian Science, 1; Congregational, 8; Episcopal, 2; Hebrew, 1; Methodist, 4; Presbyterian, 2; Roman Catholic, 5; Miscellaneous, 5.

Banks: National, 1; State, 11.

Theatres: Moving Pictures, 8; Miscellaneous (Auditoriums, etc.), 45.

Location: On New Haven and Hartford R.R., 1 mile south of Boston, on shores of Quincy Bay, a 32-foot channel from city water front to the sea. Five suburban trolley lines. To nearest largest city by railroad, 20 minutes; by trolley, 1/2 hour; by auto, 1/4 hour.

Principal Industries: Granite quarries, steelhatch tailors, 43; milliners, 27; opticians, 10; ship building, weighing machines, telephones, foundry products, thread, rivets and studs, paint, varnish, engines.

Manufacturing Establishments: 152. Leading firms: Branch of Bethlehem Shipbuilding Corp., Pneumatic Scale Corp., Tubular Rivet and Stud Co., Couch Telephone Co., Boston Gear Works. Total value of yearly output of factories estimated at \$68,533,406.

Residential Features: Mostly one- and two-family houses, largely owned by occupants. Fine residential districts, one bordering on beach another on the Blue Hills reservation.

Retail Shopping Section: Centers about City Hall, but extends several blocks south, and is now extending north. Nine distant smaller districts with neighborhood stores.

Trading Area: West into Milton St., south to Braintree, Randolph, and Rockland Sts. Some business from other more distant places.

Wholesale Houses: Groceries, 3; meats, 1; fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 28; automobile accessories, 21; bakers, 20; confectioners (including hotel stands), 24; delicatessens, 2; dressmakers, 36; druggists, 20; dry goods, 30; department stores, 4; electrical supplies, 5; florists, 10; fruits, 17; furniture, 8; garages (public), 14; grocers, 201; hardware, 17; jewelry, 9; men's furnishings, 8; men's clothing, 14; merchant tailors, 29; milliners, 10; opticians, 3; photographers, 15; pianos (and miscellaneous musical instruments), 5; radio supplies, 7; restaurants (including hotels), 34; shoes, 15; sporting goods, 1; stationers, 3; women's apparel, 7.

Miscellaneous Data: Doctors (medical, 53); (dentists, 38); street car service; gas, artificial; electric current, alternating; water, soft.

SALEM, MASS.

(Essex County)

1920 Population, 42,529.

City and Suburban Estimate, 150,000. Most important cities and towns in this area are: Peabody (19,552); Beverly (27,354); Marblehead (7,324); Ipswich (8,201).

Native Whites, 73%; Negroes, 1%; Foreign Born, 26%; English Reading, 75%.

Schools: Public Grade, 20; High, 1; Parochial, 7; Number of Pupils, 9,498.

Churches: Baptist, 2; Christian Science, 1; Congregational, 4; Episcopal, 2; Hebrew, 1; Methodist, 2; Roman Catholic, 6; Miscellaneous, 14; Universalist, 1.

Banks: National, 1; State, 8; Total Resources, \$53,436,137. Savings Bank Deposits, Total \$41,312,027.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 3; Total number of seats, 6,500.

Location: On Atlantic Ocean, 17 miles north of Boston. B. & M. R.R., and Eastern Mass. Elec. Ry. Excellent roads to all suburban cities and towns make travel easy. To nearest large city by railroad, 15 minutes; by trolley, 25 minutes; by automobile, 20 minutes.

Principal Industries: Cotton cloth, leather, shoes, electric lamps, elevators, coal, lumber, portable houses, machinery, oil and grease.

Manufacturing Establishments: Leading firms: Helburn Thompson Co., Naumkeag Steam Cotton Co., Parker Bros., Don D. Sargent, Bell Bros., Cass & Daley, J. Brown & Sons, Dame Machine Co., Spencer Regulator Co., Lock Regulator Co., Atwood & Morrill, Hygrade Incandescent Lamp Co., Pitman & Brown, Salem Oil & Grease Co., G. W. Pickering Coal Co.

Special Information: For 100 years Salem has been considered the trading center of this section of Essex Co.; Danvers, Beverly, Marblehead, Ipswich, Hamilton, Wenham, Middleton, and Rowley do most of their buying in Salem. The short run into Boston by train, truck, or auto makes it easy to ship goods by ocean, or reship to other sections. New 150-room hotel under construction.

Residential Features: Mostly one and two-family houses of wooden construction. Apartment houses are all located near center of the city. Salem has a separate French and Italian section, and small Polish section.

Retail Shopping Section: Extends from Town House Square in all four directions. On Essex Street, east and west; Washington Street, north and south; Central Street, parallel to Washington; Front Street parallel to Essex Street. The auto dealers are located in a section covered by Derby, Lafayette, and Washington Streets. All of this district is south of Town House Square and within 5 minutes' walk from center of the city.

Trading Area: Extends about 13 miles north and west, and 21 miles east. Good electric trolley service makes it easy for outlying districts to reach Salem. Lynn, 6 miles away, makes the limit of the territory toward the south.

Wholesale Houses: Groceries, 3; meats, 4.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 17; commercial auto. agencies, 3; automobile accessories, 7; bakers, 14; cigar stores and stands (including hotels) 25 (chain, 2); confectioners (including hotel stands), 9; delicatessens, 4; dressmakers, 53; druggists, 14 (chain, 1); dry goods, 7; department stores, 4; electric supplies, 6; florists, 8; fruits, 23; furniture, 23; furriers, 2; garages (public), 23; grocers, 104; hardware, 7; jewelry, 8; meat markets, 43; men's furnishings, 21; men's clothing, 6; mer-

SOUTHBRIDGE, MASS.

(Worcester County)

1920 Population, 14,245 (1926 State census, 14,745).

City and Suburban Estimate, 30,000. Most important cities and towns in this area are: Charlton (pop. 3,000); Fiskdale (3,500); Dudley (3,000); The Woodstocks (3,000).

Native Whites, 70%; Foreign Born, 30%; Industrial Workers, 87%; English Reading, 83%; Families, 3,308.

Schools: Public Grade, 11; High, 1; Junior High, 1; Parochial, 4; Number of Pupils, 4,730.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Roman Catholic, 4; Miscellaneous, 3.

Banks: National, 2. Capital, Surplus and Undivided Profits (all banks), \$710,578; Total Deposits (all banks), \$7,972,935; Total Resources (all banks), \$4,824,271; Total Savings Banks Deposits, \$3,500,000.

Theatres: Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 8; Total number of seats, 5,000.

Location: On the Mass.-Conn. border, 20 miles south of Worcester, served by N. Y. N. H. & H. R. R., and Worcester and Springfield street railway. Fair bus service to smaller towns. To nearest large city by railroad, 2 hours; by trolley, 1 1/2 hours; by bus, 1 hour; by auto, 1 hour.

Principal Industries: Optical goods. Center of the optical industry of America. Textiles, textile shuttles, cutlery and wooden boxes; fabric printing.

Manufacturing Establishments: 16. Leading firms: American Optical Co., Hamilton Woolen Co., Harrington Cutlery Co., Litchfield Shuttle Co., Hyde Mfg. Co., Dupaul Young Optical Co., Southbridge Printing Co. Total value of yearly output of factories estimated at \$13,000,000.

Special Information: The American Optical Company is said to be the largest manufacturer of eye glasses and spectacles in the country, employing 3,200. The Litchfield Shuttle Co. claim to be the largest manufacturers of textile shuttles in the U. S. Harrington Cutlery Co., manufacturer of world famous kitchen cutlery. Over 5,000 wage earners in all industries.

Residential Features: Majority of houses are single and double. Limited section devoted to three-family houses. Private homes predominate, some being palatial residences.

Retail Shopping Section: Main Street, Hamilton Street, Central Street, Mechanic Street. Second center of trade is in Globe Village. Numerous neighborhood stores.

Trading Area: About 10 miles north and east; 15 miles south and west.

Wholesale Houses: Meats, 1; fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial auto. agencies, 3; automobile accessories, 6; automobile tire agencies, 8; bakers, 7; cigar stores and stands (including hotels), 22; confectioners (including hotel stands), 12; delicatessens, 2; dressmakers, 3; druggists, 6 (chain, 1); dry goods, 5; department stores, 2; electrical supplies, 4; florists, 2; fruits, 7; furniture, 5; garages (public), 10; grocers, 35 (chain, 8); hardware, 4; jewelry, 3; meat markets, 15; men's furnishings, 11; men's clothing, 6; merchant tailors, 5; milliners, 7; opticians, 4; photographers, 1; pianos (and miscellaneous musical instruments), 5; radio supplies, 3; restaurants (including hotels), 7; shoes, 9; sporting goods, 2; stationers, 2; women's apparel, 9.

Miscellaneous Data: Average temperature, 70 degrees; average number of rainy days per twelve months, 71; most pleasant months, May, June, Sept., Oct., Nov.; doctors (medical) 10; (dentists, 8); number of wired houses, 3,200; street car service; gas, artificial; electric current, alternating; water, soft; number of automobile registrations, over 2,000.

SPRINGFIELD, MASS.

(Hampden County)

1920 Population, 129,614 (July 1, 1926, est. 145,000).

City and Suburban Estimate, 750,000. Most important cities and towns in this area are: Holyoke (pop. 60,335); Westfield (19,342); Northampton (24,145); Chicopee (41,882).

Native Whites, 72.4%; Negroes, 1.7%; Foreign Born, 25.9%; Industrial Workers, 30%; English Reading, 95%; Families, 33,720.

Schools: Public Grade, 42; High, 4; Parochial, 10; Number of Pupils, 29,401.

Churches: Baptist, 9; Christian Science, 2; Congregational, 10; Episcopal, 5; Hebrew, 6; Methodist, 8; Lutheran, 2; Roman Catholic, 14; Miscellaneous, 14.

Banks: National, 4; State and Savings, 6; Capital, Surplus and Undivided Profits (all banks), \$16,978,571.65; Total Deposits (all banks), \$134,698,518.88; Total Resources (all banks), \$154,733,940.63; Total Bank Clearings (12 months, 1925), \$308,889,872.

Theatres: Legitimate, 1; Moving Pictures, 17; Vaudeville, 1; Burlesque, 1. Total number of seats, 18,500.

Location: On Connecticut River, 93 miles west by south of Boston. On the main line of B. & A. R.R.; main line N. Y. N. H. & H. R.R. Connecticut River & Passumpsic division of B. & M. R.R.; Highland division, N. Y. N. H. & H. R.R.; Central New England R.R.; Athol division of B. & A. R.R. Trolley lines also serve most of the adjacent towns.

Principal Industries: Art materials, auto tops, and covers, automobiles, auto parts, steel barrels, bicycles, cigars, brass goods, office supplies, electric appliances, elevators, furniture, leather goods, firearms, pipe organs, signal system, carpets, clocks, corsets, cotton goods, special machinery, magnets, knit goods, tools, tractors, wagons, batteries, stationery, furnaces, glass, hardware, harness, dies, pumps, wrenches, wire, hosiery, show cases, skates, thread, auto tires, radiators, perfumes, brushes, chemicals, spark plugs, telescopes, motorcycles, toys, motors, paper, chemicals, drop forgings, cameras, clothing, lamps.

Residential Features: Mostly one and two-family structures. Few apartment houses. A limited number of "three-deck" tenements. No large mill settlements.

Retail Shopping Section: Located on Main and Dwight Streets, which parallel each other, and about ten blocks on cross streets. Entire distance of 3 1/2 miles. At Indian Orchard, about four miles from Springfield, is a prosperous trading district in a prosperous factory center.

Trading Area: Extends south as far as Windsor Locks, Conn., to the east, to Fiskdale, Brookfield and North Brookfield. To the north, the area extends to Montague, Greenfield and Shelburne, west, West Springfield, Westfield, Russell, Huntington. Throughout this area is excellent steam, trolley and motor transportation.

Wholesale Houses: Groceries, 11; shoes, 6; meats, 8; jewelry, 1; fruits, 5; tobacco, 2; hardware, 2; dry goods, 5; optical, 2; drugs, 2; confectionery, 4; manufactures, 19.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 58; commercial auto. agencies, 15; automobile accessories, 55; automobile tire agencies, 108; bakers, 81; cigar stores and stands (including hotels), 75; confectioners (including hotel stands), 209; delicatessens, 18; dressmakers, 178; druggists, 81; dry goods, 70; department stores, 4; electrical supplies, 33; florists, 34; fruits, 86; furniture, 31; furriers, 18; garages (public), 60; grocers, 417 (chain, 177); hardware, 34; jewelry, 45; meat markets, 178; men's furnishings, 33; men's clothing, 46; merchant tailors, 19; milliners, 37; opticians, 22; photographers, 20; pianos and miscellaneous musical instruments, 18; radio supplies, 20; restaurants (including hotels), 170; shoes, 57; sporting goods, 10; stationers, 11; women's apparel, 25.

Miscellaneous Data: Doctors (medical, 227); (dentists, 148); (osteopaths, 11); street car service; gas, artificial; number of meters, 56,824; electric current, alternating; number of wired houses, 25,000; number of automobile registrations, 21,000; water, soft.

TAUNTON, MASS.

(Bristol County)

1920 Population, 37,137 (1925 State census, 39,286.)

City and Suburban Estimate, 63,000.

Industrial Workers, 9,000 (approximately); English Reading, 80%.

Schools: Public Grade, 29; High, 1; Parochial, 4; Number of Pupils, Total all Schools, 8,000.

Churches: Baptist, 2; Christian Science, 1; Congregational, 5; Episcopal, 2; Hebrew, 1; Methodist, 3; Roman Catholic, 10; Miscellaneous, 10.

Banks: National, 1; Savings Banks, 3; Co-operative, 3; Trust Co.'s, 1. Capital, Surplus, and Undivided Profits (all banks), \$2,452,965.43; Total Deposits (all banks), \$23,841,066.61; Total Resources (all banks), \$30,985,779.59; Total Savings Banks Deposits, \$12,745,189.19.

Theatres: Legitimate, 1; Moving Pictures, 5; Miscellaneous (Auditoriums, etc.), 2.

Location: On Taunton River, at head of navigation, 34 miles south of Boston and served by the New York, New Haven & Hartford R. E. Trolley and bus lines connect with Providence, Fall River, Attleboro, and Brockton; rail to Fall River and New Bedford connect with steamer terminals, as with Providence. Fine highways leading into city from these points. To nearest large city by railroad, 40 minutes; by trolley, 1 1/2 hours; by auto, 1 hour.

Principal Industries: Aluminum, brass, copper and cotton goods, cotton yarns, cotton mill machinery, stores, foundry and machine products, electric specialties, furnaces, brick, eyelets, mill-ware, sheet copper and yellow metal, machine drills and tools, medicines, crucibles, block lead products, marine engines, britannia and pewter ware, oil cloth, nails, rivets, tacks, trust drills, silver, jewelry, leather novelties.

Manufacturing Establishments: 41. Leading firms: Glenwood Range Co., Reed & Barton Silver Works, White-Warner Co. (stoves and ranges), Magee Furnace Co., Winthrop Cotton Yarn Co., Connecticut Spinning Co., New Process Trust Drill Co., Hughes Eyelet Co., Taunton-New Bedford Copper Co. Total value of yearly output of factories estimated at \$40,500,000.

Special Information: With less than one-tenth workers of Bristol County, it makes nearly per cent of the county's industrial production employs 9,000 hands in 167 establishments.

Continued on page 118

MASSACHUSETTS (Cont'd)

Taunton (cont'd)

Average yearly wage \$1,272, within \$5 of Boston average. Fine streets, excellently lighted, and good retail stores, make it a natural shopping center for the surrounding towns. It is also a city of home owners with a progressive public spirit.

Residential Features: Mostly one- and two-family houses, with a few three-deck apartment houses. A large percentage of the people own their own homes.

Retail Shopping Section: Chiefly on Main St., Weir St. to bridge over Mill River, Broadway to Pleasant St.; Treacott St., Charnet St. to High; one block up Winthrop St. Smaller shopping centers at Whitenton in north end, and at Weir Village in south end.

Trading Area: 10 miles south, west, north, and east.

Wholesale Houses: Groceries, 3; meats, 2; fruits, 1; hardware, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 20; commercial auto. agencies, 5; automobile accessories, 23; automobile tire agencies, 8; bakers, 14; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 1; dressmakers, 35; druggists, 16; delicatessen, 1; florists, 8; fruits, 21; furniture, 14; furriers, 1; garages (public), 20; groceries, 112 (chain, 15); hardware, 10; jewelry, 4; meat markets, 45; men's furnishings, 7; men's clothing, 18; merchant tailors, 18; milliners, 14; opticians, 7; photographers, 6; pianos (and miscellaneous musical instruments), 6; radio supplies, 6; restaurants (including hotels), 33; shoes, 14; sporting goods, 3; stationers, 8; women's apparel, 10.

Miscellaneous Data: Most pleasant months, June, July, Aug., Oct.; doctors (medical, 38), (dentists, 23), (osteopaths, 3); street car service; gas, artificial; number of gas meters, 9,000; electric current, direct; number of wired houses, 9,068; water, soft; number of automobile registrations about 5,000.

See announcement columns 3 and 4

WAKEFIELD, MASS.

(Middlesex County)

1920 Population, 13,025. (1925 State Census, 15,611.) Most important cities and towns in suburban area are: Reading (pop. 8,643); Stoneham (3,206); Lynnfield (1,700).

Native Whites, 73%; Foreign Born, 27%; Industrial Workers, 21%; English Reading, 93%; Families, 3,946.

Schools: 11. Number of Pupils, 3,371.

Churches: 9.

Banks: Total Deposits (all banks), \$12,000,000.

Theatres: 2. Total number of seats, 1,535.

Location: Ten miles north of Boston. Served by the B. & M. R. R. (western division), with trolley lines to Lowell, Lawrence and Boston. To nearest large city by railroad, 30 minutes; by trolley, 45 minutes; by auto, 40 to 50 minutes.

Principal Industries: Rattan furniture, shoes, iron pipe, pianos, underwear, screens, stoves, chemicals.

Residential Features: One and two-family houses.

Retail Shopping Section: Eight blocks on principal and side streets.

Trading Area: Includes entire city limits.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial auto. agencies, 2; automobile accessories, 21; automobile tire agencies, 16; bakers, 5; cigar stores and stands (including hotels), 4; confectioners (including hotel stands), 9; dressmakers, 15; druggists, 5; dry goods, 7; electrical supplies, 5; florists, 3; fruits, 6; furniture, 4; garages (public), 15; grocers, 31 (chain, 15); hardware, 5; jewelry, 2; meat markets, 13; men's furnishings, 6; men's clothing, 4; merchant tailors, 11; milliners, 8; opticians, 2; photographers, 2; radio supplies, 2; restaurants (including hotels), 6; shoes, 8; sporting goods, 2; stationers, 2; women's apparel, 7.

Miscellaneous Data: Average temperature, 74 degrees; most pleasant months, all but February and March; doctors (medical, 16), (dentists, 8), (osteopaths, 1); street car service; gas, artificial; number of meters, 2,931; electric current, alternating; number of wired houses, 3,126; water, soft; number of automobile registrations, about 3,000.

WALTHAM, MASS.

(Middlesex County)

1920 Population, 30,915 (1925 State Census, 34,928).

City and Suburban Estimate, 50,000.

Native Whites, 73.6%; Negroes, 0.2%; Foreign Born, 26.2%; Industrial Workers, 32%; English Reading, 86%; Families, 6,566.

Schools: Public Grade, 17; Parochial, 5; Private, 5. Number of pupils, 6,213 (Public, 4,067; Private and Parochial, 2,146).

Churches: 28.

Banks: 5. Total Resources, \$22,211,000.

Theatres: 4. Total number of seats, 3,235.

Location: Ten miles west of Boston, and served by the B. & M. R. R. To nearest large city by railroad, ¼ hour; by trolley, 1 hour; by auto, ¼ hour.

Residential Features: One- and two-family houses.

Retail Shopping Section: Extends about 21 blocks on main thoroughfare, and intersecting streets.

Trading Area: Extends about 12 miles radius.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 3; automobile accessories, 11; automobile tire agencies, 8; bakers, 17; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 18; delicatessen, 3; dressmakers, 35; druggists, 17 (chain, 1); dry goods, 14; department stores, 2; electrical supplies, 4; florists, 9; fruits, 19; furniture, 9; furriers, 1; garages (public), 14; grocers, 90 (chain, 7); hardware, 7; jewelry, 3; meat markets, 30 (chain, 1); men's furnishings, 9; men's clothing, 4; merchant tailors, 12; milliners, 12; opticians, 5; photographers, 7; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; restaurants (including hotels), 25; shoes, 10; sporting goods, 4; stationers, 2; women's apparel, 3.

Miscellaneous Data: Average temperature, 46 degrees; average number of rainy days per twelve months, 102 (approximately); most pleasant months, July, August, Oct. Doctors (medical, 43); (dentists, 33); (osteopaths, 3); number of wired houses, 5,000 (approximately); street car service; gas, artificial; electric current, alternating; water, soft.

WEBSTER, MASS.

(Worcester County)

1920 Population, 13,258 (1926 est. 18,500).

City and Suburban Estimate, 20,000. Most important cities and towns in this area are: Putnam (pop. 8,397); Oxford (3,820); Thompson (5,055).

Native Whites, 84.5%; Negroes, .5%; Foreign Born, 15%; Industrial Workers, 65%; English Reading, 90%; Families (approx.), 4,300.

Dwellings: 3,700 (approx.)

Schools: Public Grade, 8; High, 2; Junior High, 1; Parochial, 3; Number of Pupils (all schools), 3,000 (approx.)

Churches: Baptist, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Roman Catholic, 4; Miscellaneous, 2.

Banks: National, 2; Savings, 3. Capital, Surplus and Undivided Profits (all banks), approximately \$1,710,000; Total Deposits (all banks), \$10,527,000; Resources (all banks), \$11,253,000; Bank Clearings (12 months), \$29,000,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 4,000.

Location: N. Y. N. H. & H. R. R. and B. & A. Direct line from Worcester to New London and New York. Equidistant from Boston, Springfield, Hartford, Providence. Nearest large city is 1 hour distant by automobile, 2 hours by trolley and ¼ hour by railroad.

Principal Industries: Cottons, woollens, linens, shoes, carpet yarns, foundry products, automobile parts, optical goods.

Manufacturing Establishments: 21. Leading firms: S. Slater & Sons, Inc., American Woolen (2 plants), Stevens Linen Works, A. J. Bates Co., B. A. Corgan. Total value of yearly output of factories estimated at \$15,000,000.

Special Information: Home of S. Slater & Sons, Inc., the first cotton mill in America. Home of Stevens Linen Works which manufactures one-sixth of all linen cloth manufactured in the U. S.

Residential Features: Two residential sections in town. Beautiful well kept homes. Approximately 3,250 single houses, 450 apartments and double houses.

Retail Shopping Section: Main Street 30 blocks, Mechanic Street 3 blocks, School Street 2 blocks.

Trading Area: North 7½, East 12, South 11, West 5½.

Wholesale Houses: Groceries, 1; meats, 1; fruits, 2; confectionery, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 14; commercial auto. agencies, 6; automobile accessories, 19; automobile tire agencies, 12; bakers, 8; cigar stores and stands (including hotels), 22; confectioners (including hotel stands), 31; delicatessen, 2; dressmakers, 7; druggists, 7 (chain, 1); dry goods, 13; department stores, 2; electrical supplies, 3; florists, 3; fruits, 10; furniture, 4; furriers, 4; garages (public), 8; grocers, 27 (chain, 6); hardware, 5; jewelry, 3; meat markets, 11; men's furnishings, 11; men's clothing, 7; merchant tailors, 10; milliners, 8; opticians, 2; photographers, 4; pianos (and miscellaneous musical instruments), 4; radio supplies, 8; restaurants (including hotels), 11; shoes, 10; sporting goods, 3; stationers, 4; women's apparel, 12.

Miscellaneous Data: Doctors (medical, 10), (dentists, 8), (osteopaths, 1); number of wired houses, 5,700; number of gas meters, 4,100; street car service; gas, artificial; electric current, alternating; water, hard; average number of rainy days for year, 85; most pleasant months July, August, September.

WESTFIELD, MASS.

(Hampden County)

1920 Population, 18,604 (1925 est., 19,289).

City and Suburban Estimate (1925), 25,000.

Native Whites, 70%; Negroes 1%; Foreign Born, 30%; Industrial Workers, 51%; English Reading, 80%; Families, 4,500.

Schools: Public Grade, 20; High, 1; Evening Trade, Continuation, Normal, Parochial, 1. Number of Pupils, 4,796.

Churches: Baptist, 1; Christian Science, 1; Congregational, 2; Episcopal, 1; Hebrew, 1; Methodist, 1; Roman Catholic, 5; Miscellaneous, 2.

Banks: National, 2; State, 2; Co-operative, 1; Total Resources \$18,847,106; Savings Bank Deposits Total, \$4,380,790.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 11. Total number of seats, 6,000.

Location: On the main line of the B. & A. R. R. and the Northampton branch of the N. Y., N. H. & H. R. R. Bus service to Albany, Springfield and New York. On Westfield River, 9 miles west of Springfield.

Principal Industries: Bicycles, boilers and radiators, whips, cigars, casket hardware, paper, warm air heaters, brick, thread, textile machinery, church organs, carriages, brushes, awnings, cutlery, pads and stamps, machine shops, marble works, lithographers, tobacco growing and warehouses, machinery, envelopes.

Manufacturing Establishments: Leading firms: H. B. Smith Co., Westfield Mfg. Co., United States Whip Co., Skinner Organ Co., Vitamine Food Co., Crane Co., Strathmore Paper Co., Westfield Paper Co., Westfield Power Co., Old Colony Envelope Co. Total value of yearly output of factories estimated at \$5,000,000.

Residential Features: Mainly one- and two-family houses, a small section devoted to foreign population, mainly Polish and Bohemians. Private houses predominate. Homes average \$8,000 to \$10,000.

Retail Shopping Section: Extends from Park Square, which is center for municipal trolley service for a mile on other side of Westfield River. Main business street is Elm Street. Several good shopping side streets.

Trading Area: Is comprised within a radius of 16 miles, excepting eastward. Intermittent service from Granville, Southwick, Huntington, Woronoco and Southampton, on account of good roads and car service.

Wholesale Houses: Meats, 1; fruits, 1; miscellaneous lines, hay and grain, 2; ice cream and candy, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto. agencies, 2; automobile accessories, 8; automobile tire agencies,

1; bakers, 10; cigar stores and stands (including hotels), 16; confectioners (including hotel stands), 33; dressmakers, 15; druggists, 11; dry goods, 18; department stores, 4; electrical supplies, 5; florists, 7; fruits, 5; furniture, 6; garages (public), 12; grocers, 76; hardware, 10; jewelry, 5; meat markets, 32; men's furnishings, 8; men's clothing, 8; merchant tailors, 4; milliners, 9; opticians, 1; photographers, 4; pianos (and miscellaneous musical instruments), 3; radio supplies, 2; restaurants (including hotels), 18; shoes, 15; sporting goods, 2; stationers, 2; women's apparel, 3.

WOBURN, MASS.

(Middlesex County)

1920 Population, 16,574.

City and Suburban Estimate, \$1,000.

Native Whites, 74%; Negroes, 2%; Foreign Born, 24%; English Reading, 89%; Families, 3,572.

Schools: 15. Number of Pupils, 3,850.

Churches: 11.

Banks: 4. Total Resources, \$9,110,190.

Theatres: 1. Total number of seats, 1,100. **Location:** Ten miles north, northwest of Boston. On Woburn loop of Boston & Maine R.R. Trolley to Boston, Lowell, Stoneham and intermediate points.

Principal Industries: Leather and leather manufacturing, shoes, chemicals, edged tools, leather-making machinery, fertilizers, gelatin, belt knives, mops, brushes, heels, trucks, gloves, etc. Flower growing is also an important industry.

Special Information: Woburn claims to be one of the largest leather manufacturing cities in New England.

Residential Features: One- and two-family houses.

Retail Shopping Section: Five blocks on principal street.

Trading Area: South to Winchester; east to Stoneham; north to Burlington; west to Lexington.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 4; commercial auto. agencies, 1; automobile accessories, 5; automobile tire agencies, 5; bakers, 6; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 8; delicatessen, 1; dressmakers, 25; druggists, 4; dry goods, 7; department stores, 1; electrical supplies, 2; florists, 7; fruits, 6; furniture, 8; furriers, 1; garages (public), 5; grocers, 43; hardware, 4; jewelry, 1; meat markets, 14; men's furnishings, 2; men's clothing, 1; merchant tailors, 6; milliners, 5; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 9; shoes, 5; sporting goods, 1; stationers, 1; women's apparel, 1.

TAUNTON, MASS.

Where Diversified Industries Flourish!

With over 9,000 wage earners and a \$40,000,000 total product, Taunton has fourteen of its firms each turning out over \$1,000,000 in goods annually.

Some of Taunton's greatly varied industries are:—

Seven stove foundries.

Large brick and tile works.

Brass Foundries.

A General Electric Plant.

Shoe Button and Eyelet Factories.

Taunton-New Bedford Copper Co.

Four large silver and Britannia ware factories.

Ten Textile Mills.

Jewelry, Machinery, Buckram Products, Leather Goods, Two Oil Cloth Plants, etc.

It's a city of skilled labor and a city of home owners.

The Taunton Gazette (Est. 1848) serves this territory and steadily improves its service to its readers. Old readers cleave to it and new ones are added even after it seems as if nearly every English reading family in the field was taking it.

Circulation 9228 and still growing!

William Reed & Sons Company, Publishers

JULIUS MATHEWS, Special Agency

BOSTON: 1 Beacon St.
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DETROIT, 2457 Woodward Ave.
CHICAGO, 1110 Hartford Building

Special representatives

MASSACHUSETTS and MICHIGAN

MASSACHUSETTS
(Cont'd)

WORCESTER, MASS.

(Worcester County)

1920 Population, 179,754.

City and Suburban Estimate, 526,427. Most important cities and towns in this area are: Southbridge (pop. 14,245); Webster (13,258); Marlboro (15,028); Leominster (19,744).

Native Whites, 75%; Foreign Born, 25%; Industrial Workers, 80%; English Reading, 95%; Families, 40,000.

Schools: Public Grade, 84; High, 5; Junior High, 4; Private Schools, 27; Colleges and Institutions, 10; Trade Schools, 2; Parochial, 8; Number of Pupils, 32,327.

Churches: Over 100 churches of 18 denominations. \$3,500,000 buildings.

Banks: National, 2; Savings Bank, 5; Trust, Co.'s 2; Co-operative, 4; Capital Surplus and Undivided Profits (all banks) \$18,681,111; Total Deposits (all banks) \$211,573,991; Total Resources (all banks) \$235,350,000; Total Savings Deposits, \$157,000,000; Total Co-operatives' Deposits, \$7,793,718; Total Bank Clearings (12 months, 1925), \$194,635,139.

Theatres: Legitimate, 2; Moving Pictures, 10; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 4.

Location: On N. Y. C., N. Y. N. H. & H., and B. & M. R.R.s., Worcester Consolidated Street Ry. and Boston & Worcester trolley. Excellent freight terminals, storage companies, trolley freight and express. Ship by truck all over New England. Street railways bring direct service to 35 towns within a radius of 20 miles. Excellent city and suburban motor bus service, with convenient downtown bus terminals. To nearest large city by railroad, 1 hour, 25 minutes; by trolley, 2 hours; by auto, 2 hours.

Principal Industries: Worcester claims to be one of the largest manufacturing cities in the U. S., not on a waterway. It has 614 manufacturing plants, employing 49,493 skilled mechanics. Large plants manufacturing textile, card clothing, wool spinning, paper making, machinery, leather goods, rugs, brussels carpets, drop-forged auto crankshafts, envelopes, and large car building plants. Large loom works. Leads in the manufacturing of wire, wire springs, and wire novelties.

Manufacturing Establishments: 614. Leading firms: Norton Co., Crompton & Knowles, American Steel & Wire Co. Among the Worcester factories which are known throughout the world are those which produce steel and wire, machine tools, wire goods, grinding wheels, carpets and rugs, leather and leather goods, corsets, shoes, envelopes, skates, wall paper, vacuum cleaners, valentines, looms, steam and electric cars, auto parts, firearms, boilers, elevators, clippers, sprinkler systems, wrenches, crankshafts, textile machinery, wool spinning machinery, chairs, saws, viscoloid and celluloid.

Residential Features: One, two and three-family houses, two-family houses predominating. City residential section extends in all directions, from 1 to 2 miles beyond city limits. Several show places. Three large exclusive residential sections. No slums.

Retail Shopping Section: Main St., from Lincoln Square to Murray Ave.; Pleasant, from Main to Sever St.; Front St., entirely. Pearl, Mechanic, Federal and Franklin, entirely. Foster and Commercial, partly. Webster Square, Washington Square, Britain Square, and a number of other neighborhood shopping centers.

Trading Area: From 18 to 25 miles.

Wholesale Houses: Groceries, 16; meats, 10; fruits, 4; hardware, 2; dry goods, 5; radio, 6.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, accessories, 200; bakers, 84; cigar stores and stands (including hotels), 52 (chain, 2); confectioners (including hotel stands), 155; delicatessens, 4; druggists, 62 (chain, 2); department stores, 5; electrical supplies, 10; florists, 10; fruits, 29; furniture, 53; furriers, 15; garages (public), 60; grocers, 706 (chain, 126); hardware, 14; jewelry, 45; men's furnishings, 9; men's clothing, 99; milliners, 42; opticians, 3; photographers, 25; pianos (and miscellaneous musical instruments), 31; radio supplies, 55; restaurants (including hotels), 150; shoes, 50; sporting goods, 5; stationers, 33; women's apparel, 82.

Miscellaneous Data: Average temperature, 46 degrees; average number of rainy days per twelve months, 106; most pleasant months, June to September (inclusive); doctors (medical, 275), (dentists, 177), (osteopaths, 15); number of electric meters, 52,518; street car service; gas, artificial; number of meters, 39,67; electric current, alternating; water, soft; number of automobile registrations about 25,000.

See announcement columns 3 and 4

Standard Surveys
of
MICHIGAN

ADRIAN, MICH.

(Lenawee County)

1920 Population, 11,878. Most important cities and towns in this area are: Hudson (pop. 2,464); Tecumseh (2,432); Blissfield (1,906); Morenci (1,697).

Native Whites, 93%; Negroes, 1%; Foreign Born, 6%; Industrial Workers, 2,700.

Schools: Public Grade, 6; High, 1; Junior High, 1; Parochial, 3; Number of Pupils, 2,620; Adrian College, St. Joseph's Academy (Catholic), and State Training School for Girls.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 14.

Banks: National, 1; State, 3; Capital, Surplus, and Undivided Profits (all banks) \$779,791.39; Total Deposits (all banks) \$6,820,236.59; Total Resources (all banks) \$7,809,296.26; Total Bank Clearings (12 months) \$12,884,211.23.

Theatres: Moving Pictures, 2; Vaudeville, 1. Total number of seats, 1,800.

Location: Railroads: Wabash, N. Y. Central, D. T. & I., Toledo & Western (electric). Bus connections with nearby towns.

Principal Industries: Knit goods, wire fence, castings, leather goods, paper products, concrete machinery, electric appliances, screen doors, show-cases, auto accessories, suspenders, furniture, milk products, gasoline pumps, vaults.

Manufacturing Establishments: 35. Leading firms: Page Steel & Wire Co. (branch of American Chain Co.), Nu-Way Suspender Co., Peerless Wire Fence Co., Adrian Knitting Co., Achor Concrete Machinery Co., Schwarze Electric Co.

Residential Features: An old and prosperous city of exceptional attractiveness. Excellent educational advantages. Fine golf course, lake region resorts nearby.

Retail Shopping Section: One block of S. Main, one block of N. Main, one block of E. Maumee, two blocks of W. Maumee, the block of S. Winter, and one-half block of N. Winter Street. Four blocks of Tecumseh Street and several small stores scattered throughout the city.

Trading Area: Radius of 20 miles. Excellent roads and bus lines in all directions.

Wholesale Houses: Groceries, 1; fruits, 3; miscellaneous lines, cigars, candy, beverages.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; automobile accessories, 12; automobile tire agencies, 6; bakers, 4; cigar stores and stands (including hotels), 17; confectioners, 3; dressmakers, 14; druggists, 6; dry goods, 5; department stores, 2; electrical supplies, 3; florists, 3; fruits, 4; furniture, 2; garages (public), 10; grocers, 49; hardware, 3; jewelry, 4; meat markets, 4; men's furnishings, 7; men's clothing, 4; merchant tailors, 2; milliners, 6; opticians, 3; photographers, 4; pianos and musical instruments, 2; radio supplies, 2; restaurants (including hotels), 14; shoes, 5; sporting goods, 2; stationers, 2; women's apparel, 4.

Miscellaneous Data: Doctors (medical, 15); (dentists, 11); (osteopaths, 2); gas, artificial; number of meters, 3,175; electric current, alternating; number of wired houses, 3,217; water, hard.

ALBION, MICH.

(Calhoun County)

1920 Population, 8,354. (1925, est. 9,200.)

City and Suburban Estimate: (Immediate buying territory), 13,500.

Native Whites, 86%; Negroes, 6%; Foreign Born, 8%; Industrial Workers, 20%; English Reading, 94%; Families, 1,975.

Schools: Public Grade, 5; High, 1; Junior High, 1; Number of Pupils, 1,756.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous: Lutheran, 1; Evangelical, 1.

Banks: State, 2; Total Resources, \$2,316,376. Savings Bank Deposits Total, \$1,008,074.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, \$3,450.

Location: On main line of Michigan Central R. R. between Detroit and Chicago, 96 miles west of Detroit, 194 miles east of Chicago. Also served by N. Y. C. R. R. (Lansing-Hilldale division), and the Michigan Railway (electric line). To nearest larger city by railroad, trolley, or auto, ¼ hour.

Principal Industries: Malleable castings, gray iron castings, automobile wheel hubs, bolts and nuts, reed furniture, bakery equipment, casters and trucks, cement caskets, proprietary medicines. Car shops of the Michigan Electric Ry. Co.

Manufacturing Establishments: 11. Leading firms: Albion Malleable Iron Co., Gale Manufacturing Co., Hayes Wheel Co. (hub dept.).

Continued on page 120

The Worcester Territory
PAYS Advertisers

Metropolitan in Size

(500,000 POPULATION)

YET COVERED THOROUGHLY BY

One Paper At One Cost!

THE MARKET—

Within Worcester's 25 mile radius reside over 500,000 industrious, intelligent people. Their prosperity is attested by the fact that Worcester's per capita savings deposit is over FOUR TIMES the country's average.

The diversification of the 1,470 manufacturing plants in Worcester County renders it immune from industrial fluctuations. Worcester's average wage has doubled in the past ten years. It is now 25% higher than in 1918—the so-called peak year.

THE COVERAGE—

The WORCESTER TELEGRAM-GAZETTE serves Worcester County with morning, evening and Sunday editions. The four great news agencies of the world (A.P., C.P.A., I.N.S. and U.S.) together with a strong local force, able editorial department and correspondents in every county town, enable the TELEGRAM-GAZETTE to maintain a dominant and unparalleled position in its territory.

105,384 families reside in Worcester County and the TELEGRAM-GAZETTE circulation is 92,314!

Almost 20,000,000 lines of advertising are printed annually by the Worcester TELEGRAM-GAZETTE. A long list of national advertisers place their advertising year after year exclusively in this medium.

WORCESTER
MASSACHUSETTS
TELEGRAM-GAZETTE

Morning, Evening and Sunday

GEORGE F. BOOTH, PUBLISHER

92,314
DAILY

—NET PAID CIRCULATION—

51,096
SUNDAY

NATIONAL ADVERTISING REPRESENTATIVE

NEW YORK CHICAGO PHILADELPHIA DETROIT BOSTON

MICHIGAN (Cont'd)

Albion (cont'd)

Albion Bolt Co., Thwaites Furniture Co., Union Steel Products Co., J. W. Brant Co., Darrow Steel Boat Co. Total value of yearly output of factories estimated at \$4,750,000.

Special Information: Home of Albion College, only Methodist collegiate institution in state. It has an endowment of \$1,500,000, and physical property amounting to \$1,200,000. Albion Malleable Iron Co., and Union Steel Products Co. (bakery equipment, racks, etc.), are leaders in their respective fields. New city hospital, valued at \$175,000, recently opened. Modern library, high school, post-office, etc. New community hotel, costing \$300,000.

Residential Features: Mostly one-family houses, good percentage owned, and many modern in every detail. Streets and lawns well maintained. Practically no shacks nor tenements.

Retail Shopping Section: Extends from Oak Street on south, to Michigan Avenue on north, occupying 7, or 8 blocks of the main street, (Superior); also several stores on adjacent streets, and a dozen neighborhood groceries.

Trading Area: Seven miles east, and west, and 10 to 12 miles north, and south of city.

Wholesale Houses: Groceries, 1; fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; automobile accessories, 10 (not exclusive); automobile tire agencies, 3; bakers, 3; cigar stores and stands (including hotels), 13 (chain, 2); confectioners, 6; dressmakers, 8; druggists, 5; dry goods, 5; department stores, 4; electrical supplies, 3; florists, 3; fruits, 2; furniture, 3; garages (public), 6; grocers, 25 (chain, 3); hardware, 3; jewelry, 3; meat markets, 7; men's furnishings, 7; men's clothing, 5; merchant tailors, 2; milliners, 5; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 4 (not exclusive); restaurants (including hotels), 8; shoes, 4; sporting goods, 3 (not exclusive); stationers, 1; women's apparel, 5.

Miscellaneous Data: Average temperature, 60 degrees; average number of rainy days per twelve months, 50; most pleasant months, May to October, inclusive. Doctors (medical, 11); (dentists, 5); (osteopaths, 2); number of wired houses, 2,158; gas, artificial; electric current, alternating; water, hard.

ALPENA, MICH.

(Alpena County)

1920 Population, 11,101. (1925, est. 13,500.)

City and Suburban Estimate, 30,600. Most important cities and towns in this area are: East Tawas (pop. 600); Oscoda (500); Hillman (200); Rogers City (700); Onaway (500).

Native Whites, 75%; Foreign Born, 25%; Industrial Workers, 12%; English Reading, 90%; Families, 4,300.

Schools: Public Grade, 9; High, 3; Parochial, 4; Number of Pupils, 3,195.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 3; Miscellaneous, 5.

Banks: National, 1; State, 2; Capital, Surplus, and Undivided Profits (all banks) \$13,990,000; Total Deposits (all banks) \$5,500,000; Total Resources (all banks) \$8,400,000.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 5. Total number of seats, 5,000.

Location: On Lake Huron, and in the northeastern part of Michigan at the mouth of Thunder Bay River. Great steamers enter this port daily. Served by the Detroit and Mackinaw, and the Boyne City, Gaylord & Alpena R.R.s. Good bus lines into the surrounding territory. Alpena has a fine fresh water bathing beach. To nearest large city by railroad, 4 hours; by auto, 4 hours.

Principal Industries: Cement, lumber, paper, leather, concrete, machinery, fishing, woolen mills, foundries, cigars, aprons and dresses.

Manufacturing Establishments: 32. Leading firms: Huron Portland Cement Co., Michigan Alkali Co., Fletcher Paper Co., Alpena Leather Corp., Alpena Garment Co., Northern Foundry Co., Island Mill Lumber Co. (Ford Motor Co. owns 4,000 acres limestone land next to city limits.)

Residential Features: Alpena is a home-owners' town, with streets of beautiful shade trees. Homes are mostly one and two-family; 75% of the working classes are home-owners.

Retail Shopping Section: Extends for five blocks on Second Avenue; 3 blocks on Chisholm Street; 2 blocks on Washington Avenue; 2 blocks on River Street; 1 block on Park Place. There are several small trade centers within the city.

Trading Area: Extends about 25 miles in every direction. The very good roads leading into the city attract business from a greater distance. Eight large inland lakes within radius of 20 miles; 30 miles Lake Huron shore; 1,500 summer homes on inland lakes and Lake Huron shore; from 5,000 to 10,000 summer trading population.

Wholesale Houses: Grocers, 1; meats, 1; fruits, 2; miscellaneous lines, 4.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 16; commercial auto. agencies, 4; automobile accessories, 14; automobile tire agen-

cies, 8; bakers, 3; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 7; delicatessens, 2; dressmakers, 15; druggists, 8; dry goods, 5; department stores, 3; electrical supplies, 3; florists, 2; fruits, 1; furniture, 4; furriers, 1; garages (public), 5; grocers, 48 (chain, 3); hardware, 5; jewelry, 3; meat markets, 15; men's furnishings, 6; men's clothing, 5; merchant tailors, 7; milliners, 5; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 12; shoes, 8; sporting goods, 5; stationers, 4; women's apparel, 10.

Miscellaneous Data: Average temperature, 42.1 degrees; average number of rainy days per twelve months, 120; most pleasant months, June to October, inclusive. Doctors (medical, 10); (dentists, 7); (osteopaths, 1); number of wired houses, 2,600; gas, artificial; electric current, alternating; water, soft and filtered.

ANN ARBOR, MICH.

(Washtenaw County)

1920 Population, 19,516.

City and Suburban Estimate, 22,500.

Native Whites, 84%; Negroes, 3%; Foreign Born, 13%; Industrial Workers, 9%; English Reading, 98½%; Families, 5,416.

Schools: Public Grade, 7; High, 1; Parochial, 4. Number of Pupils, 3,380.

Churches: Baptist, 3; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 5; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 8.

Banks: National, 2; State, 2; Total Resources, \$16,463,436; Savings Bank Deposits Total, \$8,123,000.

Theatres: Legitimate, 1; Moving Pictures, 6; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, about 10,000.

Location: On main line of Michigan Central R.R., between Detroit and Chicago. On Ann Arbor Railroad, out of Toledo. Hourly inter-urban service by the Detroit United Railway, between Detroit and Jackson.

Principal Industries: Ball bearings, Economy boilers, Ford trailers, automobile specialties.

Manufacturing Establishments: 27. Leading firms: Hoover Steel Ball Co., Economy Oil Co., Forge Products Corp., Trail Ford Corp.

Special Information: Seat of University of Michigan, with enrollment of 12,000 students. Estimated 200,000 visitors annually for University and other purposes. Present construction of 8 new University buildings, at a cost in three years of over \$23,000,000, greatly augments normal activity of the city.

Residential Features: 5,783 dwellings, housing but 6,390 families. Mostly one-family houses, 85% owned. No workmen's tenement section. Due to presence of the University, the community favored by students includes many fraternity and sorority houses, and University dormitories.

Retail Shopping Section: State Street Section patronized largely by the students and faculty, called the "campus" trade. Downtown section extends 4 blocks on Main Street, the main business section. Numerous outlying stores.

Trading Area: 20 miles in all directions, except the east, which is about 8 to 10 miles. Trolley and buses permit shoppers from outlying districts access to city.

Wholesale Houses: Groceries, 2; meats, 2; fruits, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 28; automobile accessories, 19; automobile tire agencies, 25; bakers, 12; cigar stores and stands (including hotels), 31; confectioners (including hotel stands), 12; delicatessens, 2; dressmakers, 35; druggists, 11; dry goods, 11; department stores, 9; electrical supplies, 10; florists, 5; fruits, 2; furniture, 8; furriers, 2; garages (public), 13; grocers, 68; hardware, 18; jewelry, 8; meat markets, 17; men's furnishings, 11; men's clothing, 18; merchant tailors, 12; milliners, 7; opticians, 7; photographers, 6; pianos (and miscellaneous musical instruments), 5; radio supplies, 5; restaurants (including hotels), 16; shoes, 16; sporting goods, 3; stationers, 6; women's apparel, 10.

See announcement columns 3 and 4

BATTLE CREEK, MICH.

(Calhoun County)

1920 Population, 36,164.

City and Suburban Estimate, 44,275.

Native Whites, 92%; Negroes, 2%; Foreign Born, 6%; Industrial Workers, 33%; English Reading, 98%; Families, 8,216.

Schools: Public Grade, 18; High, 1; Parochial, 4; Number of Pupils, 8,840.

Churches: Baptist, 4; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 7; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 27.

Banks: National, 3; State, 1; Total Resources, \$23,618,711.88. Savings Bank Deposits Total, \$16,053,167.

Theatres: Legitimate, 1; Moving Pictures, 7; Vaudeville, 2; Burlesque, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 6,000.

Location: At confluence of Battle Creek and Kalamazoo Rivers, on main lines of the M. C., and the G. T. R. R.R.s., midway between Detroit and Chicago. Best of two-course water power, surrounded by good agricultural region. Claims to have the largest sanitarium in the U.

Continued on page 121

Dominate MICHIGAN'S Great Buying Power



Complete Coverage in the 8 Booth Newspapers Reaches the Majority of Families in this Prosperous State

YOU can dominate the buying power of over 250,000 families and 1,000,000 buyers through the 8 Booth Newspapers and completely cover Michigan, with the exception of Detroit. In this territory, you can reach a rich class of people who, by their industry and initiative have accumulated great wealth.

THE only and most efficient way to reach Michigan's great family of buyers is through the Booth Newspapers which completely cover this great market. In 7 out of the 8 cities, the Booth Newspapers are the only papers in the field published daily. They cover their entire shopping radius completely and thoroughly distribute their entire circulation within the territory. Booth papers actually have more paid circulation in each city than there are families.

IF the advertiser will consider the industrial and agricultural growth of Michigan—its great wealth—its potential buying requirements—and the thorough co-operation the Booth organization offers to National Advertisers, he will conclude that it is a market to be easily captured with very little investment in an advertising campaign.

The Booth Newspapers are ready to co-operate with every advertiser desiring to enter this prosperous market.

THE BOOTH NEWSPAPERS			
Grand Rapids Press Flint Daily Journal	Saginaw News Courier Kalamazoo Gazette	Jackson Citizen Patriot Bay City Times/Tribune	Muskegon Chronicle Ann Arbor Times News
BOOTH PUBLISHING CO.			

I. A. KLEIN
Eastern Representative
50 East 42nd St., New York

J. E. LUTZ
Western Representative
Tower Bldg., Chicago

MICHIGAN (Cont'd)

Battle Creek (cont'd)

S. Cereal food center of the country. To nearest larger city (Detroit), by railroad, 3½ hours; by trolley, 4 hours; by auto, 4 hours.

Principal Industries: Agricultural implements, printing presses, cereals, automobile axles, bread wrapping machines, gas stoves, mail wagons and drays, steam pumps, steam railway engines, structural steel, threshing machines, mattresses, steel and wire specialties, candy, dog foods, aluminum cooking utensils, brass goods, automobile accessories, cash registers, board mills and carton making factories.

Manufacturing Establishments: 62. Leading firms: Alsteel Mfg. Co., Duplex Printing Press Co., Postum Cereal Co., Kellogg Food Co., Nichols & Shepard Threshing Machine Co., Rich Steel Products Co., American Steam Pump Co., Union Steam Pump Co., Advance-Rumely Threshing Machine Co., A. B. Stove Co., Clark Tractor Co., Michigan Carton Co., Grand Trunk Locomotive Shops, American Steel and Wire Co., United States Register Co. Total value of yearly output of factories estimated at \$57,139,953.

Special Information: Location ideal for shipping purposes. Large printing press factory, large food factories, and large sanitarium. Exceptional diversification of industry, unusual percentage of native population owning their homes, and having large savings bank accounts.

Residential Features: Mostly one, and two-family houses; 6,381 out of 8,216 owned by occupants. Private homes predominate. Limited section devoted to workmen's tenements. Fifteen parks and parkways. A city healthful, sanitary, convenient and substantial.

Retail Shopping Section: Extends from Jefferson Avenue, east, west, north, and south. There are ten outlying districts containing grocery stores, meat, candy, dry goods, drugs, and garages.

Trading Area: Extends from 18 to 25 miles, east, west, north, and south, over a fertile territory and fine trading district, which connects with interurban railway, and excellent bus lines.

Wholesale Houses: Groceries, 2; meats, 1; fruits, 4; hardware, 1. Miscellaneous lines: bakers, 4; confectionery, 11.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 15; automobile accessories, 17; automobile tire agencies, 2; bakers, 16; cigar stores and stands (including hotels), 18 (chain, 1); confectioners (including hotel stands), 22; delicatessen, 2; dress-makers, 38; druggists, 22 (chain, 2); dry goods, 9; department stores, 9; electrical supplies, 4; florists, 10; fruits, 25; furniture, 13; furriers, 2; groceries (public), 21; grocers, 152 (chain, 4); hardware, 8; jewelry, 19; meat markets, 29 (chain, 2); men's furnishings, 18; men's clothing, 12; merchant tailors, 23; milliners, 19; opticians, 9; photographers, 14; pianos (and miscellaneous musical instruments), 6; radio supplies, 4; restaurants (including hotels), 56; shoes, 21; sporting goods, 6; stationers, 6; women's apparel, 14.

Miscellaneous Data: Average temperature, 48.50 degrees; average number of rainy days per twelve months, 99; most pleasant months, May, June, July, Sept., Oct. Doctors (medical), 82; (dentists, 30); (osteopaths, 11); street service; gas, artificial; electric current, direct; water, hard.

See announcement columns 3 and 4

BAY CITY, MICH.

(Bay County)

1920 Population, 47,554. (1926, est. 62,309.)

City and Suburban Estimate, 130,000. Most important cities and towns in this area are: Midland (pop. 5,483); Caro (2,704); Standish (55); West Branch (1,105).

Native Whites, 81%; Negroes, .2%; Foreign born, 18.8%; Industrial Workers, 25%; English speaking, 96.4%; Families, 11,882.

Schools: Public Grade, 16; Public High, 1; Junior High, 2; Parochial, 16; Parochial High, 1; Junior College, 1; Number of Pupils, 14,061. No County Normal Training School, Business College.

Churches: Baptist, 6; Christian Science, 1; Congregational, 1; Episcopal, 3; Hebrew, 3; Methodist, 10; Presbyterian, 4; Roman Catholic, 10; Miscellaneous, 10.

Banks: National, 1; State, 4; Total Resources, \$35,897,470.72. Savings Bank Deposits Total, \$26,323,239.57.

Theatres: Legitimate, 1; Moving Pictures, 1; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 9,250.

Location: On Saginaw River, 6 miles from conjunction with Saginaw Bay, an arm of Lake Huron. Served by M. C., G. T., P. M., Detroit & Mackinaw R. R.'s, and the Michigan R. R. Co. (electric) to southern parts of state. Light service to Detroit and Cleveland by boat.

Principal Industries: Electric cranes, automobile bodies, sugar, lumber, furniture, machinery supplies, "Read-cut" houses, electric reformers, motor trucks, wearing apparel (sweaters, hosiery, sweaters), cement, coal, steel ships, chicory, chemicals, nut blocks, bridges, etc.

gar Co., Robert Gage Coal Co., Davidson Shipbuilding Co., Franck Chicory Co.

Special Information: Bay City's location makes it the gateway of northeastern Michigan and is therefore considered the main wholesale distribution point, and the first metropolis city south of the Straits of Mackinaw. Due to being the entry to numerous summer resorts, thousands of tourists make Bay City their headquarters when going north. Bay City is rightfully called, "The place where the summer trails begin."

Residential Features: A city of permanent residents, beautiful homes, parks and boulevards. One of the most beautiful spots in Michigan.

Retail Shopping Section: Extends from Wenonah Park 5 blocks on Center Avenue, and Eighth to First Streets, on Washington Avenue, which makes 8 blocks; and from Center, to First Street, on Water Street, which makes 5 blocks. On the west side of the river from Litchfield to DeWitt Street, on Midland, which makes 8 blocks. There are seven outlying retail business sections, and several smaller neighborhood regions with the usual grocery, confectionery, meat, and other small shops.

Trading Area: Extends about 20 miles west, 10 miles south, 40 miles east, and 182 miles north. Much business is secured from greater distance because of the good roads and inter-city bus lines.

Wholesale Houses: Groceries, 4; meats, 3; fruits, 4; hardware, 3; dry goods, 1; Miscellaneous lines: drugs, 2; confectionery, 9; flour, 4.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 20; commercial auto. agencies, 7; automobile accessories, 38; automobile tire agencies, 22; bakers, 21; cigar stores and stands (including hotels), 21; confectioners (including hotel stands), 62; dressmakers, 45; druggists, 23; dry goods, 21; department stores, 7; electrical supplies, 10; florists, 6; fruits, 7; furniture, 15; furriers, 4; garage (public), 34; grocers, 225 (chain, 9); hardware, 27; jewelry, 13; meat markets, 64; men's furnishings, 21; men's clothing, 12; merchant tailors, 27; milliners, 18; opticians, 7; photographers, 10; pianos (and miscellaneous musical instruments), 10; radio supplies, 13; restaurants (including hotels), 32; shoes, 31; sporting goods, 8; stationers, 5; women's apparel, 15.

Miscellaneous Data: Most pleasant months, May to September, inclusive; doctors (medical, 59); (dentists, 17); (osteopaths, 5); number of wired houses, 10,000; bus service; gas, artificial; number of gas meters, 6,576; electric current, alternating; water, hard.

See announcement page 120

BIG RAPIDS, MICH.

(Mecosta County)

1920 Population, 4,553.

City and Suburban Estimate, 6,200. Most important cities and towns in this area are: Reed City (pop. 2,000); Mecosta (525); Morley (610).

Native Whites, 70%; Foreign Born, 30%; Industrial Workers, 20%; English Reading, 90%.

Schools: Public Grade, 3; High, 1; Junior High, 1; Parochial, 2; Number of Pupils, 1,250. Ferris Institute; Number of Students enrolled, 823.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 5.

Banks: State, 2; Capital, Surplus, and Undivided Profits (all banks) \$194,873.77; Total Deposits (all banks) \$1,306,060.99; Total Resources (all banks), \$3,235,745.39.

Theatres: Legitimate and Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 2,500.

Location: 56 miles north of Grand Rapids, on the Muskegon River, Penn., and the P. M. Railroads. County seat of Mecosta County. Home of Ferris Institute. To nearest larger city by railroad, 2 hours; by auto, 2 hours.

Manufacturing Establishments: Machinery Co. of America, Falcon Mfg. Co., Ward Bros., (maple flooring); Hood & Wright, (veneers); Big Rapids Furniture Co., Griswold Guest Co., (furniture).

Residential Features: Houses well built, mostly frame, some brick; 75 per cent are owned by occupants.

Retail Shopping Section: Michigan Avenue running north and south; State Street north to Fine Street; Maple Street east and west from Warren Avenue to State Street.

Trading Area: 30 miles east, and north; 20 miles west, and south.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; automobile accessories, 6; automobile tire agencies, 11; bakers, 3; cigar stores and stands (including hotels), 6 (chain, 1); confectioners (including hotel stands), 4; delicatessen, 1; druggists, 4; dry goods, 5; department stores, 1; electrical supplies, 2; florists, 2; fruits, 1; furniture, 1; furriers, 1; garages (public), 6; grocers, 13 (chain, 2); hardware, 3; jewelry, 2; meat markets, 5; men's furnishings, 2; men's clothing, 2; merchant tailors, 2; milliners, 4; opticians, 2; photographers, 1; radio supplies, 3; restaurants (including hotels), 6; shoes, 3; sporting goods, 2; stationers, 2; women's apparel, 5.

Miscellaneous Data: Average temperature, 48.50 degrees; average number of rainy days per twelve months, 103; most pleasant months, May, June, August, Sept., Oct. Doctors (medical, 4); (dentists, 2); (osteopaths, 1); number of wired houses, 1,023; gas, artificial; electric current, alternating; water, hard.

In Battle Creek Michigan

The spirit, purpose and friendly unity of a remarkable town are reflected through the newspaper which is recognized as a town institution—

The Enquirer and News

In Battle Creek the factory pay roll to an almost solidly American body of workers aggregates 20 millions a year.

The product of her factories which Battle Creek last year sold throughout the world brought 75 million dollars.

The bank resources in Battle Creek are 32 million dollars.

The savings deposits alone in Battle Creek banks aggregate 17 million dollars.

New factory and institutional buildings started in Battle Creek from January 1 to October 1 aggregate 7 million dollars, not inclusive any residence building.

Battle Creek's intelligent, prosperous American population has the taste, the jobs, the reserve money to buy luxuries and conveniences.

This is a newspaper-reading population and it reads and believes in

The Enquirer and News

Only A.B.C. paper in its county.

THE ALLEN-KLAPP COMPANY, Representatives
Tribune Tower, Chicago. 489 Fifth Ave., New York.

MICHIGAN (Cont'd)

CADILLAC, MICH.
(Wexford County)

1920 Population, 9,750 (1925 est. 11,850).

City and Suburban Estimate, 14,000.

Native Whites, 94%; Foreign Born, 6%; English Reading, 98%; Families, 2,542.

Schools: Public Grade, 7; High, 1; Parochial, 1. Number of Pupils, 2,756.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Methodist, 4; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 8.

Banks: State, 3. Savings Bank Deposits, Total, \$4,538,883.75.

Theatres: Legitimate, 1; Moving Pictures, 8. Total number of seats, 2,187.

Location: Railroad division point of Ann Arbor, and G. R. & I. (Penna. System) R.R.s., with branches to Traverse City and Lake City; 14 trains daily on Penna., and 8 on Ann Arbor. Cadillac is located on Cadillac and Mitchell lakes, 95 miles north by east of Grand Rapids, 85 miles northwest of Bay City. Auto passenger and truck service to Reed City, Manton, Lake City, Houghton Lake, Manistee, Traverse City, and Grand Rapids. To nearest larger city (Grand Rapids), by railroad, 4 hours; by auto, 3 hours.

Principal Industries: Hardwood lumber, tables, chairs, flooring, woodenware, veneers and panels, pig iron, malleable iron, motor trucks, and chemicals.

Manufacturing Establishments: 46. Leading firms: Cobbs & Mitchell, Inc., Mitchell Bros., Inc., Cummer-Diggins Co., Acme Motor Truck Co., St. Johns Table Co., Northern Chair Co., Cadillac Malleable Iron Co., Mitchell-Diggins Iron Co., Cadillac Chemical Co. Total value of yearly output of factories estimated at \$12,000,000.

Special Information: Located on two lakes fed by fine trout streams. Cadillac attracts many summer visitors. New manufacturing plants are being located in Cadillac every year, and the city has a healthy increase in population annually. Cadillac was one of the two cities in this section to show an increase in population from 1910 to 1920.

Residential Features: Nearly all one-family houses, 80% owned.

Retail Shopping Section: Mitchell Street for 9 blocks is the principal business street. Harris Street, crossing Mitchell at right angle, is the next in importance. On this street about 3 blocks are devoted to business. Three outlying business sections.

Trading Area: Extends west about 25 miles, south 20 miles, east 50 miles, and north along the Pennsylvania Railroad about 50 miles. There is a small section in these limits, north and west of Cadillac, whose shoppers find it more convenient to go to another city.

Wholesale Houses: Groceries, 1; fruits, 2; hardware, 1; ice cream, 2; Miscellaneous lines, 6.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 16; commercial auto. agencies, 5; automobile accessories, 10; automobile tire agencies, 10; bakers, 4; cigar stores and stands (including hotels), 27 (chain, 1); confectioners (including hotel stands), 8; dressmakers, 9; druggists, 6; dry goods, 7; department stores, 5; electrical supplies, 5; exclusive florists, 3; fruits, 1; furniture, 2; furriers, 3; garages (public), 5; grocers, 34 (chain, 2); hardware, 4; jewelry, 4; meat markets, 10; men's furnishings, 10; men's clothing, 9; merchant tailors, 8; milliners, 6; opticians, 4; photographers, 1; pianos (and miscellaneous musical instruments), 5; radio supplies, 8; restaurants (including hotels), 22; shoes, 12; sporting goods, 8; stationers, 9; women's apparel, 9.

Miscellaneous Data: Average temperature, 47 degrees; average number of rainy days per twelve months, 90; most pleasant months, Jan., May, June, July, Aug., Oct., Dec. Doctors (medical, 10); (dentists, 9); (osteopaths, 1); number of wired houses, 2,310; gas, artificial; electric current, alternating; water, soft.

CHEBOYGAN, MICH.
(Cheboygan County)

1920 Population, 5,642.

City and Suburban Estimate, 17,000.

Native Whites, 88%; Foreign Born, 12%; Industrial Workers, 38%; English Reading, 92%; Families, 3,200.

Schools: Public Grade, 6; High, 1; Junior High, 1; Parochial, 5. Number of Pupils, 1,500.

Churches: Baptist, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 3; Miscellaneous, 2.

Banks: National, 2; State, 1; Total Resources, \$5,000,000. Savings Bank Deposits Total, \$3,500,000.

Theatres: Legitimate, 1; Moving Pictures, 1; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 3,500.

Location: On Lake Huron, 63 miles NW. of Alpena, and at a point between Lake Huron and Lake Michigan on the Straits of Mackinac. Served by the Michigan Central, Detroit & Macinac R.R.s. and the Arnold Transit boat line (lumber and coal carriers). Excellent transportation via bus, rail, and water.

Principal Industries: Paper mills, tanneries, lumber, fishing, cigars, summer resort.

Manufacturing Establishments: 7. Leading firms: Union Bag & Paper Corp., Pfister-Vogel Leather Co., Embury Martin Lumber Co. and several large fisheries. Total value of yearly output of factories estimated at \$37,000,000.

Special Information: Location makes it ideal for summer playground and fishing.

Residential Features: Mostly 1, and 2-family houses, practically all owned by occupants. Private homes predominate, average cost, \$3,500.

Retail Shopping Section: Extends 1 1/2 miles north and south, and 1/2 mile east and west from docks where boat line starts.

Trading Area: West, south, and east, about 35 miles, although large volume of business is secured from outlying territory within 75 miles.

Wholesale Houses: Groceries, 2; meats, 1; fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 14; commercial auto. agencies, 7; automobile accessories, 3; automobile tire agencies, 8; bakers, 3; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 5; delicatessens, 2; dressmakers, 3; druggists, 5; dry goods, 8; department stores, 5; electrical supplies, 3; florists, 1; fruits, 1; furniture, 2; furriers, 1; garages (public), 17; grocers, 39; hardware, 5; jewelry, 2; meat markets, 14; men's furnishings, 7; men's clothing, 7; merchant tailors, 3; milliners, 6; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 7; shoes, 6; sporting goods, 3; stationers, 2; women's apparel, 11 (8, not exclusive).

COLDWATER, MICH.
(Branch County)

1920 Population, 6,114 (1926 est. 7,300).

City and Suburban (County), Estimate, 26,000.

Native Whites, 95%; Foreign Born, 5%; English Reading, 98%; Families, 1,929.

Schools: 6. Number of Pupils, 1,450.

Churches: 11.

Banks: 3. Total Resources, \$3,900,000.

Theatres: 2. Total number of seats, 1,300.

Location: Thirty-five miles SE. of Kalamazoo, served by the N. Y. C. R. R. To nearest large city by railroad, 1 1/2 hours; by auto, 2 hours.

Principal Industries: Furnaces, shoes, marine engines, sporting goods, cement gray iron castings, electric auto switches, sleds, lawn, furniture, fishing tackle, coat hangers.

Residential Features: One-family homes.

Retail Shopping Section: About 5 blocks.

Trading Area: About 20 miles radius.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 5; automobile accessories, 16; automobile tire agencies, 16; bakers, 4; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 7; dressmakers, 15; druggists, 4; dry goods, 4; electrical supplies, 2; florists, 2; fruits, 4; furniture, 1; garages (public), 8; grocers, 23 (chain, 2); hardware, 3; jewelry, 2; meat markets, 4 (chain, 1); men's furnishings, 5; men's clothing, 5; merchant tailors, 2; milliners, 4; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 9; shoes, 4; sporting goods, 2; stationers, 1; women's apparel, 3.

Miscellaneous Data: Most pleasant months, May to October, inclusive. Doctors (medical, 14); (dentists, 4); (osteopaths, 1); number of wired houses, 2,175; gas, artificial; number of gas meters, 1,670; electric current, alternating; water, hard.

DETROIT, MICH.
(Wayne County)

POPULATION

1920 Census	993,678
1920 U. S. Census Met. Dist.	1,195,153
1925 U. S. Census, June 1	1,242,044
1926 Metropolitan District (est.)	1,561,437

City and Suburban Estimate, (25-mile radius), 1,750,000.

Most important cities and towns in this area are:

	1920	Federal Census
Ann Arbor	19,516	
Birmingham	3,694	
Marine City	3,731	
Monroe	11,573	
Mount Clemens	9,488	
Plymouth	2,857	
Pontiac	34,273	
River Rouge	9,822	
Royal Oak	6,007	
Windsor	38,591	
Wyandotte	13,851	
Ypsilanti	7,413	

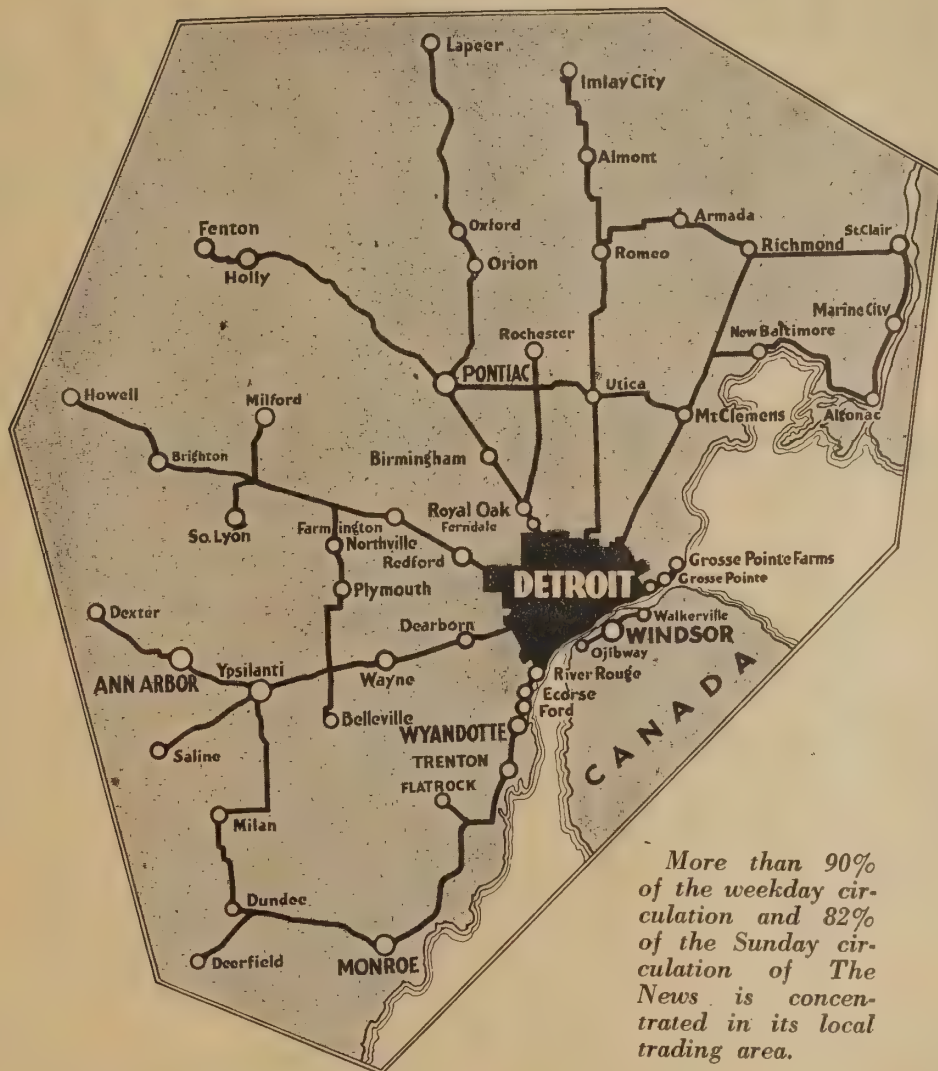
Native Whites, 48.15%; Negroes, 6%; Foreign Born, 45.85%; Industrial Workers, 18.04%; English Reading, 71.5%; Families, 270,000.

	1920	1925
Males	540,248	675,250
Females	453,430	566,847
Persons Over 21	636,515	795,644
Males	360,040	450,050
Females	276,475	345,594
Industrial Workers	331,223	406,000
English Reading	710,479	888,071
Dwellings	153,206	191,508
Families	218,973	273,716

Continued on page 124

the other
day when an
advertiser wrote
us that he
expected to cover
Detroit with the
accompanying
schedule for the
Detroit Times' alone
we reminded
him that ours is
the newspaper
which disclaims
ability to do a one
paper job in this
tremendous market

THE DETROIT NEWS Covers America's Fourth City Thoroughly



*Its Ability As Michigan's Most Effective Medium
Is Substantiated By Its Advertising Leadership of America*

The advertising leadership of The Detroit News amongst all metropolitan papers in 1924, 1925 and again in 1926 is ample proof of its unique value to advertisers. Here is a market of 1,800,000 people—a market rich in buying power because its inhabitants are employed at America's best wages—and a market thoroughly covered by one newspaper—The Detroit News.

In fact no other newspaper in any city of Detroit's size or larger is so thoroughly covered by one newspaper as Detroit is by The News. In the Detroit trading area the News delivers daily over 300,000 copies, enough to reach practically every English

speaking home. The News rural circulation in the trading area is delivered direct on the day of publication, the same as city subscriptions.

The concentration of News circulation in the local trading area appears more opportune when one considers that this section contains one-third of Michigan's total population and one-half of the assessed wealth. By the use of The Detroit News advertisers can effectively sell the big paying section of Michigan at low cost. And this is the section where distribution of goods is always most thorough and outlets most accessible to consumers.

The Detroit News

The HOME Newspaper

350,000 Sunday Circulation

320,000 Weekday Circulation

MICHIGAN (Cont'd)

Detroit (cont'd)

Metropolitan District 1925

Males	815,774
Females	683,526
Persons Over 21	961,138
Males	543,660
Females	417,478
Dwellings	231,341
Families	330,649

Nativity of Foreign Born—1920 Census

Armenia	1,361
Austria	10,674
Canada (French)	3,678
Canada (other)	55,353
Denmark	1,505
England	17,169
France	1,740
Germany	30,238
Greece	4,628
Hungary	13,564
Ireland	7,004
Italy	16,205
Lithuania	2,653
Norway	861
Poland	56,624
Russia	27,278
Scotland	6,933
Sweden	2,650
Syria	1,877
Other Countries	27,292

SCHOOLS

Elementary Schools	207
Schools for the Anemic	12
Schools for the Blind	25
Intermediate Schools	23
High Schools	13
College Units	8
1923	263,120
1924	284,693
1925	305,000
1926	375,000

Detroit has one school—the Cass Technical High School—that probably has the largest number of pupils of any single school in the world. In this a student may have the choice of 22 courses after he has finished the grammar schools. There are 340 teachers in this one school and more than 16,000 pupils.

CHURCHES

Advent Christian, 1; African M. E., 2; New Apostolic, 1; Baptist, 59; Christadelphian, 1; Christian, 4; Christian Science, 6; Church of the Brethren, 2; Church of Christ, 5; Church of God, 2; Congregational, 11; Episcopal, 26; Evangelical, 8; Evangelical Lutheran, 50; Free Methodist, 2; Society of Friends, 1; German Evangelical, 8; Greek Catholic, 6; Greek Orthodox, 2; Jewish, 24; Methodist Episcopal, 38; Methodist Protestant, 2; Norwegian Lutheran, 1; Presbyterian, 25; Reformed, 5; Roman Catholic, 94; Russian Orthodox, 3; Seventh Day Adventist, 3; Seventh Day Baptists, 1; Unitarian, 1; United Brethren, 2; United Presbyterian, 2; Universalist, 1; Welsh, 1.

BANKS

National	3
State	24
Trust Companies	9
Capital, Surplus and Undivided Profits (all banks)	\$88,752,500
Total Resources (Banks)	\$881,231,000
Deposits held by State and National banks as of April 1, 1926	\$769,471,000
Savings Banks Deposits (1925)	\$385,264,166
Total Bank Clearings for 1925	\$8,430,797,003
Bank deposits per capita	\$560

THEATRES

Legitimate	6
First Run Photoplays	8
Vaudeville	2
Vaudeville and Photoplays	7
Burlesque	5
Neighborhood Movies	162
Miscellaneous (Auditoriums, etc.)	82

An average of one new theatre each month is erected in Detroit.

LOCATION AND TRANSPORTATION

Detroit is located on the west bank of the Detroit River with a water front of approximately 24 miles, all of which will be available for deep water use whenever the Great Lakes-to-the-sea project is made available. It is 18 miles from Lake Erie and 7 miles from Lake St. Clair.

Detroit is served by the Pere Marquette, Wash. Pennsylvania, Michigan Central, Detroit, Toledo & Ironton, Baltimore & Ohio and Canadian Pacific railroads, as well as by numerous interurban lines totaling 600 miles of tracks extending from 50 to 150 miles in all directions. There are also many bus lines. Intercity traffic of these railroads is handled by a belt line known as the Detroit Terminal R.R., serving the needs of various sections of the city for freight.

Numerous steamer lines carrying passenger and freight traffic operate in and out of Detroit, the principal line being the Detroit & Cleveland Navigation Co., operating vessels regularly between Detroit and Cleveland, Detroit and Buffalo and Detroit and Mackinac City. To nearest larger city (Chicago), by railroad, 5 hours; by trolley, 18 hours; by auto, 9 hours.

PRINCIPAL INDUSTRIES

Forty-eight per cent of the city's industrial life is devoted to the manufacture of motor cars and automotive products. The 1925 value of all manufactured products was \$2,500,000,000, and

the number of industrial workers was 405,000. The value of automotive products in 1924 was \$1,800,000,000.

Foundry and Machine Shop products rank next in order of their valuation with a total of \$59,997,181. Slaughtering and meat packing represented \$57,648,125, while brass, bronze and copper products were valued at \$49,239,768.

Other products manufactured in Detroit with a valuation above \$10,000,000 per year are as shown below:

Engines, steam and gas	\$36,611,142
Cash Registers and Adding Machines	35,429,028
Bread and bakery products	22,631,347
Stoves and furnaces	14,413,581
Structural iron work	14,051,030
Printing and publishing	14,017,463
Cigars and cigarettes	11,606,301
Book and job printing	11,430,857
Chemicals and drugs	11,355,383

Industry

	U. S. Census 1923
All Industries (Detroit proper)	\$1,438,247,380
All Industries (Detroit district, incl. Hamtramck & Highland Park)	2,071,477,346
Automobiles and their parts	734,564,883
Brass, bronze and copper products	43,218,736
Foundry and machine shop products	50,490,428
Slaughtering and meat packing	44,134,985
Printing and publishing	37,917,665
Iron and steel forging	28,622,951
Hardware	23,588,629
Bread and bakery products	24,227,557
Chemicals	16,701,404
Electrical machines and supplies	16,028,257
Engines	14,597,548
Stoves and ranges	10,830,499
Structural and ornamental iron	17,731,529
Tobacco, cigars and cigarettes	17,731,529

It will be observed therefore, that Detroit is a city of diversified industry, contrary to general opinion. There are other industries of major importance, including electric refrigerators, vacuum cleaners, hardware, stone work, galvanized iron work, metal cloth, aluminum, beverages, coffee and spices, undertakers' supplies, mattresses and bedsprings, optical goods, seeds, ice cream, lumber and mill products, men's clothing, concrete products, salt and alkali products, enameled ware, etc.

Manufacturing Establishments: 3,600. Leading firms: Ford, Dodge, Cadillac, Hudson, Packard, Chrysler, Hupmobile, Paige, Essex, Studebaker, Maxwell, Rickenbacker, Jewett, Federal and Godfredson (automobiles); Continental Motor, Kelsey Wheel, Fisher Body, Timken Axles, U. S. Tires, Frederick Stearns Co., General Motors, Briggs Mfg. Co., Garland Stoves, Eureka Vacuum Cleaners, Park-Davis Drugs, and Burroughs' Adding Machines are all famous Detroit products. American Car and Foundry is another well-known Detroit establishment.

Industries are expanding faster proportionately than the city's growth. Detroit had 2,750 manufacturing establishments in 1918 and 3,600 in 1926. The Ford Motor Company factories in the Detroit area increased their employment in the period 1915 to 1925 from 19,446 to 122,215, while the Dodge plant increased from 3,681 to 20,000. More than 600 new firms were established in Detroit in 1925.

Wages average the highest in the country, and savings deposits have increased 250% in the last ten years.

Here is listed the total number of factories, of wage earners and the value of products turned out by Detroit plants during the years indicated:

Year	Number Factories	Industrial Employment	Value of Products
1913	2,540	156,607	410,000,000
1920	3,020	381,000	1,250,000,000
1925	3,800	405,000	2,500,000,000

SPECIAL INFORMATION

Detroit is the largest city in Michigan, and the Fourth City in population in America. It is a city of growth and prosperity. Its population is more than five times that of 1900. Department of Labor figures show that the automotive industry leads all other industries in wage schedule of unskilled workers. Detroit has over 13 miles of improved harbor frontage lying along both the Detroit River and the River Rouge. Detroit stood first in 1920 among all lake ports in exports and imports, and is the home of 5 steamship lines owning 37 vessels. About 2,000 motor trucks operate as an auxiliary freight service throughout the trading radius.

Detroit is noted chiefly for the position of pre-eminence it has attained in the manufacture of motor cars and automotive products; 83% of all motor cars built in America are made in and shipped from Detroit and the area immediately surrounding it.

Detroit, however, leads the world in production in some 26 other manufactured products, including adding machines, soda ash products, wire cloth, pharmaceutical products, stoves, seeds, brass rolled products, cigars, coin machines, malleable iron, etc.

Area square miles	1925
Miles of paved streets	139
Internal revenue collections (1924)	1,200
Collection per capita	\$207,131,389.50
(In this connection it is interesting to note that Detroit's internal revenue collection per capita is more than three times greater than that of New York City.)	\$2,121
Property valuation per inhabitant	8,935
Density of population per sq. mile	281,000
Number of buildings in city	

Number of motor cars registered in Wayne County	300,000
Number of business concerns	33,000
Number of telephones	240,000
Number of electric consumers	278,063
Post office receipts	\$9,348,852
Gas consumers	307,625
Assessed valuation	\$2,757,664,010
Tax Budget	\$56,209,115
Total tax rate	20.94

Through the Detroit River there passes each year 5 times more shipping tonnage than passes through the Panama Canal. An average of one vessel every 16 minutes each 24 hours of the 250 days of navigation passes Detroit.

RESIDENTIAL FEATURES

One- and two-family residences predominating. There are approximately 8,450 apartment houses and apartment hotels, but relatively few tenements. The industrial nature of the population makes the rooming house an important feature in Detroit's housing. In spite of this the great majority of citizens live in single or double dwellings.

The better-class residential sections are located in the northwest section of Detroit bounded generally by Woodward Avenue and Grand River. The wealthier residential sections are located at the extreme east side of Detroit on Lake St. Clair. Wealthy residential sections are also developing to the north of Detroit out Woodward Avenue in what is known as the Bloomfield Hills district. The "slum" districts are located on the east side of Woodward Avenue composed of approximately three square miles very densely populated. In the square mile bounded by Hastings, Brady, Rivard and Livingston Streets there are 113,488 persons living, consisting of Negroes, Jews (Russian) and Italians. The square mile enclosed by Hastings, Adelaide, Rivard and Division Streets contains 103,552 persons. In the square mile bounded by Hastings, Wilkins, Rivard and Watson, 95,560 persons live. The population is mostly Negroes and Russian Jews.

Building operations in Detroit proper in 1925 show a total cost of \$180,132,528, as compared with \$160,064,825 in the preceding year. Dwelling construction in Detroit proper in 1925 accommodates 26,684 families, and construction projects included 13 hotels, 1,756 stores, 229 factories and shops, 20 office buildings, 26 banks and branches, 34 schools, 41 churches, 0 theatres, 142 garages and 211 gasoline-filling stations.

Following is an analysis of building construction for 1925:

Value of building permits issued	\$180,132,528
Deeds filed	93,541
Mortgages and discharges filed	78,568
Building permits issued	41,892
Dwelling construction	\$104,422,579
Families provided for	26,684
Single residences built	11,952
Two-family flats	3,119
Apartment houses	437

Retail Shopping Section: Extends northward from the river along Woodward Avenue for a distance of two miles or more. A secondary retail section forms a continuance of the main district for an equal distance in the same direction. There are 11 lesser areas scattered over the city and many small neighborhood districts. Each of the main arteries of traffic, radiating from the heart of the city, such as Jefferson, Michigan, Grand River, and Gratiot Avenues, are largely given over to small retail establishments for the first two or three miles of their length.

Trading Area: Spreads over a 25-mile radius, east, north, and west. An outer area, spreading for 100 miles around the city is also important. The two contain about two-thirds of Michigan's population. The entire trading radius is easily accessible, both to freight and passengers, via interurban lines and motor truck and bus fleets.

Wholesale Houses: Auto accessories (not including hardware), 9; bakers, 23; dairy products, 31; stationery, 6; coal and coke, 87; tobacco, 10; coffee and tea, 14; electrical goods, 8; footwear, 11; furniture, 3; haberdashery, 1; hardware, 8; jewelry, 18; lumber, 45; paints, 27; plumbing supplies, 12; groceries, 41; meats, 85; fruits, 74; dry goods, 35; Miscellaneous lines: shoes, 1; confectionery, 45; druggists, 21.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 191; commercial automobile agencies, 104; automobile accessories (not including hardware), 539; automobile tires (including part of accessories stores), 276; bakers, 520; barber shops, 1,384; beauty parlors and hair dressers, 514; confectioners (including hotel stands), 2,225; credit clothing, 40; cigars, cigarettes and tobacco (including hotels, but not druggists, grocery stores or restaurants), 524; delicatessen, 95; department stores, 5; druggists, 754 (chain, 120); dry goods, 748; electrical shops, 208; footwear, 503; fruits (not including grocery stores), 272; furniture, 433; furriers, 94; garages (public), 493; groceries, 3,221 (chain, 1,327); haberdashery (not including men's clothing), 169; hardware, 540; jewelry, 208; meat markets (including those in grocery stores), 2,150; millinery, 138; men's clothing (not counting haberdashers or credit clothing), 209; music shops, 120; paints, oils and varnishes exclusively, 46; radio supplies, 115; restaurants (including hotels), 1,900; sporting goods, 37; stationery, 54; women's apparel exclusively, 72.

Miscellaneous Data: Average temperature, 48.3 degrees; average number of rainy days per 12 months, 89; most pleasant months: June to Oct., inclusive; doctors (medical, 1,894); dentists, 885; osteopaths, 85; number of wired houses, 278,063; street car service; gas, artificial; electric current, alternating and direct; water, soft.

See announcements pages 122, 123 and 125

DOWAGIAC, MICH.

(Cass County)

1920 Population, 5,440.

City and Suburban Estimate, 6,500.

Native Whites, 86%; Negroes, 9%; Foreign Born, 5%; Industrial Workers, 40%; English Reading, 95%; Families, 1,500.

Schools: Public Grade, 6; High, 1; Number of Pupils, 1,414.

Churches: Christian Science, 1; Episcopal, 1; Methodist, 1; Federated, 1; Roman Catholic, 1; Church of Christ, 1; Miscellaneous, 3.

Banks: National, 1; State, 1; Total Resources, \$2,493,116.85. Savings Bank Deposits Total, \$2,190,703.75.

Theatres: Legitimate, 1; Moving Pictures, 1. Total number of seats, 1,700.

Location: In Cass County, 35 miles south-west of Kalamazoo, on Mich. Central R. R. and an electric line from Benton Harbor. To nearest large city (South Bend, Ind.) by railroad, 1½ hours; by auto, 1½ hours.

Principal Industries: Heating stoves, ranges, furnaces, fishing tackle, washing machines, sporting rides, shirtwaists, flour, lumber.

Manufacturing Establishments: 8. Leading firms: The Beckwith Co., Rudy Furnace Co., James Heddon's Sons, Aaron Strauss, Premier Warm Air Heater Co., Neider Rifle Co., Farrell Products Co., and Colby Milling Co. Total value of yearly output of factories estimated at \$7,150,000.

Special Information: Located on concrete highway, Michigan Trunk Line No. 40 known nationally as the "Dixie Trail." Center of extensive summer resort section with many beautiful lakes, in Michigan's great fruit belt.

Residential Features: Practically all homes owned by occupants.

Retail Shopping Section: Front Street is the principal business street for 5 blocks, with blocks on Commercial, Beeson and Division Streets flanking it.

Trading Area: 12 miles north, 10 east, 6 south, 8 west. Estimated population, 18,000.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; automobile accessories, 3; automobile tire agencies, 7; bakers, 3; cigar stores and stands (including hotels), 10 (chain, 1); confectioners (including hotel stands), 5; delicatessen, 1; dressmakers, 4; druggists, 3; dry goods, 3; department stores, 1; electrical supplies, 2; florists, 2; fruits, 1; furniture, 2; garages (public), 6; grocers, 22 (chain, 4); hardware, 4; jewelry, 2; meat markets, 5; men's furnishings, 5; men's clothing, 4; merchant tailors, 2; milliners, 4; opticians, 3; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 6; restaurants (including hotels), 8; shoes, 7; sporting goods, 3; stationers, 2; women's apparel, 4.

Miscellaneous Data: Most pleasant months, June, Sept., Oct. Doctors (medical, 8); dentists, 4; osteopaths, 2; gas, artificial; electric current, alternating; water, hard.

ESCANABA, MICH.

(Delta County)

1920 Population, 13,103. (1926 est. 15,300).

City and Suburban Estimate, 20,000.

Native Whites, 77.3%; Negroes, 0.1%; Foreign Born, 22.6%; Industrial Railroad Workers, 25%; English Reading, 98.85%; Families, 2,880.

Schools: Public Grade, 6; High, 1; Parochial, 2; Number of Pupils, 3,846.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 3; Miscellaneous, 9.

Banks: National, 2; State, 1; Total Resources (all banks), \$7,271,664.52; Total Deposits (all banks), \$6,270,171.63.

Theatres: Legitimate, 1; (combination); Moving Pictures, 1; Total number of seats, 1,490.

Location: On Little Bay de Noc, a natural deep water harbor, tributary to Green Bay, in Lake Michigan. 57 miles S.E. of Ishpeming, and is the county seat of Delta County which is located in the south central part of Upper Michigan. Served by Chicago & Northwestern, Minneapolis, St. Paul & Sault Ste. Marie, and the Escanaba & Lake Superior Railroads. Goodrich Transit Company runs one steamer every week into Escanaba during the months of June, July, and August. From 5 to 6 million tons of iron ore are annually shipped from the Escanaba harbor.

Principal Industries: Escanaba is the division center of the Chicago & Northwestern Railroad. Its ore shipping facilities consist of 6 mammoth docks which give employment to a considerable number of men during the shipping season. Among its principal industries are the manufacture of lumber, veneer, paper, charcoal, iron, stump pullers, auto specialties, machinery supplies, dairy products, bakery products, and printing.

Manufacturing Establishments: 36. Leading firms: I. Stephenson Co. Trustees, Escanaba Paper Co., Delta Chem. & Iron Co., Birds Eye Veneer Co., Escanaba Veneer Co., Chatfield Machine & Foundry Co., A. J. Kirstin Co., Raymond Log Loader Co., Delta Milk Producers Assn., Universal Magnesite Products Co. Total value of yearly output of factories estimated at \$5,500,000.

Special Information: Excellent hard-surfaced roads radiating in all directions, railroad transportation facilities not excelled by those of any city within a radius of one hundred miles.

Continued on page 126

85% of all American Motor Cars are built in *The* DETROIT AREA



HERE in Detroit, and in the Detroit area including such cities as Flint, Pontiac, Lansing, Jackson, Marysville, Saginaw, Port Huron, 85% of all American motor cars are built and shipped to the four corners of the planet earth. Every time the clock ticks off fifteen seconds, a Michigan made automobile is ready for the road.

Besides the huge motor car industry Detroit has over two hundred other varied types of manufacture, rolling up each year over two billion dollars worth of merchandise of every conceivable type.

To sell successfully in this territory you can justifiably follow the precedents set by the automobile manufacturers and dealers who regularly purchase more motor car advertising lineage in The Detroit Free Press than in any other newspaper in Detroit.

Each of the 400,000 industrial workers in the Detroit territory regularly produces more than \$8,500 worth of manufactured products per man per year, contributing to an exceptionally high per capita wage, an exceptional measure of prosperity.

The Detroit Free Press

"Starts the Day in Detroit"

VERREE & CONKLIN, Inc., National Representatives

New York

Chicago

Detroit

San Francisco

MICHIGAN (Cont'd)

Escanaba (cont'd)

Many fine stores, modern hotels, well-equipped garages, and metropolitan features of every kind make Escanaba an important port of the Upper Michigan Peninsula, and also of Lake Michigan. Escanaba is a thriving railroad, industrial, or shipping, and wholesale distributing center. The immediate vicinity is destined to become a dairy center of considerable importance. As lumbering operations wane dairying is the logical thing to follow.

Residential Features: Private homes predominate. Two, and four-family apartments are increasing in number.

Retail Shopping Section: Ludington Street, 16 blocks; Stephenson Avenue, 8 blocks; Hartnett Avenue, 7 blocks.

Trading Area: Covers a radius of about fifty miles. Considerable business is secured from towns within a radius of sixty-five miles.

Wholesale Houses: Groceries, 3; meats, 1; fruits, 3; hardware, 1; dry goods, 1; miscellaneous lines, 5.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 3; automobile accessories, 10; automobile tire agencies, 3; bakers, 5; cigar stores and stands (including hotels), 12 (including drug stores); confectioners (including hotel stands), 8; dressmakers, 15; druggists, 7; dry goods, 7; department stores, 3; electric supplies, 3; florists, 2; fruits, 3; furniture, 5; (including 2 depart.); garages (public), 8 (including 6 sales agencies); grocers, 35; hardware, 5; jewelry, 7; meat markets, 17; men's furnishings, 6; men's clothing, 6; merchant tailors, 8; milliners, 6; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 18; shoes, 6; sporting goods, 5; stationers, 7; drug stores, 3 dept. stores; women's apparel, 5 and 3 dept. stores.

FLINT, MICH.

(Genesee County)

1920 Population, 91,599. (Estimate for 1921, 103,845; 1924, 137,398; 1925, 141,978; 1926, 155,000).

City and Suburban Estimate, 215,000.

Native Whites, 83.6%; **Negroes,** 3.7%; **Foreign Born,** 12.7%; **Industrial Workers,** 25%; **English Reading,** 85%; **Families,** 24,640.

Schools: Public Grade, 28; High, 1; Parochial, 2; Junior College, 1; Number of Pupils, 21,083. Also 2 Private Schools, County Normal Training School, Business University and Michigan School for Deaf Mutes.

Churches: Baptist, 10; Christian Science, 2; Congregational, 2; Episcopal, 3; Hebrew, 1; Methodist, 16; Presbyterian, 5; Roman Catholic, 8; Miscellaneous, 26.

Banks: National, 1; State, 5; Total Resources (all banks), \$44,716,587.24; Savings Bank Deposits, Total \$26,763,742.83.

Theatres: Moving Pictures, 14; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 10,300.

Location: Geographically Flint has a strategic position in the center of southwest Michigan, on the G. T., P. M., and the Detroit United Rys. Also excellent business service to Detroit, Saginaw, Bay City, Owosso, and a number of other towns. To nearest large city by railroad, 3 1/4 hours; by trolley, 3 hours; by automobile, 2 1/2 hours.

Principal Industries: Automobiles, automobile supplies. Flint is the home of the Buick, and the Chevrolet motor cars and the Fisher Body Company.

Manufacturing Establishments: 47. Leading firms: Buick Motor Co., Chevrolet Co., Mason Truck Co., A. O. Spark Plug Co., Flint Varnish & Color Works, Marvel Carburetor Co., W. F. Stewart Co., Flint Motor Axle Co., Armstrong Spring Co., Flint Foundry Co., Flint Pattern Co., Flint Structural Steel Co., Genesee Iron Works, Hercules Corp., Martin-Perry Co., Flint Brass Foundry, Copeland Products Co., Flint Oil Engine Co., Battery Corp. of America.

Residential Features: Mostly one and two-family houses with a tendency toward two-family houses. Very few apartment houses and no tenements. Most of the housing is in the form of one-family detached dwellings. Homes in better section of the city average \$9,000, to \$10,000; the better class of working people's homes cost about \$6,500, and outlying districts from \$4,000 to \$5,000. During 1926-7, Flint will build 8,000 new homes.

Retail Shopping Section: Extends from First Street, north for 23 blocks on North Saginaw Street; south from First Street for 5 blocks on South Saginaw Street. Parallel to South Saginaw Street is Harrison Street for two blocks. Also a number of small neighborhood sections.

Trading Area: Extends for a radius of 25 miles north, east, south and west. Buyers can reach Flint from this distance by trains, interurban lines, and bus service.

Wholesale Houses: Grocery, 2; meats, 6; fruits, 3; hardware, 1; dry goods, 1; miscellaneous lines, 44.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agen-

cies, 23; commercial auto. agencies, 7; automobile accessories, 35; automobile tire agencies, 36; bakers, 22; cigar stores and stands (including hotels), 34 (chain, 1); confectioners (including hotel stands), 88; dressmakers, 66; druggists, 57 (chain, 5); dry goods, 81; department stores, 5; electrical supplies, 7; florists, 15; fruits, 5; furniture, 19; furriers, 4; garages (public), 25; grocers, 510 (chain, 2); hardware, 30; jewelry, 29; meat markets, 94 (chain, 6); men's furnishings, 10; men's clothing, 17; merchant tailors, 42; milliners, 17; opticians, 9; photographers, 11; pianos (and miscellaneous musical instruments), 8; radio supplies, 14; restaurants (including hotels), 128 (chain, 1); shoes, 27; sporting goods, 5; stationers, 6; women's apparel, 21.

Miscellaneous Data: Average temperature, 48 degrees; average number of rainy days per twelve months, 58; most pleasant months, June, July, September. Doctors (medical, 120); (dentists, 40); (osteopaths, 11); number of wired houses, 22,300; street car service; gas, artificial; electric current, alternating; water, hard.

See announcement page 120

GRAND RAPIDS, MICH.

(Kent County)

1920 Population, 137,634 (1926, est. 169,090). City and Suburban Estimate, 335,000; 1923, 375,000. Allegan (population 4,500); Belding (4,300); Cedart Springs (1,050); Coopersville (1,200); Fremont (2,500); Grand Haven (8,500); Holland (14,750).

Native Whites, 78.6%; **Negroes,** 0.8%; **Foreign Born,** 20.6%; **Industrial Workers,** 21%; **Families,** 33,703.

Schools: Public Grade, 38; High, 3; Junior High, 2; Junior College, 1; Parochial, 33; Vocational, 1; School for Deaf Mutes, 1. Number of Pupils, Public, 27,547; Parochial, 11,517.

Churches: Baptist, 10; Christian Science, 2; Congregational, 8; Episcopal, 5; Hebrew, 3; Methodist, 14; Presbyterian, 4; Roman Catholic, 14; Miscellaneous, 19.

Banks: National, 2; Total Resources, \$36,238,789.16; State, 5; Total Resources, \$55,082,658.19; Trust Companies, 2; Industrial Bank, 1; Total Resources, \$8,977,863.14; Grand Total Resources (all banks), \$100,299,310.49; Total Deposits, \$78,823,547.55; Saving Deposits, \$42,984,904.91; Building and Loan Association, \$15,366,118.08; Bank Clearings 1925, \$415,172,211; Income Tax Returns in 1925, \$24,600.

Theatres: Legitimate, 1; Moving Pictures, 17; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 2; School Auditoriums, 4. Total number of seats, 15,000 (including School Auditoriums), 19,000.

Location: On Grand River, 152 miles NW. of Detroit. In the heart of Western Michigan's fruit belt, and resort section, served by Penn. System, N. Y. C., P. M., M. C., and G. T. Western; 3 interurban systems, the Michigan Railway, which includes the Holland division, and the Kalamazoo division, and the G. R., Grand Haven and Muskegon Ry. Both steam and electric lines make connections at Lake Michigan ports with Chicago and Milwaukee boat lines. To nearest large city by railroad, 4 hours; by trolley, 6 hours; by automobile, 6 hours.

Principal Industries: This city is known as the furniture center of the country. Commercial printing and allied lines, brass and iron manufacturing gypsum products, machinery manufacturing, knit underwear, flour, sticky flypaper, carpet sweepers, band instruments, school, church, and opera seats, paper boxes, railway shops, automobile bodies, fruit growing, canning, etc.

Manufacturing Establishments: 611. Leading firms: Berkey & Gay Furniture Co., Robert W. Irwin plants (Phoenix Furniture Co. and Royal Furniture Co.), G. R. Show Case Co., Wilmarth Show Case, Imperial Furniture Co., Michigan Chair Co., G. R. Chair Co., G. R. Refrigerator Co., Bissell Carpet Sweeper Co., G. R. Plaster Co., Tangle Foot Fly Paper Co., American Cement Plaster, G. R. Plaster, American Box-board, G. R. Brass Co., Wolverine Brass Co., Malleable Iron Works, Globe Knitting Works, P. M. Shops, Penn. Shops, Corduroy Tire Co., Globe Knitting Works, Mich. Litho. Co., Oargill Co., Dean Hicks Co., James Bayne Co., Clipper Belt Lace Co., Alabastine Co., Togan Stiles Sectional Homes, United Motor Truck Co., Hayes Ionia Automobile Body Works, American Seating Co. Total value of yearly output of factories estimated at \$150,000,000.

Special Information: A semi-annual furniture show is held here every January and July, showing 400 outside manufacturers' exhibits in addition to those of local factories. Excellent hotels make it an ideal convention city. Second city in size in the state, and wholesale center for western, central, and northern Michigan. Grand Rapids has gained a prominent place as a summer resort, no less than \$85,000,000 being expended annually by visiting tourists and sportsmen in the Western Michigan area, of which Grand Rapids claims to be the trading center.

Residential Features: Second city in United States in percentage of home ownership; 50.2% own their own homes. Mostly one-family residences. No tenement sections.

Retail Shopping Section: Monroe Avenue is principal business street, and extends about 1/4 mile north of Campau Square, the heart of the business section, and 1/4 mile southeast of the same point. Also extends for several blocks in each direction on cross streets, and on Division Avenue for 1/4 of a mile south. Bridge and Michigan Avenues, east and west 1/2 to 3/4 of a mile; 7 outlying business sections, and many smaller neighborhood districts with usual complement of stores and shops.

Trading Area: Extends about 35 miles north, south, east, and west, taking in such cities as Allegan, Belding, Holland, Grand Haven, Ionia, Greenville, Hastings, and intermediate points.

Wholesale Houses: Groceries, 6; meats, 9; fruits, 11; hardware, 5; dry goods, 7.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 56; commercial auto. agencies, 15; automobile accessories, 42; automobile tire agencies, 54; bakers, 84; cigar stores and stands (including hotels), 32 (chain, 4); confectioners (including hotel stands), 155; dressmakers, 111; druggists, 104 (chain, 8); dry goods, 75; department stores, 5; electrical supplies, 26; florists, 16; fruits, 76; furniture, 41; furriers, 4; garages (public), 11; grocers, 565 (chain, 140); hardware, 61; jewelry, 36; meat markets, 162 (chain, 6); men's furnishings, 33; men's clothing, 33; merchant tailors, 17; milliners, 52; opticians, 24; photographers, 30; pianos (and miscellaneous musical instruments), 12; radio supplies, 48; restaurants (including hotels), 137 (chain, 2); shoes, 79; sporting goods, 9; stationers, 7; women's apparel, 26.

Miscellaneous Data: Average temperature, 48 degrees; average number of rainy days per twelve months, 134; most pleasant months, June to December. Doctors (medical 236), (dentists, 119); (osteopaths, 16); street car service; gas, natural; electric current, alternating; number of wired houses, 33,000; water, soft.

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GREENVILLE, MICH.

(Montcalm County)

1920 Population, 4,304 (1925, est. 5,206).

City and Suburban Estimate, 15,000. Most important cities and towns in this area are: Stanton, (population, 952); Edmore, (860); Lakeview, (1,218).

Native Whites, 90%; **Foreign Born,** 10%; **Industrial Workers,** 15%; **English Reading,** 100%; **Families,** 1,200.

Schools: Public Grade, 3; High, 1; Parochial, 1; Number of Pupils, 1,225.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Roman Catholic, 1; Danish Lutheran, 1; Miscellaneous, 1.

Banks: National, 1; State, 2; Total Resources, \$3,048,857.46; Savings Banks Deposits Total, \$1,570,695.04.

Theatres: Legitimate, 1; Moving Pictures, 1. Total number of seats, 1,400.

Location: On the Pere Marquette and Grand Trunk Railroads. Thirty-two miles from Grand Rapids, on main line of P. M., between Grand Rapids and Saginaw. Bus service to Ionia, Lansing, Grand Rapids, Stanton, and Lakeview. To nearest large city by railroad, 2 hours; by auto, 1 1/2 hours.

Principal Industries: Refrigerator manufacturing plants, plows, farming utensils, electric batteries, brass fittings, plumbers' supplies.

Manufacturing Establishments: 12. Leading firms: Gibson Refrigerator Co., Ranney Refrigerator Co., Moore Plow Co., Heath Mfg. Co., Bennett Brass Co., Taplin Furnace Co. Value of annual output of factories, \$4,000,000.

Special Information: Greenville is among the largest potato shipping centers of Michigan, and in the central West. More potatoes were shipped out of Greenville last year than from any three other local shipping points combined.

Residential Features: Practically all one-family homes, and a large number are owned by tenants. One of the finest residential cities in central Michigan. In the center of a large group of lakes, and has a resort lake within the city limits.

Retail Shopping Center: Lafayette Street, eight blocks.

Trading Area: Twenty miles northeast, 20 north, 20 east, 5 south, and 10 west.

Wholesale Houses: Groceries, 1; meats, 1; fruits, 1; miscellaneous lines—cigars and tobacco, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial automobile agencies, 4; automobile accessories, 4; automobile tire agencies, 3; bakers, 2; cigar stores and stands (including hotels), 10; confectioners, including hotel stands, 11; delicatessens, 3; dressmakers, 3; druggists, 4; dry goods, 4; department stores, 2; electrical supplies, 3; florists, 2; fruits, 3; furniture, 2; garages (public), 8; grocers, 14 (chain, 8); hardware, 3; jewelry, 2; meat markets, 4; men's furnishings, 5; men's clothing, 7; merchant tailors, 3; milliners, 1; opticians, 2; photographers, 3; pianos (and other musical instruments), 1; radio supplies, 5; restaurants (including hotels), 5; shoes, 3; sporting goods, 5; stationers, 5; women's apparel, 5.

Miscellaneous Data: Most pleasant months, June to November. Doctors (medical, 5); (dentists, 5); (osteopaths, 1); gas, artificial; electric current, alternating; number of wired houses, 1,206; water, hard.

HANCOCK, MICH.

(Houghton County)

1920 Population, 7,527 (1926 est. 8,250).

City and Suburban Estimate, 20,000.

Native Whites, 100%. **Industrial Workers,** 90%. **English Reading,** 95%.

Schools: Public Grade, 12; High, 2; Junior High, 1; Parochial, 3.

Churches: Baptist, 1; Christian Science, 1;

Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 4; Roman Catholic, 4; Miscellaneous, 3.

Banks: National, 2.

Theatres: Legitimate, 1; Moving Pictures, 1.

Location: On C. & N. W., C. M. & St. P., Mineral Range, Copper Range, Quincy & Torch Lake, and C. & H. R. Rs. Located on Portage Lake in the great Michigan mining, lumbering, farming and dairying country. Accessible by water or rail. On the Duluth to Liverpool waterway.

Principal Industries: Mining, lumbering, farming, dairying, machine shops, sawmills, smelters, wire mills, foundries, stamp mills, boiler shops, flour mills, woodworking factory, creameries.

Special Information: Hancock is the center of 100,000 trading population. The strong revival of the copper industry promises increased prosperity to Hancock and adjacent territory. Hancock is noted as a resort for hay fever sufferers seeking relief. Climate ideal, summer or winter. Center of large Finnish colony.

Residential Features: Private residences, up-to-date apartment houses, first-class hotels and boarding houses.

Retail Shopping Section: Two streets and seven blocks.

Trading Area: Center of 100,000 trading population.

Wholesale Houses: Groceries, 4; fruits, 2; dry goods, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 15; automobile accessories, 10; automobile tire agencies, 15; bakers, 8; cigar stores and stands (including hotels), 35; confectioners (including hotel stands), 12; delicatessens, 6; dressmakers, 15; druggists, 4; dry goods, 12; department stores, 3; electrical supplies, 8; florists, 2; fruits, 15; furniture, 4; furriers, 1; garages (public), 6; grocers, 30; hardware, 2; jewelry, 4; meat markets, 20; men's furnishing, 17; men's clothing, 17; merchant tailors, 8; milliners, 3; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 20; shoes, 17; sporting goods, 1; stationers, 5; women's apparel, 17.

Miscellaneous Data: Most pleasant months, summer and fall. Doctors (medical, 10); (dentists, 5); (osteopaths, 1); street car service; gas, artificial; electric current alternating and direct; water, hard.

HILLSDALE, MICH.

(Hillsdale County)

1920 Population, 5,476.

City and Suburban Estimate, 30,000. Most important cities and towns in this area are: Hillsdale (population 6,000); Jonesville (1,500); Reading (1,000); Litchfield (1,000).

Native Whites, 98%; **Negroes,** 1%; **Foreign Born,** 1%; **Industrial Workers,** 18%; **English Reading,** 99%; **Families,** 1,400 city; territory, 6,200.

Schools: Public Grade, 5; High, 1.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 1; State, 2; Total Resources, \$4,500,000.

Theatres: Moving Pictures, 1; Miscellaneous (Auditoriums, etc.); College Theatre. Total number of seats, 1,500.

Location: Southern part of Michigan, 90 miles WSW. of Detroit, served by N. Y. C. R.R., main line, and Ypsilanti, Lansing, Port Wayne, and Jackson branches. To nearest larger city (Detroit) by railroad, 5 hours; by automobile, 3 hours.

Principal Industries: Gasoline engines, farm lighting plants, boys' pants, screen doors, brushes and brooms, milling, railroad terminal.

Manufacturing Establishments: 17. Leading firms: Alamo Engine Co., Alamo farm light, Hillsdale Screen Co., F. W. Stock & Sons, Alaska Fur Glove and Mitten Co., Grizzler Storage Battery Co., Hillsdale Mfg. Co., Howard Trouser Co.

Special Information: County seat of Hillsdale County. Location of Hillsdale College with 500 students. In a rich farming community which forms the hub of a 25-mile radius. Rapid industrial developments in summer resort section.

Residential Features: Homes privately owned, above the average for a city of its size.

Retail Shopping Section: Howell Street, and Broad Street; Howell Street, 5 blocks; Broad Street, 4 blocks.

Trading Area: General trading area 18 to 25 miles. Roads are state-maintained and mostly paved. Hillsdale is largest city in this area.

Wholesale Houses: Groceries, 1; fruits, 1; miscellaneous lines, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 3; automobile accessories, 18; automobile tire agencies, 14; bakers, 3; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 23; delicatessens, 6; dressmakers, 8; druggists, 3; dry goods, 5; department stores, 2; electrical supplies, 4; florists, 2; fruits, 10; furniture, 2; furriers, 1; garages (public), 4; grocers, 22 (chain, 3); hardware, 2; jewelry, 2; meat market, 8; men's furnishing, 1.

MICHIGAN (Cont'd)

ings, 8; men's clothing, 4; merchant tailors, 1; milliners, 8; opticians, 2; photographers, 4; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 12; shoes, 6; sporting goods, 2; stationers, 4; women's apparel, 4.

Miscellaneous Data: Most pleasant months, spring, summer, and fall months. Doctors (medical, 9); (dentists, 5); (osteopaths, 2); gas, artificial; electric current, alternating; water, soft.

HOLLAND, MICH.

(Ottawa County)

1920 Population, 12,183.

City and Suburban Estimate, 18,000.

Native Whites, 82.3%; Negroes, 0.1%; Foreign Born, 17.6%; Industrial Workers, 26%; English Reading, 92%; Families, 2,895.

Schools: 9. Number of pupils, 2,070. Site of Hope College (Dutch Reformed Church of America).

Churches: 8.

Banks: 3. Total Resources, \$6,890,000.

Location: On Macatawa Bay, 25 miles SW. of Grand Rapids. Served by the Pere Marquette R.R.

Residential Features: Mostly one-family houses.

Retail Shopping Section: About five blocks.

Theatres: 2. Total number of seats, 1,040.

Trading Area: Twelve miles north, west, and south.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial auto. agencies, 3; automobile accessories, 5; automobile tire agencies, 3; bakers, 9; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 15; dressmakers, 14; druggists, 9; dry goods, 17; department stores, 1; electrical supplies, 2; florists, 3; fruits, 7; furniture, 3; groceries (public), 11; grocers, 34; hardware, 6; jewelry, 4; meat markets, 15; men's furnishings, 6; men's clothing, 6; merchant tailors, 1; milliners, 6; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 7; shoes, 9; sporting goods, 2; stationers, 1; women's apparel, 3.

HOUGHTON, MICH.

(Houghton County)

1920 Population, 4,446.

City and Suburban Estimate, 10,000.

Native Whites, 80%; Negroes, 1%; Foreign Born, 19%; Industrial Workers, 75%; English Reading, 100%.

Schools: Public Grade, 11; High, 1; Junior High, 1; Parochial, 1. Number of Pupils, 3,200.

Churches: Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1.

Banks: National, 2; Total Resources (all banks), \$6,079,726.52; Savings Bank Deposits Total (all banks), \$3,000,124.14.

Theatres: Moving Pictures, 1; Miscellaneous Auditoriums, etc., 2. Total number of seats, 00.

Location: In NW. part of Upper Peninsula, Portage Lake, with ship canal to Lake Superior. On the D. S. & A. R. Ry., and the Upper Peninsula R.R. To nearest large city by road, 10 minutes; by trolley, 10 minutes; automobile, 5 minutes.

Principal Industries: Mining, and lumbering.

Residential Features: Mostly one and two-family houses.

Retail Shopping Section: Sheldon Street, 14 blocks.

Trading Area: 38 miles east, 20 west, 30 th, 18 south. Almost entirely surrounded by small towns having from 500 to 4,000 population. Total population served, over 100,000.

Wholesale Houses: Groceries, 2; meats, 4; etc., 1.

Number of Retail Outlets for Nationally Advertised Products: Commercial auto. agencies, 4; automobile accessories, 4; automobile tire agencies, 9; bakers, 1; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 9; delicatessens, 5; dressmakers, 8; druggists, 3; dry goods, 5; department stores, 4; electrical supplies, 2; florists, 2; furniture, 1; furriers, 1; garages (public), 7; grocers, 12; hardware, 1; jewelry, meat markets, 8; men's furnishings, 4; men's clothing, 7; merchant tailors, 4; milliners, 3; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 5; restaurants (including hotels), 4; shoes, 5; sporting goods, 2; stationers, 4; women's apparel, 5.

Miscellaneous Data: Average temperature, 40 degrees; average number of rainy days per year, 58; most pleasant months, May, June, September, October. Doctors (medical, 4); (osteopaths, 1); street car service, gas, artificial; electric current, alternating; number of wired houses, 1,650; water, soft.

IONIA, MICH.

(Ionia County)

1920 Population, 6,935.

City and Suburban Estimate, 10,000.

Native Whites, 98%; Foreign Born, 2%; Industrial Workers, 80%; English Reading, 100%; Families, 2,000.

Schools: Public Grade, 5; High, 1; Junior High, 1; Parochial, 2. Number of Pupils, 2,145.

Churches: Baptist, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, Disciples, 1; Lutheran, 1.

Banks: National, 1; State, 1; Total Resources, \$4,676,359.35.

Theatres: Moving Pictures, 2; Vaudeville, 1 combination; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 1,600.

Location: 34 miles from Grand Rapids, on Grand River, and on the G. T. and P. M. R.Rs. Bus service to all points within 50 miles, with connections to other lines. To nearest larger city by railroad, 1 hour; by automobile, 1 1/4 hours.

Principal Industries: Automobiles, reed and fibre furniture, school desks and chairs, women's clothing, P. M. R.R. shops, pottery and porcelain tile.

Manufacturing Establishments: 9. Leading firms: Ypsilanti Reed Furniture Co., Ionia Tile Factory, E. H. Stafford Co., Hayes-Ionia Co., Pere Marquette Car Shops. Total output of factories estimated at \$12,000,000.

Special Information: Trading center for an area of 40 miles. Said to be one of the largest reed and fibre furniture factories in the country. Is sponsor for the biggest free fair in the state. Excellent living conditions, with high wage scale.

Residential Features: Mostly one and two-family houses, 80% owned.

Retail Shopping Section: From Dexter Street east, for 3 blocks on Main Street. Several outlying groceries and markets, with two small neighborhood districts.

Trading Area: 30 miles north, south, east, and west.

Wholesale Houses: Miscellaneous lines, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial auto. agencies, 2; automobile accessories, 4; automobile tire agencies, 9; bakers, 3; cigar stores and stands (including hotels), 9; confectioners (including hotel stands), 6; delicatessens, 3; dressmakers, 4; druggists, 5; dry goods, 5; department stores, 2; electrical supplies, 2; florists, 2; fruits, 3; furniture, 4; garages (public), 10; grocers, 24 (chain, 3); hardware, 4; jewelry, 2; meat markets, 3 (chain, 2) (all grocers carry meats); men's furnishings, 4; men's clothing, 4; merchant tailors, 4; milliners, 4; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 4; restaurants (including hotels), 7; shoes, 5; sporting goods, 4; stationers, 1; woman's apparel, 7.

Miscellaneous Data: Most pleasant months, April to October, inclusive. Doctors (medical, 7); (dentists, 5); (osteopaths, 2); gas, artificial; number of gas meters, 1,850; electric current, alternating; number of wired houses, 2,500; water, hard.

IRON MOUNTAIN, MICH.

(Dickinson County)

1920 Population, 8,251 (1926, est. 18,000).

City and Suburban Estimate, 1925, 20,000.

Native Whites, 75%; Foreign Born, 25%; Industrial Workers, 85%; English Reading, 95%; Families, 4,800.

Schools: Public Grade, 11; High, 2; Junior High, 2. Number of Pupils, 6,000.

Churches: Baptists, 1; Episcopal, 1; Methodist, 3; Presbyterian, 1; Roman Catholic, 3; Miscellaneous, 11.

Banks: National, 2; State, 2; Total Resources (all banks), \$7,910,411; Savings Bank Deposits Total (all banks), \$3,804,059.52.

Theatres: Moving Pictures, 3. Total number of seats, 2,525.

Location: On the C. & N. W., and the C. M. & S. P. R.Rs. Southern terminal of Wisconsin & Michigan R.R. Bus service to surrounding towns. To nearest larger city (Green Bay, Wis.) by railroads, 3 hours; by automobile, 3 hours.

Principal Industries: Automobile body parts, mining, sawmill.

Manufacturing Establishments: 3. Leading firms: Ford Motor Co., Oliver Iron Mining Co., Von Platen-Fox Lumber Co. Total value of yearly output of factories estimated at \$15,000,000.

Special Information: Abundance of water power. Metropolis of Upper Peninsula. The Ford plant employs over 5,000 men at a minimum daily wage of \$6.

Retail Shopping Section: Extends from the cave-in of the Oliver Iron Mining Co., south 5 blocks, and 1 block east and west on each of 5 streets.

Trading Area: 30 miles north, east, and west, 13 south.

Wholesale Houses: Groceries, 3; meats, 2; fruits, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 16; automobile accessories, 24; automobile tire agencies, 30; bakers, 4; cigar stores and stands (including hotels), 16 (chain, 1); confectioners, 5; dressmakers, 5; druggists, 5; dry goods, 8 (chain, 1); electrical supplies, 8; florists, 3; fruits, 6; furniture, 5; garages, 20;

grocers, 60 (chain, 3); hardware, 6; jewelry, 7; meat market, 16; men's furnishings, 8; merchant tailors, 4; milliners, 11; opticians, 3; photographers, 5; pianos (and miscellaneous musical instruments), 6; radio supplies, 7; restaurants (including hotels), 35; shoes, 10; sporting goods, 4; stationers, 6; women's apparel, 6.

Miscellaneous Data: Average temperature, 62 degrees; most pleasant months, May to September, inclusive. Doctors (medical, 11); (dentists, 9); bus service; gas, artificial; electric current, alternating; number of wired houses, 5,400; water, soft.

IRONWOOD, MICH.

(Gogebic County)

1920 Population, 15,739 (1925 est. 18,000).

City and Suburban Estimate, 35,000. Most important cities and towns in this area are: Bessemer (pop. 5,482); Wakefield (4,151); Ramsay (2,000).

Schools: Public Grade, 7; High, 1; Junior High, 1; Parochial, 1. Number of Pupils, 4,517.

Churches: Baptist, 1 (Swedish); Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 4; English Lutheran, 1; Presbyterian, 1; Roman Catholic, 3; Miscellaneous, 8.

Banks: National, 3; Capital, Surplus, and Undivided Profits (all banks), \$456,000; Total Deposits (all banks), \$4,095,000; Total Resources (all banks), \$4,676,000; Total Bank Clearings (12 months) \$27,000,000.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 4,500.

Location: In the northwestern part of the Upper Peninsula, on the Montreal River, directly across the river from Hurley, Wis. Served by the C. & N. W., "Soo Line," and Duluth, South Shore & Atlantic Rys. 12 miles from Lake Superior. First-class bus service with the rest of the Gogebic Iron Range, on which it is located, and with nearby points in Wisconsin. To nearest large city (Duluth, Minn.) by railroad, 5 1/2 hours; by automobile, 4 1/2 hours.

Principal Industries: Iron mining, lumbering, farming, tourists' supplies.

Manufacturing Establishments: 16. Leading firms: Oliver Iron Mining Co., Oglesby-Norton Co., Pickands Mather Co., M. A. Hanna Co., Scott & Howe, Olson & Bergquist Co., F. J. Hager Lumber Co.

Special Information: Situated in the heart of one of the richest iron ore fields in the country, with underground mining predominating, and some open-pit work in outlying territory. A prosperous mining center, where all are now employed and receiving good wages. Has \$1,000,000 Memorial Building, \$900,000 high school, exceptionally fine country club, and is in the center of a tourists' and sportsmen's country, full of inland lakes and streams where fish and game of all kinds are found in great numbers.

Residential Features: Mainly one-family houses. Certain locations devoted almost exclusively to miners; better homes in two substantially built residential sections.

Retail Shopping Section: Extends on Aurora Street from Hurley, Wis., for 6 blocks, crossing Suffolk Street, which intersection forms the center for shopping and banking. Suffolk Street, a shopping street, for 3 blocks; McLeod Avenue, parallel to Aurora Street is lined with stores and shops for 5 blocks. Smaller intersecting streets, with a few stores, and several grocery stores in each of the locations.

Trading Area: On the D. S. & A. R.R. south about 40 miles, and west about 30 miles. A territory of 50,000 population, with bus service, railroad connections, and interurban lines connecting practically the entire territory.

Wholesale Houses: Groceries, 7; meats, 6; fruits, 2; hardware, 2; miscellaneous lines, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 10; automobile accessories, 17; automobile tire agencies, 15; bakers, 9; cigar stores and stands (including hotels), 13; confectioners (including hotel stands), 10; dressmakers, 5; druggists, 4 (chain, 1); dry goods, 3; department stores, 3; electrical supplies, 6; florists, 2; fruits, 7; furniture, 4; furriers, 1; garages (public), 10; grocers, 36 (chain, 2); hardware, 5; jewelry, 5; meat markets, 10 (chain, 1); men's furnishings, 9; men's clothing, 7; merchant tailors, 5; milliners, 5; opticians, 4; photographers, 3; pianos (and miscellaneous musical instruments), 6; radio supplies, 7; restaurants (including hotels), 8; shoes, 8; sporting goods, 6; stationers, 4; women's apparel, 6.

Miscellaneous Data: Average temperature, 38.4 degrees; average number of rainy days per twelve months, 50; most pleasant months, August to early November, inclusive. Doctors (medical, 27); (dentists, 14); street car service; gas, artificial; electric current, alternating; number of wired houses, 3,500 (homes and business houses); water, medium hard.

JACKSON, MICH.

(Jackson County)

1920 Population, 48,374 (1926, est. 59,700).

City and Suburban Estimates, 160,000.

Native Whites, 87.3%; Negroes, 11%; Foreign Born, 1.7%; Industrial, 32%; English Reading, 95%; Families, 11,851.

Schools: Public Grade, 19; High, 1; Junior High, 2; Parochial, 4. Number of Pupils, 13,189.

Churches: Baptist, 6; Christian Science, 1; Congregational, 2; Episcopal, 2; Hebrew, 1; Methodist, 8; Presbyterian, 1; Roman Catholic, 4; Miscellaneous, 8.

Banks: National, 2; State, 4; Savings Bank Deposits Total (all banks), \$8,100,000. Six Building and Loan Associations, with assets of \$16,553,019.63 and loans of \$15,982,527.20.

Theatres: Legitimate, 3; Moving Pictures, 8; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 4,890.

Location: In central Southern Michigan on the M. C. R.R., main line, Saginaw division, Grand Rapids division, Airline division of M. C. R.R. Ft. Wayne division, Toledo division and Cincinnati Northern R.R., Grand Trunk to Pontiac and main line, Michigan Electric Ry. to Kalamazoo, Grand Rapids and Owosso; Detroit United Electric Co. to Detroit. Also north and south, and east and west, trunk highways, all paved. Excellent bus service in all directions. To nearest large city by railroad, 1 1/4 hours; by trolley, 3 hours; by automobile, 3 hours.

Principal Industries: Automobile parts and accessories, garden tools, furniture, corsets, underwear, M. C. R.R. shops an important industry. Many other products manufactured in Jackson make it a city of diversified industries.

Manufacturing Establishments: 175. Leading firms: Hayes Wheel Co., Sparks-Withington Co., Spartan Auto Signals (fans and radiators), Jackson Steel Products Co. (rims, wheels and radiators), Reynolds Spring Co. (cushion springs), American Gear Co., Hupmobile (branch plant), American Fork & Hoe Co. (garden tools), Kalex Furniture Co., I. M. Dach Co. (ladies' underwear), Jackson Corset Co., M. C. R.R. shops, and many small factories.

Special Information: Jackson has 8 steam, 2 electric roads, which with its geographical location, good roads, and trunk lines make Jackson an ideal city for location for factories. Its low freight rates are a big asset to its 175 manufacturers. Jackson has excellent schools and churches, 540 acres in parks, splendid artesian drinking water, and exceptionally good fire protection.

Residential Features: With six strong building and loan associations Jackson is known as a city of homes and home owners. Single houses, with apartment buildings or duplexes, make up the residential section. Home building permits, alone, last year totaled \$2,598,709.

Retail Shopping Section: One mile along Michigan Avenue, one-half mile on Cortland Street, one-half mile on Pearl Street and one-quarter mile on each of three cross streets.

Trading Area: 15 miles north; 20 east and southeast; 30 south and southwest; 25 west and northwest. Considerable business is done with residents at greater distance, owing to accessibility over 335 miles of paved and improved roads.

Wholesale Houses: Groceries, 4; meats, 3; fruits, 4; hardware, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 21; commercial auto. agencies, 8; automobile accessories, 26; automobile tire agencies, 21; bakers, 19; cigar stores and stands (including hotels), 30 (chain, 2); confectioners (including hotel stands), 25; delicatessens, 1; dressmakers, 44; druggists, 36 (chain, 3); dry goods, 12; department stores, 4; electrical supplies, 9; florists, 15; fruits, 12; furniture, 15; furriers, 5; garages (public), 26; grocers, 218 (chain, 13); hardware, 13; jewelry, 19; meat markets, 50; men's furnishings, 15; men's clothing, 27; merchant tailors, 10; milliners, 13; opticians, 12; photographers, 10; pianos (and miscellaneous musical instruments), 8; radio supplies, 8; restaurants (including hotels), 54; shoes, 25; sporting goods, 4; stationers, 7; women's apparel, 17.

Miscellaneous Data: Most pleasant months, May, June, September, October. Doctors (medical, 73); (dentists, 36); (osteopaths, 7); street car service; gas, artificial; electric current, alternating; number of wired houses, 11,500; water, hard.

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KALAMAZOO, MICH.

(Kalamazoo County)

1920 Population, 48,487 (1926, est. 66,250).

City and Suburban Estimate, 150,000. Most important cities and towns in this area are: Three Rivers (pop. 5,209); Dowagiac (5,440); South Haven (3,829); Allegan (3,637); Otsego (3,169).

Native Whites, 83.5%; Negroes, 1.5%; Foreign Born, 15%; Industrial Workers, 30.9%; English Reading, 85%; Families, 13,000.

Schools: Public Grade, 11; High, 3; Junior High, 9; Parochial, 7. Number of Pupils, 14,369.

Churches: Baptist, 9; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 2; Methodist, 3; Presbyterian, 2; Roman Catholic, 3; Miscellaneous, 21.

Banks: National, 2; State, 2; Total Resources (all banks), \$25,115,115; Savings Bank Deposits Total (all banks), \$8,127,839.

Theatres: Legitimate, 1; Moving Pictures, 5; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 5. Total number of seats, 14,700.

Location: Midway between Chicago and Detroit on Penna. and M. C. Rys., running north and south, and east and west, respectively. Fed by K. L. S. & C., C. E. & S., G. T., and N. Y. C. R.Rs. Electric lines east and north. Bus service in all directions. To nearest large city by railroad, 1 hour; by trolley, 1 1/4 hours; by automobile, 1 1/4 hours.

Principal Industries: Paper, corsets, wind-mills and tanks, gas lamps and heaters, franchises.

Continued on page 128

MICHIGAN (Cont'd)

Kalamazoo (cont'd)

terial regalia, peppermint, celery, automobiles, stoves, medicine, musical instruments, fishing tackle and clothing.

Manufacturing Establishments: 230. Leading firms: Allied Paper Co., Bryant Paper Co., Kalamazoo Vegetable Parchment Co., Kalamazoo Paper Co., Standard Paper Co., Sutherland Paper Co., Kalamazoo Stove Co., Upjohn Co. (medicine), Humphrey Co., Shakespeare Co., Kalamazoo Loose Leaf Binder Co., Gibson, Inc. (stringed instruments), A. M. Todd Co., Henderson-Ames Co., Kalamazoo Tank & Silo Co., Checker Cab Co., General Gas Light Co., Fuller Mfg. Co., D'Arcy Spring Co., Kalamazoo Sled Co. Total value of yearly output of factories estimated at \$72,000,000.

Special Information: Being the largest city in southwest Michigan, and served by transportation facilities which radiate like the spokes of a wheel, it dominates the entire Kalamazoo valley and vicinity. Natural resources create a very diversified industrial situation and serve to balance periods of depression, etc. Living costs consistent with wages at all times, due to diversified types of industries.

Residential Features: Residential district noted for beauty of trees, architecture and general geographical advantages. Largely one- and two-family houses, duplex and apartment buildings sufficient to serve purpose. Heights about the city well built up.

Retail Shopping Section: Shopping district generally localized. Easily accessible to remote corner of city. Business section extends 4 blocks east, 8 blocks west, 4 blocks south, 13 blocks southeast, 8 blocks north from intersection of two main streets. Outlying districts have grocery and meat shops, drugs, etc., but general shopping is done in business section.

Trading Area: North to Allegan, 25 miles; east to Augusta, 14 miles; south to Three Rivers, 27 miles; west to South Haven, 40 miles. South territory really extends 35 to 40 miles, but has not been included in the report. Transportation from this section makes Kalamazoo an easily accessible large town from the south.

Wholesale Houses: Groceries, 3; meats, 2; fruits, 7; hardware, 1; dry goods, 3; Miscellaneous lines, 39.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 40; commercial automobile agencies, 11; automobile accessories, 41; automobile tire agencies, 31; bakers, 32; cigar stores and stands (including hotels), 285 (chain, 8); confectioners (including hotel stands), 50; delicatessens, 20; dressmakers, 81; druggists, 38; dry goods, 12; department stores, 12; electrical supplies, 13; florists, 10; fruits, 180; furniture, 18; furriers, 2; garages (public), 51; grocers, 192 (chain, 24); hardware, 13; jewelry, 15; meat markets, 87 (chain, 3); men's furnishings, 19; men's clothing, 19; merchant tailors, 28; milliners, 20; opticians, 13; photographers, 11; pianos (and miscellaneous musical instruments), 8; radio supplies, 13; restaurants (including hotels), 89; shoes, 24; sporting goods, 5; stationers, 9; women's apparel, 22.

Miscellaneous Data: Average temperature, 48 degrees; average rainfall per twelve months, 32.2 inches; most pleasant months, April, June, September, October. Doctors (medical, 81); (dentists, 45); (osteopaths, 7); street car service; gas, artificial; number of gas meters, 12,548; electric current, alternating; number of wired houses, 13,108; water, hard.

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LANSING, MICH.

(Ingham County)

1920 Population, 52,327 (1925, est. 85,000). City and Suburban Estimate, 175,000.

Native Whites, 88%; Negroes, 2%; Foreign Born, 10%; Industrial Workers, 40%; English Reading, 98%; Families, 17,676.

Schools: Public Grade, 21; High, 1; Junior High, 3; Parochial, 4. Number of Pupils, 15,000.

Churches: Baptist, 5; Christian Science, 1; Congregational, 3; Episcopal, 1; Hebrew, 1; Methodist, 7; Presbyterian, 4; Roman Catholic, 4; Miscellaneous, 32.

Banks: National, 2; State, 2; Total Resources, \$30,569,410; Savings Bank Deposits, \$15,645,592.

Theatres: Legitimate, 1; Moving Pictures, 6; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 7,000.

Location: In central Michigan, on the M. C., G. T., N. Y. C., and P. M. R.R.s., also 3 interurban electric roads. Bus lines to all outlying territory. To nearest large city, by railroad, 2 hours; by automobile, 2 hours.

Principal Industries: Automobiles, trucks, gas engines, cigars, hand vehicles, auto bodies, auto wheels, screws, brass and iron castings, flour, cement blocks, tents and awnings, paint, display fixtures, tools, bedding and mattresses.

Manufacturing Establishments: 200. Leading firms: Reo Motor, Olds Motor, Durant Motor, Hugh Lyons & Co., Motor Wheel Corp., Michigan Screw Company, The Lansing Company, Auto Body Company, Michigan Brass & Iron Works. Total value of yearly output of factories estimated at \$250,000,000.

Special Information: 28,219 autos in Ingham County; trucks, 3,522; motorcycles, 126. Lansing's growth may be recorded by the advance in postal receipts for past 13 years: 1911 receipts were \$155,202.34; 1925, \$644,821.55; with 142 postal employees. East Lansing is the home of the Michigan State College, one of the leading agricultural institutions in the country, ranking as one of the best and high as an

engineering school. Located just outside the city limits, on a 300-acre tract of beautiful ground. The extension department of the college is active among the farmers of the state. College offers literary, agricultural, engineering, home economics, forestry, and veterinary medical courses. Lansing has 5 hospitals and county tubercular sanitarium. City health department employs 5 persons. Free clinics. City is a social center, and active in associated charities.

Residential Features: Three first-class transient hotels and five apartment hotels accommodating from 20 to 100 families each. An exclusive residential section in western part of city; 80% home owners.

Retail Shopping Section: An area bounded on west by Capitol Ave., on north by Saginaw St., east by Cedar St., south by Hillsdale St., includes principal retail section. This section is 4 blocks wide, by 10 blocks long. Other retail sections in north, east south, and southwestern parts of city.

Trading Area: 35 miles north, 20 miles east, and 20 miles south, and west. Fine paved auto roads in all directions.

Wholesale Houses: Groceries, 4; meats, 1; fruits, 2; miscellaneous lines, drugs, 1.

Number of Retail Outlets for Nationally Advertised Products: (Figures include Lansing only): Passenger automobile agencies, 28; commercial auto, agencies, 6; automobile accessories and tires, 46; bakers, 20; cigar stores and stands (including hotels), 45 (chain, 3); confectioners, 34; dressmakers, 10; druggists, 48; dry goods, 24; department stores, 5; electrical supplies, 18; florists, 14; furniture, 8; furriers, 3; garages and service stations, 66; grocers, 227 (chain, 4); hardware, 14; jewelry, 21; meat markets, 81 (chain, 3); men's clothing and furnishings, 53; merchant tailors, 19; milliners, 30; opticians, 13; photographers, 13; pianos (and miscellaneous musical instruments), 7; radio supplies, 42; restaurants (including hotels), 89; shoes, 40; sporting goods, 12; stationers, 4; women's apparel, 35.

Miscellaneous Data: Average temperature, 46.8 degrees; average number of rainy days per 12 months, 116; most pleasant months, May, June, September, October. Doctors (medical, 101); (dentists, 50); (osteopaths, 113); street car service; gas, artificial; electric current, alternating; water, hard.

LUDINGTON, MICH.

(Mason County)

1920 Population, 8,810.

City and Suburban Estimate, 10,000.

Native Whites, 79%; Negroes, 1 (man); Foreign Born, 21%; Industrial Workers, 30%; English Reading, 95%; Families, 2,000.

Schools: Public Grade, 7; High, 1; Parochial, 2. Number of Pupils, 2,776.

Churches: Baptist, 2; Christian Science, 1; Community, 1; Episcopal, 1; Methodist, 3; Roman Catholic, 2; Miscellaneous 7.

Banks: National, 1; State, 1; Total Resources (all banks), \$4,159,312.67; Savings Bank Deposits, Total \$2,494,597.56.

Theatres: Moving Pictures, 2; Miscellaneous (Auditorium, etc.), 3. Total number of seats, 2,000.

Location: About half way up the eastern shore of Lake Michigan, at the mouth of the Pere Marquette River, 156 miles north of Chicago. On the P. M. R.R., Pere Marquette Line steamers and Pere Marquette car ferries (7). Ludington has the largest tonnage harbor on the east shore of Lake Michigan. Harbor open all winter. Michigan Transit Co., with passenger boats direct to Chicago and other ports. Ludington is in heart of the Michigan fruit belt. Passenger service by steamship to Milwaukee and Manitowoc. To nearest large city by railroad, 4½ hours; by automobile, 2½ hours.

Principal Industries: Manufacture of salt, shoes, shirts, watch cases and jewelry, gas engines, farm light and power plants, tables, game boards, fruit baskets, fruit packing.

Manufacturing Establishments: 10. Leading firms: Star Watch Case Co., Morton Salt Co., F. Mayer Boot & Shoe Co., The Carrom Co., The Ludington Basket Co., The Stearns Motor Mfg. Co., The Ludington Garment Co.

Residential Features: Mostly one-family houses, very few flats or two-family houses. Some very fine summer cottages and beautiful homes are on the Lake Shore Drive, about 1½ miles from down town.

Retail Shopping Section: Extends from Ludington Avenue at James Street, about 2 blocks west and east on Ludington Avenue; 6 blocks south on James Street; 6 blocks west on Dowland Street, and 4 blocks south from Dowland on Washington Avenue.

Trading Area: Extends about 25 miles north, 30 south and east. It takes in the villages of Scottsville, Fountain, Freesoll, Custer and Pentwater.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial automobile agencies, 3; automobile accessories, 9; automobile tire agencies, 7; bakers, 4; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 5; druggists, 7; dry goods, 8; department stores, 3; electrical supplies, 3; florists, 1; fruits, 1; furniture, 4; garages (public), 3; grocers, 30 (chain, 1); hardware, 3; jewelry, 2; meat markets, 10; men's furnishings, 8; men's clothing, 5; merchant tailors, 4; milliners, 6; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 8; stationers, 2; women's apparel, 5.

Miscellaneous Data: Average temperature, 45.2 degrees; average number of rainy days per twelve months, 15; most pleasant months, June to October, inclusive. Doctors (medical, 6); (dentists, 4); number of wired houses, 2,300; gas, artificial; electric current, alternating and direct; water, hard.

MANISTEE, MICH.

(Manistee County)

1920 Population, 9,604 (1926 est. 15,864).

City and Suburban Estimate (1926), 20,899 (Includes Manistee County).

Native Whites, 75%; Foreign Born, 25%; Industrial Workers, 60%; English Reading, 95%; Families, 2,500.

Schools: Public Grade, 6; High, 1; Parochial, 5. Number of Pupils, 2,650.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 2; Roman Catholic, 3; Miscellaneous, 8.

Banks: National, 1; State, 1; Total Resources (all banks), \$5,000,000; Savings Bank Deposits, Total, \$2,700,000.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 2,500.

Location: On east shore of Lake Michigan, midway between Mackinac and Chicago, 175 miles from latter, Pere Marquette, and Manistee & Northeastern Railroads. P. M. & Michigan Transit line of steamers furnish fish and service between Milwaukee, Manistee and Chicago, and all points west. Good bus service is rendered between Manistee and lake ports north and south. To nearest large city by railroad, 5 hours; by automobile, 4½ hours.

Principal Industries: Salt, lumber, lumber products, furniture, woodware, flooring, vacuum pans, steam pumps, shirts, underwear, cigars, forgings, patent leather, toilet articles, stamps, punches and machinery.

Manufacturing Establishments: 22. Leading firms: Ruggles and Rademaker (mammoth salt plant); Manistee Iron Works, Cooper Underwear Co., Goshen & Manistee Shirt Mfg. Co., Filer Fibre and Paper Co., Youth's Own Products, Coakley Leather Co., American Woodware Co., Manistee Furniture Co., August N. Johnson Machine Shop (boilers and ship repairs); Noud Lumber Co. (pro-slate houses), The Joslyn Mfg. Co. (time stamps and daters), Faleen Drop Forge Works, The W. A. Bates Turning Co. (wood turning), West Michigan Flooring Co., The Magic Wheat Co. (health food), Manistee Shoe Mfg. Co. Total value of yearly output of factories estimated at \$8,243,730.12.

Special Information: Manistee is located in the heart of the famous fruit belt of western Michigan. Salt was discovered in Manistee in the early 80's and Manistee became one of the great salt manufacturing cities in United States and with completion of new Ruggles & Rademaker \$5,000,000 plant is probably the greatest.

Residential Features: Practically all one-family houses, no tenements. Some very beautiful homes belonging to the estates of the old lumbermen and salt manufacturers.

Retail Shopping Section: Starting at the intersection of River and Pine Streets, extends 6 blocks east on River and 2 blocks south of River Street, on Division Street 5 blocks, on First Street between Maple and Sibben and 5 blocks on Sibben Street between First and Fifth Streets, all in business section. On the North Side there are about 4 blocks on Washington, Harrison and Cleveland Streets. There are 3 outlying retail districts with the usual class of stores found in these sections.

Trading Area: Extends 40 miles north, 30 miles south and 10 miles east. The business coming from these distances due to fine roads and automobiles.

Wholesale Houses: Groceries, 3; dry goods, 1; miscellaneous lines, confectionery, 2; drug, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial automobile agencies, 4; automobile accessories, 6; automobile tire agencies, 6; bakers, 6; cigar stores and stands (including hotels), 22; confectioners (including hotel stands), 10; delicatessens, 2; dressmakers, 9; druggists, 6; dry goods, 7; department stores, 3; electrical supplies, 5; florists, 4; fruits, 3; furniture, 3; garages (public), 9; grocers, 47 (chain, 1); hardware, 3; jewelry, 2; meat markets, 14; men's furnishings, 9; men's clothing, 9; merchant tailors, 5; milliners, 5; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 10 (chain, 4); shoes, 9; sporting goods, 3; stationers, 5; women's apparel, 8.

Miscellaneous Data: Most pleasant months, June to October, inclusive. Doctors (medical, 10); (dentists, 7); (osteopaths, 2); gas, artificial; number of gas meters, 1,283; electric current, alternating; number of wired houses, 2,727; water, hard.

MARQUETTE, MICH.

(Marquette County)

1920 Population, 12,718 (1925 est. 15,000).

City and Suburban Estimate, 46,000.

Native Whites, 75%; Negroes, 1.2%; Foreign Born, 23.8%; Industrial Workers, 11%; English Reading, 95%; Families, 2,800.

Schools: Public Grade, 10; High, 1; State Normal, 1; Parochial, 2. Number of Pupils, 3,800.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 2.

Banks: National, 2; State, 1; Total Resources (all banks), \$10,243,163.40. Savings Bank Deposits, Total \$8,848,327.36.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 7,200.

Location: On Lake Superior, about midway between Sault Ste. Marie and Ironwood and close to the geographical center of the Upper Peninsula. Served by D. S. S. & A., Munising, Marquette & Southeastern; Lake Superior and

Ishpeming; Chicago and Northwestern; and the C. M. & St. P. R.R.s. Freight and ore-vessels to lower lake ports. Bus service covering county. To nearest larger city by railroad, 12 hours; by automobile, 15 hours.

Principal Industries: Mining, lumbering, commercial fishing, railroad shops, hay, small grain, potatoes, dairy products.

Manufacturing Establishments: 7. Leading firms: Pioneer Iron Co., Lake Shore Engine Works, Piquette Handle & Mfg. Co., Cleveland Cliffs Iron Co. (furnace by-products).

Special Information: Marquette is the county seat of Marquette County, and the site of the Northern State Normal School, state branch prison and Federal Court. The State Normal gives the city a transient population of about 700. Marquette is the center and chief port of the iron mining industry of Upper Michigan, and the center of tourist traffic, over 40,000 summer visitors having visited here in 1925.

Residential Features: 2,700 homes in the city, 2,300 owned by occupants. Mostly one-family houses, with some 2, 3, 4 and 5-family apartment houses. No tenements. Streets in residential section well cared for. City has just completed extensive sewer works, supplementing former connections. Marquette is called the "Queen City of Upper Peninsula" because of its beautiful homes.

Retail Shopping Section: Extends from corner of Washington and Front Streets (center of traffic and business activity), three blocks south on trolley line of Front Street; one block north on Front Street; 3 blocks west on Washington Street. In addition there are three neighborhood business sections, with usual groceries, etc.

Trading Area: Thirty-six miles west to Michigamme, 38 miles southwest to Republic, 25 miles northwest to Big Bay, 38 miles south to Gwin, 30 miles east to Au Train. Aggregate population, 50,000. 1,275 miles macadam road built; 75 miles under construction.

Wholesale Houses: Groceries, 2; meats, 1; fruits, 2; hardware, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial automobile agencies, 6; automobile accessories, 6; automobile tire agencies, 7; bakers, 5; cigar stores and stands (including hotels), 30; confectioners (including hotel stands), 24; delicatessens, 3; dressmakers, 6; druggists, 5; dry goods, 7; department stores, 4; "ready-to-wear," 4; electrical supplies, 4; florists, 3; fruits, no exclusive; furniture, 2; furriers, 1; garages (public), 7; grocers, 24; hardware, 5; jewelry, 2; meat markets, 15; men's furnishings, 8; men's clothing, 8; merchant tailors, 6; milliners, 6; opticians, 4; photographers, 4; pianos (and miscellaneous musical instruments), 3; radio supplies, 3; restaurants (including hotels), 9; shoes, 11; sporting goods, 4; stationers, 7; women's apparel, 7.

Miscellaneous Data: Most pleasant months, June to October, inclusive. Doctors (medical, 12); (dentists, 11); (osteopaths, 1); number of wired houses, 2,630; street car service; gas, artificial; electric current, alternating; water, hard.

MARSHALL, MICH.

(Calhoun County)

1920 Population, 4,270.

City and Suburban Estimate, 6,700. Most important cities and towns in this area are: Tekonsha (pop. 700); Burlington (800); Ceresco (250); Homer (1,100).

Native Whites, 70%; Foreign Born, 30%; Industrial Workers, 22%; English Reading, 99%; Families, 1,600.

Schools: Public Grade, 5; High, 1; Junior High, 1; Parochial 1. Number of Pupils, 1,436.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 1.

Banks: National, 1; State, 1. Capital, Surplus and Undivided Profits (all banks), \$316,707. Total Deposits (all banks), \$2,231,321; Total Resources (all banks), \$2,683,117.

Theatres: Legitimate, 1; Moving Pictures, 1; High School Auditorium, 1; Miscellaneous (Auditoriums, etc.), 5; Total number of seats, 1,800.

Location: On Kalamazoo River, 36 miles east of Kalamazoo. On the M. C. R.R. (main line) and Michigan Railroad Electric line. Unequalled shipping facilities in every direction. Over night service to and from Detroit, Chicago, Toledo and Grand Rapids. Bus service to all points. To nearest larger city by railroad, 4 hours; by trolley, ½ hour; by automobile, ½ hour.

Principal Industries: Hot air furnaces, automobile engine parts, coffee roasters, grocers, counters, proprietary medicines, railroad cars, corsets, steel casting, railroad shops.

Manufacturing Establishments: 17. Leading firms: Mich. Cent. R.R. Shops, Flint Foundry Co., Marshall Furnace Co., F. A. Stuart Co., Simons-Leedle Furnace Co., Brooks Rupture Appliance Co., Lambert Machine Co., E. R. Pat Co., Scheerer-Gillette Co. Total value of yearly output of factories estimated at \$37,500,000.

Special Information: Since 1920, city has developed into a manufacturing center. Motor business has reached out into most of the smaller towns which hitherto had depended upon two or three local business industries. Furthermore it has driven other manufacture out of Detroit, Flint, Lansing, etc., to the smaller towns, which profit both ways by enormous increases in the automobile business.

Residential Features: 90% homes owned. Very few flats. Mostly one-family houses. building and loan association has financed erection of many houses and helped renters buy homes they were living in.

MICHIGAN (Cont'd)

Retail Shopping Section: One street only (Michigan Avenue), five blocks long. Five neighborhood grocery stores.

Trading Area: 12 miles north and south; 7 miles west and 6 miles east.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 3; automobile accessories, 3; automobile tire agencies, 6; bakers, 13; cigar stores and stands (including hotel stands), 11 (chain, 1); confectioners (including hotel stands), 3; dressmakers, 6; druggists, 6; dry goods, 7; department stores, 1; electrical supplies, 2; florists, 3; fruits, 2; furniture, 4; garages (public), 4; grocers, 31 (chain, 2); hardware, 5; merchant tailors, 2; milliners, 3; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 1; restaurants (including hotels), 6; shoes, 4; stationers, 1; women's apparel, 4.

Miscellaneous Data: Most pleasant months, summer months. Doctors (medical, 9); (dentists, 4); (osteopaths, 2); number of wired houses, 1,369; gas, artificial; number of gas meters, 1,078; electric current, alternating; water, hard.

MENOMINEE, MICH.

(Menominee County)

1920 Population, 8,907.

City and Suburban Estimate, 25,000.

Native Whites, 85%; Foreign Born, 15%; Industrial Workers, 40%; English Reading, 99%; Families, 2,200.

Schools: Public Grade, 6; High, 1; Junior High, 1; Parochial, 1. Number of Pupils, 3,150.

Churches: Baptist, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 4; Miscellaneous, 8.

Banks: National, 2; State, 2; Total Resources, \$4,676,000; Savings Bank Deposits Total, \$2,171,000.

Theatres: Legitimate, 1; Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 2.

Location: On the west shore of Green Bay, at the mouth of the Menominee River. Served by C. & N. W. C. M. & St. P., and Wis. and Mich. Rys. Ann Arbor Ry. via car ferry. Steamship lines to lake ports. Motor bus north and south.

Principal Industries: Lumber, machinery, furniture, baby-buggies, radio supplies, printing, wholesale grocers, wholesale hardware, paper mills, sugar, pickling, preserving, canning.

Manufacturing Establishments: 25. Leading firms: Heywood-Wakefield Co., J. W. Wells Lumber Co., Thompson Wells Lumber Co., Prescott Co., Signal Electric Co., Herald Leader Co., Carpenter Cook Co., Northern Hardware & Supply Co., Hoskins-Moranville Paper Co., M. & M. Paper Co., American Rule & Block Co., Central West Coal Co., Riley & Hinker Co., Dorner Fish Co., Michigan Refining & Preserving Co., Menominee Boiler Works, Michigan Electrochemical Co., Twin City Packing Co., Menominee Brick Co., Michigan Coffee & Spice Co., Michigan Candy Co., Heasler-Keller Co. Annual output, \$18,700,000.

Residential Features: Mostly one-family houses. Several beautiful homes built on the Green Bay shore. Good building sites plentiful, and building lots for summer cottages on the bay shore.

Retail Shopping Section: Extends several blocks on Sheridan Road (main street), Ogden Avenue and Broadway. Outlying retail sections in north and west sections of city.

Trading Area: About 35 miles.

Wholesale Houses: Grocers, 1; meats, 1; fruits, 1; hardware, 1; Miscellaneous lines, confectionery, coffee and spices.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 4; automobile accessories, 12; automobile tire agencies, 8; bakers, 4; cigar stores and stands (including hotel stands), 15; confectioners (including hotel stands), 22; druggists, 5; dry goods, 3; department stores, 1; electrical supplies, 3; florists, 3; furniture, 2; garages (public), 8; grocers, 37; hardware, 4; jewelry, 3; meat markets, 3; men's furnishings, 3; men's clothing, 5; merchant tailors, 4; milliners, 4; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 1; restaurants (including hotels), 8; shoes, 3; sporting goods, 2; stationers, 2; women's apparel, 4.

MONROE, MICH.

(Monroe County)

1920 Population, 11,573.

City and Suburban Estimate, 30,000.

Native Whites, 84.6%; Negroes, .5%; Foreign Born, 14.9%; Industrial Workers, 26%; English Reading, 93%; Families, 2,705.

Schools: 10; Number of Pupils, 2,070.

Churches: 9.

Banks: 3; Total Resources, \$7,400,000.

Theatres: 4. Total number of seats, 2,500.

Location: Situated on the Raisin River, 2 miles from Lake Erie, and 35 miles S.W. of Detroit. Served by the N. Y. C., Mich. Cent., Pere Marquette, and the Penna. Lines West R.R.s. To nearest larger city by railroad, trolley, or auto, 1½ hours.

Residential Features: One and two-family houses.

Retail Shopping Section: About 8 blocks.

Trading Area: About fifteen mile radius.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 6; automobile accessories, 18; automobile tire agencies, 18; bakers, 7; cigar stores and stands (including hotel stands), 17; confectioners (including hotel stands), 17; dressmakers, 18; druggists, 6; dry goods, 12; department stores, 1; electrical supplies, 5; florists, 2; fruits, 10; furniture, 3; garages (public), 15; grocers, 28 (chain, 4); hardware, 4; jewelry, 4; meat markets, 7; men's furnishings, 5; men's clothing, 9; merchant tailors, 3; milliners, 3; opticians, 3; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 5; restaurants (including hotels), 8; shoes, 6; sporting goods, 1; stationers, 3; women's apparel, 3.

Miscellaneous Data: Average temperature, 63 degrees; average number of rainy days per twelve months, 101; most pleasant months summer and fall seasons. Doctors (medical, 12); (dentists, 6); (osteopaths, 3); number of wired houses, 2,700; gas, natural; electric current, alternating and direct; water, soft.

MOUNT CLEMENS, MICH.

(Macomb County)

1920 Population, 9,488. (1926 est. 15,432).

City and Suburban Estimate, 55,000.

Native Whites, 90%; Negroes, 1%; Foreign Born, 9%; English Reading, 98%; Families, 3,200.

Schools: Public Grade, 5; High, 1; Parochial, 2.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 3.

Banks: National, 1; State, 3; Total Deposits (all banks), \$25,214,760.88; Total Resources (all banks), \$27,754,992.48. There are 25 banks in Macomb County.

Theatres: Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 5,000.

Location: On the Grand Trunk R.R. and Detroit United Ry. and Shore Line (electric lines), 20 miles northeast of Detroit and 3 miles from Lake St. Clair. Clinton River navigable for small vessels runs through the town.

Principal Industries: Pottery, plain, and tableware, beet sugar, candy.

Special Information: Celebrated for the curative powers of its medicinal springs, and its larger and well-equipped sanitarium. It was visited by over 100,000 people during the summer of 1926, the average stay of each being about three weeks. Mount Clemens is the county seat of Macomb County and has several hard-surfaced roads from every part of the country leading into the city. Macomb County is said to be one of the richest counties in the state, the per capita wealth, according to bank statement of October, 1926, being greater than that of Wayne County—of which Detroit is the county seat.

Number of Retail Outlets for Nationally Advertised Products: Cigar stores and stands (including hotel stands), 87; druggists, 22; grocers, 129 (chain, 20); restaurants (including hotels), 62.

Miscellaneous Data: Doctors (medical, 51); (dentists, 17); (osteopaths, 7); street car service; gas, artificial; number of meters, 3,500; electric current, alternating; number of wired houses, 20,000; number of automobile registrations, 18,000; water, hard (mineral springs).

MUSKEGON, MICH.

(Muskegon County)

1920 Population, 36,570. (1925, est. 58,534.)

City and Suburban Estimate, 56,290.

Native Whites, 50,985 (persons); Negroes, 4%; Foreign Born, 18.3% (includes Muskegon County.)

Schools: Public Grade, 12; High, 3; Parochial, 6; Number of Pupils, 11,315.

Churches: Baptist, 5; Congregational, 3; Episcopal, 1; Hebrew, 1; Christian Reformed, and Reformed, 12; Methodist, 5; Roman Catholic, 5; Miscellaneous, 17.

Banks: National, 3; State, 3; Total Resources, \$20,679,564; Savings Bank Deposits Total, approximately \$8,000,000.

Theatres: Moving Pictures, 6; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 4. Total number of seats, 5,308.

Location: Situated on the east shore of Lake Michigan, and on Muskegon Lake, the latter one of the best natural harbors on the Great Lakes; 90 miles directly east of Milwaukee and 125 miles northeast of Chicago. Served by Pere Marquette, Grand Trunk and Penn. Rys., and by Grand Rapids, Grand Haven and Muskegon Electric railways, also by the Goodrich Transit Co., furnishing daily passenger and freight service to Chicago by water; the Crosby Transportation Co., and the Peninsula and Northern Navigation Co., which give daily boat service to Milwaukee.

Principal Industries: Gasoline motors, piston rings, steel and wood filing devices, knit goods,

gray iron castings, cam shafts, billiard and pool tables, phonographs.

Manufacturing Establishments, 203. Leading firms: Continental Motors Corp., Brunswick-Balke-Collender Co., Campbell, Wyant & Cannon Foundry Co., Shaw-Walker Co., The Piston Ring Co., Austin Machinery Corporation, Amazon Knitting Mills, Lakey Foundry Co. Total value of yearly output of factories estimated at \$105,000,000.

Special Information: The city is the largest on the east shore of Lake Michigan, is located on West Michigan Pike (M-11), the great tourist gateway into Michigan, and is one of the leading tourist and resort centers of western Michigan. Is large apple shipper, and has large gasoline motor, grey iron, and billiard table plants, as well as immense piston-ring factory.

Residential Features: Mostly one-family homes. More than 55 per cent of population owns own homes. No slum or tenement districts. Homes range in value from \$3,500 to \$125,000. Average between \$5,000 and \$6,000.

Retail Shopping Section: Extends from Pine Street on Western Avenue to Fourth Street and Western Avenue, a distance of eight blocks; three blocks on Pine Street, and two blocks each on Terrace, Jefferson, First and Second Streets. Muskegon Heights, adjoining municipality, has six blocks of a shopping center. Six well defined business sections in city's outlying sections.

Trading Area: Extends 50 miles north, 25 miles east, and 25 miles south. Hourly bus service, and paved roads radiating in almost every direction make this a shopping center for five important west Michigan counties.

Wholesale Houses: Groceries, 2; meats, 2; fruits, 4; hardware, 2; automobile specialties, 1; electrical, 1; plumbing, 2; cigars, 2.

Number of Retail Outlets for Nationally Advertised Products: Automobile agencies, 31; commercial auto. agencies, 2; automobile accessories, 10; automobile tire agencies, 6; bakers, 24; cigar stores and stands (including hotel stands), 9; confectioners (including hotel stands), 17; delicatessen, 3; druggists, 27; dry goods, 25; department stores, 5; electrical supplies, 14; florists, 2; fruits, 15; furniture, 11; furriers, 2; garages (public), 34; grocers, 230; hardware, 20; jewelry, 6; meat markets, 47; men's furnishings, 6; men's clothing, 8; merchant tailors, 11; milliners, 10; opticians, 4; photographers, 7; pianos (and miscellaneous musical instruments), 8; radio supplies, 6; restaurants (including hotels), 24; shoes, 18; sporting goods, 4; stationers, 2; women's apparel, 10.

See announcement page 120

NILES, MICH.

(Berrien County)

1920 Population, 7,311. (1925, est. 11,728.)

Most important cities and towns in this area are: South Bend, Ind. (pop. 98,000); Kalamazoo (58,000).

Native Whites, 85%; Negroes, 2½%; Foreign Born, 12.5%; Industrial Workers, 33%; English Reading, 95%; Families, 2,500.

Schools: Public Grade, 4; High, 1; Junior High, 1; Number of Pupils, 2,300.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

Banks: State, 2; Capital, Surplus and Undivided Profits, (all banks), \$260,000; Total Deposits (all banks), \$3,000,000; Total Resources (all banks), \$3,350,000.

Theatres: Moving Pictures, 2. Total number of seats, 1,500.

Location: On St. Joseph River, at head of navigation, 45 miles SW. of Kalamazoo, and in the southwestern part of Michigan. Served by the M. C. R.R. and the "Big Four"; northern Indiana and southern Michigan interurban lines. Bus service all directions. To nearest large city by railroad, ¼ hour; by trolley, ½ hour; by auto, ¾ hour.

Principal Industries: Metal working, paper making, wood working, show print and lithographing, toys, railroad shops.

Manufacturing Establishments: 35. Total value of yearly output of factories estimated at \$11,000,000.

Special Information: Niles is the southwestern gateway to the state of Michigan, in the center of the rich farm and fruit country. St. Joe River flows through the city. It is the terminal point of the M. C. R.R. Airway field is located here.

Residential Features: Mostly one, and two-story houses, 85% owned. 95% American citizens. No segregated district although the best houses are centrally located. All streets have beautiful shade trees. Value of better class of residences run from \$20,000 to \$140,000.

Retail Shopping Section: Covers an area of about 4 blocks on Main Street from the river east, and one block north and south, with a terminal for interurban line, and stops for buses. Probably 20 small stores in outlying districts.

Trading Area: Extends about 14 miles north, west, and east, and 6 miles south, all densely populated.

Wholesale Houses: Groceries, 1; fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 2; automobile accessories, 4; automobile tire agencies, 3; bakers, 3; cigar stores and stands (including hotel stands), 11 (chain, 3); confectioners (including hotel stands), 7; delicatessen, 2; dressmakers, 10 or 12; druggists, 5; dry goods, 6; department stores, 3; electrical supplies, 4; florists, 2; fruits, 4; furniture, 2; garages (public), 28; grocers, 22 (chain, 4); hardware, 4; jewelry, 4; meat markets, 7; men's furnishings, 7; men's clothing, 4; merchant tail-

ors, 1; milliners, 2; opticians, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 4; restaurants (including hotels), 18; shoes, 4; sporting goods, 1; stationers, 3; women's apparel, 4.

Miscellaneous Data: Average temperature, 65 degrees; average number of rainy days per twelve months, 70; most pleasant months, May to October, inclusive. Doctors (medical, 14); (dentists, 6); (osteopaths, 3); street car service; gas, artificial; electric current, alternating and direct; number of wired houses, 2,600; water, hard.

OWOSSO, MICH.

(Shiawassee County)

1920 Population, 12,575.

City and Suburban Estimate, 45,000.

Native Whites, 85%; Foreign Born, 15%; Industrial Workers, 25%; English Reading, 95%; Families, 3,894.

Schools: Public Grade, 8; High, 1; Parochial, 3; Seminary, 1; Number of Pupils, 3,758.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 5; Roman Catholic, 1; Miscellaneous, 6.

Banks: State, 3; Total Resources, \$491,574.45. Savings Bank Deposits Total, \$4,302,634.88.

Theatres: Moving Pictures, 3. Total number of seats, 2,400. Combination theatre under construction, to seat 1,200.

Location: In south central part of the state, 79 miles northwest of Detroit, 30 northeast of Lansing. Grand Trunk (C. N.), and Ann Arbor and M. C. Railroads. Interurban and bus lines to central and southern parts of the state. Center of a rich agricultural region. To nearest larger cities by railroad (to Lansing), 1 hour; by trolley (to Lansing), 1 hour; by auto (to Flint), ¾ hour.

Principal Industries: Furniture, caskets, automobile parts, stoves, screen doors, windows, snow shovels, sugar, candy, foundries, car shops, engineering works.

Manufacturing Establishments: 26. Leading firms: American Malleables, Owosso Sugar Co., Woodward Furniture Co., Owosso Casket Co., Owosso Mfg. Co., Steers Engineering Co., Field Body Corp., Independent Stove Co., Estey Mfg. Co., Sorg Mfg. Co., Walker Candy Corp.

Special Information: City is trading point for county. Division point of Ann Arbor R.R., brings city a payroll of no mean proportions. Excellent transportation services makes it attractive to manufacturers and as a residence for commercial travellers. High class furniture and casket factories employ desirable class of workmen, most of them own their own homes. Industries diversified.

Residential Features: Private homes predominate. Large percentage owned, creating civic pride in appearance of residence streets. City has unusually beautiful shade trees which are a valuable asset.

Retail Shopping Section: Extends from the Ann Arbor R.R. on Washington Street north 6 blocks. Park, Ball, and South Water Streets are parallel streets. Main and Exchange Streets run east and west, there being quite a retail section on the west end of Main Street. Numerous groceries and small shops scattered throughout the residence section.

Trading Area: 15 miles south, 15 east, 20 north, and 25 west.

Wholesale Houses: Groceries, 1; meats, 1; fruits, 1. Miscellaneous lines, produce, 2; bakery, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial auto. agencies, 5; automobile accessories, 13; automobile tire agencies, 11; bakers, 6; cigar stores and stands (including hotel stands), 14; confectioners (including hotel stands), 14; delicatessen, 2; dressmakers, 9; druggists, 8 (chain, 3); dry goods, 8; department stores, 4; electrical supplies, 5; florists, 4; fruits, 6; furniture, 5; furriers, 2; garages (public), 16; grocers, 30 (chain, 8); hardware, 7; jewelry, 5; meat markets, 14; men's furnishings, 11; men's clothing, 11; merchant tailors, 5; milliners, 9; opticians, 4; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; restaurants (including hotels), 34; shoes, 15; sporting goods, 7; women's apparel, 2; stationers, 1.

Miscellaneous Data: Doctors (medical, 19); (dentists, 8); (osteopaths, 3); number of wired houses, 3,444; gas, artificial; number of gas meters, 2,250; electric current, alternating; water, hard.

PETOSKEY, MICH.

(Emmet County)

1920 Population, 5,064.

City and Suburban Estimate, 35,000 most important cities and towns in this area are: Traverse City (pop. 10,225); Cadillac (9,750); Cheboygan (5,642); Alpena (17,869).

Native Whites, 90%; Foreign Born, 10%; Industrial Workers, 30%; English Reading, 100%; Families, 1,517.

Schools: Public Grade, 4; High, 1; Parochial, 1; Number of Pupils, 1,172.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 7.

Banks: National, 1; State, 1. Capital, Surplus and Undivided Profits (all banks), \$304,025.27. Total Deposits (all banks), \$3,015,963.55. Total Resources (all banks), \$3,439,478.65.

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MICHIGAN (Cont'd)

Petoskey (cont'd)

Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 1,740.

Location: On Little Traverse Bay at the north end of Lake Michigan. Served by the Penna and P. M. R.R.s., and Michigan Transit line of steamers. Bus service to Traverse City, Charlevoix, Boyne City, and Harbor Springs. Michigan State Trunk lines (M. 11, and M. 13), meet in, and pass through the city. To nearest larger city (Grand Rapids), by railroad, 6 hours; by auto, 8 hours.

Principal Industries: Cement, lime, leather, rotary pumps, cutting blocks, flour and feed, and forest products.

Manufacturing Establishments: 14. Leading firms: Petoskey Portland Cement Co., Michigan Block Co., Michigan Tanning & Extract Co., Northern Lime & Stone Co., Antrim Lime Co., McMann Lumber Co., Hankey Milling Co.

Special Information: Petoskey, situated as it is, makes it the hub of the resort section of northern Michigan. Here thousands of hay fever sufferers find relief and students and teachers can take summer school work in surroundings they can find in no other place. Many conventions are held here during the summer. Bay View Assembly programs include musical numbers, lectures, sermons and plays.

Residential Features: Residences average better than in most towns of our size, 85% owned by occupants, who take pride in keeping them up in every way.

Retail Shopping Section: In center of downtown section with several small groceries, markets, etc., in various parts of outskirts.

Trading Area: Extends about 35 miles, north, east, south and southwest. Lake Michigan directly west of the city. Good automobile roads allow people to trade here from much greater distance than mentioned. On various days arranged by the Chamber of Commerce trade has been drawn from as far as 90 miles.

Wholesale Houses: Groceries, 1; meats, 1; fruits, 2; hardware, 1; dry goods, 1; miscellaneous lines, 8.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto. agencies, 4; automobile accessories, 9; automobile tire agencies, 9; bakers, 3; cigar stores and stands (including hotel stands), 7; delicatessen, 3; dressmakers, 6; druggists, 5; dry goods, 5; department stores, 4; electrical supplies, 3; florists, 5; fruits, 3; furniture, 2; garages (public), 8; grocers, 23 (chain, 1); hardware, 3; jewelry, 3; meat markets, 12; men's furnishings, 5; men's clothing, 5; merchant tailors, 5; milliners, 5; opticians, 5; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 10; restaurants (including hotels), 15; shoes, 5; sporting goods, 4; stationers, 2; women's apparel, 5.

Miscellaneous Data: Average temperature, 56 degrees; average number of rainy days per twelve months, 36; most pleasant months, May to October, inclusive. Doctors (medical, 9), (dentists, 4), (osteopaths, 2); number of wired houses, 1,354; gas, artificial; number of gas meters, 1,015; electric current, alternating; water, hard.

PONTIAC, MICH.

(Oakland County)

1920 Population, 34,273.

Present Population, 55,380.

City and Suburban, 160,000.

Native Whites, 88%; Negroes, 2%; Foreign Born, 10%; Industrial Workers, 75%; English Reading, 98%; Families, 11,000.

Schools: Public Grade, 11; High, 1; Junior High, 2; Parochial, 2; Number of Pupils, 9,200.

Churches: Methodist, 5; Baptist, 4; Presbyterian, 2; Roman Catholic, 2; Hebrew, 1; Episcopal, 1; Congregational, 1; Christian Science, 1; English Lutheran, 1; St. Trinity Lutheran, 1; First Christian, 1; Church of Nazareth, 1; Calvary Evangelical, 1; Salvation Army, 1; Miscellaneous, 6.

Banks: National, 1; State, 2; Total Resources, \$29,013,644; Saving Deposits, \$15,894,501.97.

Theatres: Legitimate (stock company), 1. Moving Pictures, 2; Vaudeville, 3; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 7,000.

Location: Pontiac is located in southeastern Michigan 26 miles northwest of Detroit. It is the county seat and trading center of Oakland County, which is the third largest in population in the State. Railroads: Grand Trunk System; 3 lines, Detroit & Grand Haven main Division, Pontiac, Oxford & Northern, northeast into the Thumb district; Airline division to points East and West. Detroit United Railway, 2 electric lines; direct double track to Detroit, and Orchard Lake division to Detroit. Excellent bus lines to all points out of the city. New 204 ft. super-highway between Pontiac and Detroit providing two 44 ft. concrete strips of pavement for north and south bound traffic. To nearest larger city by railroad 1 hour; by interurban 1½ hours; by auto, 1 hour.

Manufacturing Establishments: 60. Leading firms: Oakland Motor Car Co., builders of Oakland and Pontiac Sixes; General Motors Truck Co.; Fisher Body Corp. (2 plants); Wilson Foundry & Machine Co., subsidiary of the Willys-Overland Corp., builders of Willys-Knight and Overland motors; American Forging

& Socket Co., Hubbard Spring Works, Baldwin Rubber Co., Jig Bushing Co., Van Auker Top Co., Pontiac Paint Manufacturing Co., Pontiac Varnish Co. Total value of yearly output of principal factories exceeds \$190,000,000.

Special Information: Oakland County is one of the beauty spots of the Middlewest and is visited by thousands who spend the summer months here. There are over 400 beautiful lakes and with the surrounding hills, woods, streams and modern concrete and graveled highways, it offers an unusually attractive spot for summer tourists. Many sections of the country are becoming densely populated with year around residents. M-10, the Dixie Highway, runs north and south through the county passing the full length of Saginaw and Oakland Avenues through the city of Pontiac. It is also a very rich agricultural county, having over 10,000 farms. Oakland County ranks 3rd in population, 3rd in assessed valuation, 3rd in the number of automobiles owned, being exceeded in the state only by Wayne & Kent with such cities as Detroit and Grand Rapids. It ranks 1st in per capita ratio of ownership of motor cars in Michigan.

Residential Features: Practically all separate one-family type of homes. Apartment building growing. No tenements. All homes good grade and big percentage owned by occupants. West side sections of city particularly choice. Immediately south of Pontiac is the beautiful Bloomfield Hills region with its many large country estates comparing with the finest in the United States. The unusual beauty of Oakland County is making possible fine estates in all directions out of Pontiac. There are 25 golf and country clubs in the county which includes Bloomfield Hills, rated as one of the finest in the United States and Oakland Hills where the National Open Golf Championship was played in 1924.

Retail Shopping Section: Begins on South Saginaw Street at Wilson Avenue and runs north to intersection of Oakland Avenue and Baldwin, approximately 2 miles. The heart of the business district extends 8 blocks on Saginaw Street, 3 blocks on Ferry Street, 2 blocks each on Huron Street, Lawrence Street, Pike Street, Orchard Lake Avenue, intersecting streets.

Trading Area: Extends out 22 miles around Pontiac taking in all of Oakland County and parts of adjoining counties. Contains 8 large towns, Birmingham, Farmington, Royal Oak, Rochester, Holly, Milford, Oxford and Orion. Excellent roads, steam, electric and bus lines enables people in these towns and outlying districts to conveniently shop in Pontiac.

Wholesale Houses: Groceries, 1; meats, 3; fruits, 3; cigars and tobacco, 1; miscellaneous lines.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 20; commercial automobile agencies, 5; automobile accessories, 25; automobile tire agencies, 15; bakers, 7; cigar stores and stands (including hotel stands), 10; chain cigar stores, 1; confectioners (including hotel stands), 30; delicatessen, 2; dressmakers, 10; druggists, 17 (chain, 1); dry goods, 5; department stores, 3; electrical supplies, 10; florists, 3; hardware, 8; jewelry, 11; meat markets, 35; men's furnishings, 5; men's clothing, 16; merchant tailors, 15; milliners, 9; opticians, 8; photographers, 6; pianos (and miscellaneous musical instruments), 4; radio supplies, 11; restaurants (including hotels), 50; shoes, 15; sporting goods, 1; stationers, 3; fruits, 10; furniture, 8; garages (public), 10; grocers, 165 (chain, 35); women's apparel, 15.

Miscellaneous Data: Doctors (medical, 40); (dentists, 20); (osteopaths, 8); number of wired houses, 10,000; gas meters, 9,500; street car service; gas, artificial; electric current, alternating; water, hard.

PORT HURON, MICH.

(St. Clair County)

1920 Population, 25,944. (1926 est. 33,202).

City and Suburban Estimate, 150,000. Most important cities and towns in this area are: St. Clair (pop. 3,200); Marine City (3,500); Harbor Beach (2,200); Croswell (1,900); Bad Axe (2,800).

Native Whites, 85%; Negroes, 3%; Foreign Born, 12%; Industrial Workers, 21%; English Reading, 97%; Families, 8,200.

Schools: Public Grade, 16; High, 1; Junior High, 2; Parochial, 3; Private, 6; Number of Pupils, 8,000.

Churches: Baptist, 8; Christian Science, 1; Congregational, 4; Episcopal, 2; Hebrew, 1; Methodist, 6; Presbyterian, 2; Roman Catholic, 2; Miscellaneous, 16.

Banks: National, 1; State, 2. Capital, Surplus and Undivided Profits (all banks), \$1,388,133.95; Total Deposits (all banks), \$14,661,639.16; Total Resources (all banks), \$16,996,309.38; Total Savings Banks Deposits, \$8,568,214.58. Total Bank Clearings: (12 months, 1925), \$26,000,000.

Theatres: Moving Pictures, 5; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 4; Total number of seats, 7,300.

Location: On the Grand Trunk and Canadian Northern Rys. (main line double track system to Chicago and all eastern points), P. M. and Port Huron & Detroit R.R.s., affording the utmost convenience for freight shipping in all directions. Detroit United Electric Ry. affords freight and passenger service to Detroit. To nearest larger city (Detroit) by railroad, 1½ hours; by trolley, 2 hours; by auto, 1½ hours.

Principal Industries: Salt, woodworking machinery and brass goods, auto castings, railroad shops, pulp and paper, farm and road machinery, cement, copper and brass tubing, automobiles, chicory, oldlag, foundry castings, waterproofing, cream separators, railroad car shops.

Manufacturing Establishments, 73. Leading

firms: Grand Trunk Ry. car shops, Wills-Sainte Claire Auto., Mueller Metals Co., Morton Salt Co., Muller Chicory Co., Holmes Fdy. Co., United Brass & Aluminum Co., Port Huron Sulphite and Paper Co., New Egyptian Portland Cement Co., Robeson Preserve Co., Port Huron Engine & Thresher Co., Anker-Holth Cream Separator Co., Acheson Oldlag Co., Dunn Paper Co., Synthetic Wood Products Co.

Special Information: National headquarters of Women's Benefit Assn. Port Huron is gateway of the upper lakes, and on the St. Clair River, on Black River also, which is navigable for several miles. Situated on the main line of G. T. Ry. running between Chicago, Buffalo, Montreal, and Portland, Me. Upon completion of the Great Lakes-to-Ocean project, Port Huron will be the same as an ocean port. Port Huron is the commercial center of the "Thumb" district of Michigan, and in time of business depression is only affected slightly, owing to the various lines of industry.

Residential Features: 8 miles of beautiful beaches, and 5 miles of St. Clair River frontage in residential district, 596 feet above sea level. Surrounded with best roads in all directions, including concrete pavement between Port Huron and Detroit. Ideal residential location.

Retail Shopping Section: Military Street, 4 blocks; Huron Avenue, 7 blocks; Water Street, 4 blocks.

Trading Area: South, 28 miles to Algonac; west, 30 miles to Imlay City; north, 70 miles to Bad Axe, and east, 1 mile to Sarnia, Ontario.

Wholesale Houses: Groceries, 3; meats, 2; fruits, 5; hardware, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 23; commercial auto. agencies, 10; automobile accessories, 45; automobile tire agencies, 27; bakers, 16; cigar stores and stands (including hotel stands), 42; delicatessen, 4; dressmakers, 5; druggists, 18 (chain, 1); dry goods, 9; department stores, 6; electrical supplies, 7; florists, 3; fruits, 8; furniture, 11; furriers, 1; garages (public), 42; grocers, 161 (chain, 23); hardware, 9; jewelry, 9; meat markets, 37 (chain, 2); men's furnishings, 16; men's clothing, 12; merchant tailors, 10; milliners, 12; opticians, 4; photographers, 6; pianos (and miscellaneous musical instruments), 6; radio supplies, 13; restaurants (including hotels), 30; shoes, 22; sporting goods, 7; stationers, 4; women's apparel, 15.

Miscellaneous Data: Average temperature, 46 degrees; average number of rainy days per twelve months, 143; most pleasant months, June to October, inclusive. Doctors (medical, 43), (dentists, 22), (osteopaths, 4); number of wired houses, 7,426; street car service; gas, artificial; number of gas meters, 7,320; electric current, alternating; number of wired houses, 9,240; water, hard.

SAGINAW, MICH.

(Saginaw County)

1920 Population, 61,903 (1926 est. 65,648).

City and Suburban Estimate, 250,000.

Native Whites, 80.6%; Negroes, .5%; Foreign Born, 18.9%; Industrial Workers, 23%; English Reading, 79%; Families, 10,137.

Schools: Public Grade, 23; High, 2; Junior High, 3; Parochial, 19; Number of Pupils, 15,706.

Churches: Baptist, 4; Christian Science, 2; Congregational, 1; Episcopal, 3; Hebrew, 2; Lutheran, 10; Methodist, 6; Presbyterian, 5; Roman Catholic, 12; Miscellaneous, 7.

Banks: National, 1; State, 3; Total Resources, \$45,817,205.14; Savings Bank Deposits Total, \$20,686,183.21.

Theatres: Legitimate, 1; Moving Pictures, 10; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1; now building, 1; Total number of seats, 11,200.

Location: In central eastern Michigan on Saginaw River, 20 miles from Saginaw Bay. Principal terminus of Pere Marquette system, 6 lines radiating from here; also G. T., two lines of M. C. R.R.s., and Michigan railroad (electric), connecting with Bay City, Flint and Detroit. To nearest large city by railroad, 3 hours; by trolley, 4 hours; by auto, 4 hours.

Principal Industries: Automobile motors, steering gears, crank-shafts and other parts; malleable and gray iron foundries; oil field; Lufkin rules, Columbia shade rollers, coal mining, boilers, graphite, ready-built houses, Pere Marquette railroad shops, motor trucks, Sonora radio cabinets and phonographs, furniture, wood products, canning, pianos, sugar, cash registers, matches, salt, baking machinery, tannery, caskets.

Manufacturing Establishments: 153. Leading firms: Saginaw Products Co. (General Motors subsidiary), Michigan Sugar Co., Consolidated Coal Co., Lufkin Rule Co., Sonora Phonograph Co., American Cash Register Co., Columbia Shade Roller Co., Baker-Perkins Co., Wickes Boiler Co., Ruggles Truck Co., United States Graphite Co., Promising Oil Field.

Special Information: Saginaw's manufacturing industries are unusually diversified, and the city is not dependent on any one industry. Is jobbing and wholesale center of rich agricultural territory. Has charity and welfare organizations. Airport now under construction.

Residential Features: Unusual residential city, 70%; homes owned. Homes and grounds, therefore generally well kept. High percentage of paved streets. Zoning system about to go into effect. New \$6,000,000 spring water system now being constructed.

Retail Shopping Section: From the east of the business district there are four main streets, extending three blocks north, and three

blocks south of the principal street (Genesee), of which there are nine business blocks. There are four outlying retail sections of the city, in addition to the principal east side business district.

Trading Area: East, 90 miles; north, 183 miles; south, 40 miles; west, 140 miles.

Wholesale Houses: Groceries, 7; meats, 7; fruits, 4; hardware, 2; dry goods, 5.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 34; commercial auto. agencies, 5, handling only trucks; automobile accessories, 19; automobile tire agencies, 22; bakers, 19; cigar stores and stands (including hotel stands), 48; confectioners (including hotel stands), 49; delicatessen, 4; dressmakers, 63; druggists, 41; dry goods, 22; department stores, 10; electrical supplies, 8; florists, 7; fruits, 6; furniture, 11; furriers, 4; grocers, 262 (chain, 5); hardware, 24; jewelry, 21; meat markets, 69; men's furnishings, 10; men's clothing, 41; merchant tailors, 39; milliners, 20; opticians, 7; photographers, 12; pianos (and miscellaneous musical instruments), 5 radio supplies, 8; restaurants (including hotels), 45; shoes, 29; sporting goods, 3; stationers, 6; women's apparel, 13.

Miscellaneous Data: Average temperature, 46 degrees; average number of rainy days per twelve months, 114; most pleasant months, May to October, inclusive.

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ST. JOSEPH, MICH.

(Berrien County)

1920 Population, 7,251.

City and Suburban Estimate, 35,000.

Native Whites, 90%; Negroes, 1%; Foreign Born, 9%; Industrial Workers, 30%; English Reading, 80%; Families, 2,050.

Schools: Public Grade, 3; High, 1; Junior High, 1; Parochial, 2.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Roman Catholic, 1; Miscellaneous, 6.

Banks: National, 1; State, 1; Total Resources, \$4,500,000.

Theatres: Moving Pictures, 1; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 3,700.

Location: On the east shore of Lake Michigan, at the mouth of the St. Joseph River. Served by the Pere Marquette, Michigan Central, and the Big Four Railways, B. H. St. Joe Ry. & Light Co. (Interurban Service), Southern Michigan Railway Co., Goodrich Transportation Co., and Benton Transit Company. Excellent bus service to northern Indiana, southern and eastern Michigan and Chicago. To nearest larger city by railroad, 1 hour; by trolley, 1½ hours; by auto, 1 hour.

Principal Industries: Hosiery, malleable and gray iron castings, paper, basket machinery, washing machines, air rifles, laundry machinery, paper boxes, compound Pyroon doors, auto parts, industrial rubber goods, buttons, candy, electro generators, flashlights, oils and lubricants, advertising novelties, catalogs, etc. Great fruit growing center and market.

Manufacturing Establishments, 41. Cooper, Wells & Co., Auto Specialties Mfg. Co., St. Joseph Iron Works, Upton Machine Co., Engberg's Elec. & Mech. Works, Fay Foundry Co., Compound & Pyroon Door Co., Watts Laundry Machinery Co., A. B. Morse Co., Williams Bros.

Special Information: St. Joseph is the county seat of Berrien County, which is a large fruit producing district.

Residential Features: Entirely one and two-family houses. No tenements. Private homes predominate with spacious yards. Located on a high bluff overlooking Lake Michigan, makes the Lake Shore Drive the finest residential section anywhere. Only one mile from the city of Benton Harbor, Mich. The two cities are the same as one community, being called the "Twin Cities of Michigan."

Retail Shopping Section: Extends from the river on the north to Elm Street on the south, taking in State and Main Streets, Port, Ship, Pleasant, Broad, Elm, making a very compact business section. There are 5 outlying retail business sections with the usual grocery, confectionery, meat and retail stores in southwestern Michigan. Car and bus service section is excellent.

Trading Area: Extends about 20 miles south and 5 miles east (Lake Michigan is the western boundary). Unusually fine ready-to-wear shops draw trade from Northern Indiana and even as far as Chicago.

Wholesale Houses: Meats, 2; fruits, 5.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto. agencies, 2; automobile accessories, 2; automobile tire agencies, 6; bakers, 4; cigar stores and stands (including hotel stands), 6 (not including drug stores); confectioners (including hotel stands), 4; delicatessen, 3; dressmakers, 7; druggists, 8; dry goods, 2; and 1 ready-to-wear shop; department stores, 1; electrical supplies, 4; florists, 3; fruits, 3; furniture, 2; garages (public), 5; grocers, 12 (chain, 6); hardware, 3; jewelry, 3; meat markets, 5; men's furnishings, 4; men's clothing, 4; merchant tailors, 2; milliners, 4; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 12; shoes, 4; sporting goods, 3; women's apparel, 8.

Guide to Newspaper Markets of MICHIGAN and MINNESOTA

MICHIGAN (Cont'd)

Miscellaneous Data: Doctors (medical, 12), (dentists, 7), (osteopaths, 2); street car service; gas, artificial; electric current, alternating; water, hard.

SAULT STE. MARIE, MICH. (Chippewa County)

1920 Population, 12,096 (1925 est. 14,000). City and Suburban Estimate, 40,000. Native Whites (including Canadian born), 80%; Negroes, 5%; Foreign Born, 15%; Industrial Workers, 21%; English Reading, 90%; Families, 3,000.

Schools: Public Grade, 6; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 4,218.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 3.

Theatres: Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 2,800.

Location: On St. Mary's River at St. Mary's Falls ship canal and locks, served by D. S. & A., Soo Line and C. P. R.Rs. Good bus service to Pickford, De Tour, Cedarville and St. Ignace. Passenger and auto ferry service to Sault Ste. Marie, Ont.

Manufacturing Establishments: 8. Leading firms: Union Carbide Co., Cadillac-Soo Lumber & Chemical Co., Soo Woolen Mills, Hickler Bros. Shipyards, Northwestern Leather Co., King's Foundry, Kaines Boiler Works.

Special Information: Situated on Canadian border and at important point on the Great Lakes make city center of government activities. The customs, St. Mary's Falls ship canal, immigration, U. S. hydrographic office, U. S. coast guard, postal service, Federal Court, etc., make a permanent force of several hundred employees. The famous locks are special science attraction. Tourist business is becoming an important source of revenue, with thousands of visitors in the summer season. County seat of Chippewa County, almost one million acres of finest agricultural country in Upper Peninsula, with dairying growing in importance. City has a live Civic and Commercial Association.

Residential Features: Mostly one-family houses, with number of two and four-family apartments gradually increasing. Few workmen's tenements. Heart of main residential section is within two blocks of main business center.

Retail Shopping Section: Extends from intersection of two principal business streets south of Ashmun Street, 6 blocks; east and west of Portage Avenue, 1 block each way from intersection. Two outlying neighborhood sections: one east on Portage St. near Union Carbide plant, other in Algonquin, a suburb 2 miles west, where tannery of Northwestern Leather Company is located. Also one outlying retail section on south side, a continuation of main section south on Ashmun Street, but separated by a bridge over water power canal which runs through the city. Also various corner groceries.

Trading Area: 25 miles or more south and southwest, and southeast, through the county. Also many from adjoining counties and from Sault Ste. Marie, Ont., just across the river, a city of 20,000.

Wholesale Houses: Groceries, 4; meats, 1; fruits, 2; hardware, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 8; automobile accessories, 7; automobile tire agencies, 12; bakers, 4; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 14; dressmakers, 8; druggists, 10; dry goods, 7; department stores, 6; electrical supplies, 2; florists, 1; fruits, 4; furniture, 5; furriers, 1; garages (public), 3; grocers, 22; hardware, 4; jewelry, 3; meat markets, 9; men's furnishings, 15; men's clothing, 8; merchant tailors, 3; milliners, 7; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 2; restaurants (including hotels), 12; shoes, 1; sporting goods, 2; stationers, 3; women's apparel, 10.

STURGIS, MICH.

(St. Joseph County)

1920 Population, 5,995. City and Suburban Estimate, 24,500. Most important cities and towns in this area are: Burr Oak (pop. 800); Bronson (1,500); Howe, Ind. (400); White Pigeon (700).

Native Whites, 99%; Negroes, .5%; Foreign Born, .5%; Industrial Workers, 2,200; English Reading, 98%; Families, 1,750.

Schools: Public Grade, 4; High, 1; Junior High, 1; Number of Pupils, 1,800.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 5.

Banks: National, 1; State, 1. Capital, Surplus and Undivided Profits (all banks), \$400,000; Total Deposits (all banks), \$2,476,000; Total Resources (all banks), \$3,100,000.

Theatres: Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats 2,500.

Location: On New York Central (old road), Goshen-Battle Creek branch of the N. Y. C. R.R., and G. R. & I. division of the Pennsylvania R.R. To nearest larger city (Elkhart), by railroad, 1 hour; by auto, 1 hour.

Principal Industries: Furniture, sales books, galvanized tanks, baby carriages, plumbers' brass goods, curtain rods, etc.

Manufacturing Establishments: 14. Leading firms: Kirsch Mfg. Co., Royal Easy Chair Co., Aulsbrook & Jones Furniture Co., Wilhelm Furniture Co., Sturgis Mfg. Co., National Carbon Coated Paper Co., Morency Van Buren Mfg. Co., C. A. Miller Co., The Freedland Co., Sturgis Furniture Corp. Total value of yearly output of factories estimated at \$12,000,000.

Special Information: Sturgis is located in southwestern Michigan, four miles from the Indiana state line, and 130 miles due east from Chicago. There are 22 fine lakes within a radius of 25 miles. The streets are 90 per cent paved within the city limits, and streets are lighted by powerful boulevard lights. Sturgis has two city parks, and owns and operates its own municipal hydroelectric plant on the St. Joe River. The city has the "Commission-city-manager" form of government.

Residential Features: Sturgis has approximately 2,100 dwellings. Practically no apartments or flats.

Retail Shopping Section: Chicago Street, running east, and west, 3 blocks; Nottawa Street, running north, and south, 2 blocks.

Trading Area: Extends 18 to 20 miles in each direction.

Wholesale Houses: Groceries, 1. Miscellaneous lines: cigars, 1; tobacco, 1; soft drinks, 1; candies, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; automobile accessories, 2; automobile tire agencies, 6; bakers, 4; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 5; delicatessen, 1; dressmakers, 15; druggists, 4; dry goods, 7; department stores, 2; electrical supplies, 2; florists, 1; fruits, 3; furniture, 2; garages (public), 5; grocers, 28 (chain, 2); hardware, 3; jewelry, 2; meat markets, 5; men's furnishings, 4; men's clothing, 4; merchant tailors, 2; milliners, 3; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 7; shoes, 5; sporting goods, 3; stationers, 2; women's apparel, 4.

Miscellaneous Data: Most pleasant months, May, June, July, Sept., Oct., Nov. Doctors (medical, 8), (dentists, 4), (osteopaths, 2); number of wired houses, 2,000; gas, artificial; number of gas meters, 1,478; electric current, alternating; water, hard.

THREE RIVERS, MICH.

(St. Joseph County)

1920 Population, 5,209.

City and Suburban Estimate, 23,000.

Native Whites, 80%; Negroes, 1%; Foreign Born, 19%; Industrial Workers, 50%; English Reading, 98%; Families, 1,400.

Schools: Public Grade, 4; High, 1; Junior High, 1; Number of Pupils, 1,685.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 8.

Banks: National, 1; State, 1; Total Resources, \$2,722,764.43; Savings Bank Deposits Total, \$1,326,471.32.

Theatres: Legitimate, 1; Moving Pictures, 1.

Location: At junction of Grand Rapids branch, and Air line division of N. Y. C. R.R. Also at the junction of St. Joseph, Portage and Rock rivers. Several bus lines make trips daily and almost hourly to various commercial points within a radius of 35 miles. To nearest large city by railroad, 1 hour; by auto, 1 hour.

Principal Industries: Paper, carton and fibre-board mills, railway gasoline cars, heavy duty pumps, railway supplies. Large fur and robe tanneries, aprons, dresses and ladies' sanitary goods factories, steam traps, machine tools and specialties.

Manufacturing Establishments: Leading firms: Fairbanks, Morse & Co., Eddy Paper Corp., Three Rivers Robe Tannery, Armstrong Machine Works, National Fur and Tanning Co., A. T. Van Alstyn Co., Wagoner-Avery Garment Co., Rivers Machine & Tool Co. Total value of yearly output of factories estimated at \$6,000,000.

Special Information: Location of the city gives it excellent water power, three hydroelectric generating plants being located within the city limits, two privately owned and one by the city. A large strawberry farm, of 240 acres, is at the immediate edge of the city. Fairbanks, Morse products known everywhere.

Residential Features: Practically all one-family houses, very few two-family houses, or flats. No workmen's tenements. Majority of homes owned by occupants. People of the city are unusually democratic, there being little of the so-called exclusive residential district.

Retail Shopping Section: Extends from the post office building on the north, to the St. Joseph River, one block, but what is ordinarily

four city blocks. One outlying shopping district half mile from the center of the city. Also many smaller residential stores or small shopping centers.

Trading Area: About 15 miles west, north and south, and 15-20 miles east. Territory west of the city extends approximately ten miles into Cass County, and this territory is now being built up by the construction of ten miles of concrete paved roadway, which opens territory heretofore almost inaccessible to Three Rivers.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 3; automobile accessories, 2; automobile tire agencies, 9; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 9; dressmakers, 18; druggists, 4; dry goods, 7; department stores, 3; electrical supplies, 1; florists, 1; fruits, 13; furniture, 2; garages (public), 5; grocers, 14 (chain, 3); hardware, 3; jewelry, 2; meat markets, 3; men's furnishings, 4; men's clothing, 4; merchant tailors, 2; milliners, 4; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 5; shoes, 4; sporting goods, 3; stationers, 2; women's apparel, 4.

Miscellaneous Data: Most pleasant months, June to October, inclusive. Doctors (medical, 9), (dentists, 3), (osteopaths, 1); gas, artificial; electric current, alternating; water, hard.

TRAVERSE CITY, MICH.

(Grand Traverse County)

1920 Population, 10,925 (1926 est. 14,000). City and Suburban Estimate, 15,000. Most important cities and towns in this area are: Cadillac (pop. 9,000); Manistee (9,000); Elk Rapids (2,000); Northport (1,200).

Native Whites, 84.6%; Negroes, 0.5%; Foreign Born, 14.9%; Industrial Workers, 26%; English Reading, 92%; Families, 2,650.

Schools: 9; Number of Pupils, 2,839.

Churches: 8.

Banks: 3; Total Resources, \$3,028,499. Total Deposits (all banks), \$6,447,529.

Theatres: 2. Total number of seats, 1,700.

Location: On Grand Traverse Bay, 150 miles north of Grand Rapids. Served by the Penna. Lines West, Pere Marquette, and the Manistee & Northeastern R.Rs. To nearest larger city by railroad, or auto, 5 hours.

Residential Features: Mostly one-family residences.

Retail Shopping Section: About six blocks.

Trading Area: About 30 mile radius.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 6; automobile accessories, 16; automobile tire agencies, 16; bakers, 11; cigar stores and stands (including hotels), 12 (chain, 1); confectioners (including hotel stands), 9; delicatessen, 1; dressmakers, 8; druggists, 7; dry goods, 7; department stores, 2; electrical supplies, 3; florists, 2; fruits, 5; furniture, 3; furriers, 2; garages (public), 19; grocers, 39 (chain, 2); hardware, 6; jewelry, 4; meat markets, 14; men's furnishings, 8; men's clothing, 8; merchant tailors, 3; milliners, 6; opticians, 3; photographers, 4; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 9; shoes, 9; sporting goods, 2; stationers, 2; women's apparel, 7.

Miscellaneous Data: Most pleasant months, June, July, Sept., October. Doctors (medical, 14); (dentists, 11); (osteopaths, 3); gas, artificial; number of gas meters, 1,700; electric current, alternating; number of wired houses, 1,950; water, hard.

YPSILANTI, MICH.

(Washtenaw County)

1920 Population, 7,413 (1925 est., 10,433). Most important cities and towns in this area are: Belleville (pop. 500); Milan (1,200); Saline (800).

Native Whites, 89%; Negroes, 6%; Foreign Born, 5%; English Reading, 99%; Families, 2,278.

Schools: Public Grade, 6; High, 2; Junior High, 2; Number of Pupils, 3,198.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 2; State, 1; Total Resources, \$5,322,260.25.

Theatres: Legitimate, 2; Moving Pictures, 2; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 1.

Location: Situated on the Huron River, 30 miles west by south of Detroit. M. C. and Lake Shore Railroads, also has hourly interurban, and bus service, Detroit to Kalamazoo. To nearest large city, by railroad, 1 hour; by trolley, 1½ hours; by auto, 1½ hours; two interstate auto trunk cement highways.

Principal Industries: Iron, steel, wood, paper, canvas.

Manufacturing Establishments: 22. Leading firms: Peninsular Paper Co., Ypsilanti Foundry Co., U. S. Pressed Steel Co., Commerce Motor Truck Co., Lewis Gear Co., United Store Co.,

Michigan Ladder Co. Ford to open large textile plant. Total value of yearly output of factories estimated at \$7,000,000.

Residential Features: Practically all large one-family houses, owing to Normal College, with an enrollment of 2,600 students, room in private homes. Homes average about \$7,000.

Retail Shopping Section: Mostly all on two streets in center of city. Several neighborhood stores, one neighborhood section, and one colored section.

Trading Area: 15 miles east, 14 south, 9 north, 6 west.

Wholesale Houses: Candy, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto agencies, 3; automobile accessories, 3; automobile tire agencies, 7; bakers, 3; cigar stores and stands (including hotels), 4 (chain, 1); confectioners, 15; delicatessen, 1; druggists, 7 (chain, 1); dry goods, 6; department stores, 3; electrical supplies, 4; florists, 4; fruits, 3; furniture, 4; furriers, 1; garages (public), 14; grocers, 34 (chain, 4); hardware, 4; jewelry, 3; meat markets, 8 (chain, 1); men's furnishings, 1; men's clothing, 5; merchant tailors, 1; milliners, 4; opticians, 3; photographers, 4; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 12; shoes, 4; sporting goods, 1; stationers, 3; women's apparel, 2; 5 and 10c stores, 2 (chain, 1).

Miscellaneous Data: Most pleasant months, May to October, inclusive; doctors (medical, 9), (dentists, 7), (osteopaths, 20); number of wired houses, 1,872; gas, artificial; electric current, alternating; water, very hard.

Standard Surveys of MINNESOTA

ALBERT LEA, MINN.

(Freeborn County)

1920 Population, 8,056 (1925 est., 11,000).

Native Whites, 85%; Negroes, 2 families; Foreign Born, 15%; Industrial Workers, 20%; English Reading, 95%; Families, 2,665.

Schools: Public Grade, 5; High, 1; Junior High, 1; Parochial, 1.

Churches: Baptists, 2; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 6.

Banks: National, 2; State, 3.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 2,000.

Location: In the southern boundary of Minnesota, the center of a rich agricultural and dairy district. Served by Chicago, Milwaukee & St. Paul, Minneapolis & St. Louis, Chicago, Rock Island & Pacific and Illinois Central Railroads. Railroads radiate in ten directions from Albert Lea. Excellent bus service in all directions. To nearest large city by railroad 3½ hours; by auto, 4 hours.

Principal Industries: Gas lights and stoves, cutlery, corsets, cigars, sprayers, barn equipment, butter, tools, road building machinery, and all kinds of iron and steel products. More than 25 million dollars' worth of merchandise distributed annually by wholesale and manufacturing plants. 1,800 people employed by manufacturers and wholesalers.

Manufacturing Establishments: 40. Leading firms: American Gas Machine Co., Wilson Packing Co., Enders Inc., Globe Mfg. Co., Edwards Mfg. Co., Interstate Power Co., Albert Lea Foundry, Olson Mfg. Co. Total value of yearly output of factories estimated at \$25,000,000.

Residential Features: One- and two-family houses. Some exceptionally fine residential districts. City beautifully laid out for commodious and attractive homes.

Retail Shopping Section: Extends four blocks on Broadway, and three blocks on six intersecting streets, making city compact instead of spread out on one long street. Separate section supplying 2,500 people in one of outlying districts, but within city limits. Several outlying, or residential stores.

Trading Area: Albert Lea receives trade from distance of thirty miles in every direction. Inter-mittent shoppers from greater distances in southern Minnesota and northern Iowa.

Wholesale Houses: Groceries, 1; meats, 1; fruits, 1; hardware, 1; dry goods, 1; miscellaneous lines, 6.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial automobile agencies, 4; automobile accessories, 4; automobile tire agencies, 8; bakers, 4; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 10; dressmakers, 3; druggists, 6; dry goods, 9; department stores, 4; electrical supplies, 4; florists, 1; fruits, 42; furniture, 5; furriers, 2; garages (public), 12; grocers, 38 (chain, 3); hardware, 5; meat markets, 6; men's furnishings, 8; men's clothing, 7; merchant tailors, 2; milliners, 5; opticians, 4; photographers, 5; pianos (and miscellaneous musical instruments), 3; radio supplies, 5; restaurants (including hotels), 8; shoes, 7; sporting goods, 5; stationers, 1; women's apparel, 7.

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MINNESOTA (Cont'd)

Albert Lea (cont'd)

Miscellaneous Data: Average temperature, 45 degrees; average number of rainy days per twelve months, 48; most pleasant months, June to October, inclusive. Doctors (medical, 14); (dentists, 11); (osteopaths, 2); number of wired houses, 2,700; gas, artificial; electric current, alternating; water, hard.

AUSTIN, MINN.

(Mower County)

1920 Population, 10,118.

City and Suburban Estimate, 15,000. Most important cities and towns in this area are: Rochester (pop. 13,000); Albert Lea (10,000); Owatonna (6,000); Fairbault (12,000).

Native Whites, 70%; Foreign Born, 30%; English Reading, 80%; Families, 2,500.

Schools: Public Grade, 5; High, 1; Junior High, 1; Parochial, 2; Number of Pupils, 2,900.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 2; Roman Catholic, 1; Seventh Day Adventist, 1; Lutheran, 2.

Banks: National, 2; State, 1; Capital, Surplus, and Undivided Profits (all banks), \$5,000,000; Total Deposits (all banks), \$3,200,000; Total Resources (all banks), \$6,000,000.

Theatres: Legitimate, 1; Moving Pictures, 3; Total number of seats, 1,950.

Location: In southern Minnesota, 12 miles from Iowa state line, on Chicago, Milwaukee & St. Paul, and Chicago Great Western Railroads; Oak Dale Trail, Red Ball Route, and Southern Minnesota Air Line. From 40 to 50 carload shipments of meat products leave the city daily from the Geo. A. Hormel Packing plant. To nearest large city by railroad, 3 1/2 hours; by auto, 4 hours. Only 12 miles from the fertile and widely advertised Hollandale Farms section recently opened and into which two railroads were built this year. Many of these thrifty farmers trade in Austin.

Manufacturing Establishments: Geo. A. Hormel Packing Co. (pork packers), Austin Foundry Co., Austin Brick & Tile plant, Fowler & Pay Cement Works, Milwaukee car shops, Finch, Van Slyck & McConville, overall factory.

Special Information: With over 100 new homes and business blocks being erected in Austin again this year, this city is widely advertised throughout the Northwest as enjoying the biggest forward move of any city of similar size. A large increase in the packing plant accounts for much of this, together with the location here of an overall factory employing 100 women, while the new million dollar high school erected 4 years ago is drawing families from long distances to live here for the benefit of their children.

Residential Features: Ninety per cent of the residents of the city own their own homes. Individual dwellings and a few apartment houses make up the bulk of the homes.

Retail Shopping Section: Is grouped around the public square, where courthouse is located. An important retail section is also developing along Water Street, particularly the east end, near the Milwaukee station, which is located on the east side of the city. A drug store, meat market, hotel, two grocery stores, a shoe shop, variety store, barber shop, and large garage make up this section.

Trading Area: Extends about twenty miles north, east and south, and slightly less toward the west, as Albert Lea, another county seat city, is located twenty-two miles from Austin in that direction. Splendid bus service in all directions aids in the drawing of patrons to Austin from long distances.

Wholesale Houses: Groceries, 2; meats, 1; fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial automobile agencies, 4; automobile accessories, 11; automobile tire agencies, 15; bakers, 4; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 10; dressmakers, 10; druggists, 5 (chain, 1); dry goods, 8; electrical supplies, 3; florists, 2; fruits, 4; furniture, 3; furriers, 1; garages (public), 6; grocers, 36 (chain, 1); hardware, 3; jewelry, 4; meat markets, 12 (chain, 1); men's furnishings, 4; men's clothing, 4; merchant tailors, 3; milliners, 6; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 4; restaurants (including hotels), 8; shoes, 9; sporting goods, 4; stationers, 6; women's apparel, 8.

Miscellaneous Data: Average temperature, 45 degrees; average number of rainy days per twelve months, 50; most pleasant months, April, to November. Doctors (medical, 14); (dentists, 13); (osteopaths, 4); bus service; gas, artificial; number of gas meters, 1,860; electric current, alternating; number of wired houses, 2,490; water, hard.

See announcement column 4

BEMIDJI, MINN.

(Beltrami County)

1920 Population, 7,088.

City and Suburban Estimate, 11,000. Most important cities and towns in this area are: Duluth, Minn., Grand Forks, N. D., Fargo, N. D.

Native Whites, 75%; Negroes, .001%; Foreign Born, 25%; Industrial Workers, 45%; English Reading, 98%; Families, 1,600.

Schools: Public Grade, 4; High, 1; Junior High, 1; Parochial, 2; State Teachers' College; Number of Pupils, 2,350.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 6.

Banks: National, 2; State, 2; Capital, Surplus, and Undivided Profits (all banks), \$164,492.19; Total Deposits (all banks), \$193,226.68; Total Resources (all banks), \$2,456,854.40.

Theatres: Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 3; Total number of seats, 5,250.

Location: On Lake Bemidji, in northern part of the state, twenty miles from source of Mississippi. Located on "Soo," Great Northern, Northern Pacific, and Red Lake R.R.s. Jefferson Highway, Theodore Roosevelt Highway and Mississippi River Scenic Highway run through city. Bus connections with "Twin Cities" and Duluth and Grand Forks. To nearest large city (Duluth), by railroad, 7 hours; by auto, 6 hours.

Principal Industries: Lumber mills and kindred industries, railroad shops, big butter and cream center, bottling works, brick plants, woolen mills, baking, printing.

Manufacturing Establishments: 17. Leading firms: Crookston Milling Co., Bemidji Woolen Mills, Bemidji Mfg. Co., Blue Valley Creamery, Langdon Ice Cream Co., Chicago Box & Crating Co., Bemidji Brick Co., Bemidji Concrete Mfg. Co., Bemidji Dairy Co., Golden West Bottling Works, Bemidji Foundry, Drs. Larson & Larson (manufacturing optometrists), General Body Co., Home Baking Co., Beltrami Elevator & Milling Co., Northern Bread Co. (Quality Bakery).

Special Information: Is the center of rapidly developing dairy country, as a natural development of cut-over lands. Is in the heart of the "Ten Thousand Lake" region of Minnesota, enjoying tremendous summer business. Over 10,000 tourists register annually at public tourists' camp. Only large city within radius of one hundred miles. Every indication of increasing in population and resources at a rapid rate.

Residential Features: City of home-owners, and great center for traveling men, because of railroad facilities. Teachers' College brings in many families. "White Way," paved streets, good water department and public utilities, both gas and electric light. Company of National Guard and naval militia, with fine armory. Hospitals 2. Big Masonic temple and public library. Seat of northern Minnesota Fair.

Retail Shopping Section: Extends from stations six blocks up Beltrami and Minnesota Avenues, with connecting side streets. Compact district, with excellent retail stores. A number of neighborhood grocery stores.

Trading Area: Forty miles in each direction, on account of size of town, good roads and good railroad connection. Business received from individuals at a great distance, but legitimate trading territory.

Wholesale Houses: Groceries, 3; bakeries, 4; meats, 2; fruits, 2; miscellaneous lines, ice cream, 1; butter, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 13; commercial automobile agencies, 7; automobile accessories, 22; automobile tire agencies, 9; bakers, 6; cigar stores and stands (including hotels), 45 (chain, 1); confectioners (including hotel stands), 20; delicatessen, 2; dressmakers, 2; druggists, 3; dry goods, 8; department stores, 4; electrical supplies, 4; florists, 2; fruits, 2; furniture, 4; furriers, 1; garages (public), 7; grocers, 42 (chain, 2); hardware, 3; jewelry, 4; meat markets, 13 (chain, 1); men's furnishings, 7; men's clothing, 6; merchant tailors, 2; milliners, 5; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 18; shoes, 8; sporting goods, 3; stationers, 1; women's apparel, 5; variety shops, 3.

Miscellaneous Data: Most pleasant months, May to November. Doctors (medical, 16); (dentists, 7); (osteopaths, 1); gas, artificial; number of gas meters, 500; electric current, alternating; number of wired houses, 1,500; water, soft.

CROOKSTON, MINN.

(Polk County)

1920 Population, 6,825.

City and Suburban Estimate, 35,000. Most important cities and towns in this area are: Red Lake Falls (pop. 1,500); Thief River Falls (3,000); Ada (1,500); Warren (1,500).

Native Whites, 80%; Foreign Born, 20%; English Reading, 95%; Families, 2,162.

Schools: Public Grade, 6; High, 1; Junior High, 1; Parochial, 2; Number of Pupils, 1,700.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 2.

Banks: National, 1; State, 4; Total Resources, \$6,000,000; Savings Bank Deposits Total \$2,000,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 5,500.

Location: Great Northern and Northern Pacific Rys. Five branch lines of railroads, center here. Is central city of Red River Valley and rallying point for people of this great agricultural region.

Principal Industries: Dairy and flour manufacturers, flax fibre, wheat and cattle shipping point of northern Minnesota. Also center of sugar beet and potato industry.

Manufacturing Establishments, 40. Leading firms: Red River Lumber Co., Sash and Door Factory, Lappan Flax Fibre Co., Miller Tannery

Corp., Flour Milling Co., Top and Body Works, two large central creamery companies. Total value of yearly output of factories estimated at \$20,000,000.

Special Information: Center of the greatest agricultural section in the State.

Residential Features: 75% of families in city own their own homes. A city of uniformly good residences, ranging in value from \$2,500 to \$20,000. A large part of residence section paved.

Retail Shopping Section: Has four fine business streets, two running north and south and two east and west, so that business section is compact and substantial looking. All business section paved with asphalt.

Trading Area: Comprises the entire Red River Valley, embracing nine large counties, 225 miles north and south, and 60 miles east and west.

Wholesale Houses: Groceries, 2; meats, 2; fruits, 2; hardware, 1; Miscellaneous lines, cigar, 2; candy, 2; bread, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial automobile agencies, 3; automobile accessories, 6; automobile tire agencies, 8; bakers, 4; cigar stores and stands (including hotels), 11; confectioners (including hotel stands), 16; delicatessen, 1; dressmakers, 5; druggists, 3; dry goods, 9; department stores, 5; electrical supplies, 2; florists, 2; fruits, 20; furniture, 4; furriers, 1; grocers, 22 (chain, 3); garages (public), 4; hardware, 3; jewelry, 4; meat markets, 4; men's furnishings, 7; men's clothing, 7; merchant tailors, 3; milliners, 5; opticians, 3; photographers, 4; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; restaurants (including hotels), 14; shoes, 5; sporting goods, 3; stationers, 4; women's apparel, 5.

Miscellaneous Data: Average temperature, 40 degrees; average number of rainy days per 12 months, 30; most pleasant months, May, June, July, Sept., Oct. Doctors (medical, 20); (dentists, 9); (osteopaths, 2); number of wired houses, 1,900; gas, artificial; number of meters, 900; electric current, alternating; water, hard.

DULUTH, MINN.

(St. Louis County)

1920 Population, 98,917 (1925, 115,403).

City and Suburban Estimate, 325,000.

Native Whites, 69.6%; Negroes, 0.5%; Foreign Born, 30.4%; Industrial Workers, 45,002 (34,968 male, 10,034 female); English Reading, 93.8%; Families, 21,294.

Schools: Public Grade, 46; High, 5; Junior High, 2; Parochial, 1; Number of Pupils, 23,130.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 2; Hebrew, 3; Methodist, 4; Presbyterian, 3; Roman Catholic, 10; Miscellaneous, 8; all denominations, 106.

Banks: National, 6; State, 9; Total Resources, \$69,235,461; Savings Bank Deposits Total, \$20,944,115.

Theatres: Legitimate, 1; Moving Pictures, 10; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2; Total number of seats: Theatres, 8,750; Armory, 3,500; Shrine Auditorium, 2,000; Total, 14,250.

Location: At the head of Lake Superior, northwest Minnesota. Served by Northern Pacific "Soo Line," Chicago & Northwestern, D. S. S. & Q. D. M. & N. D., I. R. D. W. & P. G. N., C. M. & St. P. Steamships to Duluth. Excellent bus service to range towns also to Minneapolis, and St. Paul. To nearest large city by railroad, 4 hours; by auto, 6 hours.

Principal Industries: Steel, grain, coal, salt and cement trade, fisheries, wholesale trade, shipping.

Manufacturing Establishments: 227. Leading firms: Minnesota Steel Co., F. A. Patrick & Co. (woolen products), Clyde Iron Works (hardware). Total value of yearly output of factories estimated at \$300,000,000.

Special Information: Location of the city makes it the shipping point of the northwest. Duluth also has cheap water transportation to the east, five railroads to the Pacific Coast, cheap and unlimited hydroelectric power. Immense iron fields at its back door. Vast available dock acreage, pure water, good climate and cheap fuel. A rich dairying and gardening hinterland.

Residential Features: Private homes predominate. Finest residential district located in east end, and Woodland, other homes average in value \$5,000, \$6,000 and \$7,000.

Retail Shopping Section: Extends from 5th Avenue West to 2nd Avenue East, Superior Street, and First Street, occupied by department stores, drug stores, women's apparel, men's clothing, shoe stores, etc.

Trading Area: 125 miles north, 200 miles west, 150 miles south (including range towns).

Wholesale Houses: Groceries, 8; meats, 14; fruits, 5; hardware, 4; dry goods, 8; Miscellaneous lines: confectionery, 6; fuel, 10.

Number of Retail Outlets for Nationally Advertised Products: Most are dealers in both passenger and commercial automobiles. Passenger automobile agents, 43; automobile accessories, 22; automobile tire agencies, 33; bakers, 31; cigar stores, 18 (chain, 1); confectioners, 50; dressmakers, 19; druggists, 51 (chain, 1); dry goods, 31; department stores, 20; electrical supplies, 15; florists, 8; fruits, 9; furniture, 26; furriers, 9; garages, 57; grocers, 292 (chain, 2); hardware, 51, jewelry, 26; meat markets, 80; men's furnishings, 50; merchant tailors, 35; milliners, 14; opticians, 4; photographers,

15; pianos, 8; radio supplies, 4; restaurants, 68 (chain, 3); shoes, 22; sporting goods, 4; stationers, 3; women's apparel, 29.

Miscellaneous Data: Average temperature 40 degrees; average number of rainy days per 12 months, 40; most pleasant months, May to Oct. Doctors (medical, 255); (dentists, 89); (osteopaths, 4); street car service; gas, artificial; electric current, alternating; number of wired houses, 23,100; water, soft.

FAIRBAULT, MINN.

(Rice County)

1920 Population, 11,089 (1925 est. 12,232).

City and Suburban Estimate 20,000. Most important cities and towns in this area are: Northfield (pop. 4,544); Morristown (750); Kenyon (1,500).

Native Whites, 84.9%; Negroes, 0.1%; Foreign Born, 15%; Industrial Workers, 18%; English Reading, 95%; Families, 2,500.

Schools: Public Grade, 5; High, 1; Junior High, 1; Parochial, 3; Private, 5; State, 3; Number of Pupils, 2,300.

Churches: Baptist, 1; Congregational, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 3; Miscellaneous, 6.

Banks: National, 2; State, 2; Capital, Surplus and Undivided Profits (all banks), \$639,577; Total Deposits (all banks), \$5,000,000; Total Resources (all banks), \$6,000,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 4. Total number of seats, 3,000.

Location: On the C. R. I. & P., C. M. & St. P., Great Western, and Minnesota, Northfield & Southern Rys., running into "Twin Cities," coming from south, Great Western east and west from Mankato, Minn., to Fairbault. Jefferson Highway Transportation Company runs two-hour bus service from Mason City, Iowa, to "Twin Cities." Pavement from Fairbault to St. Paul—excellent roads. To nearest large city, by railroad, 2 hours; by trolley or auto, 2 hours.

Principal Industries: Shoes, furniture, floor trucks, brooms, amusement park water chutes, summer tourist trade, wholesale grocery houses, candy, printing, woolen blankets.

Manufacturing Establishments: Leading firms: North Star Furniture Co., Daisy Woodcraft Co., Spiral Cutter Co., Fairbault Planing Mills, Fairbault Cab & Body Co., Shaft-Pierce Shoe Company, Peterson Art Furniture Company, Fairbault Furniture Company, Nutting Truck Company (floor trucks), Fairbault Broom Factory, Sellen Manufacturing Company (furniture and bathing beach chutes), H. H. King Flour Mills, Swift & Co., Theopold-Reid Co., Wilson Packing Co., E. W. Leach & Sons, Northfield Milk Products Co., H. A. Boyer Co., Fairbault Canning Co., Northern States Power Co., Humphrey Elevator Co., F. W. Winter & Co., Fairbault Machine Shops, Farmer Seed & Nursery Co., Andrew Nursery Co., Brand Peony Farms, Voegel Creamery, Fleckenstein Beverage Co., Fairbault Dairy Co., Fairbault Co-operative Creamery Co., Fairbault Woolen Mills (wool blankets), Schimmel Company (furniture), Schwartz-Blon Candy Company.

Residential Features: Ninety per cent of population own their homes. About 2,500 single-family houses, 50 to 75 duplex houses and 3 or 4 small apartment houses.

Retail Shopping Section: Central Avenue, 7 blocks; Second Street, 2 blocks; Third Street, 4 blocks; Fourth Street, 4 blocks; Fifth Street, 2 blocks; Sixth Street, 1 block; First Avenue, 7 blocks.

Trading Area: Fairbault's trade has a radius of about 25 miles, good roads, and intensive trade drives have extended trade territory beyond a radius of 20 to 25 miles. The people beyond the 10 mile circle come to Fairbault to trade once a week.

Wholesale Houses: Groceries, 1; meats, 1; miscellaneous lines, seeds, 1; nursery stock, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial automobile agencies, 8; automobile accessories, 1; automobile tire agencies,

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MINNESOTA (Cont'd)

1; bakers, 3; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 15; dressmakers, 6; druggists, 5 (chain, 4); dry goods, 5; department stores, 4; electrical supplies, 3; florists, 2; fruits, 6; furniture, 3; furriers, 1; garages (public), 8; grocers, 38; hardware, 5; jewelry, 4; meat markets, 5; men's furnishings, 5; men's clothing, 5; merchant tailors, 4; milliners, 4; opticians, 4; photographers, 5; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 7; stationers, 3; women's apparel, 5.

Miscellaneous Data: Doctors (medical, 17); (dentists, 13); (osteopaths, 2); street car service; gas, artificial; number of meters, 1,556; electric current, alternating; number of wired houses, 2,227; number of automobile registrations, 9,526.

FERGUS FALLS, MINN.

1920 Population, 7,581.

City and Suburban Estimate, 12,200. Most important cities and towns in this area are: Pelican Rapids (pop. 1,156); Perham (1,370); Elbow Lake (867); Henning (755).

Native Whites, 84%; Foreign Born, 16%; Industrial Workers, 10%; English Reading, 98%; Families, 1,575.

Schools: Public Grade, 3; High, 1; Junior High, 1; Parochial, 3; Number of Pupils, 1,450.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 6.

Banks: National, 2; State 4; Total Resources, (all banks), \$6,300,000; Savings Bank Deposits, Total \$3,200,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 2,800.

Location: In west central Minnesota, served by the Great Northern and the Northern Pacific Railways. Good bus service to central and eastern parts of state. To nearest large city by railroad, 3 hours; by auto, 4 hours.

Principal Industries: Flour mills, woolen mills, woodwork mill, meat packing plant.

Manufacturing Establishments: 22. Leading firms: Northwestern Manufacturing Co., Fergus Falls Woolen Mill Co., Liberty Garment Mfg. Co., Red River Flour Mills. Total value of yearly output of factories estimated at \$2,300,000.

Residential Features: Mostly one-family houses. All are private homes.

Retail Shopping Section: Located in 12 blocks.

Trading Area: Reaches 45 miles east, 25 miles south and 30 miles north, and 27 miles west. Good bus service and excellent state trunk highways in all directions.

Wholesale Houses: Groceries, 2; meats, 1; fruits, 1; miscellaneous lines, woolen blankets, clothes, etc., 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto agencies, 2; automobile accessories, 7; automobile tire agencies, 8; bakers, 2; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 16; dressmakers, 10; druggists, 5; dry goods, 6; department stores, 2; electrical supplies, 3; florists, 2; fruits, 2; furniture, 3; furriers, 1; garages (public), 5; grocers, 24 (chain, 1); hardware, 4; jewelry, 3; meat markets, 5; men's furnishings, 2; men's clothing, 4; merchant tailors, 3; milliners, 3; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 9; shoes, 3; sporting goods, 2; stationers, 2; women's apparel, 5.

Miscellaneous Data: Most pleasant months, May to October, inclusive. Doctors (medical, 16); (dentists, 11); (osteopaths, 1); electric current, alternating; number of wired houses, 1,375; water, soft.

HIBBING, MINN.

(St. Louis County)

1920 Population, 15,089 (1925 est. 17,132).

City and Suburban Estimate, 50,000.

Schools: Public Grade, 21; Junior High, 2; Parochial, 1; Junior College, 1; Number of Pupils, 6,700.

Churches: Christian Science, 1; Episcopal, 2; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 3.

Banks: National, 2; State, 2; Total Resources (all banks), \$5,427,827.93.

Theatres: Moving Pictures, 4; Miscellaneous (Auditoriums, etc.), 3; Total number of seats, 8,000.

Location: In northeast part of Minnesota, 90 miles from Lake Superior. Served by Duluth, Mesaba & Northern, and Great Northern Railroads. Buses leaving for Duluth every hour, and "Twin Cities" twice a day. To nearest large city, by railroad, 3½ hours; by auto 2½ hours.

Principal Industries: Iron industry.

Manufacturing Establishments: Leading firm: Oliver Iron Mining Co.

Residential Features: Mostly one and two-family houses, with apartment and few tenement houses. One of the finest private residential sections is located west of Howard Street. Homes in the latter section average in value \$8,000.

Retail Shopping Section: Extends the length of First Avenue, and five blocks on Howard Street, the latter being the main business district. There are also several smaller neighborhood sections, with the usual grocery, confectionery, meat, and small shops.

Trading Area: Extends about fifteen miles north, east, and south, bus and trolley services being very good.

Wholesale Houses: Groceries, 7; meats, 1. Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; automobile accessories, 8; automobile tire agencies, 3; bakers, 5; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 30; delicatessen, 15; dressmakers, 15; druggists, 7; dry goods, 10; department stores, 5; electrical supplies, 4; florists, 2; fruits, 2; furniture, 8; garages (public), 3; grocers, 56 (chain, 3); hardware, 6; jewelry, 6; meat markets, 16 (chain, 1); men's clothing, 8; merchant tailors, 4; milliners, 3; opticians, 2; photographers, 6; pianos (and miscellaneous musical instruments), 3; radio supplies, 3; restaurants (including hotels), 20; shoes, 1; women's apparel, 2.

Miscellaneous Data: Average temperature, 50 degrees; average number of rainy days per 12 months, 101; most pleasant months, June to Oct., inclusive. Doctors (medical, 18); (dentists, 12); (chiropractors, 3); street car service; gas, artificial, electric current, alternating; number of wired houses, 3,000; water, hard.

INTERNATIONAL FALLS, MINN.

(Koochiching County)

1920 Population, 3,448.

City and Suburban Estimate, 6,000.

Native White, 75.36%; Negroes, .04%; Foreign Born, 24.6%; Industrial Workers, 25%; English Reading, 90%; Families, 1,200.

Schools: Public Grade, 3; High, 1; Junior High, 1; Number of Pupils, 1,200.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1.

Banks: National, 1; State, 1; Total Resources, \$1,500,000; Savings Bank Deposits Total, \$500,000.

Theatres: Moving Pictures, 1; Vaudeville, 1. Total number of seats, 1,100.

Location: At Falls in Rainy River, 3 miles from outlet of Rainy Lake. Central part of northern boundary of Minnesota. Served by Canadian National and Nor. Pac. Rys. Located on Minn. Trunk Highways, Nos. 11 and 4.

Principal Industries: Print and craft paper mills, insulate mill, lumber mill, commercial fishing and farming.

Manufacturing Establishments, 4. Minnesota & Ontario Paper Co., International Insulate Co., International Lumber Co., Lakeside Fish Co. Annual output, \$9,000,000.

Special Information: Location of the city makes it a distributing point for places southeast, south, and southwest. It is a receiving point for commodities entering U. S. from Canada, the principal imports being lumber, furs and fish.

Residential Features: Mostly one-family houses; very few apartment buildings. Splendid residential section along Rainy River.

Retail Shopping Section: Principal business street is Third St., extending from Rainy River in a westerly direction about one mile. Manufacturing industries located on Rainy River at the east and north of town.

Wholesale Houses: Groceries, 1.

Number of Retail Outlets for Nationally Advertised Products: Bakers, 3; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 2; dressmakers, 5; druggists, 3; dry goods, 2; department stores, 2; electrical supplies, 1; florists, 1; fruits, 4; furniture, 3; furriers, 1; garages (public), 6; grocers, 8; hardware, 3; jewelry, 3; meat markets, 4; men's furnishings, 4; men's clothing, 4; merchant tailors, 2; milliners, 2; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 1; restaurants (including hotels), 8; shoes, 7; sporting goods, 3; stationers, 2; women's apparel, 2.

LITTLE FALLS, MINN.

(Morrison County)

1920 Population, 5,500.

City and Suburban Estimate, 7,800.

Native Whites, 60%; Foreign Born, 40%; Industrial Workers, 10%; English Reading, 89%; Families, 1,500.

Schools: Public Grade, 5; High, 1; Junior High, 1; Parochial, 2; Number of Pupils, 1,438.

Churches: Baptist, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 4; Lutheran, 4; Miscellaneous, 2.

Banks: National, 2; State, 2; Total Resources, (all banks) \$3,781,934.54; Savings Bank Deposits, Total \$3,301,709.53.

Theatres: Legitimate, 1; Moving Pictures, 1. Total number of seats, 1,000.

Location: In the center of the state, on the Mississippi River, 106 miles northwest of St. Paul, and served by the Northern Pacific R.R., main line, and the Dakota division, branch line. It is the northern terminal of the longest stretch of paving in Minnesota, which affords excellent passenger and truck service by automobile.

Principal Industries: Paper, pulp, granite, flour, butter, power, ice cream, canning, and farming, garment factory.

Manufacturing Establishments, 12. Hennepin Paper Co., Itasca Paper Co., Little Falls Black Granite Co., Peerless Granite Co., Little Falls Milling Co., Northwestern Milling Co., Klewell Products Co., Minnesota Power & Light Co., Farmers' Co-operative Creamery Co., West Creamery Co., Little Falls Garment Co. Value annual output, \$2,150,000.

Special Information: Little Falls is the gateway to Minnesota's "Ten Thousand Lakes," also the center of the largest hydroelectric development in the Northwest. Within the city limits, and located on the Mississippi River, is a development of 10,000 horsepower, and within 10 miles of the city there is nearing completion a 27,000 horsepower plant. We have several good factory sites on trackage. The black granite from the quarries near Little Falls is unsurpassed in strength, quality, and beauty. Little Falls is also the smallest town in the United States to boast of an Elks' Home.

Residential Features: Mostly one and two-family houses, private homes almost exclusively.

Retail Shopping Section: Extends on Broadway to both the east, and west side of the Mississippi River for 8 blocks; also on 1st Street running from 2nd Avenue southeast, to 1st Avenue northeast, a distance of 4 blocks. There are also other streets paralleling 1st Street for 2 blocks in length. This consists of the chief shopping districts. Several small stores scattered throughout the city.

Trading Area: Extends about 15 miles in all directions. Intermittent business from all parts of the county.

Wholesale Houses: Meats, 1; fruits, 1; miscellaneous lines, candy, 1; cigar and tobaccos, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto agencies, 4; automobile tire agencies, 1; bakers, 3; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 6; dressmakers, 20; druggists, 3; dry goods, 3; department stores, 5; electrical supplies, 2; furniture, 4; garages (public), 5; grocers, 25; hardware, 5; jewelry, 2; meat markets, 5; men's furnishings and men's clothing, 8; merchant tailors, 3; milliners, 4; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 10; shoes, 10; sporting goods, 6; stationers, 1; women's apparel, 5.

MANKATO, MINN.

(Blue Earth County)

1920 Population, 12,469.

City and Suburban Estimate, 60,677. Most important cities and towns in this area are: Rochester (pop. 13,722); New Ulm (6,745); Fairbault (11,089); Austin (10,113).

Native Whites, 87%; Foreign Born, 13%; Industrial Workers, 10%; English Reading, 96%; Families, 3,200.

Schools: Public Grade, 4; High, 1; Junior High, 2; Parochial, 2; Number of Pupils, 3,200.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 2; Roman Catholic, 2; Miscellaneous, 8.

Banks: National, 3; State, 5; Total Resources (all banks), \$10,734,000; Savings Bank Deposits Total (all banks) \$1,309,000; Time Deposits (all banks) \$3,076,000.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 6,500.

Location: At the south bend of the Minnesota River, almost exactly in the geographical center of southern Minnesota, served by Chicago Great Western, Chicago, Milwaukee, St. Paul, and Chicago, North Western Railways. Excellent bus service in all directions. Unusually good roads promote motor travel to Mankato from a wide territory.

Principal Industries: Stone, cement, flour milling, garments, machinery, tool, poultry supplies, printing and lithographing. Distributing point for plumbing supplies, groceries, fruit, automobiles and accessories, paper, candy, etc. Third largest hog market in Minnesota. Important poultry market, both for pure-bred stock and dressed poultry. Large dairy and creamery center.

Manufacturing Establishment, 53: Leading firms: The Carney Co., Breen Stone Co., Hubbard Milling Co., Hugo Shirt Co., Little Giant Co., R. F. Neubert Co., Truth Tool Co.

Special Information: Mankato claims to be the wholesale, retail, educational, musical, and political center of southern Minnesota. Because of railroad and highway facilities, it serves an unusually wide trading territory. Center of diversified farming district, which specializes in dairying, stock raising, and high grade poultry. Many fine herds of pure-bred cattle. Educational center, 2,300 out-of-town students in Mankato schools and colleges. Distributing point for Standard Oil, and three other oil companies.

Residential Features: Mostly one and two-family houses. No tenements and no slums, homes predominate. Fine boulevards and parks. Good street car service with 5 cent fare.

Retail Shopping Section: Extends 14 blocks on Front Street, includes also about 6 blocks of side streets, immediately adjacent. Several smaller "neighborhood" sections with the usual grocery, meat, and confectionery shops are rapidly developing.

Trading Area: Extends about sixty miles west and south; about twenty miles north and east.

Wholesale Houses: Groceries, 2; meats, 1; fruits, 3; miscellaneous lines, plumbing supplies, 2; auto accessories, 1; candy, 4; paints, 1; paper, 1; oils, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 25; commercial auto agencies, 6; automobile accessories, 33; automobile tire agencies, 33; bakers, 6; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 14; delicatessen, 2; dressmakers, 10; druggists, 7; dry goods, 12; department stores, 6; electrical supplies, 5; florists, 3; fruits, 5; furniture, 6; furriers, 3; garages (public), 22; grocers, 62; hardware, 8; jewelry, 6; meat markets, 15; men's furnishings, 8; men's clothing, 8; merchant tailors, 3; milliners, 6; opticians, 4; photographers, 4; pianos (and miscellaneous musical instruments), 3; radio supplies, 11; restaurants (including hotels), 14; shoes, 7; sporting goods, 5; stationers, 3; women's apparel, 7.

Miscellaneous Data: Doctors (medical, 27); (dentists, 19); (osteopaths, 3); street car service; gas, artificial; number of meters, 2,147; electric current, alternating; number of wired houses, 3,000; water, hard.

MINNEAPOLIS, MINN.

(Hennepin County)

1920 Population, 380,582 (July 1, 1926, estimate 433,590).

City and Suburban Estimate (for Hennepin County), 470,500.

Native Whites, 288,333; Negroes, 3,927; Foreign Born, 88,032; Industrial Workers, 174,289; English Reading, 75%; Families, 91,843 (1925 estimate, 100,000).

Schools: Public Grade, 89; Senior High, 4; Junior-Senior High, 7; Vocational High, 2; Parochial, 36; Number of Pupils (close of school year, 1924-25), 78,982; University of Minnesota, enrollment (1924-25), 20,612.

Churches: Baptist, 22; Christian Scientist, 6; Congregational, 18; Episcopal, 16; Hebrew, 11; Methodist, 28; Presbyterian, 19; Roman Catholic, 26; Greek Catholic, 2; Greek Orthodox, 2; Lutheran, 72; Latter Day Saints, 1; Unitarian, 1; Universalist, 2; Spiritualist, 2; United Brethren, 1; First Church of Brethren, 1; Evangelical, 2; Evangelical Synod, 3; Disciples, 7; Friends (Quaker), 1; Free Church, 5; Seventh Day Adventist, 3; Swedenborgian Church, 1; Nazarene, 1; Swedish Mission Covenant of America, 7; African M.E. (colored), 4; Park Advent Christian, 1; Missions, 6. Total number of churches, 271.

Banks: National, 6; State, 23; Savings Banks, 3; Trust Companies, 3; Total Bank Deposits, Jan. 1, 1926 (all banks) \$325,569,240.

Theatres: Legitimate, 2; Moving Pictures, 52; Vaudeville, 4; Burlesque, 1; Miscellaneous (Auditoriums, etc.), 2.

Location: Minneapolis is situated on the Mississippi River, at the Falls of St. Anthony, the head of river navigation, with municipal docks and landing stages. It is 10 miles west by north of St. Paul, and is served by the following railroads: The Chicago, Burlington & Quincy Railroad Co.; Chicago, Great Western Railroad Co.; Chicago, Milwaukee & St. Paul Railway Co.; Chicago, Rock Island & Pacific Railway Co.; Chicago, St. Paul, Minneapolis & Omaha Railway Co.; Minnesota Western Railway; Great Northern Railway Co.; Minneapolis, Anoka & Cuyuna Range Railway Co.; Minneapolis, Northfield & Southern Railway Co.; The Minneapolis & St. Louis Railroad Co.; Minneapolis, St. Paul & Sault Ste. Marie Railway Co., and the Northern Pacific Railroad Co. To nearest larger city (Milwaukee, Wis.), 428 miles; by railroad, 10 hours; by auto, 17 hours.

Principal Industries: Flour mills and grist mills, linsed oil, bread and bakery products, cars and general shop construction, food preparations, printing and publishing, artificial limbs, tents and awnings, mattresses and spring beds, furniture, confectionery and ice cream.

Manufacturing Establishments: Approximately, 1,700. Leading firms: Pillsbury Flour Mills, Washburn-Crosby Flour Mills, Russell-Miller Milling Co., Munsing Wear Corporation, Minneapolis Steel & Machinery Co., Flour City Ornamental Iron Works, Minneapolis Heat Regulator Co. Total value of yearly output of factories estimated at \$1,079,900,000.

Special Information: Minneapolis is the largest city in Minnesota, and of the Northwest, of which it is the manufacturing, wholesaling, retailing, distributing, financial, and educational center. The State University is located here. Minneapolis has one of the most up-to-date scientific water supply systems in the country. Water is pumped from Mississippi River above city to filtration plant, where it is filtered and sterilized. Daily consumption is 48,500,000 gallons. The pumping plant has a daily capacity of 130,000,000 gallons. Valuations of Minneapolis municipal property is \$85,000,000; 242.84 miles of street railway track operated. In 1925 number of car miles operated was 29,454,462. Number of revenue passengers hauled was 200, 283,106. Minneapolis is a city without slums. Minneapolis is also noted for its Institute of Arts, the Walker Art Gallery, its Symphony Orchestra, Conservatory of Music, etc.

Residential Features: Minneapolis is a city of homes. July 1, 1926, count by City Planning Commission shows over 61,665 single-family dwellings, 6,007 duplexes, and 2,253 apartments. The labor population is primarily home-owning, which is an outstanding feature. One of the large labor districts is bounded as follows: South city limits, Chicago Avenue and 40th Street, Cedar Lake Street, and the Mississippi River, is almost exclusively single family residences. Important: The density of population within the limited bounds of the city is greater than in most of the larger cities of the country. The reason for this is that it grew out from the center, and the dwellings are not scattered.

Continued on page 134

MINNESOTA (Cont'd)

Minneapolis (cont'd)

Retail Shopping Section: Extends from First Avenue north to 5th Street, Hennepin Avenue; Washington to 12th Street, Nicollet Avenue. Second Street to 12th Street, Marquette, 4th to 11th Streets. All cross streets between Nicollet and Hennepin, from Washington Avenue to 11th Street, also Lake Street district. West Broadway district, Central Avenue district, Franklin Avenue district, Cedar, and Washington districts. Nicollet Avenue is said to be the largest retail street in the country without a car line, and has practically every line of merchandise carried by the stores in abutting streets.

Trading Area: The trade territory of Minneapolis is included in the State of Minnesota, North, and South Dakota, Montana, the northern border of Nebraska, the northern half of Iowa, western, and northern half of Wisconsin, and the Northern Peninsula of Michigan. There is 3,000,000 population within a radius of 50 miles or within the first parcel post zone; 1,500,000 population within a radius of 150 miles, or within the second parcel post zone; 6,500,000 population within the trade territory of which Minneapolis is the industrial center.

Wholesale Houses: Groceries, 12; meats, 33; fruits, 40; hardware, 15; dry goods, 17.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 125; commercial auto. agencies, 25; automobile equipment, 119; automobile tire agencies, 21; bakers, 80; cigar stores and stands (including hotels), hundreds; confectioners (including hotel stands), 260 (chain, 1); delicatessens, perhaps 100 or more; dressmakers, about 25; druggists, 246 (chain, 2); dry goods, 59; department stores, 20; electrical supplies, 43; florists, 59; fruits, 29; furniture, 83; furriers, 45; garages (public), 200; grocers, 738 (chain, 3); hardware, 114; jewelry, 69; meat markets, 330; clothing, 66; tailors, 190; milliners, 54; oculists, 71; opticians, 39; photographers, 58; pianos (and miscellaneous musical instruments), 13; radio supplies, 27; restaurants (including hotels), 271 (chain, 4); shoes, 67; sporting goods, 11; stationers, 18; women's apparel, 25.

Miscellaneous Data: Average temperature 45.3 degrees; average number of rainy days per twelve months, 92; most pleasant months, spring and summer seasons. Doctors (medical, 595); (dentists, 500); (osteopaths, 36); street car service; gas, artificial; number of gas meters, 114,000; electric current, alternating and direct; number of wired houses, 89,500; water, medium, hard.

MOORHEAD, MINN.

(Clay County)

1920 Population, 5,720 (1924) (directory population, 6,684).

City and Suburban Estimate, 12,900.

Native Whites, 50%; **Foreign Born,** 50%; **Industrial Workers,** 20%; **English Reading,** 90-95%; **Families,** 2,500.

Schools: Public Grade, 5; High, 1; Junior High, 2; Parochial, 1; Number of Pupils, 1,600; students at college, 950.

Churches: Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 2 Lutheran, 1 Mission, 1 Covenant Mission, 1 Congregational.

Banks: National, 2; State, 1; Total Resources, \$2,946,519.83; Savings Bank Deposits Total, \$1,089,560.23.

Theatres: Moving Pictures, 1; Total number of seats, 600.

Location: On western boundary of Minnesota, 1 mile east of Fargo, N. D., and in the heart of the Red River Valley of the North. On main lines of Great Northern, and Northern Pacific Rys., C. M. & St. Paul R.R. 1 mile away. Including branches of above, 11 railway lines branch out from Moorhead. Only place with such facilities between "Twin Cities" and the Rocky Mountains. Adequate bus service. Only 50 miles from innumerable lakes well stocked with fish.

Principal Industries: Agricultural, dairying, poultry raising, overalls, sheet metal goods, creameries, awning and tent factory.

Manufacturing Establishments: 30 (estimated). Leading firms: Fairmont Creamery Co., Nord Furnace Co., Simonson Mfg. Co. (overalls). Total value of yearly output of factories estimated at \$2,000,000.

Special Information: Location of city makes it the headquarters for potato loading, shipping, and warehousing. Ideal location for flour mills and packing plants. There are 4,000 acres of sugar beets planted in surrounding territory.

Residential Features: Mostly all private residences.

Retail Shopping Section: Center Avenue, 8 blocks; First Avenue N., 4 blocks; Fourth St., 3 blocks; First Avenue S., 5 blocks.

Trading Area: North, east, and south, 14 miles.

Wholesale Houses: Groceries, 1; Miscellaneous lines, candy, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 3; automobile accessories, 3; automobile tire agencies, 2; bakers, 2; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 20; dressmakers, 5; druggists, 3; department stores, 2; including dry goods; electrical supplies, 2; florists, 1; furni-

ture, 2; garages (public), 4; grocers, 30; hardware, 2; jewelry, 3; meat markets, 4; men's clothing, 6; merchant tailors, 3; milliners, 2; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 11; shoes, 3; sporting goods, 1; stationers, 1; women's apparel, 1.

RED WING, MINN.

(Goodhue County)

1920 Population, 8,637.

City and Suburban Estimate, 8,673.

Native Whites, 85%; **Foreign Born,** 15%; **Industrial Workers,** 25%; **English Reading,** 98%; **Families,** 2,340.

Schools: Public Grade, 6; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 2,240. Red Wing Seminary with students from all sections of the country and Canada, enrolls 250 pupils. Minnesota State Training School for Boys with close to 500.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 3; Presbyterian, 1; Lutheran, 5; Roman Catholic, 1; Miscellaneous, 3. Total 19.

Banks: National, 2; State, 2; Total Resources, (all banks), \$7,125,365; Savings Bank Deposits Total \$2,136,845.25.

Theatres: Legitimate, 2; Moving Pictures, 2; Total number of seats, 1,700.

Location: On the Mississippi River 41 miles S.E. of St. Paul. Served by C. M. & St. P., and Great Western R.R.s. Three or four buses a day.

Principal Industries: Stoneware, malting mill, flour mills, sewer pipes, marine motors, shoe factories, linseed oil, advertising utilities, filter sand, tannery, furniture. Total value of yearly output of factories estimated at \$16,185,000.

Manufacturing Establishments: Red Wing Stoneware Co., Red Wing Sewer Pipe Co., Fleischman Malting Co., Red Wing Milling Co., La Grange Mills, S. B. Foot Tannery, Red Wing Shoe Co., Sticks Shoe Co., Red Wing Motor Co., Red Wing Filter Sand Co.

Residential Features: Eighty-five per cent of the people own their own homes, due to the assistance of a very strong and active building association.

Retail Shopping Section: Confined to about six blocks in the center of the city. There are also some outlying retail stores, such as grocery, confectionery, and meat shops.

Trading Area: Covers a 25-mile radius, depending on the condition of the roads.

Wholesale Houses: Groceries, 1; fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 3; automobile accessories, 10; automobile tire agencies, 6; bakers, 3; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 20; dressmakers, 6; druggists, 6; dry goods, 4; department stores, 6; electrical supplies, 4; florists, 3; fruits, 2; furniture, 3; garages (public), 6; grocers, 23; hardware, 3; jewelry, 4; meat markets, 8; men's furnishings, 6; men's clothing, 6; merchant tailors, 4; milliners, 3; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; restaurants (including hotels), 12; shoes, 5; sporting goods, 2; stationers, 2; women's apparel, 4.

Miscellaneous Data: Doctors (medical, 14); (dentists, 9); (osteopaths, 2); gas, artificial; electric current, alternating; number of wired houses, 80%; water, medium soft.

ROCHESTER, MINN.

(Olmsted County)

1920 Population, 13,722.

City and Suburban Estimate, 50,000.

Native Whites, 85.8%; **Negroes,** .04%; **Foreign Born,** 13.8%; **Families,** 2,796.

Schools: Public Grade, 6; High, 1; Junior High, 1; Parochial, 3; Number of Pupils, 3,275; Junior College, 1.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Universalist, 1; German Lutheran, 1; United Brethren, 1; Norwegian Lutheran, 1; German Evangelist, 1.

Banks: Total Resources, \$7,874,133.64; Savings Bank Deposits Total, \$3,637,058.41.

Theatres: Legitimate, 1; Moving Pictures, 2; Total number of seats, 2,531 (theatres only).

Location: In southeastern Minnesota, 30 miles to Iowa, and 50 miles to Wisconsin line. Served by the Chicago, Great Western, and Chicago & North Western Railways. Excellent bus service all directions. Center of bus line service. To nearest larger city by railroad, 2 hours; by auto 2 hours.

Principal Industries: Cameras, flour, jewelry, cosmetics.

Manufacturing Establishments: 3. Leading firms: Conley Camera Co., Rochester Laboratories (cosmetics).

Residential Features: Practically all one-family homes, few two-family, or apartment houses. Private homes predominate, 60% owned. Houses in best part of city cost \$15,000 to \$50,000. A few residences at a higher cost.

Retail Shopping Section: Broadway and First Avenue S. W. five blocks each, and intersecting streets. Thirty-five outlying groceries.

Trading Area: Twenty-five miles each way.

Often more, because of excellent roads, and bus service.

Wholesale Houses: Groceries, 2; fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 4; automobile accessories, 8; automobile tire agencies, 14; bakers, 5; cigar stores and stands (including hotels), 30; confectioners (including hotel stands), 6; dressmakers, 4; druggists, 9; dry goods, 6; department stores, 1; electrical supplies, 4; florists, 4; fruits, 3; furniture, 4; furriers, 2; garages (public), 23; grocers, 46 (chain, 2); hardware, 4; jewelry, 3; meat markets, 11; men's furnishings, 4; men's clothing, 9; merchant tailors, 6; milliners, 6; opticians, 2; photographers, 4; pianos (and miscellaneous musical instruments), 1; radio supplies, 5; restaurants (including hotels), 31; shoes, 10; sporting goods, 2; stationers, 2; women's apparel, 9.

Miscellaneous Data: Most pleasant months, May to October, inclusive. Doctors (medical, 138); (dentists, 30); (includes Mayo Clinic, and staff), (osteopaths, 5); gas, natural; electric current, alternating; number of wired houses, 98 per cent; water, hard.

ST. CLOUD, MINN.

(Stearns County)

1920 Population, 15,873 (1926 est. 25,000).

City and Suburban Estimate, 75,000. Most important cities and towns in this area are: Little Falls (pop. 8,000); Brainerd (9,591); Sauk Center (2,699); Litchfield (2,790).

Native Whites, 100%; **English Reading,** 100%; **Families,** 4,200.

Schools: Public Grade, 7; High, 2; Parochial, 5; State Teachers college; Number of Pupils, 5,340.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Lutheran, 3; Methodist, 1; Presbyterian, 1; Roman Catholic, 6.

Banks: National, 1; State, 2; Total Resources (all banks), \$6,400,000; Savings Bank Deposits, Total \$12,000,000.

Theatres: Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 8,000.

Location: 75 miles north of St. Paul on Mississippi River. Served by Great Northern, and Northern Pacific Rys. Railway division point. On Jefferson Highway, and has bus service to all parts of the state. Excellent travel facilities afforded to large trade area. To nearest larger city by railroad, 2½ hours; by bus, or auto, 2½ hours.

Principal Industries: Granite quarrying, and ornamental and building stone manufacturing, car shops, woolen mills.

Manufacturing Establishments: Leading firms: J. E. Barr Packing Corp., H. M. Rose Products

Co., St. Cloud Woolen Mills, Great Northern Railway shops.

Special Information: New Veterans' Hospital, costing \$1,500,000. New orphanage, costing \$500,000. A new Catholic hospital under construction costing approximately \$2,000,000. A \$4,000,000 building program for this year. Excellent farming. Stearns County claims to be first in dairy production in the state.

Residential Features: Mostly one-family houses. Our water and sewer system makes 85% of the homes modern. There are eight new sub-divisions now in progress of building.

Retail Shopping Section: Extends from State Highway on East St. Cloud to 17th Avenue and St. Germain Street. From Fifth Avenue and St. Germain Street to Ramsey Place. A distance of 31 blocks of main streets. There are several smaller neighborhood stores to the number of 60.

Trading Area: Extends east, north, and west for 50 to 60 miles. South about 20 miles in the direction of the "Twin Cities."

Wholesale Houses: Groceries, 3; meats, 1; fruits, 2; Miscellaneous lines, auto supplies, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 19; commercial auto. agencies, 6; automobile accessories, 2; automobile tire agencies, 4; bakers, 4; cigar stores and stands (including hotels), 32; confectioners (including hotel stands), 4; dressmakers, 13; druggists, 4 (chain, 1); dry goods, 6; department stores, 3; electrical supplies, 3; florists, 2; fruits, 3; furniture, 5; furriers, 2; garages (public), 21; grocers, 60 (chain, 3); hardware, 9; jewelry, 7; meat markets, 21; men's furnishings, 7; men's clothing, 7; merchant tailors, 2; milliners, 6; opticians, 5; photographers, 5; pianos (and miscellaneous musical instruments), 3; radio supplies, 2; restaurants (including hotels), 18; shoes, 9; sporting goods, 3; stationers, 4; women's apparel, 5.

Miscellaneous Data: Average temperature, 44.6 degrees; average number of rainy days per twelve months, 85; most pleasant months, May to September, inclusive. Doctors (medical, 22); (dentists, 24); (osteopaths, 3); street car service; gas, artificial; electric current, alternating and direct; number of wired houses, 4,432; water, hard and soft.

ST. PAUL, MINN.

(Ramsey County)

1920 Population, 234,698.

City Estimate, 281,000

Native Whites, 76.5%; **Negroes,** 1.5%; **Foreign Born,** 22%; **Industrial Workers,** 22,694; **English Reading,** 95%; **Families,** 54,400.

Schools: Public Grade, 65; High, 4; Parochial, 25; Number of Pupils, approximately 60,000.

Churches: Baptist, 14; Christian Science, 2; Congregational, 12; Episcopal, 14; Hebrew, 11; Methodist, 19; Presbyterian, 15; Roman Catholic, 26; Miscellaneous, 67.

The Greatest Attendance of
any Cooking School I have
ever put on!

—Mrs. Mary Brown Lewers

CONCLUSIVE PROOF of the co-operation of the St. Paul Daily News with National Advertisers of foods and groceries is shown beyond doubt in the Daily News second Annual Cooking School. The attendance for the four days was maximum. That is, all the Garrick Theatre would hold. Over 2,000 daily attended.

The same wholehearted assistance is given to all National Advertisers, in every field.

Reach the St. Paul market by placing your advertising in the St. Paul Daily News.

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R. J. Bidwell Co.
San Francisco—742 Market
Street
Los Angeles—Times Bldg.
Seattle—White Henry
Stuart Bldg.

Guide to Newspaper Markets of MINNESOTA and MISSISSIPPI

MINNESOTA (Cont'd)

Banks: National, 6; State, and Trust Companies, 31; Capital (all banks), \$14,680,046; Total Resources (all banks), \$167,343,072; Bank Deposits Total (all banks), \$151,850,251.

Theatres: Legitimate, 2; Moving Pictures, 40; Vaudeville, 1; Burlesque, 1; Miscellaneous (Auditoriums, etc.), 5; Total number of seats, 43,862.

Location: At the head of navigation of the Mississippi River, 9 miles below the Falls of St. Anthony, and 409 miles by rail W.N.W. of Chicago. Served by the Chicago & Northwestern; Chicago, Milwaukee & St. Paul; Chicago, Burlington & Quincy; Great Northern; Minneapolis & St. Louis; Minneapolis, St. Paul & Sault Ste. Marie; Northern Pacific and Rock Island Railroad Systems, and Chicago Great Western R.R. The River Transit Company, and the Sunco Barge Lines serve this city on the river. Mileage of the railroads entering Saint Paul is 59,598, or nearly one-fourth of the total railroad mileage of the United States. Saint Paul has 9 railroad systems, 23 lines. To nearest larger city by railroad, 12 hours; by automobile, 16 hours.

Principal Industries: Boots and shoes, butter, cheese, condensed milk, railroad repair shops, foundry and machine shop products, fur goods, printing and publishing, meat packing, automobile mfg. and assembly.

Manufacturing Establishments: 818 (U. S. Census, 1920). Leading firms: American Hoist & Derrick Co., Saint Paul Foundry, Siemens-Stempel Company (car repairs), Gordon & Ferguson, Inc. (furs), Brown & Bigelow (specialty printing), Sanitary Food Mfg. Co., Waldorf Paper Products Co., Flaxlinum Insulating Company (flax-linen), Armour & Company, Swift & Company, International Harvester Co. (twin works), Minnesota Mining & Mfg. Co. (abrasive material), Foot, Schulze & Co., C. Gotzian & Co., Tilden Produce Company, R. E. Cobb Co. (produce), Ford Motor Co. (branch, mfg. and assembling).

Special Information: The vast expanse of the trade territory directly tributary to Saint Paul can best be visualized by comparison. It is twice the size of the States of Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, New York, New Jersey, Pennsylvania, Delaware, Maryland, Virginia and West Virginia combined. Over 2,000,000 people live within a radius of 100 miles from Saint Paul. First day delivery of freight is available to over 3,000,000 people, and second day delivery to over 2,500,000 more. The secondary trade territory of Saint Paul reaches to the north-west Pacific Coast, Nebraska, Idaho, and Wyoming on the southwest, Missouri on the south, and to Michigan on the east. Saint Paul is said to be the second largest butter producing city in the country. The South Saint Paul market serves as a livestock metropolis for the entire northwest section of this country, and Canada. Annual business, \$100,000,000. Saint Paul has a \$300,000 municipal air port, and is building a \$750,000 river terminal.

Residential Features: Saint Paul is known as a city of homes which consist mostly of one, and two-family houses. The Saint Paul main residential district is known as the "Hill District," and the homes in this section average in value \$20,000.

Retail Shopping Section: Is bounded on the north by East 10th St., east by Jackson and Sibley Streets, on the south by Third Street, and on the west by Seventh and St. Peter Streets. This covers a territory of about 70 blocks. The heart of the shopping district is approximately in the center of the above described area, and consists of about 15 blocks.

Trading Area: Extends about 25 to 30 miles north, east, and south, with practically no distance west, as the western city limits of Saint Paul are the eastern limits of the City of Minneapolis. There is considerable trading derived from a larger area due to the excellent network of bus lines and railroads.

Wholesale Houses: Groceries, 14; meats, 16; fruits, 26; hardware, 8; dry goods, 9; Miscellaneous lines, 155 jobbers and wholesalers.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 94; commercial auto agencies, 6; automobile accessories, 21; automobile tire agencies, 47; bakers, 77; cigar stores and stands (including hotels), 77; confectioners (including hotel stands), 95; delicatessen, 238; dress-makers, 846 not in factories; druggists, 157; dry goods, 19; department stores, 23; electrical supplies, 52; florists, 37; fruits, 16; furniture, 68; furriers, 33; garages (public), 91; grocers, 1,002; hardware, 63; jewelry, 70; meat markets, 217; men's furnishings and clothing, 74; merchant tailors, 214; milliners, 48; opticians, 28; photographers, 43; pianos (and miscellaneous musical instruments), 23; radio supplies, 9; restaurants (including hotels), 816; shoes, 70; sporting goods, 10; stationers, 6; women's apparel, 11.

Miscellaneous Data: Average temperature, 44.2 degrees; average number of rainy days per twelve months, 114; most pleasant months, June to October, inclusive. Doctors (medical, 380); (dentists, 270); (osteopaths, 24); street car service; gas, artificial; electric current, alternating and direct; number of wired houses, 54,000 (counting separate apartment meters, 70,000); water, medium hard.

See announcement page 134

VIRGINIA, MINN.

(St. Louis County)

1920 Population, 14,022.

City and Suburban Estimate, 20,000.

Native Whites, 40%; Foreign Born, 60%; Industrial Workers, 75%; English Reading, 75%.

Schools: Public Grade, 12; High, 1; Junior High, 1; Parochial, 1; Junior College, 1; Number of Pupils, 4,654.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 3; Presbyterian, 1; Roman Catholic, 3; Miscellaneous, 6.

Banks: National, 2; State, 2; Total Resources, \$5,621,387; Savings Bank Deposits Total, \$2,663,000.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 5; Total number of seats, 10,000.

Location: Virginia lies 64 miles northwest of Duluth, in the center of the Mesaba iron range district. Is served by Duluth, Winnipeg & Pacific; Duluth, Mesaba & Northern; Great Northern; and Duluth Iron Range R.R.s, and the Mesaba Railway Co. Interurban electric cars. Bus service to all range towns, Duluth, and points north of International Falls. To nearest larger city by railroad, 1 hour; by trolley, 1 1/4 hours; by auto, 1 hour.

Principal Industries: Iron mining and lumbering.

Manufacturing Establishments: 15. Leading firms: Virginia & Rainy Lake Lumber Co., Bailey Lumber Co.

Special Information: Distribution center for estimated population of 200,000. City owns and operates electric light, water, gas, and central heating plants, latter heating entire business section, and 75% of residence section, with plans under way for including remainder.

Residential Features: Mostly one-family houses, privately owned. Small section devoted to workmen's homes. A few apartments. One recent addition of 46 modern and attractive apartments built. Paved streets throughout. Municipally-owned electric light, water, and steam-heating plants make these conveniences available at low rates. Well cared for parks.

Retail Shopping Section: Extends east and west on Chestnut Street, six blocks; several blocks on the avenue crossing Chestnut Street, which is the center for street railway and bus lines. D. N. M. & D. W. P. depots located on east and west ends, respectively, of Chestnut Street. North side and south side also have their neighborhood groceries, etc.

Trading Area: Has radius of about 25 miles on all sides, except to the north which extends about 104 miles (to International Falls). Splendid interurban and bus service, interurban running every hour, and half hour. Buses also running on half-hour schedule.

Wholesale Houses: Groceries, 1; meats, 1; fruits, 1; hardware, 1; miscellaneous lines, 17.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 16; commercial auto agencies, 6; automobile accessories, 16; automobile tire agencies, 17; bakers, 7; cigar stores and stands (including hotels), 25 (chain, 4); confectioners (including hotel stands), 16; delicatessen, 1; dress-makers, 9; druggists, 7; dry goods, 6; department stores, 9; electrical supplies, 3; florists, 2; fruits, 3; furniture, 7; furriers, 1; garages (public), 20; grocers, 56 (chain, 3); hardware, 5; jewelry, 8; meat markets, 8 (chain, 1); men's clothing, 16; merchant tailors, 4; milliners, 5; opticians, 4; photographers, 4; pianos (and miscellaneous musical instruments), 4; radio supplies, 5; restaurants (including hotels), 12 (chain, 1); shoes, 2; sporting goods, 7; stationers, 2; women's apparel, 10.

Miscellaneous Data: Average temperature 59.4 degrees; average number of rainy days per twelve months, 46; most pleasant months, June to November. Doctors (medical, 11); (dentists, 16); (osteopaths, 3); street car service; gas, artificial; electric current, alternating; number of wired houses, 1,900; water, hard.

WINONA, MINN.

(Winona County)

1920 Population, 19,143.

City and Suburban Estimate, 80,000.

Native Whites, 88%; Foreign Born, 14%; Industrial Workers, 17%; English Reading, 95%; Families, 4,500.

Schools: Public Grade, 6; High, 1; Junior High, 1; Parochial, 5; Number of Pupils, 4,139.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 4; Miscellaneous, 13.

Banks: National, 2; State, 4; Total Resources, \$17,565,641.56; Savings Bank Deposits Total, \$7,335,144.57.

Theatres: Legitimate, 1; Moving Pictures 6; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 4,900.

Location: Served by the Chicago, Milwaukee St. Paul; Chicago & North Western; Chicago, Burlington & Quincy; Green Bay & Western; and Great Western R.R.s. To nearest larger city by railroad, 3 1/4 hours; by auto, 6 hours.

Principal Industries: Flour, packing plant,

shoes, garments, farm machinery, patent medicines, boxes, furs, overalls, candy, boilers, pickles, monuments, woolen mill, silos, tinware, tire chains, soap, lumber, abrefboard, insulating material, wood specialties, printing, oil refining, railroad shops.

Manufacturing Establishments: 90. Leading firms: J. R. Watkins Co., Bay State Milling Co., Interstate Packing Co., Pepin Pickling Co., Union Fibre Co., McConnon & Co., Dr. Ward Medical Co., H. Behrens Manufacturing Co., New Winona Manufacturing Co., Foot-Schulz & Co., Schuler Chocolate Factory, H. D. Foss & Co., Doud & Sons Co., Jones & Kroeger Co., Winona Oil Co.

Special Information: Winona is the fourth city in Minnesota, 86% of the homes are owned by the occupants. Rich diversified farming territory surrounds Winona, with many co-operative creameries and cheese factories in the small towns inside the trade territory of the city. Farmers are land-owners, not renters. They have not been hard hit by the agricultural depression. Improved roads lead to Winona from every direction.

Residential Features: Mostly one, and two-family houses. A few small apartments. Private homes predominate.

Retail Shopping Section: On Third Street, extends from Washington Street, 8 blocks east to Kansas Street. Also on streets crossing Third Street, between Johnson, and Walnut Sts., inclusive, a distance of four blocks. Scattered retail shops are located on Fourth Street, and Second Streets, between Washington Street and Franklin Street, a distance of seven blocks. There are several small retail sections with meat, grocery, and confectionery stores, in outlying districts.

Trading Area: 25 miles north, 30 miles west, 15 miles east, 25 miles south.

Wholesale Houses: Groceries, 3; meats, 3; fruits, 2; hardware, 1; Miscellaneous lines, lumber, soft drinks, oil, paint, grain, coal, seeds, confections; 1 each, except lumber, 4.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto agencies, 6; automobile accessories, 8; automobile tire agencies, 10; bakers, 7; cigar stores and stands (including hotels), 30; confectioners (including hotel stands), 14; dressmakers, 15; druggists, 8; dry goods, 7; department stores, 6; electrical supplies, 6; florists, 4; fruits, 2; furniture, 6; furriers, 1; garages (public), 15; grocers, 70 (chain, 14); hardware, 5; jewelry, 5; meat markets, 24 (chain, 5); men's furnishings, 7; men's clothing, 7; merchant tailors, 6; milliners, 6; opticians, 5; photographers, 7; pianos (and miscellaneous musical instruments), 3; radio supplies, 6; restaurants (including hotels), 10 (chain, 2); shoes, 11; sporting goods, 3; stationers, 4; women's apparel, 8.

Miscellaneous Data: Average temperature, 46.2 degrees; average number of rainy days per twelve months, 80; most pleasant months, April to July (inclusive) and Sept., Oct. Doctors (medical, 17); (dentists, 18); (osteopaths, 1); street car service; gas, artificial; electric current, alternating; number of wired houses, 3,500 (approx.); water, hard.

Standard Surveys of MISSISSIPPI

BILOXI and GULFPORT, MISS.

(Harrison County)

1920 Population, Biloxi, 14,500; Gulfport, 12,500.

City and Suburban Estimate, 48,000.

Native Whites, Biloxi, 81%; Gulfport, 73%; Negroes, Biloxi, 15%; Gulfport, 24%; Foreign Born, Biloxi, 4%; Gulfport, 3%; Industrial Workers, Biloxi 40%; Gulfport, 25%; English Reading, Biloxi, 90%; Gulfport, 90%; Families, Biloxi, 2,558; Gulfport, 1,714.

Schools: Public Grade, B-5, G-4; High, B-1; G-1; Junior High B-1; G-1; Parochial, B-2, G-1; Number of Pupils, Biloxi Public, 2,700; Private, 1,150; Gulfport, Public, 2,700; Private, 700.

Churches: Baptist, B-2, G-2; Christian Science, B-1, G-1; Episcopal, B-1, G-1; Methodist, B-4, G-1; Presbyterian, B-1, G-1; Roman Catholic, B-4, G-1; Miscellaneous, Biloxi 1, Gulfport 2.

Banks: National, B-1, G-1; State, B-1, G-2; Total Resources, Biloxi \$4,374,353; Gulfport \$10,718,040; Savings Bank Deposits Total, Biloxi \$1,597,403; Gulfport \$2,009,202.

Theatres: Legitimate, Gulfport 1; Moving Pictures, Biloxi 3, Gulfport 2; Vaudeville, Biloxi 2, Gulfport 2; Miscellaneous (Auditoriums, etc.), Biloxi, 2; Gulfport, 2. Total number of seats, Biloxi 5,480, Gulfport 3,850.

Location: Biloxi is located on a peninsula on the Gulf Coast of Mississippi. Served by Louisville & Nashville, and Illinois Central R.R.'s. Bus line to Gulfport and Pass Christian. Coastwise boat service (freight). Gulfport is 13 miles west of Biloxi, on the Gulf of Mexico, and in the center of the beautiful Mississippi coast resort section. Terminus of Illinois Central Railroad, which operates through Pullman cars between the Mississippi coast and Chicago.

Gulfport is also served by the Louisville & Nashville Railroad. To nearest large city by railroad, 2 hours; by auto, 6 hours.

Principal Industries: Biloxi's principal industry is sea food packing and shipping. It is one of the largest packers of sea food, operating 24 canneries, besides 24 raw oyster wholesale shippers. Total waterfront commerce is estimated at \$6,514,000. Gulfport's principal industry is lumber exporting; has deep water harbor, railroad shops and yards; turpentine and creosote works; suburban truck farming sections. Port figures for the year ending June 30, 1924: Imports, \$310,387; exports, \$7,594,512. Import increased 58% over 1922; exports more than 56%. Mississippi coast is visited both summer and winter by thousands of tourists.

Manufacturing Establishments: Biloxi, 23; Gulfport, 12. Leading firms: Biloxi: Biloxi Grit Co., Collins Blacksmith & Wagon Works, Crushed Oyster Shell Co., C. B. Foster Packing Co., Guy-Hamill Co., Kennedy Packing Co., Dunbar-Dukate Co., Lopez Packing Co., Seafoam Co., Gulfport: Crushed Oyster Shell Co., Mississippi Ice & Utilities Co., Dantzler Lumber Co., Gulfport Fertilizer Co., Gulfport Mill & Cabinet Works, Marine Fertilizer & Feed Co., Peoples Ice Co. Total value of yearly output of factories estimated at: Biloxi, \$3,000,000; Gulfport, \$1,000,000.

Special Information: Situated on Mississippi Sound, in the northern part of the Gulf of Mexico, and known as the "Mississippi Coast," where are located the cities of Biloxi, Gulfport, Long Beach, and Pass Christian, with a beautiful wooded waterfront, 27 miles long, and an enchanting drive along the entire beach front. It is the southern terminus of the Magnolia automobile route—Chicago to the Gulf—and there is no finer year-round resort section anywhere. Many Illinois, Wisconsin, Ohio, and Michigan people own winter homes here; Louisiana, Tennessee, Alabama, and Mississippi people also summer here. Gulfport is the home of the Illinois Central railroad shops, and the Mississippi Power Co. The two enterprises employ about 400 men the year 'round. Biloxi is the home of the Southwestern Gas & Electric Co., supplying the Mississippi Coast with gas.

Residential Features: Mostly one-family houses. Biloxi is divided into three sections. Front Beach, or Gulf Front is devoted to hotels, apartment houses, and best residential section. North side, known as "Back Bay" section, and east end, on Biloxi Bay, are the industrial parts of the city. Boat yards and lumber mills form a small part of Biloxi's industry. Gulfport's fine residential section is located, like Biloxi's, on the beach. Has wide paved streets and is modern in every respect.

Retail Shopping Section: Biloxi's shopping section extends from the City Hall, Howard Avenue, and Main Street, for 7 blocks along Howard Avenue to Conevas Street; Lameness Street, 4 blocks from Washington Street to beach; Reynoir Street, one block from Howard Avenue to L. & N. Railroad; Beach Street, four blocks from Main Street to Reynoir Street; Gulfport's shopping section extends from Twenty-Second Avenue, 6 blocks along 14th Street to 27th Avenue; 25th Avenue, three blocks from 13th Street to 16th Avenue; 26th Avenue, two blocks from 13th Street to 15th Street; 27th Avenue, two blocks from 13th to 15th Street; 28th Avenue, two blocks from 13th Street to 15th Street; 13th Street, four blocks from 25th Avenue to 29th Avenue.

Trading Area: Biloxi's trading area is 10 miles north, and 13 miles west. Gulfport's trading area extends 13 miles east, 30 miles north, 9 miles west.

Wholesale Houses: Groceries, B-2, G-4; meats, B-0, G-2; fruits, B-1, G-2; hardware, B-2, G-1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, B-6, G-3; commercial automobile agencies, B-3, G-12; automobile accessories, B-10, G-12; automobile tire agencies, B-8, G-12; bakers, B-9; G-3; cigar stores and stands (including hotels), B-5, G-3; con-

Continued on page 136

The Daily Herald

MISSISSIPPI COAST

BILOXI GULFPORT

The daily average net paid circulation for six months ending September 30, 1926 was

6,387

The Daily Herald is a Member of the Audit Bureau of Circulations

The circulation of

THE DAILY HERALD

has increased at the rate of 640 per year for the last five years, and has more than doubled in that time.

MISSISSIPPI (Cont'd)

Biloxi and Gulfport (cont'd)

flectioners (including hotel stands), B.—7, G.—3; dressmakers, B.—4, G.—2; druggists, B.—7, G.—6; dry goods, B.—8, G.—7; department stores, B.—3; G.—3; electrical supplies, B.—6, G.—4; florists, B.—1, G.—1; fruits, B.—6, G.—7; furniture, B.—6, G.—3; garages (public), B.—8, G.—8; grocers, B.—74 (chain, 3); G.—45 (chain, 2); hardware, B.—3, G.—2; jewelry, B.—4, G.—4; meat markets, B.—15, G.—9; men's furnishings, B.—8, G.—6; men's clothing, B.—8, G.—6; merchant tailors, B.—4, G.—4; milliners, B.—3, G.—6; opticians, B.—3, G.—3; photographers, B.—2, G.—3; pianos (and miscellaneous musical instruments), B.—1, G.—1; radio supplies, B.—3, G.—2; restaurants (including hotels), B.—26, G.—18; shoes, B.—6, G.—7; sporting goods, B.—4, G.—4; stationers, B.—2, G.—6; women's apparel, B.—6, G.—5.

Miscellaneous Data: Average temperature, 68 degrees; average number of rainy days per twelve months, 21; most pleasant months, August, hottest; February, coldest. Doctors (medical), B.—10, G.—19; (dentists), B.—6, G.—6; (osteopaths), B.—1, G.—1; street car and bus service; gas, artificial; electric current, alternating and direct; number of wired houses (Mississippi Coast), 5,000; water, soft.

See announcement page 135 column 4

CLARKSDALE, MISS.

(Coahoma County)

1920 Population, 7,552.

City and Suburban Estimate, 10,000.

Native Whites, 35%; Negroes, 60%; Foreign Born, 5%; Industrial Workers, 4%; English Reading, 75%; Families, 2,000.

Schools: Public Grade, 34; High, 4; Junior High, 4; Number of Pupils, 2,400.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous—Christian, 1.

Banks: National, 1; State, 3; Total Resources, July 1, 1926, \$9,127,305.42; Savings Bank Deposits Total, \$3,102,903.76.

Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 8. Total number of seats, 1,000.

Location: On the Y. & M. V. Railway, division of Illinois Central Railway. This division connects Memphis and Vicksburg direct, with New Orleans and Chicago as ultimate terminals, also connections with Louisville and Cincinnati.

Principal Industries: Hardwood lumber, laundry, railway round house, printing, cottonseed products, two compresses.

Special Information: Clarksdale is the principal interior market for long staple cotton.

Residential Features: Most attractive residence section of the city is devoted largely to the homes of planters who reside in the city for the school, social, and church advantages. Homes are of the medium and more expensive type, the medium predominating for whites. The negro section is of the "shanty" variety of houses.

Retail Shopping Section: Retail section is represented by ten blocks.

Trading Area: The city of one-mile square, and a country area of twenty-five miles distant north, south, and east, fifteen miles west to Mississippi River.

Wholesale Houses: Groceries, 3; meats, 2; dry goods, 1; Miscellaneous lines—ice, and ice cream, milk.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; automobile accessories, 5; automobile tire agencies, 5; bakers, 3; cigar stores and stands (including hotel stands), 8; delicatessen, 2; dressmakers, 4; druggists, 7; dry goods, 15; department stores, 2; electrical supplies, 2; florists, 2; fruits, 6; furniture, 3; garages (public), 5; grocers, 64; hardware, 2; jewelry, 5; meat markets, 12; men's furnishings, 10; men's clothing, 4; merchant tailors, 4; milliners, 3; opticians, 1; photographers, 2; radio supplies, 3; restaurants (including hotels), 6; shoes, 10; sporting goods, 1; stationers, 1; women's apparel, 10.

GREENVILLE, MISS.

(Washington County)

1920 Population, 11,500.

City and Suburban Estimate, 13,500.

Native Whites, 40%; Negroes, 60%; Foreign Born, 2%; English Reading, 90%.

Schools: Public Grade, 1,900; High, 315; Parochial, 150; Number of Pupils, 2,363.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, Negro, 25.

Banks: National, 1; State, 3; Total Resources, \$5,164,846; Savings Banks Deposits Total, \$592,805.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 3,000.

Location: On the Yazoo & Mississippi Valley R.R., Columbus and Greenville bus service, river point, concrete wharf. Very little shipping, as river men claim high cost of operation prohibits.

Principal Industries: Lumber mills, manufacturing hoops and boxes.

Manufacturing Establishments: 4. Paepcke Leitch Co., Greenville Hoop Co., Green City Hoop Co., A. & G. Wineman & Sons. Value annual output, \$5,000,000.

Special Information: Agricultural community, well adapted for dairying. Principal crop is long staple cotton.

Residential Features: Mostly two-story, well constructed, frame and brick houses for whites. Negro section mostly cabins and poorly constructed shacks. About 3% of the negro houses are well constructed and arranged.

Retail Shopping Section: Washington Avenue, 5 blocks; Main Street, 3 blocks; Walnut Street, 3 blocks; Popular Street, 3 blocks.

Trading Area: Twenty miles in each direction.

Wholesale Houses: Groceries, 4; hardware, 2; dry goods, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; automobile accessories, 3; automobile tire agencies, 3; bakers, 4; cigar stores and stands (including hotels), 4; confectioners (including hotel stands), 3; dressmakers, 38; druggists, 10; dry goods, 15; electrical supplies, 2; florists, 2; fruits, 10; furniture, 5; furriers, 1; grocers, 105; hardware, 4; jewelry, 5; meat markets, 10; men's furnishings, 3; milliners, 3; opticians, 2; photographers, 4; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 14; shoes, 6; sporting goods, 4; stationers, 2; women's apparel, 12.

GREENWOOD, MISS.

(Le Flore County)

1920 Population, 7,793.

City and Suburban Estimate, 12,500.

Native Whites, 60%; Negroes, 38%; Foreign Born, 2%; Industrial Workers, 25%; English Reading, 99%; Families, 2,100.

Schools: Public Grade, 5; High, 1; Junior High, 1; Number of Pupils, 2,200.

Churches: Baptist, 2; Episcopal, 1; Hebrew, 2; Methodist, 2; Christian, 1; Presbyterian, 1; Roman Catholic, 1. The foregoing are all for white people. There are 20 churches in city for negroes, all denominations.

Banks: National, 1; State, 5; Capital, Surplus, and Undivided Profits (all banks) \$1,300,000; Total Deposits (all banks) \$9,000,000; Total Resources (all banks) \$15,000,000.

Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 1,900.

Location: On the Yazoo River, half way between Jackson, Miss., and Memphis, Tenn. On Y. & M. V., and the C. & G. Railroads, each with two branches. In center of Yazoo-Mississippi Delta. Is large cotton market with permanent hard-surfaced roads in every direction, and excellent highways. River navigable all the year round. To nearest larger city (Memphis, Tenn.), by railroad, 4½ hours; by auto, 4½ hours.

Principal Industries: Cottonseed oil mills, sawmills, furniture, hardwood lumber (both rough and dressed), cotton compresses, brick and tile works.

Special Information: Located only eight miles from foothills. Greenwood draws trade from hill and delta sections. Splendid department stores, and a number of large wholesale houses. Is wholesale distributor for radius of 45 miles.

Residential Features: Mostly one-family homes, about 65% being owned by the occupants. Very few tenements. Colored section mostly separate in well improved section of city. Practically exclusive section north of Yazoo River for residence, no business houses being permitted. There are several homes in this section ranging from \$25,000 to \$150,000. Is a city of homes, several well developed residential sections, with good paved streets covering 65%. About 2½ miles of vitrified brick.

Retail Shopping Section: Extends from both railroad stations, about one-half mile apart, along Carrollton Avenue, 7 blocks on Johnson Street, 6 blocks each on Howard, and Mail Streets, 3 blocks on Market Street, 2 blocks on Washington, with one section of eight blocks on East Carrollton Avenue, not in main business section. Also several outlying grocery stores.

Trading Area: Approximately 50 miles in every direction. Bus lines running north, west, and south of the city on regular schedules. Excellent department stores draw trade from long distances.

Wholesale Houses: Groceries, 4; meats, 1; fruits, 1; hardware, 3; dry goods, 2; Miscellaneous lines: drugs, 1; bakeries, 2; feed, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial automobile agencies, 3; automobile accessories, 5; automobile tire agencies, 12; bakers, 2; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 8; delicatessen, 5; dressmakers, 8; druggists, 9 (chain, 2); dry goods, 25; department stores, 5; electrical supplies, 2; florists, 2; fruits, 3; furniture, 5; garages (public), 15; grocers, 35; hardware, 5; jewelry, 3; meat markets, 12 (chain, 2); men's furnishings, 5; men's clothing, 4; merchant tailors, 4; milliners, 1; opticians, 4; photographers, 3; pianos (and miscellaneous musical instruments), incl. in furniture; radio supplies, 2—also electricians, hardware; restaurants (including hotels), 15; shoes, 5; stationers, 1; women's apparel, in department stores.

Miscellaneous Data: Average temperature, 63 degrees; average number of rainy days per twelve months, 60; most pleasant months, all except June, July and August. Doctors (medical, 16); (dentists, 7); (osteopaths, 2); electric current, alternating; wired houses, 90%; water, soft.

HATTIESBURG, MISS.

(Forrest County)

1920 Population, 13,207. (1925 est. 18,347.)

City and Suburban Estimate, 24,000.

Native Whites, 70%; Negroes, 29%; Foreign Born, 1% (est.); Families, 4,000 (est.).

Schools: Public Grade, 5; High, 1; Parochial, 1; Number of Pupils, 3,400 white, 1,500 negroes.

Churches: Baptist, 6; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 4; Presbyterian, 3; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 2; State, 1; Total Resources, \$9,000,000; Savings Bank Deposits Total, \$2,225,000.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 5. Total number of seats, 4,800.

Location: Hattiesburg is called the "Hub" of South Mississippi, on account of its geographical location. Good roads and excellent transportation facilities in all directions embrace the entire section. Hattiesburg is served by the Southern, Gulf & Ship Island, Mississippi Central, and Gulf, Mobile & Northern Railways. Three of these lines connect Hattiesburg with water transportation at New Orleans, Mobile and Gulfport.

Principal Industries: Lumber, lumber products, naval stores, agriculture.

Manufacturing Establishments: 30. Leading firms: Newman Lumber Co., Major-Sowers Lumber Co., Tatum Lumber Co., Hattiesburg Creosoting Co., Gordon Van Tine Co., Hercules Powder Co., Hattiesburg Wood Products Co., American Pickle & Canning Co., Meridian Fertilizer Factory, Hattiesburg Sawmill Co., Riverside Brick Co., Acme Oak Flooring Co.

Residential Features: Hattiesburg is made up very largely of "home owners" as most of the people own their own homes. There are very few apartment houses. Quite a number of small cottages are being occupied by tenants. There is a considerable number of very handsome houses in Hattiesburg constructed from the native yellow pine lumber. In the suburban sections the mill operators have built houses which are occupied by their workmen. There is also a number of negroes in these sections.

Retail Shopping Section: The retail section of Hattiesburg covers about twenty square blocks, divided practically in the center by Main Street, which runs north and south, and by Pine Street, running east and west. The business section is very conveniently situated for retail trade.

Trading Area: Hattiesburg's greatest asset is its trade territory, which extends from the city in all directions, from thirty to fifty miles. In this area are many small but prosperous towns, whose citizens come to Hattiesburg, "The Hub City," for a great deal of their trading. The city is easily accessible to this territory by gravelled highways and good railway facilities. The estimated population of Hattiesburg's trade territory is about 175,000 people.

Wholesale Houses: Groceries, 5; meats, 2; hardware, 3; dry goods, 12.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial automobile agencies, 2; automobile accessories, 2; automobile tire agencies, 4; bakers, 3; cigar stores and stands (including hotels), 2; dressmakers, 4; druggists, 9; dry goods, 9; department stores, 3; electrical supplies, 3; florists, 2; fruits, 3; furniture, 9; grocers, 104; hardware, 3; jewelry, 4; meat markets, 15; men's furnishings, 4; men's clothing, 6; merchant tailors, 5; milliners, 3; opticians, 2; photographers, 3; pianos and miscellaneous musical instruments, 2; radio supplies, 4; restaurants (including hotels), 5; sporting goods, 2; stationers, 1; women's apparel, 3.

JACKSON, MISS.

(Hinds County)

1920 Population, 22,817.

City and Suburban Estimate, 40,000. Most important cities and towns in this area are: Canton (pop. 1,500); Brookhaven (5,000); Yazoo City (9,000); Greenwood (12,000).

Native Whites, 60%; Negroes, 30%; Foreign Born, 10%; Industrial Workers, 30%; English Reading, 80%; Families, 10,000 (estimated).

Schools: Public Grade, 12; High, 4; Junior High, 4; Parochial, 2; Colleges, 5; Number of Pupils, 16,000 (including college students).

Churches: Baptist, 12; Christian Science, 1; Episcopal, 5; Hebrew, 1; Methodist, 10; Presbyterian, 7; Roman Catholic, 2; Miscellaneous, 4.

Banks: National, 3; State, 1; Capital, Surplus, and Undivided Profits (all banks), \$2,793,264; Total Deposits (all banks), \$20,854,592.32; Total Resources (all banks), \$24,552,175.17; Total Savings Banks Deposits, \$7,000,000; Total Bank Clearings (12 months), \$87,935,371.

Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 7. Total number of seats, 12,000.

Location: Served by the I. O. R. R., A. & V. R. R., G. & S. I. R. R., N. O. G. N. R. R., Jackson & Natchez R.R. Excellent bus service to all points within a radius of 75 miles of Jackson. Jackson is the capital of the state in center of state on Pearl River (not navigable). To nearest larger city by railroad, 5½ hours; by auto, 10 hours.

Principal Industries: One of the largest cotton oil mill manufacturing centers, and large wholesale center. Also has large mill working plant. Railroad shops, state headquarters for all leading fire and life insurance companies, 3 ice cream factories, 4 box factories, canning factory, machine works and foundries, casket factory, marble works.

Manufacturing Establishments: Leading firms: Enoch Lumber & Mfg. Co., Lauchley Machine Works, Mississippi Foundry & Machine Works, Jackson Casket Factory, American Box Factory, Jackson Fertilizer Co., Buckeye Cotton Oil Co., Southland Cotton Oil Co., Mississippi Cotton Oil Co., Central Cotton Oil Co., Gopher's Great Eight Milling Co., Morris Ice Factory, Capitol Ice Factory, Armour & Co. (box factory), Chess-Wyomond Lumber Co., Seale-Lily Ice Cream Co., McNair Ice Cream Co., Westbrook Mfg. Co., Morton Lumber Mfg. Co., Jackson Brick Co. Total value of yearly output of factories estimated at \$11,000,000.

Special Information: Big wholesale and jobbing center. Jackson, centrally located, is the retail center for surrounding towns for a radius of 50 miles east and west, and 75 miles north and south. The only cities adjoining Jackson are Memphis, over 200 miles to the north, and New Orleans, about 200 miles to the south. The Federal Government is about to build a new post office. The Burlington System is spending \$3,000,000 in building. Bonds are being issued amounting to \$1,250,000 for city improvements and new grammar schools; \$3,000,000 are being spent on hard surfaced highways. There are 9,876 homes in Jackson, 825 new homes since Oct., 1925, costing \$3,937,684.40. The I. O. R. R. is building a new passenger station and elevated trackage, to cost \$5,000,000. A new First Baptist Church is being erected at the cost of \$500,000.

Residential Features: Jackson's people are home owners. Practically 75% of white population own their own homes. Families of moderate means own homes valued at \$6,000 or more. Four large subdivisions divided and sold in spring of 1924. Over 1,000 new homes built in Jackson since 1923.

Retail Shopping Section: Is principally on Capitol Street, covering 10 blocks. Also on N. Parish Street, for seven blocks, and on State Street for six blocks. Most of the garages and automobile display rooms are on Pearl Street, and South State Street. Small groceries scattered north, south, east and west to city limits.

Trading Area: Trade comes to Jackson from a radius of 50 miles, east and west, and 75 miles north and south. Fine roads make it convenient to come to Jackson by auto, or bus, and train schedules make it as convenient to come by train.

Wholesale Houses: Groceries, 6; meats, 4; fruits, 4; hardware, 3; dry goods, 3; Miscellaneous lines, 4; drugs, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 17; commercial automobile agencies, 4; automobile accessories, 4; automobile tire agencies, 12; bakers, 5; cigar stores and stands (including hotels), 42; confectioners (including hotel stands), 12; delicatessen, 14; dressmakers, 18; druggists, 23 (chain, 3); dry goods, 12; department stores, 6; electrical supplies, 8; florists, 5; fruits, 18; furniture, 10; garages (public), 5; grocers, 135 (chain, 22); hardware, 5; jewelry, 6; meat markets, 70; men's furnishings, 15; men's clothing, 18; merchant tailors, 5; milliners, 13; opticians, 6; photographers, 5; pianos (and miscellaneous musical instruments), 3; radio supplies, 7; restaurants (including hotels), 15 (chain, 1); shoes, 18; sporting goods, 5; stationers, 3; women's apparel, 17.

Miscellaneous Data: Most pleasant months, nearly all. Doctors (medical, 67); (dentists, 28); (osteopaths, 3); street car service; gas, artificial; number of meters, 1,800; electric current, alternating; number of wired houses, 4,000; automobile registrations, 5,000; water, hard.

LAUREL, MISS.

(Jones County)

1920 Population, 13,037.

City and Suburban Estimate, 18,000.

Native Whites, 80%; Negroes, 18%; Foreign Born, 2%; Industrial Workers, 8,412; English Reading, 99%; Families, 3,611.

Schools: Public Grade 9; High, 2; Junior High, 1; Number of Pupils, 4,449.

Churches: Baptist, 6; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 4; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 8.

Banks: National, 2; State, 1; Total Resources, (all banks), \$6,000,000. Savings Bank Deposits, Total \$1,800,000.

Theatres: Legitimate, 1; Moving Pictures, 1. Total number of seats, 1,200.

Location: On the main line, Southern Railway; Gulf, Mobile & Northern R.R., and Saratoga-Jackson branch of Gulf & Ship Island R.R. Bonhomie & Eastern and Laurel-Ellisville interurban lines.

Principal Industries: Laurel claims to be the largest yellow pine lumber manufacturing center in America. Cotton cloth, eight-wheel wagons, toys, sleds, turpentine, pine oils, garden hoses, fertilizers, cotton oils, dairy products, meat packing, pickles, canned vegetables, furniture, wooden ware, railroad shops, etc. Said to have more money invested in manufacturing, and more men on payrolls than any other city in Mississippi.

Manufacturing Establishments: 49. Leading firms: Laurel Mills, Eastman-Gardner & Co., Marathon Lumber Co., Wausau Southern Lumber Co., Glazier-Fordney Lumber Co., Kray-for-America Toys Co., Blue Glider Corp., Lindsey Eight-Wheel Wagon Co. Total value of yearly output of factories estimated at \$100,000,000.

Special Information: Laurel is a fast growing, and beautiful city, often referred to as the "Pasadena of the South." Has many children

MISSISSIPPI (Cont'd)

in its schools and encourages education in every way. Has 36 miles of brick and asphalt streets, \$500,000 public library, 7 modern brick and stone-school buildings, Y. M. C. A., and Y. W. C. A. buildings.

Residential Features: A city of fine streets and substantial homes with an unexampled spirit of civic pride. Eighty-four per cent of the homes are occupied by the owners.

Retail Shopping Section: Six blocks on Central Avenue, 5 blocks on Magnolia, 2 blocks on Front, 4 blocks on Oak, 2 blocks on Commerce, 2 blocks on Fifth Avenue, 2 blocks on Yates Avenue.

Trading Area: East 50 miles, south, 20 miles; north, 100 miles; west 30 miles. Jobbing trade extends further, as Laurel dealers enjoy the only mill-in-transit freight rate in south Mississippi.

Wholesale Houses: Groceries, 8; meats, 2; fruits, 2; hardware, 3; dry goods, 1; Miscellaneous lines, 5.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 4; automobile accessories, 11; automobile tire agencies, 14; bakers, 4; cigar stores and stands (including hotels), 62; confectioners (including hotel stands), 14; delicatessen, 5; dressmakers, 6; druggists, 8; dry goods, 22; department stores, 4; electrical supplies, 6; florists, 3; fruits, 7; furniture, 5; garages (public), 17; grocers, 164; hardware, 3; jewelry, 3; meat markets, 11; men's furnishings, 7; men's clothing, 6; merchant tailors, 4; milliners, 5; opticians, 4; photographers, 4; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 14; shoes, 11; sporting goods, 3; stationers, 3; women's apparel, 6.

MERIDIAN, MISS.

(Lauderdale County)

1920 Population, 23,399.

City and Suburban Estimate, 35,000.

Native Whites, 78%; Negroes, 22%; Foreign Born, 3%; Industrial Workers, 21%; English Reading, 85%; Families, 4,800 (6,750 in 1924).

Schools: Public Grade, 10; High, 2; Junior High, 2; Parochial, 2; Number of Pupils, 9,512.

Churches: Baptist, 3,637; Christian Science, 45; Episcopal, 550; Hebrew, 125; Methodist, 3,334; Presbyterian, 940; Roman Catholic, 900; Miscellaneous, 250.

Banks: National, 2; State, 3; Total Resources, \$15,000,000.

Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 3; Total number of seats, 8,000.

Location: In east-central Mississippi, 150 miles from the Gulf of Mexico, 130 miles from Mobile, 196 miles from New Orleans, 152 miles from Birmingham, 248 miles from Memphis. On six trunk-line railroads and four trans-continental highways. Motor bus transportation to nearby smaller towns.

Principal Industries: Railroad shops, saw mills, wood-working shops, general machine shops, saw works, fertilizer works, foundries, hosiery mills, feed mills, broom factory, mattress factory, brick and tile works, creosoting plants, handle factory.

Manufacturing Establishments: 46. Leading firms: Mine Saw Works, M. & O. Ry. Shops, Southern Railway Shops, Meridian Fertilizer Works, Long-Bell Lumber Co., Soule Steam Feed Works, Cliff-Williams Machine Co., Meridian Grain & Elevator Co., Royal Feed & Milling Co., Gulf States Creosoting Co., Brass, Iron Creosote Works, Aiden Cotton Mills.

Residential Features: Mostly one, and a few two-family houses; a few apartment houses have been built within the past three years; two very fine four-apartment houses nearing completion; an increasing home ownership through the activities of two Building and Loan Associations: 23rd and 24th avenues and Poplar Springs Drive given over to better class of homes. From \$12,000 to \$40,000 is the cost of homes in that section.

Retail Shopping Section: 20th, 21st, 22nd, 23rd, 24th avenues, four blocks each; 8th, 7th, 6th, 5th, 4th and Front streets for about four blocks; Front street is given over for two blocks to wholesale and jobbing houses. A portion of 4th street is taken by various automobile agencies. Neighborhood stores of a good class are found in all sections of the city.

Trading Area: The city is served by motor bus system that is within easy reach of all. Motor bus lines extend in all directions for about 30 miles. Train service is such that people come for long distances (50 to 75 miles) to trade. The legitimate trade territory is a radius of about 50 miles.

Wholesale Houses: Groceries, 8; meats, 3; fruits, 5; hardware, 4; dry goods, 3; miscellaneous lines, 12.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 20; commercial automobile agencies, 10; automobile accessories, 22; automobile tire agencies, 15; bakers, 5; cigar stores and stands (including hotels), 24; confectioners (including hotel stands), 35; delicatessen, 15; dressmakers, 25-35; druggists, 50; dry goods, 25; department stores, 9; electrical supplies, 8; florists, 3; fruits, 25; furniture, 10; furriers, 2; garages (public), 25; grocers, 183; hardware, 10; jewelry, 6; meat markets, 18; men's furnishings, 15; men's clothing, 25; merchant tailors, 10; milliners, 8; opticians, 8; photographers, 4; pianos (and miscellaneous musical instruments),

3; radio supplies, 7; restaurants (including hotels), 22; shoes, 12; sporting goods, 4; stationers, 3; women's apparel, 8.

Miscellaneous Data: Doctors (medical, 50); (dentists, 30); (osteopaths, 7); bus service; gas; electric service; number of wired houses, 5,000; water, medium.

See announcement bottom of columns 3 and 4

VICKSBURG, MISS.

(Warren County)

1920 Population, 18,000 (1926, est. 25,000).

City and Suburban Estimate, 30,000.

Native Whites, 42%; Negroes, 53%; Foreign Born, 5%; Industrial Workers, 9%; Families, 5,000 (estimated).

Schools: Public Grade, 6; High, 3; Junior High, 3; Junior College for Young Women, 1; Parochial, 3. Number of Pupils (all schools), 6,000.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 2; Hebrew, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 3.

Banks: National, 5; State, 2; Savings, 3; Capital, Surplus and Undivided Profits (all banks), \$2,100,000; Total Deposits (all banks), \$12,000,000; Total Resources (all banks), \$15,250,000; Savings Deposits Total, \$6,000,000; Total Bank Clearings (12 months, 1925), \$24,000,000; Bank Debits \$98,000,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 6. Total number of seats, 4,000.

Location: Illinois Central, north, east, south and west; Mississippi-Warrior Service; Royal Route Co. To nearest larger city (Memphis), by automobile, 8 hours; by trolley, 6 hours.

Principal Industries: Illinois Central R.R. shops, U. S. Government machine shops, lumber, cottonseed oil products, hardwood flooring, veneer, boxes.

Manufacturing Establishments: Leading firms: Refuge Cotton Oil Co., Vicksburg Furniture Co., Anderson Tully Co., Houston Bros., Lamb-Gary Lumber Co. Total value of yearly output of factories estimated at \$7,000,000.

Special Information: Vicksburg is attractive as a residence city. Picturesquely beautiful, its homes, churches, schools and clubs, town and country, are notable.

Its hospitals and sanitariums, public and private, draw patronage from a broad territory.

It has its public library and Y. M. C. A. buildings for whites and negroes. Its educational system includes graded and high schools and several denominational schools.

Small parks are located in various parts of the city and a 74-acre park and playground, with concrete grandstand and swimming pool, has been provided by the city's mercantile community.

In its retail business district is to be found well-selected, high grade merchandise, broad in variety. Department stores and specialty shops line its retail business streets.

Residential Features: Total number of houses, 5,700.

Retail Shopping Section: Washington, 18 blocks; Clay, 4 blocks; Crawford, 2 blocks; South, 3 blocks.

Trading Area: 60 miles north, 30 miles east, 50 miles south, 30 miles west, 60 miles southwest, and 50 miles northwest.

Wholesale Houses: Groceries, 8; meats, 4; fruits, 1; hardware, 2; confectionery, 4; dry goods, 2; Miscellaneous lines, 17.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 5; automobile accessories, 3; automobile tire agencies, 8; bakers, 5; total cigar stores and stands (including hotels), 30; confectioners (including hotel stands), 5; delicatessen, 3; dressmakers, 10; druggists, 11; dry goods, 18; department stores, 2; electrical supplies, 1; florists, 4; fruits, 8; furniture, 6; garages (public), 3; grocers, 150 (chain, 7); hardware, 2; jewelry, 4; meat markets, 20; merchant tailors, 11; milliners, 4; opticians, 4; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 3; restaurants (including hotels), 11; shoes, 10; sporting goods, 2; stationers, 1; women's apparel, 6.

Miscellaneous Data: Average temperature, 74.7 degrees; most pleasant months are March, April, May, October, November, December. Doctors (medical, 32), (dentists, 10), (osteopaths, 2); street car service; gas, artificial; electric current, alternating; water, soft.

See announcement top of columns 3 and 4

Any of the wants of a newspaper office can be satisfied through the Classified page of

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& PUBLISHER

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THE MERIDIAN STAR

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IN MERIDIAN—The Meridian Star—Mississippi's best. One-fourth as many readers as all other Mississippi dailies combined. Gain of 40% in national advertising first nine months of 1926 as against same period last year. Rate—7c flat after Jan. 1; guarantee 14,000 net paid or no pay. Covers fifteen prosperous and populous counties around Meridian. The Meridian Star—supreme in Meridian; supreme in Mississippi.

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Daily and Sunday

THE MERIDIAN STAR

JAS. H. SKEWES, Ed.-Pub.

Meridian, Mississippi

MISSOURI Daily Newspaper Markets in Standard Surveys

AURORA, MO.

(Lawrence County)

1920 Population, 3,575.

City and Suburban Estimate, 6,000.

Native Whites, 98%; Foreign Born, 2%; Industrial Workers, 33%; English Reading, 99%; Families, 967.

Schools: 2. Number of pupils, 1,100.

Churches: 5.

Banks: 3. Total Resources, \$1,625,000.

Theatres: 1. Total number of seats, 800.

Location: 31 miles southwest of Springfield. Served by St. Louis & San Francisco R. R.

Principal Industries: Lead and zinc mines, ice and shoe factories, flour mills, foundry and machine shops.

Residential Features: All one-family houses.

Retail Shopping Section: About 3 blocks.

Trading Area: Radius of 15 miles.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 4; commercial auto. agencies, 2; automobile accessories, 6; automobile tire agencies, 6; bakers, 2; cigar stores and stands (including hotels), 2; confectioners (including hotel stands), 3; dressmakers, 4; druggists, 4; dry goods, 4; electrical supplies, 2; florists, 1; fruits, 2; furniture, 3; garages (public), 4; grocers, 15; hardware, 2; jewelry, 2; meat markets, 2; men's furnishings, 2; men's clothing, 2; merchant tailors, 1; milliners, 2; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 1; restaurants (including hotels), 6; shoes, 4; sporting goods, 1; stationers, 1; women's apparel, 4.

BOONVILLE, MO.

(Cooper County)

1920 Population, 4,655. (1925 est. 6,500.)

City and Suburban Estimate, 12,500.

Native Whites, 78%; Negroes, 21%; Foreign Born, 1%; Industrial Workers, 25%; English Reading, 93%; Families, 1,120.

Schools: Public Grade, 2; High, 1; Parochial, 1; Number of Pupils, 950.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 2.

Banks: National, 1; State, 1; Total Resources, \$1,700,000; Savings Bank Deposits Total, \$75,000.

Theatres: Legitimate, 1; Moving Picture, 1. Total number of seats, 650.

Location: On south shore of Missouri River, served by M. K. & T., and Mo. Pac. Railways, and cross-state highway No. 2, free highway bridge crossing Missouri River. To nearest large city by railroad, 1½ hours; by auto, 2 hours.

Principal Industries: Shoes, cob pipes, flour mills, creamery, bottling works, salve factory.

Manufacturing Establishments: Hamilton Brown Shoe Factory, Boonville Mills Co., Phoenix American Cob Pipe Factory. Annual output, \$750,000.

Residential Features: Majority one- and two-story houses, largely owned and ranging in value from \$2,500 to \$18,000.

Retail Shopping Section: Extends from free highway bridge to high school, 5 blocks on Main street, 2 blocks east and west, Morgan, Spring and Chestnut streets. Cluster of neighborhood stores in West Boonville.

Trading Area: Extends for radius of 20 miles on good roads.

Wholesale Houses: Groceries, 1; meats, 1; confectionery, 1.

Number of Retail Outlet for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 3; automobile accessories, 6; automobile tire agencies, 12; bakers, 4; cigar stores and stands (including hotels), 7; confectioners (including hotel stands), 6; delicatessens, 1; dressmakers, 7; druggists, 5; dry goods, 5; department stores, 1; electrical supplies, 4; florists, 1; fruits, 2; furniture, 3; furriers, 4; garages (public), 7; grocers, 12 (chain, 1); hardware, 2; jewelry, 4; meat markets, 5; men's furnishings, 4; men's clothing, 4; merchant tailors, 3; milliners, 4; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 5; shoes, 3; sporting goods, 4; stationers, 5; women's apparel, 4.

Miscellaneous Data: Average temperature, 57 degrees; average number of rainy days per twelve months, 60; most pleasant months, April, May, October. Doctors (medical, 10); (dentists, 5); (osteopaths, 2); gas, artificial; electric current, alternating and direct; water, hard.

BROOKFIELD, MO.

(Linn County)

1920 Population, 6,304.

City and Suburban Estimate, 10,000.

Native Whites, 94%; Negroes, 3%; Foreign Born, 3%; Industrial Workers, 25%; English Reading, 98%; Families, 1,705.

Schools: 5. Number of pupils, 1,515.

Churches: 5.

Banks: 4. Total Resources, \$2,900,000.

Theatres: 2. Total number of seats, 1,600.

Location: 25 miles east of Chillicothe. Served by Chicago, Burlington and Quincy R. R.

Principal Industries: Railroad machine shops, shoe factory, coal mining.

Residential Features: All one-family houses.

Retail Shopping Section: About five blocks.

Trading Area: Radius of 20 miles.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto. agencies, 2; automobile accessories, 3; automobile tire agencies, 3; bakers, 3; cigar stores and stands (including hotels), 7; confectioners (including hotel stands), 3; delicatessens, 1; dressmakers, 4; druggists, 4; dry goods, 4; department stores, 1; electrical supplies, 2; florists, 1; fruits, 3; furniture, 2; garages (public), 6; grocers, 12; hardware, 3; jewelry, 4; meat markets, 6; men's furnishings, 4; men's clothing, 4; merchant tailors, 2; milliners, 2; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 7; shoes, 4; sporting goods, 1; stationers, 1; women's apparel, 4.

BUTLER, MO.

(Bates County)

1920 Population, 2,702 (1926 est. 3,702).

City and Suburban Estimate, 4,100.

Native Whites, 94%; Negroes, 5%; Foreign Born, 1%; Industrial Workers, 28%; English Reading, 98%; Families, 795.

Schools: 4; Number of pupils, 711.

Churches: 10.

Banks: 5. Total Resources, \$4,700,000.

Theatres: 1. Total number of seats, 900.

Location: On Mo. Pac. R.R. 73 miles south-east of Kansas City, Mo.

Principal Industries: Flour mills.

Residential Features: All one-family houses.

Retail Shopping Section: About six blocks.

Trading Area: Thirty miles north and west; 25 miles south; 20 miles east.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto. agencies, 4; automobile accessories, 4; automobile tire agencies, 5; bakers, 2; cigar stores and stands (including hotels), 2; confectioners (including hotel stands), 2; dressmakers, 4; druggists, 4; dry goods, 4; electrical supplies, 2; florists, 1; fruits, 3; furniture, 2; garages (public), 9; grocers, 3; hardware, 3; jewelry, 2; meat markets, 2; men's furnishings, 2; men's clothing, 2; merchant tailors, 1; milliners, 3; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 7; shoes, 3; sporting goods, 1; stationers, 1; women's apparel, 3.

CAMERON, MO.

(Clinton County)

1920 Population, 3,248.

City and Suburban Estimate, 4,400.

Native Whites, 78%; Negroes, 2%; Foreign Born, 20%; Industrial Workers, 50%; English Reading, 99%; Families, 1,560.

Schools: Public Grade, 2; High, 1; Junior High, 1; Parochial, 1. Number of pupils, 900.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Christian, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 1; State, 2; Total Resources, (all banks), \$4,000,000.00. Saving Bank Deposits, Total \$80,000.

Theatres: Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 3,500.

Location: On C. B. & Q., and C. R. I. & P. R.Rs. Junction of two main line railroad systems. Large stock shipments.

Principal Industries: Shirt and overall factories, glove factory, broom factory, ice cream manufactory, large central produce house, wholesale grocery, butter factory. Large dairying center.

Special Information: Fine blue grass farming country. Fine train service, 32 passenger trains enter and leave every 24 hours. Home of Missouri Wesleyan College.

Residential Features: Mostly one-family houses from 4 to 10 rooms, 800 private homes.

Retail Shopping Section: Four blocks both sides of street and 8 blocks intersecting main business street.

Trading Area: Takes in towns of Lathrop, Turney, Keystone, Osborn, Stewartsville, Maysville, Kidder, Winston, Kingston and Mirabile and intervening territory.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial auto. agencies, 5; automobile accessories, 8; automobile tire agencies, 7; bakers, 2; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 2; delicatessens, 2; dressmakers, 10; druggists, 4; dry goods, 3; department stores, 2; electrical supplies, 2; florists, 2; fruits, 1; furniture, 2; garages (public), 6; grocers, 10; hardware, 4; jewelry, 2; meat markets, 4; men's furnishings, 3; men's clothing, 3; merchant tailors, 2; mil-

liners, 3; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 3; shoes, 2; sporting goods, 1; stationers, 3; women's apparel, 3.

Miscellaneous Data: Doctors (medical, 8); (dentists, 4); (osteopaths, 2); electric current, alternating; number of wired houses, 800; water, soft.

CAPE GIRARDEAU, MO.

(Cape Girardeau County)

1920 Population, 10,252.

City and Suburban Estimate, 15,000. Most important cities and towns in this area are: Charleston (pop. 3,400); Jackson (2,600); Dexter (2,800); Sikeston (4,500).

Native Whites, 90%; Negroes, 10%; Industrial Workers, 35%; English Reading, 100%; Families, 2,800.

Schools: State Teachers' College, St. Vincent Catholic Preparatory School, Commercial College, Public Grade, 6; High, 3; Junior High, 1; Parochial, 3; Number of Pupils, 4,500.

Churches: Baptist, 3; Christian Science, 1; Episcopal, 1; Methodist, 5; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, Disciples of Christ, 1; Assembly of God, 1.

Banks: National, 1; State, 4; Total Resources (all banks), \$8,244,129.88; Savings Bank Deposits, Total \$2,833,109.03.

Theatres: Moving Pictures, 3; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 5,000.

Location: On Mississippi River, 130 miles south of St. Louis. Served by St. Louis & San Francisco, and the Cape Girardeau Northern Railroads. Steamboats plying between New Orleans and St. Louis and other points on Mississippi River.

Principal Industries: Shoes, cement, lumber, crushed stone, cotton gauze, railroad shops, automobile truck bodies, staves, foundry, machine shops, shingles, furniture, meats.

Manufacturing Establishments: 14. Leading firms: International Shoe Co., Marquette Cement Mfg. Co., Edw. Hely Crushed Stone, American Gauze & Cotton Co., Leming Lumber Co., Bolz Cooperage Co., Miles Packing Co., Carver Lumber Mfg. Co.

Special Information: Cape Girardeau is the metropolis of southeast Missouri, situated halfway between St. Louis and Memphis, Tenn., and is shopping center for wide area. Has State Teachers' College and two commercial schools, which draw largely from district.

Residential Features: Fully 75 per cent of houses in city are occupied by owners, northwest and west sides have better homes, south of north end sections occupied by laboring class.

Retail Shopping Section: Extends two blocks on Main St., eight blocks on Broadway, two blocks on Good Hope St., and four blocks on Sprigg St. A number of small grocery stores are scattered over city.

Trading Area: Extends 40 miles west, 75 miles south, 10 miles east and 35 miles north. Fine, hard roads to south, west and north bring steady trade from those sections.

Wholesale Houses: Groceries, 3; meats, 1; fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 4; automobile accessories, 2; automobile tire agencies, 8; bakers, 2; cigar stores and stands (including hotels), 18; confectioners (including hotel stands), 11; delicatessens, 2; dressmakers, 13; druggists, 14; dry goods, 6; department stores, 2; electrical supplies, 3; florists, 2; fruits, 4; furniture, 5; garages (public), 14; grocers, 35; hardware, 5; jewelry, 5; meat markets, 11; men's furnishings, 10; men's clothing, 10; merchant tailors, 2; milliners, 7; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 5; radio supplies, 3; restaurants (including hotels), 13; shoes, 14; sporting goods, 4; stationers, 3; women's apparel, 12.

Miscellaneous Data: Doctors (medical, 19); (dentists, 10); (osteopaths, 4); street car service; gas, artificial; number of meters, 910; electric current, alternating; number of wired houses, 3,350; number of automobile registrations, 2,858; water, soft.

CARROLLTON, MO.

(Carroll County)

1920 Population, 3,218 (1925 est. 3,600).

City and Suburban Estimate, 10,000.

Native Whites, 97%; Negroes, 3%; English Reading, 97%; Families, 2,500.

Schools: Public Grade, 2; High, 1; Parochial, 2; Number of Pupils, 1,000.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, Christian 1.

Banks: National, 1; State, 2; Total Resources, \$3,000,000. Savings Bank Deposits Total, \$250,000.

Theatres: Moving Pictures, 2; Total number of seats, 700.

Location: Wabash Rys., Santa Fe, and the C. B. & Q. R.Rs. Main line of Santa Fe; and Wabash Rys. Direct route to Kansas City, St. Louis and Chicago. To nearest large city by railroad, 2 hours; by auto, 4 hours.

Principal Industries: Farming, fruit growing, stock raising.

Residential Features: Small city of homes.

Retail Shopping Section: Around public square, and one block in each direction.

Trading Area: Extends over a 15-mile radius.

Wholesale Houses: Groceries, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto. agencies, 6; automobile accessories, 7; automobile tire agencies, 8; bakers, 1; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 2; delicatessens, 2; dressmakers, 4; druggists, 4; dry goods, 3; department stores, 1; electrical supplies, 2; florists, 2; fruits, 4; furniture, 3; garages (public), 5; grocers, 13; hardware, 3; jewelry, 2; meat markets, 3; men's furnishings, 3; men's clothing, 3; merchant tailors, 2; milliners, 4; opticians, 3; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 4; shoes, 6; sporting goods, 2; stationers, 2; women's apparel, 3.

Miscellaneous Data: Average temperature, 57 degrees; average number of rainy days per twelve months, 60; most pleasant months, April, May, October. Doctors (medical, 8); (dentists, 5); (osteopaths, 2); electric current, alternating; water, soft.

CARTHAGE, MO.

(Jasper County)

1920 Population, 10,068.

City and Suburban Estimate, 15,000.

Native Whites, 90%; Negroes, 5%; Foreign Born, 5%; Industrial Workers, 25%; English Reading, 100%; Families, 2,329.

Schools: Public Grade, 9; High, 1; Number of Pupils, 2,901.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Christian, 1; Methodist, 3; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 6.

Banks: National, 2; State, 2; Total Resources (all banks), \$4,626,497.22.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 4,200.

Location: On the St. Louis & San Francisco; Missouri Pacific; St. Louis, Iron Mountain & Southern, and Carthage & Western R.Rs., also served by the Southwest Missouri Ry. (interurban electric line), and several bus lines. Located in center of Jasper County, 20 miles from Kansas line, 60 miles from Arkansas line, on western slope of Ozark Mountains. To nearest larger city (Joplin) by railroad, 40 minutes; by trolley, 55 minutes; by automobile, 45 minutes.

Principal Industries: Shoes, bed springs, Carthage marble, lead and zinc, powder and dynamite, men's work clothing, leather, iron products, flour, printing, automobile accessories, cigars, brooms, crushed stone, ice, butter.

Manufacturing Establishments: 43. Leading firms: Juvenile Shoe Corporation, Lantz-Missouri Marble Co., F. W. Steadley, Inc. (stone), Hercules Powder Co., Leggett & Platt Spring Bed Mfg. Co., Smith Brothers Overall Co. Total value of yearly output of factories estimated at \$10,000,000.

Special Information: Carthage marble, a particularly fine building material for both exterior and interior finish, is quarried here. Center for strawberries, grapes, and Bermuda onions which are shipped in car lots. Leading dairy center of state. Seat of Ozark Wesleyan College. Large greenhouse (specializing in lettuce). Center of concrete and hard surfaced roads, gateway to Ozark playgrounds.

Residential Features: Almost wholly private residences, few apartments. Homes largely owned by occupants. Widely known as a fine residence city.

Retail Shopping Section: Public Square, with Court House in center, is center of business district; extends three blocks north on Main, three blocks south on Grant, one block east on Third, two blocks east on Fourth, two blocks south on Grant. Two blocks south on Main, one block west on Fourth. Quite a number of "outlying" stores, mostly groceries and meat.

Trading Area: East and north for 25 miles, west 15 miles and south 15 miles. Intermittent trade from longer distances.

Wholesale Houses: Groceries, 2; fruits, 2; Miscellaneous lines, clothing.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; automobile accessories, 5 and others in combination with other lines; automobile tire agencies, 57; many others in combination with other lines; bakers, 3; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 3; dressmakers, 15; druggists, 6; department stores, 5; electrical supplies, 3; florists, 2; furniture, 4; garages (public), 8; grocers, 65 (chain, 2); hardware, 4; jewelry, 3; meat markets, 7 (chain, 1); men's clothing, 5; merchant tailors, 4; milliners, 2 and others in combination; opticians, 5; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 26; shoes, 5; sporting goods, 1; stationers, 1; women's apparel, 2.

MISSOURI (Cont'd)

Miscellaneous Data: Average temperature, 57 degrees; average number of rainy days per twelve months, 60; most pleasant months, April, May, Oct., Nov. Doctors (medical, 15); (dentists, 11); (osteopaths, 6); street car service; gas, natural; electric current, alternating and direct; number of wired houses, 2,350; water, hard.

CHILLICOTHE, MO. (Livingston County)

1920 Population, 6,772.

City and Suburban Estimate, 18,857.

Native Whites, 95.8%; Negroes, 4%; Foreign Born, 0.2%; Industrial Workers, 30%; English Reading, 95%; Families, 1,354.

Schools: Public Grade, 7; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 1,342.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 4.

Banks: National, 2; State, 3; Total Resources, \$6,636,804.51; Savings Bank Deposits Total, \$4,852,988.05.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 3,290.

Location: On the main line of the Chicago, Burlington & Quincy between Chicago and Kansas City; main line of the Chicago, Milwaukee & St. Paul from Chicago to Kansas City; main line of the Chicago, Burlington & Quincy between St. Louis and Seattle; main line of the Wabash between St. Louis and Omaha. Also excellent bus service to north and south part of the state. To nearest larger city (Kansas City) by railroad, 4 hours; by auto, 5 hours.

Principal Industries: Agriculture, dairying, manufacturing and jobbing. Thoroughbred live stock abundance. Manufacturing industries use for raw materials, milk, cream, fruits, vegetables, wood products, sand and minerals. Also flour and corn mills, water, ice, and tobacco.

Manufacturing Establishments: 98. Leading firms: Chillicothe Furniture Co., Jenkins Hay Rake & Stacker Co., M. B. Hamilton Glove Co., Wheeler-Motter Shirt Co., Brownfield-Bird Ice Cream & Confections, Stockton Ice Cream Co., Chillicothe Iron Co., American Candy Co., Chillicothe Baking Co., Shale Hill Brick & Tile Co., Central Missouri Monument Co., Morgan Barber Supply Co. Total value of yearly output of factories estimated at \$5,450,475.00.

Special Information: Retail trade comes to this city by railroad from six directions, or by auto from 25 directions, covering from 25 to 30 miles. Chillicothe is on a "cash basis," no banks, or business failures of consequence in many years. Has three colleges with average annual enrollment of more than 3,000.

Residential Features: Mostly single family homes. Limited section devoted to working-men's tenements and homes. Private homes predominate with the largest average number of home owners of any town in the state. Average home value around \$6,000. Also large number of two-family homes, apartment houses and fine individual homes.

Retail Shopping Section: Extends from public square (which forms heart of business section), two blocks each way, with business streets running out several blocks to railroad stations, and the college.

Trading Area: Extends 25 miles south and west, 20 miles north and east. Intermittent business is secured from people living at a much greater distance, because of the splendid railroad connections, and the fine state roads for automobile travel.

Wholesale Houses: Groceries, 2; meats, 1; dry goods, 1; miscellaneous lines, confectionery, 2; barber supply, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial automobile agencies, 8; automobile accessories, 20; automobile tire agencies, 8; bakers, 3; cigar stores and stands (including hotels), 46; confectioners (including hotel stands), 14; delicatessen, 2; dressmakers, 15; druggists, 6; dry goods, 5; department stores, 3; electrical supplies, 2; florists, 2; fruits, 6; furniture, 2; garages (public), 8; grocers, 23; hardware, 4; jewelry, 4; meat markets, 5; men's furnishings, 7; men's clothing, 7; merchant tailors, 3; milliners, 6; opticians, 6; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 4; restaurants (including hotels), 12; sporting goods, 3; stationers, 3; women's apparel, 5.

Miscellaneous Data: Average temperature, 57 degrees; average number of rainy days per twelve months, 60; most pleasant months, May, June, Sept., Oct. Doctors (medical, 9); (dentists, 6); (osteopaths, 4); gas, artificial; electric current, alternating; water, soft.

CLINTON, MO. (Henry County)

1920 Population, 5,098.

City and Suburban Estimate, 12,000.

Native Whites, 93%; Negroes, 4%; Foreign Born, 3%; Industrial Workers, 29%; English Reading, 95%; Families, 1,411.

Schools: 4; Number of pupils, 1,220.

Churches: 6.

Banks: 5; Total Resources, \$2,930,000.

Theatres: 1; Total number of seats, 800.

Location: 39 miles southwest of Sedalia on the Missouri, Kansas & Texas R.R.

Residential Features: One-family houses.

Retail Shopping Section: About five blocks.

Trading Area: Covers a 15-miles radius.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial automobile agencies, 2; automobile accessories, 6; automobile tire agencies, 6; bakers, 2; cigar stores and stands (including hotels), 2; confectioners (including hotel stands), 2; dressmakers, 4; druggists, 5; dry goods, 4; department stores, 1; electrical supplies, 2; florists, 2; fruits, 2; furniture, 2; garages (public), 5; grocers, 22; hardware, 4; jewelry, 2; meat markets, 2; men's furnishings, 2; men's clothing, 2; merchant tailors, 2; milliners, 3; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 4; shoes, 2; sporting goods, 1; stationers, 2; women's apparel, 2.

COLUMBIA, MO. (Boone County)

1920 Population, 10,392.

City and Suburban Estimate, 14,000 (exclusive of 4,500 students).

Native Whites, 80%; Negroes, 20%; Industrial Workers, 5%; English Reading, 100%.

Schools: Public Grade, 6; High, 2; Junior High, 1; Parochial, 1.

Churches: Baptist, 2; Christian Science, 2; Congregational, 1; Episcopal, 1; Methodist, 4; Presbyterian, 1; Roman Catholic, 1; Adventist, 1; Christian, 2; Church of God, 2.

Banks: National, 2; State, 4; Total Resources (all banks), \$2,000,000.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Total number of seats, 3,600.

Location: On M. K. & T. and Wabash R.Rs. North side of Missouri River (9 miles from river in Boone County on U. S. Highways No. 40 and No. 63. Bus service to Jefferson City.

Principal Industries: Shoes, mills and grain elevators.

Manufacturing Establishments: 3. Leading firms: Hamilton Brown Shoe Co., Boone County Mill & Elevator Co.

Special Information: Columbia is an educational center, University of Missouri, State College of Agriculture, Stephens College and Christian College.

Residential Features: Large rooming houses for students, dormitories, fraternity houses. Fine private homes.

Retail Shopping Section: Broadway from 8th St. to Hitt St., 6 blocks. South 9th St. from Broadway to Locust, 2 blocks. North 8th St. from Walnut to Broadway, 1 block.

Trading Area: Radius of about 20 miles.

Wholesale Houses: Groceries, 3; meats, 1; fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial automobile agencies, 3; automobile tire agencies, 12; bakers, 2; cigar stores and stands (including hotels), 16; confectioners (including hotel stands), 7; delicatessen, 2; druggists, 11; dry goods, 11; department stores, 2; electrical supplies, 2; florists, 2; fruits, 1; furniture, 4; garages (public), 19; grocers, 43; hardware, 3; jewelry, 3; meat markets, 5; men's clothing, 5; merchant tailors, 5; milliners, 5; opticians, 4; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 14; shoes, 6; sporting goods, 2; stationers, 3; women's apparel, 5.

Miscellaneous Data: Average temperature, 57 degrees; average number of rainy days per twelve months, 60; most pleasant months, April, June, Sept., Oct. Doctors (medical, 25); (dentists, 13); (osteopaths, 6); gas, artificial; electric current, alternating; water, hard.

See announcement column 4

EXCELSIOR SPRINGS, MO. (Clay County)

1920 Population, 4,165. Most important cities and towns in the suburban area are: Liberty (4,000); Kearney (500).

Schools: Public Grade, 3; High, 1; Junior High, 1.

Churches: Baptist, 2 (1 white, 1 colored); Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, Christian, 1; Christian Union, 1.

Banks: State, 1; Trust Co., 1.

Theatres: Legitimate, 1; Moving Pictures, 2; Total number of seats, 1,700.

Location: On the C. M. & St. Paul, and Wabash R.Rs. Interurban from Kansas City, distance 28 miles.

Principal Industries: Health resort. Baths and mineral waters, hotels, hospitals, including Veterans' Hospitals.

Special Information: Largest variety of mineral waters of any watering place in America.

Residential Features: Hotels large and numerous; 150 rooming houses.

Retail Shopping Section: Broadway, 8 blocks; Main, 3 blocks; Marietta, 10 blocks; Spring, 2 blocks.

Trading Area: About 5 to 12 miles.

Wholesale Houses: Miscellaneous lines, tobacco, etc., 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial auto. agencies, 3; automobile accessories, 5; automobile tire agencies, 3; bakers, 4; cigar stores and stands (including hotel stands), 15; delicatessen, 1; dressmakers, 20; druggists, 8; dry goods, 5; department stores, 2;

electrical supplies, 3; florists, 2; fruits, 6; furniture, 4; garages (public), 8; grocers, 14; hardware, 3; jewelry, 2; meat markets, 6; men's furnishings, 4; men's clothing, 3; merchant tailors, 3; milliners, 4; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 4; restaurants (including hotels), 30; shoes, 7; stationers, 3; women's apparel, 5.

FULTON, MO. (Callaway County)

1920 Population, 5,595.

City and Suburban Estimate, 23,000 (Callaway County), 10,000 get mail at Post Office.

Native Whites, 90%; Negroes, 10%; Industrial Workers, 10%; English Reading, 100%; Families, 1,000. (Figures are approximate).

Schools: Public Grade, 3; High, 1. William Woods College (women), Westminster College (men), Synodical College (women), Missouri School for Deaf Mutes.

Churches: Baptist, 2; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Christian, 2; Evangelical, 1.

Banks: State, 3; Total Resources, \$2,972,941.51.

Theatres: Legitimate, 1; Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 5 (exclusive of churches).

Location: In the center of Missouri; 108 miles from St. Louis and 165 miles from Kansas City. Chicago and Alton Railway furnishes service that includes six passenger-mail trains per day and freight transportation. The National Oil Trails Road—one of the most historic highways in America—passes through Fulton. To nearest large city (St. Louis) by railroad, 5 hours; by auto, 4 hours.

Principal Industries: Fire brick, shoes, coal, printing, flour, farming.

Manufacturing Establishments: 4. Leading firms: Fulton Fire Brick Co., McElroy-Sloan Shoe Co., Yantis Milling Co.

Special Information: Excellent deposits of bituminous coal and finest grades of fire clay are found in abundance. Payroll of Fire Brick Co. is \$30,000 a month. State Hospital No. 1, William Woods College (women), Synodical College (women), Westminster College (men), and Missouri School for Deaf Mutes, are located in Fulton.

Residential Features: Mostly one and two-family houses. Limited number of tenement houses for colored labor at brick factory. Homes are of the old southern type and are finely furnished. A large number of the students in the colleges live in dormitories.

Retail Shopping Section: Is concentrated about the court house and extends on an average of one block on each street going from the square. A few small grocery stores are located in the residential part of the town.

Trading Area: A radius of 15 miles. The first Monday of each month is stock sales day, and persons come from over the entire county for this day.

Wholesale Houses: Groceries, 1; Miscellaneous lines, bottling works, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial automobile agencies, 6; automobile accessories, 6; automobile tire agencies, 7; bakers, 1; cigar stores and stands (including hotels), 13; confectioners (including hotel stands), 15; delicatessen, 3; dressmakers, 12; druggists, 4; dry goods, 4; department stores, 4; electrical supplies, 2; florists, 2; fruits, 17; furniture, 2; furriers, department stores; garages (public), 6; grocers, 15 (chain, 3); hardware, 3; jewelry, 3; meat markets, 3; men's furnishings, 4; men's clothing, 7; merchant tailors, 3; milliners, 4; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 3; shoes, 3; sporting goods, 3; stationers, 7; women's apparel, 5.

Miscellaneous Data: Average temperature, 54.6 degrees; average number of rainy days per twelve months, 111; most pleasant months, April, May, Oct., Nov. Doctors (medical, 5); (dentists, 4); (osteopaths, 2); number of wired houses, 1,000; electric current, alternating; water, hard.

HANNIBAL, MO. (Marion County)

1920 Population, 19,306.

City and Suburban Estimate, 22,000. Most important cities and towns in this area are: Palmyra (pop. 2,500); Monroe City (2,400); New London (911); Perry (900).

Native Whites, 90%; Negroes, 9%; Foreign Born, 1%; English Reading, 98%; Families, 5,000.

Schools: Public Grade, 8; High, 1; Junior High, 2; Parochial, 2; Number of pupils, 5,445.

Churches: Baptist, 5; Christian Science, 2; Episcopal, 1; Methodist, 6; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 10.

Banks: National, 1; State, 4; Building and Loan Associations, 4; Capital, Surplus and Undivided Profits (all banks), \$919,953; Total Deposits (all banks), \$5,179,952.90; Total Resources (all banks), \$6,949,517.97.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 1; Total number of seats, 4,000.

Location: Burlington, Wabash, St. Louis and Hannibal Railways, Mississippi River, six marked national and state automobile highways.

Principal Industries: Shoes, Portland cement, car wheels, powder, stoves, scrubbing machines, pearl buttons, lime, wire fence, truck bodies, mill work, boxes and crates, large flour mills.

Manufacturing Establishments: 95. Leading firms: Atlas Portland Cement Co., E. I. du Pont

de Nemours, International Shoe Co., Bluff City Shoe Co., Duffy-Trowbridge Stove Co., Hannibal Car Wheel Co., American Scrubbing Machine and Equipment Co., Pennant Pearl Button Co., Pioneer Pearl Button Co., Marblehead Lime Co., Homestead Fence Co., Hannibal Paper & Cigar Box Co., Hannibal Woodworking Co., Hannibal Truck Body Co. Payroll, \$12,000,000.

Special Information: One of largest cement plants in the world.

Residential Features: Mostly private homes or flats and a few apartment houses.

Retail Shopping Section: About fifteen blocks on Main St. and Broadway, reached by trolley and bus lines.

Trading Area: 37 miles south, 40 miles southwest, 60 miles west, 70 miles northwest, 20 miles north and 30 miles east.

Wholesale Houses: Groceries, 2; meats, 3; fruits, 3; dry goods, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial auto. agencies, 6; automobile accessories, 12; automobile tire agencies, 5; bakers, 5; cigar stores and stands (including hotels), 18; confectioners (including hotel stands), 52; delicatessen, 2; dressmakers, 10; druggists, 14; dry goods, 16; department stores, 2; electrical supplies, 4; florists, 3; fruits, 4; furniture, 7; furriers, 1; garages (public), 10; grocers, 97 (chain, 2); hardware, 9; jewelry, 7; meat markets, 40; men's furnishings, 2; men's clothing, 10; merchant tailors, 2; milliners, 4; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 5; radio supplies, 5; restaurants (including hotels), 46; shoes, 20; sporting goods, 3; stationers, 2; women's apparel, 4.

Miscellaneous Data: Doctors (medical, 13); (dentists, 9); (osteopaths, 7); street car service; gas, artificial; number of meters, 3,351; electric current, alternating; number of wired houses, 6,000; number of automobile registrations, 3,418; water, soft.

INDEPENDENCE, MO. (Jackson County)

1920 Population, 11,886.

City and Suburban Estimate, 16,000.

Native Whites, 88.4%; Negroes, 7.4%; Foreign Born, 4.2%; English Reading, 98.5%; Families, 2,968.

Schools: Public Grade, 8; High, 1; Junior High, 1; Parochial, 1. Number of Pupils, 3,500.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Methodist, 3; Presbyterian, 1; Roman Catholic, 1; Miscellaneous—Disciples, 1; Latter Day Saints, 8.

Banks: National, 1; State, 5; Total Resources (all banks), \$4,308,753.39; Savings Bank Deposits Total, \$609,042.74.

Theatres: Moving Pictures, 3; Total number of seats, 1,750.

Location: Nine miles east of Kansas City on the main line and Lexington Branch Line of the Missouri Pacific, main line of the Chicago and Alton to Chicago and St. Louis, and on branch line of Kansas City Southern. Electric and bus lines to and from Kansas City. To nearest larger city by railroad, 35 minutes; by trolley, 55 minutes; by automobile, 30 minutes.

Principal Industries: Iron, flour, tile, cement and farm implements.

Manufacturing Establishments: 8. Leading firms: Independence Stove and Furnace Co., Waggoner-Gates Milling Co., Friderichsen Floor & Wall Tile Co., Portland Cement Works and Gleaner Mfg. Co. Total value of yearly output of factories estimated at \$3,000,000.

Special Information: Independence is the center of one of the greatest pure bred live stock sections in the country. Macadamized roads lead to it from all directions and connect it with all other towns in the county. More than 1,700 motor car licenses issued in Independence this year. City never had a bank failure caused by hard times and has had banks since 1857.

Residential Features: An ideal residence city, away from the smoke and noise of the great city and yet close enough to Kansas City to enjoy all the advantages of the larger city. Mostly one-family houses. Private homes predominate. A good trading center for farmers of Eastern Jackson County.

Continued on page 140

Daily Tribune Columbia, Missouri

Member of Audit Bureau of
Circulations

Full Leased Wire Associ-
ated Press News Service

The only Associated Press
Paper in the Columbia
territory

Circulation 40% greater in
the trading territory
than any other daily
in Columbia

MISSOURI (Cont'd)

Independence (cont'd)

Retail Shopping Section: Extends from Public Square (which forms heart of business section and terminal for suburban trolley and bus lines) for two blocks on West Lexington, two blocks on West Maple, two blocks on North Liberty, one block on East Maple, two blocks on East Lexington, two blocks on South Main, two blocks on South Liberty. One outlying retail business section and several smaller neighborhood sections with the usual grocery and small shops.

Trading Area: Extends about 10 miles north, 30 miles east, 30 miles south and 5 miles west.

Wholesale Houses: Meats, 1; fruits, 4; Miscellaneous lines, candy, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial auto agencies, 5; automobile accessories, 8; automobile tire agencies, 6; bakers, 3; cigar stores and stands (including hotels), 9; confectioners (including hotel stands), 4; delicatessen, 4; dressmakers, 2; druggists, 8; dry goods, 4; department stores, 6; electrical supplies, 3; florists, 3; fruits, 2; furniture, 4; garages (public), 6; grocers, 56 (chain 4); hardware, 6; jewelry, 4; meat markets, 30 (chain, 1); men's furnishings, 6; men's clothing, 4; merchant tailors, 2; milliners, 4; opticians, 5; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 8; restaurants (including hotels), 13; shoes, 6; sporting goods, 2; stationers, 10; women's apparel, 6.

Miscellaneous Data: Average temperature, 53 degrees; average number of rainy days per twelve months, 116; most pleasant months, April, May, Oct., Nov. Doctors (medical, 25); (dentists, 11); (osteopaths, 3); street car service; gas, natural and artificial; electric current, alternating and direct; water, hard and soft.

JEFFERSON CITY, MO.

(Cole County)

1920 Population, 14,490.

City and Suburban Estimate, 20,000.

Native Whites, 82.5%; Negroes, 13.6%; Foreign Born, 3.9%; Industrial Workers, 28%; English Reading, 90%; Families, 2,895.

Schools: 9; Number of pupils, 2,130.

Churches: 10.

Banks: 6; Total Resources, \$7,720,000.

Theatres: 3; Total number of seats, 3,200.

Location: On Missouri River, 110 miles west of St. Louis. Served by Mo. Pac., Mo., Kans. & Texas; Chicago & Alton R.Rs.

Principal Industries: Flour mills, foundry and machine shops. Also manufacture of shoes, harness, paper boxes, ice, overalls, brooms, motors and wagons.

Special Information: Jefferson City is the capital city of Missouri.

Residential Features: One- and two-family houses.

Retail Shopping Section: Eight blocks.

Trading Area: Radius of 25 miles.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial automobile agencies, 7; automobile accessories, 15; automobile tire agencies, 15; bakers, 3; cigar stores and stands (including hotels), 3; confectioners (including hotel stands), 7; delicatessen, 1; dressmakers, 7; druggists, 7; dry goods, 11; department stores, 2; electrical supplies, 2; florists, 2; fruits, 4; furniture, 4; garages (public), 8; grocers, 33; hardware, 8; jewelry, 4; meat markets, 18; men's furnishings, 10; men's clothing, 8; merchant tailors, 7; milliners, 6; opticians, 5; photographers, 4; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 14; shoes, 14; sporting goods, 4; stationers, 3; women's apparel, 4.

JOPLIN, MO.

(Jasper County)

1920 Population, 29,902 (1925 city census, 31,500).

City and Suburban Estimate, 250,000.

Native Whites, 95%; Negroes, 2.5%; Foreign Born, 2.5%; English Reading, 95%; Families, 7,000.

Schools: Public Grade, 20; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 7,308.

Churches: Baptist, 7; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 7; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 12; Christian, 5.

Banks: National, 1; State, 4; Total Resources, \$11,317,599.77; Savings Bank Deposits Total, \$144,500.

Theatres: Legitimate, 1; Moving Pictures, 5; Vaudeville, 3; Burlesque, 2; Miscellaneous (Auditoriums, etc.), 3; Total number of seats, 12,158.

Location: Joplin is located 170 miles south of Kansas City, 5 miles east of Kansas border, less than 40 miles from Arkansas and Oklahoma and situated on hard surface roads from St. Louis and Kansas City, served by Missouri Pacific, Frisco, Santa Fe, M. K. & T., Kansas City Southern, Missouri and North Arkansas steam railroads and Southwest Missouri, and the Joplin and Pittsburg Interurban. Excellent bus service to central parts of the state.

Principal Industries: Lead and zinc mining and smelting, flour mills, mining machinery, cigar factories, printing, baking, creameries,

candy factories, garments, advertising novelties, stone quarries and diversified farming.

Manufacturing Establishments: 125. Leading firms: Eagle-Picher Lead Co., Empire District Electric Co., General Explosives Co., Independent Gravel, Junge Baking Co., Concrete and Steel Construction, Boucher Cigar Co., United Iron Works, Joplin Printing Co., Rogers Foundry, D. M. Oberman Mfg. Co., Meeker Adv. Co. Annual payrolls all over \$50,000. Total value of yearly output of factories estimated at \$28,000,000.

Special Information: Metropolis of a trading area of 250,000 to 300,000, including southwest Missouri, northeastern Kansas, northeastern Oklahoma, northwestern Arkansas, gateway to the Ozark playgrounds, where 350,000 tourists visit annually. As a wholesale distributing center, Joplin is growing in importance. Large retail establishments equalling those in much larger cities are found here, supported by the exceptional "outside" market. Concrete highways radiate from Joplin to points in Kansas, Oklahoma, Arkansas, and toward center of state.

Residential Features: Mostly one-family houses. About 18 apartment houses. Has many magnificent homes, but middle classes predominate.

Retail Shopping Section: Extends from Third to Seventh Sts. (4 blocks) on Main (the main N and S St.), Joplin, Wall, Virginia Sts., making an area 4 blocks long and 3 blocks wide. There are retail establishments located along Main St. from First St. to the southern limit of the city (35th St.) and in small sections in the northwestern, northeastern, west central and southern parts of town.

Trading Area: 70 miles south, 30 miles east, 30 miles west, 25 miles north.

Wholesale Houses: Groceries, 5; meats, 3; fruits, 3; hardware, 1; miscellaneous lines, notions, 1; cigar-tobacco, 2; garments, 1; grain, flour and feed, 4; poultry, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 21; commercial automobile agencies, 9; automobile accessories, 5; automobile tire agencies, 18; bakers, 10; cigar stores and stands (including hotels), 11; confectioners (including hotel stands), 9; delicatessen, 2; dressmakers, 31; druggists, 24; dry goods, 11; department stores, 3; electrical supplies, 7; florists, 7; fruits, 4; furniture, 20; furriers, 2; garages (public), 25; grocers, 160; hardware, 14; jewelry, 11; meat markets, 47; men's furnishings, 12; men's clothing, 12; merchant tailors, 8; milliners, 8; opticians, 3; photographers, 6; pianos (and miscellaneous musical instruments), 6; radio supplies, 4; restaurants (including hotels), 54; shoes, 8; sporting goods, 4; stationers, 6; women's apparel, 15.

KANSAS CITY, MO.

(Jackson County)

1920 Population, 324,410 (1925 est. 375,000).

City and Suburban Estimate, 700,000. (Total population within 42 mile radius of Kansas City, 979,307; 150 mile radius, 4,000,000.)

Native Whites, 81%; Negroes, 10%; Foreign Born, 9%; English Reading, 318,871. Families, 82,056. Kansas City is known as the most American city.

Schools: Public Grade, 100; High, 8; Junior High, 4; Parochial, 32; Junior College, 1; (Number of Pupils, 75,000 approximately). Teachers College, 1; Private Schools, 6; Trade Schools, 2; Business Colleges, 8; Dental College, 1; Engineering College, 1; Law College, 1; Medical College, 1; Optical College, 1; School of Pharmacy, 1.

Churches: Baptist, 35; Catholic, 34; Christian, 20; Christian Science, 6; Congregational, 5; Dunkard, 1; Episcopal, 8; Evangelical, 7; Jewish, 11; Latter Day Saints, 7; Lutheran, 12; Methodist Episcopal, 27; Methodist Episcopal South, 15; Presbyterian, 26; Quaker, 1; Unitarian, 1; Miscellaneous—15.

Banks: National, 13; Resources, \$166,000,000. State, 32, Resources, \$199,000,000. Total Resources (all banks), \$365,000,000. Capital stock, \$19,000,000; Surplus, \$13,000,000. (June, 1926). Bank clearings for 1925 were \$7,016,485,871., a gain of \$434,885,871. over 1924. Kansas City is the site of Federal Reserve Bank, District No. 10. Capital including surplus \$13,213,000.

Theatres: Legitimate, 3; Moving Pictures, 67; Vaudeville, 3; Burlesque, 2; Miscellaneous (Auditoriums, etc.), 4; Total number of seats, approximately, 65,000, not including Convention Hall, which seats 15,000.

Location: Kansas City has railroad terminal facilities valued at \$50,000,000, and a \$6,000,000. Union Station near the center of the city. Served by 13 trunk line railroads and 32 subsidiary lines, 7 interurban railroads. Trunk lines: Atchison, Topeka & Santa Fe; Chicago, Burlington & Quincy; Chicago, Rock Island & Pacific; Missouri, Kansas & Texas; Chicago Great Western; Union Pacific; Missouri Pacific; Wabash; Kansas City Southern; St. Louis & San Francisco; Chicago & Alton; Chicago, Milwaukee & St. Paul. Interurban electric lines to Excelsior Springs, and Independence, Mo., and to Olathe, Kans., Leavenworth, Kans., Lawrence, Kans., Topeka, Kans., St. Joseph, Mo. Numerous motor buses serve suburban territory; taxi and trolley service from station to any part of city or suburbs. The west, and southwest, can be served from Kansas City in three days less than from Chicago. To nearest larger city by railroad, 8 hours; by automobile, 10 hours.

Principal Industries: Packing house products, flour and grist mill products, iron and steel products, oil (crude and refined), soaps and heavy chemicals, bread, crackers, bakery products, motor cars and repairs.

Manufacturing Establishments: 1,200 in Greater Kansas City. Leading firms: Armour's Packing House; Swift & Co., Packers; Wilson

Packing Co.; Cudahy Packing Co.; Amercian Radiator Co.; Peet Bros (soap); Procter & Gamble Soap Co.; Kansas City Bolt & Nut Co., Kansas City Structural Steel Co.; Butler Mfg. Co.; Columbian Steel Tank Co.; Southwestern Flour Mills; Kansas Flour Mills. Total value of yearly output of factories for 1925 estimated at \$659,968,963, an increase of \$55,442,244 over 1924. Kansas City started the year 1926 with increased payroll of 8 million dollars.

Special Information: Has a Public Library with fourteen branches; total number of volumes, 399,600; circulation, 1,430,000. Has a Fine Arts Institute and Conservatory of Music. Has eighty commercial hotels in downtown business district containing 8,500 rooms. Has a street railway system operating 305 miles of track; handled 192,582,378 passengers in 1925. Railroad handled 3,010,961 passengers in 1925 and the interurban lines handled 3,360,191. Livestock receipts for 1925 were 7,582,000 (cattle, 2,409,012; calves, 549,420; hogs, 3,055,065; sheep, 1,499,730; horses and mules, 34,059). Kansas City handled 123,864 cars of livestock, the value being \$265,000,000. Postal receipts amounted to \$10,124,858, an increase over 1924 of \$1,129,768. Number of pieces of mail handled were \$25,540,996, an increase over 1924 of 62,043,673. Kansas City has 59 substations. Has a \$54,000,000 power and light plant which has a capacity of 180,250 kw., or 175,000 hp. Kansas City used 330,676,840 kilowatt hours of electricity during 1925, a gain of 25,095,103 over 1924. Assessed valuation of Kansas City real estate (60% actual value) \$441,144,000. Custom receipts for 1925 were \$614,523.34, an increase of \$54,654.96 over 1924. Grain receipts for 1925 were 88,933,150 bushels. (Wheat, 52,110,000; corn, 12,228,750; Kaffir corn, 4,308,700; oats, 13,543,900; rye, 228,800; barley, 513,000.) The American Express Company handled 9,154,937 packages to, from and through Kansas City during 1925, a gain over 1924 of 314,321. 38,713,475 tons of freight were handled to and from Kansas City during 1925 by the railroads, a gain of 496,116 tons over 1924. Freight charges collected during 1925 were \$101,328,617., a gain of \$315,045., over 1924. Kansas City now has 102,616 telephones (1925), an increase of 19,230 over 1923. Has 84,397 gas connections, and 83,511 water connections. Automobile registrations 59,045 in 1925.

Residential Features: Nearly 40% of Kansas City's families are home owners—one of the highest percentages in any American city. Homes predominate. 6,532 building permits were issued in 1925, an increase of 1,537 over 1924. Building permits in 1925 represented a value of more than \$38,000,000. Of this total, 3,674 were dwellings, 144 for apartment buildings, 108 duplexes. Very beautiful residential district. Many restricted residential districts. 30 separate parks, 40 supervised playgrounds, more than 3,470 acres of parks and boulevards, and 2 municipal golf links.

Retail Shopping Section: From 8th and Main, south to 15th and Main Streets, and from Wyandotte Street east to Oak Street—approximately 15 blocks of downtown shopping district. Outlying retail business sections at 31st and Troost, 31st and Prospect, 31st and Main, 39th and Main, 39th and Prospect, 48th and Prospect, 47th and Troost, 55th and Troost, Sheffield, Centropolis, 15th and Troost, 35th and Troost, 33rd to 41st on Broadway, 63rd and Brookside Boulevard, Crestwood (55th and Brookside) Country Club Plaza (47th and Ward Parkway), 59th and Main, St. John and Hardesty, and many others. These are all good sized shopping centers.

Trading Area: Extends 50 miles north and south, and 60 miles east and west. Excellent electric line (interurban) service to many towns within 60 miles radius. Also very good bus lines, train and trolley service. Paved roads to many towns within 60 miles' radius.

Wholesale Houses: Groceries, 25; meats, 15; fruits, 15; hardware, 11; dry goods, 15; drugs, 14. Output of Kansas City wholesale houses in 1925 totaled \$740,437,802.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 162 approximately; commercial automobile agencies, 23 approximately; automobile accessories, 46; automobile tire agencies, 104; bakers, 103; cigar stores and stands (including hotels), 156 (chain, 39), approximately; confectioners (including hotel stands), 169, approximately; delicatessen, 22; dressmakers, 241; druggists, 456 (chain, 25); dry goods, 117; department stores, 4; electrical supplies, 78; florists, 80; fruits, 60; furniture, 157; furriers, 16; garages (public), 327; grocers, 1,832 (chain, 282); hardware, 152; jewelry, 81; meat markets, 107 (chain, 85); men's furnishings, 122; men's clothing, 57; merchant tailors, 100; milliners, 51; opticians, 49; photographers, 50; pianos (and miscellaneous musical instruments), 27; radio supplies, 49; restaurants (including hotels), 995 (chain, 41); shoes, 76; sporting goods, 11; stationers, 21; women's apparel, 43.

Miscellaneous Data: Average temperature, 56 degrees; average number of rainy days per twelve months, 110; most pleasant months, April, May, Sept., Oct. Doctors (medical, 798); (dentists, 448); (osteopaths, 120). Number of wired houses, 100,000; street car service; gas, natural and artificial; electric current, alternating and direct; water, hard. (Kansas City is erecting a 10 million dollar water-works plant).

See announcement page 141

KIRKSVILLE, MO.

(Adair County)

1920 Population, 7,213.

City and Suburban Estimate, 9,500.

Native Whites, 94%; Negroes, 1%; Foreign Born, 5%; English Reading, 98.5%; Families, 1,900.

Schools: Public Grade, 5; High, 1; Junior High, 1; Number of Pupils, 2,235.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Methodist, 3; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 2.

Banks: National, 2; State, 3; Total Resources, \$3,951,370.35; Savings Deposits in three State Banks, \$417,579.36; the one Savings Bank Deposits, \$662,807.11.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 4. Total number of seats, 6,500.

Location: In central north Missouri, about 40 miles south of Iowa line. Served by Wabash R. R. and the Q. O. & K. C. branch of Burlington; 15 miles from main line of Santa Fe. To nearest larger city by railroad, 2 hours; by auto, 3 hours.

Principal Industries: Shoe factory, coal mines, hatcheries, dairying, farming. Two professional colleges; three large hospitals and two smaller.

Manufacturing Establishments: 2. Leading firms: International Shoe Co., J. D. Bondurant & Sons (bread and confections, wholesale for larger territory, also bottling works). Total value of yearly output of factories estimated at \$8,000,000.

Special Information: Home of largest osteopathic school, with 800 men and women students mostly college and university graduates. First District State Teachers' College. More than 2,000 men and women students here all year around, in addition to population credited by census.

Residential Features: Mostly 1-family houses with area of large rooming and boarding houses near colleges; about 20 fraternity and sorority houses.

Retail Shopping Section: On public square and on streets, one block each way, with exception of Franklin Street, where there are eight blocks of business houses. Principal business streets are: three blocks on Washington, three on Harrison, three on Elson, with 10 on Franklin.

Trading Area: Usually served in all within radius of 35 miles.

Wholesale Houses: Groceries, 1; meats, 1; fruits, 1; Miscellaneous lines, coffee and tea, 1; confectionery, 1; bakery goods, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial automobile agencies, 4; automobile accessories, 12; automobile tire agencies, 11; bakers, 4; cigar stores and stands (including hotels), 21; confectioners (including hotel stands), 8; dressmakers, 15; druggists, 7; dry goods, 6; department stores, 2; electrical supplies, 2; florists, 3; fruits, 2; furniture, 2; furrier, 1; garages (public), 7; grocers, 58 (chain, 2); hardware, 4; jewelry, 3; meat markets, 5; men's furnishings and men's clothing, 7; merchant tailors, 3; milliners, 6; opticians, 3; photographers, 4; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 10; shoes, 3; sporting goods, 2; stationers, 3; women's apparel, 7.

Miscellaneous Data: Average temperature, 54 degrees; average number of rainy days per 12 months, 110; most pleasant months: April, May, June, Oct., Nov. Doctors (medical, 12); (dentists, 8); (osteopaths, 12); gas, artificial; electric current, alternating; number of wired houses, 2,980; water, hard.

LAMAR, MO.

(Barton County)

1920 Population, 2,255.

City and Suburban Estimate, 4,000.

Native Whites, 93%; Negroes, 5%; Foreign Born, 2%; English Reading, 96%; Families, 605.

Schools: 2; Number of pupils, 800.

Churches: 5.

Banks: 4; Total Resources, \$1,900,000.

Theatres: 1; Total number of seats, 450.

Location: Situated 32 miles northeast of Joplin, on the Missouri Pacific and the St. Louis & San Francisco R.Rs.

Principal Industries: Flour mill, cigar manufacturing, wagon factories, and large nurseries.

Residential Features: One-family houses.

Retail Shopping Section: Three blocks.

Trading Area: Radius of 10 miles.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 4; commercial automobile agencies, 1; automobile accessories, 6; automobile tire agencies, 6; bakers, 2; cigar stores and stands (including hotels), 2; confectioners (including hotel stands), 2; dressmakers, 2; druggists, 3; dry goods, 4; electrical supplies, 2; florists, 1; fruits, 2; furniture, 3; garages (public), 5; grocers, 10; hardware, 2; jewelry, 2; meat markets, 4; men's furnishings; 1; men's clothing, 1; merchant tailors, 1; milliners, 2; opticians, 3; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 3; shoes, 1; sporting goods, 1; stationers, 1; women's apparel, 1.

LEXINGTON, MO.

(Lafayette County)

1920 Population, 4,695.

City and Suburban Estimate, 8,000.

Native Whites, 83%; Negroes, 10%; Foreign Born, 7%; English Reading, 90%; Families, 1,270.

Schools: 4; Number of pupils, 975.

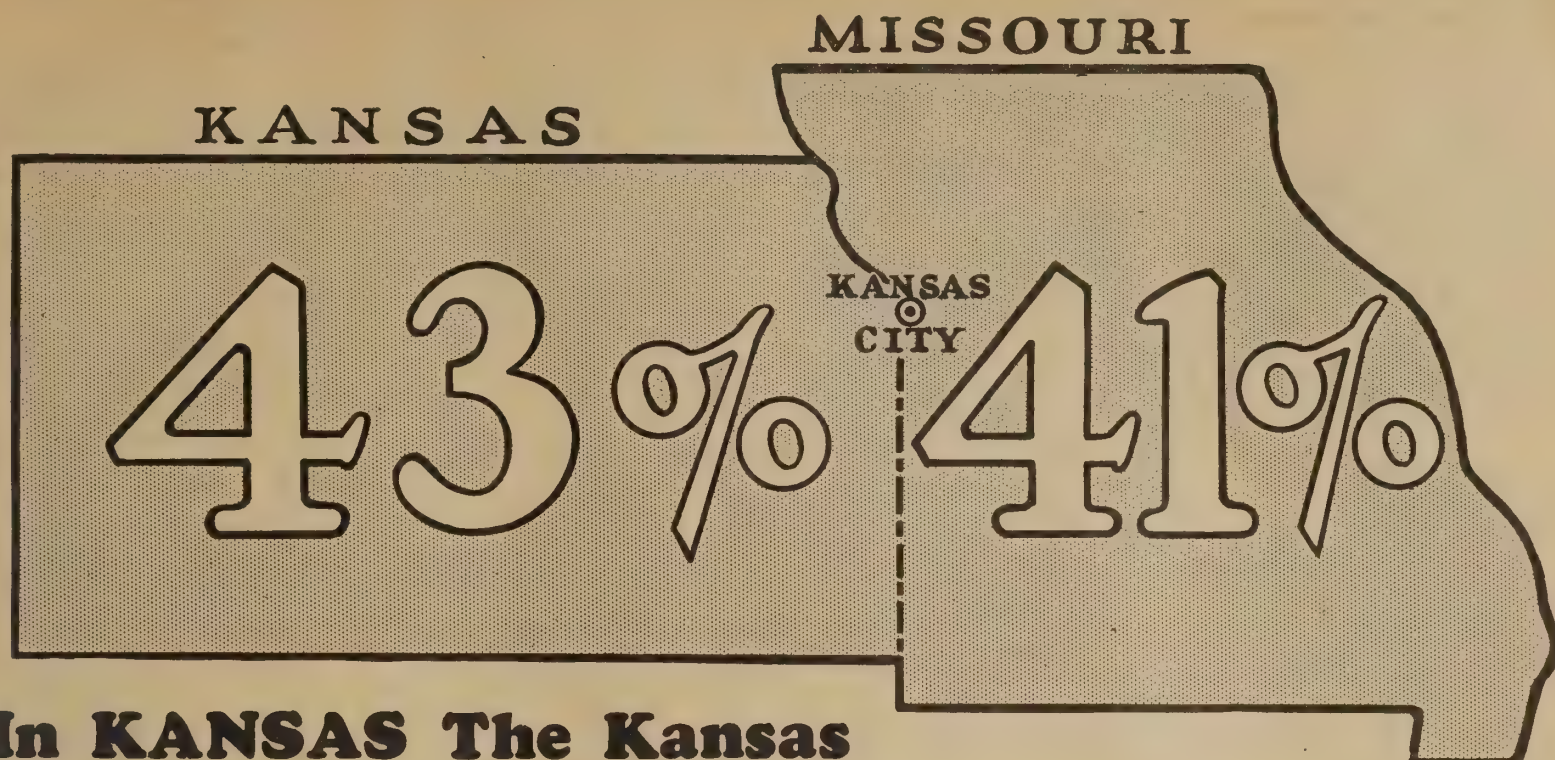
Churches: 6.

Banks: 4; Total Resources, \$3,200,000.

Theatres: 1; Total number of seats, 500.

Location: On Missouri River, 42 miles east of Kansas City. Served by Missouri Pacific R.R.

Continued on page 142



In KANSAS The Kansas City Star is read in 43% of ALL the Homes, Urban and Rural.

In MISSOURI [excluding St. Louis] The Kansas City Star is read in 41% of ALL the Homes, Urban and Rural.

THE Kansas City Star DAILY and the Kansas City Star WEEKLY have a combined circulation of more than 930,000 copies.

They reach more than 42% of ALL the families, both urban and rural, in Kansas and Missouri, exclusive of St. Louis.

Kansas City is the center of the richest productive area in the world — a district that produces annually in basic wealth from the soil three thousand million dollars!

Wheat, corn, cattle, hogs, sheep, lumber, oil, lead, zinc—these things are essential to modern civilization and account for the year-in and year-out prosperity of the Kansas City territory.

See the table of rates for the Daily and

Weekly Star and the Sunday and Weekly Star in the box to the left.

Here is the lowest daily newspaper rate in the world combined with the lowest farm paper rate in the world—less a special discount of 25%.

Here is the only city and trade territory in the world where both the urban and rural market—the complete market—can be covered adequately at a low newspaper rate.

Learn more about this three thousand million dollar market! The Star's circulation by cities and counties, together with the trade outlets over a seven-state area have been compiled in one comprehensive survey.

This survey will be sent free of charge, postpaid, for the asking.

25% Discount

DAILY STAR AND WEEKLY STAR COMBINATION 930,000 Circulation

Per line (small ads) \$1.53¾

Quarter Pages (532 lines), per line 1.44¾

Full Pages (2,128 lines), per line 1.35

SUNDAY STAR and WEEKLY STAR COMBINATION 715,000 Circulation

Per line (small ads) \$1.35¾

Quarter Pages, per line 1.26¾

Full Pages, per line 1.17

THE KANSAS CITY STAR

The Weekly Kansas City Star

New York Office: 15 E. 40th St.

Chicago Office: 1418 Century Bldg.

MISSOURI (Cont'd)

Lexington (cont'd)

Principal Industries: Furniture, cigar factories, farming.

Residential Features: One-family houses.

Retail Shopping Section: Five blocks.

Trading Area: Fifteen mile radius.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial automobile agencies, 2; automobile accessories, 6; automobile tire agencies, 6; bakers, 2; cigar stores and stands (including hotels), 3; confectioners (including hotel stands), 2; dressmakers, 3; druggists, 5; dry goods, 3; electrical supplies, 3; florists, 1; fruits, 3; furniture, 2; garages (public), 6; grocers, 20; hardware, 3; jewelry, 2; meat markets, 5; men's furnishings, 4; men's clothing, 4; merchant tailors, 2; milliners, 1; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 4; shoes, 4; sporting goods, 2; stationers, 2; women's apparel, 2.

MACON, MO.

(Macon County)

1920 Population, 3,549. Most important cities and towns in this area are: La Plate (pop. 2,000); Atlanta (500); Bevier (2,200); Callao (400).

Native Whites, 85%; Negroes, 10%; Foreign Born, 5%; Industrial Workers, 25%; English Reading, 95%; Families, 1,200.

Schools: Public Grade, 2; High, 1; Junior High, 1; Parochial, 1. Number of Pupils, 800.

Churches: Baptist, 2; Episcopal, 1; Methodist, 3; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 2.

Banks: State, 3; Total Resources (all banks), \$2,500,000; Savings Bank Deposits Total, \$100,000.

Theatres: Legitimate, 1; Moving Pictures, 3; Total number of seats, 1,500.

Location: Main Line of Chicago, Burlington & Quincy R.R. and Wabash R.R. Directly connected to Chicago, St. Louis and Kansas City.

Principal Industries: Largest coal producing county in state, 3 to 10 miles from Macon. Two large mines near city limits.

Manufacturing Establishments: J. C. Penney Co., Sharp Mercantile Co., Gieselman Dept. Store, Albert Skinner Furniture Co., Central Auto Sales Co., I. C. Stephens Clothing Co.

Special Information: Excellent shipping facilities to north, south, east and west. Large shale beds, suitable for brick, tile and fire clays in commercial quantities undeveloped. Plenty of coal and water right at hand. Non-union town at present, except coal miners' unions at nearby small towns. No labor troubles.

Residential Features: One-family houses, private homes predominate.

Retail Shopping Section: Rollins, Vine, Bourke, Rubey. Total, 8 blocks.

Trading Area: Extends 35 miles east and west, 25 miles north and south. Good roads, rapidly being hard surfaced.

Wholesale Houses: Groceries, 3; meats, 1; fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial automobile agencies, 7; automobile accessories, 8; automobile tire agencies, 8; bakers, 2; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 10; dressmakers, 20; druggists, 4; dry goods, 5; department stores, 5; electrical supplies, 4; florists, 2; fruits, 2; furniture, 2; garages (public), 3; grocers, 28; hardware, 3; jewelry, 3; meat markets, 4; men's furnishings, 4; men's clothing, 4; merchant tailors, 4; milliners, 6; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 6; restaurants (including hotels), 9; shoes, 5; sporting goods, 4; stationers, 2; women's apparel, 3.

Miscellaneous Data: Doctors (medical, 8); (dentists, 4); (osteopaths, 3); gas, artificial; number of meters, 340; electric current, alternating; number of wired houses, 1,050; water, soft.

MARSHALL, MO.

(Saline County)

1920 Population, 5,200.

City and Suburban Estimate, 6,100.

Native Whites, 90%; Negroes, 9%; Foreign Born, 1%; Industrial Workers, 5%; English Reading, 100%; Families, 1,150.

Schools: Public Grade, 4; High, 1; Parochial, 1; 1 College.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 3; Roman Catholic, 1; Christian, 1; Evangelical, 1.

Banks: State, 4.

Theatres: Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), High School Auditorium, 1,100 capacity; College, 800. Total number of seats, 2,900.

Location: Chicago & Alton R.R., Missouri Pacific Ry. Daily bus to Sedalia, two trips each way daily. Located on Primary State Highway, north and south, and is only 10 miles from Primary East and West. Both roads rock paved. To nearest large city by railroad, 3 hours; by auto, 4 hours.

Principal Industries: Shoe factory, high patent flour, barrels, bottling works, ice cream factory, baby chick hatchery, creamery, two ice plants, also bakery.

Manufacturing Establishments: Moore Cooperative Co., Rea & Page Mill, and Victor Mill, International Shoe Factory, Missouri Ice Cream Co., Ohl's Hatchery, Marshall Ice Co., Missouri Gas & Electric Co. (ice, coal and gas).

Residential Features: Most residents in eastern half of town are home owners. Factory people are encouraged to buy.

Trading Area: 22 miles west and as far as Waverly; 17 miles southeast, to Nelson east to Glasgow.

Wholesale Houses: Groceries, 2; Miscellaneous lines—1 seed co., bottling works.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial automobile agencies, 7; automobile accessories, 11; automobile tire agencies, 11; bakers, 3; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 3; delicatessen, 1; dressmakers, 5; druggists, 5; dry goods, 5; department stores, 2; electrical supplies, 2; florists, 2; furniture, 4; furriers, 3; garages (public), 9; grocers, 33; hardware, 4; jewelry, 4; meat markets, 5; men's furnishings, 5; men's clothing, 5; merchant tailors, 5; milliners, 7; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 4; radio supplies, 4; restaurants (including hotels), 9; shoes, 8; sporting goods, 4; stationers, 3; women's apparel, 6.

Miscellaneous Data: Average temperature, 54 degrees; average number of rainy days per twelve months, 110; most pleasant months, April, May, Oct., Nov. Doctors (medical, 10); (dentists, 7); (osteopaths, 2); gas, artificial; electric current, alternating; water, hard.

MARYVILLE, MO.

(Nodaway County)

1920 Population, 4,711.

City and Suburban Estimate, 9,000. Most important cities and towns in this area are: Burlington Junction (pop. 970); Skidmore (628); Hopkins (918); Conception Junction (518).

Native Whites, 90%; Negroes, 1%; Foreign Born, 9%; Industrial Workers, 25%; English Reading, 100%; Families, 1,500.

Schools: Public Grade, 5; High, 2; Junior High, 1; Parochial, 2; Number of Pupils, 1,125. Northwest Missouri Teachers' College: Winter enrollment, 750; Summer, 900.

Churches: Baptist, 2; Christian Science, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 2; Miscellaneous—First Christian, 1.

Banks: National, 1; State, 3; Capital, Surplus and Undivided Profits (all banks), \$638,995; Total Deposits (all banks), \$3,489,599; Total Resources (all banks), \$4,473,300.

Theatres: Legitimate, 1; Moving Pictures, 2; Vandeville, 1; Northwest State Teachers' College Auditorium. Total number of seats, 2,150.

Location: Northwest district of Missouri. Served by Chicago, Burlington & Quincy.

Principal Industries: Agricultural products and live stock, tool manufacturing company, two cigar factories, lightning rod company, shirt factory.

Manufacturing Establishments: 5. Leading firms: McDonald Shirt Co., Moore Lightning Rod Co., Basford Cigar Co., Lloyd Mfg. Co., Behm Cigar Co. Total value of yearly output of factories estimated at \$1,610,000.

Residential Features: City of homes, average home 6 or 7 rooms; private homes decidedly predominate. Average value of homes, \$6,500.

Retail Shopping Section: Located around square: extends 2 blocks south, 2 blocks west, 2 blocks north, and 1 block east, comprising over 100 retail houses.

Trading Area: Forty miles east, west and north, and twenty miles south. This being the best retail in the whole section, makes it a trade center.

Wholesale Houses: Groceries, 1; meats, 1; Miscellaneous lines—2 cigar factories.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial automobile agencies, 5; automobile accessories, 3; automobile tire agencies, 6; bakers, 3; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 7; delicatessen, 2; dressmakers, 12; druggists, 4; dry goods, 4; department stores, 3; electric supplies, 3; florists, 2; fruits, 8; furniture, 4; furriers, 1; garages (public), 9; grocers, 9; hardware, 4; jewelry, 2; meat markets, 6; men's furnishings, 3; men's clothing, 2; merchant tailors, 2; milliners, 3; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 4; radio supplies, 2; restaurants (including hotels), 6; shoes, 5; sporting goods, 3; stationers, 2; women's apparel, 4.

Miscellaneous Data: Electric current, alternating and direct; number of wired houses, 1,246; number of automobile registration in county, 6,540; water, hard.

MEXICO, MO.

(Audrain County)

1920 Population, 6,013 (1925 est. 8,180).

City and Suburban Estimate, 35,000.

Native Whites, 95%; Negroes, 3%; Foreign Born, 2%; Industrial Workers, 30%; English Reading, 98%; Families, 1,385.

Schools: Public Grade, 3; High, 1; Junior High, 1; Parochial, 1. Number of Pupils, 2,498.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Lutheran, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 1; State, 3; Total Resources (all banks), \$6,798,221; Savings Bank Deposits Total, \$946,480.

Theatres: Legitimate, 1; Moving Pictures, 1; Vandeville, 1; Miscellaneous (Auditoriums, etc.), 4. Total number of seats, 7,200.

Location: Wabash, Chicago, & Alton, South Branch C. & A., O. B. & Q. cut-off. 35 passenger trains a day, three bus lines and three taxi lines to nearby small towns.

Principal Industries: Fire clay industry, shoes manufacturing, bank supplies, farming, fine saddle horses and work stock.

Manufacturing Establishments: 19. Leading firms: A. P. Green Fire Brick Co., International Shoe Co., Continental Bank Supply Co., Western Stove Lining Works. Total value of yearly output of factories estimated at \$12,920,000.

Residential Features: Mostly one-family houses, large percentage either owned or being bought by occupants. 90 houses built here last year and 98 per cent of these owned or being bought by occupants. Building this year amounts to over \$1,000,000, of which almost \$200,000 is homes. Most of the homes run from three to five thousand dollars. Several residential sections where higher values predominate.

Retail Shopping Section: Extends from the public square in each direction. Covers 29 business blocks in all.

Trading Area: Extends about 32 miles north, 30 miles west, 85 miles east, and 20 miles south. Because of excellent train service into this city and the bus lines, business is frequently brought here from even greater distances.

Wholesale Houses: Groceries, 1; meats, 1; fruits, 3; automobile supplies, 1; Miscellaneous lines, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial automobile agencies, 10; automobile accessories, 14; automobile tire agencies, 14; bakers, 2; cigar stores and stands (including hotels), 21; confectioners (including hotel stands), 15; dressmakers, 16; druggists, 4; dry goods, 4; department stores, 4; electrical supplies, 4; florists, 1; fruits, 5; furniture, 2; furriers, 2; garages (public), 14; grocers, 26; hardware, 3; jewelry, 4; meat markets, 9; men's furnishings, 9; men's clothing, 6; merchant tailors, 1; milliners, 5; opticians, 7; photographers, 2; pianos (and miscellaneous musical instruments), 4; radio supplies, 5; restaurants (including hotels), 6; shoes, 7; sporting goods, 5; stationers, 6; women's apparel, 6.

MOBERLY, MO.

(Randolph County)

1920 Population, 12,808.

City and Suburban Estimate, 60,000. Most important cities and towns in this area are: Fayette (pop. 3,000); Paris (1,500); Salisbury (1,500); Higbee (1,200); Huntsville (2,500).

Native Whites, 95%; Negroes, 4%; Foreign Born, 1%; Industrial Workers, 20%; English Reading, 99%; Residences, 3,500; Families (1924), 3,950.

Schools: Public Grade, 6; High, 1; Parochial, 2; Number of Pupils, 2,875.

Churches: Baptist, 5; Christian Science, 1; Episcopal, 1; Methodist, 5; Presbyterian, 2; Roman Catholic, 2; Miscellaneous, 8.

Banks: State, 4; Total Deposits (all banks), \$4,000,000; Total Resources (all banks), \$4,647,965.44; Total Savings Banks Deposits, \$650,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Total number of seats, 2,200.

Location: On Wabash and M. K. & T. Railroads. Division point on Wabash with lines running to Kansas City, Omaha, Des Moines and St. Paul, Detroit, Buffalo and St. Louis. Also on state highways north, south, east and west. To St. Louis by railroad, 4 hours; by auto, 6 hours.

Principal Industries: Railroad shops, shoe factory, paving brick factory, tube expander and tool works, hay press company.

Manufacturing Establishments: Leading firms: Brown Shoe Co., Moberly Paving Brick Co., Faessler Manufacturing Co., Missouri Hay Press Co.

Special Information: Moberly has recently raised a large fund for industrial expansion.

Residential Features: A city of nice and well kept homes and paved streets.

Retail Shopping Section: Extends from Union Station to Tannehill Park on Reed and Coates and Cross Streets, embracing 20 blocks. Many neighborhood groceries and meat shops.

Trading Area: Extends 25 miles east and north, and 30 to 35 miles south and west. Considerable business from beyond these areas.

Wholesale Houses: Groceries, 4; fruits, 1; Miscellaneous lines—auto accessories, 1; barber supplies, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; automobile accessories, 4; bakers, 3; cigar stores and stands (including hotels), 5 (chain, 1); confectioners (including hotel stands), 5; delicatessen, 2; dressmakers, 4; druggists, 10; dry goods, 3; department stores, 2; electrical supplies, 2; florists, 2; fruits, 1; furniture, 3; garages (public), 3; grocers, 64 (chain, 5); hardware, 4; jewelry, 5; meat markets, 25; men's furnishings, 2; men's clothing, 6; merchant tailors, 2; milliners, 4; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 6; restaurants (including hotels), 8; shoes, 4; sporting goods, 2; stationers, 2; women's apparel, 4.

Miscellaneous Data: Average temperature, 54 degrees; average number of rainy days per twelve months, 107; most pleasant months, April, May, Oct., Nov. Doctors (medical, 22); (dentists, 11); (osteopaths, 5); gas, artificial; number of meters, 2,400; electric current, alternating; number of wired houses, 3,800; number of automobile registrations, 2,900; water, soft.

MONETT, MO.

(Barry County)

1920 Population, 4,206.

Native Whites, all; English Reading, all.

Schools: Public Grade, 4; High, 1; Junior High, 1; Parochial, 1. Number of Pupils, 1,600.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous—Methodist-Protestant, 1; Lutheran, 1; Nazarene, 1.

Banks: National, 1; State, 2; Total Resources (all banks), \$1,737,753.49.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2.

Location: In southwest Missouri in the Ozarks playground. Served by St. L. & S. F. Ry. Bus service to Arkansas and east and west. Frisco division point.

Principal Industries: Railroad, center of strawberry industry and headquarters of Ozark Fruit Growers' Association. Farming, dairying and poultry raising. Manufacturing of overalls, pants, cigars, butter, soda pop, electric batteries.

Manufacturing Establishments: 4. Leading firms: Obermann Mfg. Co., Frederick Cigar Factory, E. L. Jerome Creamery Co., F. M. Rein-smith.

Residential Features: Mostly one-family houses, a few apartments. Many home owners in the town.

Retail Shopping Section: Mostly on one main street—Broadway. A few small groceries in residence district.

Trading Area: Probably twenty-five miles.

Wholesale Houses: Groceries, 1; fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; automobile accessories, 7; automobile tire agencies, 7; bakers, 2; cigar stores and stands (including hotels), 4; confectioners (including hotel stands), 3; druggists, 4; dry goods, 5; electrical supplies, 2; florists, 1; furniture, 3; garages (public), 7; grocers, 12; hardware, 3; jewelry, 2; meat markets, 4; men's clothing, 3; merchant tailors, 2; milliners, 3; opticians, 2; photographers, 2; piano (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 6; shoes, 5; stationers, 3; women's apparel, 4.

NEOSHO, MO.

(Newton County)

1920 Population, 3,968.

City and Suburban Estimate, 6,000.

Native Whites, 98%; Negroes, 1.5%; Foreign Born, 0.5%; Industrial Workers, 25%; English Reading, 100%; Families, 850.

Schools: Public Grade, 4; High, 1; Junior High, 2; Number of Pupils, 1,370.

Churches: Baptist, 2; Christian, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 5.

Banks: National, 1; State, 4.

Theatres: Moving Pictures, 1. Total number of seats, 1,200.

Location: Served by the K. C. S., St. L. & S. F., and M. & N. A. R.R.s. Good connections north, east, south, and west. Fine bus service over concrete highway north, also good gravel roads in all directions. To nearest large city by railroad, 30 minutes; by auto, 1 hour.

Principal Industries: Farming, poultry raising, fruit, foundry, broom factory, garment factory, cigar factory, canning, poultry dressing, feed grinding, flour mills.

Manufacturing Establishments: 20. Leading firms: Neosho Foundry, Neosho Broom Co., W. W. Davis Cigar Co., Neosho Canning Co., Neosho Garment Factory.

Residential Features: Homes mostly owned by occupants, houses average from 4 to 10 rooms. Well kept neat lawns and streets.

Retail Shopping Section: Public square and one block each way.

Trading Area: 15 miles north, 20 miles west, 30 miles south, 30 miles east.

Wholesale Houses: Groceries, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial automobile agencies, 3; automobile accessories, 10; automobile tire agencies, 12; bakers, 4; cigar stores and stands (including hotels), 25; confectioners (including hotel stands), 10; delicatessen, 6; dressmakers, 4; druggists, 4; dry goods, 3; department stores, 2; electrical supplies, 3; florists, 2; fruits, 3; furniture, 4; garages (public), 8; grocers, 15; hardware, 4; jewelry, 3; meat markets, 8; men's furnishings, 3; men's clothing, 4; merchant tailors, 2; milliners, 3; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 3; restaurants (including hotels), 12; shoes, 4; sporting goods, 2; stationers, 2; women's apparel, 3.

Miscellaneous Data: Average temperature, 54 degrees; average number of rainy days per twelve months, 107; most pleasant months: April, May, Oct., Nov. Doctors (medical, 6); (dentists, 5); (osteopaths, 2); electric current, direct; water, hard.

NEVADA, MO.

(Vernon County)

1920 Population, 7,139.

Native Whites, 97%; Negroes, 1%; Foreign Born, 2%; Industrial Workers, 35%; English Reading, 100%; Families, 1,775.

Schools: Public Grade, 6; High, 1; Junior High, 1; Number of Pupils, 1,875. Ootey

MISSOURI (Cont'd)

College for women; Junior College for girls, established 50 years.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 2; State, 2; Total Resources, \$3,328,900; Savings Bank Deposits Total, \$2,200,000.

Theatres: Moving Pictures.

Location: Main line of M. K. & T. and Mo. Pacific Rys., Minden Branch of Missouri Pacific. Bus service to surrounding territory. To nearest large city by railroad, 3 hours; by auto, 3 hours.

Principal Industries: Asphalt road material, railroad shops.

Manufacturing Establishments: 3. Leading firms: Norman Sheet Metal Co., Pohl Brick Plant.

Special Information: Located in the center of large road asphalt field, untold millions of tons in sight, and development just beginning. State Hospital for Insane, Military Reservation. State National Guard encampment held annually, 5,000 soldiers attend. St. Francis (Catholic Convent) Orphans' Home. Two highways, Nos. 26 and 71, go through town.

Residential Features: Private homes predominate. A few choice lots yet to be had in fine residential districts close in.

Retail Shopping Section: Public Square in the heart of the business district, and shopping section extends for 12 blocks in each direction from this central point.

Trading Area: Extends 20 miles north, 50 miles east, 20 miles south, and 16 miles west. Because of the extensive stocks carried here, trade is secured from as far as 70 miles.

Wholesale Houses: Groceries, 2; fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial automobile agencies, 4; automobile accessories, 15; automobile tire agencies, 7; bakers, 5; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 8; dressmakers, 10; druggists, 4; dry goods, 6; department stores, 3; electrical supplies, 4; florists, 3; furniture, 4; garages (public), 9; grocers, 25; hardware, 5; jewelry, 3; meat markets, 6; men's furnishings, 1; men's clothing, 3; merchant tailors, 1; milliners, 7; opticians, 5; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 10; shoes, 3; sporting goods, 1; stationers, 2; women's apparel, 4.

Miscellaneous Data: Average temperature, 54 degrees; average number of rainy days per twelve months, 110; most pleasant months, April, May, Oct., Nov. Doctors (medical, 7), (dentists, 7), (osteopaths, 1); gas, natural; electric current, alternating and direct; water, hard.

POPLAR BLUFF, MO.

(Butler County)

1920 Population, 8,042 (1926 est. 12,000).

City and Suburban Estimate, 15,000. Most important cities and towns in this area are: Dexter (pop. 3,500); Bloomfield (1,200); Corning (1,800); Doniphan (1,500).

Native Whites, 90%; Negroes, 10%; Foreign Born, negligible; Industrial Workers, 10%; English Reading, about 98%; Families, 3,641.

Schools: Public Grade, 8; High, 1; Junior High, 1; Parochial, 1. Number of Pupils, 2,625.

Churches: Baptist, 6; Christian Science, 1; Disciples of Christ, 2; Episcopal, 1; Methodist, 4; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 7.

Banks: State, 4; Total Resources (all banks), \$3,000,000; Savings Bank Deposits Total, \$1,250,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 1. Total number of seats, 2,200.

Location: In southeast Missouri, 75 miles west of Mississippi River and 20 miles north of Arkansas line on Big Black River. Served by Missouri Pacific, "Frisco," and B. C. Railroads. Converging point of many State and Federal roads. To nearest large city by railroad, 4½ hours; by auto, 5½ hours.

Principal Industries: Staves, heading, hoops, oil well sucker rods, handles, spokes, car material, hard and soft wood lumber, shoes, candy, cigars, soft drinks, flour and cereals, coffins, cedar chests, monuments, printing and furniture.

Manufacturing Establishments: 40. Leading firms: Brooklyn Cooperage Co., Bimel-Ashcroft Mfg. Co., Hamilton Brown Shoe Co., Lyford Casket Works. Total value of yearly output of factories estimated at \$8,000,000.

Residential Features: Poplar Bluff is a town given largely to individual homes.

Retail Shopping Section: Main, 8 blocks; Vine, 9 blocks; Broadway, 9 blocks; Fifth Street, 4 blocks; cross streets, 14 blocks.

Trading Area: Twenty-five miles north, east, south and west, and far greater distance for several lines, including wearing apparel, house furnishings, etc.

Wholesale Houses: Groceries, 2; fruits, 1; Miscellaneous lines—Candy, 2; cigars, 2; oil, 6.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial automobile agencies, 4; automobile accessories, 5; automobile tire agencies, 12; bakers, 5; cigar stores and stands (including hotels), 25; confectioners (including hotel stands), 9; dressmakers, 8; druggists, 10; dry goods, 8; department stores, 3; electrical

supplies, 3; florists, 2; fruits, 4; furniture, 8; furriers, 3; garages (public), 5; grocers, 48 (chain, 2); hardware, 3; jewelry, 4; meat markets, 7; men's furnishings, 7; men's clothing, 8; merchant tailors, 1; milliners, 5; opticians, 6; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 4; restaurants (including hotels), 10; shoes, 13; sporting goods, 4; stationers, 7; women's apparel, 10.

Miscellaneous Data: Average temperature, 54 degrees; average number of rainy days per twelve months, 107; most pleasant months, April, May, Oct., Nov. Doctors (medical, 21), (dentists, 6), (osteopaths, 3); number of wired houses, 2,100; electric current, alternating; water, soft.

ST. CHARLES, MO.

(St. Charles County)

(1920 Population, 8,503. (1926 est. 10,000).

City and Suburban Estimate, 15,000.

Native Whites, 84%; Negroes, 8%; Foreign Born, 8%; Industrial Workers, 23%; English Reading, 95%; Families, 2,083.

Schools: 5. Number of Pupils, 1,003.

Churches: 9.

Banks: 5. Total Resources, \$5,320,000.

Theatres: 3. Total number of seats, 2,450.

Location: On Missouri River, 22 miles northwest of St. Louis. Served by Wabash, and Missouri, Kansas & Texas R. Rs., and Interurban electric line.

Principal Industries: Steel die works, oil engines and shoe factory. American Car & Foundry Co.

Residential Features: One and two-family houses.

Retail Shopping Section: Eight blocks.

Trading Area: 25-mile radius.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial automobile agencies, 4; automobile accessories, 8; automobile tire agencies, 8; bakers, 3; cigar stores and stands (including hotels), 4; confectioners (including hotel stands), 6; dressmakers, 6; druggists, 3; dry goods, 6; department stores, 1; electrical supplies, 3; florists, 1; fruits, 2; furniture, 3; garages (public), 7; grocers, 20; hardware, 4; jewelry, 5; meat markets, 8; men's furnishings, 4; men's clothing, 4; merchant tailors, 2; milliners, 4; opticians, 1; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 6; shoes, 5; sporting goods, 1; stationers, 1; women's apparel, 7.

Miscellaneous Data: Doctors (medical, 12), (dentists, 4), (osteopaths, 2); street car service, Interurban; gas, artificial; electric current, alternating and direct; number of wired houses, 2,000; water, Missouri River.

ST. JOSEPH, MO.

(Buchanan County)

1920 Population, 77,939 (1926 est. 84,953).

City and Suburban Estimate, 90,000.

Native Whites, 86.3%; Negroes, 5.4%; Foreign Born, 8.3%; Industrial Workers, 16%; Families, 20,916.

Schools: Public Grade, 33; High, 5; Junior High, 1; Parochial, 9. Number of Pupils, 16,277.

Churches: Baptist, 11; Christian Science, 2; Congregational, 2; Episcopal, 2; Hebrew, 4; Methodist, 19; Presbyterian, 12; Roman Catholic, 11; Miscellaneous, 31.

Banks: National, 4; State, 2. Total Resources (all banks), \$3,338,000; Savings Bank Deposits Total, \$10,000,000.

Theatres: Legitimate, 1; Moving Pictures, 9; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 15,000.

Location: East bank of Missouri River in northwest part of Buchanan County. On the C. B. & Q., Rock Island, Great Western, Wabash, Grand Island, Missouri Pacific, and Santa Fe R.Rs. Bus service all directions; also 2 interurbans. To nearest large city by railroad, 2 hours; by trolley, 2 hours; by auto, 2 hours.

Principal Industries: Meat packing, dry goods, stationery, flour, milling, candy, furniture, hardware, and railroad supplies.

Manufacturing Establishments: 413. Leading firms: St. Joseph Stockyards Co., Wyeth Hardware Co., Western Tablet Co., National Biscuit Co., Chase Candy Co., Larabee Mills, Quaker Oats Co. Total value of yearly output of factories estimated at \$283,577,395.

Residential Features: Mostly one-family dwellings, and have no tenement district. Several apartment houses. Private homes predominate. Average price of homes, \$5,000.

Retail Shopping Section: There are 3 main business streets, running from Fourth to Ninth Streets. Three business avenues. There are six "neighborhood" sections.

Trading Area: The trading area extends for a distance of 50 miles, chiefly in the northwestern part of the State.

Wholesale Houses: Groceries, 5; meats, 3; fruits, 10; hardware, 2; dry goods, 8.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 29; commercial automobile agencies, 3; automobile accessories, 16; automobile tire agencies, 17; bakers, 24; cigar stores and stands (including hotels), 36; confectioners (including hotel stands), 36 (chain, 2); delicatessens, 4; dressmakers, 50; druggists, 67 (chain, 3); dry goods, 17; department stores, 12; electrical supplies, 16; florists, 11; fruits, 17; furniture, 20; furriers, 3; garages (public), 33; grocers, 314 (chain, 50); hardware, 22; jewelry, 11; meat

markets, 43; men's furnishings, 5; men's clothing, 18; merchant tailors, 19; milliners, 15; opticians, 8; photographers, 13; pianos (and miscellaneous musical instruments), 6; radio supplies, 19; restaurants (including hotels), 98; shoes, 30; sporting goods, 4; stationers, 7; women's apparel, 16.

Miscellaneous Data: Average temperature, 51.8 degrees; average number of rainy days per twelve months, 118; most pleasant months, May, June, Sept., Oct., Nov. Doctors (medical, 127), (dentists, 63), (osteopaths, 18); number of wired houses, 22,565; street car service; gas, artificial; number of gas meters, 9,850; electric current, alternating; water, hard and soft.

SEDALIA, MO.

(Pettis County)

1920 Population, 21,144.

City and Suburban Estimate, 35,000. Most important cities and towns in this area are: Warrensburg (pop. 4,811); Warsaw (925); California (2,218); Versailles (1,651); Windsor (2,034).

Native Whites, 86.8%; Negroes, 9.7%; Foreign Born, 3.5%; Industrial Workers, 21%; English Reading, 92%; Families, 5,496.

Schools: 13. Number of Pupils, 5,000.

Churches: 25.

Banks: 5. Total Resources, \$6,580,000.

Theatres: 3. Total number of seats, 3,000.

Location: In western part of state on Mo. Pac. and Mo. Kans. & Tex. R. Rs.

Principal Industries: Machine shops, foundries, boiler works, flour mills, mattress factories and packing houses.

Residential Features: One- and two-family houses, a few apartments.

Retail Shopping Section: About 35 blocks.

Trading Area: About 40 miles radius.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial automobile agencies, 5; automobile accessories, 10; automobile tire agencies, 10; bakers, 4; cigar stores and stands (including hotels), 4; confectioners (including hotel stands), 12; delicatessens, 4; dressmakers, 11; druggists, 9; dry goods, 7; department stores, 3; electrical supplies, 5; florists, 3; fruits, 2; furniture, 5; furriers, 1; garages (public), 12; grocers, 82; hardware, 6; jewelry, 6; meat markets, 45; men's furnishings, 5; men's clothing, 10; merchant tailors, 16; milliners, 11; opticians, 6; photographers, 5; pianos (and miscellaneous musical instruments), 5; radio supplies, 10; restaurants (including hotels), 18; shoes, 11; sporting goods, 2; stationers, 3; women's apparel, 7.

Miscellaneous Data: Doctors (medical, 46), (dentists, 15), (osteopaths, 4); street car service; gas, artificial; number of meters, 2,287; electric current, alternating; number of wired houses, 5,262; water, soft.

SPRINGFIELD, MO.

(Greene County)

1920 Population, 39,631. (1926 est. 65,000.)

City and Suburban Estimate, 90,000.

Native Whites, 93%; Negroes, 5%; Foreign Born, 2%; Industrial Workers, 25%; English Reading, 99%; Families, 10,000. (1925 est. 12,000.)

Schools: Public Grade, 25; High, 1; Junior High, 3; Parochial, 4; Ranking Colleges, 2; Business Colleges, 2.

Churches: Baptist, 4; Christian Science, 1; Congregational, 1; Episcopal, 2; Hebrew, 1; Methodist, 8; Presbyterian, 4; Roman Catholic, 4; Miscellaneous, 47.

Banks: National, 3; State, 4. Total Resources (all banks), \$20,000,000. Savings Bank

Deposits Total, \$13,000,000. Building and Loan Associations, 8.

Theatres: Legitimate, 1; Moving Pictures, 6; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 4; Total number of seats, 18,000.

Location: Commercial center of southwest Missouri. Served by the St. Louis & San Francisco R.R., the K. C., C. & S. R.R., and Missouri Pacific R.R. Excellent bus service to all cities and towns within 150 miles each direction out of Springfield. To nearest larger city by railroad, 5½ hours; by automobile, 8 hours.

Principal Industries: St. Louis & San Francisco erecting shops (three large plants), stove works, iron works, flour mills, wagon works, furniture works, pen and pencil writing tablets, work clothes factories, creameries, pencil factory, bank and office fixtures, stock yards. Distance from St. Louis, 238 miles; from Kansas City, 204 miles.

Manufacturing Establishments: 125. Leading firms: St. Louis & San Francisco R.R. Co. Oberman Mfg. Co., United Iron Works, Springfield Furniture Co., Springfield Packing Co., Woods-Evertz Stove Co., Welsh Packing Co., Springfield Tablet Mfg. Co., Anchor Broom Co., Southwest Tanning Co., Ampco Metal Products, Springfield Creamery Co., Patton Creamery Co. Total value of yearly output of factories estimated at \$35,000,000.

Special Information: Springfield is a great residential city, made so by the Missouri State Teachers' College, with an average enrollment of 2,300 students the year round, and buildings and plant estimated at \$1,000,000; Drury College (annual enrollment, 500), and two large Business Colleges. Springfield is also the gateway to the great White River resorts 50 miles south. Altitude, 1,300 feet; mild climate, and short winters. Hydro-electric power with rate for factories as low as 1½ cents per K.W. Model water plant serving water with lowest bacteria count in the state. Over 150 miles of paved streets. Springfield is the hub of the road system in southwest Missouri.

Residential Features: Mostly one- and two-family houses. Private homes predominate.

Retail Shopping Section: Extends from Public Square (which forms heart of business section and terminal for trolley and bus lines). There are several outlying retail business sections and several smaller "neighborhood" sections with the usual grocery, confectionery, meat and small shops.

Trading Area: Extends about 50 miles north, west, south and east. Intermittent business is secured from people living at a greater distance because of the fine trolley and bus service.

Wholesale Houses: Groceries, 6; meats, 2; fruits, 4; hardware, 2; dry goods, 2; miscellaneous lines, 10; drugs, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 25; commercial automobile agencies, 6; automobile accessories, 4; automobile tire agencies, 40; bakers, 12; cigar stores and stands (including hotels), 40; confectioners (including hotel stands), 25; delicatessens, 12; druggists, 44 (chain, 2); dry goods, 35; department stores, 5; electrical supplies, 6; florists, 5; fruits, 18; furniture, 12; garages (public), 62; grocers, 297 (chain, 3); hardware, 24; jewelry, 12; meat markets, 203 (chain, 2); men's furnishings, 33; men's clothing, 33; merchant tailors, 12; opticians, 10; photographers, 6; pianos (and miscellaneous musical instruments), 4; radio supplies, 4; restaurants (including hotels), 97 (chain, 1); shoes, 77; sporting goods, 2; stationers, 6.

Miscellaneous Data: Average temperature, 55.7 degrees; average number of rainy days per twelve months, 110; most pleasant months, April, May, Oct., Nov. Doctors (medical, 98), (dentists, 40), (osteopaths, 10); number of wired houses, 13,571; street car service; gas, artificial; numbers of gas meters, 7,112; electric current, alternate and direct; water, hard; number of automobile registrations, 10,220.

Editor & Publisher

INTERNATIONAL

YEAR BOOK NUMBER

FOR 1927

Containing rates, circulations and executive personnel of daily newspapers of United States and Canada, will be issued January 29th, 1927. Subscribe now and be sure of your copy of this valuable book.

MISSOURI (Cont'd)

ST. LOUIS, MO.

POPULATION

1920 Census	772,897
1920 Census, Metropolitan District	952,012
1925 U. S. Census Bureau Estimate	821,543

Native Whites, 77.5%; Foreign Born Whites, 13.5%; Negroes, 9%; Students, 108,701; English Reading, 85%; Industrial Workers, 336,832; Families, 190,640; Dwellings, 118,102.

Nativity of Foreign Born:

St. Louis has the smallest number of foreign-born of any metropolitan city in America. It also has the lowest percentage of foreign-born. St. Louis has less than 29,000 aliens—this is only 3.7% of its total population.

Austria	5,587	Mexico	429
Belgium	363	Netherlands	401
Canada	1,935	Norway	167
Czechoslovakia	3,470	Poland	5,224
Denmark	413	Rumania	1,200
England	3,892	Russia	13,067
France	1,872	Scotland	1,060
Germany	30,089	Sweden	898
Greece	2,049	Switzerland	2,105
Hungary	6,637	Syria	469
Ireland	9,244	Wales	154
Italy	9,067	All other countries	1,752
Jugo-Slavia	1,686		

The following table contains 1925 population data for all cities of 1,000 or more in the St. Louis market. The population figures were compiled direct from enumeration schedules by an actual hand count of individuals. It is, therefore, later information than contained in the Census Reports as of 1920:

	Total Population 1925
St. Louis	817,110
Illinois:	
Alton	28,366
Beckemeyer	1,353
Belleville	26,729
Benld	4,039
Breese	2,539
Brooklyn	1,745
Collinsville	10,924
Columbia	1,592
Dupo	1,837
East Alton	2,228
East St. Louis	70,999
Edwardsville	5,502
Fairmount City	1,405
Freeburg	1,635
Gillespie	5,001
Granite City	17,256
Glen Carbon	1,376
Highland	3,019
Jerseyville	3,829
Lebanon	1,883
Livingston Station	1,613
Madison	7,090
Marissa	1,900
Mascoutah	2,478
Mt. Olive	3,504
Nameoki	1,131
New Athens	1,548
New Baden	1,642
O'Fallon	2,505
Red Bud	1,141
Staunton	6,531
Tilden	1,324
Troy	1,312
Trenton	1,200
Upper Alton	3,020
Venice	3,986
Washington Park	3,470
Waterloo	1,930
Woodriver	5,223
Worden	1,340
Missouri:	
Clayton	3,099
Crystal City	2,243
De Soto	5,148
Ferguson	1,985
Festus	3,758
Glendale	1,364
Herculaneum	1,800
Jefferson Barracks	1,183
Jennings	3,660
Kenwood	1,271
Kirkwood	4,551
Luxemburg	1,400
Maplewood	8,695
Overland Park	4,540
Pacific	1,275
Richmond Heights	2,398
St. Charles	8,503
University City	9,045
Webster Grvs.	10,707
Wellston	7,400
All Other Towns and Rural Comm.	97,430
Total	1,246,000

Schools: Public Grade, 134; High, 6; Junior High, 2; Teachers' Colleges, 1; Special Schools, 19; Teachers, 3,250; Parochial, 108; Universities, 2; Number of Pupils, 143,000.

Churches: Baptist, 28; Catholic, 113; Christian, 15; Christian Science, 7; Congregational, 20; Evangelical, 43; Evangelical Lutheran, 45; Hebrew Orthodox, 22; Hebrew Reformed, 4; Methodist Episcopal, 23; Methodist Episcopal Church of the South, 31; New Jerusalem, 2; Organized Spiritualists, 13; Presbyterian, 41; Presbyterian Cumberland, 12; Protestant Episcopal, 34; Reformed, 2; Miscellaneous, 171.

Banks: The 64 banks and trust companies of St. Louis do a gross annual business of approximately \$14,000,000,000. Their deposits for 1925 exceeded \$592,000,000, and their gross resources totaled more than \$737,000,000. St. Louis is the only city in the United States that has both a Federal Reserve and Federal Land Bank. St. Louis also has a Federal Credit Bank. Total capital, \$50,845,000; surplus, \$37,492,000; deposits, \$656,124,000; loans, \$434,523,000.

Theatres: Legitimate, 3; Moving Pictures, 145; Vaudeville, 3; Burlesque, 3; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 200,000.

Location: St. Louis is on the Mississippi River, 23 miles below the mouth of the Missouri River. It is near the geographical center of the United States, near the center of population, and near the center of agricultural production. It is the largest highly-developed industrial city near the center of the great sources of raw materials. St. Louis is one of the largest railroad centers in the United States. There are 21 main trunk lines and numerous branches radiating in all directions. The trunk lines are as follows: Baltimore & Ohio R. R.; Chicago & Alton R. R.; Chicago-Burlington & Quincy R. R.; Chicago and Eastern Illinois R. R.; Cleveland, Cincinnati, Chicago, St. Louis Railway Co.; Illinois Central R. R. Co.; Louisville & Nashville, D. D.; Missouri Pacific, R. R.; Mobile & Ohio R. R.; Pittsburgh, Cincinnati, Chicago & St. Louis R. R.; Southern Railway; St. Louis, Southwestern Railways; Toledo, St. Louis & Western R. R.; Wabash R. R.; St. Louis Merchants' Bridge Terminal Railway Co.; Terminal R. R. Association of St. Louis; Chicago, Rock Island & Pacific Railway; Missouri, Kansas & Texas Railway; St. Louis & San Francisco R. R.; Mississippi River and Bonne Terre Railway.

The total mileage of railways serving St. Louis is 69,071. Six interurban electric lines enter city: Kirkwood-Ferguson Line; St. Charles; Meramec Highland (Manchester) Creve Coeur Line. The following lines reach points in Illinois: Illinois Traction System (McKinley Line); East St. Louis & Suburban Railway.

Principal Industries: Steel furnaces, stoves and ranges, sugar mill machinery, woodenware, shoes, street cars, terra cotta, tobacco, poultry feed, drugs, glass, automobiles, brick, chemicals, barbers' supplies, hardware, furs, coffins, lumber, millinery, and open hearth steel castings.

Number of Employees and Nature of Their Employment.

Employees:	
Total number over 10 years	690,500
Number employed	393,800
Percentage employed	57%
Male	288,500
Female	105,300
Percentage Male	73.2%
Percentage Female	26.8%
Percentage of all males	84.5%
Percentage of all females	30.2%

Branches of Employment:

Manufacturing	40.7%
Transportation	9.0%
Trade	15.4%
Public Service	2.0%
Professional Service	5.2%
Domestic—Personal Service	12.6%
Clerical Occupations	14.4%

The large consumption of finished products in the St. Louis market, coupled with an unusually complete supply of raw materials close at hand, places the city in an ideal position. The extent to which this advantage operates is shown by the fact that St. Louis has 166 establishments with individual outputs exceeding \$1,000,000 a year.

St. Louis with an annual total of \$817,700,438 stands sixth in the United States as a manufacturing center. The value of manufactured products on a per capita basis places St. Louis second among large cities. St. Louis is a leading market in the following lines: Barbers' supplies, boots and shoes, hardware, hardwood and pine, horses and mules, piston rings, raw furs, steel furnaces, stoves and ranges, sugar mill machinery, woodenware. St. Louis' largest manufacturing plants make the following products: Brick, drugs, ice cream cones, lead, shoes, lighting rods, live stock feed, macaroni, poultry feed, stoves and ranges, street cars, terra cotta, tobacco.

St. Louis has a wide diversity of industries. It probably leads all other American cities in the volume of diversified production. Not more than 10% of St. Louis' labor is engaged in any one line of industry. This diversity makes St. Louis a very stable market.

Manufacturing Establishments: 3,205. Leading firms: International Shoe Co., Monsanto Chemical Co., Commonwealth Steel Co., Scullin Steel Co., St. Louis Coke & Iron Co., American Steel Wrought Iron Range Co., Fulton Iron Co., Cupples Co., Hydraulic Press Brick Co., Meyer Bros. Drug Co., Liggett & Myers Tobacco Co., Rosenthal-Sloan Millinery, Lewis-Zucosky Millinery, Bemis Bag Co., Illinois Glass Co., Gardner Motor Co., Inc., Moon Motor Car Co., American Brake Co., Century Electric Co., Wagner Electric Co., American Car & Foundry Co., St. Louis Car Co., Rice, Stix Dry Goods Co., Ely & Walker Dry Goods Co., Harris-Polk Hat Co., Curtis & So., Shapleigh Hardware Co., Ralston Purina Co., Leschen Rope Co., Broderick & Bascom Rope Co. Total value of yearly output of factories estimated at: City, \$871,700,438; Metropolitan District, \$1,358,839,530.

Special Information: Second largest railroad center; unlimited supply of steam coal; access to Mississippi River, diversified manufacturing plants; important wholesale distributing center; centrally located, and fresh water (largest rapid sand filtration plant in the world).

St. Louis industries and wholesale houses have the benefit of a complete package car system, coupled with a checking service that shows the actual time of arrival at destination. This fast-freight service for less-than-carload lot merchandise was originated and built up at the suggestion of the St. Louis Chamber of Commerce. More than 1,200 package cars leave St. Louis every night by through freight, serving points throughout the St. Louis trade territory. The buyers of commodities in St. Louis can make purchases to meet the known needs of any locality, and can always be assured of quick and dependable delivery to meet changing conditions.

Millions of dollars have been spent by the people themselves, that St. Louis might have ample recreation facilities. There are 87 public parks, embracing 2,900 acres. Forest Park, one of the largest parks in the United States, comprises 1,400 acres containing 25 baseball diamonds, 38 tennis courts, 3 golf courses, 4 soccer fields, and 4 handball courts. Some idea of the

Continued on page 146

In St. Louis

*The Most Reliable Guide for
the National Space Buyer
is the proved method of
the Local Space Buyer!*

IT is not necessary for national buyers of space to experiment in the St. Louis market. The question "What newspapers most thoroughly, most economically and most profitably cover the REAL St. Louis market?" has been answered by local merchants.

Two Evening Newspapers!

TWO papers because ONE is inadequate. EVENING papers because St. Louis merchants who can and do check results, concentrate in the evening field.

Their overwhelming preference—irrespective of relative circulation—for THE ST. LOUIS STAR over the morning paper, is indicated by the following figures showing the comparative daily volume of the two papers in several representative classifications of local advertising for the first nine months of 1926.

Department Store Advertising—
THE ST. LOUIS STAR led by 82%

Women's Clothing Advertising—
THE ST. LOUIS STAR led by 599%

Grocery Advertising—
THE ST. LOUIS STAR led by 136%

Furniture Advertising—
THE ST. LOUIS STAR led by 58%

Local Automobile Advertising—
THE ST. LOUIS STAR led by 43%

Local Radio Advertising—
THE ST. LOUIS STAR led by 158%

THE ST. LOUIS STAR

"Nothing Counts but RESULTS"

What Money Cannot Buy



In Any Other St. Louis Newspaper

TWENTY Billion Dollars in purchases flow through the cash registers of The 49th State annually—to supply the needs of the 5,028,059 people concentrated in this one market.

Eleven billion dollars of this is spent in The 49th State OUTSIDE of St. Louis.

To cover this market your advertising must not only reach the big purchasing power of metropolitan St. Louis, but must also reach into the surrounding towns within a radius of 150 miles.

Only ONE St. Louis newspaper will give you this coverage: The St. Louis Globe-Democrat.

Six days a week in 198 thriving towns of more than 1,000 population, 20% or more of the families read The Globe-Democrat—St. Louis' ONLY morning newspaper—St. Louis' Largest Daily.

And in 209 towns of more than 1,000

population, 20% or more of the families read the SUNDAY Globe-Democrat.

Only 2 of the 198 towns have morning newspapers of their own, and only 2 of the 209 towns have Sunday newspapers of their own.

Seven days a week The Globe-Democrat is the BUYING GUIDE of the people of The 49th State.

It is read daily by three times as many families in The 49th State outside of St. Louis as the first evening paper. Its supremacy is not even challenged.

Advertisers are cashing in on its tremendous influence by concentrating their advertising in this one great metropolitan newspaper. 690 national advertisers used The Globe-Democrat EXCLUSIVELY in 1925. Here is SELLING POWER. Selling power increased by efficient coverage that no amount of money can buy in any other St. Louis newspaper.

There are 119 towns in The 49th State of more than 1,000 population in which the daily coverage of The Globe-Democrat is 30% or better. 71 in which it is 40% or better. There are 157 towns of more than 1,000 population in which the SUNDAY coverage is 30% or better. 102 in which it is 40% or better.

ILLINOIS										ILLINOIS										ILLINOIS										MISSOURI									
		Daily		Sun.				Daily		Sun.				Daily		Sun.				Daily		Sun.				Daily		Sun.											
Pop.	Fam.	illies	Circ.	Cov.	%	Pop.	Fam.	illies	Circ.	Cov.	%	Pop.	Fam.	illies	Circ.	Cov.	%	Pop.	Fam.	illies	Circ.	Cov.	%	Pop.	Fam.	illies	Circ.	Cov.	%										
Albion	1584	386	129	33.4	92	23.8	Livingston	1365	333	79	23.7	145	43.6	Worden	1252	305	82	26.9	99	29.5	Jefferson City	14490	2895	1305	45.1	2100	72.5												
Altamont	1352	330	99	30.0	83	25.2	Logan	1462	344	33	9.6	70	20.4	Zeigler	2338	570	452	79.3	366	64.2	Kahoka	1624	396	268	67.7	163	41.2												
Alton	24682	5926	1392	23.5	2430	41.0	Lovejoy	1501	366	79	21.6	77	21.0							Kennett	3622	901	241	26.8	395	37.2													
Ana	3019	827	322	38.9	292	35.3	McLeansboro	1927	470	143	30.4	144	30.6							La Grange	1114	272	56	20.6	69	25.4													
Anna	1490	363	77	21.2	78	21.4	Marion	9582	2422	717	29.6	1225	50.6							La Plata	1433	357	129	36.1	106	29.7													
Beckemeyer	1153	281	59	21.0	110	39.2	Marietta	1900	463	198	42.8	169	36.5							Leadwood	2036	497	297	59.8	311	62.6													
Benld	3316	658	52	7.9	218	33.1	Marissa	1400	363	113	28.3	83	28.9							Lebanon	2348	716	184	25.7	214	29.9													
Benton	7201	1643	569	34.6	790	48.1	Mascoutah	2343	571	216	37.8	256	44.8							Louisiana	4060	1204	435	36.1	401	40.8													
Bluffs	1009	246	67	27.2	59	24.0	Metropolis	5055	1401	281	20.0	280	20.0							Macon	3549	1036	209	20.2	335	32.3													
Breesa	2399	585	126	21.5	185	31.6	Morrisville	1178	287	134	46.7	83	28.9							Malden	2098	512	172	33.6	209	40.8													
Bridgeport	2229	544	153	28.1	245	45.0	Mound City	2756	715	144	20.1	144	20.1							Mexico	6013	1627	617	41.6	770	47.3													
Brookport	1093	268	56	20.8	80	29.9	Mounds	2661	690	144	20.9	216	31.3							Moberly	12308	3560	587	16.5	1170	32.9													
Buckner	1827	446	64	12.1	100	22.4	Mt. Olive	3503	794	164	20.7	355	44.7							Monroe	1941	473	213	45.0	187	39.5													
Carbondale	6207	1633	440	27.0	651	39.9	Mt. Vernon	9815	2501	713	28.5	1010	40.4							Montgomery	1658	412	244	59.2	179	43.5													
Carlyle	2027	494	305	61.8	221	44.7	Murphysboro	10703	2603	587	22.6	847	32.5							Morehouse	1913	407	179	38.3	176	37.7													
Carmi	2667	751	190	25.3	197	26.2	Nashville	2209	539	226	41.9	187	34.7							Mountain	2212	590	77	13.1	121	20.5													
Carrier Mills	2343	571	119	20.3	116	20.3	New Athens	1406	343	131	38.2	188	54.8							Mountain View	1058	258	53	20.5	53	20.5													
Carrollton	2020	493	367	74.5	247	50.1	New Baden	1550	378	60	15.9	102	27.0							Newburg	1235	301	128	42.5	137	45.5													
Carterville	3404	853	462	54.2	516	60.5	Newton	2083	598	111	21.8	102	20.0							New Madrid	1908	465	166	35.7	210	45.2													
Casely	2189	534	106	20.0	131	24.5	Nokomis	3485	779	195	25.0	181	23.2							Oran	1141	278	95	33.5	108	38.9													
Centralia	12491	3154	647	20.5	1357	43.0	Norris City	1300	317	110	34.7	80	25.2							Pacific	1275	311	184	59.2	156	50.2													
Central City	1248	305	65	21.3	80	26.2	Oblong	1547	377	137	36.3	131	34.8							Palmyra	1964	479	138	28.8	193	40.3													
Chester	2004	727	344	45.9	365	50.5	Odin	1385	338	57	16.9	105	31.1							Paris	1431	349	220	63.0	185	53.0													
Christopher	3300	863	461	53.4	470	54.5	O'Fallon	2379	556	226	40.7	376	67.6							Parma	1241	308	68	22.4	65	21.4													
Collinsville	9753	2248	367	23.8	1033	69.0	Olney	4491	1294	261	20.1	347	26.8							Perryville	1763	430	201	67.7	195	45.4													
Columbia	1592	388	285	73.9	270	69.6	Orient	1988	339	69	20.3	100	29.5							Piedmont	1086	265	152	57.4	109	63.8													
Coulterville	1407	843	185	53.9	116	33.8	Panama	1281	312	62	20.0	110	35.3							Poplar Bluff	8042	1811	708	37.1	967	52.2													
Creal Springs	1002	244	51	20.9	51	20.9	Percy	1280	312	48	15.7	185	59.2							Portageville	1244	303	101	33.3	133	43.9													
Dupo	1393	340	172	50.6	230	67.7	Pinckneyville	2649	678	230	35.3	131	48.8							Rolla	2077	507	303	59.8	321	63.3													
Du Quoin	7285	1846	485	26.3	660	35.8	Pittsfield	2129	519	279	53.8	134	25.8							St. Charles	8503	2083	969	46.5	1261	60.5													
East Alton	1669	407	188	46.2	260	63.9	Red Bud	1141	278	133	65.8	133	47.9							St. Genevieve	2046	499	404	81.0	334	66.9													
Edwardsville	5330	1357	616	45.4	1035	76.3	Ridgeway	1102	244	116	47.5	121	49.6							St. James	1117	272	166	61.1	145	53.3													
Elfdingham	4024	1027	207	20.2	203	20.3	Robinson	3375	937	177	18.9	187	20.0							Salem	1771	432	196	45.4	163	35.4													
Eldorado	5004	1194	362	30.3	535	44.8	Roodhouse	2028	741	175	23.6	159	21.4							Salsburg	1757	429	67	15.6	93	21.7													
Elizabethtown	1055	257	51	20.0	51	20.0	Rosiclare	1522	371	77	20.8	51	13.8							Senath	1144	5496	118	20.3	1507	27.4													
Equality	1332	325	70	21.5	35	10.3	Royalton	2043	498	211	42.4	231	46.1							Shelbina	1809	441	194	44.0	174	39.5													
Fairfield	2754	701	277	39.5	314	44.8	St. Elmo	1337	326	72	22.0	91	27.9							Sikeston	3613	841	555	66.0	593	70.5													
Flora	1598	389	165	42.4	143	36.8	St. Francis	1164	284	80	28.2	101	35.6							Sweet Springs	1177	287	59	20.5	57	20.0													
Freensburg	3553	818	465	57.9	938	102.2	Salem	3457	905	356	39.3	469	50.7							Tipton	1170	285	137	65.6	158	55.4													
Gillespie	4063	970	225	23.2	461	47.5	Sandoval	1768	431	93	21.6	162	37.6							Troy	1116	272	382	140.4	211	76.7													
Glen Carbon	1323	323	29	9.0	103	31.9	Sesser	2841	653	140	21.4	130	20.0							Union	1605	391	148	37.9	215	55.0													
Golconda	1242	303	122	40.3	85	28.1	Shawneetown	1368	334	121	36.2	141	42.2							Vandalia	2158	526	417	79.3	290	56.3													
Grayville	1749	427	85	20.0	85	20.0	Sparta	3340	885	324	36.6	396	44.7							Versailles	1651	403	181	44.9	144	35.7													
Greenfield	1149	280	120	75.0	137	48.9	Staunton	6027	1389	281	20.2	517	37.2							Washington	3132	764	441	57.7	477	62.4													
Greenville	3091	754	362	48.0	370	49.1	Sumner	1029	251	127	50.6	101	40.2							Wellsville	1551	378	222	58.7	392	103.7													
Griggsville	1343	328	71	21.6	67	20.4	Swansea	1048	256	62	24.2	85	33.2							West Plains	3178	823	108	20.5	211	25.6													
Harrisburg	7125	1795	543	30.3	890	45.1	Tamara	1115	272	102	37.5	107	39.3							Willow Spgs.	1441	351	79	22.5	96	27.4													
Herrin	10986	2532	752	29.7	1245	49.2	Tilden	1137	277	33	11.9	75	27.1																										
Highland	2902	773	313	40.5	333	43.1	Trenton	1200	293	245	83.8	130	44.4																										
Hillsboro	5074	1281	386	30.1	638	49.8	Troy	1312	320	156	48.8	156	48.8																										
Hurst	1222	298	99	33.2	110	36.9	Upper Alton	2925	1199	362	30.2	940	78.4																										
Jerseyville	3839	937	538	67.4	491	52.4	Vandalia	3316	868	215	24.8	301	34.7																										
Johnston							Waterloo	1930	471	800	63.9	233	49.5																										
City	7137	1527	556	36.4	810	53.1	W. Frankfort	8487	220	815	42.5	1426	74.3																										
Jonesboro	1090	266	90	33.8	68	25.6	White Hall	2565	812	25	23.8	212	26.0																										
Lawrenceville	5030	1263	502	39.8	368	29.1	Winchester	1540	376	100	26.6	163	43.4																										
Lebanon	1883	459	192	41.8	195	42.5	Woodriver	8476	893	368	43.9	742	89.1																										
Litchfield	6215	1625	381	23.4	703	43.3																																	

MISSOURI (Cont'd)

St. Louis (cont'd)

popularity of the municipal tennis courts and golf links may be gained from the fact that 51,547 golf and tennis permits were issued during the first six months of 1925. The 28 playing grounds in St. Louis, attended by 2,213,700 last year, provide adequate space for safe, wholesome play and exercise for youngsters. St. Louis is proud of its system of free municipal swimming pools, consisting of five pools, two of which are open air and are among the largest of their type in the United States.

The St. Louis Zoo in Forest Park is one of the most modern in the entire nation. The Missouri Botanical Gardens (Shaw's Garden) embraces 125 acres and contains more than 100,000 specimens of plant life. It is acknowledged to be the finest institution of its kind in the world.

For years St. Louis has been recognized as a music-loving community. An open-air Municipal Theatre seating almost 10,000 has been built in St. Louis in a natural amphitheatre at a cost of more than \$100,000. Each summer a series of light operas is presented. Last season 477,229 persons attended these performances. The increasing demands of music-lovers of St. Louis and vicinity have resulted in the erection of a second amphitheatre, privately owned, which also presents light operas and feature plays.

The latest available yearly records show that the City of St. Louis made 98,920 income tax returns. This is a greater total than that of any one of 33 states. In proportion to population, this gives a percentage of 12.1.

Residential Features: St. Louis has a very large percentage of owned homes, free of mortgage. Large number of two- and four-family flats. Abundance of residences throughout the city. Modern apartment houses, accommodating 100 and more families. Many modern family hotels. West End one of the finest residential sections in the United States.

Three sets of figures are shown in the dwellings classification table following. The first includes only families living within the city limits, the second includes all families in Greater St. Louis, not inside of the St. Louis city limits, and the third, the total number of families in all of Greater St. Louis.

Within the city limits, flats (generally two-family dwelling, occupant furnishing heat) predominate. In the suburbs, the greater majority live in residences. The relatively small number, 4.1%, who live in apartments (heat and janitor service furnished) in a city with the density of population of St. Louis is surprising and emphasizes the home-ownership tendency.

Type of Dwellings.	No. of Families in St. Louis.	Percent.
Residences	50,329	24.5
Flats, etc.	134,256	65.7

Apartment Houses	8,385	4.1
Lodging Houses	3,901	1.9
Light Housekeeping	7,823	3.8
Total	204,694	100.0

Type of Dwellings.	No. of Families in All Suburbs.	Percent.
Residences	39,077	75.8
Flats, etc.	8,761	17.0
Apartment Houses	1,695	3.3
Lodging Houses	744	1.4
Light Housekeeping	1,298	2.5
Total	51,575	100.0

Type of Dwellings	Total Families in Greater St. Louis	Percentage
Residence	89,406	34.9
Flats, etc.	143,017	55.9
Apartment Houses	10,080	3.9
Lodging Houses	4,645	1.8
Light Housekeeping	9,121	3.5
Total	256,269	100.0

Retail Shopping Section: From Broadway (5th) West to 12th; from Chestnut Street north to Franklin Avenue; Chestnut, 4 blocks; Pine 7; Olive, 7; Locust, 7; Washington, 6; Franklin, 7; Broadway, 5; Sixth, 5; Seventh, 5; Eighth, 5; Ninth, 5; Tenth, 3; Eleventh, 3; Twelfth, 3.

Trading Area: The St. Louis trading area has a radius of 40 miles, with St. Louis at its center. In this compact area, 1,246,000 people live, in 306,900 homes. This is greater than the population of any one of seventeen of the forty-eight states in the Union, or any territory of its size west of Chicago. In addition to the City of St. Louis, this market embraces: 6 cities of more than 10,000; 10 cities of 5,000 to 10,000; 14 cities of 2,500 to 5,000; 30 towns of 1,000 to 2,500; 30 towns of 500 to 1,000; 173 smaller communities. Many of these cities and towns are so closely adjacent to the St. Louis city limits, which were established in 1876, that they are generally considered a part of the city.

Greater St. Louis, in an area of 162 square miles, has a population of 1,037,699. This is an average of 6,401 persons per square mile.

St. Louis, the original city, in an area of 61 square miles, has 817,100 people, an average per square mile of 13,395 persons. No city west of St. Louis has a density of population equal to that of St. Louis. The entire 40-mile St. Louis Market averages 248 persons per square mile, a density equalled or exceeded by only four states in the Union.

Wholesale Houses: Groceries, 137; meats, 46; produce, 108; fruits, 79; hardware and household goods, 61; dry goods, 36; Miscellaneous lines—Shoes and leather goods, 71; women's clothing and millinery, 56; construction and building materials, 168; drugs, 29; furniture, 6; jewelry, 47; stationery and office supplies, 63.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agen-

cies, 217; commercial automobile agencies, 21; automobile accessories, 757; automobile tire agencies, 138; bakers, 665; cigar stores and stands (including hotels), 272; confectioners (including hotel stands), 2,210; delicatessen, 43; dressmakers, 402; druggists, 613 (chain, 11); dry goods, 619; department stores, 13; electrical supplies, 152; florists, 125; fruits, 145; furniture, 316; furriers, 57; garages (public), 140; grocers, 3,465 (chain, 485); hardware and household goods, 421; jewelry, 252; meat markets, 814; men's furnishings, 168; merchant tailors, 112; women's clothing and millinery, 436; opticians, 53; photographers, 113; pianos (and miscellaneous musical instruments), 129; radio supplies, 261; restaurants (including hotels), 889; shoes, 933; sporting goods, 12; stationers, 109.

Miscellaneous Data: Average temperature, 51.3 degrees; average number of rainy days per twelve months, 114; most pleasant months, May, June, Sept., Oct., Nov. Doctors (medical, 1,861; dentists, 101); street car service; gas, artificial; electric current, alternating and direct; water, hard.

There are 146,380 wired homes in the City of St. Louis. Including the suburbs would increase this to at least 182,874. There are 204,130 gas meters in use in St. Louis. Of these 180,158 are in residences. Number of telephones, June, 1926, was 196,387.

See announcements pages 144 and 145 and bottom of this page

TRENTON, MO.

(Grundy County)

1920 Population, 6,951 (1925 est. 8,492).

City and Suburban Estimate, 15,000.

Native Whites, 94%; Negroes, 4%; Foreign Born, 2%; Industrial Workers, 30%; English Reading, 96%; Families, 1,927.

Schools: 5. Number of Pupils, 1,876.

Churches: 7.

Banks: 5; Total Resources, \$2,860,000.

Theatres: 2. Total number of seats, 800.

Location: In northern part of state, on C., R. I. & P. and P. & K. C. R.R.s. To nearest large city by railroad, 3 hours; by auto, 4 hours.

Principal Industries: Bottling works, C., R. I. & P. shops, groceries, bonded hatcheries.

Residential Features: One and two-family houses.

Retail Shopping Section: Six blocks.

Trading Area: North 20 miles, west 18 miles, south 10 miles, east 15 miles. Trenton has 26 miles of hard-surfaced roads.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial auto. agencies, 4; automobile accessories, 7; automobile tire agencies, 7; bakers, 4; cigar stores and stands (including

hotels), 17; confectioners (including hotel stands), 3; dressmakers, 7; druggists, 8; dry goods, 5; department stores, 4; electrical supplies, 4; florists, 1; fruits, 3; furniture, 2; garages (public), 7; grocers, 28; hardware, 3; jewelry, 2; meat markets, 8; men's furnishings, 4; men's clothing, 5; merchant tailors, 2; milliners, 4; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 3; radio supplies, 4; restaurants (including hotels), 7; shoes, 4; sporting goods, 2; stationers, 3; women's apparel, 6.

Miscellaneous Data: Average temperature, 59 degrees; average number of rainy days per twelve months, 178; most pleasant months, April and October; gas, artificial; electric current, alternating (supplying 12 adjacent municipalities); water hard. Doctors (medical, 11).

WARRENSBURG, MO.

(Johnson County)

1920 Population, 4,811.

City and Suburban Estimate, 7,500.

Native Whites, 90%; Negroes, 9%; Foreign Born, 1%; Industrial Workers, 15%; English Reading, 100%; Families, 1,200.

Schools: Public Grade, 4; High, 1; Junior High, 1; State Teachers' College.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 1; State, 3; Total Resources, \$3,000,000 (approx.).

Theatres: Moving Pictures, 2. Total number of seats, 1,100.

Location: On Main line of Mo. Pac. R.R. To nearest larger city by railroad, 2 hours; by auto, 1½ hours.

Principal Industries: Overall and shirt factory, packing plant, flour mill, ice plant, creameries.

Manufacturing Establishments: Leading firms: Vitt-Mayer-Garrison Overall Mfg. Co., Rosland Mfg. Co. (meat packing), Sausage and Ice Plant, Chapman Bros. Creamery, Warrensburg Creamery. Total value of yearly output of factories estimated at \$775,000.

Residential Features: A beautiful little city, few apartments. Nice modern homes.

Retail Shopping Section: Holden Street, north and south, 5 blocks; Pine Street, east and west, 4 blocks; Culton Street, east and west, 2 blocks; Market Street, east and west, 2 blocks.

Trading Area: 25 miles circumference, except to east where distance is 15 miles. Located at the intersection of National Cross State Highways No. 50, now paved, and No. 13, which will be paved next year, and graded roads from all directions.

MONEY TO SPEND~



\$87,372,500

Bonds have been voted to cover the city's share of municipal improvements. Property owners are paying many millions more under benefit assessments, making the program undertaken by St. Louis one of the most stupendous in the world's history.



\$1,000,000,000

This is the amount of money that is being spent on new buildings and remodeling. This great construction has been made necessary by the influx of industrial workers and altered conditions brought about by the municipal improvement program



\$150,000,000

The 156 new industrial projects brought to the city have added to St. Louis' population. The sum mentioned above is being spent upon one industrial district alone, the Union Avenue District, which as a result already has alone attracted workers and their families to the amount of 125,000 people.

This enormous BUYING POWER is awaiting the advertiser in the St. Louis market. The men and women having that buying power are readers of The St. Louis Times in large numbers. They live in and about St. Louis. There is no waste circulation at great distances from the buying center. In EVERY MONTH so far in 1926, The St. Louis Times has made unbroken advertising gains. THE ST. LOUIS TIMES WAS THE ONLY ST. LOUIS NEWSPAPER TO MAKE ADVERTISING GAINS IN THE MONTH OF OCTOBER.* The wisest advertiser in increasing number is using

*November and December figures were not available when this issue of Editor and Publisher went to press.

Times Building

THE ST. LOUIS TIMES

St. Louis.

National Advertising Representatives . . Story, Brooks & Finley . . New York, Philadelphia, Chicago

Markets of MISSOURI and MONTANA

MISSOURI (Cont'd)

Wholesale Houses: Groceries, 1; meats, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 2; automobile accessories, 6; automobile tire agencies, 8; bakers, 1; cigar stores and stands (including hotels), 2; confectioners (including hotel stands), 6; delicatessen, 2; druggists, 7; dry goods, 4; department stores, 2; electrical supplies, 2; florists, 2; fruits, 1; furniture, 2; garages (public), 5; grocers, 15; hardware, 3; jewelry, 8; meat markets, 3; men's furnishings, 4; men's clothing, 4; merchant tailors, 1; milliners, 4; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 8; shoes, 3; sporting goods, 1; stationers, 2; women's apparel, 2.

Miscellaneous Data: Average temperature, 55 degrees; average number of rainy days per twelve months, 107; most pleasant months, May, June, September, October. Doctors (medical, 7); (dentists, 5); (osteopaths, 2); number of wired houses, 1,800; electric current, alternating; water, hard and soft.

WEBB CITY, MO.
(Jasper County)

1920 Population, 7,807.

City and Suburban Estimate, 15,000.

Native Whites, 99%; Negroes, 0.1%; Foreign Born, 0.9%; Industrial Workers, 30%; English Reading, 99%; Families, 1,500.

Schools: Public Grade, 5; High, 1; Junior High, 1; Number of Pupils, 1,800.

Churches: Baptist, 1; Christian Science, 1 (no building); Methodist, 3; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 5.

Banks: State, 2; Total Resources, \$1,800,000. Savings Bank Deposits Total, \$40,000.

Theatres: Moving Pictures, 2. Total number of seats, 1,800.

Location: 150 miles south of Kansas City, Mo.; 323 miles S. W. St. Louis, Mo. On both Missouri Pacific and the St. L. & S. F. (Frisco) Rys. from those cities. Headquarters S. W. Mo. (electric) R. R., 45 miles long, connecting Oklahoma-Kansas zinc mine fields with the Ozark tourist and fruit section. Farming and mining. To nearest large city by railroad, 6 hours; by auto, 5 hours.

Principal Industries: Mining, lead and zinc ores, road gravel and gravel by-product of mines, farming, fruit growing, Jersey cattle, manufacturing of cigars, garments, shoes, mine machinery, and leather goods.

Manufacturing Establishments: 12 to 15. Leading firms: Ozark Shoe Mfg. Co., Webb City Cigar Box Co., Elder Mfg. Co., W. C. & O. Foundry and Machine Works, Interstate Fertilizer Co., Crocker Bros. Packing Co., Atlas Powder Co., Hercules Powder Co., Independent Gravel Co., Bosca-Nelson Leather Goods Co. Total value of yearly output of factories estimated at \$10,000,000.

Residential Features: Average 5 room, modern, up to \$20,000 value. Frame predominating and few brick and stone.

Retail Shopping Section: Main St., 5 blocks; Webb Street, 2 blocks; Daughterty Street, 3 blocks.

Trading Area: Extends 5 to 15 miles over concrete and gravelled auto roads; street car service from four directions, 10 miles out.

Wholesale Houses: Groceries, 1; meats, 1; fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 4; automobile accessories, 5; automobile tire agencies, 7; bakers, 2; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 3; druggists, 5; dry goods, 8; department stores, 3; electrical supplies, 3; florists, 1; furniture, 2; garages (public), 6; grocers, 40 (chain, 7); hardware, 3; jewelry, 3; meat markets, 12 (chain, 1); men's furnishings, 4; men's clothing, 4; mer-

chant tailors, 2; milliners, 2; opticians, 1; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 5; shoes, 4; sporting goods, 1; stationers, 1; women's apparel, 4.

Miscellaneous Data: Average temperature, 65 degrees; average number of rainy days per twelve months, 100; most pleasant months, April and October. Doctors (medical, 7); (dentists, 4); (osteopaths, 2); number of wired houses, 900; street car service; gas, natural; hydro-electric current, alternating; water, hard.

Standard Surveys
of
MONTANAANACONDA, MONT.
(Deer Lodge County)

1920 Population, 11,668.

City and Suburban Estimate, 14,000.

Native Whites, 59%; Negroes, 1%; Foreign Born, 40%; Industrial Workers, 50%; English Reading, 80%; Families, 3,050.

Schools: Public Grade, 7; High, 1; Parochial, 2; Number of Pupils, 4,590.

Churches: 14.

Banks: National, 1; State, 1; Total Resources \$5,300,000.

Theatres: Legitimate, 1; Moving Pictures, 2. Total number of seats, 2,500.

Location: Thirty miles from Butte, on Butte, Anaconda and Pacific R. R.

Principal Industries: Smelting.

Residential Features: One- and two-family frame houses.

Retail Shopping Section: One and a half miles on Park, Main and Commercial Streets.

Trading Area: East 15 miles, west 20 miles, south 30 miles, 25 miles north.

Wholesale Houses: All wholesale business is handled from Butte.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial automobile agencies, 6; automobile accessories, 6; automobile tire agencies, 6; bakers, 2; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 5; delicatessen, 4; dressmakers, 12; druggists, 4; dry goods, 5; department stores, 2; electrical supplies, 3; florists, 3; fruits, 2; furniture, 2; furriers, 5; garages (public), 8; grocers, 11; hardware, 8; jewelry, 5; meat markets, 7; men's furnishings, 5; men's clothing, 10; merchant tailors, 4; milliners, 2; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 12; shoes, 4; sporting goods, 1; stationers, 2; women's apparel, 3.

BILLINGS, MONT.
(Yellowstone County)

1920 Population, 15,100.

City and Suburban Estimate, 25,000 (trading territory population, 115,672).

Schools: Public Grade, 8; High, 1; Parochial, 1.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 2; State, 1.

Theatres: Legitimate, 1; Moving Pictures, 4; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2.

Location: On the Northern Pacific, Chicago, Burlington & Quincy, and the Great Northern R. Rs. Division point for all three railroads, which makes Billings an important distributing point. Heaviest shipping is between Fargo and Spokane. It has the second largest U. C. T.

Continued on page 148

Westliche Post.

is the oldest daily newspaper and the oldest Associated Press Member in St. Louis.

German-reading people comprise about one-third of the population of St. Louis. In selling the St. Louis market this fact should not be overlooked.

Sell the German-reading people of St. Louis through the

Westliche Post.

Keep your Newspaper's Story constantly before
the Space Buyer

Reserve Space NOW in the
International Year Book Number

MONTANA (Cont'd)

Billings (cont'd)

lodge in Utah, Idaho and Montana. To nearest large city, by railroad, 8 hours; by auto, 10 hours.

Principal Industries: Sugar, foundry, flour mills, carbon black.

Manufacturing Establishments: 20. Leading firms: Great Western Sugar Co., Martin Pickling Yellowstone Creamery, Midland Iron Works, Russell Miller Co. Total value of yearly output of factories estimated at \$5,000,000.

Special Information: Billings has a natural gas supply, being located centrally in the Montana and Wyoming oil fields. Hepp gusher production 1,500 barrels, 35 miles west of Billings.

Residential Features: South and east parts of city are occupied mostly by homes of workers; north and west are fine residential districts, houses costing on an average of \$8,000.

Retail Shopping Section: On Montana Avenue, 6 blocks; First Avenue, 9 blocks; Second Avenue, 3 blocks; 26th Street, 2 blocks; 27th Street, 4 blocks; 28th Street, or Broadway, 5 blocks; 29th Street, 5 blocks; 30th Street, 3 blocks; Minnesota Avenue, 3 blocks. These center around Broadway, 1st, and 2nd Avenues.

Trading Area: Extends 85 miles west, 60 miles southwest, 100 miles south, 103 miles east and 54 miles north.

Wholesale Houses: Groceries, 4; meats, 2; fruits, 3; hardware, 2; dry goods, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 14; commercial auto. agencies, 5; automobile accessories, 10; automobile tire agencies, 7; bakers, 5; cigar stores and stands (including hotels), 30; confectioners (including hotel stands), 8; dressmakers, 5; druggists, 12; dry goods, 4; department stores, 5; electrical supplies, 4; florists, 3; fruits, 3; furniture, 4; furriers, 2; garages (public), 11; grocers, 55 (chain, 3); hardware, 5; jewelry, 7; meat markets, 13 (chain, 1); men's furnishings, 8; men's clothing, 10; merchant tailors, 5; milliners, 7; opticians, 2; photographers, 4; pianos (and miscellaneous musical instruments), 3; radio supplies, 4; restaurants (including hotels), 25; shoes, 4; sporting goods, 4; stationers, 5; women's apparel, 10.

Miscellaneous Data: Average temperature, 45.5 degrees; average number of rainy days per twelve months, 90; most pleasant months, July, Aug., Sept., Oct. Doctors (medical, 23), (dentists, 16), (osteopaths, 3); bus service; gas, natural; electric current, alternating and direct; number of wired houses, 4,000; water, soft.

BOZEMAN, MONT.

(Gallatin County)

1920 Population, 6,183.

City and Suburban Estimate, 17,000.

Schools: Public Grade, 3; High, 1; Junior High, 1. Number of Pupils, 1,510.

Churches: Baptist, 1; Methodist, 1; Roman Catholic, 1; Presbyterian, 1; Christian, 1.

Banks: National, 1; Trust & Savings, 2. Capital, Surplus and Undivided Profits (all banks), \$689,615.97; Total Deposits (all banks), \$3,585,130.01; Total Resources (all banks), \$4,408,023.73.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1.

Location: Northern Pacific and branch of C. M. & St. P. Auto bus service to surrounding towns. Gallatin Co. is the head waters of Missouri River in southwestern Montana and northwestern corner of Yellowstone Park.

Principal Industries: Farming, dairying, hogs, cattle, seed peas and pea canning, coal, fruit, fish culture.

Special Information: Gallatin County produced 40,000 acres of hay, 100,000 acres of wheat, 30,000 acres of oats, 15,000 acres of corn, 12,100 acres of canning and seed peas, 32 grain elevators, 1,184 miles of improved roads, 24,000 cattle, 17,000 sheep and 18,000 hogs. Bozeman is the site of the Montana State College of Agricultural and Mechanic Arts, Agriculture Experiment Station, and U. S. Hatchery.

Wholesale Houses: Groceries, 1; fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Automobile accessories, 2; automobile tire agencies, 6; bakers, 2; cigar stores and stands (including hotels), 6; confectioners (including hotel stands), 5; delicatessen, 1; dressmakers, 2; druggists, 4; dry goods, 5; department stores, 2; electrical supplies, 2; florists, 3; fruits, 2; furniture, 2; garages (public), 5; grocers, 18 (chain, 3); hardware, 4; jewelry, 2; meat markets, 6; men's furnishings, 5; men's clothing, 10; merchant tailors, 2; milliners, 2; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 6; shoes, 4; sporting goods, 2; stationers, 2; women's apparel, 5.

Miscellaneous Data: Doctors (medical, 10), (dentists, 6), (osteopaths, 5); electric current, alternating and direct; number of automobile registrations, 3,000; water, hard.

BUTTE, MONT.

(Silver Bow County)

1920 Population, 41,611.

City and Suburban Estimate, 90,000.

Native Whites, 60%; Negroes, 1%; Foreign Born, 39%; Industrial Workers, 75%; English Reading, 80%; Families, 11,000.

Schools: Public Grade, 23; High, 1; Junior High, 1; Parochial, 7. Number of Pupils, 10,000.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 2; Methodist, 9; Presbyterian, 4; Roman Catholic, 12; Miscellaneous, 9.

Banks: National, 1; State, 3. Total Resources, \$29,000,000; Savings Banks Deposits Total, \$12,088,000.

Theatres: Legitimate, 1; Moving Pictures, 6. **Location:** On Northern Pacific, Great Northern, C. M. & St. P., Butte, Anaconda & Pacific, C. B. & Q. R.Rs.

Principal Industries: Mining.

Special Information: Butte is the largest city in Montana. Its location and railroad facilities make it the logical trading center of the state.

Residential Features: Ninety-nine per cent of homes are electric-lighted; 10,132 homes, 65% of which are owned by families living in them. Many homes were built in the last ten years. Average cost, \$4,000 to \$5,000.

Retail Shopping Section: Extends from Granite Street south to Galena Street, 3 blocks; east from Arizona Street to Idaho Street, 5 blocks.

Trading Area: Extends north to Boulder, 30 miles; east to Three Forks, 65 miles; southeast to Virginia City, 90 miles; south to Dillon, 69 miles; west to Anaconda, 26 miles; southwest to Garrison, 52 miles.

Wholesale Houses: Groceries, 3; meats, 3; fruits, 6; hardware, 2; dry goods, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; automobile accessories, 20; automobile tire agencies, 25; bakers, 22; cigar stores and stands (including hotels), 31; confectioners (including hotel stands), 35; delicatessen, 6; dressmakers, 15; druggists, 31; dry goods, 3; department stores, 3; electrical supplies, 20; florists, 7; furniture, 3; furriers, 5; garages (public), 24; grocers, 14; hardware, 11; jewelry, 14; meat markets, 41; men's furnishings, 15; men's clothing, 16; merchant tailors, 11; milliners, 12; opticians, 11; photographers, 13; pianos (and miscellaneous musical instruments), 8; radio supplies, 5; restaurants (including hotels), 38; shoes, 15; sporting goods, 4; stationers, 4; women's apparel, 10.

GREAT FALLS, MONT.

(Cascade County)

1920 Population, 24,121.

City and Suburban Estimate (1926), 40,000.

Native Whites, 80%; Negroes, 1%; Foreign Born, 19%; Industrial Workers, 20%; English Reading, 90%; Families, 5,704.

Schools: Public Grade, 9; High, 1; Junior High, 1; Parochial, 2. Number of Pupils, 6,500.

Churches: Baptist, 3; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 5; Presbyterian, 3; Roman Catholic, 3; Miscellaneous, 10.

Banks: National, 3; State, 1. Total Resources, \$14,991,443.55; Savings Banks Deposits Total, \$2,302,666.11.

Theatres: Legitimate, 1; Moving Pictures, 4; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 7,300.

Location: North central part of Montana, making it the hub from which transportation service is furnished by 8 Great Northern lines and 2 Milwaukee lines, running in as many different directions. To nearest larger city, by railroad, 7 hours; by auto, 10 hours.

Principal Industries: Copper and zinc, milling, hydroelectric power, oil refining, iron works, meat packing, railroad shops, brick and tile, cigars.

Manufacturing Establishments: 40. Leading firms: Anaconda Copper Mining Co., Great Falls Brick & Tile Co., Great Falls Iron Works, Great Falls Meat Co., Sunburst Oil Refining Co.

Special Information: 165,000 horsepower in developed within a few miles of Great Falls, by utilizing the falls of the Missouri River. In 8 miles, the river drops 365 feet, providing 3 dams near the city.

Residential Features: Has several excellent apartment houses. Homes mostly of bungalow type. Entire residence section is "boulevardized," making it exceptionally attractive.

Retail Shopping Section: 5 blocks on Central Avenue from Park Drive to 6th Street. On First Avenue south from Park Drive to 5th Street, and intervening cross streets. All street car lines follow the loop in the business section.

Trading Area: To Canada on the north, Williston, N. Dak., on the east, Kallispell on the west and Harlowtown on the south. Distributing center for 200 small towns, some of which are over 200 miles away. Several hard surfaced highways make it possible for farmers and residents of smaller communities to shop here.

Wholesale Houses: Grocers, 4; meats, 4; fruits, 5; hardware, 1; dry goods, 1; Miscellaneous lines, drugs, 1; cigars, 3; confectionery, 6.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 21; commercial auto. agencies, 8; automobile accessories, 30; automobile tire agencies, 9; bakers, 7; cigar stores and stands (including hotels), 14 (chain, 1); confectioners (including hotel stands), 22; delicatessen, 3; dressmakers, 11; druggists, 17; dry goods, 4; department stores, 4; electrical supplies, 5; florists, 4; fruits, 5; furniture, 5; furriers, 3; garages (public), 22; grocers, 98 (chain, 1); hardware, 4; jewelry, 7; meat markets, 19; men's furnishings, 8; men's clothing, 7; merchant tailors, 8; milliners, 8;

opticians, 4; photographers, 6; pianos (and miscellaneous musical instruments), 4; radio supplies, 6; restaurants (including hotels), 35; shoes, 6; sporting goods, 8; stationers, 3; women's apparel, 4.

Miscellaneous Data: Average temperature, 45.5 degrees; average number of rainy days per twelve months, 92; most pleasant months, July, Aug., Sept., Oct. Doctors (medical, 30), (dentists, 25), (osteopaths, 7); street car service; gas, artificial; electric current, alternating; number of wired houses, 6,350; water, soft.

HAVRE, MONT.

(Hill County)

1920 Population, 5,429.

City and Suburban Estimate, 7,000. Most important cities and towns in this area are: Harlem (pop. 800); Sobron (800); Walter (1,200); Glarzen (2,500).

Industrial Workers, 70%; English Reading, 100%.

Schools: Public Grade, 8; High, 1; Junior High, 1; Parochial, 1.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 1; State, 1. Savings Bank Deposits Total, \$500,000.

Theatres: Moving Pictures, 2.

Location: Great Northern Railroad, Division point. To nearest larger city by railroad, 5 hours; by automobile, 6 hours.

Principal Industries: Railroad, farming, oil mining plants, brick yards, stock yards, packing plant, flour mill, creamery.

Manufacturing Establishments: Creamery, mill, brick yard, farm implements, oil mixing plant.

Special Information: It has natural gas, electric power, coal, rich farming and livestock country tributary, is a wholesale and jobbing center and an important railroad point with large shops. Sixty-seven per cent of the people are home owners.

Residential Features: There are 1,800 residence buildings, about 40 of which are apartment houses.

Retail Shopping Section: First Street, 6 blocks; 1st Avenue, 1 block; Second Street, 2 blocks; 2nd Avenue, 1 block; Third Avenue, 4 blocks; 5th Avenue, 2 blocks.

Trading Area: 100 miles West, 60 miles Southwest, 150 miles North up into Saskatchewan, Alberta, Canada, 175 miles East.

Wholesale Houses: Groceries, 4; meats, 2; fruits, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 14; bakers, 2; confectioners (including hotel stands), 8; delicatessen, 1; total druggists, 4 (chain, 2); dry goods, 4; department stores, 3; electrical supplies, 3; florists, 1; fruits, 2; furniture, 4; garages (public), 6; total grocers, 16; hardware, 5; jewelry, 2; total meat markets, 9; men's furnishings, 5; men's clothing, 5; merchant tailors, 4; milliners, 2; opticians, 1; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; restaurants (including hotels), 12; shoes, 5; sporting goods, 1; stationers, 2.

Miscellaneous Data: Average temperature, 45.5 degrees; average number of rainy days per 12 months, 90; most pleasant months, Sept., Oct., Nov. Doctors (medical, 7); (dentists, 5); (osteopaths, 1); wired houses, 1,700; gas, natural; electric current, alternating and direct; water, hard.

HELENA, MONT.

(Lewis and Clark County)

1920 Population, 12,037 (1926 est. 13,968).

City and Suburban Estimate, 17,000.

Native Whites, 87%; Negroes, 5%; Foreign Born, 8%; Industrial Workers, 21%; English Reading, 85%; Families, 3,205.

Schools: Public Grade (elementary), 8; High, 3; Colleges, 2; Academies, 1. Total number of Pupils, 4,328.

Banks: 6. Capital, Surplus and Undivided Profits, \$1,694,423; Total Deposits (all banks), \$12,330,976; Total Resources (all banks), \$14,235,299; Total Bank Clearings (12 months, 1925), \$152,712,443.

Theatres: 3. Total number of seats, 2,300.

Location: On main line of the Great Northern, and the Northern Pacific R.Rs. Situated on Park-to-Park Highway, Helena has become a popular tourist center. To nearest large city, by railroad (73 miles), 3 hours; by auto 2½ hours.

Principal Industries: Mining, smelting, refining, mining machinery, farming, stock raising, crackers, confectionery, office furniture, auto truck bodies, brick and tile, nursery stock and seeds.

Special Information: Helena is the capital of Montana, and the county seat. State and county administrative offices are located here; state fair annually; State Vocational School, United States Veterans' Hospital (located at Fort Harrison, 3 miles from city); Mount St. Charles College; Intermountain College; St. Vincent's Academy; Algeria Temple (two ceremonies a year), and Scottish Rite (two classes a year), are also counted among Helena's advantages.

Residential Features: Mostly single and double houses, apartments, parked and paved streets. All streets throughout the city are lighted with park lamps.

Retail Shopping Section: Covers 24 blocks in the heart of the city; 10 blocks in the residential

districts, and 3 blocks in East Helena, 6 miles from the city.

Trading Area: Has a radius of 60 miles.

Wholesale Houses: Groceries, 3; hardware, 3; electrical supplies, 1; phonographs, 1; seeds and florists supplies, 1; poultry supplies, 1; printing, 2; drugs, 1; tobacco, 2; farming machinery, 3; hides and furs, 1; meats, 2; confectionery, 2; bakers, 2; automobiles, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; automobile accessories, 5; automobile tire agencies, 10; cigar stores and stands (including hotels), 27; confectioners (including hotels), 12; delicatessen, 3; dressmakers, 15; druggists, 10; dry goods, 6; department stores, 3; electrical supplies, 5; florist, 1; fruits, 3; furniture, 6; furriers, 3; garages (public), 15; grocers, 36 (chain, 5); men's clothing, 8; merchant tailors, 3; hardware, 6; jewelry, 5; men's furnishings, 8; men's clothing, 8; milliners, 7; opticians, 4; photographers, 5; pianos (and miscellaneous musical instruments), 5; gift shops, 4; radio supplies, 7; restaurants (including hotels), 19; shoes, 8; sporting goods, 5; stationers, 8; women's apparel, 6.

Miscellaneous Data: Average temperature, 43.5 degrees; average number of rainy days, 97; most pleasant months, August, Sept., Oct., and Nov. Doctors (medical, 15), (dentists, 18), (osteopaths, 3); street car service; gas, artificial; number of meters, 1,771; electric current, alternating; number of meters, 4,565; number of automobile registrations (1925), 82,128; water, soft.

LEWISTOWN, MONT.

(Fergus County)

1920 Population, 6,120 (1926 est. 9,200).

City and Suburban Estimate, 50,000.

Native Whites, 94%; Negroes, 1%; Foreign Born, 5%; Industrial Workers, 10%; English Reading 99%.

Schools: Public Grade, 5; High, 1; Junior High, 1; Parochial, 1. Number of Pupils, 2,300.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 1; State, 1. Total Resources, \$7,000,000; Savings Bank Deposits Total, \$1,200,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 4,500.

Location: Situated in center of Montana, the jobbing center for this section of the State. On the C. M. & St. P., and the Great Northern R. Rs. These two lines radiate in five directions, making Lewistown the trading center for 50 or more small towns within its radius.

Principal Industries: Brick, tile, cement, plaster, oil refining, flour milling, agriculture, livestock raising, coal, gold, silver, and gypsum mining, crude oil.

Manufacturing Establishments: 5. Leading firms: Montana Flour Mills Co., Three Forks Portland Cement Co., Arro Oil & Refining Co., Lewistown Oil & Refining Co., Northwest Gypsum Products Co. Total value of yearly output of factories estimated at \$15,000,000.

Special Information: Lewistown is recognized as one of the most progressive cities of the West, with wonderful electric system, and beautiful well-paved streets. There are 5,200 autos and 3,000 tractors registered in territory adjacent to Lewistown. Estimate of 1926 crop over \$10,000,000.

Residential Features: Mostly one-family residences of from 3 to 12 rooms. Large residential section. Workingmen's homes located in south part of city near railroad yards, flour mills, and brick yards. Homes in better part of city cost on an average of \$10,000.

Retail Shopping Section: Extends for a distance of 7 blocks, with well-built buildings on each side. Extends north and south on 1st, 2d, 3d, 4th, and 5th Avenues from 1 to 3 blocks on each side of Main Street.

Trading Area: Extends 100 miles south, west, and east, and 70 miles north. Business is secured from greater distances by automobile.

Wholesale Houses: Groceries, 2; meats, 2; fruits, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 8; automobile accessories, 14; automobile tire agencies, 11; bakers, 4; cigar store and stands (including hotels), 20; confectioners (including hotel stands), 7; delicatessen, 2; dressmakers, 5; druggists, 5; dry goods, 6; department stores, 4; electrical supplies, 2; florists, 2; fruits, 15; furniture, 5; furriers, 1; garages (public), 16; grocers, 11 (chain, 2); hardware, 3; jewelry, 4; meat markets, 6; men's furnishings, 8; men's clothing, 8; merchant tailors, 5; milliners, 5; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 10; shoes, 8; sporting goods, 4; stationers, 2; women's apparel, 6.

Miscellaneous Data: Doctors (medical, 28), (dentists, 12), (osteopaths, 3); electric current, alternating; number of automobile registrations, 5,200; water, hard.

LIVINGSTON, MONT.

(Park County)

1920 Population, 6,311.

City and Suburban Estimate, 6,500 (trade territory, 10,000).

Native Whites, 90%; Foreign Born, 10%; Industrial Workers, 10%; English Reading, 95%; Families, 1,300.

Guide to Newspaper Markets of MONTANA and NEBRASKA

MONTANA (Cont'd)

Schools: Public Grade, 4; High, 1; Parochial, 1. Number of Pupils, 1,471.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Roman Catholic, 1.

Banks: National, 1; State, 1.

Theatres: Moving Pictures, 2.

Location: Northern Pacific, main line, also branch line to Yellowstone National Park, and Wilsall, Mont.

Principal Industries: Railroad shops, farming and tourists; N. P. payroll \$166,000 a month.

Manufacturing Establishments: Leading firms: Garnier Cigar Co., Livingston Marble and Granite Co., Park Co. Creamery.

Retail Shopping Section: On Main Street, 3 blocks; Callender Street, 2 blocks; Second Street, 2 blocks; Park Street, 2 blocks.

Trading Area: West, 25 miles; south, 50 miles; north, 100 miles; east, 60 miles.

Wholesale Houses: Groceries, 1; fruits, 2; miscellaneous lines, cigars, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 8; automobile accessories, 11; automobile tire agencies, 11; cigar stores and stands (including hotels), 9; confectioners (including hotel stands), 9; delicatessen, 2; dressmakers, 3; druggists, 5; dry goods, 2; department stores, 8; electrical supplies, 2; florists, 1; furniture, 2; furriers, 3; garages (public), 7; grocers, 19; hardware, 3; jewelry, 3; meat markets, 5; men's clothing, 7; merchant tailors, 3; milliners, 4; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 5; shoes, 2; sporting goods, 1; stationers, 1; women's apparel, 5.

MILES CITY, MONT.

(Custer County)

1920 Population, 7,937.

City and Suburban Estimate, 10,000. Most important cities and towns in this area are: Forsyth (pop. 1,838), Jordan (300), Broadus (250), Terry (749).

Native Whites, 84%; Negroes, .05%; Foreign Born, 15.5%; Industrial Workers, 50%; English Reading, 95%; Families, 1,500.

Schools: Public Grade, 5; High, 1; Parochial, 1. Number of Pupils, 200.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 2.

Banks: National, 1; State, 1. Capital, Surplus and Undivided Profits (all banks), \$325,000; Total Deposits (all banks), \$2,125,000; Total Resources (all banks), \$3,000,000.

Theatres: Moving Pictures, 2; Vaudeville, 1. Total number of seats, 1,800.

Location: On the Yellowstone River, 130 miles northeast of Billings. Served by the Chicago, Milwaukee & St. Paul, and the Northern Pacific R. Rs.

Principal Industries: Oil refining (600 barrel capacity), 100 barrel flour mill, general repair shops of the Chicago, Milwaukee & St. Paul R. R.

Manufacturing Establishments: 3. Creamery, two wholesale saddlery houses.

Special Information: Miles City is on two lines of railroad and is the center of the horse, cattle, and wool district of eastern Montana. The United States Range Livestock Experiment Station of 57,000 acres is located at Miles City.

Residential Features: Beautiful homes, about 75% owned by occupants. There are also 15 apartment blocks.

Retail Shopping Section: Full length of Main Street, three-quarters of a mile long, embracing 201 retail establishments.

Trading Area: Extends 25 miles west, 40 east, 100 north, and 100 south. Auto transportation in all directions.

Wholesale Houses: Groceries, 3; meats, 1; fruits, 2; Miscellaneous lines, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 18; automobile accessories, 5; automobile tire agencies, 5; bakers, 4; cigar stores and stands (including hotel stands), 15; confectioners (including hotel stands), 8; delicatessen, 2; dressmakers, 20; druggists, 4; dry goods, 8; department stores, 2; electrical supplies, 2; florists, 2; fruits, 5; furniture, 3; furriers, 2; garages (public), 6; grocers, 30 (chain, 1); hardware, 4; jewelry, 4; meat markets, 5; men's clothing, 5; merchant tailors, 4; milliners, 3; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 12; shoes, 2; sporting goods, 1; stationers, 4; women's apparel, 2.

Miscellaneous Data: Doctors (medical, 7), (dentists, 5), (osteopaths, 3); gas, artificial; electric current, alternating; water, soft.

MISSOULA, MONT.

(Missoula County)

1920 Population, 12,665.

City and Suburban Estimate, 21,000.

Native Whites, 98%; Negroes, 1%; Foreign Born, 1%; Industrial Workers, 20%; English Reading, 100%; Families, 2,800.

Schools: Public grade, 11; High, 1; Junior High, University, 1,400 students; Parochial, 1; Number of Pupils, 1,600.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 3.

Banks: National, 2; State, 1; Total Resources, \$7,500,000; Savings Bank Deposits Total \$2,587,000.

Theatres: Legitimate, 2; Moving Pictures, 4; Vaudeville, 1; Total number of seats, 4,000.

Location: Northwest part of Montana on main line C. M. & St. P. and Northern Pacific Railways. To nearest large city by railroad, 3½ hours, by auto, 6 hours.

Principal Industries: Manufacturing and lumber; Northern Pacific shops.

Manufacturing Establishments: 18. Leading firms, Anaconda Copper Mining Co. (Lumber Div.), Western Lumber Co., Polleys Lumber Co.; White Pine Sash Co.

Residential Features: Mostly all one-family houses, a few apartments and no tenements.

Retail Shopping Section: Extends north and south 8 blocks and east and west four blocks. A few outlying sections and about 70 scattered stores.

Trading Area: 100 miles in each direction.

Wholesale Houses: Groceries, 6; Meats, 4; Fruits, 5; Hardware, 1; Dry Goods, 1; Miscellaneous Lines, Drugs, 1; Lumber, 5.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 19; automobile accessories, 2; automobile tire agencies, 12; bakers, 7; cigar stores and stands (including hotel stands), 20; confectioners (including hotel stands), 15; delicatessen, 3; druggists, 5; dry goods, 5; department stores, 3; electrical supplies, 5; florists, 5; fruits, 7; furniture, 3; furriers, 2; garages (public), 25; grocers, 76 (chain, 3); hardware, 5; jewelry, 4; meat markets, 14; men's furnishings, 8; men's clothing, 8; merchant tailors, 5; milliners, 7; opticians, 5; photographers, 4; pianos (and miscellaneous musical instruments), 4; radio supplies, 3; restaurants (including hotels), 15; shoes, 10; sporting goods, 2; stationers, 2; women's apparel, 5.

Miscellaneous Data: Average temperature, 45 degrees; average number of rainy days per twelve months, 90; most pleasant months, April, May, Sept., Oct. Doctors (medical, 20), (dentists, 10), (osteopaths, 4); street car service; gas, artificial; electric current, alternating; water, soft.

Standard Surveys
of
NEBRASKA

COLUMBUS, NEB.

(Platte County)

1920 Population, 5,410 (1925, est. 6,200).

Schools: Public Grade, 6; High, 2; Parochial, 3.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Roman Catholic, 2; Miscellaneous, 2.

Banks: National, 3; State, 2.

Theatres: Legitimate, 1; Moving Pictures, 1; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 2,000.

Location: Union Pacific & B. & M. Three branch lines of U. P. To nearest larger city (Omaha), by railroad, 2¼ hours; by auto, 3 hours.

Principal Industries: Swift & Co., poultry and produce packing, canning factory, wooden soled shoe factory, planing mill, machine shop, bottling works, converted brewery.

Manufacturing Establishments, 4.

Special Information: Junction of Lincoln Highway and Meridian Highway.

Residential Features: One-and two-family houses. Municipally owned water works and sewerage system. Residence district very compact. Well graveled or paved streets. Much activity in building.

Retail Shopping Section: 11th St., 7 blocks; 12th St., 7 blocks; 13th St., 9 blocks (main business street), 25th, 26th and 27th Aves. intersecting streets. No outlying business blocks, but 3 groceries, 3 garages and filling stations scattered.

Trading Area: 20 miles south, east, north and west. Good train service on U. P. branches extend trading to 75 miles northwest.

Wholesale Houses: Groceries, 1; Miscellaneous, cigars and stationery, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; automobile accessories, 7; automobile tire agencies, 7; bakers, 4; cigar stores and stands (including hotels), 23; confectioners (including hotel stands), 14; dressmakers, 6; druggists, 5; dry goods, 9; department stores, 6; electrical supplies, 4; florists, 2; fruits, see grocers; furniture, 2; garages (public), 6; grocers, 11; hardware, 4; jewelry, 4; meat markets, 7; men's furnishings, 8; men's clothing, 8; merchant tailors, 2; milliners, 3; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 4; radio supplies, 3; restaurants (including hotels), 9; shoes, 2; sporting goods, 2; stationers, 2; women's apparel, 9.

Miscellaneous Data: Average temperature, 50 degrees; average number of rainy days per 12 months, 50; most pleasant months, May, June, Sept., Oct., Nov.; doctors (medical, 11), (dentists, 9); (osteopaths, 2); number of wired houses, 1,500; gas, artificial; electric current, alternating and direct; water, hard.

FALLS CITY, NEB.

(Richardson County)

1920 Population, 4,956.

City and Suburban Estimate (1925), 7,000. Industrial Workers, 650.

Schools: Public Grade, 4; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 1,405.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Lutheran, 2; Evangelical, 2.

Banks: National, 1; State, 3; Total Resources, \$3,500,000. Savings Bank Deposits Total, \$1,200,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 2,200.

Location: Falls City is on the main line of the Burlington and the Missouri Pacific railroads, and is located 9 miles from the Missouri river, terminal for Burlington trains operating along Mo. river to Nebraska City. To nearest larger city, by railroad, 3½ hours; by automobile, 3 hours.

Principal Industries: Agriculture and stock raising, horticulture, small print, poultry and dairying.

Manufacturing Establishments: 6. Leading firms: Falls City Milling Co., makers of flour, feed and stock products. Peerless Stock Powder Co., mfgs. of stock medicines and feeds, Fall City Ice Cold Storage and Creamery Co., Falls City Steel Works, division headquarters for Omaha division of Missouri Pacific railroad with 20 stall round house and large machine shops.

Special Information: Center of rich agricultural district, small grains, cattle and hogs, print, creamery products and poultry. Poultry and poultry products shipped out annually, total \$1,800,000. About 1,500 cars apples loaded out of county last year, 10,000 new apple trees planted this year; many cattle and hogs fed and shipped out from here annually. Falls City is county seat of county. Population of county now being 20,000 people.

Residential Features: City of 1,850 homes, 75 new homes built in 1924, and 60 built or under construction during 1925. One 110 room hotel with a few permanent guests, 3 resident hotels, 1 large apartment house, and numerous smaller apartments.

Retail Shopping Section: Store street from Fourteenth to Twentieth streets (6 blocks).

Trading Area: Stretches about ten miles south; twenty miles north and west, and ten miles east, the population of this area being about 22,000 people.

Wholesale Houses: Groceries, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial auto agencies, 5; automobile accessories, 1; automobile tire agencies, 3; bakers, 3; cigar stores and stands (including hotels), 7; confectioners (including hotel stands), 5; delicatessen, 1; dressmakers, 3; druggists, 5; dry goods, 4; department stores, 4; electrical supplies, 2; florists, 1; furniture, 3; garages (public), 6; grocers, 10; hardware, 4; jewelry, 4; meat markets, 3; men's furnishings, 4; men's clothing, 4; merchant tailors, 2; milliners, 3; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 4; restaurants (including hotels), 7; shoes, 3; sporting goods, 1; stationers, 2; women's apparel, 3.

Miscellaneous Data: Average temperature, 68 degrees; average number of rainy days per 12 months, 30; most pleasant months, May to Dec., generally warm and fair; doctors (medical, 8); (dentists, 7); (osteopaths, 2); electric current, alternating; water, soft.

FREMONT, NEB.

(Dodge County)

1920 Population, 9,605 (1925 est., 12,000).

City and Suburban Estimate, 30,000.

Native Whites, 94.5%; Negroes, .5%; Foreign Born, 5%; Industrial Workers, 15-20%; English Reading, 100%; Families, approximately 3,000.

Schools: Public Grade, 9; High, 1; Junior

High, 1; Parochial, 2. Number of Pupils, 2,450. Midland College, 600.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Roman Catholic, 1; Miscellaneous, 9.

Banks: National, 2; State, 2. Total Deposits, \$4,000,000; Savings Banks Deposits Total, \$1,000,000.

Theatres: Moving Pictures, 3. Total number of seats, 2,700.

Location: Fremont is 35 miles northwest of Omaha in the heart of a good agricultural section. Lincoln Highway is paved between Fremont and Omaha. Served by the Union Pacific, Chicago & Northwestern, and Burlington R. Rs.; truck freight service in all directions. Passenger bus service to Omaha, Lincoln, Grand Island, and Norfolk. To nearest larger city (Omaha), by railroad, 1 hour; by auto, 1½ hours.

Principal Industries: Butter, candy, corn canning, cement tile, cigars, foundry and machine shops, printing and publishing, tents and awnings, refrigerators, incubators, railroad shops, stockyards. Total value yearly output of factories estimated at \$3,000,000.

Manufacturing Establishments: 75. Crystal Refrigerator Co., Golden Rod Creamery Co., Marr-Hein Candy Co., Fremont Canning Co., Hammond Printing Co., Fremont Foundry & Machine Co., Sure Hatch Incubator Co.

Special Information: Excellent railroad service makes Fremont a desirable location for distribution of goods; 76 scheduled trains every 24 hours; 25 miles paved streets; 3,400 telephones; over 8,000 registered autos in county of over 25,000 population. Municipal water plant supplies unlimited quantity of pure water filtered through gravel beds underlying city. There are 30 miles of gas mains, serving 1,800 consumers.

Residential Features: All private homes, except three apartment houses. No tenements; majority of homes occupied by owners.

Retail Shopping Section: Main Street, 7 blocks; Broad Street, 3 blocks; Sixth Street, 3 blocks.

Trading Area: Extends 15 miles east and south; 20 miles west; 25 miles north, and northwest. All main roads into city are well-maintained. Nearly all of the outside trade comes by automobile. Excellent bus service east and south.

Wholesale Houses: Groceries, 1; fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto agencies, 6; automobile accessories, 8; automobile tire agencies, 7; bakers, 4; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 5; druggists, 6; dry goods, 4; department stores, 3; electrical supplies, 4; florists, 2; fruits, 2; furniture, 4; garages (public), 9; grocers, 25; hardware, 4; jewelry, 5; meat markets, 7; men's furnishings, 8; men's clothing, 7; merchant tailors, 3; milliners, 4; opticians, 4; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; restaurants (including hotels), 10; shoes, 8; sporting goods, 3; stationers, 3; women's apparel, 7.

Miscellaneous Data: Average temperature, 50 degrees; average number of rainy days per twelve months, 50; most pleasant months, April, May, Oct., Nov. Doctors (medical, 13), (dentists, 10), (osteopaths, 3); gas, artificial; number of meters, 1,800; electric current, alternating; number of wired houses, 2,700; water, hard.

GRAND ISLAND, NEB.

(Hall County)

1920 Population, 13,980.

City and Suburban Estimate, 16,000.

Native Whites, 98%; Negroes, 1%; Foreign Born, 3%; English Reading, 95%.

Schools: Public Grade, 7; High, 1; Junior High, 2; Parochial, 2.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 2; State, 3.

Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 1.

Location: Union Pacific main line. Burlington—Northwest Coast line. St. Joseph & Grand Island. Ord & Grand Island. To nearest larger city, by railroad, 3 hours; by auto, 4 hours.

Principal Industries: American Beet Sugar Co., Cattle market, creameries, canning factory.

Manufacturing Establishments, 4.

Special Information: Grand Island is situated in an agricultural district, is also division point of Union Pacific, also jobbing center, 500 salesmen headquarters here.

Residential Features: At most, entirely individual homes; ten apartment houses.

Retail Shopping Section: Third Street, 5 blocks; Second Street, 4 blocks; Pine Street, 2 blocks; Locust Street, 3 blocks.

Trading Area: 50 miles north and northwest, 30 miles east, 30 miles west, 12 miles south.

Wholesale Houses: Groceries, 2; fruits, 2; Miscellaneous lines, notions, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial auto agencies, 4; automobile accessories, 5; automobile tire agencies, 10;

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NEBRASKA (Cont'd)

Grand Island (cont'd)

bakers, 3; cigar stores and stands (including hotels), 12 (chain, 2); druglists, 6; dry goods, 4; department stores, 3; electrical supplies, 2; florists, 2; furniture, 3; garages (public), 5; grocers, 68; hardware, 3; jewelry, 3; men's furnishings, 3; men's clothing, 3; merchant tailors, 3; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 5; shoes, 8; sporting goods, 2; stationers, 1; women's apparel, 4.

HASTINGS, NEB.

(Adams County)

1920 Population, 11,647 (1926 est., 14,065).
City and Suburban Estimate, 60,000.
Native Whites, 86.6%; Negroes, .8%; Foreign Born, 12.6%.
Schools: Public Grade, 5; High, 1; Junior High, 1; Parochial, 1. Number of Pupils, 3,974.
Churches: Baptist, 2; Christian Science, 1; Congregational, 3; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 14.
Banks: National, 3; State, 1. Total Resources, \$7,108,838.
Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 7,000.
Location: Situated 150 miles east of Omaha on the main line of the Chicago, Burlington & Quincy R. R.; served also by the Union Pacific, Missouri Pacific, and the Chicago & Northwestern R. R.s., which extend in 11 directions into trading territory. Division points on C. B. & Q., and U. P. Rys.
Principal Industries: Brick, tile, harness, tire pumps, building materials, cigars, millwork, land rollers, cement culverts, flour and feed products, ice cream, butter, cheese, bread, auto accessories, grain and stock raising, brooms, poultry products.
Manufacturing Establishments: 28. Leading firms: Dutton & Sons' Co., Roth Mfg. Co., Hastings Mills Co., Kipp Cigar Co., Central Nebraska Millworks Co., Western Brick & Supply Co., Western Land Roller Co.
Special Information: Hastings is served by 11 lines of radiating railways, with excellent highways reaching out in several directions, which make it one of the best distributing points for jobbers in this western territory.
Residential Features: Private homes predominate. Mostly a city of home owners, percentage of rentals being small; 52 miles of paving covers practically the entire residential section.
Retail Shopping Section: Is located within a square of 12 blocks, all closely built in. Few vacant lots in this district, and none on the two principal streets within this area. There are also numerous neighborhood stores.
Trading Area: Extends 30 miles east, 40 south, 55 southwest and west, and 19 north. Excellent system of highways brings trade from a great distance.
Wholesale Houses: Groceries, 3; meats, 1; fruits, 2; hardware, 1; Miscellaneous lines, 4.
Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto agencies, 2; automobile accessories, 3; automobile tire agencies, 5; bakers, 3; cigar stores and stands (including hotels), 31; confectioners (including hotel stands), 20; druglists, 6; dry goods, 4; department stores, 2; electrical supplies, 5; florists, 4; fruits, 6; furniture, 3; furriers, 1; garages (public), 16; grocers, 35; hardware, 5; jewelry, 4; meat markets, 5; men's furnishings, 1; men's clothing, 9; merchant tailors, 5; milliners, 6; opticians, 11; photographers, 4; pianos (and miscellaneous musical instruments), 3; poultry products, 2; radio supplies, 3; restaurants (including hotels), 14; shoes, 8; sporting goods, 2; stationers, 2; women's apparel, 7.
Miscellaneous Data: Average temperature, 45 degrees; average number of rainy days per twelve months, 50; most pleasant months, April, May, Oct., Nov. Doctors (medical, 24), (dentists, 15), (osteopaths, 6); street car service; gas, artificial; electric current, alternating; water, hard.

KEARNEY, NEB.

(Buffalo County)

1920 Population, 7,702.
Native Whites, 95%; Foreign Born, 5%; Industrial Workers, 8%; English Reading, 98%; Families, 2,125.
Schools: Public Grade, 951 pupils; High, 432; Junior High, 437; Parochial, 40. Number of Pupils in State Teachers' College, 1,000 to 2,000.
Churches: Baptist, 1; Christian Science, 1; United Brethren, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 16.
Banks: National, 2; State, 2. Total Resources, \$5,000,000.
Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 8. Total number of seats, 5,000.
Location: Situated on the Platte River, and the main line of the Union Pacific, Chicago, Burlington & Quincy, and the Black Hills R. R.s. Kearney has good roads and excellent bus service in all directions. To nearest larger city, by railroad, 1 hour; by auto, 1½ hours.

Principal Industries: Cement mixer factory, potato chips, candy, bindery, printing, nursery.

Manufacturing Establishments: 8. Leading firms: Bolte Mfg. Co., Midway Bottling & Candy Co.

Residential Features: A very large percentage own their homes. Kearney is the home of many retired farmers, and on account of its educational facilities, is often referred to as a "school town."

Retail Shopping Section: From Central Avenue, 18th to 25th Street; A Avenue, 20th to 25th Street; 1st Avenue, 20th to 25th Street, and cross streets two blocks long.

Trading Area: Kearney is a trading center for 70 miles north and northwest, 60 miles west, 40 miles south, southeast and southwest, and 25 miles east.

Wholesale Houses: Groceries, 1; fruits, 2; Miscellaneous lines, bottling, candy.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 14; commercial auto agencies, 5; automobile accessories, 27; automobile tire agencies, 11; bakers, 6; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 30; delicatessen, 2; dressmakers, 5; druglists, 5; dry goods, 12; department stores, 3; electrical supplies, 7; florists, 2; fruits, 18; furniture, 4; garages (public), 26; grocers, 38; hardware, 4; jewelry, 3; meat markets, 9; men's furnishings, 6; men's clothing, 6; merchant tailors, 5; milliners, 6; opticians, 5; photographers, 4; pianos (and miscellaneous musical instruments), 4; radio supplies, 3; restaurants (including hotels), 13 (chain, 2); shoes, 7; sporting goods, 6; stationers, 3; women's apparel, 8.

Miscellaneous Data: Average temperature, 45 degrees; average number of rainy days per twelve months, 50; most pleasant months, April, May, Sept., Oct. Doctors (medical, 17), (dentists, 9), (osteopaths, 2); gas, artificial; electric current, alternating; water, hard.

LINCOLN, NEB.

(Lancaster County)

1920 Population, 54,948 (1926 est., 63,722).
City and Suburban Estimate, 77,094 (1926 est., 85,000). Most important cities and towns in this area are: Ashland (pop. 1,725); Beatrice (9,664); Crete (2,445); Seward (2,368).
Native Whites, 46,818; Negroes, 896; Foreign Born, 7,198; Persons Occupied as Industrial Workers, 22,483; Families, 13,812.
Schools: Public Grade, 19; High, 1; Junior High, 2; Parochial, 5; Private, 2. Number of Pupils, 14,195. Public School, 443 teachers, 1925 payroll, \$876,089.66.
Churches: Baptist, 3; Christian Science, 1; Congregational, 5; Episcopal, 2; Hebrew, 2; Methodist, 19; Presbyterian, 4; Roman Catholic, 4; Miscellaneous, 22.
Banks: National, 5; State, 3; Joint Stock Land, 1; Trust Companies, 7; Building and Loan Associations, 8. Capital, Surplus and Undivided Profits (all banks), \$5,215,000; Total Deposits (all banks), \$30,260,000; Total Trust Funds (all banks), \$14,280,000; Total Loans (all banks), \$18,935,000; Total Bank Clearings (12 months, 1925), \$254,392,143; Building Permits (1925), 1,623; Building Cost (1925), \$7,000,076.
Theatres: Legitimate, 1; Moving Pictures, 5; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1; City Auditorium. Total number of seats: Theaters, 6,359; Auditorium, 2,348; Total, 8,707.
Location: Situated in the southeast central part of Nebraska, 50 miles from the Missouri River; served by the Chicago, Burlington & Quincy, Chicago & Northwestern, Chicago, Rock Island & Pacific, Missouri Pacific, and the Union Pacific Railroads. Splendid motor bus service operated on frequent schedules between Lincoln and Omaha, Lincoln and Fremont, Lincoln and Grand Island, Lincoln and Hastings, Lincoln and Beatrice, and Lincoln and Nebraska City. To nearest large city, by railroad, 1½ hours; by auto, 2 hours.
Principal Industries: Flour mills and bakeries, creamery products, harness and leather goods, planing mills, printing, incubators, gas engines, motor trucks, agricultural implements, commercial truck bodies, paints, railroad shops, cotton mittens, cigars, overalls and workmen's shirts, brick.
Manufacturing Establishments: 121. Leading firms: Gooch Milling & Elevator Co., Beatrice Creamery Co., Patriot Manufacturing Co., Harpham Bros. Co., Cushman Motor Works, Curtis, Towle & Paine Co., Lincoln Paint & Color Co., Western Glass & Paint Co., Queen Incubator Co., Jacob North & Co. Total value of yearly output of factories estimated at \$55,000,000.
Special Information: Lincoln is the seat of state government for Nebraska, the county seat of Lancaster County. The state is constructing an \$8,000,000 state capitol building. The University of Nebraska, State Agricultural College, Nebraska Wesleyan University, Cotner University, Union College, are located in Greater Lincoln, and had a student population for the 1924-25 term of 15,462. At least 75 per cent of the student population is not included in population figures given above. Lincoln is the preferred point for holding state conventions. An average of 100 of these meetings convene annually in Lincoln with an average attendance of 300. for an average session of 3 days. In addition to being a large railroad center it is the hub of a system of highly developed highways, all of which add to its accessibility as a convention city and trading point.
Residential Features: Lincoln is essentially a city of home-owners. It does not enjoy the doubtful distinction of having even one tenement house. Families reside in detached houses located on the standard Lincoln building lots of 50 x 142 feet. The rapid extension of fine homes in east, and southwest Lincoln, the well

paved streets, numerous parks, churches, schools, colleges and universities contribute to the desirable residential features.

Retail Shopping Section: The principal street is "O" Street; the retail district extends from 9th to 10th; east of 16th Street to 21st Street is largely devoted to automobile storerooms and allied lines; N Street, 10th to 17th; P Street, 9th to 14th; 10th Street, N to Q Street; 11th Street, M to Q Street; 12th Street, M to Q Street; 13th Street, M to Q Street; 14th Street, M to P Street; 15th Street, O to N Street.

A partial list of Lincoln's industrial sources of revenue, number of employed, and annual payrolls is given below:

Industries	No. of Employees	Annual Payroll
Jobbers and Manufacturers	5,190	\$8,088,672
Insurance Companies	602	841,155
C. B. & Q. R. R.	3,764	6,300,000
C. R. I. & P. R. R.	71	89,016
Missouri Pacific Railroad	66	85,524
Union Pacific Railroad	32	50,417
C. & N. W. Railway	87	125,309
Public Service Corporations:		
Lincoln Traction Company	230	349,350
Lincoln Gas & Elec. Light Co.	205	372,000
Lincoln Tel. & Tel. Co.	440	540,000
Omaha Lin. & Beatrice Int. Ry.	20	22,000
Educational Institutions:		
University of Nebraska	811	1,566,000
Lincoln Board of Education	603	876,090

Trading Area: Trading area may conservatively be stated as having a radius of 50 miles, although in certain directions it extends beyond that distance. The Farm Journal of Philadelphia made a survey of 228 cities running from 25,000 to 100,000 population to determine the volume of their retail trade business and extent of their trading zone. The survey disclosed that Lincoln stood first in both instances.

Wholesale Houses: 217. Groceries, 3; meats, 6; fruits, 4; hardware, 1; automobile accessories, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 23; commercial auto agencies, 6; automobile accessories, 6; automobile tire agencies, 18; bakers, 35; cigar and tobacco stores and stands (including hotels), 370; confectioners (including hotel stands), 27; druglists, 55; department stores, 6; florists, 6; furniture, 7; furriers, 4; garages (public), 39; grocers and meat dealers, 269 (chain, 16); hardware, 10; jewelry, 11; men's furnishings, 14; men's clothing, 14; merchant tailors, 7; milliners, 8; opticians, 11; photographers, 11; pianos (and miscellaneous musical instruments), 9; radio supplies, 9; restaurants (including hotels), 54; shoes, 57 stores selling shoes; sporting goods, 5; stationers, 9; women's apparel, 18.

Miscellaneous Data: Average temperature, 51.1 degrees; average number of rainy days per twelve months, 98; most pleasant months, April, May, June, Oct., Nov. Doctors (medical, 138); (dentists, 88); (osteopaths, 14); street car service; gas, artificial; electric current, alternating; number of wired houses, 17,400; water, soft.

MCCOOK, NEB.

(Red Willow County)

1920 Population, 7,000.
City and Suburban Estimate, 8,000. Most important cities and towns in this area are: Cambridge (pop. 1,042); Benkelman (1,200); Imperial (723); Culbertson (686); Trenton (592).
Native Whites, 96%; Negroes, 1%; Foreign Born, 3%; Industrial Workers, 29%; English Reading, 99%; Families, 1,600.

Schools: Public Grade, 3; High, 1; Junior High, 1; Parochial, 1; Junior College, 1; Business College, 1.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Roman Catholic, 1; Miscellaneous—Seven Day Adventists, Church of God, German Lutheran.

Banks: National, 2; State, 1.

Theatres: Legitimate, 2; Moving Pictures, 3; Total number of seats, 3,500.

Location: McCook is the division point of the Chicago, Burlington & Quincy R.R., and lies midway between Denver and Omaha. The C. B. & Q. R.R. is spending \$250,000 in important improvements. It employs 800 men and carries a monthly payroll of approximately \$225,000. McCook is the natural outlet for a territory extending over 100 miles in each direction. To nearest larger city (Denver), by railroad, 6 hours; by automobile, 10 hours.

Principal Industries: Agriculture, livestock market. The railroad and railroad shops, etc., provide the principal industry. Several wholesale houses.

Manufacturing Establishments: McCook has few factories: broom factory, small packing plants, artificial ice plant, ice cream factory, bottling works.

Special Information: With a doubling in population during the past five years McCook has not slackened in her building activities. At this time we have just completed 112 blocks of paved streets, and 144 blocks are now under construction and will be finished this fall. Eight new business buildings are being erected on Main Avenue, and five others are in course of construction on other main thoroughfares. A new \$250,000. court house is going up, and the city is rebuilding the water-works system at an expenditure of \$100,000. There are 32 new homes being built at this time with prospects for many more this fall, also some important business buildings, the plans for which are now under way. McCook is not having a boom, but a natural increase in both business and home-building due to the large and prosperous territory which it serves in all lines of

business. There are still some splendid openings in certain lines of merchandising, and authorities who have studied conditions (such as those who operate large chain stores), are of the opinion that McCook will double her present population in the next 5 years. These improvements follow one of the biggest building years the city has ever experienced.

Residential Features: McCook claims 1,600 families, 1,400 homes, 150 apartments, 45 new homes now being constructed. By showing a gain in population of nearly 50 per cent in the last 5 years McCook has won recognition as "the fastest growing town in Nebraska."

Retail Shopping Section: McCook's business section is confined to 3 streets running north and south: Main Avenue, First West, and First East, and three streets east and west, A, B, and C, which include approximately 25 blocks in the business section.

Trading Area: Trading area extends 100 miles in each direction. McCook is the metropolis of the southwest corner of Nebraska. The immediate trade territory contains a population estimated at 25,000, while the greater, or entire trading area supports a population of at least 50,000.

Wholesale Houses: Groceries, 3; meats, 2; fruits, 2; Miscellaneous lines, ice cream, 1; bottling works, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto agencies, 8; automobile accessories, 2 exclusive automobile tire agencies, 6; bakers, 2; cigar stores and stands (including hotels), 6; confectioners (including hotel stands), 6; delicatessen, 8; druglists, 4; dry goods, 1; department stores, 1; electrical supplies, 2; florists, 1; fruits, 10; furniture, 2; garages (public), 8; grocers, 25; hardware, 4; jewelry, 2; meat markets, 5; men's clothing and furnishings, 2; milliners, 2; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 4; restaurants (including hotels), 9; shoes, 2; stationers, 2; women's apparel, 2.

Miscellaneous Data: Average temperature, 51 degrees; average number of rainy days per twelve months, 90; most pleasant months, April, May, Sept., Oct. Doctors (medical, 9); (dentists, 4); (osteopaths, 2); gas, artificial; electrical current, direct; number of wired houses, 1,040; water, hard.

NEBRASKA CITY, NEB.

(Otoe County)

1920 Population, 6,279 (1925 est. 7,000).
City and Suburban Estimate, 25,000.
Native Whites, 90%; Negroes, 1%; Foreign Born, 9%; Industrial Workers, 700; English Reading, 100%; Families, 1,560.

Schools: Public Grade, 7; High, 1; Parochial, 2. Number of Pupils, 1,800.

Churches: Baptist, 2; Christian Science, 1; Christian, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 3.

Banks: National, 3; State, 1; Total Resources, \$6,000,000.

Theatres: Legitimate, 1; Moving Pictures, 2. Total number of seats, 1,600.

Location: Mo. Pac. and Burlington railroads. To nearest large city, by railroad, 2 hours; by auto, 2 hours.

Principal Industries: Pork packing, food products, dairy, ice cream, soft drinks, alfalfa feed, chick feed, terminal grain elevators, wholesale grocers, apple orchards, iron, automobiles, machinery supplies, printing, shirt factory, brick and supply companies.

Manufacturing Establishments: Leading firms: Morton-Gregson Co., Otoe Food Products Co., Bones Dairy, Grundman Dairy, Stooker Dairy, Green's Ice Cream Co., N. C. Bottling Co., J. O. Lock Milling Co., Wilson Elevators, Duff Elevators, Bartling Elevators, N. C. Iron Co., Kregel Windmill Co., Kressen Bros., Bartling Seed Co., Press Printing Co., Wheeler-Motter Co., Western Brick & Supply Co.

Special Information: On Missouri River 50 miles below Omaha. Three trunk highways. Nebraska City is largest trading center within radius of 40 miles. Wholesale and retail center of this territory. Seat of Arbor Lodge State Park, drawing thousands annually; dairying, fruit, no crop failures since 1855.

Residential Features: Mostly one- and two-family houses. Private homes predominate. More than 150 new homes erected in past 18 months.

Retail Shopping Section: Practically in center of city, stores, modern and progressive.

Trading Area: 40 mile radius.

Wholesale Houses: Groceries, 2; meats, 1; fruits, 2; Miscellaneous lines, canners.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto agencies, 3; automobile accessories, 1; automobile tire agencies, 8; bakers, 5; cigar stores and stands (including hotels), 7; confectioners (including hotel stands), 4; delicatessen, 3; dressmakers, 2; druglists, 4; dry goods, 4; department stores, 3; electrical supplies, 3; florists, 2; fruits, 4; furniture, 3; garages (public), 9; grocers, 20; hardware, 4; jewelry, 3; meat markets, 6; men's furnishings, 5; men's clothing, 5; merchant tailors, 2; milliners, 3; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaur-

NEBRASKA (Cont'd)

ants (including hotels), 6; shoes, 9; sporting goods, 3; stationers, 3; women's apparel, 5.

Miscellaneous Data: Average temperature, 51 degrees; average number of rainy days per 12 months, 90; most pleasant months, April, May, Oct., Nov.; doctors (medical, 15); (dentists, 8); (osteopaths, 3); number of wired houses, 1,020; gas, artificial; electric current, alternating; water, soft.

NORFOLK, NEB.

(Madison County)

1920 Population, 8,634 (1926 school census estimate, 12,005).

City and Suburban Estimate, 80,000. Most important cities and towns in this area are: Wayne (pop. 2,115); Neligh (1,724); Pierce (1,105); Creighton (1,446).

Native Whites, 95%; Negroes, 1%; Foreign Born, 4%; Industrial Workers, 5%; English Reading, 98%; Families, 2,546.

Schools: Public, 7; High, 1; Junior High, 1; Parochial, 2. Number of Pupils, 2,483.

Churches: Baptist, 2; Christian Science, 1; Congregational, 3; Episcopal, 1; Hebrew, 1; Lutheran, 4; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 5.

Banks: National, 2; State, 3; Building & Loan Associations, 2; Trust Company, 1. Capital, Surplus and Undivided Profits (all banks), \$1,518,265.78; Total Deposits (all banks), \$5,402,326.22; Total Resources (all banks), \$7,418,515.77; Total Savings Banks Deposits, \$2,037,131.23.

Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous, 1. Total number of seats, 4,600.

Location: On the C. & N. W.; C. M. & St. P.; Chicago, St. Paul, Minneapolis & Omaha, and the Union Pacific R.Rs. Federal Highways No. 81; State Highways Nos. 4 and 8. 125 miles northwest of Omaha, Neb., and 86 miles southwest of Sioux City, Ia. To nearest large city, by train, 4 hours; by auto, 4 hours.

Principal Industries: Railroad division point, and railroad shops, canning plants, poultry plants, stock yards, wholesale houses, bridge and construction works, creameries, flour mills.

Manufacturing Establishments: Norfolk Flour Mills, Norfolk Bridge & Construction Co., Norfolk Packing Co., Grip-lock Plier Co., Norfolk Creamery Co., Gillette Creamery, Graham Candy & Ice Cream Co., E. S. Gaynor Lumber Co. Value of mill cut for season estimated at \$5,000,000.

Special Information: Norfolk is an important railroad and trading center, 25 trains from different directions passing through it daily. It is also the main distributing point and shopping center for northeast Nebraska and southern South Dakota.

Residential Features: Norfolk has about 2,500 good homes, no tenements, and one apartment house.

Retail Shopping Section: On Norfolk Avenue, 5 blocks; Third Street, 2 blocks; Fourth Street, 2 blocks; Northwestern Avenue, 2 blocks. There are 3 large department stores, and many exclusive stores in other lines. Nearest city of equal size is 85 miles distant.

Trading Area: Extends west, 100 miles; north, 75; east and south, 50 miles. Graveled state highways in every direction.

Wholesale Houses: Groceries, 3; fruits, 2; auto accessories, 3; creameries, 3; candy, 1; drugs, 1; furs, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial automobile agencies, 5; automobile accessories, 5; automobile tire agencies, 12; bakers, 4; cigars (United Cigar Store), 1; confectioners (including hotel stands), 8; department stores, 3; dressmakers, 6; druggists, 6; dry goods, 6; electrical supplies, 4; florists, 3; fruits, 56; furniture, 4; furriers, 1; garages (public), 12; grocers, 52; hardware, 4; jewelry, 6; meat markets, 12; men's clothing and furnishings, 6; merchant tailors, 2; milliners, 5; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 22; restaurants (including hotels), 12; shoes, 15; sporting goods, 2; stationers, 1; women's apparel, 7.

Miscellaneous Data: Average temperature, 51 degrees; average number of rainy days per twelve months, 90; most pleasant months, April, May, June, Sept., Oct., Nov. Doctors (medical, 22), (dentists, 18), (osteopaths, 5); gas, artificial; number of meters, 1,234; electric current, alternating; number of wired houses, 1,686; water, hard.

OMAHA, NEB.

(Douglas County)

1920 Population, 191,601 (1926 U. S. Government est., 215,412).

City and Suburban (50-mile zone), approximately 500,000. Most important cities and towns in this area are: Fremont, Neb. (pop. 10,000); Nebraska City, Neb. (6,700); Council Bluffs, Ia. (39,000); Shenandoah, Ia. (5,800).

Native Whites, 76%; Negroes, 5.8%; Foreign Born, 18.4%; Industrial Workers, 11%; Families, 51,000.

Schools: Public Grade, 57; High, 5; Junior High, 1; Parochial, 39. Number of Pupils, 47,000.

Churches: Baptist, 2; Catholic, 36; Episcopal, 13; Lutheran, 28; Methodist, 27; Presbyterian, 27; Miscellaneous, 67.

Banks: National, 7; State, 7; Federal, 3. Total Deposits (all banks), \$130,215,367; Total Resources (all banks), \$287,197,662; Total Savings Banks Deposits, \$130,045,783; Total Bank Clearings (12 months, 1925), \$2,188,210,683; Average Monthly Retail Sales (1925, all lines), \$13,000,000.

Theatres: Legitimate, 2; Moving Pictures, 38; Vaudeville, 3; Auditoriums, etc., 6. Total number of seats, 39,000.

Location: Omaha is a leading railway center between Chicago and Denver. It is the meeting point of 16 national and interstate highways. It is on the main transcontinental mail route. Fourth railroad center in America. The following railroads enter Omaha: C. B. & Q.; C. & N. W.; C. Gt. W.; C. M. & St. P.; C. R. I. & P.; I. C.; Mo. Pac.; U. P.; Wabash; C. St. P. M. & O. To nearest large city, by railroad, 8 hours; by auto, 10 hours.

Principal Industries: Smelting of all kinds, packing industry, butter, railroad shops, automobiles and auto accessories, tires, alfalfa products, biscuit making, structural steel, printing, manufacturing of flour and mill products.

Manufacturing Establishments: 650. Leading firms: American Smelting & Refining, American Milling Co., Overland Trail Rubber Co., Iten Biscuit Co., Loose-Wiles Biscuit Co., Bemis Bag Co., Omaha Flour Mills Co., Fairmont Creamery, Omaha Steel Works, Cudahy, Swift, Armour, and Dold Packing Companies, Baker Ice Machine Co.

Special Information: Although 34th in population, Omaha is 21st in bank clearings. Nearly 200 acres are included in the race-track grounds located here, in which \$1,000,000 has been invested. Aside from the races, which are an annual event, the grounds are available as an amusement center, and places Omaha among the leading cities for handling a large number of visitors.

Residential Features: More than 55% of the families own their own homes. There are no slums or tenements. Most of the houses are one and two-family structures. Dundee, lying to the west of the city, is a fine residential suburb which has been absorbed by the growing city of Omaha. Homes vary greatly in value from \$10,000 to \$105,000.

Retail Shopping Section: The retail shopping district extends from Chicago Street to Leavenworth Street, and from 14th to 17th, except Douglas Street, which extends to 19th; Farnam to 24th, and Harney to 18th Street. From Chicago to Leavenworth Street is 10 blocks. Three outlying retail districts, namely: Florence, Benson and South Omaha, each of which were formerly separate small towns, which have been absorbed by Omaha. There are the usual neighborhood shopping districts. Council Bluffs is directly across the river, a 20-minute street-car ride from the center of Omaha.

Trading Area: The trading area is a 50-mile radius from Omaha and Council Bluffs. As Omaha and Council Bluffs are the only really large cities in this territory they naturally draw from a larger radius than if there were other large towns where the people could shop. Leading from Omaha into this region are two interurban lines, 15 bus lines, 10 trunk railroads, 22 branch railroads, and 16 national and interstate highways.

Wholesale Houses: 550. Groceries, 12; semi-wholesale, 5; meats, 16; fruits, 20; hardware, 8; dry goods, 8; bakers, 6; cigars, 16; coal, 8; confectioners, 16; drugs, 9; fuel, 35; furniture, 6; jewelry, 9; millinery, 2; news dealers, 12; notions, 4; oils, 20; paper, 14; produce, 18; salt, 3; shoes, 6; soft drinks, 10; wall paper, 2; woodenware, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 74; commercial auto. agencies, 6; automobile tires and accessories, 63; automobile tire agencies, 79; bakers, 92; cigar stores and stands, 66 exclusive, 1,250 general (chain, 17); confectioners (including hotel stands), 196; delicatessen, 16; dressmakers, 39; druggists, 171 (Chain, 4); dry goods, 48; department stores, 9; electrical supplies, 33; florists, 32; fruits, 7; furniture, 60; furriers, 14; garages, 168; grocers, 640 (chain, 21); hardware, 39; jewelry, 59; meat markets, 80 exclusive (chain, 3); men's furnishings and clothing, 43; men's tailors, 129; milliners, 22; opticians, 19; photographers, 38; pianos (and miscellaneous musical instruments), 28; radio supplies, 34; restaurants (including hotels), 184 (chain, 15); shoes, 39; sporting goods, 7; stationers, 5; women's apparel, 11.

Miscellaneous Data: Average temperature, 50 degrees; average number of rainy days per twelve months, 99; most pleasant months, May, June, Sept., Oct. Doctors (medical, 317), (dentists, 190), (osteopaths, 23); street car service; gas, artificial; number of meters, 47,572; electric current, alternating; number of wired houses, 47,270; water, hard.

See announcement columns 3 and 4

PLATTSMOUTH, NEB.

(Cass County)

1920 Population, 4,190.

City and Suburban Estimate, 5,000.

Native Whites, 90%; Foreign Born, 10%; Industrial Workers, 10%; English Reading, 95%; Families, 800.

Schools: Public Grade, 6; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 1,100.

Churches: Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 3.

Banks: National, 1; State, 2; Total Resources, \$1,863,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 800.

Location: Two miles south of the mouth of the Platte River, on the west bank of the Missouri River. Served by main lines of C. B. & Q. and the Mo. Pac. R.R. north, south, east and west, as well as auto bus service to the north and south.

Principal Industries: Farming and cattle raising on the farms, and in the city we have Burlington repair shops which employ from 400 to 600 men. Flour mills and machine shops also found here.

Manufacturing Establishments: 2. Bertchy's Machine Shops.

Special Information: Besides being on the main lines east and west of C. B. & Q. R. R. and main line north and south of the Mo. Pac. Ry., we have several popular automobile highways, the principal ones being the King of Trails and the Washington Highway. Being only a 45-minute drive from the great live stock markets of Omaha, stock raising is quite an occupation in itself. Missouri River freight rates apply to Plattsmouth. Daily truck service to the north and south.

Residential Features: Plattsmouth being situated in the hills overlooking the Missouri River, it is a most desirable spot for summer homes and permanent residences. Mostly one-family houses. Three modern apartment houses. A well limited section is devoted to workmen's dwellings. Private homes predominate.

Retail Shopping Section: Extends seven blocks west from the Burlington depot and one block on either side of this (main) street.

Trading Area: Extends about 20 miles south and west. Intermittent business is secured from people living across the river east in Iowa, also from across the Platte River to the north. A wagon bridge spans the Platte River three miles north, while a Missouri River ferry takes care of travel from Iowa.

Wholesale Houses: Fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial automobile agencies, 4; automobile accessories, 10; automobile tire agencies, 4; bakers, 2; cigar stores and stands (including hotel stands), 12; confectioners (including hotel stands), 5; delicatessen, 1; dressmakers, 8; druggists, 3; dry goods, 3; department stores, 2; electrical supplies, 4; florists, 1; fruits, 9; furniture, 2; garages (public), 5; grocers, 10; hardware, 3; jewelry, 3; meat markets, 5; men's furnishings, 3; men's clothing, 3; merchant tailors, 2; milliners, 2; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 4; radio sup-

plies, 3; restaurants (including hotels), 6; shoes, 3; sporting goods, 4; stationers, 3; women's apparel, 2.

SCOTTSBLUFF, NEB.

(Scottsbluff County)

1920 Population, 6,912.

City and Suburban Estimate, 10,000. Most important cities and towns in this area: Gering (pop. 2,500); Mitchell (1,800); Minatare (1,200); Bayard (1,500).

Native Whites, 75%; Foreign Born, 25%; Industrial Workers, 10%; English Reading, 90%; Families, 1,500.

Schools: Public Grade, 6; High, 1; Junior High, 1; Junior College, 1; Number of Pupils, 3,300.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Christian, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 8.

Banks: National, 1; State, 3; Total Resources, \$3,000,000. Savings Bank Deposits, Total, \$225,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Burlesque, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 3,200.

Location: On Alliance-Casper Division of C. B. & Q. Ry. Three miles across river from Gering Station of Union Pacific. Nucleus of various truck and stage lines. Largest freight receipts and shipments of any city in United States on single line of railroad.

Principal Industries: Sugar beet factory, flour mill, creamery, cheese factory, packing house, iron foundry, bottling works, cement tile factory, only daily newspaper in western Nebraska.

Manufacturing Establishments: Great Western Sugar Co., Mead Milling Co., Finke Creamery Co., Fairview Cheese Association, Scottsbluff Packing Co., Gering Foundry, Scottsbluff Bottling Works, Star-Herald Printing Co. Total value output, \$20,000,000.

Residential Features: Mostly homes of bungalow type, being a very noticeable absence of "shacks," this being due to newness of town. Streets wide and well shaded, many streets graveled, with some concrete paving in residence section. Especially compact. Unusual building activity in 1926. Over 100 new homes have been constructed this year. More paying districts formed.

Retail Shopping Section: Broadway, principal, 7 blocks. First Avenue, 2 blocks; Avenue A, 3 blocks. Cross streets between First Avenue and Avenue A. Entire business section paved during 1925-1926. Many new store buildings.

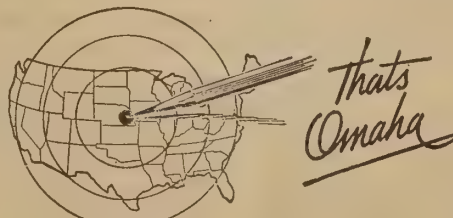
Continued on page 152



OMAHA-

"The Gate City of the West"

Population, 211,668
Fourth Railroad Center
Second Livestock Market
Fourth in Home Ownership
Twentieth in Bank Clearings
First in Pig Lead Production
First in Butter Production
Wholesaling \$479,689,431
Manufacturing \$388,018,541



Being Centrally located Omaha is the logical Distributing Point to the great Middle West.

To economically place your advertising message before the people of Omaha and the Omaha market you need but one newspaper—and that one is

THE OMAHA WORLD-HERALD

O'MARA & ORMSBEE, INC.,
National Representatives
NEW YORK · CHICAGO · DETROIT · SAN FRANCISCO

NEBRASKA and NEVADA Newspaper Markets in Standard Surveys

NEBRASKA (Cont'd)

Scottsbluff (cont'd)

Trading Area: Approximately 60 miles each direction. Entire territory enjoying growth in population and location of new industries. Three new sugar factories in process of construction.

Wholesale Houses: Groceries, 2; meats, 2; fruits, 3; miscellaneous lines, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 14; commercial auto agencies, 2; automobile accessories, 11; automobile tire agencies, 8; bakers, 4; cigar stores and stands (including hotels), 6; confectioners (including hotel stands), 3; dressmakers, 3; druggists, 4; dry goods, 12; department stores, 3; electrical supplies, 2; florists, 2; furniture, 3; garages (public), 4; grocers, 17; hardware, 4; jewelry, 2; meat markets, 5; men's furnishings, 6; men's clothing, 4; merchant tailors, 2; milliners, 5; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 7; shoes, 2; sporting goods, 3; stationers, 6.

WYMORE, NEB.

(Gage County)

1920 Population, 2,592.

City and Suburban Estimate, 3,000.

Native Whites, 95%; **Foreign Born,** approx. 5%; **Industrial Workers,** 50%; **English Reading,** 95%; **Families,** approx. 600.

Schools: Public Grade, 3; High, 1; Number of Pupils, approx. 600.

Churches: Baptist, 1; Episcopal, 1; Methodist, 1; Roman Catholic, 1; Miscellaneous, Christian Science, 1.

Banks: National, 1; State, 1; Total Resources, about \$950,000; Savings Bank Deposits Total, \$125,000.

Theatres: Legitimate, 2; Combination, 2. Total number of seats, about 1,200.

Location: C. B. & Q. R. R.

Principal Industries: Agricultural community town; is railroad division.

Manufacturing Establishments: Bottling works. Leading firms: Wymore Bottling Works, Case Ice Cream Co.

Special Information: Being division point of railroad, with a payroll of from \$50,000 to \$60,000 per month. Geographical location makes it the best distributing and shipping point.

Residential Features: Most people own their own homes, which are well furnished and modern, mostly.

Retail Shopping Section: Seventh Avenue and streets intersecting therewith.

Trading Area: Extends ten miles east, fourteen miles south, ten miles west and ten miles north.

Wholesale Houses: Grocers.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto agencies, 4; automobile accessories, 4; automobile tire agencies, 4; bakers, 3; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 10; dressmakers, 5 to 10; druggists, 2; dry goods, 4; department stores, 2; electrical supplies, 3; florists, 2; fruits, all grocers; furniture, 2; garages (public), 5; grocers, 10; hardware, 3; jewelry, 2; meat markets, 2; men's furnishings, 3; men's clothing, 2; merchant tailors, 3; milliners, 2; opticians, 3; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; restaurants (including hotels), 10; shoes, 4; sporting goods, 3; stationers, 3; women's apparel, 3.

Miscellaneous Data: Average temperature, 50 degrees; average number of rainy days per 12 months, 90; most pleasant months, April, May, June, Oct., Nov.; doctors (medical, 5); (dentists, 4); (osteopaths, 2); number of wired houses, 600; electric current, alternating; water, hard.

YORK, NEB.

(York County)

1920 Population, 5,388.

City and Suburban Estimate, 18,500.

Native Whites, 60%; **Foreign Born,** 20%; **Industrial Workers,** 10%; **English Reading,** 90%; **Families,** 1,350.

Schools: Public Grade, 3; High, 1; College, 1; Parochial, 1. Number of Pupils, 1,800.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 6.

Banks: National, 2; State, 3. Total Resources, \$4,500,000; Savings Banks Deposits Total, \$350,000.

Theatres: Legitimate, 1; Moving Pictures, 2. Total number of seats, 2,000.

Location: Fifty-six miles west of Lincoln, Nebraska. On Burlington Railroad, Kansas City-Billings line; Northwestern branch from Fremont to Hastings; Burlington branch north and south. Bus line north and south, east and west. All state highways graded in county.

Cut off Lincoln Highway and also Meridian Highway. To nearest larger city (Lincoln), by railroad, 2 hours; by auto, 2½ hours.

Principal Industries: Foundry and engine works, bookbinding firm, grave vault company, brick and tile company, flour mill and mill works, nursery, printing music publishing house.

Manufacturing Establishments: 6. Leading firms: York Brick and Tile Co., York Blank Book Company, York Foundry and Engine Works, J. A. Parks Music Company, Harrison Nursery, Select Nursery. Total value of yearly output of factories estimated at \$500,000.

Special Information: Improved roads and 50 miles of graveled roads gives York exceptional large trade territory. Twenty-eight miles of paving in York. Two hospitals, business college, arts college, boarding school, parochial. Three state institutions, I. O. O. F. Home, Mothers' Jewel Home and penal institution. Freightling by truck. Livestock feeding. In heart of corn belt.

Residential Features: Private homes. Fifty new homes built in 1925.

Retail Shopping Section: Extends area of half mile; on Lincoln Avenue from Fourth Street to Tenth Street; from Thirteenth to Fifteenth; from Fourth to Seventh on Grant Avenue, from Platte Avenue to Nebraska Avenue on Fourth Street (4 blocks); from Platte Avenue to Nebraska Avenue on Fifth and Sixth Streets (4 blocks), and from Platte to Grant Avenue on Seventh Street (3 blocks).

Trading Area: All of York County and considerable from surrounding counties due to bus lines and graveled roads. Trade territory extends as far as 25 miles south, although not extensive.

Wholesale Houses: Groceries, 1; fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 16; commercial auto agencies, 7; automobile accessories, 20; automobile tire agencies, 8; bakers, 2; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 6; delicatessen, 4; dressmakers, 10; druggists, 5; dry goods, 5; department stores, 2; electrical supplies, 3; florists, 2; fruits, 8; furniture, 4; garages (public), 10; grocers, 20; hardware, 4; jewelry, 3; meat markets, 7; men's furnishings, 6; men's clothing, 6; merchant tailors, 3; milliners, 3; opticians, 5; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 6; restaurants (including hotels), 8; shoes, 5; sporting goods, 2; stationers, 3; women's apparel, 6.

Miscellaneous Data: Average temperature, 50 degrees; average number of rainy days per 12 months, 90; most pleasant months, April, May, Oct., Nov. Doctors (medical, 11); (dentists, 8); (osteopaths, 3).

Standard Surveys
of
NEVADA

CARSON CITY, NEV.

(Ormsby County)

1920 Population, 1,685.

Native Whites, 80%; **Negroes,** only 5 or 6 in town; **Foreign Born,** 20%; **Industrial Workers,** 50%; **English Reading,** 85%; **Families,** 400-500.

Schools: Public Grade, 1.

Churches: Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1.

Banks: National, 1.

Theatres: One, which is used for movies and vaudeville.

Location: On Virginia and Truckee R.R.

Principal Industries: Farming. No manufacturing.

Special Information: Carson City is the state capital. We have a government building here, which is used as post-office, land office, Federal Court and a few other offices. State Prison, Government Indian School and Carson Hot Spring are other places besides the State Orphan Home, and just 5 miles from the noted Lake Tahoe.

Residential Features: The residential section is scattered, many nice homes in all parts of town. Mostly one-story buildings.

Retail Shopping Section: Extends from railroad depot south 11 blocks. Only one main street with stores.

Trading Area: A number of people come from small outside towns to shop.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 3; commercial auto agencies, 3; automobile accessories, 5; automobile tire agencies, 5; bakers, 1; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 7; dressmakers, 10; druggists, 2; dry goods, 2; department stores, 1; electrical supplies, 2; fruits, 1; furniture, 1; garages (public), 7; grocers, 4; hardware, 2; jewelry, 2; meat markets, 2; men's furnishings, 3; men's clothing, 2; merchant tailors, 1; milliners, 2; opticians, 1; photographers, 1; pianos (and

miscellaneous musical instruments), 3; radio supplies, 1; restaurants (including hotels), 2; shoes, 1; sporting goods, 4; stationers, 2; women's apparel, 1.

GOLDFIELD, NEV.

(Esmeralda County)

1920 Population, 1,558.

Schools: Public Grade, 1; High, 1; Number of Pupils, 215.

Churches: Christian Science, 1; Episcopal, 1; Methodist, 1; Roman Catholic, 1.

Banks: State, 1; Total Resources, \$802,297.01.

Theatres: Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 600.

Location: Tonopah and Goldfield, connecting with Southern Pacific. Bullfrog-Goldfield, connecting with Santa Fe and U. P. Automobile state line between Tonopah and Goldfield, Lida and Silver Peak.

Principal Industries: Mining, railroad shops, printing.

Miscellaneous Establishments: Goldfield Cons. Mining Co., Goldfield Deep Mines Co., Goldfield Ice and Bottling Works, Florence Goldfield Mining Co.

Residential Features: As good as, and in many cases superior to those to be found in the average gold mining camp of this size. Electric lighting, running water and modern sewerage system.

Retail Shopping Section: About 10 blocks, Fifth Avenue, Crook Avenue, Columbia Street, Ramsey Street, Broadway.

Trading Area: South about 80 miles, west about 40 miles, east, all ranching area, north 30 miles.

Wholesale Houses: Groceries, 2; meat, 1; fruits, 1; hardware, 1; Miscellaneous line, ice and bottling.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 3; commercial automobile agencies, 3; automobile accessories, 4; automobile tire agencies, 4; bakers, 1; cigar stores and stands (including hotels), 6; confectioners (including hotel stands), 3; delicatessen, 1; dressmakers, 3; druggists, 1; dry goods, 2; department stores, 1; electrical supplies, 3; fruits, 3; garages (public), 4; grocers, 5; hardware, 2; meat markets, 2; men's furnishings, 2; men's clothing, 1; merchant tailors, 1; radio supplies, 1; restaurants (including hotels), 4; shoes, 1; stationers, 2; women's apparel, 2.

RENO, NEVADA

(Washoe County)

1920 Population, 12,016* (1926 est. 16,000).

City and Suburban Estimate, 27,000. Most important cities and towns in this area are: Sparks (pop. 3,500); Carson (1,605); Verdi (442); Virginia (1,200).

Native Whites, 70.6%; **Negroes,** .005%; **Foreign Born,** 18.0%; **Industrial Workers,** 20%; **English Reading,** 85%; **Families,** 3,967.

Schools: Public Grade, 5; High, 1; Junior High, 1. Number of Pupils, 3,300.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Roman Catholic, 1; Miscellaneous, 2.

Banks: National, 2; State, 3; Capital, Surplus, and Undivided Profits (all banks), \$2,096,918.24; Total Deposits (all banks), \$16,842,802.97; Total Resources (all banks), \$19,447,301.51; Total Savings Banks Deposits, \$8,500,000; Total Bank Clearings (12 months, 1925), \$32,758,644.24.

Theatres: Legitimate, 1; Moving Pictures, 5; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 5,500.

Location: Situated at the eastern base of the Sierra Nevada Mountains, on transcontinental line of Southern Pacific R.R., and branch lines of Western Pacific R.R. Terminus of Virginia & Truckee Railroad, and on line of Southern Pacific R.R., running to Southern Nevada and Northeastern California. Stage line service in all directions. Center of distributing area for Northern and Central Nevada, Northeastern California and small part of Southern Oregon. To nearest large city, by railroad, 8¼ hours; by auto, 8 hours.

Principal Industries: Mining, lumber and cattle, small flour mill, 2 meat-packing plants, 5 planing mills, 1 foundry, 1 soap factory, 1 brick factory. Shipping point for wool, potatoes, cattle, sheep, mining machinery, lumber and brick.

Manufacturing Establishments. 10. Leading firms: Nevada Packing Co. (branch of Western Meat Co.), Humphrey Supply Co., Commercial Soap Co., Verdi Lumber Co., Red River Lumber Co., Reno Pressed Brick Co., Union Ice Co., Rock Products Co., Nevada Engineering Works.

Residential Features: There are five large and a dozen small apartment houses in Reno. The homes are mostly one-family, and 70% of them are privately owned. Exclusive residence districts predominate; the homes are mostly new and modern, costing from \$5,000, and a few costing \$50,000. Average value about \$7,500. There are 5,160 telephones in use in Reno.

Retail Shopping Section: Virginia Street, 5 blocks; Second Street, 5 blocks; First Street, 1 block; Front Street, 2 blocks; Commercial Row, 5 blocks; Plaza, 4 blocks; Center Street, 2 blocks; Sierra Street, 4 blocks; Lake Street, 3 blocks; Fourth Street, 8 blocks. Small stores in residential district.

Trading Area: The trading area includes Carson Valley to the south for 60 miles; Northern California to the north for 80 miles; the Comstock district to the south for 30 miles, and Central Nevada for a distance of 100 miles, and California district to the west for 40 miles. Some of the highways are paved, and some gravelled and graded. Train service is also good for all points.

Wholesale Houses: Groceries, 3; meats, 2; fruits, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 26; commercial automobile agencies, 5; automobile accessories, 3; automobile tire agencies, 6; bakers, 5; cigar stores and stands (including hotels), 17; confectioners (including hotel stands), 7; delicatessen, 2; dressmakers, 10; druggists, 10 (chain, 1); dry goods, 4; department stores, 2; electrical supplies, 5; florists, 2; fruits, 6; furniture, 4; furriers, 1; garages (public), 7; grocers, 38 (chain, 3); hardware, 5; jewelry, 4; meat markets, 9 (chain, 3); men's furnishings, 5; men's clothing, 5; merchant tailors, 2; milliners, 6; opticians, 4; photographers, 4; pianos (and miscellaneous musical instruments), 4; radio supplies, 6; restaurants (including hotels), 21; shoes, 8; sporting goods, 3; stationers, 3; women's apparel, 9.

Miscellaneous Data: Average temperature, 66 degrees; average number of rainy days per 12 months, 39; most pleasant months, June, July, Aug., Sept., Oct. Doctors (medical, 34); (dentists, 24); (osteopaths, 1); street car service; gas, natural; number of meters, 2,696; electric current, alternating; number of wired houses, 5,441; water, hard.

TONOPAH, NEVADA

(Nye County)

1920 Population, 4,500.

City and Suburban Estimate, 8,500.

Native Whites, 90%; **Negroes,** 1%; **Foreign Born,** 9%.

Schools: Public Grade, 1; High, 1; Junior, 1; Number of Pupils, 630.

Churches: Christian Science, 1; Episcopal, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, Salvation Army.

Banks: National, 1; State, 1.

Theatres: Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 2.

Location: T. & G. R. R. Co. To Reno, by railroad, 12 hours; by automobile, 10 hours.

Principal Industries: Gold and silver mining.

Special Information: Tonopah considered one of greatest silver mining camps in the world, with estimated production \$135,000,000; paid about \$50,000,000 in dividends.

Residential Features: Many nice homes.

Retail Shopping Section: Main St., Brougher Ave., Main St., about 7 blocks long, Brougher about 3.

Trading Area: Nye, Esmeralda and Mineral counties.

Wholesale Houses: Groceries, 1; meats, 3; fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 2; commercial auto agencies, 7; automobile accessories, 5; automobile tire agencies, 5; bakers, 2; total cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 1; delicatessen, 1; dressmakers, 20; total druggists, 3; dry goods, 4; department stores, 3; electrical supplies, 4; florists, 3; furniture, 1; garages (public), 5; total grocers, 10; hardware, 2; jewelry, 3; total meat markets, 5; men's furnishings, 5; men's clothing, 5; merchant tailors, 9; milliners, 3; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; total restaurants (including hotels), 8; shoes, 1; stationers, 2; women's apparel, 3.

Additional Facts: Doctors (medical, 7); (dentists, 5); (osteopaths, 1); gas, artificial; electric current, alternating and direct; water, hard.

Climate, Etc.: Average temperature, 66 degrees; average number of rainy days, 70; most pleasant months, Sept., Oct., Nov., March, April, May, June; doctors (medical, 7); (dentists, 5) (osteopaths, 1).

An Advertisement
in
EDITOR & PUBLISHER
or any of its great
Service Numbers
reaches the very CREAM
of the purchasing power in
its field

Guide to Newspaper Markets of NEW HAMPSHIRE

CLAREMONT, N. H.

(Sullivan County)

1920 Population, 9,524 (1925, 10,800).

Native Whites, 80%; Foreign Born, 20%; Industrial Workers, 70%; English Reading, 88%; Families, 2,500.

Schools: Public Grade, 11; High, 2; Junior High, 2; Parochial, 1. Number of Pupils, 2,111.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Roman Catholic, 1; Miscellaneous, 2.

Banks: National, 2; State, 1. Total Resources, \$1,755,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 3,290.

Location: On western border of New Hampshire, served by Connecticut and Passumpsic and the Concord-Claremont divisions of the B. & M. R.R. Bus line connections with nearby towns of New Hampshire and Vermont. Elec. railway connections with Claremont Junction. To nearest large city, by railroad, 2 1/4 hours; by auto, 2 hours.

Principal Industries: Mining machinery, cotton bed spreads, kraft paper, pattern paper, woolen goods, shoes, shoddy products.

Manufacturing Establishments: 11. Sullivan Machinery Co., Monadnock Mills, Claremont Paper Co., Coy Paper Co., International Shoe Co., Robert Woolen Mills, Claremont Waste Mfg. Co.

Special Information: Largest town in state and shopping center for county and Vermont border towns. Labor troubles unknown. High percentage of home owners.

Residential Features: Single homes predominate. Foreign element largely segregated in well-kept tenement district. Sugar River divides tenement district from business and residential sections. Average value of homes in residential section, \$7,500.

Retail Shopping Section: Centers in large public square and extends two blocks south on Pleasant Street, 5 blocks north on Main Street, 1 block west on Sullivan, 3 blocks east on Tremont and Broad. Two sectional shopping centers on north side of river and several neighborhood trading districts, one at West Claremont.

Trading Area: Approximately 30 miles in each direction.

Wholesale Houses: Groceries, 1; fruits, 1; hardware, 1; Miscellaneous lines, confectioners' products, 1; shoes, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto. agencies, 3; automobile accessories, 13; automobile tire agencies, 10; bakers, 6; cigar stores and stands (including hotel stands), 45 (chain, 1); confectioners (including hotel stands), 37; delicatessen, 5; dressmakers, 9; druggists, 6; dry goods, 15; department stores, 4; electrical supplies, 5; florists, 2; fruits, 4; furniture, 4; furriers, 3; garages (public), 6; grocers, 35 (chain, 7); hardware, 3; jewelry, 3; meat markets, 15; men's furnishings, 8; men's clothing, 8; merchant tailors, 7; milliners, 4; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 5; restaurants (including hotels), 8; shoes, 8; sporting goods, 3; stationers, 8; women's apparel, 13.

Miscellaneous Data: Average temperature, 45 degrees; average number of rainy days per twelve months, 90; most pleasant months, Aug., Sept., Oct. Doctors (medical, 10), (dentists, 5), (osteopaths, 1); street car service; gas, artificial; electric current, alternating; water, soft. See announcement column 3

CONCORD, N. H.

(Merrimack County)

1920 Population, 22,167.

City and Suburban Estimate, 35,000. Most important cities and towns in this area are: Franklin, Pittsfield, Hopkinton, Pembroke.

Native Whites, 80%; Foreign Born, 20%; Industrial Workers, 15%; English Reading, 98%; Families, 6,850.

Schools: Public Grade, 14; High, 1; Junior High, 3; Parochial, 1. Number of Pupils, 2,673.

Churches: Baptist, 5; Christian Science, 1; Congregational, 5; Episcopal, 4; Hebrew, 1; Methodist, 3; Roman Catholic, 4; Miscellaneous, 0.

Banks: National, 3; State, 4; Total Resources, \$41,225,805; Undivided Profits, \$2,216,986; Savings Bank Deposits Total, \$28,300,864; Total Bank Clearings (twelve months), \$118,222,000.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 9. Total number of seats, 11,300.

Location: Located in central part of southern New Hampshire, 45 miles from Atlantic Ocean on the east. Boston & Maine R. R. with 68 passenger and approximately 20 freight trains daily. Truck service three times weekly to Boston and other points in Massachusetts. Direct freight to Boston and New York connects with steamship lines, and a through service to the South and West is available for all shipments.

Principal Industries: Granite, printing, silviculture, leather belting, electrical apparatus, railroad shops, wood products, insulating wire cable, textile mills, truck and body factory, confectionery, wagon wheels, men's clothing, fire hose and nozzles, automobile springs, flour, metal castings, insurance, brick.

Manufacturing Establishments: John Swenson Granite Co., Granite State Quarries Co., Perry Bros., Rumford Printing Co., Wm. B. Durgin Co., Page Belting Co., N. E. Cable Co., Boston & Maine R. R. shops, Ames Mfg. Co., Concord Worsted Corp., N. H. Spinning Co., Abbott-Downing Co., Drisman Bros., Holt Bros., N. E. Wholesale Tailors, Ford & Kimball, Concord Foundry Machinery Co., United Life, N. H. Liability Insurance Co., Concord Brick Co., N. E. Box Co., Concord Lbr. Co., C. M. & A. W. Rolfe, Hoyt Electric, Harris Emery, Kimball Studio. Annual output, \$19,500,000.

Special Information: Concord is the railroad center of New Hampshire. It is the home and starting point of many salesmen who cover Vermont, N. H. and Maine. It is on the main route to the White Mountains.

Residential Features: Very few apartment houses. Two-family and single-family houses predominate. Many of the latter are extremely large, having more than 8 rooms. Much new construction of one-family homes. No tenement district in city. West End section has many homes worth from \$15,000 to \$30,000.

Retail Shopping Section: Extends from Pittman Street for 8 blocks on Main, the principal business street. School, Warren and Pleasant Streets, off Main Street, are business streets for one block each. Pleasant Street, Ext., Depot and Bridge Streets, off Main, are business streets for one block each. Six outlying retail sections and many neighborhood sections.

Trading Area: Extends about 35 miles west, east and north, and 10 miles south.

Wholesale Houses: Groceries, 2; meats, 2; fruits, 3; hardware, 1; miscellaneous lines, drugs, 1; flour, 3; grain-feed, 3; confectionery, 3; lumber, 2; coal, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 19; commercial automobile agencies, 6; automobile accessories, 31; automobile tire agencies, 7; bakers, 5; cigar stores and stands (including hotels), 21; confectioners (including hotel stands), 12; delicatessen, 2; dressmakers, 17; druggists, 14; dry goods, 14; department stores, 5; electrical supplies, 6; florists, 4; fruits, 8; furniture, 6; furriers, 3; garages (public), 22; groceries, 62 (chain, 13); hardware, 6; jewelry, 8; meat markets, 22; men's furnishings, 9; men's clothing, 11; merchant tailors, 11; milliners, 22; opticians, 3; photographers, 4; pianos (and miscellaneous musical instruments), 3; radio supplies, 6; restaurants (including hotels), 13; shoes, 11; sporting goods, 6; stationers, 6; women's apparel, 11.

Miscellaneous Data: Average temperature, 45 degrees; average number of rainy days per twelve months, 90; most pleasant months, Aug., Sept., Oct. Doctors (medical, 36), (dentists, 17), (osteopaths, 2); street car service; gas, artificial; number of meters, 4,803; electric current, alternating; number of electric meters, 5,809; number of automobile registrations, 5,490; water, soft.

See announcement column 4

DOVER, N. H.

(Strafford County)

1920 Population, 13,029.

Native Whites, 75%; Negroes, less than 1%; Foreign Born, 25%.

Schools: Public, 7; High, 1; Junior, 1; Parochial, 2. Number of Pupils, 2,185.

Churches: Baptist, 1; Christian Science, 1; Congregational, 2; Episcopal, 1; Methodist, 1; Roman Catholic, 2; Miscellaneous, Unitarian, 1; Universalist, 1; Greek Orthodox, 1.

Banks: National, 2.

Theatres: Legitimate, 1; Moving Pictures, 4; Miscellaneous (Auditoriums, etc.), 2.

Location: Boston & Maine Ry., Portland Div. Situated in Strafford County, Southeastern part of New Hampshire, midway between Boston and Portland, on main line of B. & M. Cochecho River flows through center of town. Two bus lines running into city, one from Portsmouth, the other to Salmon Falls and So. Berwick. Street railway running from Dover to Rochester, Gonic and Somersworth.

Principal Industries: Cotton mills, woolen mills, leather belting manufacturing, machine shops (printing presses), shoe factories, box toes for shoes, bakeries, window, door and sash factories.

Manufacturing Establishments: 32. Leading firms: Pacific Mills Co., American Woolen Co., F. B. Williams & Sons, Kidder Press, National Woodworking Machine Co., Farmington Shoe Co., Beckwith Mfg. Co., Ireland Grafton Shoe Co., Herrick Shoe Co., D. Foss & Son, D'Arcy Co., Brown-Beckwith Co., M. & M. Bakeries.

Residential Features: Mostly one- and two-family houses; several apartment houses; private homes predominate, especially in the best residential sections.

Retail Shopping Section: Extends from railroad crossing on Central Avenue south to Washington Street, lower Central Avenue to St.

Thomas and Kirkland Streets, Locust Street, also Third Street, Main Street, Broadway on north side of river. North of railroad crossing on Central Avenue and in neighboring section are neighborhood stores so-called, also grocery and provision stores.

Trading Area: Extends at least a radius of 25 miles from Franklin Square, north, east, west and south.

Wholesale Houses: Groceries, 1; meats, 2; fruits, 2; hardware, 1; Miscellaneous lines, confectionery, 2; drugs, etc., 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial automobile agencies, 3; automobile accessories, 13; automobile tire agencies, 8; bakers, 10; cigar stores and stands (including hotels), 19; confectioners (including hotel stands), 35; dry goods, 10; department stores, 3; electrical supplies, 8; florists, 2; fruits, 8; furniture, 6; garages (public), 13; grocers, 22; hardware, 4; jewelry, 4; meat markets, 16; men's furnishings, 5; men's clothing, 5; merchant tailors, 6; milliners, 8; opticians, 6; photographers, 3; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 13; shoes, 8; sporting goods, 3; stationers, 8; women's apparel, 7.

Miscellaneous Data: Average temperature, 45 degrees; average number of rainy days per 12 months, 90; gas, artificial.

KEENE, N. H.

(Cheshire County)

1920 Population, 11,210.

City and Suburban Estimate, 14,000. Most important cities and towns in this area are: Marlboro (pop. 1,380); Winchester (2,267); Hinsdale (1,773); Walpole (2,553).

Native Whites, 95%; Negroes, 1%; Foreign Born, 4%; Industrial Workers, 25%; English Reading, 98%; Families, 2,972.

Schools: Public Grade, 12; High, 1; Junior High, 1; Parochial, 1. Number of Pupils, 2,954.

Churches: Baptist, 1; Christian Science, 1; Congregational, 2; Episcopal, 1; Hebrew, 1; Methodist, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 3; State, 2. Capital, Surplus and Undivided Profits (all banks), \$1,075,110.34; Total Deposits (all banks), \$3,672,503.47; Total Resources (all banks), \$5,964,992.04; Total Savings Banks Deposits, \$1,610,195.64.

Theatres: Five theatres in the city are included in these classifications.

Location: On main line of B. & M. to Montreal; terminal for Ashuelot Division and Nashua Division of Boston & Maine. To nearest large city, by railroad, 1 1/4 hours; by auto, 1 1/2 hours.

Principal Industries: Chairs, palls, boxes, textiles, shoes, machinery, wood heels, toys, mica, celluloid, screens, glue, loose-leaf ledgers, automobile accessories, granite, soft drinks, silver polish, manicure implements, braid and trimming, brush handles, carriages and wagons, washing products, sash, blinds, interior finish, hoops, floor tile, patent medicines.

Manufacturing Establishments: 52. Sprague & Carleton, Norwood & Calef, Wilcox Comb Co., Lynn Wood Heel Co., Faulkner & Colony Mfg. Co., Ashuelot Shoe Co., A. E. Martell Co., Wassokeag Woolen Co., International Shoe Co., A. E. Fish Co., J. A. Wright & Co., Brattleboro Overall Co.

Special Information: The location of this city makes it a trading center for a radius of over 16 miles. Diversified industries have always protected Keene against the effects of severe business depression. General farming protects the rural population from the reverse of special agriculture.

Continued on page 154

THE KEY TO NEW HAMPSHIRE

CONCORD

A quarter million lines gain in advertising the past six months

Concord has the Largest Bank Clearings of any City in New Hampshire.

Concord is the center of more railroad and bus lines than any City in New Hampshire.

Concord is on the principal East and West and North and South highways of New Hampshire.

Concord's building program in 1926 has been well over \$2,000,000.

The Concord Monitor-Patriot is a market place alike for retailer and consumer.

Claremont Daily Eagle (Afternoon)

The home newspaper of a rich farming and industrial territory. Ninety per cent of distribution delivered direct to homes. Acknowledged advertising leader in Western New Hampshire.

Member Associated Press

The Concord Monitor-Patriot

Member A. B. C. Member Associated Press

Special Representative Julius Mathews Agency New York, Boston, Chicago, Detroit

NEW HAMPSHIRE (Cont'd)

Keene (cont'd)

Residential Features: One-family houses predominate, large proportion owned.

Retail Shopping Section: Very compact. All within one-quarter mile of Main Street, Central Square and immediate connecting streets.

Trading Area: Keene is the county seat of Cheshire County; popular stopping place for tourists enroute to mountains. People for a radius of over 16 miles make Keene their financial, wholesale and retail shopping center.

Wholesale Houses: Groceries, 2; meats, 2; fruits, 1; hardware, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 13; commercial auto. agencies, 8; automobile accessories, 10; automobile tire agencies, 8; bakers, 3; cigar stores and stands (including hotels), 23; confectioners (including hotel stands), 12; dressmakers, 17; druggists, 5; dry goods, 8; department stores, 2; electrical supplies, 4; florists, 3; fruits, 5; furniture, 3; furriers, 2; garages (public), 12; grocers, 52 (chain, 7); hardware, 3; jewelry, 5; meat markets, 18; men's furnishings, 6; men's clothing, 6; merchant tailors, 4; milliners, 6; opticians, 4; photographers, 7; pianos (and miscellaneous musical instruments), 4; radio supplies, 5; restaurants (including hotels), 12; shoes, 9; sporting goods, 5; stationers, 2; women's apparel, 7.

Miscellaneous Data: Average temperature, 45 degrees; average number of rainy days per twelve months, 90; most pleasant months, June to November. Doctors (medical, 18), (dentists, 12), (osteopaths, 1); number of wired houses, 3,000; street car service; gas, artificial; number of meters, 2,500; electric current, alternating; water, hard.

See announcement below

LACONIA, N. H.

(Belknap County)

1920 Population, 10,897 (1926 est. 12,000).

City and Suburban Estimate, 20,000. Most important cities and towns in this area are: Tilton, Meredith, Gilmanston, Gilford, Belmont.

Native Whites, 74.8%; **Negroes,** .02%; **Foreign Born,** 25%; **Industrial Workers,** 48%; **English Reading,** 90%; **Families,** 3,000; **Dwellings,** 2,600.

Schools: Public Grade, 10; High, 1; Junior High, 1; Parochial, 2. **Number of Pupils,** 2,500.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1;

Methodist, 3; Roman Catholic, 3; Miscellaneous, 4.

Banks: National, 3; Savings, 3; Savings Deposits Total, \$8,500,000. **Total Deposits** (all banks), \$2,500,000. **Total Resources** (all banks), \$13,000,000.

Theatres: Legitimate, 3; Moving Pictures, 4; Miscellaneous (Auditoriums, etc.), 2. **Total number of seats,** 4,500.

Location: In central part of New Hampshire, on Boston & Maine R. R. main line between Boston and Montreal, being 100 miles from Boston. Regular transportation by trucks between Boston and Laconia, via Daniel Webster Highway, open the year round. Steamer, Mt. Washington, on Lake Winnepesaukee during summer. To nearest city, by railroad, 1 hour; by automobile, 1 hour.

Principal Industries: Hosiery, knitting machines, needles, paper boxes, wooden veneered boxes, crutches, house finish, lumber, shoes, automatic fire sprinklers, railway cars, brass and iron castings, tennis rackets, crutches, boats, gasoline engines.

Manufacturing Establishments: 35. Leading firms, Scott & Williams, Inc., Laconia Car Company, G. H. Tilton & Son, Wm. Clow & Son, H. H. Wood & Co., Pitman Mfg. Co., Chase & Veasey Box & Lumber Co., Boullia-Gorrell Lumber Co., Laconia Shoe Co. **Total value of yearly output of factories estimated at** \$11,083,908 (for 1925).

Special Information: Laconia is the county seat of Belknap County. Situated on four beautiful lakes in the foothills of the White Mountains. Famed for recreational facilities, pure water, good schools and churches, good roads. Is a center for hosiery manufacture, has a fine country club, with 18-hole golf course. Supervised playgrounds, summer and winter, known for its winter sports, as well as a summer playground. Offers great industrial opportunities.

Residential Features: Laconia's houses are generally substantial and well-built. There are few palatial residences, and very few poverty-stricken homes. The city has no poor section, and numbers about 2,600 houses—a large majority of which are occupied by single families. Apartments are becoming more and more popular.

Retail Shopping Section: Extends on Main Street, 60 blocks; Court, 4; Mill, 4; Canal, 4; Union Avenue, 4, and a section of Pleasant Street.

Trading Area: From the north, 75 miles; south, 15 miles; east, 20 miles; west, 20 miles.

Wholesale Houses: Groceries, 1; meats, 1; fruits, 2; confectionery, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial automobile agencies, 2; automobile accessories, 7; automobile tire agen-

Continued on page 155

No other paper in America

so thoroughly covers the city and state in which it is published as does the

MANCHESTER

New Hampshire

UNION-LEADER

It has more circulation than all the other daily newspapers in New Hampshire combined, and is the only daily of state wide circulation.

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KEENE, NEW HAMPSHIRE

is the banking and business center for wholesale and retail trade of 33,000 population. Over fifty diversified industries keep labor constantly employed, creating steady buying power, which is further stimulated by prosperous agricultural territory surrounding. 95% of citizens are native whites, 98% are English reading, 75% of dwellings are individually owned.

Guide to Newspaper Markets of NEW HAMPSHIRE and NEW JERSEY

NEW HAMPSHIRE (Cont'd)

Laconia (cont'd)

cies, 4; bakers, 9; total cigar stores and stands (including hotels), 20 (chain, 12); confectioners (including hotel stands), 12; dressmakers, 25; druggists, 7 (chain, 2); dry goods, 6; department stores, 4; electrical supplies, 7; florists, 4; fruits, 8; furniture, 4; garages (public), 13; grocers, 40 (chain, 10); hardware, 4; jewelry, 5; meat markets, 15; men's furnishings, 8; men's clothing, 5; merchant tailors, 4; milliners, 9; opticians, 4; photographers, 5; pianos (and miscellaneous musical instruments), 4; radio supplies, 4; total restaurants (including hotels), 14; shoes, 12; sporting goods, 4; stationers, 3; women's apparel, 10.

Miscellaneous Data: Average temperature, 68 degrees summer, 22 degrees winter; average number of rainy days for year, 75; most pleasant months, March, June, October, December. Doctors (medical, 17), (dentists, 7); bus service; number of automobile registrations, 2,000; gas, artificial; electric current, alternating and direct; water, soft.

MANCHESTER, N. H. (Hillsborough County)

1920 Population, 78,354.

City and Suburban Estimate, 82,000. Most important cities and towns in this area are: Nashua (pop. 29,478); Concord (22,167).

Native Whites, 50,790; Negroes, 62; Foreign Born, 27,516; Industrial Workers, 27,000; English Reading, approximately 15,000; Families, 17,415; 6,000 French families.

Schools: Public Grade, 25; High, 2. Number of Pupils, 14,000.

Churches: Baptist, 4; Christian Science, 1; Congregational, 4; Episcopal, 2; Hebrew, 2; Methodist, 5; Presbyterian, 2; Roman Catholic, 15 (7 French); Miscellaneous, 14.

Banks: National, 4; State, 5. Total Resources, \$63,874,142; Savings Banks Deposits Total, \$35,592,000; Total Deposits (all banks), \$58,123,640.55.

Theatres: Legitimate, 1; Moving Pictures, 10; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 4.

Location: 56 miles from Boston on Boston & Maine R.R. Electric line to Concord, Nashua and Derry. Goffstown, connecting with other electric lines as far as Boston. To Boston, by railroad, 1 1/4 hours; by auto, 1 1/2 hours.

Principal Industries: The principal industries of Manchester are cotton and woolen goods, print paper, box shooks, latch needles, shoes, paper and wooden boxes, doors, sashes, blinds, knit underwear, caskets, brushes, machinery, fire escapes, hosiery, lumber, cigars, bobbins, carbonated beverages. The city is classed as the largest industrial center in New Hampshire. The industries include seven box and lumber manufacturers, one carriage factory, two concrete and cement; one shuttle and bobbin factory, one hat manufactory, two hosiery, two machinists, one brush factory, three needles, three papers, 19 shoe factories, two sporting goods and four textile manufacturers.

Manufacturing Establishments: 163. Leading firms: Amoskeag Mfg. Co., R. G. Sullivan Cigar Co., the largest single cigar plant in the country; S. A. Felton & Son, brush manufacturers; W. H. McElwain Co., shoes; F. M. Hay Shoe Co., Plant Bros. & Co., Craft Shoe Co., Leighton Machine Co., knitting machinery; C. A. Williams Needle Co., Currier Needle Co., Fay Mfg. Co., women's garments; Elliott Mfg., knit goods. Total value of yearly output of factories estimated at \$117,000,000.

Special Information: Manchester has been an industrial community for nearly 100 years and therefore is the home of a high-grade skilled class of workmen. It is only one and a half hours by train from Boston, the distributing center for New England. It has the residential advantages of a small city located in agricultural territory. The cost of living is appreciably lower. The diversity of industry insures a high average of prosperity. The Amoskeag Mfg. Co. is one of the largest cotton mills in the country, employing about 20,000 hands. About \$25,000,000 capital is invested in cotton mills, also has many shoe factories, with an annual product of \$20,000,000, making the city rank fifth in the country in this industry.

Residential Features: Mostly one- and two-family houses; large percentage of individually owned homes. Total dwellings, 10,657.

Retail Shopping Section: Chiefly on Elm Street, for about 15 blocks. Also for a distance of 1 block on each of 10 streets crossing Elm Street. Foreign retail section covering about 7 blocks; another section in vicinity of warehouses and manufacturing sections extending about 10 blocks.

Trading Area: North to Concord, 18 miles; south to Nashua, 17 miles; west to New Boston, 16 miles.

Wholesale Houses: Groceries, 2; meats, 5; fruits, 3; hardware, 1; Miscellaneous lines, 6.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 26; commercial auto. agencies, 7; automobile accessories, 38; automobile tire agencies,

5; bakers, 41; cigar stores and stands (including hotels), 7; confectioners (including hotel stands), 46; delicatessens, 3; dressmakers, 76; druggists, 40; dry goods, 3; department stores, 1; electrical supplies, 4; florists, 8; fruits, 40; furniture, 34; furriers, 5; garages (public), 37; grocers, 260 (chain, 38); hardware, 7; jewelry, 15; meat markets, all groceries; men's furnishings, 16; men's clothing, 26; merchant tailors, 58; milliners, 19; opticians, 5; photographers, 11; pianos (and miscellaneous musical instruments), 5; radio supplies, 9; restaurants (including hotels), 82; shoes, 34; sporting goods, 4; stationers, 7; women's apparel, 11.

Miscellaneous Data: Doctors (medical, 91), (dentists, 54), (osteopaths, 4); street car service; gas, artificial; number of meters, 18,000; electric current, alternating; number of wired houses, 17,000; number of automobile registrations, 12,500; water, soft.

See announcement page 154 columns 3 and 4

NASHUA, N. H. (Hillsborough County)

1920 Population, 28,379.

City and Suburban Estimate, 35,000.

Native Whites, 18,990; Negroes, about 10; Foreign Born, 9,000; Industrial Workers, 8,500; English Reading, 20,000.

Schools: Public Grade, 10; High, 1; Junior High, 1; Parochial, 4. Number of Pupils, 6,834.

Churches: Baptist, 2; Christian Science, 1; Congregational, 2; Episcopal, 1; Hebrew, 1; Methodist, 2; Roman Catholic, 5; Miscellaneous, 3.

Banks: National, 2; State, 3. Total Resources, \$17,500,000; Savings Bank Deposits Total, \$8,500,000.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 4,000.

Location: On Boston & Maine Railroad, junction point for five lines. Splendid shipping center. Nashua is near the center of New England.

Principal Industries: Cotton textiles, asbestos wool, refrigerators, boots and shoes, paper (coated and plain), doors and blinds, cotton carders, paper machines, bread-wrapping, machines, cooperage, machine tools, woodworking, tanning.

Manufacturing Establishments: 35. Leading firms: Nashua Mfg. Co. (capital, \$12,000,000), Asbestos Mfg. Co., White Mountain Freezer Co. (capital, \$1,000,000), Maine Mfg. Co. (refrigerators), McElwain Shoe Co., Nashua Gummed and Coated Paper Co., Gregg & Son (doors, blinds), Wenalancet Co. (cotton carders), Improved Paper Machine Co., National Bread Wrapping Machine Co., Proctor Bros. Co., Maine Mfg. Co.

Special Information: Splendid shipping center; good labor market; excellent homes; fine water system; good streets. Generally a very desirable city to live in and do business in.

Retail Shopping Section: Main, Factory and West Pearl Streets.

Trading Area: About 16 miles, includes Hudson, Hollis, Milford, Wilton, Merrimack, Litchfield, Pepperell, Dunstable, Tyngsboro.

Wholesale Houses: Groceries, 4; meats, 2; fruits, 2; hardware, 1; Miscellaneous lines, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial auto. agencies, 4; automobile accessories, 4; automobile tire agencies, 10; bakers, 10; cigar stores and stands (including hotels), 7; confectioners (including hotel stands), 12; druggists, 10; dry goods, 8; department stores, 5; electrical supplies, 2; florists, 4; fruits, 12; furniture, 6; garages (public), 11; grocers, 140; hardware, 4; jewelry, 5; meat markets, 33; men's furnishings, 8; men's clothing, 15; merchant tailors, 5; milliners, 10; opticians, 4; photographers, 5; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 12; shoes, 16; sporting goods, 3; stationers, 2; women's apparel, 10.

PORTSMOUTH, N. H. (Rockingham County)

1920 Population, 13,569.

City and Suburban Estimate, 60,000.

Native Whites, 81,550; Negroes, 1,550; Foreign Born, 7%; Industrial Workers, 13%; English Reading, 95%; Families, 3,421.

Schools: Public Grade, 7; High, 1; Junior High, 1; Parochial, 1. Number of Pupils, 2,819.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 2; Hebrew, 1; Methodist, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 3. Total Resources, \$4,145,608.98; Savings Banks Deposits Total, \$101,013.14. (Three savings banks.)

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 3,212.

Location: Midway between Boston and Portland, 85 miles to either city; served by B. & M., main line to Canada and four branches. City at mouth of Piscataqua River. Ice-free, 80-ft. harbor one mile from ocean.

Principal Industries: Ladies shoes, buttons,

auto bodies, United States Navy Yard, Summer business.

Manufacturing Establishments: 10. Portsmouth Navy Yard, Merley Button Co., Shapiro Wagman Shoe Co., Gale Shoe Co. Annual output, \$1,000,000.

Special Information: Location of city remarkable, due to ice-free harbor. State Pier Commission now making survey. U. S. Navy Yard building submarines. Fertile field for machine shops, due to unusual number of skilled artisans.

Residential Features: Mostly one- family houses, unusual number of owners; no real poor section. Housing shortage at present due to constructive industrial work; many houses very old.

Retail Shopping Section: Market Square, the hub, with following streets radiating from 3 to 6 blocks: Market, Daniel, Congress (main street), Pleasant, State.

Trading Area: Extends about 20 miles in all directions, center of Rockingham County, New Hampshire, and York County, Maine.

Wholesale Houses: Groceries, 3; meats, 2; fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 3; automobile accessories, 15; automobile tire agencies, 13; bakers, 9; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 15; dressmakers, 20; druggists, 7; dry goods, 12; department stores, 10; electrical supplies, 6; garages (public), 12; grocers, 70; hardware, 6; jewelry, 4; meat markets, 12; men's furnishings, 10; men's clothing, 10; merchant tailors, 15; milliners, 8; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 6; restaurants (including hotels), 25; shoes, 10; sporting goods, 4; stationers, 5; women's apparel, 10.

Standard Surveys of NEW JERSEY

ASBURY PARK, N. J. (Monmouth County)

1920 Population, 12,400.

City and Suburban Estimate, 40,000.

Native Whites, 90%; Negroes, 5%; Foreign Born, 5%; Industrial Workers, 4%; English Reading, 97%; Families, 3,800; (Summer population, 200,000).

Schools: Public Grade, 4; High, 1; Number of Pupils, 4,000.

Churches: Baptist, 3; Christian Science, 1; Episcopal, 1; Methodist, 5; Presbyterian, 2; Roman Catholic, 2; Miscellaneous, 2.

Banks: National, 1; State, 3; Total Resources, \$18,761,075.

Theatres: Moving Pictures, 5; Vaudeville, 1. Total number of seats, 7,000.

Location: On the North Jersey shore of the Atlantic Ocean, about 50 miles from New York and 80 miles from Philadelphia. On Penn. and New Jersey Central Railroads, steamship connection with New York. To New York, by railroad, 1 1/4 hours; by auto, 2 1/2 hours.

Principal Industries: (Monmouth County): Women's underwear, uniforms, clothing, night gowns, pajamas, dyed furs, ivory buttons, silk goods, hats and caps, rugs, soft drinks, canned goods, porcelain goods, children's clothing, toys, drumheads, wood products.

Manufacturing Establishments: Total amount of goods manufactured annually throughout Monmouth County, of which Asbury Park is the center, is \$30,000,000 annually.

Residential Features: Mostly one-family houses, and along the avenues leading from the shore are many handsome summer homes, forming a colony of well-to-do residents. There are no tenements, a small group of workers live in one-family houses in the western section of the city. Several large fireproof hotels. Many high-grade boarding houses and smaller houses for the accommodation of summer visitors.

Retail Shopping Section: Extends along Cookman avenue a mile, on Mattison avenue two blocks, on Bangs avenue, three blocks, and on the west side along Springwood avenue. Main street, for its entire length of half a mile, is lined with garages, carrying generally every car.

Trading Area: Asbury Park enjoys one of the most prosperous trading areas in the state. During the summer season there is a vast amount of wealth in circulation, as the summer visitors' demands are great and varied. To the north the trading area extends to Long Branch, Eatontown, Marlboro, Colt's Neck. To the south to Lakewood, Spring Lake, Point Pleasant, Toms River, Allenwood, Manasquan. To the west it includes Adelphia, Farmingdale, Allaire, Freehold and Squankum.

Wholesale Houses: Groceries, 2; meats, 2; fruits, 3; miscellaneous lines, confectionery, 1; hardware, 1; auto accessories, 1.

Number of Retail Outlets for Nationally Ad-

vertised Products: Passenger automobile agencies, 15; commercial auto. agencies, 5; automobile accessories, 12; automobile tire agencies, 18; bakers, 4; cigar stores and stands (including hotels), 25 (chain, 2); confectioners (including hotel stands), 20; delicatessens, 5; dressmakers, 35; druggists, 11 (chain, 3); dry goods, 5; department stores, 3; electrical supplies, 5; florists, 2; fruits, 10; furniture, 8; furriers, 2; garages (public), 18; grocers, 30 (chain, 12); hardware, 4; jewelry, 10; meat markets, 10; men's furnishings, 6; men's clothing, 5; merchant tailors, 5; milliners, 9; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 6; restaurants (including hotels), 10; shoes, 6; sporting goods, 5; stationers, 8; women's apparel, 12.

Miscellaneous Data: Average temperature, 52 degrees; average number of rainy days per twelve months, 55; most pleasant months, June, July, August, September. Doctors (medical, 18); (dentists, 8); (osteopaths, 3); street car service; gas, artificial; electric current, alternating; number of wired houses, 3,000; water, soft.

ATLANTIC CITY, N. J. (Atlantic County)

1920 Population, 50,707 (1926 estimate, 65,919).

City and Suburban: Most important cities and towns in this area are: Pleasantville, (pop. 5,857); Ocean City (2,512); Mays Landing (1,000); Egg Harbor (2,622).

Native Whites, 70%; Negroes, 15%; Foreign Born, 15%; Industrial Workers, 47%; Families, 16,208.

Schools: Public Grade, 14; High, 2; Parochial, 1; Private, 1; Number of Pupils, 11,647.

Churches: Baptist, 8; Christian Science, 2; Episcopal, 5; Hebrew, 5; Methodist, 11; Presbyterian, 6; Roman Catholic, 4; Miscellaneous, 4.

Banks: National, 5; State, 8. Capital, Surplus, and Undivided Profits (all banks), \$62,615,000; Total Resources (all banks), \$81,344,000; Total Bank Clearings (12 months) Sept. 30, 1926, \$301,488,037.24.

Theatres: Legitimate, 3; Moving Pictures, 11; three ocean piers, which give all sorts of amusements; numerous cabarets.

Location: Is located on an island about 7 miles long and 5 miles from the mainland, directly on the Atlantic Ocean. Has three railroads to Philadelphia, two of which also run trains directly to New York City. Trolley line runs the entire length of the city and two lines to the mainland. In addition to the railroad and trolley service there are three boulevards to the mainland, and another contemplated connecting with hard-surfaced roads to Philadelphia and the west. Washington and the south, New York, and all the main automobile routes. On the Pennsylvania, and Philadelphia & Reading R. R's. To Philadelphia, by railroad, 1 hour; to New York, 3 hours; by auto, 2 hour.

Principal Industries: Practically the only business is the entertainment of visitors in the hundreds of hotels and boarding houses, and the rental of cottages throughout the Summer season. The number of visitors ranges from 25,000 during the dull months to 400,000 during the summer months.

Special Information: Owing to the climate, transportation facilities, and unsurpassed hotel accommodations there are many conventions held in this city in addition to the regular class of visitors. To accommodate these conventions, an immense Convention Hall is in course of construction, and will seat 40,000 people. It is replete with small committee rooms and will be capable of housing the biggest conventions. Because of the climate, excellent schools, pure water supply, and train service there are many who make their homes in this city whose business is in Philadelphia.

Residential Features: This is largely a city of individual homes as is shown by the fact that the 1926 census showed that there were over 12,749 dwellings. Owing to the almost universal custom of renting during the summer season, thus getting additional revenue, it is possible for people, to occupy a much finer home than could otherwise be done. There are also many apartment houses. The finest residential district is located in the southern part.

Retail Shopping Section: Most of the larger and better class of stores are located on Atlantic Avenue for a distance of 20 blocks; on Pacific and Arctic Avenues for nearly the entire length, and on many of the cross-town avenues are located a considerable number of small stores, which are mostly of the neighborhood class. There are many large and fine stores on the boardwalk which cater especially to visitors.

Trading Area: Radius of about 30 miles and is made up of several towns of 1,000 to 5,000 population. All of easy access by railroad or trolley.

Wholesale Houses: Groceries, 4; meats, 5; fruits, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 13; commercial auto agencies, 8; automo-

Continued on page 156

NEW JERSEY (Cont'd)

Atlantic City (cont'd)

tive accessories, 21; automobile tire agencies, 13; bakers, 54; cigar stores and stands (including hotels), 135 (chain, 7); confectioners (including hotel stands), 161; delicatessens, 46; dressmakers, 86; druggists, 87 (chain, 9); dry goods, 61; department stores, 8; electrical supplies, 15; florists, 14; fruits, 33; furniture, 25; furriers, 19; garages (public), 98; grocers, 307 (chain, 72); hardware, 38; jewelry, 45; meat markets, 86 (chain, 5); men's furnishings, 35; men's clothing, 24; merchant tailors, 154; milliners, 38; opticians, 9; photographers, 18; pianos (and miscellaneous musical instruments), 6; radio supplies, 14; restaurants, 310 (chain, 1); shoes, 45; sporting goods, 5; stationers, 6; women's apparel, 47.

Miscellaneous Data: Average temperature, 52 degrees; average number of rainy days per twelve months, 57; most pleasant months, May to October. Doctors (medical, 144); (dentists, 49); (osteopaths, 6); street car service, gas, artificial; number of meters, 13,000; electric current, alternating and direct; number of wired houses, 18,000; water, soft.

BAYONNE, N. J. (Hudson County)

1920 Population, 76,754 (1925 est. 90,000).

City and Suburban Estimate, All city.

Native Whites, 66.2%; Negroes and others, 2.8%; Foreign Born, 31.5%; Industrial Workers, 60%; English Reading, 75%; Families, 16,000.

Schools: Public Grade, 13; High, 1; Junior High, 1; Parochial, 6; Number of Pupils, 21,000.

Churches: Baptist, 4; Christian Science, 1; Episcopal, 3; Lutheran, 4; Hebrew, 8; Methodist, 4; Presbyterian, 1; Roman Catholic, 9; Greek Catholic, 2; Miscellaneous, 11.

Banks: National, 2; State, 5; Total Resources, \$25,750,000; Savings Bank Deposits Total, \$16,000,000.

Theatres: Legitimate, 1; Moving Pictures, 4; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 6; Total number of seats, 17,000.

Location: Bayonne, a peninsula, separates New York and Newark Bays. Bounded on north by Jersey City, N. J., south by Kill von Kull, east by New York Bay, west by Newark Bay. Served by Central R. R. of New Jersey and Lehigh Valley. Excellent bus and trolley service to neighboring towns and country.

Principal Industries: Petroleum and its by-products, chemicals, steam boilers, radiators, insulated wire and cable, electric launches, motors and generators, silk, cotton, belting, horax, soap and lotions, vegetable and essential oils.

Manufacturing Establishments: 152. Leading firms, Standard Oil Co., Tide-Water Oil Co., Vacuum Oil Co., Babcock & Wilcox, American Radiator Co., Elco Works, Safety Insulated Wire & Cable Co., Pacific Coast Borax Co.

Residential Features: Like other industrial communities, Bayonne has suffered from a housing shortage, but is recovering from this condition. 371 dwellings, costing \$3,000,000 having been erected in 1921. Many others have been erected each year, among them being 150 family apartment houses. Bayonne is a city of home owners.

Retail Shopping Section: Extends from 4th to 50th Streets on Broadway, the main business artery, and from 10th to 26th Streets and Avenue C. There are also a number of outlying neighborhood grocery and meat shops.

Trading Area: Purely local.

Wholesale Houses: Groceries, 2; meats, 4; fruits, 1; hardware, 6.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 20; commercial auto agencies, 5; automobile accessories, 39; automobile tire agencies, 50; bakers, 28; cigar stores and stands, 59; confectioners, 95; delicatessens, 37; dressmakers, 17; druggists, 44; dry goods, 88; department stores, 11; electrical supplies, 15; florists, 9; fruits, 48; furniture, 15; furriers, 9; garage (public), 28; grocers, 279; hardware, 24; jewelry, 17; meat markets, 112; men's furnishings, 23; men's clothing, 26; merchant tailors, 44; milliners, 15; opticians, 23; photographers, 7; pianos (and miscellaneous musical instruments), 12; radio supplies, 9; restaurants (including hotels), 37; shoes, 39; sporting goods, 7; stationers, 23; women's apparel, 39.

BRIDGETON, N. J. (Cumberland County)

1920 Population, 14,323 (estimated 1925, 16,500).

City and Suburban Estimate: Not less than \$2,000 trading area.

Native Whites, 80%; Negroes, 12%; Foreign Born, 8%; Industrial Workers, 25%; English Reading, 94%; Families, 4,000.

Schools: Public Grade, 7; High, 1; Junior High, 1; Number of Pupils, 3,500.

Churches: Baptist, 5; Episcopal, 1; Hebrew, 1; Methodist, 6; Presbyterian, 6; Roman Catholic, 1; Miscellaneous, 7.

Banks: National, 3; State, 1; Total Resources, \$7,000,000. Savings Bank Deposits Total, \$3,000,000.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), school, armory, lodge and new hotel; Total

number of seats, 4,500 exclusive of church auditoriums.

Location: W. J. & S. S., New Jersey Central. To Philadelphia, by railroad, 1½ hours; by auto, 1½ hours.

Principal Industries: Illinois Glass Co., Martin Dyeing & Finishing Co., Ferracute Machine Co., American Can Co.; Cox & Sons, Crescent Art Metal Co., Bridgeton Chandler Co., Hammer & Basket Co., E. Pritchard, Wm. Laning & Sons, P. J. Ritter & Co., Clinton B. Ayars, (last five are canners). Bridgeton Gaslight Co., Crystal Ice Mfg. Co.

Manufacturing Establishments: 71.

Special Information: 1,000 acres of lakes and parks; excellent residential center; free from labor trouble; moderate tax rate but constant municipal improvements; new nine story hotel, one of the best in inland South Jersey. Bridgeton is on nearest hard-surfaced route from Baltimore, Washington, etc., to seashore points.

Residential Features: Excellent with private homes predominating. One family homes in great majority, some two, and a few recently converted into five and six family apartments, 130 new lots just opened up in three developments, two in heart of residential section and one adapted especially for industrial homes.

Retail Shopping Section: From city's business center (Commerce and Laurel Streets) shopping section runs one block west to Atlantic Street, one block north to Washington Street, two blocks east to Bank Street, and two blocks south to Jefferson Street. Some neighborhood stores scattered throughout the city.

Trading Area: Five miles west beyond Shiloh, six miles north beyond Deerfield, 20 miles south to Port Norris, with six towns between, and six miles each beyond Gouldtown. This is conservative, as area really includes all surrounding towns.

Wholesale Houses: Groceries, 4; meats, 4; fruits, 2; miscellaneous lines, 2 cigar, 3 confectionery, 2; poultry, 3 florists, 2 dairies.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 18; commercial automobile agencies, 8; automobile accessories, 25; automobile tire agencies, 27; bakers, 7; cigar stores and stands (including hotels), 32; confectioners (including hotel stands), 20; delicatessens, 3; dressmakers, 10; druggists, 12; dry goods, 10; florists, 5; fruits, 8; department stores, 4; grocers, 112 (chain, 19); hardware, 12; meat markets, 12; men's furnishings, 15; men's clothing, 16; merchant tailors, 5; milliners, 10; opticians, 3; photographers, 6; pianos (and miscellaneous musical instruments), 8; radio supplies, 12; restaurants (including hotels), 18; shoes, 10; sporting goods, 6; stationers, 7; women's apparel, 15.

Miscellaneous Data: Average temperature, 47 degrees; average number of rainy days per twelve months, 50; most pleasant months, June, July, August, Sept.; doctors (medical, 22); (dentists, 12); (osteopaths, 6); number of wired houses, 1,800; gas artificial; electric current, alternating; water, medium. Bus lines from Philadelphia to Reading, Pa., stop at Bridgeton.

BURLINGTON, N. J. (Burlington County)

1920 Population, 9,049 (1926 est. 13,000).

Trading Population, 40,000.

City and Suburban Estimate, 25,000.

Schools: Public Grade, 6; High, 1; Junior High, 1; Parochial, 3.

Churches: Baptist, 2; Episcopal, 2; Hebrew, 1; Methodist, 4; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 2.

Banks: National, 1; Savings, 1; Trust Co., 1. Resources (all banks and Trust Cos.), \$6,146,105.00.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1.

Location: To nearest large city, by railroad, 45 minutes; by auto, 1¼ hours. Bus service to mid-country towns and Phila. Main line of Trenton Div. Penn. R.R.

Residential Features: Mostly one and two-family houses. Limited section devoted to workmen's tenements. Private homes predominate.

Special Information: Burlington has three clubs, Chamber of Commerce, water and sewerage plants. Mayor-Council form of government.

Retail Shopping Section: There are about four blocks of retail shopping section, in addition to a general number of neighborhood stores scattered throughout the community.

Trading Area: Extends on two sides to a radius of about 7 miles—on west about three miles. River on north.

Wholesale Houses: Meats, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial automobile agencies, 3; automobile accessories, 25; automobile tire agencies, 10; bakers, 4; cigar stores and stands (including hotels), 50* (chain, 1); confectioners (including hotel stands), 25*; delicatessens, 1; dressmakers, 5; druggists, 5; dry goods, 12; department stores, 2; electrical supplies, 4; florists, 4; fruits, 5; furniture, 5; garages (public), 10; grocers, 25* (chain, 9); hardware, 10; jewelry, 4; meat markets, 15* (chain, 4); men's furnishings, 10; men's clothing, 3; merchant tailors, 6; milliners, 2; opticians, 1; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 6; restaurants (including hotels), 8; shoes, 5; sporting goods, 3; stationers, 3; women's apparel, 7.

Miscellaneous Data: Average temperature, 47 degrees; average number of rainy days per twelve months, 50; most pleasant months, May, June, Sept., Oct., Nov.; doctors (medical, 6); (dentists, 3); street car service; gas, artificial; electric current, alternating; water, soft.

Note:—Figures marked with asterisks (*) are estimates. No business directory is available.

CAMDEN, N. J. (Camden County)

1920 Population, 116,309 (1925 est. 130,000).

City and Suburban Estimate, 300,000.

Native Whites, 75.2%; Negroes, 7.4%; Foreign Born, 17.4%; Industrial Workers, 35%; English Reading, 90%; Families, 27,000; 25,000 homes.

Schools: Public Grade, 41; High, 2; Junior High, 2; Parochial, 9; Number of Pupils, 27,000.

Churches: Baptist, 23; Christian Science, 1; Congregational, none; Episcopal, 30; Hebrew, 4; Methodist, 1; Presbyterian, 8; Roman Catholic, 9; Miscellaneous, Friends, 2; German Evangelical, 1; Greek Catholic, 1; Missions, 10; Lutheran, 7; Methodist Protestant, 1; Polish Natl. Catholic, 1; Methodist Episcopal, 7; Salvation Army, 1; 7th Day Adventist, 1.

Banks: National, 2; State, 10; Total Resources, \$70,000,000; Savings Bank Deposits Total, \$55,000,000.

Theatres: Legitimate, 1; Moving Pictures, 21; Vaudeville, 1; Burlesque, 1; Miscellaneous (Auditoriums, etc.), 3; Total number of seats, 19,000.

Location: Camden is on the east shore of the Delaware River, directly opposite Philadelphia. It is served by the Pennsylvania, West Jersey and Seashore, the Amboy, and New York Division, Long Branch Division and the Philadelphia and Reading Railroads, as well as five ferryboat lines. Camden has six and one-quarter miles of water front on the Delaware River, also about 5 miles on the Cooper River. The Delaware River front furnishes excellent sites for shipping lines.

Principal Industries: Talking machines, ships, soup, pens, cork products, leather products, furniture, soap, gas mantles, railroad shops, woollens, laces, hosiery, chemicals.

Manufacturing Establishments: 200. Leading firms, Victor Talking Machine Company, N. Y. Shipbuilding Corp., Campbell Soup Co., Esterbrook Pen Co., Hunt Pen Mfg. Co., Weisbach Company, Armstrong Cork Company, Warren Webster Co., J. B. Van Sciver Co., MacAndrews and Forbes, R. M. Hollingshead Company. Total value of yearly output of factories estimated at \$260,000,000. Annual payroll over \$85,000,000.

Special Information: The Delaware River bridge, connecting Camden and Philadelphia, is now open. The commercial engineers of the Bell Telephone Company have calculated the growth of Camden and its suburbs for the next 20 years. According to their statistics Greater Camden will have a population of 400,000 in 1930. Experts say the effect of this bridge will be similar to that of the Williamsburg bridge, rather than that of the Brooklyn bridge, because when the Brooklyn bridge was built there was no means of suburban transportation other than the street car.

Residential Features: Few cities afford better living facilities than Camden and its beautiful high-class suburbs. They are very few apartment houses in this area. In the city proper there are 25,000 private homes, which predominate in the suburbs.

Retail Shopping Section: The retail business section of Camden is conducted principally on five streets: namely, Market, Federal, Broadway, Kaighn Avenue and Haddon Avenue, as well as outlying neighborhood business streets. The principal business thoroughfares cover about 8 miles, and on them are found the financial institutions of the city; office buildings, printing establishments, department stores, etc. The thoroughfares lead to Camden's suburbs, from which Camden merchants draw a good proportion of their trade.

Trading Area: Extends about 20 miles northeast and south; because of the unsurpassed steam and electric railway, bus and trolley

service, the lines entering the city supply transportation to a territory having a population of 250,000, all within a radius covered by a short ride.

Wholesale Houses: Groceries, 2; mats, 2; fruits, 1; miscellaneous lines, drugs, 2; tobacco, 2. Most of the wholesale houses are in Philadelphia, just across the Delaware River.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 48—110 makes of cars; commercial auto agencies, 5; automobile accessories, 105; automobile tire agencies, 55; bakers, 220; cigar stores and stands (including hotels), 517; confectioners (including hotel stands), 340; delicatessens, 20; dressmakers, 75; druggists, 109; dry goods, 197; department stores, 7; electrical supplies, 73; florists, 27; fruits, 150; furniture, 31; garages (public), 175; grocers, 661; hardware, 126; jewelry, 38; meat markets, 204; men's furnishings, 50; men's clothing, 24; merchant tailors, 157; milliners, 60; opticians, 12; photographers, 10; pianos (and miscellaneous musical instruments), 20; radio supplies, 20; restaurants (including hotels), 126; shoes, 106; sporting goods, 11; stationers, 10; women's apparel, 16.

Miscellaneous Data: Street car service; gas, artificial; electric current, alternating; water, soft.

See announcement below

ELIZABETH, N. J. (Union County)

1920 Population, 95,783.

City and Suburban: Most important cities and towns in this area are: Railway (pop. 14,000); Roselle, Roselle Park (18,000); Westfield (13,000); Hillside (12,000).

Native Whites, 65,555; Negroes, 1,970; Foreign Born, 28,215.

Schools: Public Grade, 17; High, 1; Junior High, 2; Parochial, 9.

Churches: Baptist, 4; Christian Science, 1; Congregational, 1; Episcopal, 6; Hebrew, 4; Methodist, 6; Presbyterian, 10; Roman Catholic, 13.

Banks: National, 8.

Theatres: Legitimate, 1; Moving Pictures, 8.

Location: Pennsylvania R. R., Central R. R. of New Jersey, Lehigh Valley R. R., B. & O. R. R., N. Y. & N. J. Steamboat Co. To nearest large city, by railroad, 15 minutes; by trolley, ¼ hour; by auto, 20 minutes.

Principal Industries: Sewing machines, automobiles, oil and gas, greenhouses, boilers, shipbuilding.

Manufacturing Establishments: Singer Mfg. Co., Elizabethport; Bethlehem Shipbuilding Corp., Standard Oil Co., Durant Motors Co. of New Jersey, American Type Founders Co., Simmons Bed Co.

Special Information: Present estimated population, 110,000, representing an increase of approximately 15,000 in the last four years. Zoning ordinances signed February, 1922, designate three kinds of residential districts, two kinds of business districts, 3,000 commutation tickets sold monthly at local stations. States of New York and New Jersey will erect a bridge connecting Elizabeth with Staten Island.

Residential Features: Mostly single and two-family houses. An increasing number of apartment houses being erected.

Retail Shopping Section: Broad Street from 9 to 300, North Broad Street from 200 to 400; Elizabeth Avenue from 700 to 1200.

Trading Area: Elizabeth stores sell to the population within a radius of approximately twelve miles, an area consisting of approximately 250,000 people. Trolley lines and auto bus, commonly known as jitneys, extend from Elizabeth throughout this territory.

Number of Retail Outlets for Nationally Advertised Products: Passenger Automobile agencies, 27; commercial auto agencies, 7; automobile accessories, 48; automobile tire agencies, 10; bakers, 73; cigar stores and stands (including hotels), 27 (chain, 4); confectioners (including hotel stands), 73; delicatessens, 31; dressmakers, 98; druggists, 58 (chain, 2); dry

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NEW JERSEY (Cont'd)

goods, 111; department stores, 5; electrical supplies, 7; florists, 19; fruits, 31; furniture, 28; furriers, 5; garages (public), 31; grocers, 395 (chain, 27); hardware, 31; jewelry, 26; meat markets, 133 (chain, 6); men's furnishings, 22; men's clothing, 24; merchant tailors, 2; milliners, 21; opticians, 14; photographers, 10; pianos (and miscellaneous musical instruments), 7; radio supplies, 7; restaurants (including hotels), 53; shoes, 46; sporting goods, 4; stationers, 8; women's apparel, 30.

Miscellaneous Data: Average temperature, 47 degrees; average number of rainy days per twelve months, 50; most pleasant months, May, June, Sept., Oct. Doctors (medical, 95); (dentists, 59); (osteopaths, 18); street car service; gas, artificial; electric current, alternating; number of wired houses, 15,000; water, hard.

See announcement below

HACKENSACK, N. J.

(Bergen County)

1920 Population, 17,667 (1926 estimate, 20,500).

City and Suburban Estimate, 150,000.

Native Whites, 78%; **Negroes,** 5%; **Foreign Born,** 17%; **Industrial Workers,** 10%; **English Reading,** 95%; **Families,** 3,720.

Schools: Public Grade, 6; High, 2; Parochial, 2; Business, 2; Number of Pupils, 4,800.

Churches: Baptist, 4; Christian Science, 1; Congregational, 2; Episcopal, 2; Hebrew, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 2; Miscellaneous, 7.

Banks: National, 1; State Trust Co's, 2; Total Resources, \$21,628,238.67; National Bank Deposits, \$2,250,000; Trust Co's (Savings) Deposits, \$22,790,000; Total Deposits (all banks), \$25,045,000 (all as of June 30, 1926).

Theatres: Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 11; Total number of seats, 6,500.

Location: New York, Susquehanna & Western, and the New Jersey & New York Railroads, connect Hackensack with New York, 12 miles away. Former has two and the latter four stations in Hackensack. Both are branches of the Erie R.R. The West Shore, and New York Central's Rys. run through Bogota, one mile away. The Hackensack River emptying into Newark Bay affords excellent water transportation by barge. Train, express, freight and passenger service excellent, adding to Hackensack's business and residential advantages. It is the county seat of Bergen County. Thirteen bus lines connect Hackensack with the rest of the

county. Three trolley lines pass through Hackensack. To nearest large city, by railroad, 30 minutes; by trolley, 45 minutes; by auto, 30 minutes.

Principal Industries: Paper board and box, wall paper, building materials, road materials, chemicals, women's clothing, silk, railway equipment, brick.

Manufacturing Establishments: 20. Leading firms, Wm. Campbell Wall Paper Co., The Gregg Co., Ltd., Schwartzbach-Huber Silk Co., Citro Chemical Co., Continental Paper Co., Geo. M. Brewster & Sons. Total value of yearly output of factories estimated at \$15,000,000.

Special Information: Location of city makes it especially adaptable for manufacturing as well as residence. Has large commuting population. Near Paterson and Newark, N. J., two large manufacturing centers. Splendid highways encourage motor truck and pleasure car transportation. With building of bridge across the Hudson, Hackensack is positively assured of remarkable growth, both industrially and residentially. Tax rate 4.41 (1926). All improvements. Assessed valuation of property over \$29,334,211. Building activity very extensive. Ten large clubs, libraries and parks. Hackensack is the center of all Bergen County activities.

Residential Features: Mostly one-family dwellings of excellent construction. One section devoted to colored population. Southern part of the city houses foreign population in well kept houses. Several very modern and beautiful apartment houses. Hackensack has one of the finest residential sections in New Jersey. The Hackensack Golf Club is one of New Jersey's finest courses. Homes in the better section average 25,000. Famous million-dollar court house, and other county buildings are situated on the historic "Green" in Hackensack.

Retail Shopping Section: Extends from Main and Mercer Streets—which forms heart of business section and main railway depot, and principal trolley stop for all four lines—6 blocks south and 6 blocks north on Main Street. Parallel to Main Street is State Street, containing four business blocks. About ten intersecting streets between Main and State Streets are devoted to business. There are 4 smaller business centers, consisting of food, drug, meat and confectionery stores supplying outside sections of town.

Trading Area: Extends about 4 miles west, 5 miles south, 12 miles north and 8 miles east. Intermittent business is secured from people living at a greater distance because of the fine bus service.

Wholesale Houses: Meats, 2; fruits, 2; miscellaneous lines, 4; beverages, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger Automobile agencies, 30; commercial automobile agencies, 8;

automobile accessories, 12; automobile tire agencies, 15; bakers, 10; cigar stores and stands (including hotels), 95; (chain, 5); confectioners (including hotel stands), 28; delicatessen, 8; dressmakers, 12; druggists, 10; (chain, 2); dry goods, 20; department stores, 1; electrical supplies, 6; florists, 12; fruits, 13; furniture, 12; furriers, 2; garages (public), 20; grocers, 80 (chain, 24); hardware, 7; jewelry, 5; meat markets, 16; (chain, 2); men's furnishings, 10; men's clothing, 6; merchant tailors, 14; milliners, 6; opticians, 5; photographers, 3; pianos (and miscellaneous musical instruments), 6; radio supplies, 10; restaurants (including hotels), 17; shoes, 13; sporting goods, 5; stationers, 8; women's apparel, 12.

Miscellaneous Data: Average temperature, 61 degrees; average number of rainy days per twelve months, 60; most pleasant months, May, June, Sept., Oct. Doctors (medical, 22), (dentists, 10), (osteopaths, 3); number of wired houses, 4,000; gas, artificial; electric current, direct; water, soft.

HOBOKEN, N. J.

(Hudson County)

1920 Population, 68,166.

City and Suburban Estimate (1926), 450,000. Most important cities and towns in this area are: Jersey City, Hoboken and Union City.

Native Whites, 21.75%; **Negroes,** .0019%; **Foreign Born,** 44.75%; **Industrial Workers,** 23.40%; **English Reading,** 92.75%; **Families,** 17,000.

Schools: Public Grade, 9; High, 1; Junior High, 1; Parochial, 4. Number of pupils, 13,487.

Churches: Baptist, 4; Christian Science, 1; Episcopal, 3; Hebrew, 3; Methodist, 2; Presbyterian, 3; Roman Catholic, 5; Miscellaneous, 8.

Banks: National, 2; State, 6; Total Resources, \$127,313,038; Savings Bank Deposits Total, \$21,000,000. One Savings Bank.

Theatres: Legitimate, 1; Moving Pictures, 7; Vaudeville, 3; Burlesque, 1.

Location: On the west bank of the Hudson River, directly opposite the lower section of New York City. Served by D. L. & W., Erie, West Shore, Hoboken Shore Railroad, and the Hudson & Manhattan R.R. (The Tube). Of the larger steamship lines located here are: the Scandinavian-American, Holland-American, Wilson, Ellerman-Wilson, Munson, Cosmopolitan, United States, Lamport & Holt, and the Dollar Steamship lines. Excellent trolley and bus service.

Principal Industries: Foundry and machine shop products, bread and bakery products, furniture, paper boxes, drawing materials, pencils, baking powder.

Manufacturing Establishments: 280. Cooper-

Hewitt Electric Co., Ferguson Bros. Mfg. Co., American Lead Pencil Co., R. B. Davis Baking Powder Co., Kuffel & Esser Co., Owens & Traeger. Value annual output, \$70,311,540.

Special Information: Hoboken's situation, in the Port of New York, with over a mile of excellent water front and in the midst of a metropolitan population of about 8,000,000, is unexcelled from a business and industrial standpoint. Efficient police and fire departments. Of the 30 miles of streets, 27 are paved. It is a compact industrial city, with an area of one square mile, and exceeded only by New York in density of population per square mile.

Residential Features: Mostly tenement and apartment houses. Very few one and two-family houses. Exclusive residential section is in northeast portion of the city.

Retail Shopping Section: Extends from First Street for 14 blocks on Washington Street and for 10 blocks on First Street between Washington and Monroe.

Trading Area: Mostly local, due to proximity of metropolitan shopping district.

Wholesale Houses: Groceries, 1; meats, 6; miscellaneous lines, cigars and tobacco, 3; confectionery, 4; furniture, 3; hats and caps, 1; lumber, 2; paint, 2; leather goods, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger Automobile agencies, 6; automobile accessories, 14; automobile tire agencies, 14; bakers, 25; cigar stores and stands (including hotels), 1,246; (chain, 160); confectioners (including hotel stands), 23; delicatessen, 10; dressmakers, 8; druggists, 208; (chain, 4); dry goods, 20; department stores, 1; electrical supplies, 17; florists, 10; fruits, 58; furniture, 16; furriers, 5; garages (public), 34; grocers, 1,600 (chain, 500); hardware, 9; jewelry, 19; meat markets, 84 (chain, 36); men's furnishings, 34; men's clothing, 23; milliners, 15; opticians, 5; photographers, 12; pianos (and miscellaneous musical instruments), 6; radio supplies, 10; restaurants (including hotels), 84; shoes, 34; sporting goods, 3; stationers, 34; women's apparel, 25.

Miscellaneous Data: Doctors (medical, 268), (dentists, 146).

JERSEY CITY, N. J.

(Hudson County)

1920 Population, 298,103.

City and Suburban Estimate, (1926), 325,000.

Native Whites, 86%; **Negroes,** 2%; **Foreign Born,** 12%; **Industrial Workers,** 20%; **English Reading,** 80%; **Families,** 75,750.

Schools: Public Grade, 39; High, 2; Junior High, 1; Parochial, 20; Private Schools, 10.

Churches: Baptist, 14; Christian Science, 2; Congregational, 3; Episcopal, 11; Hebrew, 9;

Continued on page 158

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NEW JERSEY (Cont'd)

Jersey City (cont'd)

Methodist, 16; Presbyterian, 2; Roman Catholic, 26.

Banks: National, 6; State, 15; Total Resources approximately \$300,000,000.

Theatres: Legitimate, 4; Moving Pictures, 25; Vaudeville, 6; Burlesque, 1; Miscellaneous (Auditoriums, etc.), 10.

Location: Jersey City is the terminating point for ten railroads, placing the city in direct touch with all parts of the continent. Hudson & Manhattan R. R. "The Tube," places Jersey City within ten minutes of Broadway, New York City. Construction of Hudson River Vehicular Tunnel, connecting Jersey City with New York is still under way. Completion of this tunnel will provide quicker access from New York to New Jersey, relieving the present great pressure on ferries, etc. To New York City, by Hudson "Tube," 10 minutes; by ferry boat, 15 minutes.

Principal Industries: Meat packing, soap and toilet articles, oils, paints, metals, foods, chemicals, wood products, textiles, shoes.

Manufacturing Establishments: Leading firms, Colgate & Company, Dixon Crucible Co., Durham Duplex Razor Co., Wm. Crane Co., Voorhees Rubber Co., Mueller Macaroni Co., Lorillard Tobacco Co., Ryerson Co., Woolsey Co., American Sugar Refining Co., Whitlock Cordage Co., A. B. C. Elevator Co., Davis-Bourneville, Ammon & Person, Eagle Printing Inks, John Mehl, Western Electric, Endicott Johnson.

Special Information: Jersey City has a water frontage of 10 miles, which adds greatly to its prosperity. It is the second largest city in the State, the county seat of Hudson County, which has a population of 629,154, approximately one-fifth of that of the State of New Jersey. It has more than one thousand acres of undeveloped land, suitable for industrial purposes. This fact tends to keep down the land costs and rentals far below the standard in Manhattan. The county's prosperity is indicated by the sound economic conditions reflected by recent statements of banks reporting over \$500,000,000 assets.

Residential Features: Jersey City is an ideal residential place. Homes consist mainly of one and two-family houses. Many large apartment houses of the very newest and most modern type were recently erected and more under course of construction. The majority of the homes are owned by the tenants, there being a great demand for homes for working men employed in the various industries.

Retail Shopping Section: The principal shopping districts include Newark Avenue, Monticello Avenue, Jackson Avenue, Ocean Avenue, Westside Avenue, Central Avenue, Five Corners and Journal Square.

Trading Area: The trading area of Jersey City is 19 square miles—this does not, to any extent, do justice to the amount of business enjoyed by local merchants. Thousands of dollars' worth of business comes from shoppers who reside many miles beyond the boundaries of Jersey City who are attracted by the excellent transportation facilities which include bus, trolley, and "tube" service.

Wholesale Houses: Groceries, 12; meats, 6; fruits, 2; hardware, 6; dry goods, 2; miscellaneous lines, 32.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 53; commercial automobile agencies, 8; automobile accessories, 70; automobile tire agencies, 16; bakers, 134; cigar stores and stands (including hotels), 200 (chain, 3); confectioners (including hotel stands), 304; delicatessens, 168; dressmakers, 125; druggists, 150 (chain, 3); dry goods, 252; department stores, 16; electrical supplies, 45; florists, 47; fruits, 257; furniture, 56; furriers, 14; garages (public), 143; grocers, 761 (chain, 280); hardware, 76; jewelry, 52; meat markets, 76 (chain, 3); men's furnishings, 52; men's clothing, 42; merchant tailors, 125; milliners, 67; opticians, 19; photographers, 30; pianos (and miscellaneous musical instruments), 15; radio supplies, 32; restaurants (including hotels), 250; shoes, 127; sporting goods, 17; stationers, 163; women's apparel, 48.

Miscellaneous Data: Average temperature, 55 degrees; average number of rainy days per twelve months, 40; most pleasant months, April to Nov. Doctors (medical, 400), (dentists, 200); (osteopaths, 13); gas, artificial; electric current, alternating; number of wired houses, about 56,000; water, soft.

LONG BRANCH, N. J.

(Monmouth County)

1920 Population, 13,521 (1925 est. 20,182).

City and Suburban Estimate (1926), 60,000.

Native Whites, 74.5%; Negroes, 7.8%; Foreign Born, 17.8%; Industrial Workers, 25%; English Reading, 89%; Families, 3,367.

Schools: Public Grade, 8; High, 2; Parochial, 1. Number of Pupils, 3,984.

Churches: Baptist, 2; Episcopal, 2; Hebrew, 3; Methodist, 4; Presbyterian, 2; Roman Catholic, 3.

Banks: National, 1; State, 3; Total Resources (all banks), \$12,343,334.36.

Theatres: 3. Total number of seats, 4,100.

Location: 30 miles south of New York on Penn R.R., Central New Jersey R.R. and N. Y. & Long Branch R.R.

Principal Industries: Silk goods, raincoats, clothing, shirt waists, underwear, hats, sash, doors and blinds.

Residential Features: Large number of one and two-family houses.

Retail Shopping Section: Three-quarter mile on Broadway and few blocks on Second and Third Avenues, Monument Ave. and Atlantic Ave.

Trading Area: Radius of 12 miles.

Wholesale Houses: Groceries, 1; meats, 2; confectioners, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 20; commercial automobile agencies, 12; automobile accessories, 20; automobile tire agencies, 20; bakers, 11; cigar stores and stands (including hotels), 49; confectioners (including hotel stands), 13; delicatessens, 6; dressmakers, 30; druggists, 9; dry goods, 15; department stores, 2; electrical supplies, 12; florists, 2; fruits, 12; furniture, 6; furriers, 4; garages (public), 24; grocers, 89; hardware, 4; jewelry, 4; meat markets, 21; men's furnishings, 10; men's clothing, 10; merchant tailors, 7; milliners, 6; opticians, 4; photographers, 3; pianos (and miscellaneous musical instruments), 4; radio supplies, 14; restaurants (including hotels), 10; shoes, 15; sporting goods, 6; stationers, 5; women's apparel, 7.

MILLVILLE, N. J.

(Cumberland County)

1920 Population, 14,691 (1925 government est., 15,951).

City and Suburban Estimate, 30,000.

Native Whites, 91%; Negroes, 1%; Foreign Born, 8 1/2%; Industrial Workers, 60%; English Reading, 99%; Families, 2,800.

Schools: Public Grade, 8; High, 2; Parochial, 1.

Churches: Baptist, 2; Episcopal, 1; Hebrew, 1; Lutheran, 1; Christian Science, 1; Methodist, 6; Presbyterian, 1; Roman Catholic, 1.

Banks: National, 2; State, 1; Total Resources, \$4,283,161.98. Savings Bank Deposits Total, \$1,000,000.

Theatres: Moving Pictures, 1; Vaudeville, 1; Total number of seats, 2,500.

Location: On West Jersey & Seashore Railroad at head of navigation of Maurice River. Forty-one miles from Philadelphia, 35 miles from Atlantic City, and 130 miles from New York City; in the center of the industrial-agricultural district of New Jersey. Hourly train service to Philadelphia and best shipping facilities on regular freight scheduled daily. Excellent truck service on state highways. To nearest large city by railroad, 1 hour; by trolley, 2 hours; by auto, 1 1/2 hours.

Principal Industries: Manufacture of glass in all branches, particularly bottles. Sand and gravel in unlimited quantities is mined in Millville. Center of great poultry raising district, shipping direct to New York and Philadelphia markets every day. Cotton mill and bleachery employing 2,000 workers.

Manufacturing Establishments: 15. Leading firms: Whital, Tatum Co., T. C. Wheaton Co., Menantico Sand & Gravel Co., Millville Manufacturing Co., Cotton Mill and Bleachery, Model Blouse Co. Total value of yearly output of factories estimated at \$80,000,000.

Special Information: Center of big agricultural district that totals nearly 40,000 with Millville as center for much of the shopping. Excellent retail stores. City of home owners, 70%; of population own their own homes, making good white intelligent labor at hand. Few strikes and labor troubles. Close to biggest cities of the East. Population of 37,000,000 within radius of 300 miles of Millville.

Residential Features: Mostly one and two family houses. No tenement district. Private residents, 99%; Paved sidewalks and streets.

Retail Shopping Section: Extends from Second and Main Streets to High and Broad Streets, giving more than a mile of retail stores and business houses, drawing from the surrounding territory.

Trading Area: Extends about four miles north, one mile east, five miles west, and fourteen miles south, throughout the prosperous oyster producing section of the Maurice River upon which Millville is situated. Trolley and bus lines connect with all but one of these districts, bringing people in all during the week. Largest trading days are Wednesday, Friday and Saturday.

Wholesale Houses: Groceries, 1; meats, 4; fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 14; commercial automobile agencies, 9; automobile accessories, 8; automobile tire agencies, 6; bakers, 3; cigar stores and stands (including hotels), 24; confectioners (including hotel stands), 6; delicatessens, 1; dressmakers, 14; druggists, 6; dry goods, 10; electrical supplies, 2; florists, 4; fruits, 5; furniture, 3; furriers, 1; garages (public), 6; grocers, 22 (chain, 12); hardware, 3; jewelry, 3; meat markets, 9; men's furnishings, 6; men's clothing, 6; merchant tailors, 5; milliners, 5; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 3; radio supplies, 5; restaurants (including hotels), 7; shoes, 10; sporting goods, 2; stationers, 1; women's apparel, 10.

Miscellaneous Data: Average temperature, 60 degrees. Average number of rainy days per twelve months 50; most pleasant months, May, June, Sept., Oct. Doctors (medical, 9); (dentists, 5); (osteopaths, 2); number of wired houses, 3,100; street car service; gas, artificial; electric current, direct; water, soft.

MORRISTOWN, N. J.

(Morris County)

1920 Population, 12,548.

City and Suburban Estimate (1926), 30,000.

Native Whites, 85%; Negroes, 8%; Foreign Born, 7%; Industrial Workers, 3%; English Reading, 90%; Families, 3,000.

Schools: Public Grade, 5; High, 1; Junior High, 1; Parochial, 2.

Churches: Baptist, 3; Christian Science, 1; Episcopal, 2; Hebrew, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 2; Miscellaneous, 1.

Banks: National, 2; State, 3; Capital, Surplus and Undivided Profits (all banks), \$1,974,695; Total Deposits (all banks), \$31,864,168; Total Resources (all banks), \$47,278,500. Savings Bank Deposits Total, \$8,685,424.

Theatres: Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 5,900.

Location: On the main line Delaware and Lackawanna Railroad, 30 miles from New York Terminal of Morristown & Erie Railroad, connecting with Erie Railroad. Excellent bus service to surrounding territory. Center of five main routes of travel by road.

Principal Industries: Paper, rubber goods, wire, printing.

Manufacturing Establishments: 4. Leading firms: McEwan Bros., Manhattan Rubber Co., Electrical Alloy Co., The Servadish Co.

Special Information: Morristown proper is residential and not industrial. The Whippany River Valley along the line of the Morristown and Erie Railroad is an ideal site for factory locations.

Residential Features: Morristown proper is residential, with one and two-family houses, and is nearly surrounded by large estates. It is within commuting distance of New York.

Retail Shopping Section: Park Place extending around the Park in the center of town is center of the shopping district. Retail stores extend for some distance from Park along five main radiating streets as follows: Speedwell Avenue, 3 blocks; Morris Street, 3 blocks; South Street, 2 blocks; Market Street, 1 block; Washington Street, 2 blocks.

Trading Area: 15 miles north and west, 10 miles south, 7 miles east.

Wholesale Houses: Meats, 1; umbrellas, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 20; commercial automobile agencies, 5; automobile accessories, 30; automobile tire agencies, 25; bakers, 11; cigar stores and stands, 9; confectioners, 21; delicatessens, 5; dressmakers, 41; druggists, 9; dry goods, 12; department stores, 2; electrical supplies, 4; florists, 8; fruits, 11; furniture, 6; furriers, 1; garages (public), 19; grocers, 52; hardware, 4; jewelry, 5; meat markets, 18; men's furnishings, 10; men's clothing, 15; merchant tailors, 19; milliners, 10; opticians, 7; photographers, 6; pianos (and miscellaneous musical instruments), 2; radio supplies, 6; restaurants (including hotels), 21; shoes, 10; sporting goods, 3; stationers, 8; women's apparel, 19.

Miscellaneous Data: Doctors (medical, 24); (dentists, 1); (osteopaths, 1); street car service; gas, artificial; water, soft.

NEWARK, N. J.

(Essex County)

1920 Population, 414,524 (1926 est. 466,339).

City and Suburban Estimate, 750,000 (1926 est. over 1,000,000).

Native Whites, 67.6%; Negroes, 4.18%; Foreign Born, 28.22%; Industrial Workers, 23.3%; English Reading, 86%; Families, 86,654.

Schools: Public Grade, 73; High, 4; Junior High, 3; Parochial, 24. Number of Pupils, 115,388.

Churches: Baptist, 24; Christian Science, 2; Congregational, 2; Episcopal, 17; Hebrew, 13; Methodist, 17; Presbyterian, 34; Roman Catholic, 32; Miscellaneous, 40.

Banks: National, 31; State, 1; Trust Companies, 14. Capital, Surplus and Undivided Profits (all banks), \$39,906,751; Total Deposits (all banks), \$263,908,208; Total Resources (all banks), \$336,765,538; Savings Bank Deposits, \$33,932,151; Total Bank Clearings (12 months, July 1, 1926), \$1,264,264,933.71.

Theatres: Legitimate, 2; Moving Pictures, 49; Vaudeville, 3; Burlesque, 3; Miscellaneous (Auditoriums), 13. Total number of seats, 57,754.

Location: Newark is an integral part of the great Metropolitan District and is shown by Federal census and income tax statistics to be the geographical center of the richest and most populous section of the United States. The recent development and completion of the deep water way terminal at Port Newark, on Newark Bay, has already proven the wisdom of such a development by the rapid increase of manufacturing enterprise and shipping. Newark is but eight miles west of New York City and the running time of but twenty minutes gives the two great cities practically the same interests and the same impetus for growth. Newark is a city of great business enterprise and offers opportunity for manufacturers who demand direct touch with the world's greatest market.

Five trunk railroads serve Newark giving it exceptional service to all parts of the country. The city is within convenient trucking distance of New York and river lines give direct connection with ocean shipping. As a railroad point it enjoys the low competitive water rates on all railroads. One ocean line makes Newark its home port and the city has a service extending over the lines of the New York barge canals. To New York, by railroad, 30 minutes; by Hudson Tubes, 20 minutes; by auto, 45 minutes.

Principal Industries: Electric machinery, apparatus and supplies, foundry, machine shop products, leather, jewelry, printing, publishing, bread and bakery products, thread, auto parts, radio supplies, leather goods, incandescent lamps, paints and varnish, chemicals, dyes, advertising novelties, imitation leather.

Manufacturing Establishments: 2,950. Leading firms: Rubberset Co., Splittorf Electrical Co., Weston Elec. Instrument Co., Whitehead & Hoag, Durant Motor Co., Crucible Steel Co. of America, Edison Lamp Works of General Elec.

Co., Hyatt Roller Bearing Corp., Worthington Pump & Machinery Co., Clark Thread Co., Nairn Linoleum Co., Thomas Edison, Inc., Monroe Calculating Machine Co., Crocker-Wheeler Co., General Lead Batteries Co., Westinghouse Lamp Co., Celluloid Co., Western Electric Co., Mennen & Co., Federal Ship Building Co., Sherwin-Williams Co., Pyrene Mfg. Co., Sears-Roebuck Co., Ault & Wiborg Co., Central Stamping Co., Murphy Varish Co., L. E. Waterman Co., Waitt & Bond Co., Valentine & Co., Otis Elevator Co., Ford Motor Co., Thatcher Furnace Co.

Special Information: Newark ranks among the leading industrial centers of the United States in volume and diversity of manufacture. While New Jersey ranks tenth in population among the States of the Union, it ranks sixth in wealth. This wealth is largely concentrated in Newark, the largest city in the State. Because of its strategic position and the colossal development now under way at Port Newark, the logical terminus in the expansion of the port of New York, Newark will shortly be recognized as one of the most important seaports on the Atlantic coast.

Newark has twenty-one freight depots, fifteen passenger depots and seventeen delivery yards. It is served by the Pennsylvania; Central Railroad of New Jersey; Erie; Delaware, Lackawanna & Western; Lehigh Valley; Baltimore & Ohio, and Hudson and Manhattan Railroads. Freight tonnage by rail in 1925 was 5,813,991 and by water 6,641,332 tons, making a total freight movement for the city of 12,455,323 tons. Express movement was 1,611,584 packages.

Residential Features: Of the 46,727 dwellings in Newark, approximately 32,000 dwellings in Newark have telephones. Newark's suburbs, including the Oranges, Montclair, Glen Ridge, Bloomfield, Maplewood, Madison, Millburn, Short Hills, Arlington, Chatham, Summit, Morristown and other communities along the Lackawanna, are the most desirable in the metropolitan district.

Retail Shopping Section: Extends on Broad Street from the Lackawanna Station to Lincoln Park, 20 blocks, and at right angles on Market Street, from the Pennsylvania Station to the Court House, 10 blocks. Outlying shopping sections are known as Clinton Hill, Springfield Avenue, Roseville, Forest Hill and Ironbound.

Trading Area: Extends in fan shape for about 25 miles and is served by five trunk lines of railroads, and trolley, bus and motor truck systems, all affording quick and efficient service.

Wholesale Houses: Grocers, 25; meats, 32; hardware, 3; dry goods, 5; bakers, 6; druggists, 5; stationers, 5; furniture dealers, 2; cigars, 5; confectioners, 38; coal dealers, 17.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies (motor trucks only), 6; automobile accessories, 157; automobile tire agencies, 57; bakers, 294; cigar stores and stands, 110 (chain, 15); confectioners, 908; delicatessens, 233; dressmakers, 308; druggists, 263 (chain, 18); dry goods, 413; department stores, 4; electric supplies, 80; florists, 76; fruit, 106; furniture, 106; furriers, 71; garages, 202; grocers, 1,707 (chain, 384); hardware, 153; jewelry, 134; meat markets, 772 (chain, 37); men's furnishings, 79; men's clothing, 111; merchant tailors, 42; milliners, 98; opticians, 35; photographers, 52; pianos (and miscellaneous musical instruments), 39; radio supplies, 104; restaurants, 529 (chain, 14); retail shoes, 175; retail stationers, 35; women's apparel, 51.

Miscellaneous Data: Average temperature, 56.7 degrees; average number of rainy days per twelve months, 84; most pleasant months, March, April, May, June, Sept., Oct., Nov.; doctors (medical, 579); (dentists, 310); (osteopaths, 24); number of wired houses, 101,000; street car service and bus; gas, artificial; number of meters, 104,933; electric current, alternating; water, soft.

See announcement page 159 columns 3 and 4

NEW BRUNSWICK, N. J.

(Middlesex County)

1920 Population, 32,779 (1925 est. 40,000).

Native Whites, 65%; Negroes, 5%; Foreign Born, 30%; Industrial Workers, 20%; English Reading, 60%; Families, 8,000.

Schools: Public Grade, 7; High, 1; Parochial, 5; Private Schools, 2; Number of Pupils, 8,500.

Churches: Baptist, 6; Christian Science, 1; Episcopal, 3; Hebrew, 3; Methodist, 5; Presbyterian, 3; Roman Catholic, 6; Miscellaneous, 4.

Banks: National, 3; Trust Co., 3; Savings Banks, 1; Total Resources, \$29,500,000; Savings Bank Deposits Total, \$5,201,054.65.

Theatres: Legitimate, 3; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 7; Total number of seats, 8,000.

Location: On main line of Pennsylvania Railroad—Raritan River Railroad making connections with New Jersey Central and Baltimore & Ohio Railroads. Direct boat line to and from New York, with splendid facilities for shipments west, and to New England points.

Principal Industries: Automobile trucks, Red Cross supplies, chemicals, cigars, floor covering, wall paper, machinery, needles, surgical dressings, castings, refrigerating machines, nickel alloy, paper boxes, rubber tires and tubes, typewriter supplies, blueing, music wire, harmonicas, household refrigerators, ivory buttons, clothing, knit goods, piano cases, leather novelties, rugs, gas water heaters, cigar boxes, gaskets, etc.

Manufacturing Establishments: 70. Leading firms: Johnson & Johnson, International Motor Co., Brunswick-Kroeschell Co., General Cigar Co., Rhodia Chemical Co., Reckitt's U. S. A., Ives Needle Co., Bayuk Bros., Janeway & Carpenter, John Waldron Co., B. R. Squibb & Sons, National Music String Co., F. J. Potter

NEW JERSEY (Cont'd)

Co., Howe Rubber Co., American Incubator Co., Webb Wire Works, Janeway Button Co., U. S. Nickel Co., Berkowitz & Co., Duplaco Mfg. Co., etc. Total value of yearly output of factories, \$30,000,000.

Residential Features: The city has several fine residential sections, and a City Zoning and Planning Commission is working on the matter of zoning the community. Also there are fine residential sections in the borough of Highland Park, which is essentially a part of New Brunswick.

Retail Shopping Section: George street with six blocks; Church Street with three blocks; Albany Street with six blocks; French Street with eight blocks. The stores are as fine as in any city of its size in the State.

Trading Area: The trading area covers a radius of approximately 20 to 25 miles, the residents reaching the city by trolley, bus lines, steam lines and automobiles. New Brunswick is the county seat of Middlesex County, which brings many persons to the city.

Wholesale Houses: Groceries, 2; meats, 4; fruits, 4; hardware, 3; miscellaneous lines, 5.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 17; commercial auto. agencies, 13; automobile accessories, 27; automobile tire agencies, 15; bakers, 32; cigar stores and stands (including hotels), 37; confectioners (including hotels), 94; delicatessen, 10; dressmakers, 27; druggists, 20; dry goods, 44; department stores, 3; electrical supplies, 18; florists, 10; fruits, 16; furniture, 16; furriers, 5; garages (public), 15; grocers, 712; hardware, 12; jewelry, 12; meat markets, 56; men's furnishings, 13; men's clothing, 22; merchant tailors, 33; milliners, 13; opticians, 4; photographers, 10; pianos, etc., 9; radio supplies, 10; restaurants (including hotels), 55; shoes, 24; sporting goods, 4; stationers, 4; women's apparel, 11.

PASSAIC, N. J.

(Passaic County)

1920 Population, 63,841 (1926 est. 71,000).

City and Suburban Estimate, 170,000. Most important cities and towns in this area are: Passaic (pop. 71,000); Clifton (40,000); Garfield (27,000); Rutherford (13,000).

Native Whites, 57%; Negroes, 2%; Foreign Born, 41%; Industrial Workers, 30%; Families, 11,966.

Schools: Public Grade, 12; High, 1; Parochial, 7.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 2; Hebrew, 3; Methodist, 2; Presbyterian, 1; Roman Catholic, 8; Miscellaneous, 3 colored.

Banks: National, 1; State, 6. Total Resources (all banks), \$47,000,000.

Theatres: Moving Pictures, 5; Vaudeville, 1; Stock, 1; Miscellaneous (Auditoriums, etc.), 6; Total number of seats, 15,000.

Location: On Passaic River at head of tide-water, twelve miles from New York and nine miles from Newark, service by Erie, Lackawanna and New York, Susquehanna and Western R.R. River now used for lumber, coal, fuel oil, and other shipments, will shortly be improved for wider use by industries. To nearest larger city, by railroad, 15 minutes; by trolley, 30 minutes; by auto, 30 minutes.

Principal Industries: Woolens, worsteds, rubber goods, cotton cloth, chemicals, handkerchiefs, metal ware, automatic machinery.

Manufacturing Establishments: 200. Leading firms, Botany Worsteds Mills, Forstmann-Huffmann Co. (worsted); New York Belting & Packing Co. (rubber); Manhattan Rubber Manufacturing Co.; Acheson-Harden Co. (handkerchiefs); General Chemical Co.

Special Information: Passaic is close to the great Metropolitan Market, with unexcelled shipping facilities. Excellent trolley and bus service to well-populated districts. Draws business from large area with population of 150,000.

Residential Features: Many fine one and two family houses on "Hill" section; with addition

of large number of high class apartments. Industrial section separated from residential.

Retail Shopping Section: Main avenue has about ten excellent business blocks, and this is gradually spreading to the full length of the thoroughfare. Passaic is a fine business street, as are Second and Monroe Streets, and they are main arteries.

Trading Area: West, East, South—approximately 8 miles; north, approximately 15 miles.

Wholesale Houses: Groceries, 9; meats, 7; fruits, 5; hardware, 3; miscellaneous lines, confectionery, soft drinks.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 40; commercial automobile agencies, 8; automobile accessories, 12; automobile tire agencies, 12; bakers, 66; cigar stores and stands (including hotels), 46 (chain, 2); confectioners (including hotel stands), 156; delicatessen, 35; dressmakers, 50; druggists, 45 (chain, 2); dry goods, 117; department stores, 3; electrical supplies, 28; florists, 22; fruits, 45; furniture, 25; furriers, 3; garages (public), 26; grocers, 320 (chain, 107); hardware, 39; jewelry, 27; meat markets, 106 (chain, 1); men's furnishings, 12; men's clothing, 15; merchant tailors, 83; milliners, 17; opticians, 7; photographers, 12; pianos (and miscellaneous musical instruments), 5; radio supplies, 3; restaurants (including hotels), 72; shoes, 55; sporting goods, 4; stationers, 19; women's apparel, 21.

Miscellaneous Data: Average temperature 65 degrees; average number of rainy days per twelve months, 80; most pleasant months, June and October. Doctors (medical, 90); dentists, 49; (osteopaths, 6); street car service; number of automobile registrations, 6,000; gas, artificial; electric current, alternating and direct; number of wired houses, 6,730; water, soft.

PLAINFIELD, N. J.

(Union County)

1920 Population, 27,700 (40,962 est. in 1926). City and Suburban Estimate, 58,000.

Schools: Public Grade, 14; High, 2; Parochial, 2; Number of Pupils, 8,500.

Churches: Baptist, 6; Christian Science, 1; Congregational, 2; Episcopal, 4; Hebrew, 3; Methodist, 5; Presbyterian, 5; Roman Catholic, 3; Miscellaneous, 7.

Banks: National, 1; State, 5; Total Resources (all banks), \$35,091,907; Savings Bank Deposits Total, \$19,750,682.15.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 6,000.

Location: C. R.R. of N. J., P. & E., B. & O. Twenty-four miles south of N. Y. City.

Principal Industries: Printing, machinery, automobiles, silk, machine tools, hosiery.

Manufacturing Establishments: 97. Leading firms: International Motor, Wood Printing Press Co., Scott Printing Press Co., British-American Metal Co., Wood Newspaper Machinery Co., Jersey Silk Mills, Rivoli Hosiery Co., Spicer Mfg. Co., Ransome Concrete Mashing Co., Moon Wire Works, Pneumatic Tubes Supply Co. Total value of yearly output of factories estimated at \$30,000,000.

Special Information: Plainfield is suburban residential city, with 3,300 persons commuting to New York daily.

Residential Features: Mainly one-family houses valued from \$10,000 to \$25,000. Many worth \$50,000 and \$100,000. Zoning ordinance restricts industries along railroad, and two-family house zone is close to industries.

Retail Shopping Section: Watchung Avenue and Fifth Street to Central Avenue and Front Street. Three principal streets are Front, three blocks; Watchung Avenue, four blocks; North Avenue, one block, and Park Avenue, four blocks.

Trading Area: Six miles east to Westfield, trolley and steam transportation; six miles south to Metuchen, buses; 12 miles west to Somerville, trolley, bus, and steam railroads; 12 miles north to Bernardsville, bus line.

Wholesale Houses: Groceries, 1; meats, 2; fruits, 3.

Number of Retail Outlets for Nationally Advertised Products: Automobile accessories, 14; automobile tire agencies, 23; bakers, 34; cigar

Continued on page 160

If It's So—

Here's a Wonderful
Record of Advertising
Supremacy

If it's so (and it can easily be verified by Facts and Figures) it should conclusively prove to the Advertiser that that section of the Great Metropolitan District of which NEWARK, NEW JERSEY, is the center, is rich in productivity and that the

Newark Evening News:
New Jersey's Home Newspaper

must be the logical medium through which to broadcast his message to the residents of the richest and most populous section of the United States.

Not alone does the NEWARK EVENING NEWS lead all New York newspapers in volume of Advertising, but the 1925 verified records show that, among ALL the six day newspapers published in the United States, the NEWARK EVENING NEWS ranked

FIRST in Classified Advertising
FIRST in National Advertising
FIRST in Automobile Advertising
FIRST in Food Advertising
—and—
THIRD in Total Advertising

Delivered daily into over 100,000 homes
and read by every member of every family in every home

Newark Evening News.

(Always Reaches Home)

Eugene W. Farrell

Business and Advertising Manager

215-221 Market Street, Newark, New Jersey

PLAINFIELD

is one of the finest cities in New Jersey. It is far famed as a high class residential city and also boasts large manufacturing interests and other business enterprises. Plainfield is the center of a live, active and progressive community—a splendid market.

With a net paid circulation now in excess of

10,000

THE PLAINFIELD COURIER-NEWS

enters 95% of the homes of Plainfield and North Plainfield, and in addition covers all surrounding towns and villages thoroughly. Latest market information furnished.

New York and Chicago Representatives:

ALCORN & SEYMOUR COMPANY, Inc.

NEW JERSEY (Cont'd)

Plainfield (cont'd)

stores and stands (including hotels), 15; confectioners (including hotel stands), 52; delicatessen, 8; dressmakers, 56; druggists, 16; dry goods, 32; department stores, 3; electrical supplies, 5; florists, 12; fruits, 25; furniture, 20; furriers, 2; garages (public), 22; grocers, 132; hardware, 13; jewelry, 8; meat markets, 57; men's furnishings, 12; men's clothing, 7; merchant tailors, 42; milliners, 11; opticians, 9; photographers, 7; pianos (and miscellaneous musical instruments), 6; radio supplies, 10; restaurants (including hotels), 30; shoes, 20; sporting goods, 3; stationers, 10; women's apparel, 9.

Miscellaneous Data: Average temperature, 56 degrees; average number of rainy days per twelve months, 80; most pleasant months, May, June, September, October; street car and bus service; gas, artificial; electric current, alternating and direct; water, hard.

See announcement page 159 columns 1 and 2

PERTH AMBOY, N. J.

(Middlesex County)

1920 Population, 41,707 (48,653 est. in 1926).

Native Whites, 83%; Negroes, 2%; Foreign Born, 15%; Industrial Workers, 10%; English Reading, 30%.

Schools: Public Grade, 10; High, 1; Parochial, 3; Number of Pupils, 11,000.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 3; Methodist, 1; Presbyterian, 1; Roman Catholic, 5; Miscellaneous, 5.

Theatres: Moving Pictures, 4; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 24; Total number of seats, 6,000.

Location: In Staten Island Sound at mouth of Raritan River. Served by Pennsylvania, Central and Lehigh Valley Rys. Trolley, bus and ferry service to central and western part of state. To nearest large city, by railroad, 45 minutes; by trolley, 1¼ hours; by automobile, 45 minutes.

Principal Industries: Terra cotta manufacturers, men's and women's clothing, machinery supplies, iron and steel, asphalt chemicals, copper, handkerchiefs, cartridges, cables, carborundum, cigars, dye stuffs.

Manufacturing Establishments: 35. Leading firms: Raritan Copper Works, Atlanta Terra Cotta Co., Jersey Terra Cotta Co., Rossler & Hasselacher Chemical Co., General Bakelite Corp., H. Rosenthal & Co., U. S. Cartridge Co., Standard Underground Cable Co., Carborundum Co., Bayuk Bros. Cigars, Inc., General Cigar Co., Inc., General Supply Co., American Smelting & Refining Co., Fords Porcelain Works.

Residential Features: Mostly one and two-family houses. Limited sections devoted to workingmen's tenements. Private homes predominate. One of the finest residential sections is located north of city, also one west of city.

Retail Shopping Section: Extends from Public Market for 15 blocks on Smith, State, Broad, and New Brunswick avenues. There are six outlying retail business sections and several smaller neighborhood sections with the usual grocery, confectionery, meat and small shops.

Trading Area: Extends about five miles west and east, about seven south. Extensive business is secured from people living at a greater distance due to the excellent trolley and bus service.

Wholesale Houses: Groceries, 4; meats, 2; fruits, 2; hardware, 1; dry goods, 8.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 32; commercial automobile agencies, 3; automobile accessories, 5; automobile tire agencies, 3; bakers, 11; cigar stores and stands (including hotels), 17 (chain, 1); confectioners (including hotel stands), 12; delicatessen, 8; dressmakers, 8; druggists, 16 (chain, 1); electrical supplies, 8; florists, 6; fruits, 8; furniture, 20; furriers, 4; garages (public), 22; grocers, 225 (chain, 18); hardware, 7; jewelry, 8; meat markets, 58 (chain, 2); men's furnishings, 9; milliners, 7; opticians, 4; photographers, 6; pianos (and miscellaneous musical instruments), 5; radio supplies, 5; restaurants (including hotels), 47; shoes, 8; sporting goods, 6; stationers, 4; women's apparel, 21.

Miscellaneous Data: Average temperature, 56 degrees; average number of rainy days per twelve months, 80; most pleasant months, May, June, July, August, September. Doctors (medical, 25); (dentists, 16); (osteopaths, 1); street car service; gas, artificial; electric current, alternating and direct; water, hard.

PATERSON, N. J.

(Passaic County)

1920 Population, 135,875 (Estimated 1925, 149,000).

City and Suburban Estimate, Within 10 mile radius, 540,000.

Native Whites, 65.6%; Negroes, 1.1%; Foreign Born, 33.2%; Industrial Workers, 22%; English Reading, 85%; Families, 32,186.

Schools: Public Grade, 24; Continuation, 1; Manual Training, 1; High, 2; Normal, 1; Vocational Training, 1; Parochial, 15; Number of Pupils, 85,900.

Churches: Baptist, 10; Christian Science, 1; Congregational, 1; Episcopal, 6; Hebrew, 7; Methodist, 17; Presbyterian, 14; Roman Catholic, 16; Miscellaneous, 33.

Banks: National, 6; Trust Companies, 8; Savings Banks, 19 (including city and suburbs); Total Resources (all banks), \$146,540,327.59; Savings Deposits, \$77,456,563.86.

Theatres: Legitimate, 3; Moving Pictures, 12; Vaudeville, 1; Burlesque, 1; Miscellaneous (Auditoriums, etc.), 3.

Location: 17 miles from New York City on the main lines of the Erie, New York, Susquehanna & Western, and D. L. & W. Railroads, and on the Newark Branch of the Erie R.R.; 13 trolleys; 37 bus lines in the city. To nearest larger city, by railroad, 35 minutes; by trolley, 1¼ hours; by auto, 50 minutes.

Principal Industries: Manufactured silk, metal trades, shirts, linen threads, locomotives.

Manufacturing Establishments: 1,200. Leading firms: National Silk Dyeing Co., American Locomotive Co., Manhattan Shirt Co., Weidman Silk Dyeing Co., Wright Aeronautical Corp., Peigram & Meyer, Miesch Mfg. Co., Nicholson File Co., Standard Silk Dyeing Co., Henry Doherty Silk Co., Harris Bros. Silk Co., Benj. Eastwood Co., Metric Shirt Co., Excelsior Shirt Co., Wm. Hand & Sons, John Royle & Sons, Peerless Plush Mfg. Co., Barbour Flax Spinning Co., Okonite-Callender Co. Total value of yearly output of factories estimated at \$225,000,000.

Special Information: Paterson is an important part of the greatest industrial district of the U. S. It is a leading silk manufacturing city of the country; its modern retail shops are the buying center for a population of more than 500,000 people. Paterson has a new modern hotel, costing over one million dollars, and known as the Alexander Hamilton Hotel.

Residential Features: There are about 20,000 dwellings in Paterson. It has well developed home sections, which are adequately

protected from incursion of garages and shops by the recent passage of the city zoning ordinance.

Retail Shopping Section: Extends from Main Street on the west to the Erie R.R. on the east—a distance of 4 blocks; and from the Passaic River on the north to Grand Street on the south—a distance of 12 blocks. The heart of the shopping district is on Main Street, from Broadway to Grand—9 blocks; and on Market Street, from Main to the Erie R.R.—4 blocks.

Trading Area: Extends about 25 miles west, north, and northeast; about 10 miles east, and 6 miles south.

Wholesale Houses: Groceries, 10; meats, 6; fruits, 4; dry goods, 3; Miscellaneous lines: produce, 7; shirts, 14; confectionery, 14; cigars, 17; plumbing supplies, 15.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 42; commercial automobile agencies, 17; automobile accessories, 94; automobile tire agencies, 30; bakers, 92; cigar stores and stands, 44 (chain, 5); confectioners, 267; delicatessen, 56; dressmakers, 131; druggists, 60 (chain, 11); dry goods, 162; department stores, 5; electrical supplies, 19; florists, 22; fruits, 47; furniture, 48; furriers, 11; garages (public), 61; grocers, 689 (chain, 122); hardware, 57; jewelry, 48; meat markets, 242 (chain, 7); men's furnishings, 29; men's clothing, 58; merchant tailors, 12; milliners, 43; opticians, 13; photographers, 16; pianos (and miscellaneous musical instruments), 21; radio supplies, 40; restaurants, 106 (chain, 1); shoes, 75; sporting goods, 7; stationers, 25; women's apparel, 11; laundries (American), 18; laundries (Chinese), 32; lumber dealers, 17; machinery dealers, 12; plumbers, 123; produce, 39.

Miscellaneous Data: Average temperature, 57 degrees; average number of rainy days per twelve months, 60; most pleasant months, May,

June, Sept.; Oct. Doctors (medical, 153); (dentists, 92); (osteopaths, 10); street car service; gas, artificial; electric current, alternating and direct; number of wired houses, 15,000; water, soft.

See announcement below

TRENTON, N. J.

(Mercer County)

1920 Population, 119,289 (134,000 est. in 1926).

City and Suburban Estimate, 181,197 (1920 U. S. Census).

Native Whites, 71.1%; Negroes, 3.6%; Foreign Born, 25.3%; Industrial Workers, 33.1%; English Reading, 88%; Families, 25,319.

Schools: Public Grade, 30; High, 1; Junior High, 4; Parochial, 17; Parochial High, 2. Number of Pupils, 29,628.

Churches: Baptist, 13; Christian Science, 1; Episcopal, 13; Hebrew, 3; Methodist, 17; Presbyterian, 13; Roman Catholic, 19; Miscellaneous, 30.

Banks: National, 4; State, 8; Total Resources (all banks), \$111,000,000 (1925); Savings Bank Deposits Total, \$86,600,000 (1925)—\$6,845 Savings Accounts in 1923.

Theatres: Moving Pictures, 18; Vaudeville, 3; Miscellaneous (Auditoriums, etc.), 12.

Location: At head of navigation on Delaware River, 30 miles from Philadelphia. On main line of Penn. R.R., 55 miles from New York. Served by Penn. R.R. and P. & R. R.R. On Lincoln and State Highway System, with hard surfaced roads radiating in every direction. Excellent trolley and bus service to various parts of state. Steamboat transportation on Delaware River and on Delaware & Raritan Canal.

Why Wait Till Next April to Say It?

We Got It—We're Proud of It—

You Ought to Know It!

We Lead the Field!

The Paterson Press-Guardian

Now has the largest circulation of any paper in Paterson—NOW 19,000 NET PAID PER DAY AND STILL GROWING!

For the past six years The Press-Guardian has led all evening papers in Passaic County and has now overtaken the only morning paper in the field.

THE GREATEST LOCAL COVERAGE EVER OBTAINED FOR THIS FERTILE MARKET AT THE CHEAPEST RATE PER THOUSAND CIRCULATION!

Rates will advance January 1st next; so take advantage of present rates and get your schedule and contract to The Press-Guardian today!

National Representatives:

G. Logan Payne Company

New York, Boston, Atlanta, Chicago, St. Louis

For the past two years its circulation growth has been handicapped by a lack of press room facilities, but since the installation of a modern high speed metropolitan low unit Duplex press which turns 'em out quickly. The Press-Guardian is now in a position to handle more circulation and is doing so.

Perfecting a quick delivery system to all parts of the city and suburbs, inaugurating an intensive circulation campaign, it has within six weeks passed its last remaining competitor.

Guide to Newspaper Markets of NEW JERSEY and NEW MEXICO

NEW JERSEY (Cont'd)

Principal Industries: First American city in production of pottery, second in rubber, sixth in wire and cable, seventh in iron and steel. Pottery, rubber, wire, machinery, linoleum, anvils, millboard, candy, radiators, crucibles, steam turbines, tile. 97 different products are manufactured.

Manufacturing Establishments: More than 400. Leading firms: John A. Roebbing's Sons Co., N. J. Wire Cloth Co., Trenton Potteries Co., Ajax Rubber Co., Thermoid Rubber Co., American Steel & Wire Co., Certain-teed Prod. Co., Belle Mead Sweets, N. J., School-Church Furniture Co., De Laval Steam Turbine Co., Lenox, Inc., H. D. Lee Mercantile Co., Trent Tile Co., Thos. Maddock's Sons Co., Bartley Crucible Co., W. J. Sloane Mfg. Co. Total value of yearly output of factories estimated at \$155,000,000.

Special Information: Although its location is 30 miles from Philadelphia and 55 miles from New York, Trenton is independent of these cities. Its nearness to New York and Philadelphia cause it to be affected by railroad and truck service to and from these points. There were 11,400 autos assessed in Trenton during 1923.

Residential Features: Private homes predominate. There are very few apartment houses.

Retail Shopping Section: Extends from Stacy Trent Hotel, W. State and Willow Streets, east on State Street to City Hall, six blocks; on Broad Street south from Perry Street to Greenwood Avenue, eight blocks; on Warren Street south from Perry Street to Factory Street, five blocks; Montgomery Street, Perry to Front Street, four blocks; also streets that parallel State Street approximately 15 blocks. There are neighborhood sections in various parts of the city. Chambersburg section has high grade neighborhood stores, theatres, banks, etc.

Trading Area: Extends about 26 miles north to Frenchtown, N. J.; south to Bristol, Pa., and Burlington, N. J.; east to Freehold, N. J., and west to Langhorne and Newton, Pa. Trolley, bus and train service link Trenton and its surrounding towns.

Wholesale Houses: Groceries, 10; meats, 20; fruits, 7; dry goods, 8; tobacco, 5; leather findings, 5; paper, 6; lumber, 6; oil, 18; drugs, 1; candy, 5; coal, 7; miscellaneous lines, barber supplies, 2; butter and eggs, 15.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 40; commercial automobile agencies, 24; automobile accessories, 150; automobile tire agencies, 37; bakers, 72; cigar stores and stands (including hotels), 164; confectioners (including hotel stands), 422; delicatessen, 38; dressmakers, 109; druggists, 60; dry goods, 87; department stores, 12; electrical supplies, 36; florists, 24; fruits, 106; furniture, 41; furriers, 3; grocers, 597; hardware, 44; jewelry, 55; meat markets, 67; men's furnishings, 68; men's clothing, 30; milliners, 36; opticians, 13; photographers, 17; pianos (and miscellaneous musical instruments), 29; radio supplies, 19; restaurants (including hotels), 168; shoes, 49; sporting goods, 16; stationers, 9; women's apparel, 53.

UNION CITY, N. J. (Hudson County)

1920 Population, 20,631.

City and Suburban Estimate, 150,000.

Native Whites, 71.5%; Negroes, 0.1%; Foreign Born, 28.4%; Industrial Workers, 30%; English Reading, 85%; Families, 5,296.

Schools: Public Grade, 4; High, 1; Parochial, 2; Number of Pupils, 5,020.

Churches: Baptist, 2; Episcopal, 1; Hebrew, 1; Methodist, 11; Roman Catholic, 3; Evangelical, 1.

Banks: National, 1; State, 2; Total Resources, \$10,200,000.

Theatres: Legitimate, 1; Moving Pictures, 6; Vaudeville, 2. Total number of seats, 8,700.

Location: On Erie and West Shore RR. Three miles from New York City.

Principal Industries: Electrical appliances, elastic braids, coats and suits, undertakers' supplies, raincoats, silk and cotton fabrics, lamps and auto lamps.

Residential Features: One- and two-family houses. Also large number of apartment and tenement houses.

Retail Shopping Section: One mile along Bergenline Avenue and a few blocks on Fourth and Lewis Streets.

Trading Area: Six west and north, two miles south and east.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 5; automobile accessories, 6; automobile tire agencies, 6; bakers, 6; cigar stores and stands (including hotels), 9; confectioners (including hotel stands), 16; delicatessen, 7; dressmakers, 18; druggists, 9; dry goods, 5; department stores, 1; electrical supplies, 5; florists, 4; fruits, 8; furniture, 6; furriers, 2; garages (public), 16; grocers, 35; hardware, 8; jewelry, 5; meat markets, 21; men's furnishings, 7; men's clothing, 7; merchant tailors, 4; milliners, 9; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 4; radio supplies, 10; restaurants (including hotels), 8; shoes, 12; sporting goods, 2; stationers, 5; women's apparel, 9.

VINELAND, N. J. (Cumberland County)

1920 Population, 6,799.

City and Suburban (Chamber of Commerce—estimate), 22,000.

Native Whites, 76%; Negroes, 4%; Foreign Born, 20%; Industrial Workers, 26%; English Reading, 84%; Families, 1,552.

Schools: Public Grade, 22; High, 1. Number of Pupils, 4,500.

Churches: 12.

Banks: National, 1; State, 2; Total Resources (all banks), \$7,021,583.22; Capital Surplus and Undivided Profits (all banks), \$962,375.33; Total Deposits (all banks), \$5,568,809.14.

Theatres: Moving Pictures, 2. Total number of seats, 1,800.

Location: Thirty-five miles from Philadelphia on N. J. Central and the West Jersey & Sea Shore R.R.

Principal Industries: Canned goods, clay pots, chemicals, glassware, shoes, iron and brass castings, clothing, lumber and mill works, paper boxes, ice and cold storage, stone works, thread, brushes, baskets.

Residential Features: Mostly one and two-family houses.

Retail Shopping Section: Half mile on Landis Avenue.

Trading Area: Radius of five miles.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 30; commercial automobile agencies, 5; automobile accessories, 15; automobile tire agencies, 15; bakers, 8; cigar stores and stands (including hotels), 40; confectioners (including hotel stands), 9; delicatessen, 2; dressmakers, 25; druggists, 9; dry goods, 7; department stores, 1; electrical supplies, 5; florists, 3; fruits, 5; furniture, 7; garages (public), 9; grocers, 34; hardware, 6; jewelry, 5; meat markets, 15; men's furnishings, 7; men's clothing, 5; merchant tailors, 5; milliners, 7; opticians, 4; photographers, 4; pianos (and miscellaneous musical instruments), 5; radio supplies, 8; restaurants (including hotels), 19; shoes, 8; sporting goods, 2; stationers, 2; women's apparel, 5.

Standard Surveys of NEW MEXICO

ALBUQUERQUE, N. M. (Bernalillo County)

1920 Population, 15,157 (1926 est. 29,000).

City and Suburban Estimate, 32,000.

Native Whites, 70%; Negroes, 5%; Foreign Born, Perhaps 1%; Spanish-Americans, about 24%; English Reading, 99%; Families, 5,851.

Schools: Public Grade, 14; High, 1; Junior High, 2; Parochial, 9; Number of Pupils, 7,301.

Churches: Baptist, 3; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 4; Presbyterian, 2; Roman Catholic, 5; Miscellaneous, 13.

Banks: National, 2; State, 1; Total Resources (all banks), \$9,924,247.49; Savings Bank Deposits Total, \$2,796,692.24.

Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 5,500.

Location: A. T. & S. F. (main line-division point with large shops). To nearest larger city by railroad, 10 hours; by automobile, 18 hours.

Principal Industries: Railroad, lumbering, farming, livestock, mining, sash and door plants, tie treating plant.

Manufacturing Establishments: Leading firms: Whitmer-Jackson Sash & Door Co.; Breece Lumber Co. and Breece Furniture Co.; The Plant; Albuquerque Foundry & Machine Works; Duke City Broom Co.

Special Information: Albuquerque's excellent year round climate is one of its greatest assets, as its high dry atmosphere, with its sunshine, gives great relief to sufferers from diseases of the throat and lungs. Consequently a great number of people come here to regain their health.

Residential Features: There are about 33 apartment buildings; about 5,500 homes.

Retail Shopping Section: First Street, about 6 blocks; Second Street, about 4 blocks; Third Street, about 4 blocks; Fourth Street, about 3 blocks; Central Avenue, about 9 blocks; Gold Avenue, about 4 blocks; Silver Avenue, about 2 blocks; Copper, about 2 blocks.

Trading Area: 60 miles north; 107 miles east; 72 miles south; 25 miles west.

Wholesale Houses: Groceries, 9 (6 large ones); Meats, 4; Fruits, 2; Hardware, 3; Dry Goods, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 14; commercial automobile agencies, 3; automobile accessories, 21; automobile tire agencies, 21; bakers, 7; cigar stores and stands (including hotels), 13 (chain, 1); confectioners (including hotel stands), 14; delicatessen, 2; dressmakers, 14; druggists, 15; dry goods, 26; department stores, 4; electrical supplies, 8;

florists, 2; fruits, none exclusive; furniture, 16; furriers, 1; garages (public), 1; grocers, 143 (chain, 1); hardware, 3; jewelry, 14; total meat markets, 30; men's furnishings, 10; men's clothing, 10; merchant tailors, 2; milliners, 11; opticians, 8; photographers, 8; pianos (and miscellaneous musical instruments), 5; radio supplies, 8; restaurants (including hotels), 43; shoes, 15; sporting goods, 6; stationers, 3; women's apparel, 20.

Miscellaneous Data: Doctors (medical, 42); (dentists, 23); (osteopaths, 3); number of wired houses, 5,252; street car service; number of automobile registrations, 51,000 (in county); gas, artificial; number of meters, 2,408; electric current, alternating; water, hard; average temperature, 55.7 degrees; average number of rainy days for year about 35; most months pleasant, very few unpleasant; winds in March make it only unpleasant month.

EAST LAS VEGAS, N. M. (San Miguel County)

1920 Population, 4,304—With town of Las Vegas, contiguous, 8,206.

City and Suburban Estimate, 9,387. Most important cities and towns in this area are: Santa Fe, Pop. 8,000; Wagon Mound, Pop. 2,000; Santa Rosa, Pop. 1,400; Mora, Pop. 1,200.

Native Whites, 90%; Negroes, 1%; Foreign Born, 9%; Industrial Workers, 45%; English Reading, 76%; Families, 2,231.

Schools: Public Grade, 5; High, 3; Junior High, 3; Parochial, 3; State Normal University, 1; Teacher's College, 1; Baptist College, 1. Number of Pupils, 2,457.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 2; Miscellaneous, 3.

Banks: State, 2. Capital, surplus and undivided profits (all banks), \$148,000; Total Resources (all banks), \$2,112,000; Savings Bank Deposits Total, \$820,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 1; Miscellaneous, 3. Total number of seats, 5,100.

Location: On main line of the A. T. & S. F. Railway, 121 miles from Colorado State line; center of trading district for agricultural and livestock industries operating within radius of 92 miles north, 65 miles south, 54 miles west, 78 miles east; marketing center for 47,000 acres irrigated lands devoted to vegetable production, hay and grain, Highway center northeastern New Mexico.

Principal Industries: No manufactures of consequence. Division railroad shops; wool, hide and pelt market depots; large live-stock shipping center; supply center for 47,000 acres irrigated lands.

Residential Features: Mostly individual homes, largely owned by occupants; finest and most attractive residential section of any city in the Southwest; entirely paved; adequate street car system; abundant water supply from mountains; many unusually fine homes erected by retired and active business men; 6 large public parks.

Retail Shopping Section: Divided into two central districts, one surrounding four sides of a plaza or public square, and extending along another street for three blocks; the other centering on Douglas Avenue and Sixth Street, and extending along both sides four blocks in each direction; also three other streets parallel to Douglas Avenue extending five blocks.

Trading Area: 92 miles north; 65 miles south; 54 miles west; 78 miles east. Public highways maintained in excellent condition and subsidiary business branches of local wholesale houses stimulate jobbing as well as retail buying.

Wholesale Houses: Groceries, 4; Meats, 1; Hardware, 3; Dry Goods, 2; Bakery, 1; Butter, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial automobile agencies, 4; automobile accessories, 7; automobile tire agencies, 14; bakers, 4; cigar stores and stands (including hotels), 16; confectioners (including hotel stands), 8; dressmakers, 7; druggists, 8; dry goods, 17; department stores, 3; electrical supplies, 3; florists, 2; fruits, 6; furniture, 5; furriers, 1; garages (public), 9; grocers, 21; hardware, 4; jewelry, 4; meat markets, 11; men's furnishings, 16; men's clothing, 16; merchant tailors, 4; milliners, 6; opticians, 3; photographers, 4; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 10; shoes, 3; sporting goods, 3; stationers, 5; women's apparel, 7.

Miscellaneous Data: Doctors (medical, 12); (dentists, 5); (osteopaths, 2); electric current, alternating; number of wired houses, 2,582; street car service; number of automobile registrations, 1,284; water, soft.

RATON, N. M. (Colfax County)

1920 Population, 5,544.

City and Suburban Estimate, 7,000.

Native Whites, 82.9%; Negroes, 1.1%; Foreign Born, 15.7%; Industrial Workers, 65%.

Schools: Public Grade, 4; High, 1; Junior High, 1; Parochial, 2. Number of Pupils, 1,600.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, none; Methodist, 2; Presbyterian, 2; Roman Catholic, 2; Miscellaneous, 5.

Banks: National, 2; State, 2. Total Resources (all banks): Capital, \$200,000; Surplus, \$251,000. Total Deposits (all banks), \$3,182,600.

Theatres: Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 600.

Location: On A. T. & Santa Fe Ry. To nearest larger city by railroad, 10 hours; by automobile, 12 hours.

Principal Industries: Coal mining.

Manufacturing Establishments: None of any size. Small flour mill, creamery, bakeries, candy shops, etc.

Special Information: Coal mining. Large undeveloped coal field. Deposits, U. S. Geo. Survey, 30,805,000,000 tons. Mined last year, 2,000,000 tons.

Residential Features: Good climate, excellent water and plenty of it. No mosquitoes; healthful.

Retail Shopping Section: First, 3 blocks; Second, 5 blocks; Third, 2 blocks.

Trading Area: Colfax County, 3,960 sq. miles; 60 to 90 miles.

Wholesale Houses: Groceries, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 18; commercial automobile agencies, 4; automobile accessories, 16 (combined); automobile tire agencies, 10; bakers, 3; cigar stores and stands (including hotels), 12 (chain, 2); confectioners (including hotel stands), 3; dressmakers, 6; druggists, 3; dry goods, 10; department stores, 2; electrical supplies, 3; florists, 1; fruits, 1; furniture, 2; garages (public), 16; grocers, 32 (chain, 2); hardware, 3; jewelry, 2; meat markets, 18 (chain, 1); men's furnishings, 3; men's clothing, 3; milliners, 3; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 16; sporting goods, 2; stationers, 2; women's apparel, 5; nearly all are combined in some other way with other business.

Miscellaneous Data: Doctors (medical, 6); (dentists, 5); (osteopaths, 1); gas, artificial; electric current, alternating; number of wired houses, 90%; water, soft; average temperature, 49.7 degrees; average number of rainy days, 35 for year; most pleasant months, summer and fall.

ROSWELL, N. M. (Chaves County)

1920 Population, 7,033.

City and Suburban Estimate, 12,000. Most important cities and towns in this area are: Dexter (pop. 400); Hagerman (500); Artesia (2,000); Carlsbad (3,000).

Native Whites, 96%; Negroes, 2%; Foreign Born, 2%; Industrial Workers, 3%; English Reading, 96%; Families, 2,000.

Schools: Public Grade, 6; High, 1; Parochial, 1. Number of Pupils, 2,300.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 5.

Banks: National, 1; State, 1. Total Resources, \$3,470,250; Savings Bank Deposits Total, \$136,725 (not inc. Building & Loan Assns.).

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 4,000.

Location: Southeastern New Mexico on A. T. and S. F. Ry. Third city in population in State, and trading center for entire southeastern section. Stage and mail line connections east, west and south, in addition to railroad facilities.

Principal Industries: Agriculture.

Manufacturing Establishments: 5. Leading firms: Purity Creamery Co.

Residential Features: Largely one- and two-family houses, ranging in value from \$3,000 to \$20,000.

Retail Shopping Section: Extends seven blocks north and south, bulk of it being on Main Street, with Richardson and Virginia Avenues on each side of Main Street having some of the business, as well as the cross streets in this area.

Trading Area: Seventy-five miles south and east; 100 miles west; 50 miles north.

Wholesale Houses: Groceries, 3; meats, 2; fruits, 2; hardware, 2; dry goods, 1; Miscellaneous lines, 5.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial auto. agencies, 5; automobile accessories, 12; automobile tire agencies, 8; bakers, 3; cigar stores and stands (including hotels), 18; confectioners (including hotel stands), 3; delicatessen, 1; dressmakers, 5; druggists, 4; dry goods, 8; department stores, 4; electrical supplies, 3; florists, 2; fruits, 5; furniture, 3; furriers, 3; garages (public), 10; grocers, 35; hardware, 3; jewelry, 4; meat markets, 5; men's furnishings, 6; men's clothing, 6; merchant tailors, 5; milliners, 5; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 4; radio supplies, 4; restaurants (including hotels), 8; shoes, 8; sporting goods, 4; stationers, 1; women's apparel, 4.

Miscellaneous Data: Doctors (medical, 24); (dentists, 5); (osteopaths, 2); gas, artificial; electric current, alternating; number of wired houses, 1,600; water, hard.

NEW MEXICO and NEW YORK Markets

NEW MEXICO (Cont'd)

SANTA FE, N. M.
(Santa Fe County)

1920 Population, 7,232.

City and Suburban Estimate, 10,000.

Native Whites, 98%; Negroes, 1%; Foreign Born, 1%; Industrial Workers, 60%; English Reading, 60%; Families, 1,450.

Schools: Public Grade, 4; High, 1; Junior High, 1; Parochial, 4.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 2.

Banks: National, 1. Total Resources (all banks), \$3,276,020.

Theatres: Legitimate, 1; Moving Pictures, 2. Total number of seats, 2,000.

Location: The Capital of the State; the center of the most interesting 100 square miles in America from a historical, archaeological, scenic and climatic standpoint; on A. T. & S. F. Ry., and D. & R. G. W. Ry. Operating headquarters of Santa Fe. Fred Harvey Indian Detour sight-seeing bus line to principal points in North and Central New Mexico. To Albuquerque, by railroad, 3 hours; by auto, 3 hours.

Principal Industries: No manufacturing except hand-made Mexican and Indian rugs and blankets, filigree and Indian jewelry, hand-carved furniture. A resident community, the seat of government for the State; a large professional population, both men and women. Shipping point for phon nuts, Indian and Mexican curios, big transfer point for potatoes, livestock and fruit.

Residential Features: Homes are practically all one-family residences. The native Spanish-American not as well housed as the Anglo-American. City is noted for many fine residences, especially those built in the so-called Santa Fe style.

Retail Shopping Section: Four blocks on San Francisco Street, as well as on the sides of Plaza, a few on Galesteo Street. Small stores scattered in vicinity.

Trading Area: North, 100 miles; East, 50 miles; West, 100 miles; South, 25 miles.

Wholesale Houses: Groceries, 2; meats, 4; hardware, 2; dry goods, 4.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial automobile agencies, 6; automobile accessories, 4; automobile tire agencies, 12; bakers, 4; cigar stores and stands (including hotels, 10 (chain, 1); confectioners (including hotel stands), 12; delicatessens, 4; druggists, 3; dry goods, 10; electrical supplies, 2; florists, 1; furniture, 3; garages (public), 10; grocers, 25; hardware, 2; jewelry, 3; meat markets, 10; men's furnishings, 6; men's clothing, 6; merchant tailors, 3; milliners, 2; opticians, 1; photographers, 2; restaurants (including hotels), 12; shoes, 4; sporting goods, 2; stationers, 2; women's apparel, 6.

Miscellaneous Data: Average temperature, 55.7 degrees; average number of rainy days per twelve months, 35; most pleasant months, May, June, July, August, Sept., Oct., Nov.; doctors (medical, 12); dentists, 5; electric current, alternating; water, soft.

Standard Surveys
of
NEW YORKALBANY, N. Y.
(Albany County)

1920 Population, 113,344 (including Rensselaer, 124,167.) (1925 state census, Albany, 125,043, including Rensselaer, 136,537.

City and Suburban Estimate: 201,335. Most important cities and towns in this area are: Schenectady, N. Y. (population, 95,844); Troy, N. Y. (83,129); Hudson, N. Y. (12,552); Watervliet, N. Y. (17,352); Rensselaer, N. Y. (11,494).

Native Whites, 94,400; Negroes, 1,239; Foreign Born, 17,636; Industrial Workers, 20,000; Families, 33,982; Illiterates, 3%.

Schools: Public Grade, 29; High, 3; Parochial, 25 (including private), College of Pharmacy, 1; Medical College, 1; Law College, 1; College for State Teachers, 1. Number of pupils attending public schools, 12,501; pupils attending parochial and other schools, 7,988; pupils attending colleges, 1,803; June 1, 1925.

Churches: Baptist, 8; Christian Science, 1; Congregational, 1; Episcopal, 9; Hebrew, 3; Methodist, 6; Presbyterian, 8; Roman Catholic, 20; Miscellaneous, 12.

Banks: National, 3; State, 2; Trust Company, 1; Savings, 7; Savings Accounts, 158,151. Savings Bank Deposits Total \$146,041,944., as of January 1, 1926. Capital, Surplus, and Undivided Profits (all banks), \$13,787,880.; Total Deposits (all banks), \$281,213,212.; Total Resources (all banks), \$317,040,437.96, as of July 1, 1926; Total Bank Clearances (12 months), \$332,232,566.16, as of January 1, 1926. An increase of \$36,256,229.57

over previous 12 months. Bank clearances for first 6 months of 1926 indicate greater percentage of increase for the present year.

Theatres: Legitimate, 2; Moving Pictures, 13; Vaudeville, 2; Miscellaneous (auditoriums, etc.), 8. Total number of seats, 21,130.

Location: On Hudson River, 150 miles from New York. Served by N. Y. Central, Delaware & Hudson, Boston & Albany, Boston & Maine, West Shore R.R. Eastern terminus of New York Barge Canal, Gateway to Adirondacks and vacation land. Albany is hub of a network of interurban electric railroads. Served by Hudson Navigation Co., Hudson River Day and Night Line and various small ship lines that ply to south. Municipal aviation field. Hudson River Night Line affords over night freight service to and from New York City at very low rates.

Principal Industries: Car heating apparatus, embossed blocks, checkers, dominos, combination billiard balls, patent ship propellers, patent stove specialties, carbonic acid gas, axle grease, college caps and gowns, paper makers, felts, ribbed underwear, printing, toilet paper.

Manufacturing Establishments: 516. Leading firms: J. B. Lyon, printing; A. P. W. Paper Co., Albany Felt Co., Consolidated Car Heating Co., Kenwood Mills, Grassill Chemical Co., (Bayer Co.), Ludlum Steel Co., Albany Car Wheel Co., Albany Billiard Ball, The Embossing Co., New York Central R.R. Shops, Rabbit Lye Works, Eastern Tablet Co., G. H. S. Products Co., Inc., Albany Packing Co. Total value of yearly output of factories estimated at \$50,211,000—1919.

Special Information: Educational center, State Capital, Savings Banks have very large per capita deposits. The government will dredge the Hudson River to Albany to a channel depth of 27 feet at low tide. The Albany Port district commission is building docks, grain elevators, terminals and warehouses. The Port of Albany will be one of America's great seaports.

Residential Features: As Albany grows the tendency is toward one and two family houses. Many of the older homes in Albany are 3 and 4 story brick. They are to be found in the heart of the city. Due to the Deeper Hudson Albany is growing by leaps and bounds and new land is being opened continually with more new homes of the first mentioned variety.

Retail Shopping Section: Main shopping district divided by State Street. North of State along N. Pearl Street for eight blocks, housing biggest department stores and specialty shops. South of State and along S. Pearl Street for 11 blocks, housing price appeal stores. State Street along 4 blocks, Broadway, along 8 blocks. Central Avenue (in residential district) along 5 blocks (automobile section). Various other districts with their small shops.

Trading Area: Albany is the natural trading center for The Capital District which extends on the north to the Canadian Border, on the south to Poughkeepsie, on the east to Springfield, Mass., and on the west to Binghamton. Entire area is served by excellent railroad, bus and electric lines. Ideal state roads.

Wholesale Houses: Groceries, 15; meats, 9; hardware, 1; dry goods, 15.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 97; commercial automobile agencies, 11; automobile accessories, 64; bakers, 55; cigar stores and stands (including hotels), 47 (chain stores), 9; confectioners (including hotel stands), 115; delicatessens, 27; dressmakers, 117; druggists, 109 (chain stores, 3); dry goods, 62; department stores, 12; electrical supplies, 85; florists, 36; fruits, 66; furniture, 50; furriers, 22; grocers, 455 (chain stores, 102); garages, 105; hardware, 17; jewelers, 42; meat markets, 168 (chain stores, 42); men's furnishings, 42; men's clothing, 58; merchant tailors, 148; milliners, 37; opticians, 20; photographers, 25; pianos and miscellaneous musical instruments, 16; radio supplies, 63; restaurants (including hotels), 167; shoes, 46; sporting goods, 10; stationers, 17; women's apparel, 47.

Miscellaneous Data: Doctors (medical, 284); dentists, 85; (osteopaths, 5); street car service; gas, artificial; number of meters, 31,550; electric current, A. C.; number of wired houses, 31,000; water, soft.

See announcement top of columns 3 and 4

AMSTERDAM, N. Y.
(Montgomery County)

1920 Population, 33,524. (1925 State census, 35,260).

City and Suburban Estimate, 75,000. Most important cities and towns in this area are: Hagaman (population, 3,130); Fonda (2,353); Tribes Hill (9,000); Fultonville (1,782).

Native Whites, 70%; Negroes, .005%; Foreign Born, 29.5%; Industrial Workers, 30%; English Reading, 92%; Families, 6,700.

Schools: Public Grade, 17; High, 1; Junior High, 1. Number of Pupils, 5,786.

Churches: Baptist, 1; Episcopal, 1; Hebrew, 2; Methodist, 5; Presbyterian, 2; Roman Catholic, 9; Miscellaneous, 9. Total membership, 23,709.

Banks: National, 3; State, 2; Trust Co., 1. Capital, Surplus and Undivided Profits (all banks), \$4,260,205; Total Deposits (all banks), \$21,045,834; Total Resources (all banks), \$29,217,779; Total Savings Banks Deposits, \$10,687,615.

Continued on page 163

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NEW YORK (Cont'd)

Amsterdam (cont'd)

Theatres: Legitimate, 1; Moving Pictures, 4; Vaudeville, 1; Total number of seats, 4,800.

Location: On main line of New York Central and West Shore Railroads. On the N. Y. State Barge Canal and main highway between New York and Buffalo. Thirty-three miles west of Albany, 68 miles east of Utica. Also served by the Fonda, Johnstown & Gloversville electric line, connecting with Johnstown, Gloversville, the Adirondack region, Schenectady, Saratoga Springs, Ballston Spa, and Albany. To nearest large city, by railroad, 1 hour; by trolley, 2 hours; by automobile, 1½ hours.

Principal Industries: Brooms, rugs, carpets, pearl buttons, silk gloves, knit hosiery, knit underwear, sweaters, aprons, rayon underwear, house dresses, cotton hose, cardboard, paper boxes, machinery, boilers, looms, linseed oil, oil cake, "Mendets," paper clips and novelties.

Manufacturing Establishments: 117.

Value Annual Output, \$60,000,000.

Special Information: Fifth city in New York State in volume of manufactured products and sixth city in the United States in the manufacture of knit goods, and ranks second in the United States in the manufacture of rugs and carpets.

Residential Features: Mostly one and two-family houses.

Retail Shopping Section: Approximately two miles of stores and shops on East and West Main Streets, Market Street, Division Street and intersecting streets.

Trading Area: Sixteen miles east, 23 miles west and 12 north and south.

Wholesale Houses: Groceries, 5; meats, 4; fruits, 3; hardware, 1. Miscellaneous lines: knit goods, 15; confectionery, 5; shoes, 1; mill supplies, 5.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 36; commercial automobile agencies, 5; automobile accessories, 6; automobile tire agencies, 8; bakers, 22; cigar stores and stands (including hotels), 3 (chain, 1); confectioners (including hotel stands), 94; delicatessen, 5; dressmakers, 34; druggists, 15; dry goods, 22; department stores, 8; electrical supplies, 7; florists, 5; fruits, 8; furniture, 10; furriers, 2; garages (public), 34; grocers, 172 (chain, 23); hardware, 4; jewelry, 7; meat markets, 32 (chain, 2); men's furnishings, 10; men's clothing, 10; merchant tailors, 12; milliners, 12; opticians, 8; photographers, 8; pianos (and miscellaneous musical instruments), 6; radio supplies, 6; restaurants (including hotels), 33; shoes, 22; sporting goods, 7; stationers, 4; women's apparel, 15.

Miscellaneous Data: Average temperature, 60 degrees; average number of rainy days per twelve months, 30; most pleasant months, May, June, July, Aug., Sept., Oct. Doctors (medical, 33); (dentists, 18); (osteopaths, 6); street car service; gas, artificial; number of meters, 7,855; electric current, alternating; number of wired houses, 8,965; number of automobile registrations, 10,000; water, soft.

See announcement page 162 bottom of columns 3 and 4

AUBURN, N. Y.

(Cayuga County)

1920 Population, 36,192.

City and Suburban Estimate, 42,000.

Native Whites, 77.7%; **Negroes,** 1.4%; **Foreign Born,** 20.9%; **Industrial Workers,** 23.5%; **English Reading,** 95.3%; **Families,** 8,719.

Schools: Public Grade, 13; High, 1; Junior High, 1; Parochial, 5. Number of Pupils, 6,940.

Churches: Baptist, 4; Christian Science, 1; Episcopal, 2; Hebrew, 1; Methodist, 4; Presbyterian, 5; Roman Catholic, 8; Miscellaneous, 7.

Banks: National, 2; State, 4; Total Resources, \$30,154,222.15; Savings Bank Deposits Total, \$14,523,822.09 (Resources of one private bank not included).

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 7,750.

Location: In heart of Finger Lakes region of Central New York. Served by New York Central R. R., Lehigh Valley R. R., A. & S. Electric R. R., Empire State R. R. Corp. Excellent freight and passenger bus service radiating in all directions from the city. To nearest large city, by railroad, 1¼ hours; by trolley, 1½ hours; by auto, 1 hour.

Principal Industries: Diesel engines, rope, twine, carpets, rugs, agricultural implements, shoes, woolen goods, wagons, trucks and forges, surgical instruments, dresses.

Manufacturing Establishments: 42. Leading firms: McIntosh-Seymour Corp., Columbia Rope Co., Firch Carpet Co., Nye-Walt Kilmarnock Corp., International Harvester Co., Dunn-McCarthy Shoe Co., Robinson-Bynon Shoe Co., Auburn Woolen Co., Eagle Wagon Works, Henry Forge and Tool, Inc., Henry & Allen. Total value of yearly output of factories estimated at \$31,710,000.

Special Information: Auburn is a city of beautiful residences, diversified industries, a great tourist center located in the "heart of Finger Lakes region," full of historic lore, beautiful scenery, at foot of Owego Lake and surrounded by a rich agricultural district. Located in the city is Auburn State Prison and the Auburn Theological Seminary. Beautiful Chamber of Commerce building serving as Community Center.

Residential Features: Mostly one and two-family houses. Auburn takes pride in her beautiful residential sections. Estate of Gen. Wm. H. Seward among historic residences. Private homes predominate. A strong savings and loan association enables industrial workers to obtain homes easily. Nine well kept parks. Many beautiful summer residences on Finger Lakes surrounding city.

Retail Shopping Center: Radiates from Common Center, Genesee Street, North and South Streets, 4 blocks east, west, north and 1 block south. Two outlying retail sections serving foreign population; also neighborhood sections with grocery, drug, confectionery, meat and small shops.

Trading Area: Auburn has a trading population of approximately 80,000. 5 bus lines and 2 trolley lines serve trading area of 120 square miles.

Wholesale Houses: Groceries, 4; meats, 3; fruits, 1; hardware, 1; Miscellaneous lines, Supplies, 1; candy, 3; hides and leather, 3; crockery, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 16; commercial auto. agencies, 5; automobile accessories, 29; automobile tire agencies, 19; bakers, 17; cigar stores and stands (including hotels), 58; confectioners (including hotel stands), 34; delicatessen, 8; dressmakers, 65; druggists, 13 (chain, 1); dry goods, 10; department stores, 2; electrical supplies, 6; florists, 13; fruits, 4; furniture, 16; furriers, 2; garages (public), 22; grocers, 163 (chain, 7); hardware, 4; jewelry, 12; meat markets, 26 (chain, 3); men's furnishings, 21; men's clothing, 27; merchant tailors, 17; milliners, 14; opticians, 3; photographers, 6; pianos (and miscellaneous musical instruments), 8; radio supplies, 6; restaurants (including hotels), 20; shoes, 9; sporting goods, 4; stationers, 5; women's apparel, 12.

Miscellaneous Data: Average temperature 56.5 degrees; average number of rainy days per twelve months, 72; most pleasant months, June, July, Aug., Sept., Oct. Doctors (medical, 53); (dentists, 24); (osteopaths, 1); number of wired houses, 5,500; street car service, none; gas artificial; electric current, alternating; water, hard.

See announcement columns 3 and 4

BALLSTON SPA, N. Y.

(Saratoga County)

1920 Population, 4,500 (1926 est. pop. 5,000).

City and Suburban Estimate: 8,000. Most important cities and towns in this area are: Burnt Hills, Ballston Lake, Round Lake, Galway, Charlton.

Native Whites, 88%; **Negroes,** none; **Foreign Born,** 12%; **Industrial Workers,** 30%; **English Reading,** 94%; **Families,** 900; **Dwellings,** 700.

Schools: Public Grade, 3; High, 1; Junior High, 0; Number of Pupils (all schools), 1,000.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 1.

Banks: National, 2; Capital, surplus and undivided profits, (all banks), \$1,008,610.59; Total deposits, (all banks), \$3,206,081.67; Total Resources (all banks), \$4,204,712.38.

Theatres: Moving Pictures, 1; Total number of seats, 640.

Location: Delaware and Hudson Railroad, Schenectady Railway Co., Bentley Auto Express Co., Kaydeross R.R. Co., Schenectady R.R. Express Co., from New York City via night boat to Albany, auto express to here—12-hr. service. Is in Saratoga County and nearest larger city is ½ hour distant by automobile, ¾ hour by trolley and ½ hour by railroad.

Principal Industries: Ballston Knit Glove Co., (gloves); Ballston Knitting Co., (socks); American Hide & Leather Co., (leather); Biscoff Chocolate Factory, (chocolate); Smith Vending Machine Co., (vending machines); Spa Knitting Co., (sweaters); Ballston Refrigerating Storage Co., (apples, etc.); Universal Crepe & Tissue Paper Co., (toilet paper); M. E. Raymond, Inc., (Wonder oil).

Manufacturing Establishments: 15. Leading firms: Are named above. The Ballston Knitting Co. is 3rd largest concern of its kind in the world, making socks at a low price for the workman.

Hide-Franklin Mineral Spring: Spring water and soft drinks. Total value of yearly output of factories estimated at \$10,000,000.

Special Information: Several mineral springs located here, county seat, Saratoga County Fair Association (grounds & buildings), Spa Sanitarium for health seekers—Dr. A. I. Thayer, owner & mgr. Numerous large poultry farms on outskirts, Grist mill & Flour Manufacturing, 3 cigar manufacturers, Miller Overall Co., (overalls).

Residential Features: Approximately 700 houses, 1 apartment house, about 35 double houses, 15 apartments, 650 single houses.

Retail Shopping Section: Front Street—2 blocks; Bath Street—1 block; Milton Avenue—4 blocks; South Street—2 blocks.

Trading Area: 8 miles distance from Ballston Spa is average miles people come from. This does not conflict with trade area of Saratoga Springs which is 7 miles away.

Wholesale Houses: Dry goods, 2; miscellaneous lines, bakery, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial auto. agencies, 2; automobile accessories all passenger agencies, 7; automobile tire agencies, all pass. agencies & 1 other, 8; bakers, 3; cigar stores and stands (including hotels), 9 (chain, 2); confectioners (including hotel stands), 4; delicatessen, 0; dressmakers, 10; druggists, 5 (chain, 2); dry goods, 8; department stores, 5; electrical sup-

plies, 3; florists, 3; fruits, 3; furniture, 1; furriers, 0; garages (public), 7; grocers, 35 (chain, 3); hardware, 3; jewelry, 1; meat markets, 4; men's furnishings, 4; men's clothing, 4; merchant tailors, 2; milliners, 4; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 3; radio supplies, 2; restaurants (including hotels), 11; shoes, 7; sporting goods, 2; stationers, 1; women's apparel, 7.

Miscellaneous Data: Doctors (medical, 5); (dentists, 5); electric current, alternating; water, soft; Pleasure cars, 8,016; Commercial, 1,705; Total for Saratoga County.

BATAVIA, N. Y.

(Genesee County)

1920 Population, 13,541 (1926 est. 15,700).

City and Suburban Estimate: City, 16,000, Territory, 50,000. Most important cities and towns in this area are: Le Roy, Oakfield, Utica.

Native Whites, 90%; **Negroes,** 1%; **Foreign Born,** 9%; **Industrial Workers,** 20%; **English Reading,** 95%; **Families,** 3,500.

Schools: Public Grade, 7; High, 1; Junior High, 1; Parochial, 3; Number of Pupils, 3,820.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 4; Miscellaneous, 4.

Banks: National, 1; State, 2; Total Resources (all banks), \$9,000,000.

Theatres: Legitimate, 2; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 3.

Location: Midway between Buffalo and Rochester. Served by main line New York Central and Lehigh Valley, Avon branch of Erie, D. L. & W. and West Shore Railroads run within radius of 5 miles. Palace car buses to Buffalo, Rochester, Attica, Oakfield, Medina, Albion. Freight auto truck lines east and west, using main highway New York to Buffalo, which is Batavia's main street. To nearest large city, by railroad, 1 hour; by auto, 1½ hours.

Principal Industries: Harvesting machinery, brass and aluminum castings, advertising seals, paper boxes, shoes, interior woodwork, tin and iron containers, ensilage cutters, shirts, rompers, perfumes, plows.

Manufacturing Establishments: 25. Leading firms: Massey-Harris Harvester Co., Doehler Die Casting Co., Wiard Flow Co., Batavia & New York Woodworking Co., F. E. Mason & Sons, seals; E. N. Rowell Paper Box Co., R. M. Chapin Mfg. Works; Rough & Tumble Garment Co.; Climax Corporation, ensilage cutters; F. W. Minor & Son. Value annual output, \$14,000,000.

Special Information: Location of Batavia (county seat) makes it the hub of trading area embracing a population of over 50,000. Rich general farming territory, balanced by manufacturing. Curve of prosperity is less wavy than in a locality dependent wholly on manufac-

ing or farming. Batavia is the home of highly paid men who work in U. S. gypsum mines in Oakfield, where sheet rock is made. Home of Western New York Utilities, serving a territory of 50,000 with electricity. Selected by state as permanent home of Troop A, State Police.

Residential Features: Mostly one-family houses. Not an apartment building in the city. Seventy-five per cent homes owned. One hundred and sixty new houses built in 1925, which sold at average price of \$5,500 complete. One of the most beautiful cities in the country, owing to the number of shade trees.

Retail Shopping Section: Main Street, 7 blocks; State Street, 2 blocks; Jackson Street, 2 blocks; Ellicott Square (equivalent of a block), east end with groceries, meat markets, auto store, hotel, etc. Numerous neighborhood stores.

Trading Area: Embraces an 18-mile radius. Intermittent trade covers a 25-mile radius. Cement roads in all directions.

Wholesale Houses: Groceries, 1; meats, 2; fruits, 2; hardware, 1; Miscellaneous lines: tobacco, 1; chemicals, 1; produce, 2; hay, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 16; commercial automobile agencies, 6; automobile accessories, 7; automobile tire agencies, 10; bakers, 7; cigar stores and stands (including hotels), 18 (chain, 1); confectioners (including hotel stands), 18; delicatessen, 1; druggists, 6 (chain, 1); dry goods, 5; department stores, 2; electrical supplies, 6; florists, 4; fruits, 6; furniture, 7; furriers, 2; garages (public), 20; grocers, 57 (chain, 11); hardware, 5; jewelry, 3; meat markets, 14 (chain, 1); men's furnishings, 6; men's clothing, 8; merchant tailors, 3; milliners, 7; opticians, 5; photographers, 6; pianos (and miscellaneous musical instruments), 5; radio supplies, 7; restaurants (including hotels), 19; shoes, 8; sporting goods, 3; stationers, 3; women's apparel, 7.

Miscellaneous Data: Average temperature 45.7 degrees; average number of rainy days per twelve months, 161; most pleasant months June, July, Aug., Sept. Doctors (medical, 18) (dentists, 10); (osteopaths, 3); street car service; gas, natural; electric current, alternating water, hard.

BEACON, N. Y.

(Dutchess County)

1920 Population, 10,996 (1926 state census 11,621).

City and Suburban Estimate, 30,000.

Native Whites, 80%; **Negroes,** 1.7%; **Foreign Born,** 18.3%; **Industrial Workers,** 23%; **English Reading,** 92%; **Families,** 2,392.

Schools: 7; Number of pupils, 2,930.

Churches: 12.

Continued on page 164

AUBURN, NEW YORK

HEART OF RENOWNED FINGER-LAKES DISTRICT

ADVERTISER-JOURNAL

CITIZEN

THESE TWO DAILY PAPERS

with foreign advertising, sold in combination only, completely cover a prosperous trading area of close to 100,000. There is one automobile licensed in Cayuga County to every 4.9 of population. That means a prosperous community.

To sell your goods in this wonderful market, you must advertise with us.

NEW YORK (Cont'd)

Beacon (cont'd)

Banks: 4; Total Resources, \$7,250,000.
Theatres: 3; Total number of seats, 2,000.
Residential Features: Mostly one- and two-family houses.
Retail Shopping Section: About 9 blocks.
Trading Area: 15 mile radius.
Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 4; commercial auto. agencies, 2; automobile accessories, 5; automobile tire agencies, 5; bakers, 3; cigar stores and stands (including hotels), 4; confectioners (including hotel stands), 5; delicatessen, 1; dressmakers, 6; druggists, 6; dry goods, 5; electrical supplies, 3; florists, 2; fruits, 3; furniture, 1; garages (public), 4; grocers, 10; hardware, 4; jewelry, 3; meat markets, 11; men's furnishings, 3; men's clothing, 5; merchant tailors, 4; milliners, 3; opticians, 1; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 4; restaurants (including hotels), 4; shoes, 3; sporting goods, 2; stationers, 1; women's apparel, 4.

BINGHAMTON, N. Y.

(Broome County)

1920 Population, 66,800 (1925 State census, 71,915).

City and Suburban Estimate, 150,000.

Native Whites, 93%; Negroes, 1%; Foreign Born, 6%; Industrial Workers, 55%; English Reading, 94%; Families, 12,000.

Schools: Public Grade, 16; High, 2; Parochial, 2. Number of Pupils, 16,000.

Churches: Baptist, 6; Christian Science, 1; Congregational, 3; Episcopal, 3; Hebrew, 1; Methodist, 7; Presbyterian, 6; Roman Catholic, 7; Miscellaneous, 5.

Banks: National, 2; State, 2; Trust Company, 1; Private, 2; Morris Plan, 1; Total Resources (all banks), \$52,000,000; Savings Bank Deposits Total, \$14,067,387.47.

Theatres: Legitimate, 1; Moving Pictures, 13; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 5. Total number of seats, 15,000.

Location: On the main line of the Erie and D. L. & W. R.Rs. Southern terminal of the Delaware & Hudson. Excellent bus service within a 75-mile radius. Southern terminal Syracuse division D. L. & W. Southern terminal Utica division D. L. & W. R.R. To nearest larger city, by railroad, 2 hours; by auto, 2 hours.

Principal Industries: Shoes, washing machines, cameras, cigars, valves, furniture, clothing.

Manufacturing Establishments: 258. Leading firms: Endicott Johnson Corp., with 17,000 employees. Factories located in Binghamton, Johnson City—suburb, 7c trolley fare. Endicott, suburb, 15c fare, and located 9 miles to the west. Total employees of all factories, 33,000. Total valuation of yearly output of factories estimated at \$165,000,000 for Binghamton, Johnson City and Endicott.

Special Information: Building permits 1916, 3,157; 1922, 5,131; 1923, 6,275; 1924, 4,002; 1925, 4,918; amount spent on building 1916, \$1,927,018.16; 1922, \$4,969,000.83; 1923, \$5,927,048.46; 1924, \$4,855,215.; 1925, \$4,616,431.

Residential Features: Binghamton is known as the parlor city of the state and is a city of homes, 85% of its citizens own their own homes, 90% are of frame structure. 50% are single and 50% two family dwellings. The west side is the best residential section and the north side a close second.

Retail Shopping Section: Extends from court house in center of city, 5 city blocks to the west, two to the east and three to the north. Court is main street. In addition there are three neighborhood centers with the usual grocery, meat and drug stores.

Trading Area: Within a radius of 75 miles. Excellent bus system over good roads; fine trolley service; three railroads giving frequent service.

Wholesale Houses: Groceries, 5; meats, 6; fruits, 5; hardware, 2; dry goods, 3; Miscellaneous lines, confectionery, 11; shoes, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 42; commercial automobile agencies, 5; automobile accessories, 44; automobile tire agencies, 12; bakers, 24; cigar stores and stands (including hotels), 50 (chain, 1); confectioners (including hotel stands), 77; delicatessen, 8; dressmakers, 78; druggists, 25 (chain, 2); dry goods, 24; department stores, 16; electrical supplies, 17; florists, 17; fruits, 6; furniture, 29; furriers, 6; garages (public), 44; grocers, 230 (chain, 30); hardware, 16; jewelry, 13; meat markets, 34 (chain, 2); men's furnishings, 9; men's clothing, 48; merchant tailors, 6; milliners, 16; opticians, 10; photographers, 14; pianos (and miscellaneous musical instruments), 7; radio supplies, 15; restaurants, 95 (chain, 1); women's apparel, 20; shoes, 23; sport goods, 5; stationery, 6; 5 and 10c, 2; 25, 50, \$1.00, 2.

Miscellaneous Data: Average temperature, 47.1 degrees; average number of rainy days per twelve months, 143; most pleasant months, September and October. Doctors (medical, 92); (dentists, 40); (osteopaths, 4); street car service: gas, natural; electric current, A. C.; number of wired houses, 12,000; number of automobile registrations, 30,000; water, soft.

See announcement columns 3 and 4

BUFFALO, N. Y.

(Erie County)

1920 Population, 506,773, 1925 State census, 538,016.

Male	253,654
Female	253,121
Native White	380,512
Male	186,225
Female	194,287
Foreign Born White	121,530
Male	64,748
Female	56,782
Negro	4,511
Male	2,522
Female	1,989
Dwellings	73,880
Families	116,201

City and Suburban Estimate, 900,000. Most important cities and towns in this area are:

	1925
	Census
Batavia	14,534
Depew	6,843
Dunkirk	20,425
Fredonia	6,445
Lackawanna	19,653
Lancaster	6,932
La Salle	5,107
Lockport	23,027
Medina	6,180
Niagara Falls	61,220
Tonawanda	10,983

Native Whites, 76%; Negroes, 4% Foreign Born, 20%; English Reading, 95.8%; Families, 140,000.

Nativity of Foreign Born White Population	
Armenia	62
Austria	2,945
Belgium	73
Canada—French	177
Canada—Other	15,617
Cuba	22
Czecho-Slovakia	514
Denmark	308
England	6,710
Finland	163
France	2,039
Germany	20,898
Greece	574
Hungary	2,736
Ireland	7,264
Italy	16,411
Jugo-Slavia	361
Lithuania	80
Netherlands	435
Norway	325
Poland	31,406
Rumania	581
Russia	6,537
Scotland	1,984
South America	80
Spain	140
Sweden	1,143
Switzerland	593
Syria	311
Wales	212
West Indies	41
All other countries	768

Schools: Public Grade, 78; High, 7; Junior High, 1; Vocational, 4; State Normal, 1. Number of Pupils, 105,096 not including pupils of 2 colleges and 1 University located in Buffalo.

Churches: Baptist, 26; Christian Science, 4; Congregational, 5; Episcopal, 26; Hebrew, 13; Methodist, 31; Presbyterian, 20; Roman Catholic, 70; Miscellaneous, 24.

Banks: National, 2; State, 4; Savings, 4; Total Resources (all banks), \$511,248,950; Capital, Surplus and Undivided Profits (all banks), \$66,740,084.90; Total Deposits (all banks), \$542,948,427; Total Bank Clearings (12 months) for year 1925, \$2,781,546,912; Savings Bank Deposits Total, \$138,077,371. In the four savings banks there are 169,115 depositors.

Theatres: Legitimate, 2; Moving Pictures, 70; Vaudeville, 4; Burlesque, 2; Miscellaneous (Auditoriums, etc.), 5. Total number of seats, 105,000 approximately.

Location: On Lake Erie at foot of navigation of Great Lakes, at junction of Niagara River and western terminus of New York State Barge Canal. Buffalo is half way between New York and Chicago and between New England and the middle west and directly across the Niagara River from Ontario, Canada. Buffalo, Rochester & Pittsburgh, Buffalo & Southwestern, Canadian Pacific, D. L. & W., Erie, Grand Trunk, Lehigh Valley, N. Y. C. & H. R. R.R., N. Y. C. & St. L., Pennsylvania, Wabash, West Shore, Toronto, Hamilton & Buffalo R.R.s., Michigan Central, Detroit & Cleveland Transportation Co., Cleveland & Buffalo Line: Great Lakes Transportation Co., Chicago. Duluth & Georgian Bay Line, Inland Lakes & River Transit Co., Interwaterways Line, Nicholson Transit Co., Transcontinental Freight Co., Boland & Cornelius, Buffalo & Lake Erie Traction Co., Bullock & Gavin. To nearest large city by railroad, 4½ hours; by automobile, 8 hours.

Principal Industries: Buffalo's industries are more diversified than those of any city in the United States. It has over 60 per cent of all lines of manufacture. The twenty leading industries of Buffalo in order are—automobiles, bodies and parts; flour and grist mill products; slaughtering and meat packing; foundry and machine shop products; iron and steel; coal tar products; linseed oil; bread and bakery products; soap; railroad repair shops; rubber; printing and publishing; ship building; brass, bronze and copper products; leather, tanned and curried; malt; furniture; oil refining; lumber and planing mill products; airplanes and parts.

Manufacturing Establishments: 2,273 in 1919, 2,500 est. for 1926. Leading firms: American Radiator Co., Bethlehem Steel Co., Pierce-Arrow Motor Car Co., Larkin Co., Jacob Dold Packing Co., Dunlop Tire Co., Chevrolet Automobile Co., E. S. Aluminum Co., U. S. Beaver Board Co., DuPont Rayon Co., Duffy Shk Co., Atterbury Motor Car Co., Buffalo Forge Co., Ameri-

Continued on page 166

A Rich and Responsive Market Covered by One Newspaper at Low Cost

Almost all Manufacturers and Advertising Agents are interesting themselves in the Binghamton, N. Y., Market.

Better than claims and statistics advanced by a newspaper are the figures of actual results achieved in this field by some of the leading National Advertisers. Dollars-and-Cents returns speak more eloquently than words.

The Binghamton Press & Leader is ready to supply you with a list of National Advertisers who have experienced merchandising successes in this market far out of proportion to their advertising expenditures. Its modern and fully equipped Merchandising and Promotion Department is ready to give you intelligent and practical cooperation in gaining distribution and assisting in turnover. Detailed and disinterested data concerning this rich market is now available or will be secured at your request.

It will pay you well to investigate The Binghamton Press & Leader and the responsive market it covers, before making up your lists.

THE JOHN BUDD COMPANY

National Advertising Representatives

9 East 37th Street
NEW YORK



Tribune Tower
CHICAGO

Chemical Building	Healey Building	Sharon Building	Higgins Building
ST. LOUIS	ATLANTA	SAN FRANCISCO	LOS ANGELES
	Security Bldg.		
	PORTLAND		

Buffalo the Wonder City of America

Some Facts About Buffalo

Buffalo's population is 538,016. (State census, October, 1925.)

Retail trading radius population exceeds 1,000,000.

Building permits granted in the Greater Buffalo area in 1925 represent a total value of \$225,000,000.

There are 122,276 homes in Buffalo. Of these more than 40 per cent. are owned by householders.

Erie County has registered 138,400 pleasure cars, 115,187 commercial cars, 887 buses, 1063 motorcycles, 543 trailers and 1,437 omnibuses.

Buffalo Savings Banks average \$810 per depositor. The per capita deposit in all banks is \$862.

The total deposits in Buffalo banks are \$517,451,035.

The total deposits in savings banks are \$138,077,371.

In the four savings banks there are in all 169,115 depositors.

In the metropolitan district of Buffalo there are 3,000 manufacturing establishments with a total weekly payroll of \$2,750,000.

Sixty-three per cent. of the lines of manufacture recognized by the U. S. Census of manufactures are represented in Buffalo.

The twenty leading industries of Buffalo in order are—automobiles, bodies and parts; flour and grist mill products; slaughtering and meat packing; foundry and machine shop products; iron and steel; coal tar products; linseed oil; bread and bakery products; soap; railroad repair shops; rubber; printing and publishing; ship building; brass, bronze and copper products; leather, tanned and curried; malt; furniture; oil refining; lumber and planing mill products; airplanes and parts.

Buffalo has the largest grain elevator in the world. Its 28 elevators have a capacity of 39,000,000 bushels. It is the second largest flour milling center of the country, with approximately 10,000,000 barrels output annually.

At Buffalo nearly 70% of all air brake hose used in the United States is manufactured.

The Buffalo district is one of the most extensive producers of pig iron in the world, having over 20 large blast furnaces with a combined annual capacity of between 2,500,000 and 3,000,000 tons.

Buffalo leads the United States in the production of linseed oil.

Buffalo has a chemical plant devoted to the development of the aniline dye industry which is rated as the largest dye plant of its kind in the United States.

At Buffalo is the greatest development of hydro-electric power to be found anywhere in the world. The average cost of power is the lowest in the nation.

The Buffalo district is one of the greatest lumber markets in the world.

The Buffalo district produces 75 per cent. of the world's wall board.

Buffalo holds the wonderful record of a gain of 472 new industries in a five-year period, which is a greater increase than is to be found in any other of the twenty-five first-class cities of the United States excepting New York.

During the year 1925, 757,092,599 kilowatt hours of electricity were consumed in Buffalo.

Summer tourists who visit Buffalo number more than 1,000,000 each year.

Buffalo is the eighth largest manufacturing city and the second largest inland port in the United States and one of the ten leading ports of the world.

Cover the Buffalo Market with the

BUFFALO EVENING NEWS

EDWARD H. BUTLER

Editor and Publisher

National Representatives

KELLY-SMITH COMPANY

Marbridge Building
New York City

Waterman Building
Boston, Mass.

Atlantic Building
Philadelphia, Pa.

Tribune Tower
Chicago, Ill.

NEW YORK (Cont'd)

Buffalo (cont'd)

can Brass Co., Stewart Automobile Corporation, U. S. Gypsum Co., Washburn-Crosby Mills, Pillsbury and Russel Miller, Curtis Aeroplane Co., National Aniline Chemical Co., American Body Co. Total value of yearly output of factories estimated at \$634,409,830.

Special Information: The shipping facilities that are available to Buffalo are the best available for such a market: lake, barge canal and rail. From Buffalo's harbor clear 10,000 ships and 20,000,000 tons each year.

There are 122,276 homes in Buffalo. Of these more than 42 per cent are owned by householders.

Erie County has registered 138,400 pleasure cars, 115,187 commercial cars, 887 buses, 1063 motorcycles, 543 trailers and 1,437 omnibuses.

Building permits granted in the Greater Buffalo area in 1925 represent a total value of \$225,000,000.

Buffalo claims to be the second largest railroad center in the world, being surpassed only by Chicago.

Buffalo is the western terminus of the New York State Barge Canal system, costing approximately \$170,000,000 and which has a capacity of 20,000,000 tons annually.

Buffalo has a water frontage of 37.4 miles, of which approximately two-thirds have been improved. It has two bridges spanning the Niagara river to Canada.

The Buffalo district is one of the largest pig iron producers in the world, having more than 20 blast furnaces with an annual capacity of nearly 3,000,000 tons.

Although Buffalo's city line has not been extended during the last 50 years, it ranks ninth in manufacturing in the United States, exclusive of the enormous development beyond the city limits.

In the metropolitan district of Buffalo there are 3,000 manufacturing establishments with a total weekly payroll of \$2,750,000.

Buffalo is said to be the largest linseed oil producing center in the United States.

Twelve railroads have terminals in Buffalo and connections are such that more than half the population of the United States and two-thirds that of Canada are within one night's ride of Buffalo.

Buffalo factories make more than one-third of all the soap manufactured in New York State.

Buffalo has one of the largest grain elevators in the United States. Its 28 elevators have a capacity of 39,000,000 bushels. It is the second largest flour milling center of the country, with approximately 10,000,000 barrels output annually.

At Buffalo nearly 70% of all air brake hose used in the United States is manufactured.

The Buffalo district is one of the most extensive producers of pig iron in the United States, having over 20 large blast furnaces with a combined annual capacity of between 2,500,000 and 3,000,000 tons.

Buffalo has a chemical plant devoted to the development of the aniline dye industry which is rated among the largest dye plants of its kind in the United States.

The Buffalo district is one of the greatest lumber markets in the world.

The Buffalo district produces 75 per cent of the world's wall board.

Buffalo holds the wonderful record of a gain of 472 new industries in a five year period.

According to 1919 U. S. Census, Buffalo manufacturers within the city limits employed 75,899 people. Immediately adjoining are 25,000 more.

The value of products turned out annually in Buffalo's factories was \$634,409,733, according to 1919 U. S. Census. In the Buffalo-Niagara industrial zone, \$927,409,830.

Capital invested in manufacturing plants within the city limits of Buffalo was \$465,804,208.

Buffalo people had on January 1st, 1926, \$522,796,490 on deposit in their home banks, a per capita deposit of \$330.

Erie County, with Buffalo as the county seat, ranks among the first in value of farm property in New York State and fourth in value of farm products.

Summer tourists who visit Buffalo number more than 1,000,000 each year.

Buffalo is the eighth largest manufacturing city and the second largest inland port in the United States and one of the ten leading ports of the world.

Residential Features: Chiefly one and two-family houses. There are 130,400 homes in Buffalo—71,600 are rented and 58,408 owned by householders. There are 105,000 residences using electricity. Single houses predominate.

Retail Shopping Section: Main Street—5 miles; Broadway—5 miles; Genesee, 3 miles; Seneca Street—30 blocks; Swan Street for 10 blocks; Chippewa Street—5 blocks; Delaware Avenue (lower)—6 blocks; Eagle Street—10 blocks; Hertel Avenue—3 miles; William Street—20 blocks; Connecticut Street—10 blocks; Jefferson Avenue—2 miles; Grant Street—10 blocks; Bailey Avenue—8 blocks. There are 8 outlying districts and small towns with the usual shops.

Trading Area: Within a radius of 40 miles of Buffalo, Batavia on the east 40 miles; Dunkirk on the southwest 40 miles; Franklinville southwest and Lockport on the north.

Wholesale Houses: Groceries, 26; drugs, 6; meats, 42; fruits, 69; hardware, 3; dry goods, 9; miscellaneous lines: fish, 7; hats and caps, 18; jewelers, 64.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 140; commercial auto. agencies, 17; automobile accessories, 210; automobile tire agencies, 45; bakers, 239; cigar stores and stands (including hotels), 131 (chain, 1); cigar and tobacco outlets, 3,547; confectioners (including hotel stands), 1,046; delicatessen, 56;

dressmakers, 193; druggists, 283 (chain, 5); dry goods, 287; department stores, 25; electrical supplies, 124; florists, 80; fruits, 220; furniture, 193; furriers, 89; garages (public), 348; grocers, 2,462 (chain, 480); hardware, 161; jewelry, 174; meat markets, 813 (chain, 42); men's furnishings, 187; men's clothing, 144; merchant tailors, 250; milliners, 203; opticians, 65; photographers, 100; pianos (and miscellaneous musical instruments), 84; radio supplies, 76; restaurants (including hotels), 612 (chain, 3); shoes, 256; sporting goods, 11; stationers, 32; women's apparel, 73.

Miscellaneous Data: Average temperature, 47 degrees; average number of rainy days per twelve months, 154; most pleasant months, June, July, August. Doctors (medical, 801); (dentists, 378); (osteopaths, 24); street car service; gas, natural and artificial, mixed; electric current, alternating; number of wired houses 105,000; number of automobile registrations, 115,000; water, soft.

See announcements pages 165, 166 and 167

CANANDAIGUA, N. Y.

(Ontario County)

1920 Population, City, 7,356.

City and Suburban Estimate: Total trading area, 20,000.

Native Whites, 98%; Negroes, 1/4%; Foreign Born, 1 1/4%; Industrial Workers, 18%; English Reading, 100%; Families, 2,100.

Schools: Public Grade, 8; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 1,650 (come in from country).

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, Wesleyan Methodist, Universalist.

Banks: National, 1; State, 1; Total Resources, \$8,000,000; Savings Bank Deposits Total, \$3,000,000.

Theatres: Legitimate, 2; Moving Picture, 1; Miscellaneous (Auditoriums, etc.), 5 small halls. Total number of seats, 5,000.

Location: Penn. terminal; New York Central. Excellent service on Penn. and N. Y. Central; trucking concerns every few hours out of Rochester and Buffalo.

Principal Industries: Enamel ware, sweater, etc., corsets, canning, R. R. shops, canned goods, flour milling.

Manufacturing Establishments: 4. Leading firms: The Lisk Mfg. Co., Roper Knitting Mills, Miller Corsets, N. Y. Cannery, Smith's "A" Flour. Total value of yearly output of factories estimated at \$3,750,000.

Residential Features: City of home owners. Beautiful residential place. The private homes are beautiful. The northern section (above the tracks) is residential properties. \$2,500,000 (including villa of the late Mr. F. F. Thompson).

Retail Shopping Section: Extends from railroad tracks south to Saltonstall Street, 9 blocks. Consists of the usual live wire small city Main Street section.

Trading Area: Takes in all Ontario County, Center for farmers and people from several small nearby towns. Trains, trolley and bus service.

Wholesale Houses: Groceries, 2; meats, 1; fruits, 2; Miscellaneous lines, 4 mills (flour).

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 14; commercial auto. agencies, 2; automobile accessories, 14; garages, 4 stores; automobile tire agencies, garages and 5 stores; bakers, 4; cigar stores and stands (including hotels), 19; confectioners (including hotel stands), 36; delicatessen, 1; dressmakers, 23; druggists, 4; dry goods, 8; department stores, 2; electrical supplies, 4; florists, 2; fruits, 6; furniture, 3; furriers, 4; garages (public), 14; grocers, 16; hardware, 4; jewelry, 4; meat markets, 12; men's furnishings, 6; men's clothing, 8; merchants tailors, 8; milliners, 7; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 9 (incl. garages); restaurants (including hotels), 8; shoes, 3; sporting goods, 7; stationers, 3; women's apparel, 10.

CATSKILL, N. Y.

(Greene County)

1920 Population, 4,728.

City and Suburban Estimates, 18,000.

Native Whites, 87%; Negroes, 4%; Foreign Born, 9%; Industrial Workers, 25%; English Reading, 91%; Families, 1,365.

Schools: 5; Number of pupils, 1,340.

Churches: 6.

Banks: 3; Total Resources, \$7,100,000.

Theatres: 2. Total number of seats, 1,900.

Residential Features: Mostly one-family houses.

Retail Shopping Section: Five blocks.

Trading Area: Radius 8 miles.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial auto. agencies, 4; automobile accessories, 11; automobile tire agencies, 11; bakers, 3; cigar stores and stands (including hotels), 9; confectioners (including hotel stands), 8; delicatessen, 2; dressmakers, 6; druggists, 3; dry goods, 6; department stores, 1; electrical supplies, 4; florists, 2; fruits, 3; furniture, 2; furriers, 1; garages (public), 7; grocers, 10; hardware, 5; jewelry, 2; meat markets, 6; men's furnishings, 3; men's clothing, 3; merchant tailors, 3; milliners, 3; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 7; shoes, 4; sporting goods, 2; stationers, 2; women's apparel, 8.

Talk to Buffalo through its only morning paper

More than 100,000 net-paid circulation is guaranteed by the daily Courier-Express. Average to October 1, 1926, was 118,588 net paid.

This is all non-duplicated circulation, going to the best people of Buffalo and the Niagara Frontier, reaching the highest average of buying power obtainable.

The Sunday Courier-Express gives you a guaranteed circulation, net paid, of more than 150,000—the greatest newspaper circulation in New York State outside Manhattan.

Courier  **EXPRESS**

LORENZEN & THOMPSON
Publishers' Representatives

New York

Chicago

San Francisco

Seattle

Buffalo

the key city of industry
and commerce offers
a permanent market for
the Advertiser



No manufacturer seeking national distribution can afford to overlook Buffalo—the eighth largest manufacturing city and the second largest inland port of the United States, and one of the greatest industrial cities in the world—as an outlet for his product.

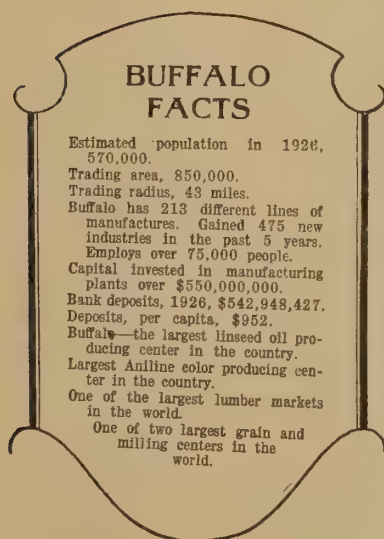
Buffalo's importance is largely due to its strategic location on important rail and water routes. It is the second largest railroad terminal in the world. It is a thriving city of gigantic manufacturing industries producing commodities used and consumed the world over.

The people of Buffalo have great earning power and spend their money freely, not only for the necessities of life, but for the luxuries as well. The newspaper is their logical medium for their wants and amusements.

THE BUFFALO TIMES

Covers This Great Market

To cover Buffalo's great market, the logical paper is the Buffalo Times, published every evening and Sunday. Its last Post-office statement of October first, showed an average circulation of 107,027 daily readers and 127,231 on Sundays. It covers over half of Buffalo exclusively, and is absolutely necessary to make any advertising campaign successful. National advertisers desiring to enter the Buffalo market will be given every possible assistance and co-operation in launching a campaign. The Service Department of the "Times" has complete files of valuable data and information that will be of great help in planning a campaign.



BUFFALO TIMES

NORMAN E. MACK, Editor and Publisher

New York
Detroit

National Representatives
VERREE & CONKLIN, INC.

Chicago
San Francisco

NEW YORK (Cont'd)

COHOES, N. Y.

(Albany County)

1920 Population, 22,987 (1925 est. 25,069).

City and Suburban Estimate, 62,667. Most important cities and towns in this area are: Cohoes (population, 25,069); N. Side (6,492); Waterford (4,864); Lansingburg (5,238).

Native Whites, 75%; Foreign Born, 25%; Industrial Workers, 65%; English Reading, 90%; Families, 11,649.

Schools: Public Grade, 9; High, 2; Junior High, 2; Parochial, 6. Number of Pupils, 7,638.

Churches: Baptist, 2; Congregational, 1; Episcopal, 2; Hebrew, 1; Methodist, 3; Presbyterian, 2; Roman Catholic, 7.

Banks: National, 2; State, 2; Total Resources (all banks), \$16,391,462.24; Savings Bank Deposits Total (all banks), \$8,961,242.68.

Theatres: Moving Pictures, 3; Miscellaneous (auditoriums, etc.), 2. Total number of seats, 12,000.

Location: Shipping terminal New York State barge canal east and Hudson River, intersected by N. Y. Central and Delaware & Hudson R.R. Large shipping center. Direct route north and south. To Albany by railroad, 15 minutes; by trolley, 50 minutes; by bus, 25 minutes.

Principal Industries: Iron pipe, cotton cloth-paper and paper boxes, batts and shoddies, automobile parts.

Manufacturing Establishments: 75. Leading firms: Harmony Mills (cotton cloths), Cohoes Rolling Mill (iron pipe), Henry Ford plant. Total value of yearly output of factories estimated at \$132,000,000.

Special Information: \$1,000,000 addition to Cohoes Power & Light; \$500,000 addition to Henry Ford plant. Big building boom. One of manufacturing centers in the world for cotton cloth.

Residential Features: One, two and three family houses: 40 per cent privately owned. Credit plan building boom.

Retail Shopping Section: Extends from junction Mohawk & Remsen terminal for all car lines to Columbia, 11 blocks on Remsen Street and also same on Mohawk which is parallel to Remsen. Several neighborhood business sections on a smaller scale.

Trading Area: Extends 2 miles south, 1 mile east, about 9 miles north and west. Excellent transportation facilities throughout this area.

Wholesale Houses: Groceries, 3; meats, 2; fruits, 4.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 14; commercial automobile agencies, 5; automobile accessories, 62; automobile tire agencies, 14; makers, 5; cigar stores and stands (including hotels), 78 (chain, 4); confectioners (including hotel stands), 82; delicatessens, 15; dressmakers, 6; druggists, 10; dry goods, 14; department stores, 4; electrical supplies, 6; florists, 2; fruits, 31; furniture, 5; furriers, 1; garages (public), 25; grocers, 91 (chain, 16); hardware, 7; jewelry, 6; meat markets, 38; men's furnishings, 19; men's clothing, 10; merchant tailors, 6; milliners, 6; opticians, 5; photographers, 4; pianos (and miscellaneous musical instruments), 3; radio supplies, 7; restaurants (including hotels), 7; shoes, 10; sporting goods, 1; stationers, 3; women's apparel, 9.

Miscellaneous Data: Average temperature, 50 degrees; average number of rainy days per twelve months, 90; most pleasant months, June, July, Aug., Sept. Doctors (medical, 26); dentists, 10; osteopaths, 1; street car service; gas, artificial; number of meters, 8,261; electric current, alternating and direct; number of wired houses, 9,100; number of automobile registrations, 8,628; water, hard.

COOPERSTOWN, N. Y.

(Otsego County)

1920 Population, 2,725 (1925 estimate, 2,763). City and Suburban Estimate, 6,000. (Summer population of village, 5,000).

Native Whites, 85%; Negroes, 1%; Foreign Born, 14%; English Reading, 90%.

Schools: Public Grade, 1; High, 1; Junior High, 1; Private, 1; Number of Pupils, 900.

Churches: Baptist, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 1.

Banks: National, 3; Total Resources (all banks), \$8,000,000.

Theatres: Legitimate, 1; Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 1,200.

Location: D. & H. R.R. Southern New York Electric line. Good state roads from north and south. To Utica by auto, 2 hours.

Principal Industries: Farming center. Borden Milk plant. Important Summer resort.

Special Information: Cooperstown is a Summer resort and not a manufacturing center. Fine hotels, salubrious climate, historic and literary associations constitute its greatest attraction. In these it is unexcelled among the resorts of the north.

Residential Features: Fine homes, paved streets, churches and schools. pure water, all sports, fine society. Many summer cottages of all sizes and types available.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial automobile agencies, 2; automobile accessories, 7; automobile tire agencies, 3; bakers, 1; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 3; delicatessens, 1; dressmakers, 6; druggists, 3 (chain, 3); dry goods, 2; electrical supplies, 2; florists, 1; fruits, 6; furniture, 1; garages (public), 5; grocers, 9 (chain, 5); hardware, 3; jewelry, 2; meat markets, 4; men's furnishings, 2; men's clothing, 2; merchant tailors, 1; milliners, 3; opticians, 1; photographers, 3; radio supplies, 5; restaurants (including hotels), 15; shoes, 3; sporting goods, 1; stationers, 2; women's apparel, 1.

Miscellaneous Data: Average temperature, 45 degrees; most pleasant months, July, August, October, November. Doctors (medical, 7); dentists, 3; electric current, alternating; number of wired houses, 750; water, hard.

CORNING, N. Y.

(Steuben County)

1920 Population, 15,820.

City and Suburban Estimate, 45,000. Most important cities and towns in this area are: Bath, N. Y. (pop. 65,000); Wellsboro, Pa. (45,000); Elkland, Pa. (25,000).

Native Whites, 87%; Negroes, 1%; Foreign Born, 12%; Industrial Workers, 33%; English Reading, 97%; Families, 3,846.

Schools: Public Grade, 7; High, 3; Junior High, 1; Parochial, 3; Number of pupils, 4,600.

Churches: Baptist, 3; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 4; Presbyterian, 2; Roman Catholic, 3; Miscellaneous, 3.

Banks: National, 2; State, 3; Total Deposits (all banks), \$6,367,579.34; Total Resources (all banks), \$11,967,847.00.

Theatres: Legitimate, 1; Moving Pictures, 5; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 9. Total number of seats, 7,500.

Location: On the Chemung River, central southern tier in New York State. Served by the New York Central, Delaware, Lackawanna & Western, and the Erie R.Rs., and by the Elmira Corning & Waverly Interurban, and local trolley service. Bus service to all nearby rural communities within 22 miles. To nearest large city by railroad, 35 minutes; by automobile 45 minutes.

Principal Industries: Among the leading manufacturers are diversified glass bulbs, thermometer and clinical tubing, Pyrex ovenware, clinical and laboratory, signal, cut, engraved, etched, plain and colored, silver and gold mounted glassware. Also brick, terra cotta, furnaces, castings, pressed steel, ice cream, confectionery, automobile accessories, Ingersoll-Rand air compressors, rock drills, and pneumatic tools.

Manufacturing Establishments: 32. Leading firms: Corning Glass Works, Steuben Glass Works, H. P. Sinclair & Co., T. G. Hawkes & Co., Harry Hunt, Inc., Ingersoll-Rand Co., Hood Stove Works, Standard Manufacturing Co., Hood Furnace Co., Corning Ice Cream Co., Allen & Andrews, Gorton Chocolate Co., Corning Brick Works, Corning Terra Cotta & Tile Co., Corning Fibre Box Co., W. H. Zivn Co. Total value of yearly output of factories estimated at \$10,774,000.

Special Information: Corning is the center of 7 towns, viz: Painted Post, Riverside, Gang Mills, Denmark, South Corning, Gibson, East Corning, all of whom are served by the same public utilities, the residents of which work in Corning and spend their money there. Located within a three mile radius from city hall their total population with Corning is 22,000 all of whom receive daily mail delivery from Corning Post Office. Within 20 miles of the Pennsylvania soft coal region, natural gas from Potter County, Pa., fields for fuel and light, cheap electricity for power and light, abundant pure water, park and recreation facilities unexcelled in any similar sized city. All religious denominations working harmoniously, good schools with sufficient seating capacity and with curricula that include instruction in domestic science, industrial arts, manual training, voice and instrumental music instructors.

Residential Features: Mostly one-family detached houses, requiring full home equipment. Practically every home has lawn and garden. Private residential section where finest homes are located average in value \$15,000, though some 12 range from \$30,000 to \$250,000.

Retail Shopping Section: Extends from Pine Street Square (which forms heart of business and hotel section and where interurban trolley cars and buses have terminals) for 8 blocks east, 16 blocks west, 2 blocks south and some stores in all that section within a radius of three blocks from principal square. There are four outlying retail business sections and several smaller neighborhood sections with the usual grocery, confectionery and meat and small shops.

Trading Area: Extends west to Jasper, 31 miles; southeast to Tuscarora, 35 miles; south to Wellsboro, Pa., 40 miles; east to Big Flats, 7 miles; north to Tyrone, 30 miles; northwest to Avoca, 29 miles.

Wholesale Houses: Groceries, 2; meats, 1; fruits, 1; hardware, 1; Miscellaneous lines, confectionery, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 16; commercial automobile agencies, 6; automobile accessories, 43; automobile tire agencies, 12; bakers, 9; cigar stores and stands (including hotel stands), 45; confectioners (including hotel stands), 25; delicatessens, 1; dressmakers, 23; druggists, 6 (chain, 1); dry goods, 7; department stores, 4; electrical supplies, 7;

florists, 5; fruits, 80; furniture, 7; furriers, 5; garages (public), 40; groceries, 81 (chain, 13), hardware, 4; jewelers, 9; meat markets, 15 (chain, 1); men's clothing, 8; men's furnishings, 8; merchant tailors, 1; milliners, 5; opticians, 4; photographers, 4; piano and musical instruments, 4; radio supplies, 11; restaurants, 33; shoe stores, 9; sporting goods, 5; stationers, 1; women's apparel, 7.

Miscellaneous Data: Doctors (medical, 25); dentists, 10; osteopaths, 2; street car service; gas, natural and artificial; number of meters, 4,000; electric current, alternating; number of wired houses, 6,000; water, hard.

CORTLAND, N. Y.

(Cortland County)

1920 Population, 13,294 (1925 est., 13,879).

City and Suburban Estimate: 31,051 in county. Trading area, 50,000. Most important cities and towns in this area are: Homer (pop. 2,553); McGraw (1,334).

Native Whites, 90%; Negroes, 2 or 3 families only; Foreign Born, 10%; Industrial Workers, 33%; English Reading, 95%; Families, 2,965.

Schools: Public Grade, 4; High, 1; State Normal, 1; Number of Pupils, 2,696.

Churches: Baptist, 2; Christian Science, 1; Congregational, 2; Episcopal, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 2; Miscellaneous, 3.

Banks: National, 2; State Savings, 1; Trust Company, 1; Total Resources (all banks), \$17,267,717.1; Savings Bank Deposits Total \$6,270,865.61. Interest accounts other banks \$4,863,870. additional.

Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 4,000.

Location: Midway between Syracuse and Binghamton. Served by the Delaware, Lackawanna & Western and the Lehigh Valley Railroads. The Cortland and Homer Traction Co. lines connect up with the villages of Homer and McGraw. Four motor bus lines give excellent service to Auburn, Binghamton, Ithaca, Syracuse and Norwich. To nearest large city by railroad, 1 hour; by auto, 1 1/4 hours.

Principal Industries: Motor trucks, wire and wire goods, wall paper, typewriters, milk coolers, corsets, canned goods, canoes and rowboats, fish lines, furniture, milling machinery and machine tools, men's work shirts, automobile parts and accessories.

Manufacturing Establishments: 32. Leading firms: Brockway Motor Truck Corp., Brewer-Titchener Corp., Beaudry Wall Paper Co., Cortland Wall Paper Co., Wickwire Brothers Co., Crescent Corset Co., Newstyle Corset Co., Newton Shirt Co., Cortland Line Co., Corona Typewriter Co. (branch), Thompson Bros. Boat Mfg. Co. Total value of yearly output of factories estimated at \$22,000,000.

Special Information: Situated 1,129 feet above sea level in the famous Finger Lakes region and at the junction of seven valleys, it is the commercial, industrial and financial center of a very prosperous country. The city is well paved and well lighted—23 miles of paved streets. The city has a fine water system and motorized paid fire department. There have never been any labor troubles here.

Residential Features: The city is essentially one of homes. There are possibly fifty residences of expensive construction, the remainder being of the class that would naturally belong to thrifty people fairly well-to-do. The majority of the houses are in good taste architecturally. There are well kept lawns and an abundance of shade trees everywhere, as well as wide cement sidewalks and paved streets.

Retail Shopping Section: Main St., the chief business street, runs fourteen blocks north from the Lehigh Valley Ry. station to Lincoln Ave. Other stores extend one block east on Port Watson and Court Sts. and Clinton Ave.; one block west on Tompkins and Orchard Sts. and Groton Ave., and three blocks east on Railroad St. to the D. L. & W. station.

Trading Area: Cortland is at approximately the center of the 575 sq. miles comprising the county, but the fine roads extending in every direction draw trade from the adjacent portions of Tompkins, Onondaga, Madison and Chenango counties.

Wholesale Houses: Groceries, 1; fruits, 3; miscellaneous lines—automobile accessories, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial automobile agencies, 3; automobile accessories, 17; automobile tire agencies, 2, exclusive; bakers, 4; cigar stores and stands (including hotels), 19; confectioners (including hotel stands), 20; delicatessens, 1; dressmakers, 35; druggists, 7; dry goods, 8; department stores, 5; electrical supplies, 6; florists, 3; fruits, 5, exclusive; furniture, 5; furriers, 1; garages (public), 4; grocers, 61 (chain, 8); hardware, 5; jewelry, 5; meat markets, 14 (chain, 1); men's furnishings, 7; men's clothing, 7; merchant tailors, 6; milliners, 6; opticians, 5; photographers, 3; pianos (and miscellaneous musical instruments), 4; radio supplies, 4; restaurants (including hotels), 30; shoes, 14; sporting goods, 1; stationers, 3; women's apparel, 11.

Miscellaneous Data: Average temperature, 40 degrees; average number of rainy days per twelve months, 100; most pleasant months, June, July, August, September, October. Doctors (medical, 23); dentists, 11; osteopaths, 2; gas, artificial; number of meters, 2,200; electric current, alternating; number of wired houses, 3,500; water, hard.

DANSVILLE, N. Y.

(Livingston County)

1920 Population, 4,631.

City and Suburban Estimate, 5,000.

Native Whites, 98%; Foreign Born, 2%; Industrial Workers, 40%; English Reading, 98%; Families, 1,253.

Schools: Public Grade, 1; High, 1; Junior High, 1; Parochial, 2; Number of pupils, 987.

Churches: Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 1 Lutheran Church.

Banks: National, 1; State, 1; Total Resources, \$2,355,341.80; Savings Bank Deposits Total, \$1,836,672.54.

Theatres: Legitimate, 1; Moving Pictures, 1; Total number of seats, 1,500.

Location: Western New York at the extreme southern point in, and the largest town of Livingston County, in the picturesque Genesee Valley, served by the Delaware, Lackawanna & Western and the Erie Railroads. With bus service to Rochester and points north and to Hornell and points south.

Principal Industries: Publishing, printing, felt shoes, specialty foundry, nursery, papers and radio head sets.

Manufacturing Establishments: 4. Leading firms: Power Specialty Co., Blume Shoe Co., and Carso Paper Co. Total value of yearly output of factories estimated at \$4,500,000.

Special Information: One of the famous health resorts of the State of New York and one of the largest Felt Shoe Manufacturers is located here.

Residential Features: The houses are almost entirely of the one-family type with considerable ground space and 95% modern and up-to-date in the lines of sanitation and convenience.

Retail Shopping Section: Extends for three blocks in the very center of the town, illuminated with a boulevard lighting system, with no overhead electric wiring of any kind, and all projecting signs and obstructions removed.

Trading Area: Takes in a number of small outlying villages within a radius of five miles, including rural districts also.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial auto. agencies, 3; automobile accessories, 11; automobile tire agencies, 11; bakers, 3; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 5; delicatessens, 1; dressmakers, 20; druggists, 4; dry goods, 5; electrical supplies, 8; florists, 2; fruits, 2; furniture, 1; garages (public), 9; grocers, 14; hardware, 2; jewelry, 2; meat markets, 5; men's furnishings, 4; men's clothing, 4; merchant tailors, 2; milliners, 4; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 7; shoes, 5; sporting goods, 2; stationers, 3; women's apparel, 3.

DUNKIRK, N. Y.

(Chautauqua County)

1920 Population, 19,336 (1925 state census, 19,912).

City and Suburban Estimate, 1924 (inc. Fredonia), 30,000.

Native Whites, 76.2%; Negroes, 0.2%; Foreign Born, 23.6%; Industrial Workers, 25%; English Reading 95%; Families, 4,422.

Schools: Public Grade, 7; High, 1; Junior High, 1; Parochial, 4; Number of Pupils, 5,000.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 5; Miscellaneous, 5.

Banks: National, 2; Total Resources, \$1,100,000. One trust company.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 1. Total number of seats, 1,800.

Location: South shore of Lake Erie, 40 miles southwest of Buffalo. Half way between New York and Chicago on N. Y. C., also served by Nickel Plate, Erie, Penna. and D. & A. V. and P. R.R. Buffalo & Erie Traction, Jamestown-Dunkirk Transit Co. bus line. Lake harbor and fishing port.

Principal Industries: Locomotives, steel, boilers and radiation, shovels, axes, glass, silk clothing, motors, valves, furniture.

Manufacturing Establishments: 69. Leading firms: American Locomotive Co., Atlas Steel Co., U. S. Radiator Corp., Continental Heater Corp., Van Raalte Silk Co., Thatcher Glass Mfg. Co., annual output, \$28,000,000.

Special Information: Dunkirk is in the heart of New York state's great grape belt. Within a few miles of the city are very extensive canneries. Also center of summer resort developments and important fishing port.

Residential Features: Mainly single detached homes, about 70 per cent, of which are privately owned. Two savings and loan associations make possible large percentage of home ownership. Summer residence colonies adjacent to city. Small amount of commuting to Buffalo. Many new homes were built in 1925 and several new sections opening rapidly.

Retail Shopping Section: Three blocks on Central Avenue, three blocks on Main Street. Two sections linked up by business developments on Third and Fourth Streets.

Trading Area: Northern Chautauqua County and parts of adjacent counties. Splendidly served by bus, railroad and trolley lines. Twenty miles east and west, twelve to fifteen miles south.

NEW YORK (Cont'd)

Wholesale Houses: Groceries, 1; fruits, 2; sugar, 1; confectionery, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 20; commercial auto. agencies, 10; bakers, 6; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 10; druggists, 7; dry goods, 4; department stores, 3; electrical supplies, 4; florists, 2; furniture, 4; garages (public), 10; hardware, 8; jewelry, 4; men's furnishings, 9; men's clothing, 9; merchant tailors, 4; milliners, 8; opticians, 3; photographers, 5; pianos (and miscellaneous musical instruments), 4; restaurants (including hotels), 10; shoes, 7; sporting goods, 3; stationers, 2; women's apparel, 10.

ELMIRA, N. Y.

(Chemung County)

1920 Population, 45,393 (1925 state census, 48,359).

City and Suburban Estimate, 150,000. Most important cities and towns in this area are: Corning (pop. 15,820); Waverly, Sayre, Athens, (17,732); Watkins (2,785); Elmira Heights, (4,188); Horseheads (2,078).

Native Whites, 88.4%; Negroes, 1.2%; Foreign Born, 10.4%; Industrial Workers, 44%; English Reading, 97.8%; Families, 11,680 city; 8,500 suburban.

Schools: Public Grade, 10; High, 1; Junior High, 1; Parochial, 6. Number of Pupils, 9,600.

Churches: Baptist, 4; Christian Science, 1; Congregational, 2; Episcopal, 3; Hebrew, 4; Methodist, 11; Presbyterian, 6; Roman Catholic, 7; Miscellaneous, 9.

Banks: National, 2; State, 5; Capital, Surplus and Undivided Profits (all banks), \$47,372,916.27; Total Deposits (all banks), \$22,000,000; Total Resources (all banks), \$26,516,728.84; Total Savings Banks Deposits, \$12,000,000; Total Bank Clearings (12 months, 1925), \$53,861,452.26; Average Monthly Total Retail Sales (all lines), \$1,100,000.

Theatres: Legitimate, 1; Moving Pictures, 5; Vaudeville, 1; Miscellaneous (Auditorium, etc.), 5. Total number of seats, 15,100.

Location: Erie, D. L. & W., Penn. & Lehigh Valley systems make Elmira one of the principal trunk line distributing points, north, south, east and west in southern New York and Northern Pennsylvania, division terminal for all four railroads. Elmira developed from an old Indian trading post and canal terminal. To nearest large city by railroads 1½ hours; by automobile, 3 hours.

Principal Industries: Fire apparatus, automobile and general machine parts, motor trucks, valves, spraying apparatus, coaster brakes, sales-books, printing, milk bottles, bridges, structural steel, iron and brass castings, Bendix drives, candy, knit goods, silks, paper boxes, wood pipe, cabinet and interior trim, railroad shops, agricultural, dairy, egg and produce center, tobacco industry.

Manufacturing Establishments: 49 major. Leading firms: American LaFrance Fire Engine Co., Eclipse Machine Co., Elmira Foundry Co. (General Electric Branch), Kennedy Valve Mfg. Co., Willys-Morrow Co., (Willys-Overland Branch), Thatcher Mfg. Co., Wyckoff Wood Pipe Co., Kertcher & Co., J. N. Stearns Co., Read & Lovatt Co., Queen City Knitting Mills, Elmira Knitting Mills, American Bridge Co., Field Force Pump Co., American Salesbook Co., F. M. Howell & Co., Booth's Candies, Penn. & Lackawanna Shops. Value yearly factory output estimated at \$48,000,000. Factory payroll annually, \$14,000,000.

Special Information: Important distributing center; 256 traveling salesmen work out of Elmira. City of diversified industries, high wages and much wealth. Rarely feels depressions; 1,200 railroad families. Center of southern N. Y. and northern Pennsylvania agricultural, dairy, egg and tobacco district. Prominent in Revolutionary history, southern gateway to Finger Lakes region, seat of Elmira College and N. Y. State Reformatory, former home and burial place of Mark Twain. Pioneer city in social welfare and crippled children movement. Area Chemung County, 260,480 acres; farm land 208,813 acres; woodland 45,586 acres; number of farms, 1,945; value of farms, \$13,253,316. Annual value of products, \$3,700,000; farm mortgages, \$443,067.

Residential Features: Total detached homes, 11,357; owned by occupants, 4,909; rented, 6,433; unknown, 245. A city of detached homes, well kept, about evenly divided between brick, stucco and frame dwellings. Pride in grounds is evidenced by pretty streets even in modest districts. Only 323 families live in apartments. City noted for beautiful lawns, trees, parks and playgrounds. Has thickly populated adjacent suburban districts not included in city's population figures.

Retail Shopping Section: Water Street, main business street, 6 blocks; Main Street, 5 blocks; Lake Street, 2 blocks; Baldwin Street, 2 blocks; State Street, 2 blocks, and the usual outlying trading sections, two of which support dry goods and shoe stores in addition to usual grocery, meat, drug and confectionery lines.

Trading Area: From west, 70 miles, including Hornell, N. Y. and Galeton, Pa.; from the east, 35 miles, including Oswego, N. Y., and Towanda, Pa.; from the north, 35 miles including Ithaca, N. Y., and Penn Yan, N. Y.; from the south, 40 miles including Canton, Pa., and Blossburg, Pa. Good train, interurban trolley and motor bus service. Improved automobile roads in all directions.

Wholesale Houses: Groceries, 4; meats, 4; fruits, 4; hardware, 3; dry goods, 3; electric goods, 2; tobacco, 7; candy, 2; drugs, 2; produce, 5; radio, 3; sport goods, 1; auto accessories, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 28; commercial automobile agencies, 12; automobile accessories, 82; automobile tire agencies, 29; bakers, 26; cigar stores and stands (including hotels), 40 (chain, 2); confectioners (including hotel stands), 35; delicatessen, 3; dressmakers, 84; druggists, 25 (chain, 3); dry goods, 9; department stores, 5; electric supplies, 9; florists, 17; fruits, 16; furniture, 13; furriers, 10; garages (public), 22; grocers, 23 (chain, 35); hardware, 10; jewelry, 12; meat markets, 39 (chain, 1); men's furnishings, 25; men's clothing, 21; merchant tailors, 12; milliners, 26; opticians, 11; photographers, 7; pianos (and miscellaneous musical instruments), 6; radio supplies, 9; restaurants (including hotels), 72; shoes, 20; sporting goods, 6; stationers, 4; women's apparel, 22.

Miscellaneous Data: Average temperature, 46.8 degrees; average number of rainy days per twelve month, 84; most pleasant months, May, June, July, August, September, October November. Doctors (medical, 67); (dentists, 26); (osteopaths, 7); street car service; gas, natural, artificial; number of meters, 9,400; electric current, alternating; number of wired houses, 10,800; number of automobile registrations, 6,700; water, hard.

See announcement page 171

FREEPORT, N. Y.

(Nassau County)

1920 Population, 8,599 (1925 State Census, 13,903).

Native Whites, 66%; Negroes, 5%; Foreign Born, 29%; Industrial Workers, 1%; English Reading, 85%; Families, 3,000.

Schools: Public Grade, 4; High, 1; Junior High, 1; Parochial, 1. Number of Pupils, 2,500.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Lutheran, 1.

Banks: National, 2; State, 1; Capital, Surplus and Undivided Profits (all banks), \$626,829; Total Deposits (all banks), \$7,655,522; Total Resources (all banks), \$8,696,145.

Theatres: Moving Pictures and Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 4,000.

Location: On south shore of Long Island, on Montauk Division of Long Island R.R.; 23 miles from New York. To New York by railroad, 45 minutes; by auto, 1½ hours.

Special Information: Purely residential village. Suburban community. Rapidly becoming a city, but will be residential city with small industrial center when the change takes place.

Residential Features: Mainly one-family houses. Business section rapidly growing. Homes average \$10,000. About 3,000 homes in village. Bus service.

Retail Shopping Section: Extends from railroad tracks south for several blocks and north not so far. Main St. and Merrick Road at right angles divide shopping district.

Trading Area: About 10 miles east, taking in Bellmore, Wantagh, Merrick and Seaford. West five miles to Baldwin and Roosevelt.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial automobile agencies, 1; automobile accessories, 3; automobile tire agencies, 1; bakers, 5; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 5; delicatessen, 4; druggists, 5; dry goods, 8; department stores, 2; electrical supplies, 2; florists, 2; fruits, 4; furniture, 4; garages (public), 3; grocers, 8 (chain, 5); hardware, 8; jewelry, 2; meat markets, 25 (chain, 2); men's furnishings, 3; men's clothing, 3; merchant tailors, 4; milliners, 3; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 6; shoes, 4; sporting goods, 1; stationers, 5; women's apparel, 3.

Miscellaneous Data: Average temperature, 50 degrees; average number of rainy days per twelve months, 100; most pleasant months, May to October. Doctors (medical, 20); (dentists, 10); (osteopaths, 5); bus service; gas, artificial; electric current, alternating; number of wired houses, 2,400; water, hard.

GENEVA, N. Y.

(Ontario County)

1920 Population, 14,648.

City and Suburban Estimate, 45,000.

Native Whites, 93%; Negroes, 2%; Foreign Born 5%; Industrial Workers, 50%; English Reading, 95%; Families, 3,500.

Schools: Public Grade, 4; High, 2; Parochial, 2. Number of pupils, 2,500.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 2; Methodist, 1; Presbyterian, 2; Roman Catholic, 2; Miscellaneous, 4.

Banks: National, 1; Trust Company, 1; Savings Bank, 1; Per. Loan & Saving Assn., 1; Total Resources (all banks), \$12,441,000; Savings Bank Deposits Total \$2,252,191.

Theatres: Legitimate, 1; Moving Picture, 1; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 5,000.

Location: Main line Lehigh Valley, one line west, two branches to the southeast, one to Ithaca, one through Trumansburg uniting at Sayre with branches east to Seneca Falls and southwest to Naples; the Auburn branch of the New York Central, east and west; Pennsylvania, division of the New York Central, north and south; Barge Canal and 40 miles of navigable lake waters (short haul to Pennsylvania coal fields); main state highway Buffalo to

New York; five bus lines radiating in all directions; fast trolley to Rochester; interurban trolley to Waterloo and Seneca Falls. A trading center easily accessible to and from large fields of consumption and supplies located at the foot of Seneca Lake which is the largest of the Finger lakes.

Principal Industries: Stoves (coal, gas, combination), boilers, radiators, preserved goods, optical machinery, cutlery, mill products (cereals, corn products and paste), enamel ware, commercial bodies for automobiles, wagons, razor strops, marine engines and boats, foundry supplies, steel type for typewriters, glassware, mills for grinding to the molecular stage (products invisible under the microscope) and for mixing materials—of use in over 200 of the leading industries—nursery stock in great quantities for home and foreign trade, job printing, clinder and clay bricks, paper mill, coke, manufactured gas distributed over an area of twenty-five miles each way, machine shop, mineral waters, head machine shop of the American Can Company, ice cream, cold storage, tin ware.

Manufacturing Establishments: 30. Leading firms: Standard Optical Co., Summit Foundry, Phillips and Clark Stove Co., Geneva Preserving Co., American Can Co., List Manufacturing Co., Hulse Mfg. Co., U. S. Radiator Corp., Geneva Cutlery Co., Seneca Kraut and Pickling Co., Geneva Wagon Co., Patent Cereals Co., Fay and Bowen Engine Co., Geneva Ice Cream Co., Rice Bros. Co. Nursery, T. W. Rice Nursery, W. & T. Smith Nursery Co., Geneva Glass Products Co., Cathpole Foundry, Vance Boiler Works, Allegretti Razor Strop Co., Geneva Times Printing Plant, Stead Optical Co., Empire Gas and Electric Co., Empire Coke Co. Total value of yearly output of factories estimated at \$8,550,482.

Special Information: Midway between Rochester and Syracuse and main highways from every direction lead into city. City is exit to southern tier states. Home of Hobart and William Smith. Colleges for higher education. State experiment station for the study of agricultural problems and the development of new varieties of fruits connected with Cornell University. Much inherited wealth.

Residential Features: Mostly one-family houses with small percentage of double houses, all parts of city residence section well kept. On South Main Street are some of the oldest and most beautiful residences in this part of the state. New residential section on Castle Heights being built up. Factories and other industries not located in residential sections; South Main Street one of the five most beautiful streets in the United States.

Retail Shopping Section: Exchange street five blocks, Castle Street 2 blocks, Seneca Street 2 blocks, Main Street 1 block, Linden Lane.

Trading Area: Radius of 20 miles including some nine or ten small villages and towns in this vicinity. Serves a large farming population

being located in the heart of very fertile farming country.

Wholesale Houses: Groceries, 2; meats, 2; fruits, 1; Miscellaneous lines, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 21; commercial automobile agencies, 2 (solely commercial), automobile accessories, 23; automobile tire agencies, 24; bakers, 8; cigar stores and stands (including hot is), 10; confectioners (including hotels), 16; delicatessen, 2; dressmakers, 47; druggists, 5; dry goods, 13; department stores, 3; electrical supplies, 4; florists, 5; fruits, 10; furniture, 3; furriers, 2; garages (public), 41; grocers, 59; hardware, 3; jewelry, 4; meat markets, 13; men's furnishings, 8; men's clothing, 18; merchant tailors, 15; milliners, 13; opticians, 6; photographers, 3; pianos (and miscellaneous musical instruments), 6; radio supplies, 4; restaurants (including hotels), 23; shoes, 11; sporting goods, 6; stationers, 6; women's apparel, 8.

GLOVERSVILLE & JOHNSTOWN, N. Y.

(Fulton County)

1920 Population: Gloversville, 22,075; Johnstown, 10,908.

City and Suburban Estimate, 50,000.

Native Whites, 79%; Negroes, 1%; Foreign Born, 20%; Industrial Workers, 80%; English Reading, 95%; Families, Gloversville, 4,700; Johnstown, 2,400.

Schools: Public Grade, G'veille, 10; J'town, 6; High, G. 1, J. 1; Parochial, G. 1, J. 1; Number of Pupils, Gloversville, 4,167; Johnstown, 2,000.

Churches: Baptist, G. 2, J. 1; Christian Science, G. 1, J. 1; Congregational, G. 1; Episcopal, G. 1, J. 2; Hebrew, G. 1; Methodist, G. 5, J. 2; Presbyterian, G. 2, J. 2; Roman Catholic, G. 2, J. 2; Miscellaneous, 12.

Banks: National, G. 2, J. 1; State, G. 1, J. 2; Capital, Surplus and Undivided Profits (all banks), \$3,403,370.13; Total Deposits (all banks), \$16,919,582.13; Total Resources (all banks), \$23,058,539.50. Each bank has a savings department.

Theatres: Legitimate, G. 1, J. 1; Moving Pictures, G. 2; Vaudeville (at both legitimate). Total number of seats, 5,020.

Location: Gloversville and Johnstown are nestled in the first range of the Adirondack Mountains twenty-miles from state forest preserve. Near the heart of the Empire State and about six hours by rail and ten by motor from New York City. It is really in the Mohawk River valley and about ten miles back from the river. Both cities are connected with the New York Central lines at Amsterdam, Schenectady and Fonda over electric road and freight

Continued on page 170

No newspaper covers the home
of the glove industry like
The Leader-Republican



GLOVERSVILLE and JOHNSTOWN are the
two adjoining industrial cities in Fulton County.
Population 32,000; county total 50,000

Situated midway between Albany and Utica
on the uplands of the Mohawk River valley,
these cities harbor, principally, the
glove industry of America and in lesser
degree, leather tanning, silk making,
knitting mills and lumber interests.

Here are two prosperous working
communities embracing people
who can buy what they want and

The Leader-Republican

in the EVENING has this field to itself
and covers it thoroughly.

A B C records show this.

NEW YORK (Cont'd)

Gloversville and Johnstown (cont'd)

by steam to Fonda. To nearest large city by railroad, 3 hours; by trolley, 2½ hours; by automobile, 2 hours.

Principal Industries: Glove manufacturers, leather tanners, silk mills, knitting mills and wood product factories. The Knox Gelatine factory is located in Johnstown.

Manufacturing Establishments: 285. Leading firms: Louis Meyers & Sons, Bachner Moses Louis Co., Daniel Hays Co., Fownes Co., Hutchinson & Potter, Windsor Northrup Glove Factories, Wood & Hyde Co., Levors and Maylander Bros., Leather tanners, Fulton County and Kingsboro Silk Mills and Gloversville Knitting Co. Total value of yearly output of factories estimated at: G. \$38,918,000, J. \$17,502,000.

Special Information: The two glove cities are the focus point for travelers between Schenectady and Utica. They are a gathering place for those from the Mohawk valley and from the vast mountainous district which is connected to the two cities by good roads, thus making a trading place for people miles around in this territory. Johnstown is known for its historical sites. The Sir William Johnson Hall and Fort are located here as well as a number of other historical places.

Residential Features: Eighty per cent of the industrial workers of the two cities are home owners and properties are kept in fine condition. Two family houses are in the majority.

Retail Shopping Section: Gloversville's shopping section extends from the corner of Main and Fulton Streets north to First Avenue, south to Forest Street, west to Cayudutta Street, and east to Judson Street. Johnstown's shopping section extends west from the corner of Main and Perry Streets to Melcher Street, east to E. State Street, north to Miller Street and south to Clinton Street.

Trading Area: Extends north to Speculator 30 miles, northwest to Lake Pleasant 30 miles, south to Fultonville 8 miles, east to Hagedorn Mills 12 miles, southwest to Paletine Bridge 15 miles, west to St. Johnsville 13 miles, northeast to Batchelerville 16 miles, giving an average trading radius of about 18 miles.

Wholesale Houses: Groceries, G. 2; J. 1; meats, G. 1; fruits, G. 4; J. 1; Miscellaneous lines, confectionery, G. 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 18; commercial automobile agencies, 8; automobile accessories, 8; automobile tire agencies, 7; bakers, 17; cigar stores and stands (including hotels), 12 (chain, 3); confectioners (including hotel stands), 45; delicatessen, 4; dressmakers, 42; druggists, 15 (chain, 1); dry goods, 14; department stores, 7; electrical supplies, 14; florists, 7; fruits, 24; furniture, 16; furriers, 6; garages (public), 24; grocers, 137 (chain, 22); hardware, 7; jewelry, 9; meat markets, 44; men's furnishings, 13; men's clothing, 22; merchant tailors, 9; milliners, 21; opticians, 6; photographers, 7; pianos (and miscellaneous musical instruments), 8; radio supplies, 6; restaurants (including hotels), 37 (chain, 1); shoes, 18; sporting goods, 8; stationers, 9; women's apparel, 6.

Miscellaneous Data: Average temperature, 50 degrees; average number of rainy days per twelve months, 100; most pleasant months, June, July, August, September, October. Doctors (medical, 35), (dentists, 18), (osteopaths, 2); street car service; gas, artificial; number of meters, 12,000; electric current, alternating; number of houses wired, 4,500; number of automobile registrations, 6,500; water, soft.

See announcement page 169

GLENS FALLS, N. Y.

(Warren County)

1920 Population, 16,638 (1925 est., 17,851).

City and Suburban Estimate, 70,000.

Native Whites, 88.7%; Negroes, .01%; Foreign Born, 11.1%; Industrial Workers, 5.25%; English Reading, 90%; Families, 4,289.

Schools: High, 1; Junior High, 1; St. Mary's Academy, Glens Falls Academy (private); Hebrew Free School; Parochial, 3; Private, 1. Number of Pupils, 5,402.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, Adventist, Wesleyan, French Catholic, Friends.

Banks: National, 2; State, 1; Trust Company, 1; Building & Loan, 1; Total Resources (all banks), \$16,708,864.64. Total amount in savings departments of National and State Banks, \$19,962,650.81.

Theatres: Legitimate, 2; Moving Pictures, 2; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 4,200.

Location: Served by the Delaware & Hudson Railway. Canal system that affords direct shipment of goods to New York bus lines from outlying villages. Trolley service from Albany and Troy, Schenectady and points north. Located on the Hudson River 60 miles north of Albany.

Principal Industries: Shirt factories, news print paper, Portland cement, color works, silk mills, wood, flour, wall paper, paper mill machinery, chemicals, lime, cigars, confectionery, sulphite chips, silver nitrate and wooden plugs.

Manufacturing Establishments: 23. Leading firms: Yorke Shirt Co., McMullen-Leavens Shirt Co., Arrow Grip Mfg. Co., Union Wood Flour Co., Tait Color Works, Clarke Bros. Silk Mill, Champlain Silk Mills, Ames Chemical Co.

Special Information: Supplies villages within a radius of twenty-five miles. Glens Falls is

one of the largest shirt and collar manufacturing centers in the U. S. Has a Home for Aged Women, Tri-County Association for the blind.

Residential Features: Mostly one and two-family houses. Excellent streets. Exceptionally fine residences.

Retail Shopping Section: Extends north from Bank Square two blocks, then west two blocks on South Street; Park, Warren and Ridge Sts., with their terminus at Bank Square each have two blocks of retail establishments. There are many small grocery stores in the outlying sections.

Trading Area: Glens Falls location makes it the logical trading center for all villages within a radius of twenty-five miles. Bus lines between these villages and Glens Falls are maintained so that much regular trade is derived from them.

Wholesale Houses: Groceries, 1; meats, 2; fruits, 1; hardware, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 16; commercial auto. agencies, 8; automobile accessories, 63; automobile tire agencies, 15; bakers, 10; barbers, 25; cigar stores and stands (including hotels), 31; confectioners (including hotels), 18; delicatessen, 1; dressmakers, 43; druggists, 8; dry goods, 9; department stores, 6; electrical supplies, 8; florists, 4; fruits, 12; furniture, 6; furriers, 2; garages (public), 27; grocers, 86; hardware, 3; jewelry, 7; meat markets, 23; men's furnishings, 8; men's clothing, 8; merchant tailors, 7; milliners, 8; opticians, 5; photographers, 4; pianos (and miscellaneous musical instruments), 5; radio supplies, 8; restaurants (including hotels), 23; shoes, 14; sporting goods, 1; stationers, 1; women's apparel, 13.

Miscellaneous Data: Dentists (18); street car service; gas; electric current; water, soft.

HERKIMER, N. Y.

(Herkimer County)

1920 Population, 10,453.

City and Suburban Estimate, 15,000.

Native Whites, 77%; Negroes, 0.2%; Foreign Born, 22.8%; Industrial Workers, 20%; English Reading, 85%; Families, 2,531.

Schools: 4; Number of pupils, 2,400.

Churches: 11.

Banks: 2; Total Resources, \$4,440,000.

Theatres: 3; Total number of seats, 2,800.

Residential Features: One-family houses.

Retail Shopping Section: Ten blocks.

Trading Area: 10-mile radius.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto. agencies, 2; automobile accessories, 7; automobile tire agencies, 7; bakers, 6; cigar stores and stands (including hotels), 9; confectioners (including hotel stands), 9; dressmakers, 15; druggists, 5; dry goods, 1; department stores, 1; electrical supplies, 4; florists, 2; fruits, 3; furniture, 2; garages (public), 7; grocers, 59; hardware, 2; jewelry, 3; meat markets, 17; men's furnishings, 4; men's clothing, 7; merchant tailors, 2; milliners, 2; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 9; shoes, 3; sporting goods, 1; stationers, 1; women's apparel, 4.

HORNELL, N. Y.

(Steuben County)

1920 Population, 15,025 (1925 state census, 15,784).

City and Suburban Estimate, 35,000. Most important cities and towns in this area are: Canisteo (pop. 2,201); Andover (1,132); Alfred (598); Bath (5,300).

Native Whites, 87¼%; Negroes, ¼%; Foreign Born, 12%; Industrial Workers, 75%; English Reading, 98%; Families, 4,000.

Schools: Public Grade, 5; High, 1; Junior High, being established; Parochial, 1. Number of Pupils, 3,000.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Methodist, 3; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 5.

Banks: National, 2; State, 1. Total Resources, \$8,058,511; Total Savings Deposits Total, \$7,001,722.93.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 4,000.

Location: Junction point Erie Railroad, main line; 90 miles southeast of Buffalo; 65 miles south of Rochester; 333 miles from New York. Excellent bus service to all rural communities; bus service to Rochester; bus to Canisteo. To nearest large city by railroad, 4 hours; by auto, 2½ hours.

Principal Industries: Erie Railroad shops, silk glove and hosiery mfg., coffee mills and meat grinders mfg., wood-working and furniture factories.

Manufacturing Establishments: 16. Leading firms: Erie Railroad Shops, Merrills Silk Co., De Witte Boag Silk Co., Merrills Hosiery Co., Julius Kayser Co., W. R. Geary, Inc., Huguet Silk Co., A. J. Deer Co., James Elgar, Inc.

Special Information: The city is one of the most important points on the Erie Railroad, its mechanical shops are now being centered here. Erie Railroad has 3,500 people on its payroll in Hornell. Hornell is in the heart of the most fertile farming section in New York State. Hornell is the terminal of the Shawmut Railroad.

Residential Features: Hornell has mostly one and two-family houses; 75 per cent of the people own their own homes. There are no enormously wealthy families in Hornell. The

business section is in the heart of Hornell. The residential streets branch out from the business section.

Retail Shopping Section: Extends three blocks on Main Street, two blocks each on Canisteo Street and Broadway, where all prominent stores are located. Also two blocks up Seneca Street (where post office is located) and three blocks on Loder Street.

Trading Area: Thirty miles in all directions. Hornell is natural trading center because of fine trolley and railroad service, frequent schedule of bus lines and five main highways running through city.

Wholesale Houses: Groceries, 1; meats, 1; fruits, 2; hardware, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 14; commercial automobile agencies, 4; automobile accessories, 14; bakers, 16; cigar stores and stands (including hotels), 16; confectioners (including hotel stands), 19; dressmakers, 27; druggists, 10 (chain, 1); florists, 2; fruits, 4; garages (public), 10; grocers, 58 (chain, 10); hardware, 7; jewelry, 5; meat markets, 18; men's clothing, 10; merchant tailors, 2; milliners, 7; opticians, 4; photographers, 5; pianos (and miscellaneous musical instruments), 3; radio supplies, 8; restaurants (including hotels), 31; shoes, 14; sporting goods, 5; stationers, 12; women's apparel, 12.

Miscellaneous Data: Average temperature, 70 degrees; average number of rainy days per twelve months, 65; most pleasant months, June, July, Aug., Sept., Oct. Doctors (medical, 22), (dentists, 12); (osteopaths, 2); number of wired houses, 3,000; number of automobile registrations, 5,000; gas, natural; electric current, alternating; water, hard.

HUDSON, N. Y.

(Columbia County)

1920 Population, 11,745.

City and Suburban Estimate, 42,000.

Native Whites, 85%; Negroes, 5%; Foreign Born, 10%; Industrial Workers, 10%; English Reading, 90%; Families, 2,500.

Schools: Public Grade, 4; High, 1; Parochial, 1; Number of Pupils, 2,500.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 2; Methodist, 1; Presbyterian, 1; Roman Catholic, 3; Miscellaneous, 6.

Banks: National, 2; State, 2; Total Resources (all banks), \$25,000,000; Savings Bank Deposits Total, \$7,617,000.

Theatres: Legitimate, 1; Moving Pictures, 4; Vaudeville, 1; Total number of seats, 1,700.

Location: East Shore of Hudson River at head of deep-water navigation. Served by three river lines. On main line of N. Y. C. R.R. and branch of B. & A., connecting with main line at Chatham, 17 miles northeast. To nearest large city, by railroad, 1 hour; by trolley, 2 hours; by auto, 1½ hours.

Principal Industries: Cement, ginger ale, knit goods, ice tools, conveying machinery, marine life-saving equipment, power presses, auto bodies.

Manufacturing Establishments: 50. Leading firms: Atlas Portland Cement, Gifford-Wood Co., Stewart-Davitt Equipment Corp., V. & O. Press Co., Holbrook Co., Union Mills, Inc., Thermo Mills, Inc., Knickerbocker Portland Cement Co., Canada Dry Ginger Ale, Inc.

Special Information: Hudson offers excellent manufacturing and distribution facilities. Has the advantage of economical water transportation. Rail rate basis on parity with N. Y. City. Natural gateway to New England. Cement plants and ginger ale widely advertised.

Residential Features: Largely a city of private homes, early type of brick construction predominates. Unlimited area for residential territory development available. Average rental runs from \$25 to \$50 per month. Civic Housing Corp. has constructed several residences on tract purchased for development. Three large real estate developments under way.

Retail Shopping Section: Confined for distance of about a mile to Warren Street, which extends east from river front to easterly limits, bisecting city.

Trading Area: 25 miles radius, reached by ferry across the Hudson River. Splendid state highways and frequent bus service as well as high speed electric service northerly 33 miles to Albany, including a shopping population in Columbia and Green Counties of about 50,000.

Wholesale Houses: Groceries, 1; meats, 1; drugs, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial automobile agencies, 3; automobile accessories, 13; automobile tire agencies, 8; bakers, 10; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 35; delicatessen, 1; dressmakers, 20; druggists, 6; dry goods, 14; department stores, 3; electrical supplies, 2; florists, 5; fruits, 10; furniture, 7; furriers, 1; garages (public), 13; grocers, 83 (chain, 8); hardware, 6; jewelry, 6; meat markets, 22 (chain, 2); men's furnishings, 12; men's clothing, 8; merchant tailors, 11; milliners, 8; opticians, 1; photographers, 5; pianos (and miscellaneous musical instruments), 3; radio supplies, 1; restaurants (including hotels), 21; shoes, 14; sporting goods, 4; stationers, 3; women's apparel, 15.

Miscellaneous Data: Average temperature, 55 degrees; average number of rainy days per twelve months, 90; most pleasant months, June, July, August. Doctors (medical, 18); (dentists, 9); (osteopaths, 1); street car service; gas, artificial; electric current, alternating; number of wired houses, 1,700; number of automobile registrations, 9,645; water, soft.

ITHACA, N. Y.

(Tompkins County)

1920 Population, 17,004 (1925 est. 20,000).

City and Suburban Estimate, 24,000 (including student population).

Native Whites, 95%; Negroes, 2%; Foreign Born, 3%; Industrial Workers, 15%; English Reading, 98%; Families, 3,500 (estimated).

Schools: Public Grade, 8; High, 1; Parochial, 1; Number of Pupils (517 in Parochial School).

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 2; Hebrew, 2; Methodist, 3; Presbyterian, 1; Roman Catholic, 1; Lutheran, 1; Miscellaneous, 5.

Banks: National, 2; State, 1; Capital, Surplus, and Undivided Profits (all banks), \$1,439,661.66; Total Deposits (all banks), \$17,947,466.34; Total Resources (all banks), \$20,860,329.04; Total Savings Banks Deposits, \$6,233,272.85.

Theatres: Legitimate, 1; Moving Picture, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 6,731.

Location: On the L. V. R.R.; to New York 250 miles east, and Buffalo, 144 miles west; two branches of L. V. R. R. connecting with nearby cities; Delaware, Lackawanna & Western have branch terminal here; bus lines in all directions; terminal of the New York State Barge Canal system; improved highways all directions. Ithaca is situated on the southern end of Lake Cayuga, one of the Finger Lakes. To nearest larger city (Elmira) by railroad, 3 hours; by auto, 2 hours.

Principal Industries: Shirts, aeroplanes, chains, furniture, toys, bags, guns, adding machines, advertising signs, cements, salt, etc.

Manufacturing Establishments: 14. Leading firms: Morse Chain Co., Ithaca Gun Co., Thomas-Morse Aircraft Corporation, Remington Salt Co., Stanford-Crowell Co.

Special Information: Ithaca is pre-eminently an education center. There are seven educational institutions located here, including Cornell University, Ithaca Conservatory of Music and its seven branch schools, Empire State School of Printing, etc. Unrivaled scenic advantages and its location in the heart of the Finger Lakes region attract thousands of tourists yearly. 150 acres parks and playgrounds.

Residential Features: Mostly one and two family houses. Limited section devoted to student rooming houses and dormitories. Number of fraternity houses. Private homes predominate.

Retail Shopping Section: East State Street is the principal business street with several business blocks on the following streets: South Tioga and North Tioga Streets, South Cayuga, North Cayuga, South Aurora, East and West Green Streets, College Avenue, Dryden Road. Several smaller neighborhood sections with the usual grocery, confectionery and small shops.

Trading Area: Covers approximately a 20-mile radius, with population of 40,000.

Wholesale Houses: Groceries, 2; meats, 1; fruits, 1; hardware, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial automobile agencies, 6; automobile accessories, 35; automobile tire agencies, 10; bakers, 6; cigar stores and stands (including hotels), 12 (chain, 1); confectioners (including hotel stands), 25; delicatessen, 3; dressmakers, 39; druggists, 9; dry goods, 7; department stores, 1; electrical supplies, 7; florists, 3; fruits, 4; furniture, 9; furriers, 3; garages (public), 6; grocers, 70 (chain, 19); hardware, 4; jewelry, 12; meat markets, 20; men's furnishings, 12; men's clothing, 12; merchant tailors, 30; milliners, 11; opticians, 3; photographers, 8; pianos (and miscellaneous musical instruments), 4; radio supplies, 2; restaurants (including hotels), 47; shoes, 14; sporting goods, 5; stationers, 8; women's apparel, 6.

Miscellaneous Data: Average temperature, 47.4 degrees; average number of rainy days per twelve months, 160; most pleasant months, May, June, Sept., Oct. Doctors (medical, 41); (dentists, 17); (osteopaths, 1); street car service; gas, artificial; electric current, alternating; number of wired houses, 2,500; water, hard.

See announcement page 171

THE NATIONAL SURETY COMPANY

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CONCERNING ONE
STATE ONLY

that appeared a few days
later in Editor & Publisher's

Market Guide

See what you save by using
this incomparable book!

♦ DEPENDABILITY ♦

The success of the Gannett Newspapers is due primarily to their acceptance in ever increasing numbers because of their dependability as newspapers. They print the news in a fair, unbiased manner, and disclose the facts behind the news with a full realization of their responsibility to the reader.

Authenticity in the news columns and impartiality in the presentation of facts have placed each of these newspapers first in the esteem of the majority of the newspaper reading public in its city.

Each Gannett newspaper is welcomed into the home as an old friend. The pages of each are unfolded by readers who know that the entire contents are wholesome, informative, educational and entertaining.

Elmira Star Gazette

Newburgh News

Elmira Advertiser

Rochester Times Union

Elmira Telegram

Utica Observer Dispatch

Ithaca Journal News

Winston-Salem, N. C. Sentinel

J. P. McKINNEY & SON, *National Representatives*, New York, Chicago, San Francisco

NEW YORK (Cont'd)

JAMESTOWN, N. Y.

(Chautauqua County)

1920 Population, 38,917 (1925 State Census, 43,414).

City and Suburban Estimate, 100,000.

Native Whites, 70%; Negroes, 1%; Foreign Born, 29%; Industrial Workers, 30%; English Reading, 94%; Families, 10,206.

Schools: Public Grade, 14; High, 1; Junior High, 3; Parochial, 2. Number of Pupils, 8,704.

Churches: Baptist, 4; Christian Science, 1; Congregational, 2; Episcopal, 1; Methodist, 5; Presbyterian, 2; Roman Catholic, 2; Miscellaneous, 14.

Banks: National, 4; State, 3; Capital, Surplus and Undivided Profits (all banks), \$5,453,958.44; Total Deposits (all banks), \$30,869,152.87; Total Resources (all banks), \$39,829,368.; Total Bank Clearings (12 months, \$77,417,846.).

Theatres: Legitimate, 2; Moving Pictures, 6; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 1.

Location: On main line of the Erie R.R. Terminus of Buffalo & Southwestern, Warren & Jamestown traction line to Warren, Chautauqua Traction. Jamestown, Westfield & Northwestern to Westfield, connecting with New York Central; also freight connections with Pennsylvania R.R. at Mayville, and the Lake Shore and Nickel Plate at Westfield. Seventy miles from Buffalo at foot of Chautauqua Lake. To nearest larger city (Buffalo), by railroad, 2 hours; by trolley, 4 hours; by automobile, 3 hours.

Principal Industries: Wood and metal furniture, textiles, automatic voting machines, washing machines, veneer, automobile parts.

Manufacturing Establishments: 263. Art Metal Construction Co., Salisbury Axle Co., Broadhead Worsted Mills, Jamestown Worsted Mills, Empire Case Goods Co., Jamestown Table Co., Atlas Furniture Co., Bailey Table Co., Maddox Table Co., Jamestown Lounge Co., Dahlstrom Metal Door Co., Jamestown Metal Equipment Co., Automatic Registering Machine Co.

Special Information: Jamestown is known as one of the largest wood furniture manufacturing cities in the United States, and it has one of the largest metal manufacturers. Jamestown is the trading center for approximately 60,000 Chautauqua Lake summer visitors, including attendants at the original Chautauqua.

Residential Features: Being an industrial town, Jamestown is a city of small but substantial homes, 75% of which are owned by their occupants. Broad streets, all paved, mostly brick owing to steep grades.

Retail Shopping Section: Main business section extends 4 blocks east from the corner of Third and Main Streets, south 6 blocks on Main Street. West 4 blocks on West 3rd Street. One block north on Main; also seven residential shopping districts.

Trading Area: Extends for a distance of 20 miles: Westfield, 27 miles northwest; Warren, Pa., 22 miles south; Randolph, 17 miles east; State Line, 29 miles west; Cassadaga, 20 miles north.

Wholesale Houses: Groceries, 2; meats, 1; fruits, 3; hardware, 3; Miscellaneous lines, confectionery, 3; flour, 1; hardwood, 1; automobile accessories, 1; cigars and tobacco, 4.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial auto. agencies, 6; automobile accessories, 16; automobile tire agencies, 11; bakers, 19; cigar stores and stands (including hotel stands), 15 (chain, 3); confectioners (including hotel stands), 21; delicatessen, 2; dressmakers, 52; druggists, 12 (chain, 3); dry goods, 11; electrical supplies, 16; florists, 12; fruits, 8; furniture, 7; furriers, 2; garages (public), 21; grocers, 125 (chain, 25); hardware, 6; jewelry, 11; meat markets, 58 (chain, 2); men's furnishings, 19; men's clothing, 22; merchant tailors, 7; milliners, 17; opticians, 4; photographers, 10; pianos (and miscellaneous musical instruments), 8; radio supplies, 9; restaurants (including hotels), 46; shoes, 21; sporting goods, 4; stationers, 22; women's apparel, 18.

Miscellaneous Data: Average temperature, 50 degrees; average number of rainy days per twelve months, 100; most pleasant months, May, June, July, August, September. Doctors (medical, 51); (dentists, 32); (osteopaths, 1); number of wired houses, 8,000; street car service; gas, natural; electric current, alternating and direct; number of automobile registrations, 10,000; water, hard.

See announcements columns 3 and 4

KINGSTON, N. Y.

(Ulster County)

1920 Population, 26,668 (1925, 28,006).

City and Suburban Estimate, 74,979. Most important cities and towns in this area are: Saugerties, N. Y. (pop. 4,013); Ellenville, N. Y. (3,116); New Paltz, N. Y. (1,056); Rosendale, N. Y. (555).

Native Whites, 87.5%; Negroes, 2.1%; Foreign Born, 10.4%; Industrial Workers, 21%; English Reading, 97%; Families, 6,800.

Schools: Public Grade, 8; High, 1; Parochial, 5. Number of Pupils, 5,746.

Churches: Baptist, 2; Christian Science, 1; Congregational, 2; Episcopal, 2; Hebrew, 2; Methodist, 6; Presbyterian, 2; Roman Catholic, 5; Miscellaneous, 7.

Banks: National, 4; State, 1; Savings, 3; Capital, Surplus, and Undivided Profits (all banks), \$4,784,240; Total Deposits (all banks), \$30,860,500; Total Resources (all banks), \$37,385,940; Total Savings Banks Deposits, \$18,000,000.

Theatres: Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 4,000.

Location: On the west bank of the Hudson River, 88 miles from New York City. Served by the West Shore, New York Central, Ontario & Western, Ulster & Delaware, and Wallkill Valley R.Rs. Excellent bus service on all roads leading out of Kingston, N. Y. To nearest larger city, by railroad, 2½ hours; by automobile, 2½ hours.

Principal Industries: Cigar, shirts, brick, road machinery, light hardware, hotel equipment magnetos, woodworking, beds, foundry work, pajamas and women's garments, lace curtains, silk.

Manufacturing Establishments: 121. Leading firms: Van Slyke & Horton, American Cigar Co., F. Jacobson & Sons, Universal Road Machinery Co., U. S. Lace Curtain Mills, Ulster Foundry Co., L. Barth & Sons, Katterman & Mitchell Silk Mills. Total value of yearly output of factories estimated at \$16,000,000.

Special Information: City widely scattered, industries widely varied. Center of road system to all parts of the county. Heavy tourist traffic, owing to topography, must pass through city to get from one part of county to another.

Residential Features: Unusual percentage owns homes. No tenements. No slums. No congestion of population. Many fine views from hilltops.

Retail Shopping Section: Three sections, Rondout; Strand, 3 blocks; Broadway, 8 blocks; Hashbrouck Avenue, 4 blocks and Ferry Street, 2 blocks. Central section: Broadway, 8 blocks; Railroad Avenue, 1 block and Thomas Street, 1 block. Uptown section: Wall Street, 2 blocks; Fair Street, 2 blocks; Main Street, 2 blocks; John Street, 2 blocks; North Front Street, 4 blocks; Washington Avenue, 3 blocks and Clinton Avenue, 1 block.

Trading Area: Extends to north, 22 miles; northwest, 75 miles; south, 25 miles; southwest, 25 to 35 miles and east, 5 miles. The small area to the east is due to the fact that Kingston has the Hudson River on the east.

Wholesale Houses: Groceries, 3; meats, 3; fruits, 3; hardware, 1; electrical supplies, 1; Miscellaneous Lines, 6.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 22; commercial auto. agencies, 5; automobile accessories, 22; automobile tire agencies, 12; bakers, 17; cigar stores and stands (including hotel stands), 15 (chain, 1); confectioners (including hotel stands), 67; delicatessen, 3; dressmakers, 76; druggists, 14 (chain, 1); dry goods, 26; department stores, 3; electrical supplies, 17; florists, 4; fruits, 15; furniture, 7; furriers, 8; garages (public), 31; grocers, 132 (chain, 17); hardware, 5; jewelry, 12; meat markets, 39 (chain, 2); men's furnishings, 15; men's clothing, 10; merchant tailors, 3; milliners, 12; opticians, 6; photographers, 5; pianos (and miscellaneous musical instruments), 4; radio supplies, 10; restaurants (including hotels), 41; shoes, 18; sporting goods, 6; stationers, 3; women's apparel, 10.

Miscellaneous Data: Average temperature, 50 degrees; average number of rainy days per twelve months, 100; most pleasant months, April, May, June, July, August, September, October. Doctors (medical, 47); (dentists, 23); (osteopaths, 4); street car service; gas, artificial; number of meters, 5,994; electric current, alternating; number of wired houses, 6,065; water, soft.

LITTLE FALLS, N. Y.

(Herkimer County)

1920 Population, 13,029.

City and Suburban Estimate, 25,000. Most important cities and towns in this area are: Dolgeville (pop. 3,500); St. Johnsville (2,500); Danube, Fairfield, Little Falls, Saltsbury, Stark.

Native Whites, 74%; Foreign Born, 20%; Industrial Workers, 40%; English Reading, 80%; Families, 3,000.

Schools: Public Grade, 4; High, 2; Parochial, 1. Number of Pupils, 3,100.

Churches: Baptist, 1; Universalist, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 3; Miscellaneous, 4 (Evangelical, Lutheran, Greek Catholic, Zion); Polish Orthodox.

Banks: National, 1; State, 1; Total Deposits (all banks), \$1,954,871.30; Total Resources (all banks), \$10,215,888.13.

Theatres: Legitimate, 1; Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 4. Total number of seats, 1,400.

Location: It is the gateway of the Mohawk Valley in central New York, midway between New York and Buffalo, with Mohawk River and Barge Canal coursing through its fertile valley. Served by New York Central, and West Shore R.Rs. and the Little Falls and Dolgeville railway, also New York State trolley service to the west. Excellent bus service to Dolgeville on the north; St. Johnsville, Fort Plain, and Cannoharie, east. To nearest larger city by railroad, ¾ hour; by trolley, 1¼ hours; by automobile, 1 hour.

Principal Industries: Knit goods, tannery, leather dressing, bicycles, bookcases, dairy sup-

Continued on page 173

To Cover Jamestown, N. Y.

Use

The Jamestown Evening Journal

Aside from its advantages as an evening paper, it has more circulation in the city than its morning contemporary. The Evening Journal's circulation is concentrated in the Jamestown buying zone. There is no waste. Local advertisers do the bulk of their advertising in the Journal at the same local rates.

For the widest circulation in this field, the Evening Journal (city) and Tri-Weekly Journal (rural) in combination offer over 12,000 paid circulation with absolutely no duplication at a combination rate of 5 cents a line under contract to use 5,000 lines of total space.

C. L. HOUSER COMPANY

National Advertising Representative

1 West 47th St.,
New York, N. Y.1517 Tribune Tower,
Chicago, Ill.

The Jamestown Morning Post

thoroughly covers the Jamestown territory with its net paid circulation of 11,699; 90 per cent of which is within the trading area. Over 25 per cent more circulation than its competitor.

Jamestown, a city that has never known a bank failure nor hard times, is the home of thrifty, prosperous people who have money to spend and who have absolute confidence in The Jamestown Morning Post.

Your advertising message in The Jamestown Morning Post will reach a receptive audience.

Paul Block, Inc.

Advertising Representative

New York

Boston

Chicago

Detroit

Philadelphia

NEW YORK (Cont'd)

Little Falls (cont'd)

plies, knitting machines, tissue paper mills, milking machinery, art stencil, leather stamping, hammer factory, felt shoes.

Manufacturing Establishments: 40. Leading firms: D. H. Burrell & Co., H. P. Snyder Bicycle Co., Gilbert Knitting Co., Phoenix Underwear Co., Rex Knitting Mills, Little Falls Manufacturing Co. (knit goods and boxes); C. J. Lundstrom (House of Junket) Mfg. Co., (book cases), Hansen's Laboratory, Burrows Paper Co., Mohawk Valley Paper Co., Barnet Leather Co., Cheeney Hammer Co., Little Falls Felt Shoe Co., Etch Craft Stencil Works (pennants, etc.), etc.

Special Information: Location of the city and its proximity to the fine dairying section of Herkimer County, and central New York, with one of the finest municipal waterworks and excellent transportation facilities, give Little Falls advantages as a manufacturing center.

Residential Features: Mostly one- and two-family houses. Private homes predominate.

Retail Shopping Section: Extends through central part of Main Street, which is the main artery of travel for traffic between New York and Buffalo, with a few side streets convergent into this central Main Street section. There are also outlying retail business sections, and several smaller neighborhood sections with the usual grocery, confectionery, meat market, and small shops.

Trading Area: Extends about twenty miles north, south, and east. Intermittent business is secured from people living at a greater distance because of the fine trolley, and bus service.

Wholesale Houses: Groceries, 2; meats, 1; fruits, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 4; automobile accessories, 15; automobile tire agencies, 14; bakers, 5; cigar stores and stands (including hotels), 40 (chain, 2); confectioners (including hotel stands), 20; delicatessens, 1; dressmakers, 6; druggists, 6 (chain, 1); dry goods, 6; department stores, 2; electrical supplies, 3; florists, 2; fruits, 2; furniture, 3; garages (public), 5; grocers, 30 (chain, 5); hardware, 5; jewelry, 5; meat markets, 12 (chain, 1); men's furnishings, 9; men's clothing, 9; merchant tailors, 7; milliners, 9; opticians, 5; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 8; shoes, 6; sporting goods, 2; stationers, 2; women's apparel, 8.

Miscellaneous Data: Most pleasant months, June to October. Doctors (medical, 12); (dentists, 6); street car service; gas, artificial; electric current, alternating; number of wired houses, 2,000; water, hard and soft.

LOCKPORT, N. Y.

(Niagara County)

1920 Population, 21,308 (1925 State Census, 21,676).

City and Suburban Estimate, 45,000.

Native Whites, 84.3%; **Negroes,** 0.5%; **Foreign Born,** 15.2%.

Schools: Public Grade, 12; High, 1; Parochial, 4. Number of pupils, 5,000.

Churches: 23 churches with 10,000 members and 12,000 seating capacity.

Banks: National, 2; Savings, 2; Total Deposits, \$27,000,000. Savings Bank Deposits, \$10,500,000.

Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 7,500.

Location: 1. On Rochester-Niagara Falls branch of N. Y. Central R. R. 2. International R. R. Co.—to Buffalo, Niagara Falls, Olcott Beach, about 100 miles. 3. Lockport-Wilson Bus Line—Lockport to Wilson on Lake Ontario, about 20 miles. 4. 56 miles west of Rochester, 25 miles east of Buffalo and Niagara Falls. To nearest large city, by railroad, 1 hour; by trolley, 1 hour; by auto, 1 hour.

Principal Industries: 61 manufacturing, principal being flour, cotton, veneer, auto radiators, pulley blocks, wall board, textiles, saws and steel manufacturing, paper manufacturing.

Special Information: Abundant cheap Niagara Falls power. Heart of one of the greatest fruit belts in the east. Assessed valuation in 1923, \$19,577,480. Three hotels. Public library with 14,000 volumes. Hospital with 75 beds. 30 clubs. 40 miles of paved streets and 150 miles of sidewalks. Western Union and Postal Telegraph, American Railway Express. County seat of Niagara county. Paid fire department with motorized apparatus. Metropolitan system of police with flashlight signals. Water supply owned by the city, gas manufactured by the Lockport, Light, Heat & Power Co., Niagara Hydro Electric Co. Lowest rate per H. P. for power in New York State.

Trading Area: 20 miles in extent; 14 miles to the east, 7 miles to the west, 10 miles to the south and 14 miles to the north. Wholesale trading area, 20 miles in radius.

Wholesale Houses: Groceries, 3.

Number of Retail Outlets for Nationally Advertised Products: Automobile accessories, 9; cigar stores, 12 (chain, 1); confectioners (including hotel stands), 12; druggists, 9 (chain, 3); department stores, 4; grocers, 90 (chain, 6); hardware, 7; meat markets, 10 (chain, 2); restaurants, 8.

Miscellaneous Data: Average temperature, 51 degrees; average number of rainy days per twelve months, 90; most pleasant months April to November; number of wired houses, 4,500; street car service; gas, artificial; electric current, alternating and direct; water, medium.

MALONE, N. Y.

(Franklin County)

1920 Population, 7,556 (1925 est., 8,820).

City and Suburban Estimate: 35,000 within circle of trading radius.

Native Whites, 96%; **Foreign Born,** 4%; **Industrial Workers,** 25%; **English Reading,** 98%; **Families,** 1,700.

Schools: Public Grade, 6; High, 1; Parochial, 2. Number of Pupils, 1,976.

Churches: Baptist, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Roman Catholic, 2; Miscellaneous, 1.

Banks: National, 2; Trust Co., 1; Total Resources (all banks), \$5,625,389.18; Savings Bank Deposits Total, \$2,300,000.

Theatres: Legitimate, 1; Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 3; Total number of seats, 2,400.

Location: On the New York Central and Rutland Railroads. Bus service in all directions. To nearest large city, by railroad, 2 hours; by automobile, 2½ hours.

Principal Industries: Woolen clothing manufacturing, tanned leather, bronze powder, two railroad shops, iron foundry, ice cream manufacturing.

Manufacturing Establishments: 6. Leading firms: Lawrence Webster Co., J. O. Ballard & Co., Thos. Garner Co., Malone Bronze Powder Works, Kirk-Maher Co. Total value of yearly output of factories estimated at \$12,000,000.

Special Information: Situated at the foothills of the Adirondacks Malone is a center for tourists. Malone is the center of a rich agricultural section, dairying being the predominant branch of the industry. The town has never yet experienced a business depression of any consequence.

Residential Features: Mostly one family houses. Private homes predominate. Acknowledged in the North Country to be one of the most desirable residential towns in the Adirondacks. In the past two years 100 new homes have been built by home owners themselves.

Retail Shopping Section: Extends ten blocks east and west on Main Street, 85 per cent of the business is done in this section. There are five outlying "neighborhood" sections with the usual grocery stores and small shops.

Trading Area: Extends approximately 30 miles east, west and south and 17 miles to the north. State roads lead to village from five separate directions.

Wholesale Houses: Groceries, 2; meats, 2; fruits, 1; hardware, 3; Miscellaneous Lines, bakeries, 2; ice cream, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto. agencies, 5; automobile accessories, 21; automobile tire agencies, 17; bakers, 5; cigar stores and stands (including hotels), 30; confectioners (including hotel stands), 28; delicatessens, 5; dressmakers, 14; druggists, 5; dry goods, 10; department stores, 6; electrical supplies, 6; florists, 5; fruits, 6; furniture, 3; furriers, 2; garages (public), 23; grocers, 41 (chain, 3); hardware, 3; jewelry, 3; meat markets, 12; men's furnishings, 6; men's clothing, 6; merchant tailors, 3; milliners, 30; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 3; restaurants (including hotels), 8; shoes, 10; sporting goods, 3; stationers, 2; women's apparel, 6.

Miscellaneous Data: Average temperature, 47 degrees; average number of rainy days per twelve months, 75; most pleasant months, June, July, August, September. Doctors (medical, 12); (dentists, 6); (osteopaths, 1); gas, artificial; electric current, alternating; number of wired houses, 2,524; water, soft.

MAMARONECK, N. Y.

(Westchester County)

1920 Population, 6,571 (1926 est. 17,000).

City and Suburban Estimate: 25,000. Most important cities and towns in this area are: Larchmont, Harrison.

Native Whites, 75%; **Negroes,** 5%; **Foreign Born,** 20%; **Industrial Workers,** 20%; **English Reading,** 90%; **Families,** 4,000; **Dwellings,** 2,800.

Schools: Public Grade, 6; High, 2; Junior High, 1; Parochial, 1. Number of Pupils (all schools), 7,000.

Churches: Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Roman Catholic, 2; Miscellaneous, German Lutheran, M. E. Zion.

Banks: National, 1; Trust Co., 1; Savings, 1; Savings Deposits Total, \$2,060,000; Capital, Surplus and Undivided Profits (all banks), \$795,000; Total Deposits (all banks), \$5,788,000; Total Resources (all banks), \$6,625,000; Total Bank Clearings (12 months), \$30,000,000.

Theatres: Moving Pictures, 1; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 2,100.

Location: N. Y. N. H. & H. R. R. Co., and N. Y. Westchester & Boston, Suburban Line. To nearest large city, ¼ hour distant by automobile, ½ hour by trolley and 10 minutes by railroad.

Principal Industries: Clothing, raincoats, pure food factory.

Manufacturing Establishments: 2. Leading firms: New York Mackintosh Clothing Co., Hausa Food Products Co. Total value of yearly output estimated at \$3,000,000.

Residential Features: Houses, 2,800; apartments, 25.

Retail Shopping Section: Mamaroneck Ave., 5 blocks; Boston Road, 3 blocks; Holstead Ave., 4 blocks.

Trading Area: 3 miles north, two miles east, two miles west, water on south.

Wholesale Houses: Confectionery, 1; miscellaneous lines: plumbing supplies.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial automobile agencies, 2; automobile accessories, 6; automobile tire agencies, 6; bakers, 2; total cigar stores and stands (including hotels), 6; (chain, 2); confectioners (including hotel stands, 6; delicatessens, 2; total druggists, 5; dry goods, 4; department stores, 1; electrical supplies, 3; florists, 2; fruits, 6; furniture, 2; furriers, 1; garages (public), 4; total grocers, 12 (chain, 6); hardware, 8; jewelry, 2; total meat markets, 9 (chain, 1); men's furnishings, 3; men's clothing, 3; merchant tailors, 4; milliners, 2; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; total restaurants (including hotels), 7; shoes, 3; sporting goods, 1; stationers, 3; women's apparel, 3.

Miscellaneous Data: Average temperature, 50 degrees; average number of rainy days for year, 60; most pleasant months, May, June, September, October, November. Doctors (medical, 8); (dentists, 4); street car service; gas, natural; electric current, alternating; water, hard.

MEDINA, N. Y.

(Orleans County)

1920 Population, 6,011.

City and Suburban Estimate, 10,000.

Native Whites, 85%; **Foreign Born,** 15%; **Industrial Workers,** 28%; **English Reading,** 90%; **Families,** 1,581.

Schools: 5; Number of pupils, 1,140.

Churches: 7.

Banks: 2; Total Resources, \$4,200,000.

Theatres: 2; Total number of seats, 1,400.

Residential Features: Mostly one family houses.

Retail Shopping Section: Five blocks.

Trading Area: 18 miles radius.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial auto. agencies, 2; automobile accessories, 10; automobile tire agencies, 10; bakers, 3; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 9; delicatessens, 2; dressmakers, 10; druggists, 4; dry goods, 4; department stores, 1; electrical supplies, 4; florists, 2; fruits, 3; furniture, 2; furriers, 1; garages (public), 14; grocers, 15; hardware, 5; jewelry, 4; meat markets, 6; men's furnishings, 8; men's clothing, 8; merchant tailors, 4; milliners, 5; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 4; shoes, 7; sporting goods, 2; stationers, 2; women's apparel, 4.

MIDDLETOWN, N. Y.

(Orange County)

1920 Population, 18,420. (1925 State Census, 20,412.)

City and Suburban Estimate, 65,000.

Native Whites, 95%; **Negroes,** 2%; **Foreign Born,** 3%; **Industrial Workers,** 50%; **English Reading,** 98%; **Families,** 4,200 (estimated).

Schools: Public Grade, 6; High, 1; Junior High, 1; Parochial, 1; Pupils, 4,190.

Churches: Baptist, 1; Christian Science, 1; Congregational, 2; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 2; Roman Catholic, 2; Miscellaneous, 2.

Banks: National, 2; State, 1; Total Resources, \$20,000,000; Savings Bank Deposits Total, \$9,500,000.

Theatres: Legitimate, 1; Moving Pictures, 1; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 4,500.

Location: Main line Erie and Ontario & Western. Quick service, north, south, east and west. To nearest large city, by railroad, 1½ hours; by auto, 1 hour.

Principal Industries: Saws, files, wrapping machines, hides, hats, silk, printers' supplies.

Manufacturing Establishments: 19. Leading firms: Clemson Bros., Morgan & Wilcox, O. & W. Car shops, Howell-Hinchman Co. Total value of yearly output of factories estimated at \$5,000,000.

Special Information: Middletown is the center of a rich farming territory and enjoys a big retail trade. As the name indicates Middletown is in the heart of things—geographically in the center of the very rich county of Orange, with a population of 180,000. Orange County fair held here every summer.

Residential Features: One-family houses predominate with many fine homes.

Retail Shopping Section: North, 5 blocks; James, 2 blocks; West Main, 1 block; East Main, 1 block; King, 1 block; Depot, 1 block.

Trading Area: An elliptical zone, 20 miles wide, east and west, 40 miles north and south.

Wholesale Houses: Groceries, 2; meats, 2; fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 20; commercial auto. agencies, 12; auto. accessories, 14; auto. tire agencies, 20; bakers, 11; cigar stores and stands (including hotels),

20; chain, 1); confectioners (including hotel stands), 37; delicatessens, 2; dressmakers, 32; druggists, 16 (chain, 2); dry goods, 13; department stores, 4; electrical supplies, 18; florists, 4; fruits, 7; furniture, 4; furriers, 3; garages (public), 25; grocers, 84 (chain, 8); hardware, 4; jewelry, 10; meat markets, 38 (chain, 1); men's furnishings, 12; men's clothing, 10; merchant tailors, 11; milliners, 10; opticians, 6; photographers, 6; pianos (and miscellaneous musical instruments), 3; radio supplies, 8; restaurants (including hotels), 13; shoes, 10; sporting goods, 3; stationers, 3; women's apparel, 24.

Miscellaneous Data: Average temperature, 73 degrees; average number of rainy days per twelve months, 65; most pleasant months, Aug., Sept., Oct.; doctors (medical, 35); (dentists, 15); (osteopaths, 1); number of wired houses, 4,500; gas, artificial; electrical current, alternating; water, soft.

MOUNT VERNON, N. Y.

(Westchester County)

1920 Population, 42,726 (1925, 52,382).

City and Suburban Estimate, 110,000.

Schools: Public Grade, 13; High, 2; Number of Pupils, 9,460.

Churches: Baptist, 4; Christian Science, 1; Congregational, 2; Episcopal, 2; Hebrew, 4; Methodist, 4; Presbyterian, 1; Roman Catholic, 5; Lutheran, 3; Miscellaneous, 14.

Banks: National, 2; State, 2; Total Resources, \$38,410,500; Savings Bank Deposits Total, \$22,122,000.

Theatres: Moving Pictures, 5; Vaudeville, 1; Stock, 1; Miscellaneous (auditoriums, etc.), 1. Total number of seats, 8,000.

Location: Northeast of New York City. Harlem Division of N. Y. Central, N. Y., N. H. & H., and N. W. Westchester & Boston Railway. To New York, by railroad, 28 minutes; by trolley, 1½ hours; by auto, 45 minutes.

Principal Industries: Not a manufacturing city, but the home of a number of nationally known companies. The manufacturing includes soaps, dyes, optical lenses, electric motor vehicles, electrical devices, pin-tickets, stage scenery, rotogravure presses, die castings, and office filing supplies, etc.

Manufacturing Establishments: General Optical Co., Lee Lash Studios, Noesting Pin Ticket Co., Ward Leonard Co., Ward Motor Vehicle Co., North American Dye Co., Webendorfer Press Co.

Special Information: Its proximity to New York City makes this a "City of Homes" with a steadily increasing population, 28 minutes by rail from heart of N. Y. City. Since Jan. 1, 1920, 700 one-family dwellings, 350 two-family dwellings; 14 three-family dwellings, and 10 four-family dwellings, and 50 apartment houses, with accommodations for 1,500 families have been erected.

Residential Features: Mostly fine one-family houses in beautiful resident section. Increasing number of modern apartments. Three seven story buildings and eight of 5 stories opened in 1925. Two new 7-story buildings being erected besides a score of smaller structures. Limited foreign section.

Retail Shopping Section: Extends on South Fourth Avenue from First Street to Third Street; on First Street from Second Avenue to Fourteenth Avenue; on Third Street from Ninth Avenue to Columbus Avenue.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 18; commercial automobile agencies, 12; automobile accessories, 30; automobile tire agencies, 9; bakers, 32; cigar stores and hotel stands, 24 (chain, 2); confectioners (including hotel stands), 44; delicatessens, 30; dressmakers, 44; druggists, 26 (chain, 1); dry goods, 33; department stores, 1; electrical supplies, 5; florists, 12; fruits, 35; furniture, 17; furriers, 2; garages (public), 36; grocers, 138 (chain, 36); hardware, 19; jewelry, 14; meat markets, 72 (chain, 1); men's furnishings, 11; men's clothing, 6; merchant tailors, 57; milliners, 12; opticians, 4; photographers, 6; pianos (and miscellaneous musical instruments), 3; radio supplies, 14; restaurants (including hotels), 54; shoes, 19; sporting goods, 5; stationers, 13; women's apparel, 10.

Miscellaneous Data: Average temperature, 50 degrees; average number of rainy days per twelve months, 70; most pleasant months, May, June, Sept., Oct. Doctors (medical, 70); (dentists, 48); (osteopaths, 2); number of wired houses, 17,000; street car service; gas, artificial; electric current, alternating; water, soft.

NEWBURGH, N. Y.

(Orange County)

1920 Population, 30,366 (1926 est., 30,272).

City and Suburban Estimate: 80,000 (including Beacon, 12,000) 92,000. Most important cities and towns in this area are: Beacon (pop. 12,000); Walden (5,493); Cornwall (4,259).

Native Whites, 81%; **Negroes,** 2%; **Foreign Born,** 16%; **Industrial Workers,** 27%; **English Reading,** 92%; **Families,** 7,647.

Schools: Public Grade, 6; High, 1; Parochial, 2. Number of Pupils: Public Grade, 4,119; High School, 986; Parochial Schools, 1,000. Total, 6,105.

Churches: Baptist, 4; Christian Science, 1; Congregational, 1; Episcopal, 5; Hebrew, 3; Methodist, 4; Presbyterian, 7; Roman Catholic, 4; Miscellaneous, 10.

Continued on page 174

NEW YORK (Cont'd)

Newburgh (cont'd)

Banks: National, 4; State, 2; Total Resources (all banks), \$39,044,000.; Total Savings Banks Deposits, \$26,281,000.; Average Yearly Total Retail Sales (all lines), \$10,860,000.

Theatres: Legitimate, 2; Moving Pictures, 4; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 4. Total number of seats, 7,000.

Location: On the west bank of the Hudson River on the West Shore and Erie Railroads, connected by ferry with New York Central and N. Y. N. H. & H. and but four miles from the eastern terminus of the N. Y. O. & W. R. Ocean tidewater transportation to its docks but 60 miles from New York City. Excellent state highways to New York, Albany, Binghamton and Boston make it very accessible by roads. Nearly 50 busses daily carry thousands in and out of town. To nearest larger city, by railroad, 1½ hours; by automobile, 1½ hours.

Principal Industries: Artificial leather, clothing, textiles, lawn mowers, machinery, engines, boilers, spiral pipe and plaster.

Manufacturing Establishments: 102. Du Pont Fabrikoid plant, Coldwell Lawn Mower Co., Sweet-Orr & Co., Keystone Pants and Overalls, Ide & Excellio Shirts, S. Strock & Co., plush and felt plants, Lazelle Perfumer, Betsy Ross Flag Co., Layman-Berkwitz Co., Men's Clothing, Muskegon Machine Co., Wood Turning Machinery. Total value of yearly output of factories estimated at \$100,000,000.

Special Information: Located just outside the suburban trading radius of New York City. The stores of Newburgh cover a market of 100,000 people extending for 15 miles up and down the Hudson River and west 12 miles to the Wallkill Valley. In this zone is the celebrated Hudson River fruit belt and the Wallkill Valley, famous for its fruit, dairy and farm products.

Residential Features: There are many fine homes in the city, and the suburban area contains the estates of some wealthy and notable persons. Most of the city homes are one-family type and are owned by the business and working men of the city.

Retail Shopping Section: Takes in over 2 miles on six principal business streets, Water Street, 4 blocks; Golden Street, 1 block; Broadway, 16 blocks; Liberty Street, 11 blocks; William Street, 8 blocks, and South Street, 4 blocks.

Trading Area: Fully two-thirds of Orange County that portion east of the main line of the Erie R.R. is in the Newburgh trading radius. There are 15 towns, some having 10,000 population in this area. Beacon, a city of 12,000 across the Hudson, buys everything but its food-stuffs in Newburgh. The same is true of Chelsea, Fishkill, Cold Spring, Garrison, and other Dutchess county towns.

Wholesale Houses: Groceries, 7; meats, 5; fruits, 12; hardware, 3; miscellaneous lines, confectionery, 6.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 29; commercial auto. agencies, 5; automobile accessories, 77; automobile tire agencies, 19; bakers, 23; cigar stores and stands (including hotels), 24 (chain, 3); confectioners (including hotel stands), 114; delicatessen, 13; dressmakers, 60; druggists, 21 (chain, 2); dry goods, 87; department stores, 1; electrical supplies, 16; florists, 12; fruits, 15; furniture, 3; furriers, 4; garages (public), 55; grocers, 182 (chain, 42); hardware, 7; jewelry, 16; meat markets, 57 (chain, 2); men's furnishings, 19; men's clothing, 18; merchant tailors, 6; milliners, 18; opticians, 6; photographers, 6; pianos (and miscellaneous musical instruments), 6; radio supplies, 8; restaurants (including hotels), 47 (chain, 1); shoes, 28; sporting goods, 4; stationers, 4; women's apparel, 15.

Miscellaneous Data: Average temperature, 47 degrees; average number of rainy days per twelve months, 80; most pleasant months, May to November. Doctors (medical, 36); (dentists, 23); (osteopaths, 2); bus service; gas, artificial; number of meters, 6,000; electric current, alternating and direct; number of wired houses, 4,450; number of automobile registrations, 10,000; water, hard.

See announcement page 171

NEW ROCHELLE, N. Y.

(Westchester County)

1920 Population, 36,213 (1926, est. 46,000).

City and Suburban Estimate, 75,000.

Native Whites, 69.3%; Negroes, 7.3%; Foreign Born, 23.4%; Industrial Workers, 30%; English Reading 85%; Families, 12,725.

Schools: 12; Number of pupils, 7,472.

Churches: 27.

Banks: 5.

Theatres: 4; Total number of seats, 5,500.

Location: On main line of N. Y. N. H. & H. R.R. and New York, Westchester and Boston Railroad.

Residential Features: Mostly one and two family houses and a few apartment houses.

Retail Shopping Section: About 15 blocks in center of city and a few neighborhood sections.

Trading Area: Fifteen miles radius.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 27; commercial automobile agencies, 6; automobile accessories, 23; automobile tire agencies, 17; bakers, 17; cigar stores and stands (including hotels), 26; confectioners (including hotel stands), 29; delicatessen, 9; dressmakers, 52;

druggists, 15; dry goods, 20; department stores, 4; electrical supplies, 8; florists, 18; fruits, 20; furniture, 9; furriers, 3; garages (public), 24; grocers, 95; hardware, 11; jewelry, 11; meat markets, 34; men's furnishings, 10; men's clothing, 10; merchant tailors, 17; milliners, 16; opticians, 3; photographers, 8; pianos (and miscellaneous musical instruments), 5; radio supplies, 12; restaurants (including hotels), 24; shoes, 16; sporting goods, 3; stationers, 5; women's apparel, 4.

NEW YORK CITY

Foreword

The Greater New York market, colossal as it is, is still a well-defined quantity and is surveyed and chartered by boroughs. The pertinent facts have been gathered and brought up to date and the quantitative analysis is made under the standardized arrangement used in all EDITOR & PUBLISHER Market Guide Surveys.

This market, one of the greatest in the world, rapidly changes and its influence is widespread and affects the markets of the entire country.

New York is the most important city, industrially, commercially and financially, as well as in population, in this country. It manufactures one-twelfth of all products made in the United States and handles one-half of the country's foreign commerce.

As a market it towers above every other business center in the world. With a population of over 9,000,000 in and around the city it is the largest single market in the world and influences all markets of the nation.

POPULATION

1915 U. S. Census	5,253,885
1920 U. S. Census	5,620,048
Borough of Manhattan	2,284,103
Borough of Brooklyn	2,018,356
Borough of Bronx	732,016
Borough of Queens	469,042
Borough of Richmond	116,531
1924 U. S. Census Est., July, 1	6,015,504
Bronx	871,552
Brooklyn	2,196,210
Manhattan	2,262,114
Queens	554,931
Richmond	130,697

Native White	61.7%
Foreign Born	35.4%
Negroes	2.7%
English Reading	83%
Industrial Workers	11.5%
Families	1,278,341
City and Suburban Estimate	9,500,000

1920 U. S. Census Metropolitan District	7,910,415
1925 State Census (total city)	7,910,415
Borough of Manhattan	2,405,676
Borough of Brooklyn	2,235,886
Borough of Bronx	902,560
Borough of Queens	573,851
Borough of Richmond	133,844
1925 Census Est. Metropolitan District	9,368,000

The New York Metropolitan District includes, in addition to the five counties of Greater New York, Nassau County in Long Island, and Westchester and Rockland Counties, New York. In New Jersey, the following counties are included: Bergen, Essex, Hudson, Middlesex, Parraic, Union, Monmouth, Morris, Somerset.

New York		
	1920	1925
U. S. Census	5,620,048	6,015,504
Nassau County	126,120	207,640
Westchester	344,436	425,798
Rockland	45,548	56,479

New Jersey		
	1920	1925
Bergen	210,703	250,889
Essex	652,089	629,154
Hudson	829,154	862,334
Middlesex	162,334	259,174
Passaic	259,174	200,157
Union	200,157	104,925
Monmouth	104,925	82,694
Morris	82,694	47,991
Somerset	47,991	

Color or Race, Nativity and Sex of Population
1920 U. S. Census

Country of Birth	The City	Man.
England	71,404	29,817
Scotland	21,545	8,687
Wales	1,510	783
Ireland	203,450	116,749
Norway	24,500	3,595
Sweden	33,703	11,841
Denmark	9,092	2,942
Belgium	3,467	2,132
France (incl. Als-Lor.)	23,020	14,359
Luxemburg	302	158
Netherlands	4,750	2,164
Switzerland	9,233	4,802
Germany	194,154	70,836
Poland	145,679	64,514
Austria	126,739	65,603
Hungary	64,393	40,644
Czecho-Slovakia	26,437	18,681
Jugo-Slavia	5,271	3,850
Russia	479,797	193,775
Finland	10,240	4,835
Lithuania	7,475	1,521
Portugal	1,026	417
Spain	10,980	7,502
Italy	390,832	184,546
Greece	21,455	17,209
Bulgaria	308	201
Roumania	38,139	16,717
Turkey, Europe	1,754	1,507
Other Europe	528	300
Armenia	3,779	2,168
Syria	4,485	923
Asia	12,764	6,061
Africa	1,125	611
Australia	1,023	545
Canada, French	1,767	893

County of Birth	The City	Man.
Canada, other	23,514	11,390
Newfoundland	1,403	324
Cuba et al. W. Ind. exc.		
P. Rico	8,722	5,210
Mexico	2,487	1,843
Central America	879	674
South America	5,742	3,853
Atlantic Islands	414	180
Pacific Islands	226	143
At sea	205	86
Country not specified	103	24

Country of Birth	Bronx	B'klyn
England	8,624	25,003
Scotland	2,511	7,534
Wales	137	421
Ireland	18,679	53,660
Norway	974	17,505
Sweden	3,108	15,438
Denmark	797	4,201
Belgium	284	726
France (incl. Als-Lor.)	2,121	3,861
Luxemburg	33	51
Netherlands	471	1,672
Switzerland	1,255	1,765
Germany	29,719	56,778
Poland	19,008	51,928
Austria	23,638	31,981
Hungary	10,644	8,795
Czecho-Slovakia	1,873	2,639
Jugo-Slavia	332	1,088
Russia	87,345	189,421
Finland	1,309	3,219
Lithuania	465	4,985
Portugal	39	485
Spain	257	2,902
Italy	39,519	138,245
Greece	957	2,700
Bulgaria	34	63
Roumania	8,519	12,109
Turkey, Europe	102	125
Other Europe	54	115
Armenia	419	746
Syria	102	3,405
Asia	836	5,230
Africa	90	358
Australia	82	300
Canada, French	164	442
Canada, other	2,083	7,694
Newfoundland	90	827
Cuba et al. W. Ind. exc. P.		
Mexico	423	2,614
Rico	75	472
Central America	22	154
South America	254	1,395
Atlantic Islands	30	170
Pacific Islands	10	57
At Sea	24	72
Country not specified	25	37

Country of Birth	Man.	Brooklyn	Manhat.
Total population	2,018,356	2,284,103	1,185,708
Male	1,007,859	1,148,395	582,826
Female	1,010,497	1,135,708	602,882
Native white	1,325,666	1,468,226	720,454
Male	649,747	720,454	388,279
Female	675,919	747,772	332,175
Native white, native parent	456,240	508,279	260,454
Native white, foreign parent	703,417	720,454	388,279
Native white, mixed parent	166,009	189,938	92,080
Foreign born, white	659,287	720,454	388,279
Male	341,527	468,506	245,574
Female	317,760	451,932	182,704
Negro	31,912	109,133	51,912
Male	15,197	51,912	27,221
Female	16,715	57,221	24,691
Indian, Chinese, Jap., etc.	1,491	6,064	2,614

Country of Birth	Queens	Richmond
Total population	469,042	116,531
Male	233,440	61,423
Female	235,602	55,108
Native white	351,985	83,420
Male	173,868	43,142
Female	178,119	40,278
Native white, native parent	149,342	38,203
Native white, foreign parent	147,400	38,362
Native white, mixed parent	55,243	31,533
Foreign born, white	111,676	31,533
Male	57,132	17,469
Female	54,544	14,064
Negro	5,120	1,499
Male	2,238	735
Female	2,882	764
Indian, Chinese, Jap., etc.	261	79

SCHOOLS

Country of Birth	For the entire city	Public Schools
Kindergarten registration	42,767	42,767
Kindergarten extension and First year	108,791	108,791
Junior high	82,466	82,466
Total elementary, 603, registration	864,231	864,231
Kindergarten extension and First year	108,791	108,791
High schools, 37, registration	135,538	135,538
Training, 3, registration	5,400	5,400
Vocational, 4, registration	4,240	4,240
Total registration, all schools	1,009,778	1,009,778
Bronx—Elementary schools	81	81
Kindergarten registration	6,920	6,920
Kindergarten extension and First year	17,293	17,293
Junior high	17,540	17,540
All others	102,463	102,463

Country of Birth	Total elementary	High schools, 5, registration
Total elementary	144,216	19,905
High schools, 5, registration	19,905	19,905

Country of Birth	Total all day schools	Brooklyn—Elementary schools
Kindergarten registration	164,121	211
Kindergarten extension and First year	16,506	16,506
Kindergarten extension and First year	44,757	44,757
Junior high	27,422	27,422
All others	262,300	262,300

Country of Birth	Total elementary	High schools, 14, registration
Total elementary	350,985	54,769
High schools, 14, registration	54,769	54,769
Training, 1, registration	2,276	2,276
Vocational, 1, registration	799	799

Country of Birth	Total all day schools	Manhattan—Elementary schools
Kindergarten registration	408,629	149
Kindergarten extension and First year	12,440	12,440
Kindergarten extension and First year	27,827	27,827
Junior high	36,493	36,493
All others	157,821	157,821

Country of Birth	Total elementary	High schools, 6, registration
Total elementary	234,581	40,752
High schools, 6, registration	40,752	40,752
Training, 1, registration	1,574	1,574
Vocational, 3, registration	3,441	3,441

Country of Birth	Total all day schools	Queens—Elementary schools
Kindergarten registration	280,348	120
Kindergarten extension and First year	120	120
Kindergarten extension and First year	5,675	5,675
Junior high	15,602	15,602
All others	1,011	1,011

Country of Birth	Total elementary	High schools, 2, registration
Total elementary	111,736	16,943
High schools, 2, registration	16,943	16,943
Training, 1, registration	1,550	1,550

Country of Birth	Total all day schools	Richmond—Elementary schools
Kindergarten registration	130,598	42
Kindergarten extension and First year	42	42
Kindergarten extension and First year	1,225	1,225
Junior high	3,312	3,312
All others	18,176	18,176

Country of Birth	Total elementary	High schools, 2, registration
Total elementary	22,713	3,169
High schools, 2, registration	3,169	3,169

Country of Birth	Total all day schools	Manhattan and Bronx—Barnard College
Kindergarten registration	25,882	1,029
Kindergarten extension and First year	1,029	1,029

Parochial Schools

Country of Birth	Number	Registration
For the entire city	344	168,731
Total elementary	336	167,612
High schools and academies	36	7,401

FIRST *in the* FIRST MARKET

In the New York metropolitan market—greatest in size and concentration of population, wealth and buying power, The New York Times holds a dominant position. It is

FIRST among New York newspapers in total volume of advertising;

FIRST in the high quality of its readers;

FIRST in confidence of readers, created by the care exercised by The Times in the acceptance of all advertising;

FIRST in total circulation, daily and average daily and Sunday, of all New York morning newspapers of standard size;

FIRST in circulation in the New York market daily and average daily and Sunday of all New York morning newspapers of standard size.

FIRST in results to advertisers.

The New York Times is first on the advertising lists of those who sell their commodities in the New York market.

ADVERTISING—24,824,518 agate lines in ten months of this year, a gain of 2,012,006 lines over the corresponding months of last year, and 9,221,622 lines over the second highest New York newspaper.

CIRCULATION—391,465 copies average daily and Sunday net paid sale.

The New York Times

. . . . The New York Times editorials are sane and scholarly; its business pages practical and dependable; its advertising columns clean and truthful. In my opinion, The New York Times is a national institution. H. H. Charles, President Charles Advertising Service, New York.

NEW YORK (Cont'd)

New York City (cont'd)

Manhattan and Bronx—Barnard College, 1,029 students; College of the City of New York, registrar's estimate, 20,000 students; Columbia University, 34,823 resident students; Fordham University, 6,528 students, including all departments; Hunter College, 3,448 day, 6,356 evening; Manhattan College, 570 students; New York University, 22,647 students, including all departments and branches. St. John's College (Brooklyn), 2,572, including all departments.

Other Schools: 44 Preparatory schools; 10 Technical schools; 27 Business schools; 20 Medical schools; 15 Music schools.

Queens—9 Preparatory and private schools.

Richmond—1 college, 8 preparatory and private schools.

Brooklyn—7 colleges, 31 preparatory schools, 10 technical schools, 30 business schools, 32 music schools.

To measure the city as an educational center there are 91,445 students in the colleges, 966,843 students in the public grade and high schools. In the 186 private, preparatory and business schools it is estimated there are 106,000 students. There are 187,612 in the parochial grade and high schools.

Based on the figures of the Board of Education, the Superintendent of the Parochial Schools the colleges and the estimated figure on private schools, we have a grand total of 1,339,428 students.

Among the most important places of general educational interest in the City are the Metropolitan Museum of Art, with its magnificent exhibits of paintings, sculpture, tapestries, potteries, lacas, antiquities and miscellaneous objects of art, the American Museum of Natural History with its unique collections and exhibits of mammals, birds, minerals and other objects of scientific interest, the Aquarium with its thousands of living specimens of fresh and salt water fishes and other aquatic animals, Bronx Park with its Zoo and its beautiful Botanical Gardens, the New York Public Library, the Brooklyn Institute Museum, the Hispanic Museum, and the Museum of French Art.

CHURCHES

Brooklyn: Baptist, 54; Catholic, 253; Christian, 2; Christian Science, 5; Congregational, 29; Disciples of Christ, 4; Friends, 2; Hebrew, 51; Lutheran, 68; Methodist Episcopal, 53; Methodist Free, 2; Methodist Primitive, 2; Methodist, Protestant, 2; Nazarene, 4; Presbyterian, 35; Presbyterian United, 4; Protestant Episcopal, 57; Reformed, 26; Reformed Episcopal, 2; Seventh Day Adventist, 4; Swedenborgian, 2; Unitarian, 4; Universalist, 3; Miscellaneous, 21.

Bronx: Baptist, 11; Catholic, 56; Christian Science, 2; Congregational, 4; Hebrew, 37; Lutheran, 23; Methodist Episcopal, 16; Moravian, 1; Presbyterian, 19; Protestant Episcopal, 20; Reformed, 7; Seventh Day Adventist, 2.

Manhattan: Baptist, 31; Catholic, 137; Calvinistic Methodist, 1; Christian Scientist, 12; Congregational, 16; Catholic Apostolic, 2; Disciples of Christ, 2; Friends, 2; Hebrew, 81; Lutheran, 28; Methodist Episcopal, 39; Moravian, 1; Presbyterian, 43; Presbyterian Reformed, 2; Presbyterian United, 2; Protestant Episcopal, 59; Reformed, 20; Seventh Day Adventist, 2; Unitarian, 1; Universalist, 19.

Queens: Baptist, 11; Catholic, 63; Christian, 1; Christian Science, 6; Congregational, 9; Disciples of Christ, 2; Evangelical, 4; Hebrew, 8; Lutheran, 30; Methodist Episcopal, 25; Presbyterian, 22; Protestant Episcopal, 31; Reformed, 16; Miscellaneous, 10.

Richmond: Baptist, 6; Catholic, 28; Christian Science, 3; Congregational, 1; Hebrew, 4; Lutheran, 13; Methodist Episcopal, 17; Moravian, 6; Presbyterian, 3; Protestant Episcopal, 13; Reformed, 6; Miscellaneous, 10.

BANKS.

National Banks, 43.	Resources
Bronx	3 \$ 13,158,910
Brooklyn	8 56,624,450
Manhattan	25 4,614,305,880
Queens	12 32,125,890
Richmond	4 6,491,740

Total

Private Bankers, 45.	Resources
Bronx	1 \$ 315,868
Brooklyn	8 5,038,212
Manhattan	35 31,685,443
Queens	1 405,085

Total

Savings Banks, 66.	Resources
Bronx	4 \$ 112,560,298
Brooklyn	26 920,178,262
Manhattan	27 2,059,882,440
Queens	7 91,744,316
Richmond	2 21,881,634

Total

Savings Bank Deposits as of July 1, 1926

	Number of Depositors	Amount of Deposits
Bronx	148,751	\$103,119,912
Brooklyn	1,067,517	818,620,434
Manhattan	1,817,905	1,821,828,380
Queens	141,794	13,085,935
Richmond	43,700	19,792,793

Total

Savings and Loan Associations, 84.	Resources
Bronx	4 \$ 1,395,603
Brooklyn	28 20,251,490
Manhattan	30 63,195,035
Queens	13 3,142,426
Richmond	19 21,225,512

Total

	Resources
Bronx	4 \$ 1,395,603
Brooklyn	28 20,251,490
Manhattan	30 63,195,035
Queens	13 3,142,426
Richmond	19 21,225,512

Total

State Banks, 59.

Bronx	3 \$ 24,381,097
Brooklyn	12 123,090,139
Manhattan	39 1,242,397,627
Queens	2 2,671,368
Richmond	3 5,600,443

Total

Trust Companies, 33.

Bronx	1 \$ 15,788,234
Brooklyn	3 112,044,125
Manhattan	29 3,977,928,621

Total

The amount of money on deposit with the Postal Savings System on August 31, 1925 was \$47,505,568.

Deposits in New York Savings banks within twenty-five years have multiplied nearly four times.

The depositors of 1920 had an average savings account of \$432.51, while the 3,219,647 depositors of today in New York City show an average savings deposit of \$884.06. Total deposits in 65 savings banks, on July 1, 1926 were \$2,846,447,454.

The clearing house transactions for the year ending Sept. 30, 1926 were:

Exchanges	\$293,443,346,914.86
Balances	32,197,090,791.95

Total Transactions

The Clearing House Association is now composed of 12 national banks, 8 state banks, and 11 trust companies. The Federal Reserve Bank of New York and the Clearing House City Collection Department also make exchanges at the Clearing House, making 33 institutions clearing direct. There are 6 banks and trust companies in the city and vicinity, not members of the association, that make their exchanges through banks that are members.

THEATRES

In the city there are 741 theatres seating 747,567.

By Boroughs—

	Exclusive Motion Pictures	Seating
Bronx	71	66,743
Brooklyn	238	184,940
Manhattan	183	153,838
Queens	73	62,804
Richmond	6	3,261

By Boroughs—

	All Others	Seating
Bronx	13	25,935
Brooklyn	46	79,962
Manhattan	123	183,072
Queens	9	15,396
Richmond	2	3,400

These include 179 open air theatres; 61 motion picture and vaudeville, 11 vaudeville, 79 houses devoted to productions, 14 burlesque houses and 9 concert halls.

The average seating capacity of all the motion picture theatres is 905. The average of vaudeville houses is 1,507, burlesque, 1,394, productions, 1,305. The average seating capacity of all classes of theatres is 705.

The largest motion picture theatre is the Capitol, seating 4,624 people comfortably. The Hippodrome seats 5,190 people and has lately been changed to a vaudeville and motion picture house. The Strand, Rialto and Rivoli theatres, devoted to motion pictures exclusively, seats 2,989, 1,960 and 2,122 respectively. The new Paramount Theatre, devoted to motion pictures seats about 3,800. The E. F. Albee Theatre, recently constructed in Brooklyn and devoted exclusively to vaudeville seats 3,256 persons.

The home of Grand Opera is the Metropolitan Opera House. More recently The Manhattan Opera House, and the Century are also used for Grand Opera at times.

The most widely known carnival, exhibition, circus and sport arena is the New Madison Square Garden.

Carnegie Hall and Aeolian Hall are two of the most famous auditoriums devoted to classical concerts.

LOCATION AND TRANSPORTATION

New York City is located in the extreme southeastern corner of New York State, being situated around the mouth of the Hudson River.

New York City consists of the extreme southeastern corner of the mainland of New York State, together with two islands in New York Harbor, and a portion of the extreme end of Long Island.

New York is the terminus of thirteen great railroad systems: New York Central R.R., New York, New Haven & Hartford R.R., Pennsylvania R.R., Baltimore & Ohio R.R., Central R.R. of New Jersey, Erie R.R., Lackawanna R.R., Lehigh Valley R.R., Long Island R.R., New York, Ontario & Western R.R., West Shore R.R., New York, Susquehanna & Western, and Philadelphia & Reading R.R. These lines extend to and connect with lines extending to all parts of the United States. Every day 244 trains enter New York from points 80 miles or more distant.

A belt line connecting all railroads by car floats, lighters and steamers is maintained in the interest of the general public by the Municipal and Federal governments. This is the most extensive complete interior belt line in the world, the maintenance of which does not fall on the users.

In the City of New York there are eight terminals of the State Barge Canal. These terminals place all of the advantages of the \$150,000,000 State Barge Canal at the disposal of the shippers of New York City, and materially reduce the cost of transportation of raw materials and manufactured products.

There are fifteen electric surface railway companies and 805 bus companies, operating 861 buses serving New York City. There is also a network of interurban and interstate bringing passengers into New York from all parts

of Long Island, New York State, New Jersey, Connecticut, Massachusetts, Pennsylvania and many other states.

Three subway systems serve New York's local passenger traffic. The B. M. T. System, consisting of three lines, the Fourth Avenue Line, the Broadway line and the Queensboro line, run through the lower part of Manhattan and connects this borough with Brooklyn and Queens, by means of tubes under the East River. The Interboro Subway System is made up of two lines, the East Side and West Side lines with connections between both lines in Manhattan and Brooklyn. These lines run through Manhattan, and The Bronx and are also connected with Brooklyn and Queens by means of tubes under the East River. The third subway system is the Hudson and Manhattan Railway Company which runs through the lower part of Manhattan, connecting it with Jersey City, Hoboken and Newark in New Jersey by means of two sets of tubes under the Hudson River. These subway systems, therefore, provide rapid transit from the extreme northern points of Manhattan, Bronx and Queens to the extreme eastern points of Brooklyn.

Another highly efficient source of rapid transit is afforded by the city's elevated systems of which there are two, the Interborough and the New York Rapid Transit Company. The Interborough operates four elevated lines between Manhattan and the Bronx. The New York Rapid Transit Company operates an elevated line which connects Brooklyn with all the outlying districts of Richmond Hill, Jamaica, Brighton Beach, Canarsie and Coney Island. All of the subway systems, except the Hudson and Manhattan run on elevated structures in the outlying districts of the city. The new Fourteenth St. Subway serves the Greenpoint section of Brooklyn, connecting it with Manhattan by means of a tube under the East River. It is being extended to the Bushwick section and will facilitate travel from there to the big shopping center of Manhattan.

Eight municipal and twenty-nine privately owned ferry lines serve to connect Manhattan and The Bronx with Brooklyn, Queens, Richmond (Staten Island), New Jersey and the various islands in the harbor, and four great bridges over the East River, Brooklyn, Williamsburg, Manhattan and Queensboro, connect Manhattan with Brooklyn and Queens.

PRINCIPAL INDUSTRIES

The stupendous totals in the following list of manufacturing lines show New York's industrial importance. The significant figures are the percentages of total production in the United States which this city manufactures.

The essential facts concerning New York City's manufacturing industries are shown in the following table:

1920 U. S. Census

Number of establishments	32,590
Persons engaged in mfg. industries	825,056
Proprietors and firm members	35,101
Salaried officers, supts. and mgrs.	30,894
Clerks, male	71,179
Clerks, female	43,107
Wage earners	638,775
Capital	\$3,038,557,492
Salaries and wages	1,131,994,192
Officials	151,357,191
Clerks, etc.	174,814,550
Wage earners	805,822,451
Principal materials	2,801,619,388
Fuel and rent of power	59,856,730
Value of products	5,260,707,577
Value added by manufacture	2,399,231,459

Summary by Boroughs

Bronx: Establishments, 1,370; total persons engaged, 25,150; wage earners (aver. number), 20,036; salaries, \$8,290,025; wages, \$23,658,433; value of products, \$114,975,501; capital, \$96,124,561.

Brooklyn: Establishments, 6,738; total persons engaged, 203,021; wage earners (aver. number), 166,724; salaries, \$65,281,609; wages, \$201,282,510; value of products, \$1,184,973,144; capital, \$729,166,203.

A special U. S. Census Bureau Survey of Brooklyn Industries for 1925 shows the following figures: Establishments, 4,230; total wage earners, 136,313; total wages, \$197,320,808; value of products, \$1,073,688,374.

Manhattan: Establishments, 22,981; total persons engaged, 519,047; wage earners (aver. number), 386,907; salaries, \$230,192,469; wages, \$502,042,139; value of products, \$3,525,574,539; capital, \$808,764,796.

Queens: Establishments, 1,249; total persons engaged, 56,918; wage earners (aver. number), 47,222; salaries, \$17,784,933; wages, \$54,282,704; value of products, \$331,285,294; capital, \$310,682,294.

Richmond: Establishments, 252; total persons engaged, 20,320; wage earners (aver. number), 17,886; salaries, \$4,632,645; wages, \$24,606,665; value of products, \$103,899,099; capital, \$93,819,638.

Of the 32,590 manufacturing establishments in New York City, 14,921 are owned by individuals; 8,696 by corporations; 8,973 by all others.

Of the 638,775 wage earners, 102,607 work in plants owned by individuals; 409,035 in plants of corporations; and 127,133 in all other plants.

Of the total value of products (\$5,260,707,577), plants of individuals contributed \$754,135,789; and plants of corporations, \$3,287,177,364.

Of the 32,590 industrial plants in the city, 769 have a production averaging \$1,000,000 or more per plant; 1,121 were in the \$500,000 to \$1,000,000 class; 6,326 in the \$100,000 to \$500,000 class; 11,254 in the \$20,000 to \$100,000 class; 8,477 in the \$5,000 to \$20,000 class; and 4,643 each turn out products worth less than \$5,000.

Of the plants making \$1,000,000 or more of products, the Bronx has 21; Brooklyn, 183; Manhattan, 492; Queens, 55; Richmond, 18.

The city's manufacturing plants have 184,589 engines or motors; with 2,936,530 total horsepower, divided as follows: steam, 1,298,548 h.p.; water wheels and turbines, 343,023 h.p.; electric, 1,683,838 h.p.

U. S. Census of Manufacturers—1923

Number of establishments	27,493
Average number of wage earners	579,005
Yearly wages	\$851,186,143
Value of yearly product	\$5,349,077,172

Principal industries for which separate figures are available arranged according to groups and value of products are as follows:

1923 Census

	Establishments	Number of Wage Earners	Value of Yearly Products
Apparel industries	11,743	194,646	\$2,202,721,853
Food and beverage products ..	3,111	51,140	545,260,663
Printing and publishing	2,546	47,095	488,880,939
Metal industries ..	1,938	70,663	377,345,881
Chemicals, drugs and allied lines ..	642	15,478	221,912,847
Wooden products ..	904	26,238	160,622,907
Leather industries ..	874	25,975	151,722,392
Textiles and allied lines	579	15,255	131,457,469
Tobacco products and allied lines ..	554	13,743	123,849,671
Paper products ..	694	21,089	106,098,043
Jewelry and kindred lines ..	749	6,632	65,825,682
Vehicles and allied lines	234	13,377	58,291,814
House furnishing goods	470	5,707	47,214,036
Stone, clay and glass products ..	362	6,101	39,955,594
Miscellaneous industries	2,093	65,866	627,917,301

Other and total 27,493 579,005 \$5,349,077,002

New York City manufactures more clothing, millinery and lace goods, feathers and plumes, fur goods, tobacco pipes and cigar and cigarette holders, hat and cap materials and artificial and preserved flowers and plants, than all of the rest of the country combined, according to the 1923 Census of Manufacturers.

The same census, which is the last one for which complete figures are available, shows that the New York output exceeds that of all of the rest of the country in lapidary work, hair work, and music printing and publishing. Those who are accustomed to think of New York only in terms of skyscrapers, banks, theatres and shopping centers, will be surprised to learn that approximately 14 per cent of the country's manufacturing establishments are located in New York City, and that in 1923 these establishments produced more than one-twelfth of the country's total manufactured products.

The value of the products manufactured in New York City in 1923 was \$5,349,077,002, which is greater than the combined value of the manufactured goods produced in all of the New England States together except Connecticut, or in all of the States west of the Mississippi together except California, Texas, Minnesota and Missouri, in that year.

New York's 27,493 manufacturing establishments employed an average of 579,000 workers during 1923, which is more than the total population of such cities as Pittsburgh, Buffalo, San Francisco and Los Angeles, according to the last census figures.

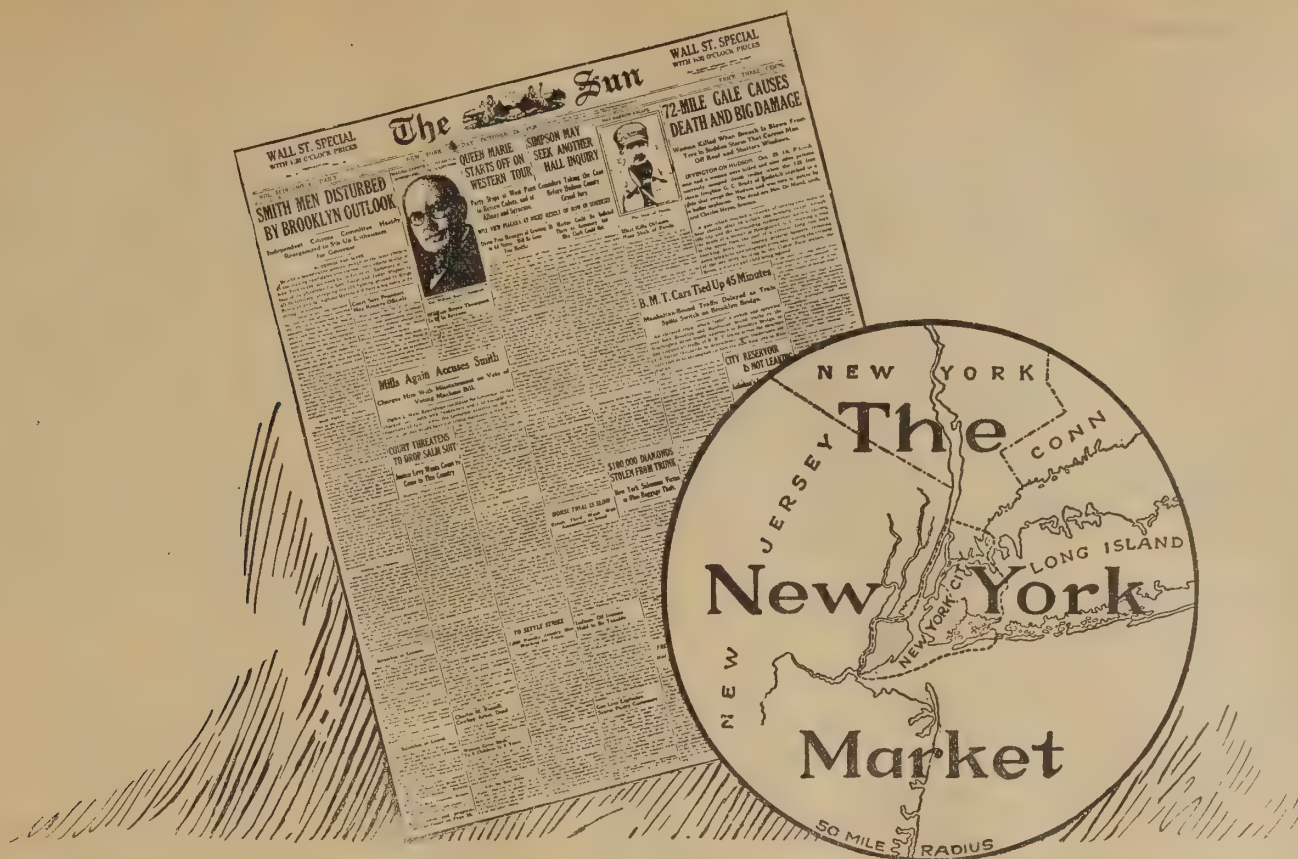
Where New York Leads All

It is not generally appreciated that New York leads the country in the production of many items in common use and manufactures a very large proportion of many others. The extent to which certain industries are concentrated in New York City is shown on the accompanying table:

Table Showing Industries Which are Concentrated in New York City, Taken From U. S. Census of Manufactures, 1923

Industry	Value of Products of Total M'fd in U. S. Pro-N. Y. City	Percentage of Total
Feathers and Plumes	\$ 7,207,068	91.6
Fur goods	155,267,779	78.4
Lapidary work	6,750,340	75.5
Hat and cap materials	15,128,106	73.7
Hair work	8,267,950	73.4
Artificial and preserved flowers	14,138,841	71.9
Tobacco pipes and cigar and cigarette holders ..	6,910,475	71.2
Millinery and lace goods ..	193,968,280	65.1
Clothing, men's and women's	1,528,365,400	59.1
Music printing and publishing	7,761,491	53.1
Hats and caps, cloth, leather and silk	16,642,803	38.8
Perfumery, cosmetics and toilet preparations	38,256,440	33.1
Men's furnishing goods ..	36,968,991	35.9
Dental goods	11,559,333	35.6
Gas and electric fixtures ..	21,211,431	34.9
Bookbinding and blank book making	26,024,348	33.8
House furnishing goods ..	23,069,978	33.2
Jewelry and instrument cases	3,475,767	33.0
Shirts	78,764,670	32.6
Toys, games and playground equipment	18,151,100	32.3
Jewelry	54,595,802	31.3
Straw hats	9,901,962	30.4
Lithographing	26,862,302	29.5
Phonos	32,905,088	29.4
Inks, printing and writing ..	10,118,666	28.4
Stereotyping and electrotyping	5,497,364	26.6
Corsets	20,289,974	25.9
Cork products	4,021,167	25.8

Continued on page 178



Increase Your Sales in New York Through the Advertising Columns of The New York Sun

Here in the New York Market—consisting of New York City and its Suburbs—containing nine and a half million people—offering advertisers greater sales opportunities than any other market in the world—The Sun is recognized as a selling force of unusual power and effectiveness.

The Sun is the home newspaper among the intelligent, prosperous people of this great, responsive market. It has a larger home circulation among the better-class, able-to-buy families of New York than any other New York weekday newspaper.

Ninety-seven percent of The Sun's readers live in the New York Market. Eighty-two percent of its circulation is distributed after 3 o'clock in the afternoon when New Yorkers begin to go home with their newspapers.

And because The Sun is read leisurely—in the evening on the way home and in the home—each advertisement in The Sun has unusually strong attention value. The readers of The Sun have plenty of time to read all the news and all the advertisements that interest them.

National Advertisers and Local Advertisers alike have placed more space in The Sun during the first ten months of 1926 than in any other New York evening newspaper—because *The Sun has demonstrated its superior selling power*

The



Sun

280 BROADWAY

NEW YORK

NEW YORK (Cont'd)

New York City (cont'd)

Engravers' materials	592,676	25.7
Engraving and die-sinking	2,330,665	25.2
Mucilage, paste and other adhesives	2,474,120	28.3
Pens, fountain, stylographic and gold	5,089,329	22.8
Mirror and picture frames	4,202,010	22.5
Statuary and art goods	1,697,362	22.4
Trunks, suitcases and bags	14,017,441	22.3
Printing and publishing newspapers and periodicals	281,236,055	22.1
Mirrors, framed and unframed	7,386,537	22.0
Instruments, professional and scientific	13,896,618	22.0
Gas machines and gas and water meters	7,090,879	20.7
Printing and publishing, book and job	148,867,642	20.1
Piano and organ materials	7,346,404	19.5
Gas, illuminating and heating	51,903,188	18.1
Buttons	5,728,985	17.4
Electroplating	2,070,338	16.9
Labels and tags	4,399,085	16.9
Paints and varnishes	69,730,392	16.5
Hand stamps and stencils	1,813,722	16.4
Chocolate and cocoa products	15,363,467	16.0
Paper boxes	40,825,491	15.8
Bread and bakery products	176,540,616	15.7
Aircraft and parts	2,016,238	15.5
Paper goods not elsewhere classified	18,041,612	14.9
Ship and boat building and repairing	31,670,530	14.8
Patent medicines and compounds	35,006,306	14.7
Brushes other than rubber	7,452,313	14.7
Models and patterns not including paper patterns	4,410,905	14.6
Confectionery	54,025,584	14.7
Tobacco, cigars and cigarettes	116,666,064	14.2
Gold and silver leaf and foil	505,413	14.1
Knit goods	116,617,613	13.7
Card cutting and designing	814,935	13.6
Glass cutting, staining and ornamenting	3,385,877	13.5
Baskets and rattan and willow ware	1,987,320	13.5
Coffee and spice roasting and grinding	39,059,588	13.1
Cutlery and edge tools	9,389,212	12.9
Lamps and reflectors	7,394,928	12.9
Men's collars	5,255,927	12.3
Mattresses and bed springs	11,076,641	10.3
Soap	28,572,931	10.3
Signs and advertising novelties	6,763,494	10.0

Analysis of Important Industries' Latest Figures Available 1920

Printing and Publishing: Book and job; engraving and die sinking; engraving, steel and copper plate, engraving, wood; lithographing; newspapers and periodicals; photo engraving; 3,167 factories; 81,454 persons engaged; \$390,615,477 yearly products.

Drugs, Chemicals, Paint and Varnish: Blacking, stains and dressing; bluing; chemicals; cleansing and polishing preparations; dyestuffs and extracts—natural; enameling; grease and tallow, not including lubricating greases; ink; printing; ink, writing; japanning; mucilage, paste and other adhesives; not elsewhere specified; oil, not elsewhere specified; paints; patent medicines and compounds; perfume and cosmetics; soap; varnishes; 825 factories; 26,379 persons engaged; \$242,482,973 yearly product.

Leather Goods: Belting, leather; boot and shoe cut stock; boot and shoe findings; boots and shoes, not including rubber boots and shoes; gloves and mittens, leather; leather goods, not elsewhere specified; leather tanned, curried and finished; saddlery and harness; trunks and valises; 833 factories; 24,399 persons engaged; \$123,280,584 yearly product.

Wooden Products: Baskets and rattan and willow ware; billiard tables; bowling alleys, etc.; cigar boxes, coffins, etc.; cooperage; furniture, wood; furniture, rattan and willow; lumber planing mill products; organs; packing boxes; pianos; photographs and graphophones; refrigerators; shipbuilding, wooden; wood, turned and carved; wood novelties; miscellaneous wooden goods; 1,005 factories; 30,821 persons engaged; \$141,282,753 yearly product.

Women's Wear: Women's clothing; corsets; fur goods; gloves and mittens, cloth; knit goods; millinery and lace goods; 8,091 factories; 169,954 persons engaged; \$1,173,440,341 yearly product.

Men's Wear: Men's clothing; collars and cuffs; furnishing goods; hats and caps; suspenders, garters and elastic woven goods; 3,322 factories; 83,731 persons engaged; \$671,323,701 yearly product.

Food Products and Tobacco: Bread and other bakery products; cheese; chewing gum; chocolate and cocoa products; coffee and spice, roasting and grinding; confectionery and ice cream; cordials and flavoring syrups; flavoring extracts; food preparations, not elsewhere specified; ice, manufactured; pickles, preserves and sauces; poultry, killing and dressing not done in slaughtering and meat packing establishments; sausage, not made in slaughtering and meat packing establishments; slaughtering and meat packing; pipes, tobacco; tobacco, chewing and smoking, and snuff; tobacco, cigars and cigarettes; 5,006 factories; 82,677 persons engaged; \$749,866,241 yearly product.

Miscellaneous Industries: Textiles; jewelry; notions and novelties; vehicles; housefurnishing goods; stone, clay and glass products; paper products; dental goods; photographic materials; rubber tires, tubes and rubber goods; toys and games, umbrellas and canes, and 128 other lines.

Metal and Metal Products: Babbitt metal and solder; brass, bronze and copper product; cash registers and calculating machines; copper, tin and sheet iron work; cutlery and edge tools; electrical machinery, apparatus and supplies; electroplating; engines (steam, gas and water); metal novelties; foundry and machine shop products; furniture, metal; gas and electric fixtures; gas machines and gas and water meters; hardware; instruments, professional and scientific; iron and steel bolts, nuts, washers, etc.; iron and steel doors and shutters; iron and steel, temporary and welding; machine tools; needles, pins and books and eyes; plated ware; pumps, not including power pumps; pumps, steam and other power; scales and balances; sewing machines; shipbuilding, steel; springs, cars and carriage; stamped and enameled ware, not elsewhere specified; steam fittings and steam and hot water heating apparatus; stereotyping and electrotyping; stoves and hot air furnaces; stoves, gas and oil; structural iron work, not made in steel works or rolling mills; textile machinery and parts; tinware, not elsewhere specified; tools, not elsewhere specified; type-writers and parts; wire work, including wire rope and cable, not elsewhere specified; 2,614 factories; 113,021 persons engaged; \$435,930,943 yearly product.

Leading Industries With Statistics by Boroughs 1920 U. S. Census

	Number of factories	Persons engaged
Bronx:		
Bread and bakery products	257	1,558
Women's clothing	56	799
Metal and metal products	77	948
Knit goods	31	911
Millinery, laces, embroidery, etc.	196	4,174
Musical instruments, pianos, etc., and piano material	87	2,897
Printing and publishing	72	638
Tobacco, cigars and cigarettes	172	582
Men's clothing	77	224
All other industries	13	12,419
Persons engaged	454	15,558
Value of product		\$11,197,988
Brooklyn:		
Bread and bakery products	257	2,465,948
Women's clothing	56	4,125,081
Metal and metal products	77	5,351,837
Knit goods	31	14,524,068
Millinery, laces, embroidery, etc.	196	2,897
Musical instruments, pianos, etc., and piano material	87	2,418,941
Printing and publishing	72	1,341,184
Tobacco, cigars and cigarettes	172	995,225
Men's clothing	77	58,702,167
All other industries	13	12,419
Persons engaged	454	15,558
Value of product		\$11,197,988

Brooklyn: Boots and shoes 143; Bread and bakery products 837; Men's clothing 507; Women's clothing 558; Metal and metal products 723; Wooden products 204; Drugs, chemicals, paints and varnish 210; Knit goods 241; Tobacco, cigars and cigarettes 418; Miscellaneous 2,907.

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A special U. S. Census Bureau survey of Brooklyn industries for 1925 shows the following figures for the leading lines of manufactures.

	Number of factories	Wage Earners
Brooklyn:		
Boots and shoes	143	9,535
Bread and bakery products	432	3,783
Men's clothing	262	
Women's clothing	257	
Drugs, chemicals, paints and varnish	197	
Knit goods	102	
Tobacco, cigars, cigarettes	73	
Miscellaneous	668,598,843	

	Number of Wage Earners
Brooklyn:	
Men's clothing	5,738
Women's clothing	3,720
Drugs, chemicals, paints, varnish	3,024
Knit goods	5,702
Tobacco, cigars, cigarettes	1,904

	Value of product
Brooklyn:	
Boots and shoes	\$50,196,936
Bread and bakery products	39,577,334
Men's clothing	22,416,509
Women's clothing	15,605,163
Drugs, chemicals, paints, varnish	44,431,859
Knit goods	38,565,747
Tobacco, cigars, cigarettes	50,636,615

	Number of factories
Manhattan:	
Bread and bakers' products	976
Men's wear	1,747
Metal and metal products	1,403
Fur goods	1,088
Jewelry	632
Women's wear	4,425
Millinery and laces, etc.	1,568
Printing and publishing	2,612
Slaughtering and meat packing	48
Shirts	180
Tobacco, cigars and cigarettes	724
Miscellaneous	7,578

	Persons engaged
Manhattan:	
Bread and bakery products	976
Men's wear	44,222
Metal and metal products	32,868
Fur goods	11,701
Jewelry	6,816
Women's wear	109,641
Millinery and laces, etc.	30,408
Printing and publishing	69,661
Slaughtering and meat packing	4,875
Shirts	4,994
Tobacco, cigars and cigarettes	15,258
Miscellaneous	173,015

	Value of product
Manhattan:	
Bread and bakery products	\$104,685,487
Men's wear	443,362,957
Metal and metal products	119,971,996
Fur goods	126,669,590
Jewelry	58,929,512
Women's wear	834,787,476
Millinery and laces, etc.	149,524,390
Printing and publishing	348,578,462
Slaughtering and meat packing	153,807,609
Shirts	89,397,189
Tobacco, cigars and cigarettes	105,251,132
Miscellaneous	1,010,618,768

	Number of factories
Queens:	
Metal and metal products	120
Paints and varnish	20
Sick goods	13
Drugs and chemicals	21
Bread and bakery products	201
Tobacco and cigars	98
Foodstuffs	36
Knit goods	75
Printing and publishing	45
Leather goods	8
Woolen products	34
Miscellaneous	573

	Persons engaged
Queens:	
Metal and metal products	6,163
Paint and varnish	792
Sick goods	1,838
Drugs and chemicals	1,601
Bread and bakery products	3,929
Tobacco and cigars	940
Foodstuffs	1,137
Knit goods	942
Printing and publishing	300
Leather goods	271
Woolen products	1,160
Miscellaneous	37,845

	Value of product
Queens:	
Metal and metal products	\$24,680,170
Paint and varnish	8,620,235
Sick goods	12,655,415
Drugs and chemicals	8,563,911
Bread and bakery products	16,334,475
Tobacco and cigars	3,648,556
Foodstuffs	5,151,834
Knit goods	5,490,931
Printing and publishing	872,923
Leather goods	1,252,451
Woolen products	4,239,190
Miscellaneous	239,725,203

	Number of factories
Richmond:	
Bread and bakery products	48
Women's wear	14
Shipbuilding (wooden)	11
Cooper, tin, sheet iron	15
Printing, publishing	22
Lumber products	5
Shipbuilding (steel)	8
Millinery and lace goods	5
Confectionery and ice cream	9
All other industries	120

	Persons engaged
Richmond:	
Bread and bakery products	296
Women's wear	244
Shipbuilding (wooden)	1,568
Copper, tin, sheet iron	49
Printing, publishing	112
Lumber products	231
Shipbuilding (steel)	10,405
Millinery and lace goods	42
Confectionery and ice cream	37
All other industries	7,324

	Value of product
Richmond:	
Bread and bakery products	\$1,844,262
Women's wear	422,214
Shipbuilding (wooden)	6,444,741
Copper, tin, sheet iron	169,509
Printing, publishing	323,041
Lumber products	440,366
Shipbuilding (steel)	30,300,293

Millinery and lace goods	197,497
Confectionery and ice cream	141,351
All other industries	63,615,825

PORT OF NEW YORK

The total land and water area within the Port District depends upon the boundary one chooses to give it. Within a 50-mile radius of the lower end of Manhattan there are 8,230 miles. Within the area chosen by the Russell Sage Foundation for their Greater New York and "Its Environs Study," which includes 10 counties in New York and 11 in New Jersey, there are 5,522 square miles. Within the area used by the consulting engineer of the New York Transit Commission in his Metropolitan Plan, there are 3,766 square miles. The Port of New York Authority's boundary encloses 1,463 square miles. The Metropolitan District, defined by the United States Government in its last census of the City itself and all minor civil divisions in the suburban territory within 10 miles of the city boundaries that have a population of 150 or more per square mile, contains 1,193 square miles.

Of the area enclosed by the Port Authority's boundary, 368 square miles are covered by surface water (of which some 250 square miles are sheltered).

Improved shore front in New York aggregates 53 miles, or 20% of the total. New Jersey improvements aggregate 30 miles, or 15% of the total.

Of the 483 miles of shore front, 277 are in New York and 206 in New Jersey. The New Jersey mileage includes the potentially navigable parts of the Raritan, Passaic and Hackensack Rivers. The waterfront measured around the piers totals approximately 615 miles.

Area in square miles and the length of shore fronts in miles for the waters navigable, and potentially navigable included in the Port of New York Authority area:

	Water Area	Shore Line
Hudson River	21.0	56.0
Harlem River	1.2	15.0
East River	4.0	17.5
Passaic River	15.0	50.0
Hackensack River	15.0	43.5
Raritan River	5.2	27.0
Arthur's Kill	1.2	28.5
Kill van Kull	1.2	8.1
Upper Bay	49.6	244.0
Lower Bay	20.0	17.0
Newark Bay	101.2	43.5
Jamaica Bay	7.2	15.5
L. I. Sound	28.0	28.0
	45.0	105.0
Total Rivers and Estuaries	201.4	203.0
Total Bays and Long Island Sound	49.6	244.0
Open Sea in Port Authority area	201.4	221.0
	149.0	18.0
Grand Total	400.0	483.0

Lines operating from the port:

97 Lines to Northern and Western Europe.
68 Lines to points in the Mediterranean Sea.
47 Lines to South American ports.

34 Lines to West Indies, Central America and Caribbean Sea.

29 Lines to Asiatic and Australian ports.

16 Lines to east and west coast of Africa.

14 Coastwise lines to New England.

8 Lines to Hudson River points.

6 Coastwise lines to South Atlantic and Gulf ports.

2 Barge lines to Philadelphia and Baltimore.

2 Barge lines to Buffalo via New York State Barge Canal.

There are 12 rail lines having access to the port.

During 1925 1,489 American ships totaling 5,681,121 tons and 3,113 foreign ships totaling 13,678,412 tons entered New York harbor, and 1,706 American ships totaling 6,502,950 tons and 3,104 foreign ships totaling 14,160,020 tons cleared from this port.

The total value of imports in the New York Customs District during 1925 was \$1,923,510,382, and exports amounted to \$1,962,212,076 domestic and \$45,169,621 foreign.

GENERAL INFORMATION

The City

The City of New York comprises five boroughs—Manhattan, Bronx, Brooklyn, Queens and Richmond. Manhattan covers New York County, Brooklyn covers Kings County, and the other boroughs cover the counties from which they were named.

The city (five boroughs) of New York has an extreme length, north and south, of 36 miles, and an extreme breadth of 16½ miles, measuring from the North River along 23d Street, Manhattan and thence to the easterly border of Queens Borough.

From the western border of the Borough of Richmond to the eastern border of Queens Borough, the distance is 25 miles.

Manhattan Borough is 12½ miles long; and its extreme breadth is 2½ miles; Bronx, length 8.1 miles, breadth 9.2 miles; Brooklyn, length 11.5 miles, breadth 10.3 miles; Queens, length 15.1 miles, breadth 13.7 miles; Richmond, length 15.5 miles, breadth 7.0 miles.

The total area of the five boroughs and of the incorporated City of New York, according to the Tax Department, is 314.75 square miles. By acres, the areas of the boroughs are as follows: Manhattan, 14,038; Bronx, 26,017; Brooklyn, 49,709; Queens, 75,082; Richmond, 36,000; total, 201,446.

In the whole country there are 2,900 export merchants listed, of these 2,400 are located in New York.

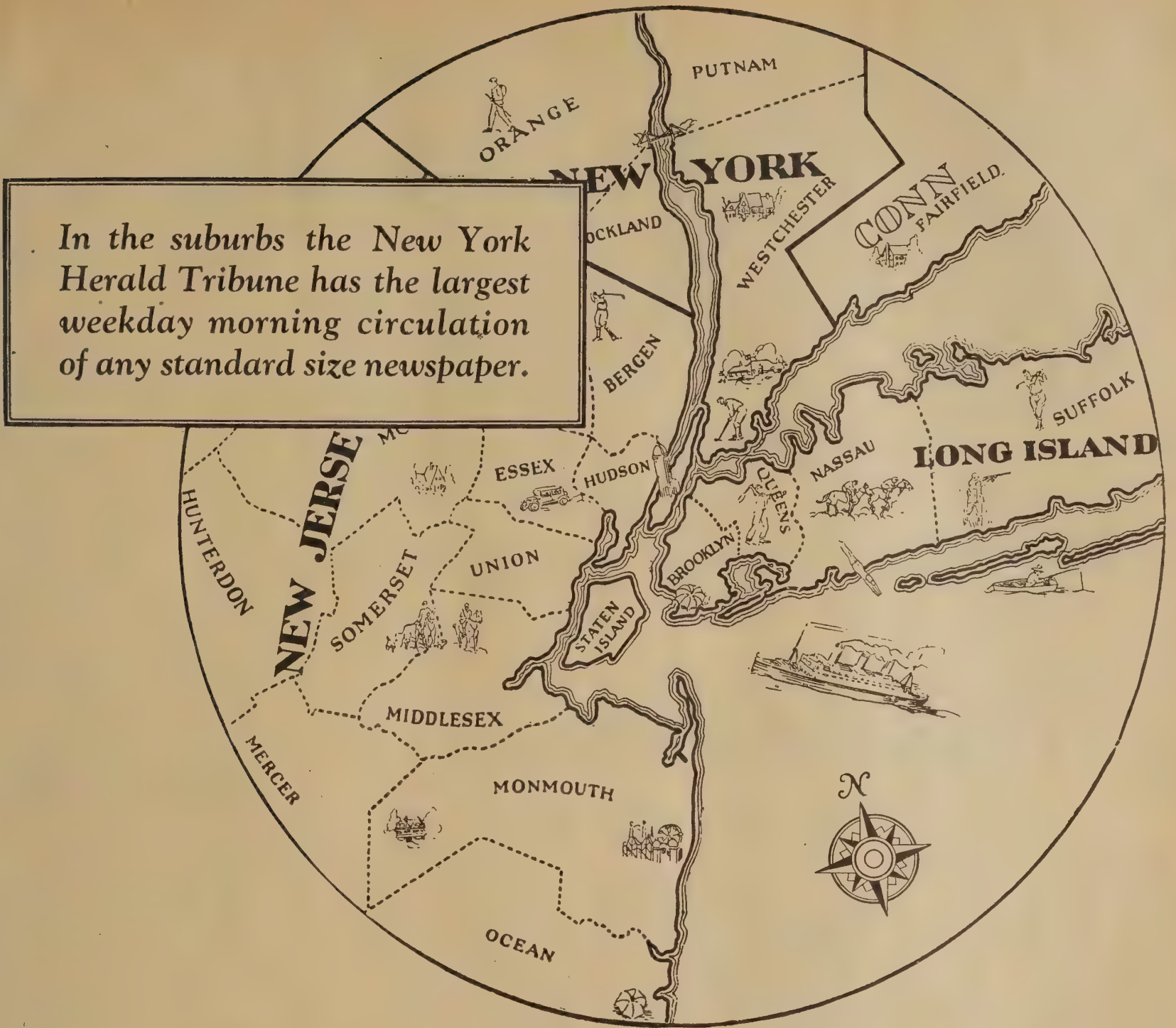
It is one of the three greatest furniture centers of the United States, especially in high grade and special designs, which trade amounts to what virtually is a monopoly.

More shirts and collars are made here than are made in Troy.

There are more establishments with a greater number of employees engaged in the metal industry than in the city of Pittsburgh.

Paper products in all lines yearly amount to \$100,000,000. It is the largest publishing center

Continued on page 180



In the suburbs the New York Herald Tribune has the largest weekday morning circulation of any standard size newspaper.

CIRCULATION

The average daily and Sunday circulation of the Herald Tribune for the six months ended October 1st, 1926, as reported to the Post Office authorities, was **298,090**. This represents a gain of **10,704** over the same period in 1925—the largest gain of any standard size morning newspaper.

ADVERTISING

During the first nine months in 1926 the Herald Tribune carried **13,688,574** lines of advertising. This represents a gain of **2,337,254** lines over the same nine months in 1925—the largest advertising gain of any newspaper in America.

NEW YORK Herald Tribune

CHICAGO
Woodward & Kelly
360 N. Michigan Ave.

DETROIT
Woodward & Kelly
Fine Arts Building

SAN FRANCISCO
Thomas Emory
618 Market Place

BOSTON
Carroll Judson Swan
933 Park Square Bldg.

NEW YORK (Cont'd)

New York City (cont'd)

of the country, with 3,286 firms engaged in these lines.

More shoes are produced here than in St. Louis, Lynn, or any other city except Brockton. New York, with its trading population totaling in the city and suburbs 9,207,496, with 13,000,000 within a 100-mile radius and 23,000,000 in a 200-mile radius, is the greatest consuming market in the world and of the widest variety of goods.

Using a traffic year of 340 days, the Transit Commission's figures show an average of 728,307 daily commuting trips in and out of New York City, while the total daily traffic averaged 959,617 passengers. The Commission estimated from these figures the number of commuters as 364,153 and the number of daily visitors, including some from the commuting zone who paid full fair, at 130,650.

During 1925 the travel into and out of New York City totaled 385,410,632 passengers, of which the railroads carried 243,589,271.

The travel originating within 40 miles of the city in 1925, in the so-called metropolitan district, was 259,000,000 passengers, of which 146,000,000 were railroad commuters, 44,000,000 were other railroad passengers, 56,000,000 came and went by ferries, and the Hudson and Manhattan tubes handled 43,000,000. The latest figures available for 1925 show 107,918,242 passengers handled by the Hudson and Manhattan tubes alone.

Of the 190,000,000 railroad passengers, 60,000,000 were from Long Island, 33,000,000 from Westchester and Connecticut, and 97,000,000 from New Jersey.

In a day, 2,440 railroad trains enter the city, of which 327 bring commuters from 8 A. M. to 9 A. M.

The fact that New York City is one of the greatest summer resorts in the world is often overlooked even by New Yorkers themselves.

There are 124 hotels in New York with 46,038 rooms.

On April 1, 1925, New York City had 352,556 automobiles. Of these 253,052 were pleasure cars. It is estimated at the present time that there are over 500,000 automobiles in New York City.

The city has appropriated \$20,500,000 for the purpose of constructing terminal markets in Bronx, Manhattan and Brooklyn. These will serve as storage houses and distributing centers for foodstuffs arriving in New York from all parts of the country.

The assessed valuations of New York City real and personal property in 1925 was:

Bronx	\$1,095,336,021
Brooklyn	2,970,683,585
Manhattan	6,876,637,292
Queens	1,021,956,456
Richmond	176,242,738

Total for City \$12,140,856,092

Principal Occupations, New York City

Occupation	Male	Female
All occupations	1,839,683	601,729
Actors	5,053	5,034
Artists, sculptors, teachers of art	5,095	3,112
Authors, editors, reporters	4,461	1,533
Bakers	15,510	249
Bankers, brokers, money lenders	14,615	246
Barbers, hairdressers, manicurists	15,448	3,691
Bookkeepers, cashiers, accountants	42,449	40,234
Brick and stone masons	9,985	3
Carpenters	42,478	3
Chauffeurs	49,185	280
Clergymen	4,037	17
Clerks, except in stores	137,283	68,949
Clerks in stores	26,114	12,190
Compositors, linotypers, typesetters	20,823	606
Draymen, teamsters, expressmen	28,785	80
Dressmakers and seamstresses	157	22,758
Electricians and elec. engineers	21,445	5
Elevator tenders	9,134	1,025
Engineers, stationary	17,470
Firemen, except locomotive and fire department	11,709
Foremen and overseers, mfg.	12,143	4,542
Guards, watchmen, doorkeepers	11,714	26
Janitors and sextons	9,123	9,612
Laborers, building, general	22,939	345
Laborers, porters, helpers in stores	11,655	918
Lawyers, judges and justices	11,246	253
Longshoremen and stevedores	37,050	221
Machinists, millwrights, tool-makers	42,664
Managers and supts., mfg.	15,819	839
Manufacturers and officials	37,755	1,137
Musicians and teachers of music	10,160	5,233
Painters, glaziers and varnishers	25,438	4
Physicians and surgeons	9,449	527
Plumbers, gas and steamfitters	19,354
Police	11,725	29
Retail dealers	114,671	7,056
Salesmen and saleswomen	91,625	27,610
Semi-skilled operatives	88,248	31,775
Servants and waiters	54,970	64,558
Stenographers and typewriters	7,146	72,535
Tailors and tailoresses	46,932	3,261
Teachers, school	6,048	27,546
Telephone operators	1,351	20,068
Trained nurses	409	12,127

What New York Eats.

The authorities of the Port of New York estimate, in the territory constituting the port, the approximate food consumption based on 8,000,000 population, allowing for children and infants, as equivalent to 6,240,000 adults, to be annually:

All meats, including provisions and poultry	1,401,983,220
Fish	178,464,000
Milk	1,921,328,000
Cheese	63,184,000
Eggs	205,920,000
Butter	174,100,263
Vegetables	2,285,712,000

Fruits	923,680,000
Sugar	377,540,000
Tea and coffee	102,960,000

Nearly 3,240,000 quarts of milk are consumed daily.

It is estimated in addition 1,000,000 cases of evaporated milk and 1,200,000 cases of condensed milk are used.

The city is one of the important live stock markets of the country, being fourth in the number of animals slaughtered.

The meals for the city require 1,800 cars daily to transport its foodstuffs.

To haul the food necessary annually would require a freight train of 4,000 miles in length.

The provision trade estimated there are 156,791,869 dozen eggs used annually.

Suburban and Farm Districts.

The suburban section of New York includes the towns in the following counties:

Westchester 425,795, Nassau 207,840, Rockland 56,379, Putnam 10,502, Orange 119,884, in New York State; Fairfield 320,936, in Connecticut; Bergen 210,703, Passaic 209,174, Essex 652,089, Union 200,175, Morris 82,694, Middlesex 162,334, Monmouth 104,925 and in New Jersey.

Within the adjacent sections of New Jersey, Connecticut, Westchester and Rockland counties, Long Island, there are many farms.

Some conception of the importance of farming in the territory surrounding New York City can be gained by a glance at the following list, showing the number of farms and acreage in the suburban area alone:

In New York State—	Farms	Acreage
Bronx	55	26,240
Kings	55	43,440
Queens	565	69,120
Richmond	121	36,400
New York	5	14,080
Nassau	935	175,360
Orange	3,591	533,760
Westchester	1,538	286,720
Rockland	881	117,120

In New Jersey—

Bergen	1,012	151,680
Essex	375	51,280
Hudson	98	27,520
Middlesex	1,333	199,680
Monmouth	2,445	300,560
Morris	1,333	304,000
Passaic	475	125,440
Union	340	65,920

In Connecticut—

Fairfield	3,874	151,680
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The Italian Market of Greater New York.

The Italian population of Greater New York amounts to 390,832, according to the last census. This constitutes 19.6% of the foreign born white population among the 36 foreign countries represented. Within the metropolitan area there are approximately 850,000 Italians.

This population is distributed by boroughs as follows:

Bronx	39,519
Brooklyn	138,245
Manhattan	184,546
Queens	19,794
Richmond	8,723

Most of the Italian population is engaged in gainful pursuits and every trade, business and profession has its Italian principals and Italian trade. The baking, stove and machinery trades employ the greatest number of Italians.

The Italian sections of the city are defined in the sixteen following outlines:

From Park St. to Christopher St. and from the Bowery to West Broadway.

From Madison and Roosevelt Sts. to 16th St., Bowery to river front.

From 26th St. and 7th Ave. to 40th St. and 11th Ave.

From 90th St. and First Ave. to 128th St. and river front, above 105th St. from Lexington Ave. to river.

From 14th St. and Morris Ave. to 156th St. and Morris Ave.

From 160th St. and Third Ave. east to Southern Boulevard up to 200th St.

Williamsbridge section, from 200th to 228th Sts. and White Plains Ave.

Williamsburg section.

South Brooklyn, principally Union, Columbia and President Sts., Borough Park from 38th St. to 62d St.

Part of Bensonhurst section.

Queens, from Third to 11th Sts. on Manhattan Ave.

Staten Island, St. George.

The Ozone Park section of Queens.

A section of Astoria and throughout Corona.

These sections are among the most thickly populated in the city.

There are 6,000 Italian grocery stores in New York and vicinity catering to both American and Italian trade.

There are 1,000 of these catering exclusively to the Italian trade.

In all other lines of merchandise the stores cater to a general trade.

There are 1,700 Italian bakers. In this connection in the American bakeries Italian bakers lead all others among the number of employees.

In the wholesale business on all products in food and other lines from Italy and other countries, the Italian jobbers sell the people of the entire nation.

The largest number of depositors in the savings and postal savings banks are of the Italian race.

The Jewish Market of New York.

Next to the American market the Jewish is probably the most important and most lucrative in New York City. There are 1,043,000 Jews living and working in the Metropolis. They are concentrated in several distinct sections. About 600,000 live in Manhattan, 375,000 in the Bronx, 550,000 in Brooklyn, 50,000 in Queens, and 25,000 in Richmond.

More than 5,000 grocery, dairy and delicatessen stores, 800 drug stores, 3,000 stationery and cigar stores, 6,000 kosher butcher stores, 700 shoe stores, 275 hardware stores, 250 paint stores, 250 furniture stores, 150 electrical stores, 13 theatres and several thousand dry goods and specialty shops are located in the Jewish sections and cater exclusively to Jewish trade.

There are twenty Yiddish theatres in Greater New York. There are 12 Jewish banks with 50 branches in the Jewish sections and have total resources of more than four hundred million dollars, of which about seventy-five millions are savings accounts.

The Jews of New York are engaged largely in mercantile and professional pursuits, a large number of them are skilled artisans employed in the needle, shoe and textile industries. These trades are highly unionized and the workers employed earn proportionately higher wages than workers in other industries.

Because of its compactness, the Jewish market is easily accessible to the American advertiser and can be merchandised at a proportionately low cost.

Bronx—Special Information

The Bronx covers an area of 42 square miles and has a water frontage on three sides. The water front at Port Morris, a section of The Bronx, touches water deep enough to accommodate trans-Atlantic liners, and in time it is expected that The Bronx will serve as terminus for trans-Atlantic trade.

More pianos and musical instruments are made in The Bronx than in any other part of the United States. The vast plants of the Estey and Welte-Mignon Piano companies are located here.

The Bronx has a wonderful system of parks and parkways, the total acreage amounting to 4,000 acres. The famous Bronx Park Botanical and Zoological Gardens are located here.

On April 1, 1925 the figures of State Tax Commission showed 23,773 passenger automobiles in the Bronx.

Brooklyn—Special Information

Brooklyn is connected with Manhattan by ferries, three suspension bridges and four subways. Exceeds all ports of American hemisphere in value of imports and exports. Ranks fourth in industry among U. S. cities with 10,000 establishments annually turning out finished products valued at over 1½ billion. Leads world in importation, distribution, and refining of sugar and in importation and distribution of coffee.

Has largest U. S. Navy Yard in world. Over 200 miles of waterfront, one third of the total waterfront of New York City. (36 improved), 187 piers and 334 warehouses. Approximately 500,000 families, 89,802 one-family homes, 71,473 two-family homes and 53,000 apartment houses and tenements.

In 1925 permits were issued for the construction of 19,300 buildings of all classes at an estimated cost of \$106,169,840.

On April 1, 1925 according to the State Tax Commission there were 92,088 passenger automobiles in Brooklyn. A 1926 estimate shows 167,463 motor vehicles including both pleasure and commercial cars.

Brooklyn people are served by 341,413 telephones and the approximate number of domestic customers for electric light service is 513,425. The total number of electric meters on September 30, 1926 was 654,731. The current is mostly alternating.

The assessed valuation of taxable real estate is \$3,504,111,690.

There are 2,256 acres of beautifully laid out parks and 993 miles of paved streets. Approximately 30,000 retail stores, of which 5,010 are groceries, 812 delicatessens, 1,277 drugs, 272 hardware, and 77 department.

Brooklyn leads the world in the manufacturing of wedding rings. It has more children in school than any other city with the exception of Chicago.

Brooklyn ranks first in the world as a coffee importing and distributing center. Over 60% of the coffee used in the United States passes through this borough.

Brooklyn leads the United States in the importation and preparation for distribution of olives, importing over 3,000,000 gallons per year. Brooklyn has more warehouses than all the other boroughs of New York combined.

The extent of wharfage from the 111 commercial piers in Brooklyn is over 25 miles.

Newtown Creek, having a length of less than four miles, is known as one of the world's busiest waterways. More cargo is shipped over Newtown Creek in one year than is shipped over the entire Mississippi River in the same time.

Brooklyn has one of the largest floating dry docks in the world.

Brooklyn has one of the longest commercial piers in the world.

Brooklyn has the greatest single dock system in the country, the New York Dock Company including 34 piers, covering a water front of over two miles.

Over 700 ships claim Brooklyn as their home port.

The most up-to-date terminal warehouse system is the Bush Terminal, which has seven of the largest piers in the U. S., and in addition has 14 manufacturing buildings with a total area of over 7,000,000 square feet. These buildings occupy practically 300 acres, having almost 300 different tenants employing over 25,000 people.

Ships leave Brooklyn docks for almost every important port in the world.

Manhattan—Special Information

Manhattan is the main business and shopping center of New York City. Every day more than 2,000,000 people enter this borough from Bronx, Brooklyn, Queens, Richmond and Westchester County, Long Island and New Jersey. These people work and shop in Manhattan during the day and return to the surrounding boroughs and counties at night. There are 982,000 residents

and transients in Manhattan every night below Fifty-ninth Street, which territory is less than half the total area of the borough. Most of the large motion picture theatres and all but three of the theatres showing legitimate productions are located here. The great majority of large department stores and high-class specialty shops are in Manhattan.

Although Manhattan is a great business center, its residential features are continually being improved. In 1925 permits were issued for the construction of 278 residence buildings at an estimated cost of \$129,108,000. Other buildings for which permits were issued during this period totaled 662 and the estimated cost was \$241,668,504. For the first ten months of 1926 permits were issued for the construction of 689 buildings of all classes at an estimated cost of \$247,282,918.

According to the State Tax Commission there were 75,033 passenger automobiles in Manhattan on April 1, 1925.

There are 32 parks both large and small in this borough. The largest is Central Park, which is over two and one-half miles long and half a mile wide and covers 843 acres of which 185 are in lakes.

Queens—Special Information

The Borough of Queens occupies an area of 117 square miles, or 37.4 per cent of the total area of New York City, and its population at present is estimated at about 910,000. The assessed valuation of land in the borough for 1925 was \$1,163,360,145.

Queens has ten miles of beaches on the Atlantic Ocean, Long Island Sound and Jamaica Bay, and has twenty parks, with a total area of 1,180 acres.

Queens ranks amongst the first fifteen cities in the United States in importance of manufacturing.

It is connected with Manhattan by three tubes under the East River and by the Queensboro Bridge. It is also connected with the Bronx by New York connecting Railroad Bridge over Hell Gate.

Queens Borough is made up of 64 smaller communities.

Building activities in Queens are progressing at a tremendous rate. During 1925 plans were filed for 30,139 new buildings, including private homes, private garages, apartment houses, public buildings, office buildings, stores, schools, churches and theatres. The dwellings included in these building activities provide for the housing of 35,041 families.

Queens has 235,000 homes wired for electric service, and on April 1, 1925, there were 53,076 passenger and 34,110 commercial automobiles registered in the borough. This is a great increase over 1923, when the number of registrations amounted to about 47,000.

Richmond—Special Information

The Borough of Richmond is located on Staten Island in New York Bay. It is fourteen miles long, seven miles wide and embraces an area of 57 square miles. It is connected with Brooklyn and Manhattan by municipal ferries, and the Bronx, Queens and adjacent suburban territory can be reached from Richmond by subway through Brooklyn and Manhattan. It is also served by ferries to New Jersey towns.

It is mainly a home community, having an area three times as large as Manhattan, with one-twentieth of the population. There are, however, a number of important industries located here, such as Borden's Farm Products Co., U. S. Gypsum Co., American Linseed Co., Standard Varnish Works, Tottenville Hat Works, Sun Soap Products, Inc., West New Brighton Iron Works, National Dry Dock & Repair Co., Rubsam & Hornum Brewing Co., Empire State Silk Label Co., and Hudson Waist Co.

Richmond has 35 miles of water front and 21 piers, each 1,200 feet in length and equipped with most modern freight-handling devices. These piers are capable of handling over 12,000,000 tons of goods per year. The water front is all within the free lighterage limits of New York City.

There are 326 miles of good roads in Richmond. Of these, 294 miles are paved, 30 miles being constructed of reinforced concrete.

The park system of Richmond embraces 175 acres, and there are 5 miles of modern bathing beaches along the shore front.

Transportation is furnished throughout the island by electric trolley systems, and one electric railroad and one steam railroad run from one end of the island to the other.

Nine steamship companies dock their ships at Richmond.

The increase in the value of real estate in Richmond over 1917 is 9.63 per cent.

The number of passenger automobiles registered in Richmond as of April 1, 1925, was 9,692.

There were 19,050 telephones in operation in September, 1925, and preparations were made for 1,000 new subscribers.

RESIDENTIAL FEATURES

The city is one of change. The residential section of Fifth Avenue has become a shopping section as far north as 50th Street.

Riverside Drive is changing from a street of one-family residences to one of apartments both large and small.

Park Avenue has grown to be the center of the exclusive apartment house section.

Subdivisions have developed rapidly in Brooklyn, consisting mainly of one-family houses.

Queens is a borough of detached houses and homes, though there are some apartments in Corona and other sections.

The Bronx is a section of one- and two-family houses.

The Bronx is changing to an apartment-house area.

Number of Buildings in New York City, 1925

Class of Building	Manhattan	Bronx
One-family dwellings	21,321	18,553
Two-family dwellings	4,546	12,382
Tenements without elevator	37,501	12,053
Hotels and elevator apt. houses	2,648	81

NEW YORK (Cont'd)

Class of Building	Manhattan	Bronx
Warehouses, dept. stores, lofts	8,103	141
Office buildings	940	93
Factories	1,252	533
Stables and garages	2,265	5,083
Theatres	194	32
Miscellaneous	3,623	3,751
Total	82,793	52,704
Class of Building	Brooklyn	Queens
One-family dwellings	86,260	80,321
Two-family dwellings	69,507	31,611
Tenement without elevator	54,435	7,220
Hotels and elevator apt. houses	358	147
Warehouses, dept. stores, lofts	1,766	305
Office buildings	186	143
Factories	3,440	419
Stables and garages	31,245	31,460
Theatres	140	50
Miscellaneous	8,454	5,814
Total	237,791	157,490
Class of Building	Richmond	Total*
One-family dwellings	24,449	24,449
Two-family dwellings	3,955	122,001
Tenement without elevator	573	111,784
Hotels and elevator apt. houses	74	3,308
Warehouses, dept. stores, lofts	102	10,417
Office buildings	74	1,410
Factories	557	6,201
Stables and garages	4,841	56,894
Theatres	15	431
Miscellaneous	1,562	23,204
Total	36,176	466,954

*Total for five boroughs.

Apartments in tenements: Manhattan, 545,640; Bronx, 173,617; Brooklyn, 303,415; Queens, 36,703; Richmond, 1,672; whole city, 1,061,047.

It is estimated that there were over 906,000 dwellings in New York in 1925.

Approximate Number of Wired Homes

Total for city	925,000
Bronx	11,750
Brooklyn	513,425
Manhattan	300,000
Queens	193,805
Richmond	20,000

This tabulation includes apartment houses, and each separate apartment is considered a home.

Home owners for the city, 350,102; by Boroughs: Brooklyn, 196,104; Queens, 67,345; Manhattan, 42,255; Bronx, 31,092; Richmond, 13,316.

Excess of Families Over Dwellings in New York City

(U. S. Census figures as of January 1, 1920)

The following table shows the number of families in the City of New York that have no separate dwelling for their own occupancy, but occupy a home in common with others.

Excess of Families Over Dwellings

	Dwell-ings.	Fam-ilies.	Num-ber.	Pct. Total Fam-ilies.
New York City	365,963	1,278,341	912,378	71.4
Bronx	33,985	166,260	132,275	79.6
Brooklyn	173,847	453,587	279,740	61.7
Manhattan	75,534	525,154	449,620	85.6
Queens	64,323	109,559	45,236	41.3
Richmond	18,274	23,781	5,507	23.2

The word "dwelling," as used in U. S. Census tables, means any building or structure in which one or more persons regularly sleep. It may not be a house in the usual sense of the term.

An entire apartment house constitutes but one dwelling.

The word "family," as used in U. S. Census tables, means a group of persons, whether related by blood or not, who live together as one household, usually sharing the same table.

Thus, one person living alone is counted as a family, and all the people in a hotel, boarding house or institution constitutes but one family.

RETAIL SECTIONS

We briefly outline the location of principal shopping centers, but a more careful analysis of New York City through the aid of the newspaper merchandising departments will reveal to any manufacturer or distributor of nationally advertised products that the retail possibilities are in no way confined to these 80 centers.

Principal Retail Shopping Districts of Manhattan:

Broadway at Cortlandt St. and vicinity.
 Broadway at 6th St. and vicinity.
 Broadway at 14th St. and vicinity.
 Seventh Ave. at 14th St. and vicinity.
 Seventh Ave. at 23d St. and vicinity.
 Broadway at 23d St. and vicinity.
 Third Ave. at 23d St. and vicinity.
 Broadway at 24th St. and vicinity.
 Third Ave. at 34th St. and vicinity.
 Broadway at 42d St. and vicinity.
 Third Ave. at 42d St. and vicinity.
 Broadway at 50th St. and vicinity.
 Third Ave. at 50th St. and vicinity.
 Broadway at 66th St. and vicinity.
 Broadway at 72d St. and vicinity.
 Broadway at 79th St. and vicinity.
 Broadway at 86th St. and vicinity.
 Broadway at 103d St. and vicinity.
 Broadway at 110th St. and vicinity.
 Broadway at 116th St. and vicinity.
 Broadway at 125th St. and vicinity.
 Broadway at 145th St. and vicinity.
 Broadway at 181st St. and vicinity.
 207th St. from 10th Ave. to Broadway.
 Eighth Ave. at 125th St. and vicinity.
 Lenox Ave. at 145th St. and vicinity.
 Lenox Ave. at 135th St. and vicinity.
 Lenox Ave. at 125th St. and vicinity.
 Lenox Ave. at 116th St. and vicinity.
 Third Ave. at 125th St. and vicinity.
 Third Ave. at 116th St. and vicinity.
 Third Ave. at 110th St. and vicinity.
 Third Ave. at 96th St. and vicinity.
 Third Ave. at 86th St. and vicinity.
 Third Ave. at 77th St. and vicinity.
 Third Ave. at 68th St. and vicinity.

Fifth Ave. from 23d St. to 59th St.

East Broadway and Division St.
 Broadway, Manhattan, undoubtedly one of the longest avenues of trade in the world, is nothing more or less than a series of shopping centers joined by an almost continuous line of small retail establishments of every known character.

The extreme southern end of this avenue is devoted principally to office buildings familiarly known as "New York's skyscrapers," but even in this center of finance and international trade, there is an unbroken chain of retail establishments. From this point north, Broadway is a combination of retail and wholesale establishments of various sizes. In mentioning the principal retail shopping districts as briefly outlined here, we merely refer to the "heart" of a district. The national advertiser will find avenues of trade leading into each of these centers from all sides, varying in length according to the location and character of the residents in each neighborhood.

Of course, the most widely known retail section is the famous Fifth Ave. shopping district, which extends from 23d St. to 59th St.

A brief outline of New York City's retail sections would not be complete without reference to the East Side, where congestion causes retail conditions quite different from anything found elsewhere. The heart of this trading district is on East Broadway, Division St., the Bowery and neighboring streets such as Orchard, Essex, Grand, Henry, Madison and others. It is here that retail trade has reached beyond the limits of housing facilities and the famous East Side pushcart merchant has become a close rival to the shopkeeper.

The pushcart markets, however, extend all over the Greater City, not being confined to the lower East Side, where, however, they are thickest. A recent survey shows that there are 58 open air public markets in the city. Of these, 38 are in Manhattan, 2 in the Bronx and 18 in Brooklyn. Over 7,860 pushcart peddlers are licensed by the city government to do business in these markets. They sell articles of food and wearing apparel, and the average sale price is fifteen cents. The gross

business for one year in the markets approximates \$45,500,000.

The public markets are located in centers of population five times as intensive as in any other part of the city. They serve a total of more than 1,500,000 people. The markets supply a means of support for 31,000 dependents of whom 89 per cent are foreign born or of foreign parentage, 6 per cent are native born whites and 5 per cent are Negroes. At least two-thirds of all this number are either Jewish or Italian. Sixty-eight per cent of the vendors deal in fruits and vegetables with a retail value of approximately \$35,000,000 annually; 4 per cent deal in other foods with an annual value of about \$1,500,000; and 28 per cent retail merchandise worth about \$9,000,000 per year. Seventy-two per cent of the vendors are Jewish, 22 per cent Italian, and the remaining 6 per cent is divided among German, Irish, Russian, Spanish and American. But 63 per cent are citizens.

Eleven per cent of all the fruits and vegetables supplying the city are retailed through the pushcarts. Some of these open air markets extend for a distance of 15 blocks. It is further reported that half the sales are on Saturday and a third on Thursday.

Principal Shopping Districts of Bronx

In the Borough of the Bronx there are many neighboring sections which afford wide distribution for nationally advertised products, especially in the food line.

The principal shopping centers of this borough are six in number, each of which presents exceptional marketing possibilities. In several instances the shopping centers are even larger than many retail sections of the average American city. These six shopping districts are located at Third Ave. and 139th St., Third Ave. at 149th St., Prospect Ave. at 160th St., Southern Boulevard at 163d St., Tremont Ave. at Prospect Ave. to Boston Post Road, University Ave. to Third Ave. on Fordham Road.

Principal Shopping Districts of Brooklyn

In Brooklyn proper the "Borough Hall Sec-

tion" represents the heart of the retail district, the principal avenues of trade are Fulton St., Flatbush Ave. and adjoining streets. Flatbush Ave. extends out to the Flatbush section and is the principal avenue of retail trade in this section. Kings Highway is also an important shopping avenue for Flatbush. In South Brooklyn the principal shopping district is on Fifth Ave. for many blocks. In the Williamsburg and Bushwick sections Broadway is the main avenue of retail trade. Stores and shops of every description from complete department stores to the smallest specialty shops are found along the highway of trade extending from the Williamsburg Bridge Plaza east for a distance of more than thirty blocks. Two particularly busy centers along this highway are at Broadway and Flushing Ave. and Broadway and Lexington Ave. Other important avenues of trade in these two sections are Ralph Ave., Reid Ave., Throop Ave., Tompkins Ave., and Nostrand Ave. which extend for quite a distance. Nostrand Ave. extends out to the Bedford section and together with Franklin Ave. forms the main retail section of this part of Brooklyn. In the Greenpoint section, Manhattan Ave. is the main channel of retail trade.

Principal Shopping Districts of Queens

As this borough has grown from the gradual uniting of popular neighborhood sections, it is natural that each of these districts should have a trading center such as Woodhaven, Richmond Hill, Jamaica, Whitestone, College Point, Flushing, Corona, Astoria, Long Island City and Ridgewood.

Jamaica Ave. is almost a continuous shopping street from Eldert's Lane in Woodhaven, through Woodhaven, Richmond Hill, Jamaica and beyond to Harvard Ave.

In Whitestone there are two sections—150th St. from Sixteenth Road to 11th Ave., 14th Ave. from 148th St. to 152d St.

In College Point the retail districts are at 122d St. from 15th Ave. to 26th Ave., and 15th Ave. from 118th St. to 125th St.

Continued on page 182

The New York DAILY MIRROR

is now 2½ years old

It has passed
in circulation
ALL BUT 5
of the 2,000
morning or evening
daily newspapers in
the United States.

A picture newspaper for all the family

NEW YORK (Cont'd)

New York City (cont'd)

In Corona the shopping district is Jackson Ave. from 26th St. to 32d St.

In Astoria the main channel of retail trade is along Fulton Ave., Main St. and Astoria Ave. Long Island City, at Vernon Ave. from Borden Ave. to Mott Ave., and Jackson Ave. from Borden Ave. to Barn St.

Ridgewood, at Metropolitan Ave. from Newtown Creek to Collins Ave., Grand St. from Newtown Creek to Broad St.

Far Rockaway, at Rockaway Boulevard from 25th St. to Mott Ave., and Mott Ave. from Regina Boulevard to 20th St.

The possibilities of sales promotion in New York City are unrivalled. The manufacturer has represented in this single market every advantage for sales creation and every facility for the distribution of his product. The manufacturer need not go beyond the city limits to experiment with or encounter every known difficulty in the promotion of his goods.

Many manufacturers visualize New York City's retail possibilities as centering principally upon Manhattan Island. There are marketing possibilities in each section and the importance of newspaper circulation in each corner of New York City warrants no small amount of investigation.

The merchandising and promotion departments of leading newspapers can furnish in detail many facts and features of each borough which cannot be outlined to their full extent in this limited space.

Principal Shopping Districts of Richmond

In Richmond Borough (Staten Island) there are at least eight retail centers which are increasing in sales possibilities as rapidly as other boroughs of New York City. These centers are Port Richmond, West New Brighton, New Brighton, Tompkinsville, Stapleton, Rosebank, New Dorp and Tottenville. Each of these is a city or town in itself. In fact, the buying characteristics and sales possibilities of each community warrants individual study on the part of the distributor of merchandise.

The above mentioned shopping centers of New York City must not be considered the limits of distribution when planning a sales campaign in this great market. In addition to these centers of retail trade, the advertiser must take into consideration the hundreds of scattered or neighborhood districts. Careful analysis of the market on the part of national advertisers warrants close study of EDITOR & PUBLISHER'S Space Buyers' Chart, together with the accumulation of data from New York City newspapers.

Trading Area

The daily and weekly trading zones were secured after an investigation of the sales, delivery and mail order departments of three of the largest department stores in the city.

This investigation showed that one-third of the parcels mailed were delivered within 50 miles of New York, and slightly less than two-thirds were within 100 and 150 miles.

Seventy and one-half per cent of all mailed packages were in the first and second parcel post zones.

The daily zone boundary line extends on the east on Long Island to Long Beach, from which point it swings north through Rockville Center, Garden City, Westbury, Roslyn and Glen Cove. Northeast the furthestmost point is Stamford in Connecticut, including Greenwich. To the north the general description would be the whole of Westchester County, which includes, Ossining, Scarborough and Tarrytown on the east bank of the Hudson and River, Mount Kisco, Briarcliff, Mount Pleasant, Armonk and Pleasantville inland; on the west bank of the Hudson, Nyack and Piermont. To the northwest the daily zone includes Paterson, Passaic, Hackensack, Arcola, Ridgewood, Park Ridge and Pompton Lake, all in New Jersey.

To the west it reaches its furthestmost point at Morristown. Some of the large towns in this district are Newark, Orange, Rutherford, Montclair, Chatham and Bloomfield.

On the south, Perth Amboy and South Amboy, in New Jersey and Tottenville on Staten Island, New York, are the southern points within the daily trading area.

Within this daily zone nearly all the large retail stores in New York City have a daily free delivery system.

The weekly zone area extends to the east as far as West Hampton on the south side of Long Island, then swings north across the island and includes Manorville and Wading River. In Connecticut it extends to about halfway between Milford and New Haven, within this zone is Bridgeport, Milford, South Norwalk and Norwalk. This zone swings northwest including Danbury, Brookfield and Newton. The furthestmost point north is Chelsea on the Hudson River, which is about midway between Beacon and Poughkeepsie.

From this point on the east bank of the Hudson the weekly zone carries west. Included in this district is Newburgh, Cornwall, Highland Falls, West Point, Gardner Town, Walden and Middletown, which is in the general direction northwest from New York City.

The zone now swings southwest to Port Jervis, and is the furthest point in the weekly zone northwest of New York City. On the west the territory extends to a point beyond Hackettstown, this district includes Stillwater, Stanhope, Lebanon and Clinton, all in New Jersey.

On the Southwest the weekly zone extends as far as Trenton, and, swinging in a half circle and then east, we come to the Atlantic Coast, with the furthest point just south of Point Pleasant. This includes Sea Girt, Lake Como,

Ocean Grove, Asbury Park and Long Branch

Wholesalers

The wholesalers and jobbers of New York are purveyors to the entire nation as well as to the city and vicinity and New York is the largest

distributing center in the United States, if not in the world.

Automobiles	1
Automobile Accessories	99
Bakers	283
Boots and shoes	256
Butter and eggs	594
Cheese	67
Chemicals	626
Commission merchants	475
Confectionery	1,016
Clothing	1,327
Cloaks and suits	399
Dental supplies	190
Drugs	348
Dry goods	983
Dye stuffs	218
Fish	167
Fruits and vegetables	1,458
Food product brokers	375
Grocers	666
Hardware	249
Hats and caps	372
Hosiery	320
Iron and steel	278
Jewelers	375
Manufacturers' agents	484
Meat	298
Men's furnishings	97
Millinery	490
Merchandise brokers	236
Milk depots	197
Oil	611
Olive oil	123
Produce	252
Provisions	221
Rubber goods	59
Silk	1,933
Teas and coffees	142
Waters, carbonated, etc.	126
Woolens	1,147

According to an estimate of the purchasing power of the cities in the country, as made by the Domestic Distribution Department of the Chamber of Commerce of the United States, the wholesale business of New York City, in the city itself and adjacent territory, is estimated at \$1,368,438,145, and the retail business, \$1,824,584,193.

In this area it is estimated \$913,735,000 was expended for food in 1923, \$435,264,940 for clothing, \$100,691,705 for furniture and furnishings, \$198,841,932 for fuel and light and \$176,050,616 for miscellaneous articles.

Retail Outlets for Nationally Advertised Products in Greater New York.

	Manhattan	Brooklyn	Richmond	Queens	Long Island
Automobile passenger cars	180	97	121	13	
Auto trucks	275	35	42	5	
Auto tires	149	105	610		
Accessories	740	248	1,765	126	
Bakers	1,836	600	2,042	77	
Cigar stores	1,690	673	1,600	70	
Cloaks and suits	1,435	372	694	14	
Clothing	1,173	308	582	15	
Confectioners	4,890	2,200	3,721	210	
Delicatessen	1,417	681	2,687	50	
Dressmakers	2,300	643	2,500	23	
Druggists	1,342	550	1,928	71	
Dry goods	3,060	450	1,290	101	
Department stores	23	5	35	7	
Electrical supplies	1,170	335	600	30	
Fish	470	225	755	16	
Florists	735	363	370	12	
Furniture	1,353	143	695	23	
Furriers	1,200	340	420		
Fruits	1,700	600	1,600	70	
Grocers' chain	5,000	all boroughs			
Grocers	6,900	1,578	9,622	610	
Hardware	450	70	425	42	
Hats and caps	475	70	91	23	
Jewelers	1,580	410	690	14	
Ladies' tailor	1,000	500	275	15	
Meat markets	3,400	1,900	6,313	145	
Men's furnishings	3,800	600	975	34	
Merchant tailors	1,650	400	674	25	
Millinery	1,200	150	1,125	20	
Opticians	750	300	375	14	
Photographers	950	306	470	12	
Planos	290	103	112	6	
Restaurants	7,035	1,100	6,184	420	
Radio	1,600	all boroughs			
Shoe dealers	1,847	395	1,320	114	
Stationers	1,200	320	535	27	

Note.

The information in this chart was secured by EDITOR & PUBLISHER from the following sources: New York Clearing House, Bureau of Foreign and Domestic Commerce, Department of Health, Bureau of Licenses, Department of Taxes and Assessments, Port of New York Authority, Board of Education, State Bank Commissioner, Brooklyn Chamber of Commerce, Merchants Association, Bureau of Buildings and other reliable sources.

See announcements pages 1, 175, 177, 179 and 181

NIAGARA FALLS, N. Y.

(Niagara County)

1920 Population, 50,760 (1925 est. 67,348).

City and Suburban Estimate, 117,000.

Native Whites, 64%; Negroes, 1%; Foreign Born, 35%; Industrial Workers, 25%; English Reading, 84%; Families, 14,667.

Schools: Public Grade, 16; High, 1; Junior High, 2; Parochial, 8. Number of Pupils, 16,441.

Churches, 38: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 3; Hebrew, 4; Methodist, 4; Presbyterian, 2; Roman Catholic, 10; Miscellaneous, 11.

Banks: National, 2; State, 6; Capital, Surplus, and Undivided Profits (all banks), \$4,726,909.54; Total Deposits (all banks), \$37,501,128.13; Total Resources (all banks), \$42,973,922.77; Total Savings Banks Deposits and Loan Associations, \$11,626,772.40; Total Bank Clearings (12 months, July, 1925), \$53,555,403.

Theatres: Moving Pictures, 11; Vaudeville, 4; Miscellaneous (Auditoriums, etc.), 9. Total number of seats, theatres, 13,000; auditoriums, 2,000.

Location: Northwestern part of N. Y. State on Niagara River, 22 miles northwest of Buffalo. Served by Erie, N. Y. C., L. V., West Shore, M. C., P. M., Canadian National, International Railways, Canadian Steamships, Ltd. At the end of navigation on Niagara River, and accessible to large canal. Excellent paved roads with truck lines to every part of the country. To nearest large city, by railroad, 40 minutes; by trolley, 1 hour; by automobile, 1 hour.

Principal Industries: Electro chemicals, flour, paper, graphite, batteries, shredded wheat, corsets, alloys. Niagara Falls is the home of the greatest power development in the world and power is available at a low cost for industries.

Manufacturing Establishments: 188. Leading firms: Carborundum Co., Kimberly Clark Paper Co., Cellulose Products Co., International Paper Co., General Abrasive Co., Aluminum Co. of America, Oldbury Chemical Co., Regan Safety Device Co., Hooker Electro-chemical Co., National Carbon Co., Mathieson Alkali Co., U. S. Light & Heat Co., Spirella Corset Co., Republic Carbon Co., American Magnesium Co., Titanium Alloy Mfg. Co., Acheson Graphite Co., Niagara Metal Stamping Co., Visor Knitting Co., Rowe Paint and Varnish Co., Niagara Falls Power Co., Niagara Reedcrafts, Certainite Products Co., American Sales Book Co., Wm. A. Rogers Co. Total value of yearly output of factories estimated at \$140,000,000. Annual payroll over \$43,020,000.

Special Information: Niagara Falls is one of the fastest growing cities in the country, jumping in population from 30,345 in 1910 to 67,348 in 1925. There are 27,756 actual male, 23,196 female buyers in Niagara Falls, of which over 41 per cent had incomes sufficient to report in 1925. These buyers spent in excess of \$45,000,000 in the stores of the city in 1925. Niagara Falls is situated in one of the most favored spots in the world for industrial progress. It is a great railroad center, connecting with all the principal cities of the U. S. and Canada. Within a radius of 500 miles are found nearly three-fourths of the population of the two countries. Climate moderate, rarely below zero in winter and rarely exceeding 85 in the summer.

Residential Features: Mostly one and two-family houses. Only a small portion is given over to the lower class of tenements. Homes are mostly owned by occupants and a large number of new homes are erected annually. Rents about the average for cities of this class as are also living costs.

Retail Shopping Section: Extends from the State Reservation eastward for 8 blocks and then out Main Street to the North End, where are located some 10 blocks of large stores. Two distant shopping centers together with several neighborhood sections.

Trading Area: Extends for a radius of about 10 miles. In addition to the amount spent by residents, Niagara Falls derives a considerable retail trade from tourists who number some 2,500,000 annually.

Wholesale Houses: Groceries, 4; meats, 3; fruits, 3; hardware, 1; radio, 2; tobacco, 4. Miscellaneous lines, confectionery, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 27; commercial auto. agencies, 6; automobile accessories, 29; automobile tire agencies, 6; bakers, 17; cigar stores and stands (including hotels), 800 (chain, 3); confectioners (including hotel stands), 475; delicatessen, 6; dressmakers, 27; druggists, 32 (chain, 7); dry goods, 38; department stores, 7; electrical supplies, 14; florists, 5; fruits, 12; furniture, 20; furriers, 5; garages (public), 45; grocers, 315 (chain, 39); hardware, 22; jewelry, 20; meat markets, 98 (chain, 4); men's furnishings, 25; men's clothing, 52; merchant tailors, 40; milliners, 17; opticians, 5; photographers, 14; pianos (and miscellaneous musical instruments), 8; radio supplies, 8; restaurants (including hotels), 83; shoes, 34; sporting goods, 5; stationers, 7; women's apparel, 34.

Miscellaneous Data: Average temperature, 45 degrees; average number of rainy days per twelve months, 161; most pleasant months, June, July, August, September, October, November. Doctors (medical, 57); (dentists, 46); (osteopaths, 4); street car service; gas artificial; number of meters, 2,500; electric current, alternating; number of wired houses, 11,093; number of electrical meters, 13,962; number of automobile registrations, 9,642; water, hard.

TONAWANDA AND NORTH TONAWANDA, N. Y.

(Erie County)

1920 Population, 15,482 (1925 est., 28,642).

City and Suburban Estimate, 40,000.

Native Whites, 80%; Foreign Born, 20%; Industrial Workers, 27%; English Reading, 85%; Families, 5,811.

Schools: 28. Number of Pupils, 5,982.

Churches: 27.

Banks: 4; Capital, Surplus, and Undivided Profits (all banks), \$2,636,000.; Total Deposits (all banks), \$15,000,000.; Total Resources (all banks), \$18,000,000.

Theatres: 5. Total number of seats, 4,000.

Location: On New York Central, Lehigh Valley, Erie, and Grand Trunk R.R.s. To nearest large city by railroad, 30 minutes; by trolley, 45 minutes; by auto, 45 minutes.

Principal Industries: Box board, steel, ship-building, musical instruments, bolts and nuts, paper, fibre board, pig iron, visible index systems, amusement park apparatus, bank specialties, pianos, organs, furniture, roofing, wood floor brick, tile, lumber, sash, doors, ready-cut houses, stained shingles, heavy forging and castings, tents and awnings.

Residential Features: Mostly one and two-family houses.

Retail Shopping Section: 7 blocks in North Tonawanda and 5 blocks in Tonawanda.

Trading Area: About 10 miles radius.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 14; commercial auto agencies, 10; automobile accessories, 16; automobile tire agencies, 16; bakers, 8; cigar stores and stands (including hotels), 27; confectioners (including hotel stands), 20; delicatessen, 5; dressmakers, 20; druggists, 10; dry goods, 13; department stores, 3; electrical supplies, 6; florists, 5; fruits, 20; furniture, 4; garages (public), 12; grocers, 60 (chain, 7); hardware, 10; jewelry, 6; meat markets, 30; men's furnishings, 9; men's clothing, 14; merchant tailors, 5; milliners, 8; opticians, 4; photographers, 5; pianos (and miscellaneous musical instruments), 6; radio supplies, 9; restaurants (including hotels), 12; shoes, 10; sporting goods, 5; stationers, 2; women's apparel, 7.

Miscellaneous Data: Average temperature, 47; average number of rainy days per twelve months, 90; most pleasant months, May to November. Doctors (medical, 15); (dentists, 11); (osteopaths, 1); street car, bus service; gas, artificial; number of meters, 4,783; electric current, alternating; number of wired houses, 7,410; number of automobile registrations, 5,861; water, medium.

NORWICH, N. Y.

(Chenango County)

1920 Population 8,268 (1926, est. 9,000).

City and Suburban Estimate, 11,240. Most important cities and towns in this area are: Sherburn (pop., 1,500); Oxford (1,400); Greene (1,800); New Berlin (1,250).

Native Whites, 90%; Negroes, 40 people; Foreign Born, 10%; Industrial Workers, 18%; English Reading, 95%; Families, 1,400.

Schools: Public Grade, 6; High, 1; Parochial, 1. Number of Pupils, 2,024.

Churches: Baptist, 2; Congregational, 1; Episcopal, 1; Methodist, 2; Roman Catholic, 2; Miscellaneous, 2.

Banks: National, 2; Total Resources (both banks), \$5,936,294.32; Total Deposits in National Banks, \$2,297,127.16.

Theatres: Legitimate, 1; Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 3,300.

Location: On main line of Ontario & Western, and Utica Division of D. L. & W. R.R.s. Bus lines to Utica, Syracuse, Binghamton, and to rural communities in all directions.

Principal Industries: O. & W. railroad shops, hammers, knit underwear, pharmaceutical supplies.

Manufacturing Establishments: 14. Leading firms: Norwich Pharmaceutical Co., Norwich Knitting Co., Maydole Hammer Co., Norwich Wire Works, Borden Co.

Special Information: Norwich is the county seat of Chenango County. The largest American plant of the Borden Milk Co. Norwich Pharmaceutical Co. claims to be the second largest in U. S. Trading center for a large rural population.

Residential Features: Mostly single homes owned by workers. No mill or restricted districts. Workers live in all sections of the city.

Retail Shopping Section: From city square for 2 blocks on S. Broad, 4 blocks on N. Broad, 1 block on W. Main and 3 blocks on E. Main. Small grocery and markets in residential sections. One block on Mechanic Street and 2 blocks on Lackawanna Avenue.

Trading Area: Extends 20 miles north, 19 south, 12 east and 15 on west. Good improved highways reach most of the farmers living in this area. Bus lines also run to all of this section.

Wholesale Houses: Groceries, 1; fruits, 1; feed and grain, 1; candy, 1; tobacco, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto agencies, 5; automobile accessories, 6; automobile tire agencies, 6; bakers, 6; cigar stores and stands (including hotels), 12 (chain, 1); confectioners (including hotel stands), 8; dressmakers, 10; druggists, 5; dry goods, 7; department stores, 3; electrical supplies, 2; florists, 3; fruits, 5; furniture, 4; garages (public), 6; grocers, 30 (chain, 6); hardware, 4; jewelry, 4; meat markets, 9; men's furnishings, 7; men's clothing, 8; merchant tailors, 3; milliners, 8; opticians, 6; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 6; restaurants (including hotels), 12; shoes, 8; sporting goods, 3; stationers, 2; women's apparel, 10.

Miscellaneous Data: Doctors (medical, 20); (dentists, 3); (osteopaths, 3); gas, artificial; number of meters, 1,500; electric current, alternating and direct; number of automobile registrations, 7,000; water, hard and soft.

NYACK, N. Y.

(Rockland County)

1920 Population, 4,444.

City and Suburban Estimate, 5,000.

Native Whites, 84%; Negroes, 7%; Foreign Born, 9%; Industrial Workers, 25%; English Reading, 90%; Families, 1,207.

Schools: 2; Number of Pupils, 1,200.

Churches: 7.

Banks: 2 Total Resources, \$5,920,000.

Theatres: 2; Total number of seats, 1,200.

Residential Features: Mostly one-family houses.

Retail Shopping Section: About 4 blocks.

Trading Area: 10 miles radius.

NEW YORK (Cont'd)

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial automobile agencies, 3; automobile accessories, 9; automobile tire agencies, 8; bakers, 5; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 6; delicatessen, 2; dressmakers, 17; druggists, 3; dry goods, 5; department stores, 1; electrical supplies, 4; florists, 4; fruits, 5; furniture, 3; garages (public), 9; grocers, 22; hardware, 2; jewelry, 3; meat markets, 9; men's furnishings, 3; men's clothing, 4; merchant tailors, 5; milliners, 5; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 5; shoes, 8; sporting goods, 2; stationers, 2; women's apparel, 2.

OGDENSBURG, N. Y.

(St. Lawrence County)

1920 Population, 14,609 (1925 est. 18,000).

City and Suburban Estimate, 20,000. Most important cities and towns in this area are: Watertown (pop., 35,000); Massena (8,500); Canton (6,000); Potsdam (7,500).

Native Whites, 86%; Negroes, None; Foreign Born, 14%; Industrial Workers, 30%; English Reading, 90%; Families, 3,000.

Schools: Public Grade, 10; High, 1; Parochial, 4. Number of Pupils, 3,028.

Churches: Baptist, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 2.

Banks: National, 1; State, 1; Total Deposits (all banks), \$2,043,607; Total Resources (all banks), \$8,201,621; Total Savings Banks Deposits, \$1,580,203.

Theatres: Moving Pictures, 3; Total number of seats, 1,800. There are four theatres. In one vaudeville, legitimate and pictures are shown.

Location: On the south shore of the St. Lawrence River at the mouth of Oswegatchie River. Served by N. Y. Central and Rutland Railroads. Railroad ferry and passenger ferry connect Ogdensburg with Grand Trunk, and the Canadian Pacific Railroads at Prescott, Ontario, Canada. Excellent bus service to central and western parts of the state. Bus line operates summer and winter. Bus lines east during summer and open portions of winter. New bus line recently secured franchise. Connects Ogdensburg with all important western New York cities, and important cities to east for 175 miles. To nearest large city by railroad, 2 hours; by automobile, 2 hours.

Principal Industries: Newsprint, brass, wooden rolls for window shades, flour, steel mill, boiler mfg., ship yards, silk mill, gloves, printing, cotton goods, iron ore, paint, lumber, stained glass and church windows, pumps, mattresses and marine motors, boats, proprietary medicines, "fruitives," shipping.

Manufacturing Establishments: 34. Leading firms: Algonquin Paper Corporation, Manhattan Silk Co., Newell Mfg. Co., Standard Shade Roller Corporation, McIntosh Glove Co., Rossie Iron Ore Paint Co., Robinson-Pearson Co., McGuire Woolen Mills, Coplan Steel Foundry, Bill, Bell & Co. Mills, Ogdensburg Roller Mills, McEwen Milling Co., Fitzgibbons Roller Works, George Hall Corporation (shipyards). Total value of yearly output of factories estimated at \$15,000,000.

Special Information: Ogdensburg is the only large city in St. Lawrence County, the largest county in the state. Nearest city, 79 miles distant. Famous Roosevelt Highway runs through the city bringing thousands of tourists annually. Terminal of Rutland R.R. Has huge grain elevators with storage capacity of 500,000 bushels. One of the largest ferry crossings between Montreal and Buffalo. St. Lawrence Hospital for Insane located here. Large quantities of pulp for newsprint landed here and distributed to nearby mills. If the deeper St. Lawrence River project, which is under consideration, becomes a reality, Ogdensburg will become an important inland port. It will be the last river port in the United States before ships enter the great lakes. Being the terminal of the Rutland Railroad, its location will be important to shipping.

Residential Features: Mostly one family houses; one ward consists chiefly of industrial workers. Many beautiful private residences. Alexandria Bay, main point to reach the Thousand Islands, a short distance west. Due to location on St. Lawrence River many wealthy citizens reside here. Assessed valuation \$5,335,325. This is 50 to 60 per cent of full valuation.

Retail Shopping Section: Ford Street is principal shopping center; runs from Lake Street easterly to Rutland R.R. bridge, consists of 24 blocks, 3 blocks, principal shopping district. Many small stores on same street for about 10 blocks. Lake Street, continuation of Ford, 2 blocks, on which are located stores of moderate priced merchandise. State Street crossing Ford is the center of business section, 4 blocks. State and Ford both served by street car lines running full length. Two other outlying retail sections. The usual small confectionery and groceries scattered throughout the city.

Trading Area: Radius of area and 8 largest towns included in trading territory of 25 miles are Canton, Heuvelton, Morrisstown, Madrid, Potsdam, Norwood, Hammond and De Kalb Junction. Excellent bus service all year, also good railroad facilities. Trolley service does not extend beyond city limits. Trading area, city and suburban, covers a population of 20,000 people. Ferry service connects Prescott, Canada, across the river, bringing many Canadian shoppers to the city. At least 30 per cent of

shopping is from Canada. Certain lines are restricted by duty imposts.

Wholesale Houses: Groceries, 5; meats, 1; fruits, 3; hardware, 1; dry goods, 2; Miscellaneous lines, confectionery, 2; cigars and tobacco, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial auto. agencies, 4; automobile accessories, 16; automobile tire agencies, 16; bakers, 12; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 21; delicatessen, 1; dressmakers, 21; druggists, 6; dry goods, 16; department stores, 2; electrical supplies, 4; florists, 3; fruits, 18; furniture, 4; furriers, 4; garages (public), 13; grocers, 97 (chain, 5); hardware, 4; jewelry, 4; meat markets, 21; men's furnishings, 11; men's clothing, 11; merchant tailors, 10; milliners, 7; opticians, 3; photographers, 4; pianos (and miscellaneous musical instruments), 4; radio supplies, 7; restaurants (including hotels), 21; shoes, 11; sporting goods, 3; stationers, 3; women's apparel, 8.

Miscellaneous Data: Average temperature, 45 degrees; average number of rainy days per twelve months, 80; most pleasant months, April to November. Doctors (medical, 18); (dentists, 10); (osteopaths, 1); street car service; gas, artificial; number of meters, 1,800; electric current, alternating; number of wired houses, 3,000; water, hard.

OLEAN, N. Y.

(Cattaraugus County)

1920 Population, 20,508.

City and Suburban Estimate, 24,000. Most important cities and towns in this area are: Salamanca (pop., 9,276); Southport, Pa. (1,568); Port Allegany, Pa. (2,359); Franklinville, N. Y. (2,015); Cuba, N. Y. (1,611).

Native Whites, 84.2%; Negroes, 1.2%; Foreign Born, 14.6%; Industrial Workers, 24%; English Reading, 96.9%; Families, 4,848.

Schools: Public Grade, 11; High, 1; Parochial, 2. Number of Pupils, 4,868.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 2; Hebrew, 1; Methodist, 4; Presbyterian, 1; Roman Catholic, 4; Miscellaneous, 4.

Banks: National, 2; Trust, 1; Capital, Surplus, and Undivided Profits (all banks), \$2,540,169.40; Total Deposits (all banks), \$6,662,754.63; Total Resources (all banks), \$16,629,321.84.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1. Total number of seats, 3,200.

Location: Southwest section of N. Y. State on the Allegheny River. Served by the Erie, Pittsburgh, Shawmut & Northern, and the Pennsylvania Railroads. Excellent electric and bus service to surrounding towns. To nearest large city by railroad, 2 hours; by automobile, 2½ hours.

Principal Industries: Petroleum refining, railroad shops, machinery, leather, glass, paving blocks and tile.

Manufacturing Establishments: 80. Leading firms: Pennsylvania railroad shops, Vacuum Oil Co., Clark Bros. Co., Union Cutlery Co., Cattaraugus Tanning Co., England-Walton Co., Myrick Machine Co., Acme Milling Co., Sterling Brick Co., Carley Heater Co.

Residential Features: Mostly one family houses. No tenements. Private homes predominate. One of the most beautiful sections of the state located on south side of the city. Homes in latter section average \$7,000 to \$25,000.

Retail Shopping Section: Olean is the center of a trading area about 25 miles north, 75 miles south, 38 east and 30 west. Retail shopping area extends from corner of Union and State Streets, 6 blocks north and 10 blocks west. One large outlying retail section in eastern end of city and several smaller ones.

Trading Area: (See above.)

Wholesale Houses: Groceries, 3; meats, 1; fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 16; commercial auto. agencies, 10; automobile accessories, 10; automobile tire agencies, 2; bakers, 10; cigar stores and stands (including hotels), 15 (chain, 1); confectioners (including hotel stands), 24; delicatessen, 1; dressmakers, 32; druggists, 11 (chain, 1); dry goods, 6; department stores, 7; electrical supplies, 3; florists, 7; fruits, 2; furniture, 9; furriers, 1; garages (public), 11; grocers, 95 (chain, 13); hardware, 5; jewelry, 7; meat markets, 19 (chain, 1); men's furnishings, 11; men's clothing, 12; merchant tailors, 1; milliners, 10; opticians, 6; photographers, 4; pianos (and miscellaneous musical instruments) 6; radio supplies, 8; restaurants (including hotels), 28; shoes, 9; sporting goods, 2; stationers, 2; women's apparel, 7.

Miscellaneous Data: Average temperature, 41 degrees; average number of rainy days per twelve months, 80; most pleasant months, May, June, July, August September. Doctors (medical, 29); (dentists, 19); (osteopaths, 6); street car service; gas, natural; number of meters, 6,034; electric current, alternating; number of wired houses, 3,200; water, soft.

ONEONTA, N. Y.

(Otsego County)

1920 Population, 11,582 (1925 est. 12,057).

City and Suburban Estimate, 13,500. Most important cities and towns in this area are: Cooperstown (pop. 2,732); Medford (1,717); Delhi (1,775).

Native Whites, 95%; Negroes, ½%; Foreign Born, 4¼%; Industrial Workers, 12%; English Reading, 99%.

Schools: Public Grade, 6; High, 1; Parochial, 1; Number of Pupils, 2,291.

Churches: Baptist, 3; Christian Science, 1; Episcopal, 1; Methodist, 3; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 2; Total Resources, \$9,538,502.25; Savings Banks Deposits Total, \$3,529,153.51.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 6,000.

Location: Delaware & Hudson, Ulster & Delaware, Southern Electric Bus Lines to Worcester, Cooperstown, Stamford, Kingston, Binghamton, Morris, make Oneonta the center for retail trade, wholesale jobbing, manufacturing and distributing for Otsego, Delaware, Schoharie and part of Chenango Counties. On the Susquehanna River and in the foothills of the Catskill Mountains, and connected by state roads with all principal cities. To nearest large city by railroad, 3 hours; by auto, 3 hours.

Principal Industries: Delaware & Hudson shops, automobile and radio batteries, silk and cotton cloth, silk, cotton and knit gloves, silk-tailored ladies underwear, milk products, cigars, wooden barrels, collars, soft drinks, ice-cream, candy.

Manufacturing Establishments: 6. Leading firms: Oneonta Storage Battery Corp., Paragon Silk, Quality Silk Mills, Nestles Food Co., International Cooperation Co., Geo. P. Ide Co.

Special Information: On the direct route by state road to the Catskill, Adirondacks, Albany, and points East, and Binghamton and points West. Exceptional public camp grounds and an exceptional residential city, having no slums. Well diversified industries with ideal labor conditions. State Normal School located here. Having enrollment of 590 students, used as teachers training school with enrollments of 600 teachers. 330 children attend school here.

Residential Features: An exceptionally fine residential section of one-family private homes, large old trees and well paved streets. There are no tenements or slums in the city and only a few apartments, mostly all residential buildings, being private one and two family homes.

Retail Shopping Section: Extends from Grove Street, one block from Interurban Trolley and Bus stops; four blocks east to Elm Street on Main Streets; one block on Dietz Street from Main; two blocks on Chestnut Street; one on Broad Street, and about ten residential shopping districts throughout the city.

Trading Area: Extends about twenty-two miles west, twenty-five miles east, thirty miles north, and forty miles south.

Wholesale Houses: Groceries, 2; meats, 1; fruits, 2; Miscellaneous lines, bakeries, 7; crockery, 1; radio, 7.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 21; commercial automobile agencies, 6; automobile accessories, 6; automobile tire agencies, 10; bakers, 8; cigar stores and stands (including hotels), 6 (chain, 1); confectioners (including hotel stands), 5; delicatessen, 1; dressmakers, 12; druggists, 8 (chain, 1); dry goods, 5; department stores, 1; electrical supplies, 4; florists, 5; fruits, 5; furniture, 5; furriers, 1; garages (public), 20; grocers, 47 (chain, 17); hardware, 4; jewelry, 3; meat markets, 16; men's furnishings, 9; men's clothing, 9; merchant tailors, 2; milliners, 12; opticians, 4; photographers, 3; pianos (and miscellaneous musical instruments), 5; radio supplies, 5; restaurants (including hotels), 18; shoes, 10; sporting goods, 2; stationers, 3; women's apparel, 8.

Miscellaneous Data: Average temperature, 49.9 degrees; average number of rainy days per twelve months, 80; most pleasant months, May, Aug., Oct. Doctors (medical, 22); (dentists, 9); (osteopaths, 2); street car service; gas, artificial; electric current, alternating and direct; water, hard and soft.

OSSINING, N. Y.

(Westchester County)

1920 Population, 10,739.

City and Suburban Estimate, 16,000.

Native Whites, 77.3%; Negroes, 4.1%; Foreign Born, 18.5%; Industrial Workers, 30%; English Reading, 89%; Families, 2,364.

Schools, 9; Public Grade, 5; High, 2; Parochial, 1; Private, 1. Number of Pupils, 2,500.

Churches: 16; Baptists, 2; Episcopal, 4; Methodists, 2; Presbyterian, 2; Roman Catholic, 2; Hebrew, 2; Christian Science, 1; Gospel Assembly, 1.

Banks: 3. National, 2; Savings, 1; Total Resources (all banks), \$13,000,000; Savings and Loan Association, \$300,000.

Theatres: Motion Pictures and Vaudeville, seating capacity, 3,000; three auditoriums, seating, 4,000.

Location: On New York Central R.R. Principal Industries: Printing, house dresses and aprons, cosmetics, wire.

Manufacturing Establishments: Leading firms: Rand McNally Printing Plant; Modern Apron Co., Hudson Wire Co., Sterilol Co.

Residential Features: One and two family houses.

Retail Shopping Section: 7 blocks.

Trading Area: 10 miles radius.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 14; commercial auto. agencies, 2; automobile accessories, 12; automobile tire agencies, 5; bakers, 9; cigar stores and stands (including hotels), 7; confectioners (including hotel stands), 14; delicatessen, 2; dressmakers, 12; druggists, 8; dry goods, 11; department stores, 1; electrical supplies, 4; florists, 4; fruits, 5; furniture, 7; furriers, 1; garages (public), 5; grocers, 50 (chain, 14); hardware, 2; jewelry, 8; meat markets, 13; men's furnishings, 6; men's clothing, 6; merchant tailors, 10; mil-

liners, 4; opticians, 2; photographers, 4; pianos (and miscellaneous musical instruments), 8; radio supplies, 3; restaurants (including hotels), 9; shoes, 4; sporting goods, 2; stationers, 2; women's apparel, 6.

Miscellaneous Data: Average temperature, 50 degrees; average number of rainy days (12 months), 75; most pleasant months, May, June, September and October. Gas, artificial; electric current, alternating; number of wired houses, 3,000; water, soft.

OSWEGO, N. Y.

(Oswego County)

1920 Population, 23,626.

City and Suburban Estimate, 26,000. Most important cities and towns in this area are: Fulton (pop. 12,571); Pulaski (1,962); Mexico (2,786); Hannibal (1,945).

Native Whites, 64.4%; Negroes, 0.3%; Foreign Born, 15.3%; Industrial Workers, 20%; English Reading, 97.3%; Families, 5,975.

Schools: Public Grade, 10; High, 1; Parochial, 4. Number of Pupils, 5,200.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 2; Hebrew, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 7; Miscellaneous, 3.

Banks: National, 2; State, 2. Total Deposits (all banks), \$18,500,000; Total Resources (all banks), \$19,805,845.87; Total Savings Banks Deposits, \$13,442,483.41.

Theatres: Legitimate, 1; Moving Pictures, 5; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 9,000.

Location: N. Y. C., D. L. & W., N. Y. O. & W. Railroads, Empire State electric railways). Steamers between Chicago, and Ogdensburg touch here. McDougall lines of lake steamers between Duluth, Minn., and New York operate via Oswego and the New York State Barge Canal. Heavy coal and grain trade with Canada centers here via steamers. Shipping center with imports and exports to Canada. Standard Oil Co. Gt. Lakes oil fleet operates out of Oswego as a base. Located on south shore of Lake Ontario. Terminus of New York State Barge Canal. Bus lines operate in several directions. To nearest large city (Syracuse), by railroad, 1½ hours; by trolley, 2 hours; by auto, 1½ hours.

Principal Industries: Matches, boilers of all types, knit goods, textiles, rayon silk, wood and sheet-metal products, confectionery, shade cloth, car building shops, chocolate, peanut butter, baked goods, brass goods, canned goods, furniture novelties, tools, flour, paperboxes, dresses, children's boots and shoes, silk goods, food products.

Manufacturing Establishments: 60. Leading firms: Conway Knitting Mills, Diamond Match Co., Pierce, Butler & Pierce, Stuart Hartshorn Co., Hayes Textile Co., Conde Knitting Mills, Oswego Tool Works, Long's Chocolate Works, Oswego Candy Works, Oswego Preserving Co., Oil Well Supply Co., Kingsford Boiler & Machine Co., Fitzgibbons Boiler Works, Last Long Underwear Co., Oswego Rayon Corp., Standard Oil Box Co., Sawyer Brass Works. Total value of yearly output of factories estimated at \$25,211,643.

Special Information: City is an educational center with Oswego State Normal School and new modern \$700,000 high school attracting many foreign students. City has million dollar hotel. Extensive patronage from summer tourists. Normal summer camp annually attracts 1,000. N. Y. State maintains 1,500,000 grain elevator here, with storage capacity of 1,000,000 bushels, and federal government a \$5,000,000 harbor. Fort Ontario houses battalion of regular infantry, and affords summer camps for regular and state militia, coast artillery regiments. It is the oldest fort in North America still garrisoned, having been built in 1724.

Residential Features: A city of home owners, only relatively small number of industrial workers are renters. Many stately mansions date from the Civil War period. Homes in best residential section average \$15,000 to \$25,000. Many dwellings of brick.

Retail Shopping Section: West First Street, 3 blocks; West Bridge, 4 blocks; West Second Street, 1 block; East Bridge Street, 6 blocks; East First Street, 3 blocks; East Second, 2 blocks.

Trading Area: 25 miles west, 25 miles east, 20 miles south. Buses, railroads and trolley lines with good roads bring a large volume of out-of-town trade.

Wholesale Houses: Groceries, 2; meats, 2; hardware, 2; dry goods, 2; tobacco, 4; Miscellaneous lines: candy, 4; canned goods, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 25; commercial auto. agencies, 6; automobile accessories, 23; automobile tire agencies, 15; bakers, 13; cigar stores and stands (including hotels), 50 (chain, 2); confectioners (including hotel stands), 38; delicatessen, 2; dressmakers, 35; druggists, 9; dry goods, 11; department stores, 4; electrical supplies, 6; florists, 6; fruit, 6; furniture, 4; furriers, 4; garages (public), 26; grocers, 119 (chain, 13); hardware, 11; jewelry, 8; meat markets, 29; men's furnishings, 11; men's clothing, 11; merchant tailors, 6; milliners, 12; opticians, 5; photographers, 4; pianos (and miscellaneous musical instruments), 7; radio supplies, 8; restaurants (including hotels), 23; shoes, 14; sporting goods, 4; stationers, 5; women's apparel, 11.

Miscellaneous Data: Average temperature, 46 degrees; average number of rainy days per twelve months, 124; most pleasant months, May, June, July, Sept., Oct. Doctors (medical, 28), (dentists, 17), (osteopaths, 3); street car service; gas, artificial; number of meters, 8,568; electric current, alternating; number of wired houses, 5,625; number of automobile registrations, 14,319; water, hard.

NEW YORK (Cont'd)

PEEKSKILL, N. Y.

(Westchester County)

1920 Population, 16,868 (1926 est., 19,000).

City and Suburban Estimate, \$7,500. Most important cities and towns in this area are: Croton (pop. 1,800); Yorktown (1,500).

Native Whites, 82%; Negroes, 6%; Foreign Born, 10%; Industrial Workers, 35%; English Reading, 90%; Families, 5,000.

Schools: Public Grade, 5; High, 1; Parochial, 1; Private, 3; Peekskill Military Academy, founded 1833; Westchester Military Academy; St. Mary's School for boys. Number of Pupils, 3,200.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 3; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 1.

Banks: National, 2; Savings, 1; Total Resources, \$16,000,000; Savings Bank Deposits Total, \$7,000,000.

Theatres: Moving Pictures and Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 1,200.

Location: On east bank of Hudson River. The new Peekskill-Hudson River Bridge now open for traffic. Four miles from deep water at Verplanck Point; freight line to New York; bus lines to east and north; connection with Hudson River Day Line at Indian Point Park half mile below village; ferry from Verplanck Point to west shore for cars and passengers. To New York, by railroad, 1 hour; by auto, 1½ hours.

Principal Industries: Stoves, ranges, underwear, men's clothing, yeast, vinegar, Sanitas, Meritas oilcloth, fire bricks, marble and granite quarries.

Manufacturing Establishments: Leading firms: Fleischmann Mfg. Co., Standard Textile Products Co., Union Stove Works, Peoples Stove Works, Hudson Clothing Co., Peekskill Clothing Co., M. Kenski Clothing Co., Bailey Underwear Co., New York Trap Rock Co., New York Sand & Gravel Co.

Special Information: Location makes shopping convenient. Good connections with west shore over Peekskill-Bear Mountain Bridge and King's Ferry. Several branch factories have already selected sites here. Over 7,000 automobiles registered in this village.

Residential Features: Extends from Main and Nelson Avenues through to the north; also in Hillcrest Park from South Street to the south; from James Street to the east; from South Street through Dewey Street. Zoning plan under consideration. Usual neighborhood stores. Many private houses averaging \$1,200 a room.

Retail Shopping Section: On South Street from Smith to Division; on Division from Cortlandt to Crompond Road; on Main Street from Spring to James; Central Avenue from Division to Dewey Street; Union Avenue and Nelson from South to Main street.

Trading Area: Extends 25 miles to the north, east and south, and 8 miles west.

Wholesale Houses: Groceries, 2; fruits, 2; Miscellaneous lines, ice cream, 1; confectionery, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 4; automobile accessories, 7; automobile tire agencies, 4; bakers, 12; cigar stores and stands (including hotel stands), 12; delicatessen, 5; dressmakers, 10; druggists, 6 (chain, 1); dry goods, 13; department stores, 5; electrical supplies, 3; florists, 3; fruits, 12; furniture, 10; furriers, 2; garages (public), 18; grocers, 89 (chain, 20); hardware, 5; jewelry, 4; meat markets, 25 (chain, 1); men's furnishings, 12; men's clothing, 10; merchant tailors, 10; milliners, 7; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 8; restaurants (including hotels), 30; shoes, 8; sporting goods, 3; stationers, 4; women's apparel, 10.

Miscellaneous Data: Average temperature, 50 degrees; average number of rainy days per twelve months, 50; most pleasant months, June, Sept., Oct., Nov. Doctors (medical, 17), (dentists, 12), (osteopaths, 1); motor bus service; gas, artificial; number of meters, 1,200; electric current, alternating; number of wired houses, 3,250; water, soft.

PLATTSBURG, N. Y.

(Clinton County)

1920 Population, 10,909.

City and Suburban Estimate, 24,600.

Native Whites, 97%; Negroes, 1%; Foreign Born, 2%; Industrial Workers, 10%; English Reading, 75%; Families, 2,468.

Schools: Public Grade, 8; High, 2; Junior High, 1; Parochial, 2; Number of Pupils, 2,247.

Churches: Baptist, 1; Episcopal, 1; Hebrew, 2; Methodist, 1; Presbyterian, 1; Roman Catholic, 3; Miscellaneous, 1.

Banks: National, 3; Total Resources (all banks), \$12,715,000; Savings Banks Deposits Total, \$2,160,000.

Theatres: Legitimate, 2; Moving Pictures, 1; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 4,600.

Location: On west shore of Lake Champlain, 24 miles from Canadian boundary. Served by Delaware & Hudson R.R. and Lake Champlain Transportation Co. Steamers and fine bus service to all points.

Principal Industries: Wall paper, machinery, pulp and paper, printing, railroad shops, piston rings, shirts.

Manufacturing Establishments: 28. Leading firms: Plattsburg Wall Paper Co., Lake Champlain Pulp & Paper Co., Plattsburg Shirt Co., Thermodyne Radio Corp. Total value of yearly output of factories estimated at \$6,000,000.

Special Information: Situated in the center of a large summer resort section and farming community. Fine climate, good roads and city rapidly improving in every way.

Residential Features: Mostly one and two-family houses; private homes predominate. There is practically no tenement district. A large number of very beautiful homes and numerous cozy dwellings.

Retail Shopping Section: Extends from head of Bridge Street, which is the center of city to D. & H. station which is about four blocks, and on Margaret Street between Broad and Elm, eight blocks; all of Clinton Street, all of River Street, two blocks on Brinkerhoff Street, all of Charlotte Street.

Trading Area: Extends about one-half mile east, and one and one-half miles north, south and west, and a good trade is received from nearby points on account of good bus service.

Wholesale Houses: Groceries, 3; meats, 2; fruits, 2; hardware, 2; dry goods, 1; Miscellaneous lines; shoes, 1; confectionery, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial automobile agencies, 3; automobile accessories, 2; automobile tire agencies, 8; bakers, 3; cigar stores and stands (including hotels), 6; confectioners (including hotel stands), 9; delicatessen, 3; dressmakers, 18; druggists, 4; dry goods, 7; department stores, 1; electrical supplies, 4; florists, 1; fruits, 6; furniture, 6; furriers, 2; garages (public), 23; grocers, 27; hardware, 3; jewelry, 5; meat markets, 14; men's clothing, 5; merchant tailors, 2; milliners, 7; opticians, 1; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 3; restaurants (including hotels), 27; shoes, 4; sporting goods, 3; stationers, 3; women's apparel, 9.

PORT CHESTER, N. Y.

(Westchester County)

1920 Population, 16,573 (1925 est. 19,283).

City and Suburban Estimate, 38,000.

Native Whites, 73%; Negroes, less than 1%; Foreign Born, 26%; Industrial Workers, 63%; English Reading, 89%; Families, 4,203.

Schools: Public Grade, 8; High, 1; Junior High, 1; Parochial, 1; Private, 1; Business, 1. Number of Pupils, 5,856.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Hebrew, 2; Methodist, 2; Presbyterian, 2; Roman Catholic, 5; Lutheran, 3.

Banks: National, 1; State, 1; Savings, 1. Total Resources, \$9,364,290.15.

Theatres: Moving Pictures, 1; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 10. Total number of seats, 12,100.

Location: On the N. Y., N. H. & H. R. R., 26 miles from New York. Situated at the mouth of the Byram River on Long Island Sound; excellent freight service by boat to New York City and points west. Exceptional bus service connecting with White Plains (the county seat) and all Hudson River cities. Large fleets of motor trucks and passenger busses plying daily between New York and Port Chester and all cities east to Boston. To New York, by railroad, ½ hour; by trolley, 1 hour; by auto, ½ hour.

Principal Industries: Bolts and nuts, wire, electric fans, York furnaces and gas and coal ranges, soil pipe, plumbers' supplies, sheets and pillow cases, clothing, automobile mirrors, brushes, mattresses, metal and aluminum castings, candy, oil burners, bottle washing machines, mechanical toys and ham boilers.

Manufacturing Establishments: Russell, Burdall and Ward Bolt and Nut Co., Life Savers, Inc., Abendroth Foundry, Alexander Mirror-Scope Co., P. R. Mallory & Co., Empire Foundry, S. & K. Clothing Co., Simons Manufacturing Co. (Fruit of Loom Products), Port Chester Brush Factory, Port Chester Plumbers' Supply, O'Neill Wire Works, Hamann Bottle Machine Co., E. D. Anderson, Inc., Ham Boiler Corp., Port Chester Aluminum Foundry.

Special Information: Surrounded by a number of small residential townships, Port Chester is the shopping center of southeastern Westchester County, and the home of many prominent persons. Port Chester has a large bolt and nut factory and a very good shirt factory. Has a good harbor on Long Island Sound between New York and Bridgeport. Has an exceedingly large number of home owners. Exceptionally fine roads. On the Boston Post Road, which is one of America's most historic and traveled highways.

Residential Features: Mostly one and two-family houses. Very strict zoning ordinances protect residential sections. Private homes predominate. Has many fine residential sections. The estates of many prominent people border the outskirts. Homes in general average between \$9,000 and \$20,000.

Retail Shopping Section: Extends from public center north for seven blocks on North Main Street and south for four blocks on South Main Street and west for three blocks on Westchester and Irving Avenues. All streets branching off are almost entirely devoted to stores and business enterprises. There are five small neighborhood shopping centers in various parts of the town.

Trading Area: Extends about nine miles south, six miles west, six miles east, covering in all eight small towns. Excellent train, trolley and bus service, making transportation a simple matter.

Wholesale Houses: Groceries, 1; meats, 1; fruits, 3; hardware, 2; Miscellaneous lines, confectionery, 2; paper twine, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 18; commercial auto. agencies, 10; automobile accessories, 47; automobile tire agencies, 32; bakers, 10; cigar stores and stands (including hotels), 20 (chain, 2); confectioners (including hotel stands), 82; delicatessen, 11; dressmakers, 31; druggists, 11 (chain, 1); dry goods, 28; department stores, 4; electrical supplies, 7; florists, 6; fruits, 26; furniture, 8; furriers, 6; garages (public), 22; grocers, 105 (chain, 16); hardware, 7; jewelry, 7; meat markets, 35; men's furnishings, 30; men's clothing, 24; merchant tailors, 15; milliners, 14; opticians, 5; photographers, 7; pianos (and miscellaneous musical instruments), 9; radio supplies, 12; restaurants (including hotels), 30 (chain, 1); shoes, 18; sporting goods, 10; stationers, 22; women's apparel, 52. (Some stores included in more than one of the above classifications.)

Miscellaneous Data: Average temperature, 70 degrees; average number of rainy days per twelve months, 50; most pleasant months, April to October. Doctors (medical, 16), (dentists, 15), (osteopaths, 2); street car service; gas, artificial; electric current, alternating; number of wired houses, 3,300; water, soft.

PORT JERVIS, N. Y.

(Orange County)

1920 Population, 10,171 (1925 State Census, 10,507).

City and Suburban Estimate, 25,000.

Native Whites, 78%; Negroes, 2%; Foreign Born, 20%; Industrial Workers, 20%; English Reading, 85%; Families, 2,200.

Schools: Public Grade, 5; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 2,719.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 3.

Banks: National, 2; Total Resources, \$5,375,429.73; 4 building and loan associations with resources over \$3,000,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 3,600.

Location: On main line of Erie Railroad above point of navigation on Delaware River. Branch line of Ontario & Western Railroad. 88 miles from port of New York, which gives good shipping facilities. To nearest large city by railroad, 2 hours; by auto, 3 hours.

Principal Industries: Erie Railroad terminal shops, silks, glass, underwear, ladies' garments, blouses, saws, gloves, stoves and ranges, overalls, malt extracts, silver-plate ware, cut glass.

Manufacturing Establishments: 25. Leading firms: Katterman & Mitchell, Gillinder Bros., Vaucanson Silk Mill (Blanchini & Farrier), Hugo S. Adam Co., Jennings & Griffin Co., Swinton & Co., Deepark Brew Co., Orr Jr. Mfg. Co., W. B. Chant & Son, Knickerbocker Silver Co. Total value of yearly output of factories estimated at \$7,500,000.

Special Information: Port Jervis is called the Tri-State city, being at the junction of New York, Pennsylvania and New Jersey. It is the center of a large summer resort section, and on the main highways linking these three states. Fine educational system, modern hotel, new hospital, sanitarium, amusement park with fine bathing. "Sky-line Drive" over the mountains fronting the city.

Residential Features: Small one-family houses predominate. Due to activities of building and loan associations, these are mostly owned by those who live in them.

Retail Shopping Section: Pike St. (6 blocks), Front St. (3 blocks), Jersey Avenue (2 blocks), Sussex St. (2 blocks), Ball St. (1 block).

Trading Area: Extends 40 miles west, 20 miles south, 8 miles east and north. Small scattering towns.

Wholesale Houses: Meats, 1; fruits, 1; hardware, 1; Miscellaneous lines, tobacco, 1; bread, 1; confectioners, 2; ice cream, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial automobile agencies, 5; automobile accessories, 22; automobile tire agencies, 17; bakers, 6; cigar stores and stands (including hotels), 55 (chain, 1); confectioners (including hotel stands), 67; delicatessen, 2; dressmakers, 21; druggists, 7 (chain, 1); dry goods, 13; department stores, 6; electrical supplies, 7; florists, 2; fruits, 27; furniture, 5; garages (public), 17; grocers, 51 (chain, 16); hardware, 5; jewelry, 4; meat markets, 18 (chain, 1); men's furnishings, 12; men's clothing, 8; merchant tailors, 7; milliners, 6; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 5; restaurants (including hotels), 17; shoes, 12; sporting goods, 6; stationers, 11; women's apparel, 9.

Miscellaneous Data: Average temperature, 65 degrees; average number of rainy days per twelve months, 75; most pleasant months, May to October. Doctors (medical, 13), (dentists, 6), (osteopaths, 3); number of wired houses, 2,100; gas, artificial; electric current, alternating and direct; water, soft.

POUGHKEEPSIE, N. Y.

(Dutchess County)

1920 Population, 35,000 (1925 State Census, 35,870).

City and Suburban Estimate, 150,000. Most important towns in this area are: Wappingers Falls (pop. 1,761); Highland (1,142); Millbrook (1,096); Rhinebeck (1,397).

Native Whites, 85%; Negroes, 2½%; Foreign Born, 12½%.

Schools: Public Grade, 11; High, 1; Parochial, 4.

Churches: Baptist, 3; Christian Science, 2; Congregational, 1; Episcopal, 4; Hebrew, 2; Methodist, 5; Presbyterian, 1; Roman Catholic, 7; Miscellaneous, 16.

Banks: National, 5; State, 2. Capital, Surplus and Undivided Profits (all banks), \$6,127,000; Total Deposits (all banks), \$41,549,000; Total Resources (all banks), \$48,506,000.

Theatres: Moving Pictures, 2; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 1.

Location: New York Central; Central New England Division of New York, New Haven & Hartford R. R., one of the most important freight lines of the New Haven System. Bus lines within a radius of twenty miles. To nearest larger city (New York), by railroad, 2 hours; by auto, 3½ hours.

Principal Industries: Farm Implements bearings, auto parts, accessories, buttons, women's and men's clothing, chemicals, electrical supplies, cigars, piano hammers, machine parts, hardware, elevators, paper boxes, horsehoes, boilers, varnishes, cough drops, auto trucks.

Manufacturing Establishments: 81. Leading firms: De Laval Separator Co., Hoe Corp., Schatz Mfg. Co., R. W. Delapenha Co., Trussell Mfg. Co., A. C. Dutton Lumber Co., Gar-text Co.

Special Information: Total employment, 5,500. payroll, \$150,000 (70% normal). The city is ideally located half-way between New York and Albany on the Hudson River. The principal industry is the manufacture of the De Laval Cream Separator. Poughkeepsie is the county seat of Dutchess County; the home of Vassar College and Eastman Business College. Its public school system is splendid.

Residential Features: Beautiful shade trees; fine pavements; easy access to shopping district; great many apartment houses, two-family houses and private homes.

Retail Shopping Section: Main Street between N. Clinton and South Clover Streets, Market Street, Academy Street. Business district extends two blocks north and south of Main Street. There are about 350 retail mercantile establishments, including all lines of trade.

Trading Area: An average radius of 20 miles on either side of the Hudson River.

Wholesale Houses: Groceries, 1; meats, 3; fruits, 4; Miscellaneous lines, bakers, 7; confectionery, 4.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 25; automobile accessories, 12; automobile tire agencies, 10; bakers, 25; cigar stores and stands (including hotels), 23 (chain, 1); confectioners (including hotel stands), 40; delicatessen, 13; dressmakers, 79; druggists, 16 (chain, 1); dry goods, 22; department stores, 4; electrical supplies, 18; florists, 8; fruits, 23; furniture, 17; furriers, 8; garages (public), 40; grocers, 195 (chain, 30); hardware, 10; jewelry, 21; meat markets, 46 (chain, 11); men's furnishings, 15; men's clothing, 15; merchant tailors, 42; milliners, 13; opticians, 6; photographers, 9; pianos (and miscellaneous musical instruments), 9; radio supplies, 8; restaurants (including hotels), 62 (chain, 2); shoes, 23; sporting goods, 4; stationers, 7; women's apparel, 20.

Miscellaneous Data: Average temperature, 50 degrees; average number of rainy days per twelve months, 65; most pleasant months, April, May, June, Sept., Oct., Nov. Doctors (medical, 52), (dentists, 44), (osteopaths, 2); street car service; gas, artificial; number of meters, 7,374; electric current, alternating; number of wired houses, 5,335; water, medium.

ROCHESTER, N. Y.

(Monroe County)

1920 Population, 295,750 (1925 State Census, 321,000).

City and Suburban Estimate, 650,000. Most important cities and towns in this area are: Batavia (pop. 14,534); Geneva (15,732); Canandaigua (7,428); Albion (4,683); E. Rochester (5,883); Fairport (4,624); Medina (6,911).

Native Whites, 75%; Negroes, .005%; Foreign Born, 24.995%; Industrial Workers, 43%; English Reading, 98%; Families, 75,775.

Schools: Public Grade, 57; High, 5; Junior High, 4; Parochial, 34. Number of Pupils, 71,211.

Educational facilities include University of Rochester, one of the best equipped institutions in the country; and Rochester Athenaeum and Mechanics Institute, fourth greatest trade school in the country. Eastman School of Music combines school of music and motion picture symphony concert auditorium; gift of George Eastman to citizens of Rochester, to be administered by the University of Rochester.

Churches: Baptist, 15; Christian Science, 2; Congregational, 2; Episcopal, 13; Hebrew, 14; Methodist, 14; Presbyterian, 20; Roman Catholic, 32; Miscellaneous, 36.

Banks: National, 1; State, 11. Capital, Surplus and Undivided Profits (all banks), \$2,062,338,835; Total Deposits (all banks), \$317,868,235; Total Resources (all banks), \$351,180,242; Total Savings Banks Deposits, \$117,868,233; Total Bank Clearings (12 months), \$667,924,306 in 1925.

Theatres: Legitimate, 1; Moving Pictures, 27; Vaudeville, 2; Burlesque, 2; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 45,000.

Location: Rochester is located in the heart of one of the richest orchard and farming

Continued on page 186

WON AND KEPT SOLELY ON A RESULT BASIS THE "WANT" AD DEPARTMENT

of the

Democrat  **Chronicle.**

ROCHESTER HERALD

FIRST IN ROCHESTER AND WESTERN NEW YORK

A community institution maintained by the independent action of thousands who have found that by its aid many of their wants may be satisfied at a minimum expenditure of time, trouble and money.

Well up on the list of leaders, the Democrat and Chronicle carried 3,228,537 lines of classified advertising during the first six months of 1926. This is only 2,000 lines less than the amount carried by the New York Times during the same period, and exceeds the classified advertising lineage of such papers as the San Francisco Examiner, Baltimore Sun, Cleveland Plain Dealer and Detroit Free Press.

This famous feature of the Democrat and Chronicle is unique in that its enormous amount of advertising is wholly non-solicited. Publishers of newspapers in other cities, with large and expensive classified organizations, have found it hard to believe that so great a lineage is possible without the employment of a trained force of solicitors. The voluntary classified patronage which this newspaper enjoys has, in fact, no parallel.

The accomplishments of the Democrat and Chronicle "Want" ads indicate a marvelously wide range of service, from the return of a lost article advertised only after the lapse of a year, to the sale of real estate in London, England. There is apparently no limit to their field of operation and the amazing results frequently reported are believed by many advertisers and advertising agencies to account in great measure for the superior value of the Democrat and Chronicle as a display medium.

Sunday over 86,000

Daily over 81,000

1,276,456 total lines gained, first nine months 1926

NEW YORK (Cont'd)

Rochester (cont'd)

districts on the continent. To the manufacturer, Rochester's transportation facilities compare most advantageously. Five steam railroads serve it; New York Central, Buffalo, Rochester and Pittsburgh; Lehigh; Pennsylvania, and Erie. The New York State "1,000-ton" Barge canal, with a magnificent harbor, extending to within 300 yards of Main Street, passes along the southern edge of the city. There are also five interurban lines leading into Rochester as well as numerous bus lines. Lake Ontario is but seven miles away, with Port of Rochester for shipping facilities to the Great Lakes. To nearest large city, by railroad, 1½ hours; by trolley, 2½ hours; by auto, 2½ hours.

Principal Industries: Number of establishments, 1,467; persons engaged, 81,271; proprietor and firm members, 1,178; salaried employees, 4,189; wage earners (average number), 77,252; capital invested, \$281,311,199; salaries and wages, \$109,671,981; materials, \$181,672,549; value of products, \$397,670,551; cameras, films and photographic accessories, optical goods, thermometers, enameled steel tanks, office equipment, shoes, men's clothing, typewriter ribbons, furniture, soda fountain supplies, etc.

Manufacturing Establishments: 1,421. Leading firms: Eastman Kodak Co., Bausch & Lomb Optical Co., Yawman & Erbe Mfg. Co., Pfau-ler Co., General Ry. Signal Co., Levy Bros. & Adler, Stein-Bloch Co., Fashion Park, Taylor Co., Todd Photocograph Co., Gleason Works, North East Electric Co., Stromberg Carlson, Hungerford Smith Co., Kellogg Pumps Co.

Residential Features: The majority are one-family houses. There are no tenement districts. The streets are all well lighted and paved. Few cities can equal Rochester in the matter of residences. It has been truly called a city of beautiful homes. Over 42% of people own their own homes.

Retail Shopping Section: Extends along East and West Main Streets, State Street, St. Paul Street, Clinton Avenue, north and south, and on East Avenue. There are six neighborhood shopping sections with the usual number of grocery, drug, hardware, meat markets, and miscellaneous stores.

Trading Area: Extends 40 miles east and west of the city, and 55 miles south. This area is intimately linked to Rochester by improved roads, railroads, electric, and bus lines. Rochester is the natural center of distribution for this rich trading territory.

Wholesale Houses: Groceries, 18; meats, 7; fruits, 17; hardware, 3; dry goods, 5; Miscellaneous lines, drugs, 2; tobacco and cigars, 18.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 59; commercial auto. agencies, 20; automobile accessories, 411; automobile tire agencies, 32; bakers, 174; cigar stores (including hotels), 137 (chain, 19); delicatessens, 51; dressmakers, 228; department stores, 6; electrical supplies, 208; furniture, 47; fruits, 95; hardware, 82; pianos, 38; florists, 13; grocers (public), 192; furriers, 30; garages (public), 192; grocers, 1,665 (chain, 352); hardware, 81; jewelry, 100; meat markets, 491; men's furnishings, 372; men's clothing, 100; merchant tailors, 405; milliners, 78; opticians, 39; photographers, 53; pianos (and miscellaneous musical instruments), 51; radio supplies, 25; restaurants (including hotels), 366 (chain, 6); shoes, 130; sporting goods, 11; stationers, 21; women's apparel, 171.

Miscellaneous Data: Average temperature, 47.4 degrees; average number of rainy days per twelve months, 167; most pleasant months, May to November. Doctors (medical, 460), (dentists, 230), (osteopaths, 15); street car service; gas, artificial; number of meters, 94,552; electric current, alternating and direct; number of wired houses, 75,073; number of automobile registrations, 47,221; water, soft.

See announcements pages 171 and 185

ROME, N. Y.

(Oneida County)

1925 Population, 30,328.

City and Suburban Estimate, 38,000 in city and suburbs, 60,000 in Rome's trading area.

Native Whites, 80%; Negroes, less than 1%; Foreign Born, 20%; Industrial Workers, 30%; English Reading, 85%; Families, 5,000.

Schools: Public Grade, 8; High, 2; Private Schools, 3; Parochial, 3; Number of Pupils, 5,000.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 4; Miscellaneous, 8.

Banks: National, 1; Trust, 1; Savings, 2; Total Resources (all banks), \$17,290,054; Savings Bank Deposits, Total (all banks), \$13,492,443.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville and Burlesque, 1; Miscellaneous (Auditoriums, etc.), 6; Total number of seats, 5,300.

Location: On Mohawk River, barge canal, Served by N. Y. Central, N. Y. Ontario & Western R.R., Rome, Watertown & Ogdensburg R.R., New York State Railways (trolley) with eight or nine well-equipped and supported auto bus lines radiating in every direction from city.

Principal Industries: Brass and copper working wire drawing, hollow wire and tube making, locomotive rebuilding, radiator, tea kettle and bedstead making, knitting mills, cigar factories, canning factories. One-tenth of all the copper used in the United States is manufactured here.

Manufacturing Establishments: 35. Leading firms: Rome Brass & Copper Company. Rome

Wire Co., Rome Mfg. Co., Spargo Wire Co., Rome Metallic Bedstead Co., American Can Co. Plant, Kent Vacuum Cleaner Co., Rome Iron Mill, Rome Textile Co., Hinman Steel Co., Total value of yearly output of factories estimated at \$33,000,000.

Special Information: Rome contains 72 square miles. Five square miles are inside the corporation tax district, the other 67 miles enjoying a lower tax rate. Rome is on the site of Old Fort Stanwix, "the fort that never surrendered." Here occurred the defeat and destruction of St. Ledger's forces during the Revolutionary War, the defeat having much to do with the eventual freedom of the Colonies. The American flag was first unfurled in battle in the face of the enemy at Old Fort Stanwix. Rome is extremely prosperous and progressive.

Residential Features: Eight or ten of the principal residential streets comprised one of the finest sections of homes to be found in any city in the state. Beautiful side streets and avenues, well paved, beautifully shaded with giant elms nearing century old. 85 per cent own their own homes, with spacious grounds, are one-family houses, with ordinary homes range in value from \$6,000 to \$11,000 while elaborate residences run up to hundreds of thousands.

Retail Shopping Section: Consists of four blocks on W. Dominick Street, one on E. Dominick, four on N. James Street, two on S. James, one on N. Washington Street. Many retail stores are scattered in all parts of city, with several groups of retail trading. Centers in different section, each with its meat market, grocery, barber shops, etc.

Trading Area: 10 miles west, 20 miles north, 10 miles east, 10 miles south.

Wholesale Houses: Groceries, 2; meats, 1; fruits, 6; hardware, 3; Miscellaneous lines, 269.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 13; commercial automobile agencies, 5; automobile accessories, 19; automobile tire agencies, 17; bakers, 17; cigar stores and stands (including hotel), 37; confectioners (including hotel stands), 18; delicatessens, 4; dressmakers, 13; druggists, 11; dry goods, 7; department stores, 5; electrical supplies, 7; florists, 3; fruits, 83; furniture, 7; furriers, 9; garages (public), 23; grocers, 136; hardware, 3; jewelers, 7; meat markets, 21; men's furnishings, 18; men's clothing, 16; merchant tailors, 12; milliners, 7; opticians, 8; photographers, 6; pianos (and miscellaneous musical instruments), 4; radio supplies, 9; restaurants (including hotels), 37; shoes, 11; sporting goods, 6; stationers, 5; women's apparel, 9.

SALAMANCA, N. Y.

(Cattaraugus County)

1920 Population, 9,276.

City and Suburban Estimate, 11,000.

Native Whites, estimated 75%; Foreign Born, 25%; Industrial Workers, 90%; English Reading, 90%; Families, 2,000.

Schools: Public Grade, 6; High, 1; Junior High, 1; Parochial, 2. Number of Pupils, 2,500.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 3; Roman Catholic, 2; Miscellaneous, 1.

Banks: National, 1; State, 1; Total Resources, \$4,000,000.

Theatres: Legitimate, 1; Moving Pictures, 1; Total number of seats about 2,000.

Location: On Allegany River, 60 miles south of Buffalo. Served by Erie, Buffalo, Rochester & Pittsburgh and Pennsylvania railroads, and Olean, Salamanca & Bradford Ry. (electric). A divisional terminal point, residence of many railroad employees. To nearest large city by railroad, 1 hour; by trolley, 1 hour; by automobile, 40 minutes.

Principal Industries: Furniture manufacturing, tanneries, veneer, plate glass, railroad shops, woolen mills.

Manufacturing Establishments: 25. Leading firms: Salamanca Furniture Co., Sterling Furniture Co., Fancher Furniture Co., Ashworth Odell Worst Co., Union Tanning Co., Moech & Sons Tanning Co.

Special Information: Salamanca is the gateway to Allegany State Park, the newest addition of New York's state park system, containing about 65,000 acres of mountainous woodland. Dairying country to north.

Residential Features: Mostly one and two family houses. Private homes predominate.

Retail Shopping Section: Main Street, four blocks; River Street, one block; Atlantic Street, one block; Wildwood Avenue, one block; Broad Street, two blocks. Neighborhood stores at East End and West End.

Trading Area: Extends about 20 miles west and north and ten miles east and south.

Wholesale Houses: Cigars, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 16; commercial auto. agencies, 6; automobile accessories, 22; automobile tire agencies, 14; bakers, 4; cigar stores and stands (including hotel), 16; confectioners (including hotel stands), 8; delicatessens, 1; dressmakers, 8; druggists 5 (chain, 1); dry goods, 3; department stores, 2; electrical supplies, 5; florists, 3; fruits, 12; furniture, 2; furriers, 1; garages (public), 9; grocers 32 (chain, 8); hardware, 3; jewelry, 5; meat markets, 23; men's furnishings, 7; men's clothing, 7; merchant tailors, 4; milliners, 6; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 18; shoes, 8; sporting goods, 1; stationers, 5; women's apparel, 4.

Miscellaneous Data: Average temperature, 47.7 degrees; average number of rainy days per twelve months, 100; most pleasant months, June, July, August, September, October. Doctors (medical, 8); (dentists, 5); (osteopaths,

3); street car service; gas, natural; electric current, alternating; number of wired houses, 2,000; number of automobile registrations, 3,500; water, soft.

SARATOGA SPRINGS, N. Y.

(Saratoga County)

1920 Population, 13,181 (1925 State Census, 13,834).

City and Suburban Estimate: 59,521.

Native Whites, 85%; Negroes, 4%; Foreign Born, 11%; Industrial Workers, 26%; English Reading, 92%; Families, 4,000.

Schools: Public Grade, 5; High, 1; Parochial, 2; Private Schools, 2; College, 1; Pupils, 3,630.

Churches: 16.

Banks: Deposits, \$14,794,405.70.

Theatres: Legitimate, 2; Moving Pictures, 2; Total number of seats, 3,100.

Location: On Delaware & Hudson R.R., Boston & Maine R.R., two trolley lines into city. Four well equipped auto bus lines, running on hourly schedules, cover all villages, towns and suburbs in our trading area.

Principal Industries: Silk gloves and underwear, manufacturing chemists, machine shops and castings, wall paper, State of New York Tree Nursery, bottled spring waters, bank supplies, printing, etc.

Manufacturing Establishments: The Van Ralte Co., the Harvey Co., the Baker Manufacturing Corp., the Decorative Co., Clark Bros., the Saratoga State Waters Corp., the Vichy Spring Co., the Lawrence Bank Supply Co., the Excelsior Spring Co. The weekly payrolls of the above concerns will exceed \$27,500. Add to this the weekly payrolls of the D. & H. R.R., and the B. & M. R.R., and the Metropolitan Life Insurance Co. Sanitarium, making a total payroll of \$48,000 weekly. Employing over 1,550, the total yearly output of factories is estimated at \$10,000,000.

Special Information: Saratoga Springs is noted for its famous springs and its wonderful parks. Macadam state roads radiate from the city in all directions. The dozens of conventions—the Racing, the State Mineral Springs, the Skidmore College functions—have for fifty years stamped this city as the shopping and entertainment center.

Saratoga Springs is the highway to the Adirondacks, the great north woods of New York State, and thousands of tourists and sportsmen throughout the year stop en route. The month's racing in August each year brings thousands of wealthy and money spending people, who leave millions of dollars in return for their health and enjoyment.

Residential Features: Saratoga Springs' beautiful drives, stately shade trees and magnificent homes are the envy of the entire state. A large percentage own their homes, which range in

value from \$6,000 to \$15,000. Some of the more costly residences run into six figures. Part of the city is in what is known as the "Outside Tax District," which has a much smaller city tax rate than the section known as the "Inside Tax District."

Retail Shopping Section: About 30 blocks in the business section proper exclusive of about 12 blocks in western part of city which is a complete shopping section in itself, have grocers, butchers, restaurants, department stores, garages, etc.

Trading Area: 15 miles radius. This includes Ballston Spa, Mechanicville, Stillwater, Corinth, Hadley, Schuylerville, Victory Mills and Greenwich.

Wholesale Houses: Groceries, 1; meats, 2; fruits, 2; candy, 2; tobacco, 2; paper and wooden ware, 1; chemicals, 1; miscellaneous.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 18; commercial automobile agencies, 10; automobile accessories, 71; automobile tire agencies, 36; bakers, 20; cigar stores and stands (including hotels), 29; dressmakers, 25; druggists, 6; dry goods, 11; department stores, 2; electrical supplies, 7; florists, 3; fruits, 15; furniture, 9; furriers, 3; garages (public), 31; hardware, 6; jewelry, 11; meat markets, 32; grocers, 80; men's furnishings, 12; men's clothing, 20; merchant tailors, 21; milliners, 12; opticians, 5; photographers, 7; pianos (and miscellaneous musical instruments), 2; radio supplies, 10; restaurants (including hotels), 67; shoes, 26; sporting goods, 3; stationers, 5; women's apparel, 10.

SCHENECTADY, N. Y.

(Schenectady County)

1920 Population, 88,723 (1925 State Census, 92,786).

City and Suburban Estimate, 120,000 Most important cities and towns in this area are: Albany (pop. 117,820); Troy (72,223); Amsterdam (32,260); Saratoga Springs (13,181); Ballston Spa (4,103).

Native Whites, 76¼%; Negroes, ½%; Foreign Born, 23%; Industrial Workers, 30%; English Reading, 90%; Families, 20,000.

Schools: Public Grade, 25; High, 1; Junior High, 2; Parochial, 7. Number of Pupils, 21,808.

Churches: E2. Baptist, 6; Christian Science, 2; Congregational, 2; Episcopal, 4; Hebrew, 6; Methodist, 10; Presbyterian, 5; Roman Catholic, 14; Miscellaneous, 33.

Banks: National, 2; State, 5; Trust Companies, 8. Capital, Surplus and Undivided Profits (all banks), \$4,853,722.09; Total Deposits (all banks), \$63,963,265.50; Total Resources (all banks), \$71,398,693.67; Total Savings Banks Deposits, \$50,202,975.63; Average Monthly. Total Retail Sales (all lines), \$2,500,000.

In Schenectady

—the most prosperous community in Eastern New York, it's the

UNION-STAR

"Always in the Home Every Evening for Everybody"

Annual pay roll of wage earners

\$50,000,000

according to government statistics—average annual income per family \$2,061, \$200 above national average.

Dominant Automotive Medium

Leads in Local News, Foreign News, Market News - Features, Radio, Comics, Household Hints

NEW MODEL PLANT WITH NEW EQUIPMENT OCCUPIED NOVEMBER 1, 1926

CHAS. H. EDDY CO.

Nat. Adv. Representative

New York—Chicago—Boston

NEW YORK (Cont'd)

Theatres: Legitimate, 2; Moving Pictures, 10; Vaudeville, 2; Burlesque, 1. Total number of seats, 12,500.

Location: Located on the Mohawk River, accessible by New York State Barge Canal, with good harbor and terminal buildings. Served by the New York Central, Delaware & Hudson River, Boston & Maine, and West Shore Railroads. The Schenectady Railway Company operates excellent trolley service to Albany, Saratoga, Troy and points between. Also bus service is very efficient.

Principal Industries: Electrical machinery, locomotives and electrical supplies.

Manufacturing Establishments: 12. Leading firms: General Electric Company, American Locomotive Company, Weber Electric Co., Mica Insulator Works, Thos. Wilson Co. Total value of yearly output of factories estimated at \$65,000,000.

Special Information: Here is to be the Great Western Gateway Bridge, the key to all western bound traffic. Transportation facilities are excellent in Schenectady. This is evidenced by the fact that the Federal Government located its huge warehouses here during the World War and has seen fit to maintain them as permanent warehouses. Located within easy reach of many fine summer resorts in the Adirondacks, Berkshires and beautiful Susquehanna Valley. Within four hours of New York City by train.

Residential Features: Mostly one and two-family houses. Private homes predominate. These are owned by industrious workmen. The entire northeastern section of the city is composed of fine homes. Here also is located Union College with its beautiful grounds and buildings.

Retail Shopping Section: The heart of the business section is from the 100 block to the 600 block on State Street, the main thoroughfare. There are a number of cross town business streets, such as Ferry Street, Broadway, S. Center Street, Jay Street and Lafayette Street. There are two outlying sections that are really individual neighborhood sections, and about 6 smaller sections, with grocery, confectionery, meat and other small shops.

Trading Area: Extends about 12 miles west, north and east, and about 20 miles south.

Wholesale Houses: Groceries, meats, 13; fruits, 4; hardware, 1; Miscellaneous lines, confectionery, 7.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 26; commercial auto. agencies, 12; automobile accessories, 15; automobile tire agencies, 14; bakers, 56; cigar stores and stands (including hotels), 23 (chain, 2); confectioners (in-

cluding hotel stands), 125; delicatessen, 10; dressmakers, 99; druggists, 41 (chain, 2); dry goods, 41; department stores, 6; electrical supplies, 7; florists, 15; fruits, 15; furniture, 18; furriers, 13; garages (public), 79; grocers, 371 (chain, 86); hardware, 23; jewelry, 30; meat markets, 128 (chain, 1); men's furnishings, 26; men's clothing, 30; merchant tailors, 107; milliners, 31; opticians, 15; photographers, 15; pianos (and miscellaneous musical instruments), 11; radio supplies, 17; restaurants (including hotels), 126 (chain, 1); shoes, 29; sporting goods, 7; stationers, 6; women's apparel, 28.

Miscellaneous Data: Average temperature, 60 degrees; average number of rainy days per twelve months, 80; most pleasant months, May, June, Sept., Oct., Nov. Doctors (medical, 118), (dentists, 55), (osteopaths, 3); street car service; gas, artificial; number of meters, 25,308; electric current, alternating; number of wired houses, 18,500; number of automobile registrations, 23,838; water, hard.

See announcements page 186 and columns 1 and 2 this page

SYRACUSE, N. Y.

(Onondaga County)

1920 Population, 171,717 (1925 State Census, 182,003).

City and Suburban Estimate, 250,000. Most important cities and towns in this area are: Auburn (pop. 35,677); Fulton (12,591); Oswego (22,369); Cortlandt (13,879).

Native Whites, 80%; Negroes, 2%; Foreign Born, 18%; Industrial Workers, 22%; English Reading, 90%; Families, 45,500.

Schools: Public Grade, 41; High, 3; Junior High, 6; Parochial, 15. Number of Pupils, 29,780.

Churches: Baptist, 8; Christian Science, 1; Congregational, 5; Episcopal, 9; Hebrew, 3; Methodist, 17; Presbyterian, 10; Roman Catholic, 16; Miscellaneous, 28.

Banks: National, 4; Trust Co., 3; Savings, 2. Capital, Surplus, and Undivided Profits (all banks), \$24,876,735.85; Total Deposits (all banks), \$184,273,675.47; Total Resources (all banks), \$221,299,369.97; Total Bank Clearings (12 months, July 31, 1926), \$314,606,275.80; Average Monthly Total Retail Sales (all lines), \$24,886,166.

Theatres: Legitimate, 1; Moving Pictures, 34; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 5. Total number of seats, 51,449.

Location: Central part of New York State on N. Y. C., Lackawanna and West Shore Railroads. Served by six electric railroads. Motor freight and passenger service on all radiating highways. Barge Canal port. To nearest large city, by railroad, 1½ hours; by trolley, 2 hours; by auto, 3 hours.

Continued on page 188

The Syracuse Newspaper Situation

Syracuse, with a population of over 185,000, and with a population in its trading territory of 450,000, is known and recognized by national advertisers as one of the most responsive and most productive markets in the country.

The people of Syracuse and its tributary territory are served by one morning and two evening newspapers.

Where once Syracuse presented something of a problem to the advertising agency space buyer, by reason of the slight difference between each newspaper in circulation, it is now indeed simple to analyze in view of the changes in the Syracuse newspaper situation which have occurred during the past year.

The SYRACUSE EVENING JOURNAL has achieved a lead in total net paid circulation over each of the other Syracuse newspapers by such a wide margin that its superiority as a newspaper and as an advertising medium as well is entirely obvious.

The most recent circulation statement gives the SYRACUSE EVENING JOURNAL an average net paid circulation of 64,875 daily.

The JOURNAL leads each of the other Syracuse daily newspapers by several thousand daily circulation—a lead so great that its superiority is at once obvious.

The lead of the SYRACUSE EVENING JOURNAL in net paid daily circulation is due to but one fact, it is the best daily newspaper published in Syracuse, and its greater circulation expresses the positive preference for it by its readers over the other Syracuse newspapers.

Therefore, the greatest possible service the national advertiser can secure, the greatest sales power he can employ in Syracuse is the SYRACUSE EVENING JOURNAL.

It requires neither study, analysis nor discrimination to select the best advertising medium in Syracuse—it is the EVENING JOURNAL by a large margin—and with exceptional reader confidence to back up its largest circulation.

The SYRACUSE SUNDAY AMERICAN, with 78,000 Sunday for 6 months ending Sept. 30, 1926, has the largest circulation of any Syracuse Sunday newspaper.

The JOHN BUDD COMPANY

National Advertising Representatives

New York Chicago St. Louis Atlanta
San Francisco Los Angeles Portland

The Value of The GAZETTE'S COMPACT CIRCULATION in SCHENECTADY, N. Y.

[[One of the 100,000 Group and
A Morning Newspaper Town]]

.07 per agate line.

Milline rate \$2.97

23,540 Daily average circulation
(A. B. C.)

96% within city and suburban
territory

80% of city and suburban is home
delivered

50% more circulation than second
paper

18,780 Gazettes sold daily within
city limits

20,657 homes in Schenectady

\$70,000,000 annual payroll

\$63,078,079 total bank deposits
June 30, 1926

SCHENECTADY GAZETTE

Benjamin & Kentnor Co.
National Representatives

NEW YORK (Cont'd)

Syracuse (cont'd)

Principal Industries: Iron, steel, automobiles, and parts, machinery supplies, furniture, soda ash and by-products, china and crockery, shoes, food products, candles, typewriters, conveying systems, washing machines, electric goods, agricultural implements, heating apparatus, clothing, electrical appliances, tools and castings.

Manufacturing Establishments: 750. Leading firms: H. H. Franklin Auto Co., Syracuse Washer Co., Brown-Lipe-Chapin Co., Brown-Lipe Gear Co., Solvay Process Co., A. E. Nettleson Shoe Co., L. C. Smith Typewriter Co., Onondaga Pottery Co., Crouse-Hinds Electrical Co., The Lamson Co., O. C. Bradley Co., Will & Baumer Candle Co., U. S. & Son, Globe Malleable Iron & Steel Co., Halcomb Steel Co., Merrill Soule Co., U. S. Hoffman Machinery Co., Elgin A. Simonds Furn. Co. Annual output, \$225,000,000.

Special Information: The ideal convention city of the east. Distributing point for merchandise for central and northern New York. Home of Syracuse University, with about 6,000 students. New York State Fair annually. Automobiles in county, over 40,000.

Residential Features: One and two-family houses, with many large modern apartments. Several high class residential sections. Street car and bus service to outlying sections.

Retail Shopping Section: Extends from Clinton Square, which forms heart of business section, and terminal for suburban trolley and bus lines, for 8 blocks north and 10 blocks south on Salina Street. Retail section includes 5 blocks on Clinton Street, 8 on Warren Street, 7 on Genesee Street, 5 on Fayette, 3 on Jefferson, 5 on Onondaga, 3 on James, 3 on State and several blocks on other streets. Four large outlying neighborhood sections in addition to usual grocery and small shops.

Trading Area: About 35 miles in all directions. Intermittent business from people at greater distances, because of fine trolley and bus service. Conventions, fairs, and large sales draw crowds from points beyond usual trading area.

Wholesale Houses: Groceries, 14; meats, 13; fruits, 12; hardware, 1; dry goods, 5; Miscellaneous lines, dairy supplies, 4; confectioners, 9; tobacco, 6; drugs, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 55; commercial auto. agencies, 10; automobile accessories, 78; automobile tire agencies, 49; bakers, 97; cigar stores and stands (including hotels), 62 (chains, 9); confectioners (including hotel stands), 160; delicatessen, 16; dressmakers, 263; druggists, 94 (chain, 2); dry goods, 95; department stores, 5; electrical supplies, 46; florist, 31; fruits, 240; furniture, 70; furriers, 20; garages (public), 153; grocers, 836 (chain, 119); hardware, 35; jewelry, 50; meat markets, 160; men's furnishings, 60; men's clothing, 30; merchant tailors, 204; milliners, 48; opticians, 17; photographers, 40; pianos (and miscellaneous musical instruments), 29; radio supplies, 30; restaurants (including hotels), 292 (chain, 5); shoes, 60; sporting goods, 15; stationers, 8; women's apparel, 51.

Miscellaneous Data: Average temperature, 46.9 degrees; average number of rainy days per twelve months, 65; most pleasant months, May, June, July, Sept., Oct. Doctors (medical, 355), (dentists, 146), (osteopaths, 16); street car service; gas, artificial; number of meters, 47,889; electric current, alternating; number of wired houses, 46,813; number of automobile registrations, 56,610; water, hard.

See announcement page 187 columns 3 and 4

SAUGERTIES, N. Y.

(Ulster County)

1920 Population, 4,013.

City and Suburban Estimate, 10,000.

Native Whites, 95%; Foreign Born, 5%; Industrial Workers, 30%; English Reading, 98%; Families, 1,064.

Schools: 3. Number of Pupils, 612.

Churches: 6.

Banks: 3. Total Resources \$3,740,000.

Theatres: 2. Total number of seats, 1,600.

Location: On West Shore R.R.

Residential Features: Mostly one-family houses.

Retail Shopping Section: Five blocks.

Trading Area: 12 miles radius.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial automobile agencies, 2; automobile accessories, 6; automobile tire agencies, 6; bakers, 2; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 6; delicatessen, 1; dressmakers, 7; druggists, 3; dry goods, 1; electrical supplies, 2; florists, 1; fruits, 3; furniture, 1; furriers, 1; garages (public), 15; grocers, 13; hardware, 3; jewelry, 2; meat markets, 7; men's furnishings, 2; men's clothing, 4; merchant tailors, 2; milliners, 4; opticians, 1; photographers, 1; pianos and (miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 4; shoes, 3; sporting goods, 2; stationers, 1; women's apparel, 4.

TARRYTOWN, N. Y.

Including North Tarrytown
(Westchester County)

1920 Population, 5,807 (1926 est., 13,212).

City and Suburban Estimate, 22,500.

Foreign Born, 60%; English Reading, 85%.

Schools: Public Grade, 5; High, 2; Parochial, 1. Number of Pupils, 4,200.

Churches: Baptist, 1; Episcopal, 2; Hebrew, 1; Methodist, 1; Presbyterian, 3; Roman Catholic, 5.

Banks: National, 2; Savings, 1. Total Resources, \$11,000,000; Building and Loan Assn., \$700,000.

Theatres: Moving Pictures, 2; Vaudeville, 1.

Location: Local New York Central Main line. Putnam Division Railroad, ferry line crossing Hudson to Nyack, three large boats, capacity 46 automobiles, 20-minute service. Mostly all shipping within radius of 50 miles is direct by automobile truck. On deep water of Hudson River. To New York, by railroad, 45 minutes; by auto, 1 hour.

Principal Industries: Automobiles, automobile bodies (3), casting ovens, nursery stock, pottery works.

Manufacturing Establishments: Chevrolet Motor Co., C. M. S. Corp. (builders of ovens for automobile industry), Fisher Bodies Corporation, Pierson Nurseries, Tarrytown Terminal Corp., Narco Car Co.

Special Information: Is the home of Marymount College for girls; Castle School for Girls, Highland Manor (Girls' School); Irving and Hackley Boys' School; home of the nationally famous Rockwood Golf Club and of the Rockefeller and the Goulds. The assessed valuation of Tarrytown is \$26,000,000. Exempt valuation about \$7,000,000.

Residential Features: Divided into two sections. North Tarrytown mostly two, three and four-family apartment houses with limited residential section. Tarrytown mostly residential. Single family houses average about \$8,000. Values very high due to close proximity to New York City.

Retail Shopping Section: Broadway, Main Street, upper and lower, Depot Square, Plaza, Orchard Street, Cortland Street and Beekman Avenue. Four outlying small shopping districts.

Trading Area: About five miles. Center for Irvington, Dobbs Ferry, Hastings, Ardsley, Elmsford, Ossining, East View, Glenville, Nyack, three miles to the west.

Wholesale Houses: Fruits, 3; hardware, 1; dry goods, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 22; commercial auto agencies, 6; automobile accessories, 5; automobile tire agencies, 8; bakers, 6; cigar stores and stands (including hotels), 23; confectioners (including hotel stands), 14; delicatessen, 4; druggists, 7; dry goods, 5; department stores, 1; electric supplies, 5; florists, 6; grocers, 28 (chain, 13); hardware, 4; jewelry, 3; meat markets, 18; men's furnishings, 8; men's clothing, 8; merchant tailors, 8; milliners, 1; opticians, 3; photographers, 4; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 15; shoes, 4; sporting goods, 6; stationers, 13; women's apparel, 3.

Miscellaneous Data: Average temperature, 50 degrees; average number of rainy days per twelve months, 100; most pleasant months, May, June, Sept., Oct. Doctors (medical, 16), (dentists, 7), (osteopaths, 1); street car service; gas, artificial; electric current, alternating; number of wired houses, 3,710; water, soft.

TROY, N. Y.

(Rensselaer County)

1920 Population, 72,013 (1925 State Census, 72,223; 1926 est., 118,141).

City and Suburban Estimate, 130,000. Most important cities and towns in this area are: Watervliet (pop. 16,063); Green Island (4,441); Cohoes (22,987); Waterford (2,637).

Native Whites, 83.2%; Negroes, 9%; Foreign Born, 15.9%; Industrial Workers, 23%; Families, 23,626.

Schools: Public Grade, 39; High, 7; Parochial, 22. Number of Pupils, 21,790.

Churches: Baptist, 11; Christian Science, 2; Episcopal, 11; Hebrew, 3; Lutheran, 6; Methodist, 17; Presbyterian, 13; Roman Catholic, 31; Unitarian, 2; Miscellaneous, 9.

Banks: National, 8; Trust Co., 1; Savings Banks, 1. Trust Companies Deposits, \$4,129,316.57; Total Resources (all banks), \$94,500,000; Total Savings Banks Deposits, \$22,813,543.59.

Theatres: Moving Pictures, 19; Vaudeville, 3; Miscellaneous (Auditoriums, etc.), 4. Total number of seats, 16,900.

Location: On the east side of the Hudson River, 150 miles from New York City. Shipping center of the Delaware & Hudson, New York Central and Rutland Railroads, and terminal of the Boston & Maine R. R., at the head of navigation on the Hudson River with direct water route to N. Y. City. Eastern terminus of N. Y. State Barge Canal System. Converging point for four interurban electric railways serving communities within a radius of 60 miles. Regular bus service to points in Massachusetts and Vermont. Location of Troy makes it the Hub of a radiating system of varied methods of freight distribution, 150 miles by rail or water to New York; 300 miles by rail or barge canal to Buffalo; 250 miles by rail to Montreal, and 190 miles by rail to Boston. To nearest large city (Albany), by railroad, 25 minutes; by trolley, 35 minutes; by auto, 20 minutes.

Principal Industries: Manufacture of shirts and collars, bells, brushes, boilers, chains, coke, fire hydrants, flour, furnaces, horseshoes, malleable iron and steel rail joints and valves. Ford Motor Co. located directly across the Hudson River. Abrasives, blowers and fans, cord, cotton waste, fire brick, hydro-extractors, handkerchiefs, knit goods, merchant iron, metal store front bars, marine engines, rail joints,

Continued on page 189

"Greater Troy"

AND

The Troy Record

*"A marvelous medium
in a mighty market"*

TROY proper on the east side of the Hudson River, joined to Watervliet, Cohoes, Green Island and Waterford on the west side by four free bridges and all within a four-mile radius of Troy's City Hall, with a 7c trolley and bus fare for all, forms a compact industrial city more closely united than the boroughs that comprise the metropolitan city of New York. The population of this city in the last state census was

118,141

This the real city itself. Now consider the suburbs of this thriving industrial center of eastern New York.

Within nine miles of this community there are 12 towns in which, together with the intervening rural sections, live

32,000

people, making "GREATER TROY" and its immediate suburban territory a market wherein more than

150,000

prosperous and thrifty inhabitants reside.

Consider the above and then note these facts, gleaned from actual interviews of families living in this market

IN "GREATER TROY"

95.9% of all families have a newspaper delivered to their homes.

83.7% of these families have a TROY newspaper delivered to their homes.

12.2% of these families have other than a Troy newspaper delivered to their homes.

IN "GREATER TROY'S" SUBURBAN TERRITORY

66.23% of all the suburban families are readers of TROY newspapers.

21.7% of all suburban families are readers of other than Troy newspapers.

THE TROY RECORD

in "GREATER TROY" is delivered to 79.27% of the families who are readers of a Troy newspaper, while from actual investigation 92.5% of all these families do ALL their trading and shopping in Troy.

in "GREATER TROY" suburbs 66.2% of all families are readers of The Troy Record and 49.6% of this number do ALL their trading and shopping in Troy.

THE TROY RECORD COMPANY

PUBLISHERS

Morning—Evening

Broadway and Fifth Avenue

Troy, New York

National Representative

CHAS. H. EDDY CO.

NEW YORK
247 Park Ave.

CHICAGO
666 Wrigley Bldg.

BOSTON
1023 Old South Bldg.

NEW YORK (Cont'd)

Troy (cont'd)

scales, stamped tinware, thermometers, towels, washcloths, underwear, and other products.

Manufacturing Establishments: Approximately 375. Leading firms: Cluett-Peabody & Co., Inc., Geo. P. Ide & Co., Lion Collars, Inc., Hall-Hartwell & Co., Hudson Valley Coke & Iron Products Corp., C. W. Ferguson Collar Co., Inc., Van Zandt's, Inc., Burden Iron Co., Troy Valve Mfg. Co., W. & L. E. Gurley, Troy Malleable Iron Co., Manning Abrasive Co., Meneely Bell Co., Fuller & Warren, Tolhurst Machine Works, Continuous Rail Joint Co. Total value of yearly output of factories estimated at more than \$60,000,000.

Special Information: Manufactures 90% of the collars and cuffs made in the U. S.

Residential Features: Mostly one and two-family type houses. Private homes predominate.

Retail Shopping Section: There are nearly three miles of stores and shops in the retail center, on River Street, Congress Street, Broadway, Fourth Street, King Street, Fulton Street, Third Street and intersecting streets.

Trading Area: Has a radius of approximately 30 miles, embracing a population of 500,000. Business from cities and towns further north is also brought to Troy, because of excellent trolley, train and bus service.

Wholesale Houses: Groceries, 13; meats, 8; fruits, 15; hardware, 2; dry goods, 5; Miscellaneous lines, drugs, 2; confectionery, 10; shoes, 1; tobacco, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 25; commercial auto. agencies, 15; automobile accessories, 98; automobile tire agencies, 45; bakers, 55; cigar stores and stands (including hotel stands), 118; delicatessens, 5; dressmakers, 145; druggists, 49 (chain, 3); dry goods, 56; department stores, 8; electrical supplies, 45; florists, 31; fruits, 44; furniture, 14; furriers, 13; garages (public), 57; grocers, 503 (chain, 27); hardware, 12; jewelry, 24; meat markets, 125; men's furnishings, 30; men's clothing, 43; merchant tailors, 82; milliners, 39; opticians, 14; photographers, 15; pianos (and miscellaneous musical instruments), 10; radio supplies, 13; restaurants (including hotels), 94 (chain, 7); shoes, 44; sporting goods, 5; stationers, 14; women's apparel, 38.

Miscellaneous Data: Average temperature, 48 degrees; average number of rainy days per twelve months, 137; most pleasant months, May to October. Doctors (medical, 162), (dentists, 56), (osteopaths, 7); street car service; gas, artificial; number of meters, 32,000; electric current, alternating; number of wired houses, 21,175; number of automobile registrations, 25,000; water, soft.

See announcement page 188

UTICA, N. Y. (Oneida County)

1920 Population, 94,156. (1925 state census, 101,604.)

City and Suburban Estimate: 300,000. Most important cities and towns in this area are: Rome, (pop. 26,341); Ilion, (10,200); Herkimer, (10,460); Little Falls, (12,273).

Native Whites, 78,000; **Negroes,** few; **Foreign Born,** 20,000; **Industrial Workers,** 20,000; **English Reading,** 80%; **Families,** 25,000.

Schools: Public Grade, 24; High, 1; Parochial, 7; Number of Pupils, 18,251.

Churches: Baptist, 6; Christian Science, 1; Congregational, 2; Episcopal, 9; Hebrew, 5; Lutheran, 5; Methodist, 6; Presbyterian, 5; Roman Catholic, 16; Miscellaneous, 12.

Banks: National, 3; State Banks and Trust Companies, 5; Total Resources, \$100,000,000; Savings Bank Deposits Total, \$50,000,000.

Theatres: Legitimate, 1; Moving Pictures, 17; Vaudeville, 1; Burlesque, 1; Miscellaneous (Auditoriums, etc.), 4; Total number of seats, 30,000.

Location: In central New York in the Mohawk Valley. 200 miles from Buffalo. 235 miles from New York City, on the New York Central, West Shore, R. W. & O., D. L. & W., and Ontario & Western railroads. Barge canal, state highways. To nearest large city by railroad, 1 hour; by trolley, 1½ hours; by auto, 2 hours.

Principal Industries: Textiles and metal products. Clothing, underwear, outerwear, cotton, wool and silk, sheets, pillow cases, heating apparatus, brass and iron beds and springs, sweaters, caps, etc. Automobile shields, mufflers, compressors, radiators, washing machines, fire fighting equipment, firearms, etc. Paper boxes, compressors, lead pipe, tools, tire fabric.

Manufacturing Establishments: Leading firms, Utica Knitting Co.; Foster Bros. Mfg. Co.; Utica Steam & Mohawk Valley Cotton Co.; McLaughlin Textile Co.; International Heater Co.; Kincaid Co.; Bossert Corp.; Foster Board Co.; Utica Heater Co.; Hart & Crouse Heater Co.; Utica Cutlery Corp.; Utica Dunbak Corp.; American Woolen Co. (branch); Hasselbarth Utica Co.; Eureka Mower Co.; Horrobrooks-Ibbotson Co.; American Emblem Co.; L. Warnick Brown Tobacco Co.; Oneita Knitting Mills; Roberts-Wich Co.; Globe Woolen Mills; Powell Muffler Co.; Brunner Mfg. Co.; Drop Forge Tool Co.; Savage Arms Co.; Foamite-Childs Co.

Special Information: Utica has remarkable advantages in its location. The Mohawk Valley

is the great east and west transportation route. Fifty miles north are the Adirondacks, from which come water and power in abundance. 100 miles south are the Pennsylvania coal mines. The city is splendidly equipped with churches, schools, hotels, theatres, hospitals, orphan asylums, etc. It is the natural trading center for an extensive region including many prosperous smaller cities and villages. Many national concerns have branches here.

Residential Features are noticeably fine. Many beautiful streets and homes. Extensive park system. Much building activity in suburban districts. Excellent trolley service all directions. Single fares carry passengers 5 to 8 miles. All important streets paved. Kept very clean. Water supply excellent. City lighted by electricity from Trenton Falls 15 miles northward.

Retail Shopping Section: Genesee street, 1 mile; Columbia street, ¼ mile; Lafayette street, ¼ mile; Bleeker street, 1 mile; Blandina, 2 blocks; Devereaux, 1 block; Bank Place, 1 block; Liberty, 3 blocks; Elizabeth, 3 blocks; Washington, 4 blocks; Seneca, 3 blocks; Hotel, 2 blocks; John, 4 blocks.

Trading Area: 25 to 30 miles at all seasons. In summer 50 miles on account of use of automobiles. Utica is in the very center of New York State, with seven steam roads, extensive trolley lines to suburban towns and state highways in all directions.

Wholesale Houses: Groceries, 21; Meats, 15; Cigars and Tobacco, 7; Confectionery, 15; Fruits, 12; Hardware, 7; Dry Goods, 5; Miscellaneous Lines, 25.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 36; commercial auto. agencies, 8; automobile accessories, 40; automobile tire agencies, 28; bakers, 65; cigar stores and stands (including hotel stands), 82; delicatessens, 10; dressmakers, not listed; druggists, 48 (chain, 2); dry goods, 73; department stores, 5; electrical supplies, 36; florists, 34; fruits, 14; furniture, 40; furriers, 12; garages (public), 78; grocers, 630 (chain, 40); hardware, 25; jewelry, 50; meat markets, 134 (chain, 2); men's furnishings, 40; men's clothing, 63; merchant tailors, 58; milliners, 27; opticians, 14; photographers, 19; pianos (and miscellaneous musical instruments), 15; radio supplies, 35; restaurants (including hotels), 101 (chain, 1); shoes, 46; sporting goods, 9; stationers, 9; women's apparel, 55.

Miscellaneous Data: Average temperature, 48 degrees; average number of rainy days per twelve months, 120; most pleasant months, June, July, Aug., Sept., Oct. Doctors (medical, 159), (dentists, 58); osteopaths, 7; street car service; gas, artificial; number of meters, 33,171; electric current, alternating and direct; number of wired houses, 24,255; number of automobile registrations, 32,000; water, soft.

See announcements page 171 and columns 3 and 4 this page

WATERTOWN, N. Y. (Jefferson County)

1920 Population, 31,285 (1925 state census, 32,836).

City and Suburban Estimate: Within 40 mile radius, 140,000. Most important cities and towns in this area are: Carthage & West Carthage, (pop. 6,151); Adams, (1,568); Alexandria Bay, (2,130); Clayton, (1,942).

Native Whites, 25,342, 81%; **Negroes,** ¼ of 1%; **Foreign Born,** 13½%; **Industrial Workers,** 7,890; **English Reading,** 97.1%; **Families,** 7,885.

Schools: Public Grade, 11; High, 1; Parochial, 3; Number of Pupils, 7,107.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 3; Hebrew, 1; Methodist, 3; Presbyterian, 3; Roman Catholic, 4; Miscellaneous, 9.

Banks: National, 3; State, 1; Bldg. Loan Assn., assets June 30, 1926, \$848,187.08. Capital, Surplus, and Undivided Profits, (all banks), \$4,783,976.26; Total Deposits (all banks), \$37,000,295.67; Total Resources (all banks), \$42,811,644.21; Total Savings Banks Deposits, \$15,409,333.15; Total Bank Clearings (12 months), \$239,922,236, for year ending June 30, 1926.

Theatres: Moving Pictures, 5; Vaudeville, 1; Total number of seats, 6,109.

Location: On Black River, 11 miles from Lake Ontario, on New York Central Railroad. Excellent bus service. To nearest larger city by railroad, 2 hours; by auto, 2½ hours.

Principal Industries: Paper and wood pulp, foundry and machine shop products, silks, plumbers' supplies, flour and grist mill products, bags, knit goods, auto bodies, electrical machinery, clinical thermometers, power governors.

Manufacturing Establishments: 70. Leading firms: St. Regis Paper Co., Knowlton Bros., Harman Machine Co., H. H. Babcock, Tooley Silk Mill, Bagley & Sewell, Shaughnessy Knitting Co., Taggart Bros., Watertown Silk Mfg. Co., Hinde & Dauche Paper Co., J. B. Wise, Inc., Eager Electric Co., Faichney Instrument Co., N. Y. Air Brake Co. Total value of yearly output of factories estimated at \$25,336,719.

Residential Features: One and two family houses predominate, a great many private residences. A very residential section.

Retail Shopping Section: Public Square, 6 blocks; Washington Street, 1 block; Stone Street, 1 block; Court Street, 6 blocks; Arsenal Street, 2 blocks; State Street, 4 blocks; Mill Street, 2 blocks; Main Street, 4 blocks.

Trading Area: Bordered by Lake Ontario and St. Lawrence River on the northwest and 40 miles on south and east.

Wholesale Houses: Groceries, 4; meats, 1; fruits, 11; Miscellaneous lines: auto accessories, 9; bakers, 4; drugs, 1; confectioners, 5; paper, 4; jewelry, 1; lumber, 2; hardware, 3; tobacco, 5.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 17; commercial auto. agencies, 15; automobile accessories, 9; automobile tire agencies, 22; bakers, 15; cigar stores and stands (including hotels), 19 (chain, 2); confectioners (including hotels and department stores), 9; druggists, 16 (chain, 2); electrical supplies, 13; florists, 5; fruits, 9; furniture, 12; furriers, 6; garages (public), 27; grocers, 162 (chain, 20); hardware, 4; jewelry, 18; meat markets, 20 (chain, 1); men's furnishings and clothing, 10; merchant tailors, 23; milliners, 14; opticians, 10; photographers, 8; pianos (and miscellaneous musical instruments), 10; radio supplies, 11; restaurants (including hotels), 39 (chain, 4); shoes, 20; sporting goods, 6; stationers, 8; women's apparel, 21.

Miscellaneous Data: Average temperature, 47 degrees; average number of rainy days per 12 months, 130; most pleasant month, May to October. Doctors (medical, 57); (dentists, 27); (osteopaths, 4); street car service; gas, artificial; number of meters, 6,975; electric current, alternating; number of meters 8,180; number of automobile registrations, 20,120; water, soft.

WELLSVILLE, N. Y. (Allegheny County)

1920 Population, 4,996.

City and Suburban Estimate, 7,500.

Native Whites, 91%; **Negroes,** 2%; **Foreign Born,** 7%; **Industrial Workers,** 28%; **English Reading,** 98%; **Families,** 1,388.

Schools: 6; Number of pupils, 1,400.

Churches: 6.

Banks: 2; Total Resources, \$4,240,000.

Theatres: 2; Total number of seats, 1,100.

Residences Features: Mostly one family houses.

Retail Shopping Section: About 4 blocks.

Trading Area: 8 miles radius.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial automobile agencies, 5; automobile accessories, 12; automobile tire agencies, 12; bakers, 2; cigar stores and stands (including hotel stands), 7; dressmakers, 6; druggists, 4; dry goods, 4; department stores, 1; electrical supplies, 4; florists, 3; fruits, 2; furniture, 3; garages (public), 11; grocers, 15; hardware, 3; jewelry, 2; meat markets, 6; men's furnishings, 4; men's clothing, 4; merchant tailors, 3; milliners, 3; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments),

1; radio supplies, 3; restaurants (including hotels), 16; shoes, sporting goods, 2; stationers, 2; women's apparel, 4.

WHITE PLAINS, N. Y. (Westchester County)

1920 Population, 21,081 (1926 est., 28,121).

City and Suburban Estimate, 50,000 present estimate.

Native Whites, 82%; **Negroes,** 8%; **Foreign Born,** 10%; **English Reading,** 90%.

Schools: Public Grade, 12; High, 2; Parochial, 2; Academies, 4; College for Women, 1. Number of Pupils, 6,249.

Churches: Baptist, 3; Christian Science, 1; Congregational, 3; Episcopal, 3; Hebrew, 3; Methodist, 7; Presbyterian, 2; Roman Catholic, 4; Lutheran, 2; Community, 1; Miscellaneous, 3.

Banks: State, 4; Savings, 1; Capital, Surplus, and Undivided Profits (all banks), \$4,608,606.88; Total Deposits (all banks), \$30,891,730.22; Total Resources (all banks), \$36,771,283.79; Total Savings Deposits, \$3,761,659.16.

Theatres: Legitimate, 1; Moving Pictures, 1; Vaudeville, 1; Total number of seats, 5,000. One vaudeville theatre with 3,000 seats under construction.

Location: In the center of Westchester County midway between Long Island Sound and the Hudson River, served by the Harlem Division of the New York Central and the White Plains Branch of the New York, Westchester & Boston R.R. Excellent bus service to all surrounding towns.

Residential Features: Private homes predominate. Many new apartments. One of the finest residential cities in the State of New York. Homes average in value \$25,000 to \$30,000.

Retail Shopping Section: Extends from Bronx River Parkway (which forms main section of business district and terminal for trolley and bus lines) for 10 blocks along Main Street, including all side streets between Main Street and Martine Avenue, also a business street. There are three neighborhood sections consisting of small shops.

Trading Area: Extends south to Crestwood, east to Mamaroneck and Port Chester, north to Brewster, west to Tarrytown. Train, bus and trolley service to all points.

Wholesale Houses: Fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 28; commercial automobile agencies, 6; automobile accessories, 29; automobile tire agencies, 20; bakers, 17; cigar stores and stands (including hotel stands), 17 (chain, 4); confectioners (including hotel stands), 28; delicatessens, 11;

Continued on page 190

Seething Figures

❑ Cold, unexplained circulation figures are the pitfalls of many schedules of advertising.

❑ Leadership is always expressed in Dominant Power rather than in mere numbers.

❑ If you were to study the recent semi-annual lineage reports of Editor and Publisher—taking the 6-day figures for all morning newspapers, it would be seen that the only papers that exceed THE UTICA PRESS in local lineage are the Chicago Tribune and the New York Times.

❑ To be ranked in such company means one thing—PRESTIGE AT HOME.

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Special Representatives

New York
Detroit

Chicago
San Francisco

Guide to Newspaper Markets of NEW YORK and NORTH CAROLINA

NEW YORK (Cont'd)

White Plains (cont'd)

dressmakers, 87; druggists, 14 (chain, 1); dry goods, 24; department stores, 5; electrical supplies, 6; florists, 5; fruits, 16; furniture, 8; pianos, 6; hardware, 14; jewelry, 4; meat markets, 42; men's furnishings, 12; men's clothing, 14; merchant tailors, 40; milliners, 10; opticians, 4; photographers, 6; pianos (and miscellaneous musical instruments), 3; radio supplies, 12; restaurants (including hotels), 41; shoes, 14; sporting goods, 5; stationers, 9; women's apparel, 18.

Miscellaneous Data: Average temperature, 45 degrees; average number of rainy days per twelve months, 100; most pleasant months, May, June, Sept. Oct. Doctors (medical, 48); (dentists, 29); (osteopaths, 3); street car service; gas, artificial; electric current, alternating; water, hard.

YONKERS, N. Y.

(Westchester County)

1920 Population, 100,176 (1926 est. 116,000).

City and Suburban: Most important cities and towns in this area are: Hastings, (pop. 6,311); Bronxville, (4,140); Tuckahoe, (6,155); Ardsley, (832).

Native Whites, 66%; Negroes, 10%; Foreign Born, 24%; Industrial Workers, 25 to 30%; 4,245 illiterates; Families, 28,800.

Schools: Public Grade, 23; High, 5; Junior High, 2; Parochial, 9; Trade School, 1; Number of pupils, Public, 23,300; Parochial, about 5,000.

Churches: Baptist, 7; Christian Science, 3; Congregational, 1; Episcopal, 9; Hebrew, 4; Methodist, 11; Presbyterian, 8; Roman Catholic, 17; Lutheran, 4; Reformed, 4; Russian Orthodox, 1; Unitarian, 1; Greek Rite Catholic, 2; Miscellaneous, 3.

Banks: National, 2; Trust Companies, 4; State, 4; Savings, 2; Branch banks, 5. Capital Surplus, and Undivided Profits (all banks), \$3,806,318.66; Total Deposits (all banks), \$66,599,197.62; Total Resources (all banks), \$75,786,185.51; Total Bank Clearings (12 months), \$400,000,000.

Theatres: Legitimate, 1; Moving Pictures, 18; Vaudeville, 1.

Location: N. Y. Central & H. R. R. R. Main Line, New York Central Putnam Division, New York Central, New York & Harlem, Yonkers Railroad (trolley) Third Avenue System, Bus lines. To New York by railroad, 35 minutes; by trolley, 1 hour; by auto, 1 hour.

Principal Industries: Elevators, carpets, sugar, spark plugs, wire and cable, celluloid, textiles, motion pictures, women's dresses and underwear.

Manufacturing Establishments: 50 approximately. Leading firms: Alex. Smith & Sons (carpets); Otis Elevator Co.; Federal & National Sugar Refineries; Campbell Hat Co.; and Habirshaw Cable Works, New York Engineering Co.

Residential Features: Extensive apartment house development now in progress. 10 fine residential sections. North Broadway, Ludlow, Nepperhan Heights, Homeland, Park Hill and Crestwood developments. Van Cortlandt-Crest, Colonial Heights, Lawrence Park West, Gramatan Hills, Bryn Manor Knolls, where only private residences are located. South Yonkers' most rapidly growing section of city.

Retail Shopping Sections: Centers around Getty Square. South Broadway, Palisade Avenue, New Main Street and Main Street, Manor House Square, North Broadway, Warburton Avenue, Riverdale Avenue. A rapidly growing retail shopping district in south end of city.

Trading Area: 20 miles to the north, 10 miles to the east and west across Hudson River via Alpine-Yonkers ferry.

Wholesale Houses: Groceries, 6; meats, 5; drugs, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 34; automobile accessories, 41; automobile tire agencies, 13; bakers, 56; cigar stores and stands (including hotels), 70 (chain, 3); confectioners (including hotels stands), 106; delicatessen, 43; dressmakers, 87; druggists, 53 (chain, 2); dry goods, 81; department stores, 3; electrical supplies, 5; florists, 20; furniture, 20; furriers, 6; garages (public), 80; grocers, 414 (chain, 99); hardware, 24; jewelry, 24; meat markets, 170; men's furnishings, 25; men's clothing, 41; merchant tailors, 3; milliners, 24; opticians, 6; photographers, 14; pianos (and miscellaneous musical instruments), 7; restaurants (including hotels), 141; shoes, 34; sporting goods, 6; stationers, 55.

Miscellaneous Data: Average temperature, 45 degrees; average number of rainy days per twelve months, 100; most pleasant months, April, May, June, Sept., Oct., Nov. Doctors (medical, 101); (dentists, 68); (osteopaths, 6); street car service, gas, artificial; number of meters, 25,000; electric current, alternating; number of wired houses, 21,000; number of automobile registrations, 11,000; water, soft.

Standard Surveys

of

NORTH CAROLINA

ASHEVILLE, N. C.

(Buncombe County)

1920 Population, 28,504 (1926 est. 54,000). City and Suburban Estimate, 65,250. Most important cities and towns in this area are: Hendersonville (pop. 10,000), Canton (3,000), Waynesville (5,000), Marion (8,000).

Native Whites, 83%; Negroes, 15%; Foreign Born, 1%; Industrial Workers, 5%; English Reading, 98%; Families, 9,068.

Schools: Public Grade, 18; High, 2; Parochial, 2. Number of Pupils, 10,000.

Churches: Baptist, 27; Christian Science, 1; Congregational, 1; Episcopal, 7; Hebrew, 2; Methodist, 22; Presbyterian, 5; Roman Catholic, 1; Miscellaneous, 12.

Banks: National, 2; State, 4; Total Resources (all banks), \$19,700,000. Savings Bank Deposits Total \$4,869,846. Capital, Surplus, and Undivided Profits (all banks), \$28,699,274.49; Total Bank Clearings (12 months), \$423,473,000.

Theatres: Legitimate, 2; Moving Pictures, 4; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 3,800.

Location: Asheville is located in the Southern Appalachians on the Asheville Plateau, 2,250 feet above sea level. It is on the Southern Railway lines radiating in four directions, with 28 passenger trains daily; through Pullman service to principal cities and freight service of equal merit. It is on the Dixie, Southern National, Appalachian, Central and other leading highways. To nearest larger city by auto, 5 hours.

Principal Industries: Lumbering, live stock, horticulture, furniture, minerals, caskets and tanneries, cotton, and cotton mills.

Manufacturing Establishments: 7. Leading firms: Beacon Mfg. Co., French-Broad Mfg. Co., Carolina Woods Products Co., Asheville Cotton Mills, The Hans Rees' Sons Tannery Co., The National Casket Co., The Asheville Mica Co., The Asheville Foundry and Machine Co.

Special Information: Widely known as all year resort. Especially noted for water, climate and scenery. Highest peak east of the Rockies (altitude, 6,711 feet), known as Mt. Mitchell, one of Asheville's leading attractions; another is the famous Chimney Rock. Asheville is one of the leading convention centers of the South. It has one of the largest mica manufacturing plants in the country.

Residential Features: Mostly one- and two-family houses. Private homes predominate. A number of apartment houses. Three very exclusive residential sections, northern, northeastern and southern parts of city. Homes in the latter section average in value, \$20,000 to \$50,000.

Retail Shopping Section: Extends from Pack Square (which forms heart of business section and terminal for suburban trolley and bus lines) for 8 blocks on Patton, 4 blocks on Haywood, 4 on Broadway, 3 on College and 2 on Biltmore and also Battery Park Square. There are ten outlying retail business sections and several smaller neighborhood sections with the usual grocery, confectionery, meat and small shops.

Trading Area: Extends 40 miles. Trading population, 200,000.

Wholesale Houses: Groceries, 12; meats, 3; fruits, 8; hardware, 1; dry goods, 2; Miscellaneous lines, confectionery, 6; drugs, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 18; commercial automobile agencies, 18; automobile accessories, 14; automobile tire agencies, 20; bakers, 9; cigar stores and stands (including hotels), 20 (chain, 1); confectioners (including hotel stands), 23; delicatessen, 3; dressmakers, 25; druggists, 27 (chain, 2); dry goods, 18; department stores, 8; electrical supplies, 5; florists, 5; fruits, 8; furniture, 23; furriers, 2; garages (public), 9; grocers, 230; hardware, 10; jewelry, 12; meat markets, 40 (chain, 3); men's furnishings, 8; men's clothing, 8; merchant tailors, 13; milliners, 13; opticians, 5; photographers, 11; pianos (and miscellaneous musical instruments), 5; radio supplies, 4; restaurants (including hotels), 54; shoes, 11; sporting goods, 3; stationers, 8; women's apparel, 18.

Miscellaneous Data: Average temperature, 55 degrees; average number of rainy days per 12 months, 80; most pleasant months, May, June, Sept., Oct. Doctors (medical, 99); (dentists, 29); (osteopaths, 6); street car service; gas, artificial; number of meters, 2,500; electric current, alternating; water, soft.

BURLINGTON, N. C.

(Alamance County)

1920 Population, 5,952 (1925, est. 8,750).

City and Suburban Estimate, 20,000.

Native Whites, 90%; Negroes, 9%; Foreign Born, 1%; Industrial Workers, 65%; English Reading, 99%; Families, 2,340.

Schools: Public Grade, 2; High, 1; Parochial, 1. Number of Pupils, 1,834.

Churches: Baptist, 2; Episcopal, 1; Methodist, 3; Presbyterian, 2; Miscellaneous, 5.

Banks: National, 1; State, 3; Total Resources, \$12,000,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 1,920.

Location: Burlington is served by the Greensboro Goldsboro branch of the Southern Railway. Its 10 passenger trains every 24 hours give it a 17 hour schedule to New York, 10 hours to Washington and 11 hours to Atlanta, Ga. Fast bus service is furnished to all parts of the state. To nearest large city by railroad, 45 minutes; by auto, 45 minutes.

Principal Industries: Cotton goods, men's and women's hose, woodworking plants, sawmills, lumber mills, yarn mills, dye works, finishing mills, coffin factories, spinning mills, flour mills, ice and ice cream plants.

Manufacturing Establishments: 48. Aurora Cotton Mills, May Hosiery Mills, National Dye Works, Elmira Mills, Burlington Coffin Co., Burlington Mills, Inc., Keystone Finishing Mill, Whitehead Hosiery Mills, Sellers Hosiery Mill, Hico Milling Co., Chapin-Sacks Corp.

Special Information: Burlington has a population of 8,750 according to the last count. Over \$280,000 was spent in 1922-23 for municipal improvements, weekly payroll of \$85,000. There is 15 miles of hard surfaced streets. There is over \$8,000,000 invested in manufacturing plants, 24,000,000 yards of gingham and 8,000,000 pairs of hose manufactured annually; \$350,000 hotel recently constructed. It has 3 building and loan associations, 1 modern co-operative creamery, 1 ice cream plant, 2 ice plants, 30 miles of concrete sidewalks and 20 miles of water mains.

Residential Features: Burlington has an unusually large percentage per capita home ownership, it being 70%; 2 residential parks are now being developed on the outer edge of the city. One of these is in the vicinity of the County Club and Golf Links.

Retail Shopping Section: South Main (4), Davis (3), Front, (3), Spring (1), Worth (2). The main retail shopping center is on Main and Davis, 2 blocks off Main and 2 blocks off Davis. There are retail centers at each mill section with drug store, general merchandise and meat market for each.

Trading Area: The northern section extends some 15 miles, southern section 20 miles, western section 5 miles, eastern section 13 miles. The city is surrounded by numerous small towns and there are 10 of these within a radius of 5 miles with a population of 6,000 total.

Wholesale Houses: Groceries, 5; meats, 4; fruits, 2; hardware, 4; dry goods, 6; miscellaneous lines: feed stores and produce.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial automobile agencies, 5; automobile accessories, 7; automobile tire agencies, 8; bakers, 2; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 5; dressmakers, 2; druggists, 6; dry goods, 6; department stores, 5; electrical supplies, 1; florists, 1; fruits, 2; furniture, 5; furriers, 1; garage (public), 6; grocers, 7 (chain, 3); hardware, 5; jewelry, 2; meat markets, 1; men's furnishings, 5; men's clothing, 3; merchant tailors, 2; milliners, 6; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 8; shoes, 5; sporting goods, 1; stationers, 2; women's apparel, 4.

Miscellaneous Data: Average temperature, 55 degrees; average number of rainy days per 12 months, 80; most pleasant months, Sept., Oct., Nov.; electric current, alternating.

CHARLOTTE, N. C.

(Mecklenburg County)

1920 Population, 46,338.

City and Suburban Estimate, 85,000.

Native Whites, 67.3%; Negroes, 31.6%; Foreign Born, 1.1%; Industrial Workers, 23%; English Reading, 89%; Families, 16,360.

Schools: Public Grade, 18; Pupils, 10,553; High, 4; Pupils, 2,062; Parochial, 1; Pupils, 155; Colleges, 2; Pupils, 530. Number of Pupils, 13,300.

Churches: Baptist, 23; Christian Science, 1; Episcopal, 7; Hebrew, 1; Lutheran, 4; Methodist, 30; Presbyterian, 20; Reformed, 1; Catholic, 1; Seventh Day Adventist, 2; Miscellaneous, 10.

Banks: National, 5; Savings, 1; Trust Companies, 4. Capital, Surplus, and Undivided Profits (all banks), \$10,370,778; Total Deposits (all banks), \$35,989,295; Total Resources (all banks), \$50,108,000; Total Bank Clearings (12 months, 1925-1926), \$590,000,000.

Theatres: Legitimate, 1; Moving Picture, 6; Motion Picture and Vaudeville, 1; Total number of seats, 7,900.

Location: Charlotte is located on the lines of the Southern, the Norfolk Southern, and the Seaboard Air Line Railroads with lines radiating in eight different directions, making it an ideal distributing center for this section of the South. Motor express deliveries daily are being made up to 100 miles from the city. The city has ample trackage space for warehouses and manufacturing plants. It is a central distributing point for automobiles and automobile accessories.

Series. An electric interurban line runs to Gastonia. To nearest larger city (Atlanta), by railroad, 10 hours; by auto, 16 hours.

Principal Industries: Among the industries are cotton yarn, cottonseed oil, tobacco, peanuts, kaolin, wood pulp, lumber, flour, asbestos, manufacturing, automobiles, automobile accessories, automobile tires, bricks, burlap, cotton, machinery, hosiery, chemicals and dyestuffs, clothing, silk goods, agricultural instruments. The surrounding territory where not industrially developed is devoted to dairying and raising of sweet potatoes, peanuts, cotton, strawberries, peaches and apples.

Special Information: Charlotte is the center of one of the largest hydro-electric developments in the United States. It is the textile center of North and South Carolina. It is also an educational center with Ardene School, Baird School for Boys, Charlotte University School, O'Donoghue Hall, Queens College for Girls, St. Peter's Convent School, Southern Industrial School, Bethel School, Biddle University, St. Michael's Parish School and St. Paul's School.

Residential Features: 15,507 dwellings, mostly of the one-family type, house the 16,360 families of Charlotte. They are modern in most instances, with all improvements; many residences and other buildings are under construction.

Retail Shopping Section: The main business streets are Tryon and Trade. Stores, shops, hotels and theatres cover 38 blocks on these two streets. North College has a retail section. Church St., Fourth St. and Fifth St. encompass the remaining business section. South College is the wholesale center. Dilworth as one of the outlying neighborhood centers. There are many stores scattered throughout the city.

Trading Area: The trading area takes in a wide section of North Carolina and a considerable part of South Carolina. Excellent rail facilities and hard-surfaced highways in eight directions, makes the area extensive not only in bringing retail trade to the city, but also in distributing as a wholesale center. On the northwest it extends to Hickory, on the west to Blacksburg, S. C., on the south to Lancaster and Chester, S. C., and on the east to Rockingham. The section includes only the retail trading area.

Wholesale Houses: Groceries, 15; meats, 4; fruits, 9; shoes, 2; dry goods, 3; produce, 6; hardware, 3; confectioners, 3; drugs, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 28; commercial automobile agencies, 14; automobile accessories, 20; automobile tire agencies, 20; bakers, 9; cigar stores and stands (including hotels), 16 (chain, 3); confectioners (including hotel stands), 21; delicatessen, 2; dressmakers, 38; druggists, 25 (chain, 2); dry goods, 14; department stores, 4; electrical supplies, 10; florists, 4; fruits, 6; furniture, 19; furriers, 1; garages (public), 22; grocers, 309 (chain, 46); hardware, 7; jewelry, 9; meat markets, 41; men's furnishings, 16; men's clothing, 22; merchant tailors, 20; milliners, 14; opticians, 4; photographers, 8; pianos (and miscellaneous musical instruments), 6; radio supplies, 9; restaurants (including hotels), 47 (chain, 1); shoes, 18; sporting goods, 3; stationers, 3; women's apparel, 4.

Miscellaneous Data: Average temperature, 60 degrees; average number of rainy days per 12 months, 124; most pleasant months, May, June, Sept., Oct. Doctors (medical, 121); (dentists, 43); (osteopaths, 2); street car service; gas artificial; number of meters, 6,160; electric current, alternating; number of wired houses, 12,000; number of automobile registrations, 9,300; water, soft.

See announcement page 191

CONCORD, N. C.

(Cabarrus County)

1920 Population, 9,903.

City and Suburban Estimate, 15,000.

Native Whites, 80%; Negroes, 20%; Industrial Workers, 60%; English Reading, 98%.

Schools: Public Grade, 4; High, 2; Junior High, 1. Number of Pupils, 2,482. College for Negro women, 1.

Churches: Baptist, 8; Episcopal, 1; Lutheran, 3; Methodist, 8; Presbyterian, 6; Miscellaneous, 6.

Banks: National, 1; State, 2; Total Resources (all banks), \$6,794,512.13; Savings Bank Deposits Total, \$5,432,740.46.

Theatres: Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 1.

Location: In the center of Cabarrus County in the southern part of the State, on the main line of the Southern Railroad. Excellent bus service to all parts of the state and to South Carolina. To nearest larger city (Atlanta, Ga.), by railroad, 7 hours.

Principal Industries: Manufacture of cotton goods, hosiery, furniture.

Manufacturing Establishments: 50. Leading firms: Cannon Mills, Gibson Mfg. Co., Kerr Bleaching & Finishing Works, Locke Cotton Mill, Brown Mill, Hoover Hosiery Co., Hartwell Mill, National Lumber Co., White-Parks Mill. Total value of yearly output of factories, estimated, \$40,000,000.

Special Information: Concord is a big industrial center situated in the midst of a splendid farming country, with direct railroad connections, north, south and west.

NORTH CAROLINA (Cont'd)

Residential Features: Mostly one-family houses; limited section devoted to workingmen's tenements; private homes predominate, a majority of which are attractive modern houses.

Retail Shopping Section: Extends one block north and three blocks south of the public square, on Union and Church Streets, one block east and three blocks west on Depot, Corbin, Means and Barbrick Streets. There are several smaller neighborhood sections, with the usual grocery, confectionery, meat and small shops.

Trading Area: Extends 10 miles north, south, east and west and is also a trading center for a splendid country district.

Wholesale Houses: Groceries, 4; meats, 1; fruits, 4; miscellaneous line, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial automobile agencies, 2; automobile accessories, 10; automobile tire agencies, 4; bakers, 1; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 8; dressmakers, 6; druggists, 6; dry goods, 6; department stores, 3; electrical supplies, 2; florists, 1; fruits, 3; furniture, 4; garages (public), 6; grocers, 47 (chain, 3); hardware, 3; jewelry, 4; meat markets, 8; men's furnishing, 9; men's clothing, 9; milliners, 8; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 15; shoes, 8; sporting goods, 2; stationers, 4; women's apparel, 2.

Miscellaneous Data: Average temperature, 60 degrees; average number of rainy days per 12 months, 124; most pleasant months, May, June, Sept., Oct., Nov. Doctors (medical, 12); (dentists, 7); (osteopaths, 1); gas, artificial; electric current, alternating; number of wired houses, 2,100; water, soft.

DURHAM, N. C. (Durham County)

1920 Population, 21,719 (1925, special government census, 42,258). (1926 Chamber of Commerce, est., 46,500).

City and Suburban Estimate, 150,000.

Native Whites, 64%; Negroes, 35%; Foreign Born, 1%; Industrial Workers, 25%; Families, 4,832.

Schools: 11. Number of Pupils, 7,100.

Churches: 15.

Banks: 9; Total Resources, \$18,000,000; Total Deposits, \$37,000,000.

Theatres: 8; Total number of seats, 6,600.

Location: About 25 miles northwest of Raleigh in geographical center of North Carolina. Served by Southern Railway, Seaboard Air Line Ry., Norfolk & Western Ry., Durham & Southern Ry., and Norfolk Southern R.R. These railways radiate in seven different directions.

Principal Industries: Cigarettes, tobacco, hosiery, cotton goods, flour, sport goods, blank books castings and iron products, wagons, overalls, mattresses, building materials and proprietary medicines. Durham's industrial payroll ranks second in Carolina.

Manufacturing Establishments: Bull Durham Tobacco Co., Duke's Mixture Tobacco Co., Piedmont, Chesterfield, Lucky Strike and Sweet Caporal Cigarette Companies, Durham Hosiery Mills, Golden Belt Mfg. Co., Oconeechee, Peerless and Climax Flour Companies.

Special Information: Home of Duke University with endowment of \$70,000,000 and enrollment for 1926 2,600 men and women. University of North Carolina also located here with enrollment for 1926 of 2,500. Durham has golf course, tennis courts, two parks containing swimming pools.

Residential Features: Single and two-family houses. Several large apartment houses recently built.

Retail Shopping Section: About 10 blocks on principal street and 12 blocks on side streets.

Trading Area: Radius of about 20 miles.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 19; commercial automobile agencies, 6; automobile accessories, 6; automobile tire agencies, 11; bakers, 6; cigar stores and stands, 10; confectioners (including hotel stands), 12; delicatessen, 1; dressmakers, 27; druggists, 28; dry goods, 25; department stores, 4; electrical supplies, 2; florists, 4; fruits, 9; furniture, 17; furriers, 1; garages (public), 7; grocers, 221; hardware, 6; jewelry, 5; meat markets, 23; men's furnishings, 4; men's clothing, 21; merchant tailors, 3; milliners, 9; opticians, 3; photographers, 5; pianos (and miscellaneous musical instruments), 4; radio supplies, 3; restaurants (including hotels), 29; shoes, 10; sporting goods, 3; stationers, 2; women's apparel, 5.

Miscellaneous Data: Average temperature, 60 degrees; average number of rainy days per 12 months, 124; most pleasant months, May, June, Sept., Oct.; street car service; gas, artificial; number of meters, 3,194; electric current, alternating; water, soft.

EDENTON, N. C. (Chowan County)

1920 Population, 2,777. Special census 1926, 4,183.

City and Suburban Estimate, 5,000.

Native Whites, 75%; Negroes, 23%; Foreign Born, 2%; Industrial Workers, 25%; English Reading, 100%; Families, 1,187.

Schools: Public Grade, 5; High, 1; Parochial, 1; Number of Pupils, 1,400.

Churches: Baptist, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1.

Banks: State, 2; Total Resources (all banks), \$2,350,000; Savings Bank Deposits Total, \$1,250,000.

Theatres: Moving Pictures, 1; Dramatic Hall, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 1,800.

Location: On Edenton Bay, connecting with Albemarle Sound which leads to the Ocean south of Cape Hatteras and with Norfolk by inland waterways. Edenton is served by the Norfolk & Southern Railroad, Albemarle Steam Navigation Co., Norfolk, Baltimore & Carolina Line, Cannon's Ferry, Salmon Creek Line, Edenton, Mackeys Ferry, Chowan-Colerain Ferry, Coastal Highway Ferry, Edenton-Avoca Ferry, Part of Route No. 30, Coastal Highway. To nearest larger city (Norfolk, Va.), by railroad, 3 hours; by auto, 1½.

Principal Industries: Cotton mill, 2; peanut cleaning factories, hosiery mill, sawmills, wood-working plants, veneering mill, cottonseed oil mill, fertilizer factory, cotton and peanut storage warehouse.

Manufacturing Establishments, 5: Leading firms: Edenton Cotton Mills, Farmers Peanut Co., M. G. Brown Lumber Co., Wilkes Veneer Co., Eastern Cotton Oil Co., Edenton Lumber Co., Edenton Peanut Co., Southern Products Co. (packing plant), Edenton Ice & Cold Storage Co.

Special Information: A hydroelectric plant is being installed in Edenton. It is an important section for shad, rockfish and N. C. herring fishing. It has 36 miles of hard-surfaced roads in the county, touching every section.

Residential Features: Private homes predominate situated facing beautiful Edenton Bay, or on 100 foot thoroughfare running 1½ miles through center of the city. Mill workers' houses and other tenement property are in other sections.

Retail Shopping Section: Broad St. (known as Main), King, Queen and Church Sts. within limited area.

Trading Area: Comprises all of Chowan County in which Edenton is located; the eastern part of Bertie County; the southeastern section of Gates County, and southern part of Perquimans County—25 miles limit.

Wholesale Houses: Groceries, 2; meats, 3; fruits, 1; hardware, 1; dry goods, 1; miscellaneous lines, packing plant, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; automobile accessories, 4; automobile tire agencies, 5; cigar stores and stands (including hotels), 2; confectioners (including hotel stands), 5; dressmakers, 3; druggists, 4; dry goods, 6; department stores, 3; electrical supplies, 2; florists, 1; fruits, 5; furniture, 3; garages (public), 5; grocers, 14 (chain, 2); hardware, 2; jewelry, 1; meat markets, 3; men's furnishings,

4; men's clothing, 4; milliners, 3; photographers, 1; radio supplies, 1; restaurants (including hotels), 2; shoes, 5; sporting goods, 2; women's apparel, 5.

Miscellaneous Data: Average temperature, 56 degrees; average number of rainy days per 12 months, 80; most pleasant months, April, May, June, Sept., Oct., Nov. Doctors (medical, 4); (dentists, 1); (osteopaths, 1); electric current, alternating and direct; number of wired houses, 825; water, hard and soft.

ELIZABETH CITY, N. C. (Pasquotank County)

1920 Population, 8,925.

City and Suburban Estimate, 13,000.

Native Whites, 70%; Negroes, 30%; Foreign Born, ¼ of 1%; Industrial Workers, 17%; English Reading, 90%; Families, 2,500.

Schools: Public Grade, 6; High, 2; Negro Normal, 1; Number of Pupils, 3,457.

Churches: Baptist, 8; Episcopal, 2; Methodist, 4; Presbyterian, 2.

Banks: National, 1; State, 3; Total Resources (all banks), \$8,000,000; Savings Bank Deposits Total, \$3,500,000.

Theatres: Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 5. Total number of seats, 4,300.

Location: On the banks of the Pasquotank River, served by Norfolk-Southern and Suffolk-Carolina Railways, steamship lines to Norfolk and Albemarle Sound points, and by independent power and by sailboats. Bus service is maintained with Norfolk, Hertford and Edenton. Paved road from Elizabeth City to Edenton. To nearest larger city, by railroad, 2 hours; by auto, 1½ hours.

Principal Industries: Hosiery and cotton products, lumber, boxes, barrels, brick, mine props, fertilizer, cottonseed oil, candy, soy bean harvesters, marine railways, machine shops, fish shipping and meat packing.

Manufacturing Establishments, 16: Leading firms: Elizabeth City Brick Co., Chesson Mfg. Co., Kramer Bros. Co., Lambert Bros., Scott Sales Co., Albemarle Fertilizer Co., Globe Fish Co., Elizabeth City Cotton Mills, Elizabeth City Hosiery Co., Griggs-Forbes Furniture Co., Pasquotank Hosiery Co., Standard Mfg. Co., Foreman-Derrickson Veneer Co., Foreman-Blades Lumber Co., Eastern Cotton Oil Co., Elizabeth City Iron Works. Total value of yearly output of factories estimated at \$8,000,000. Industrial payroll, \$1,000,000.

Special Information: This city is the center of trade for the Albemarle district of 12 counties, comprising one of the richest agricultural soils in the world. Climatic conditions enable farmers to grow three crops a year. The Elizabeth City district ships approximately one-half of the entire potato output of the state. Two-

Continued on page 192

Year After Year— The Charlotte Observer

Maintains its Position as One of the Fastest-Growing Newspapers in the South

Circulation gains tell a part of the story. Since 1919 The Observer's circulation has more than doubled. Advertising gains tell another part of the story. Lineage has increased in proportion to circulation. The Observer is well edited, well printed—and productive for its advertisers.

**National
Representatives
Story, Brooks
& Finley**

Cir- culation

Daily	Sunday
16,958—1919—	18,425
18,381—1920—	20,875
19,275—1921—	22,648
22,672—1922—	27,375
24,145—1923—	28,714
29,937—1924—	33,382
31,778—1925—	35,884
37,871—1926—	40,124

The Observer's growth is parallel with the growth of the South, and particularly North Carolina. Complete information on Charlotte and the Piedmont Carolinas as a market may be obtained by writing the National Advertising Department of The Observer, or to our National or Southern Representatives.

**Southern
Representative
J. C. Harris, Jr.
Atlanta, Ga.**

NORTH CAROLINA (Cont'd)

Elizabeth City (cont'd)

thirds of this stock loaded at Elizabeth City. Thirteen hundred cars of potatoes shipped this year. Section's main crop is hog and hominy. It is the center of the great game and fishing section of this state. Main source of wealth is farming, of which Elizabeth City is the commercial center.

Residential Features: Mostly one-family houses. Private homes predominate. There are but two small apartment houses. Homes are attractive and the majority are of the better class.

Retail Shopping Section: Extends on Main St., from Water west to Road, 6 blocks; on Poindexter from Church north to Burgess, 5 blocks; on Water from Front north to Camden Ferry Bridge, 4 blocks; on Colonial Avenue waterfront west to Road. Scattering business houses on adjacent streets and several grocery and other stores located in the residential and suburban section.

Trading Area: Eastward, 50 miles; north, 25 miles; west, 40 miles, and south, 60 miles. Population, 100,000.

Wholesale Houses: Groceries, 9; meats, 1; fruits, 2; hardware, 4; dry goods, 2; miscellaneous lines, 10.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial automobile agencies, 7; automobile accessories, 15; automobile tire agencies, 13; bakers, 3; cigar stores and stands (including hotels), 6 (chain, 1); confectioners (including hotel stands), 6; dressmakers, 10; druggists, 7; dry goods, 15; department stores, 3; electrical supplies, 3; florists, 1; fruits, 2; furniture, 3; garages (public), 11; grocers, 125 (chain, 2); hardware, 5; jewelry, 2; meat markets, 6; men's furnishings, 9; men's clothing, 10; merchant tailors, 4; milliners, 7; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 10; shoes, 6; sporting goods, 3; stationers, 2; women's apparel, 6.

Miscellaneous Data: Average temperature, 60 degrees; average number of rainy days per 12 months, 120; most pleasant months, May, June, Sept., Oct. Doctors (medical, 11); (dentists, 6); (osteopaths, 1); gas, artificial; electric current, alternating and direct; number of wired houses, 2,000; water, hard.

FAYETTEVILLE, N. C. (Cumberland County)

1920 Population, 8,877.

City and Suburban Estimate, 20,000.

Native Whites, 66%; Negroes, 33%; Industrial Workers, 25%; English Reading 100%; Families, 3,600.

Schools: Public Grade, 4; High, 2; Number of Pupils, 2,876.

Churches: Baptist, 2; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 4; Roman Catholic, 1; Miscellaneous, 5.

Banks: National, 1; State, 2; Total Resources (all banks), \$5,713,240.73.

Theatres: Moving Pictures, 2; Vaudeville, 1. Total number of seats, 1,600.

Location: On Cape Fear River at head of navigation. Served by Atlantic Coast Line, Norfolk-Southern, and Aberdeen & Rockford Railroads. Trolley lines from city to Fort Bragg, handling passengers, freight and express. Bus service to principal cities of the state. To nearest larger city, by railroad, 4 hours; by auto, 2 hours.

Principal Industries: Cotton yarn mills, gingham mills, silk mill, box factories, lumber plant, veneer works, turpentine, brick works.

Manufacturing Establishments: 35. Leading firms: Jackson Bros., Holt-Williamson Mfg. Co., Victory Mfg. Co., Holt-Granite-Puritan Mfg. Co., West Box & Lumber Co., Citizens' Lumber Co., Rankin & Brown Veneer Co., Hawthorn Silk Co., Poe Brick Works, Georgia Pine Turpentine Co. Total value of yearly output of factories estimated at \$14,000,000.

Special Information: Surplus of power at reasonable rates. Site of Fort Bragg, said to be the largest permanent artillery post in the country. With roads radiating in all directions Fayetteville covers a large trading area throughout this section of the state, and parts of South Carolina.

Residential Features: Primarily one-family houses, with homes predominating. Practically all industrial workers live in excellent communities close to plants. Several new subdivisions for residences are now being opened up.

Retail Shopping Section: Extends from old Market House in center of city on Hay St. to bottom of Haymount Hill, and on Person St. for two blocks. Also on several side streets for about two blocks in southern direction.

Trading Area: Extends about 22 miles west; 50 miles north; 10 miles east, and about 50 miles south.

Wholesale Houses: Groceries, 12; meats, 2; fruits, 3; hardware, 2; dry goods, 1; miscellaneous lines, confectionery, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial automobile agencies, 3; automobile accessories, 21; automobile tire agencies, 15; bakers, 1; cigar stores and stands (including hotels), 22 (chain, 1); confectioners (including hotel stands), 35; delicatessen, 2; dressmakers, 8; druggists, 8; dry goods, 9; department stores, 3; electrical supplies, 3; florists, 2; fruits, 14; furniture, 8; garages (public), 18; grocers, 72 (chain, 8); hardware, 6; jewelry, 3; meat markets, 10; men's furnishings, 12; men's clothing, 12; merchant tailors, 4; mil-

liners, 3; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 16; shoes, 2; sporting goods, 1; stationers, 3; women's apparel, 10.

Miscellaneous Data: Average temperature, 60 degrees; average number of rainy days per 12 months, 80; most pleasant months, April, May, Oct., Nov., Dec. Doctors (medical, 12); (dentists, 5); (osteopaths, 1); gas, artificial; electric current, alternating; number of wired houses, 2,550; water, soft.

GASTONIA, N. C. (Gaston County)

1920 Population, 12,871.

City and Suburban Estimate, 48,500.

Native Whites, 90%; Negroes, 10%; Industrial Workers, 80%; English Reading, 98%; Families, 5,213.

Schools: Public Grade, 10; High, 1; Number of Pupils, 6,000.

Churches: Baptist, 4; Episcopal, 1; Hebrew, 1; Methodist, 6; Presbyterian, 4; Miscellaneous, 8.

Banks: National, 3; State, 2; Total Resources, \$3,000,000.

Theatres: Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 3,500.

Location: On the main line of the Southern Railway (Washington to Atlanta).

Principal Industries: Textile.

Manufacturing Establishments: 49. Leading firms: Manville-Jenks (Loray Division), Armstrong Mills, Gray-Separk Mills.

Residential Features: Large number of moderate priced dwellings occupied by owners; 10,000 operatives live in houses furnished by the textile corporations.

Retail Shopping Section: Mainly on principal business street, Main Ave., 6 blocks; large number of small retail stores in industrial suburb.

Trading Area: Covers a twelve-mile radius.

Wholesale Houses: Groceries, 4; fruits, 2; dry goods, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial automobile agencies, 2; automobile accessories, 4; automobile tire agencies, 14; bakers, 3; cigar stores and stands (including hotels), 6; confectioners (including hotel stands), 6; delicatessen, 1; dressmakers, 12; druggists, 8; dry goods, 20; department stores, 4; electrical supplies, 2; florists, 1; fruits, 6; furniture, 6; garages (public), 11; grocers, 31; hardware, 6; jewelry, 3; meat markets, 6; men's furnishings, 4; men's clothing, 4; merchant tailors, 2; milliners, 4; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 12; shoes, 4; sporting goods, 2; stationers, 2; women's apparel, 2.

Miscellaneous Data: Street car service; gas, artificial; electric current, alternating; water, soft.

See announcement columns 3 and 4

GOLDSBORO, N. C. (Wayne County)

1920 Population, 11,296 (1926 est. 15,500).

City and Suburban Estimate, 25,000. Most important cities and towns in this area are: Fremont (pop. 2,800); Faison (1,800); Princeton (1,200).

Schools: 5. Number of Pupils, 2,528.

Churches: 15.

Banks: 5; Total Resources, \$9,000,000.

Theatres: 3. Total number of seats, 2,500.

Residential Features: One family houses.

Retail Shopping Section: About 5 blocks in center of city.

Trading Area: Radius of 25 miles.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 18; commercial automobile agencies, 9; automobile accessories, 12; automobile tire agencies, 15; bakers, 1; cigar stores and stands (including hotels), 17; confectioners (including hotel stands), 13; dressmakers, 16; druggists, 7; dry goods, 30; department stores, 9; electrical supplies, 3; florists, 1; fruits, 7; furniture, 5; garages (public), 12; grocers, 70; hardware, 4; jewelry, 8; meat markets, 7; men's furnishings, 5; men's clothing, 14; merchant tailors, 3; milliners, 10; opticians, 1; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 2; restaurants (including hotels), 20; shoes, 12; sporting goods, 1; stationers, 2; women's apparel, 4.

Miscellaneous Data: Doctors (medical, 22); (dentists, 7); (osteopaths, 1); gas, artificial; number of meters, 2,800; electric current, alternating and direct; number of wired houses, 2,200; number of automobile registrations, 4,200; water, soft.

GREENSBORO, N. C. (Guilford County)

1920 Population, 19,861 (1926 est. 48,500).

City and Suburban Estimate, 50,000. Most important cities and towns in this area are: High Point (pop. 25,000); Burlington (10,000); Reidsville (8,000); Ashboro (7,500).

Native Whites, 79%; Negroes, 21%; Industrial Workers, 30%; English Reading, 95.4%; Families, 10,055.

Schools: Public Grade, 23; High, 1; School Children, White, 8,100; Colored, 2,365; 6 Colleges. Number of Pupils, 5,200.

Churches: Baptist, 25; Christian Science, 1; Congregational, 2; Episcopal, 4; Hebrew, 2; Methodist, 24; Presbyterian, 6; Roman Catholic, 1; Miscellaneous, 27.

Banks: National, 1; State, 5; Capital, Surplus, and Undivided Profits (all banks), \$4,900,000.; Total Deposits (all banks), \$23,000,000.; Total Resources (all banks), \$33,421,318.54; Total Bank Clearings, (12 months, 1925), \$270,699,000.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 2,200.

Location: Greensboro is located in the northern part of North Carolina and in the center of Guilford County, served by Southern (main line) and Atlantic & Yadkin, S. B. H. L.—A. C. L., & N. W.—N. & S. and C. & O. R.R.s; motor bus routes to all points in the Carolinas. To nearest larger city, by railroad, 1 hour; by auto, 1 hour.

Principal Industries: Cotton manufacturing, one of the largest denim mills in the state, overalls, cigars, shades, brick, woodworking machinery, terra cotta, fertilizers, fabricated steel, elastic webbing, chemicals, print cloths, flannels, gingham, silks, furniture, cedar lumber, oil, floor compounds.

Manufacturing Establishments: 110. Leading firms: Revolution, Proximity, White Oak Cotton Mills, Pomona Terra Cotta Co., Vick Chemical Co., Blue Bell Overall Co., El Reaso Cigar Co., Seidenberg & Co., Rees Mitchell, Pomona Cotton Mills, Pomona Terra Cotta Co., Vick Chemical Co., Southern Webbing Mills, Proximity Print Works, Swift-Armour, & Va-Car Chemical Co., fertilizer plants. Total value of yearly output of factories estimated, \$66,000,000.

Special Information: Greensboro is the South's insurance center. It is the home office and headquarters for six life and five fire insurance companies, with about \$200,000,000 in policies. Greensboro's location and its rail connections with important shipping points and seaports make it the natural headquarters for shipping and travel in North Carolina, Virginia, and South Carolina. It has 68 passenger trains daily, and hourly and half-hourly bus service in every direction. Fourteen hundred traveling men make Greensboro their headquarters.

Residential Features: A home-owning city, private homes, predominating; a few one and two-family residences, 6 modern apartment houses. Several new residential projects now under way.

Retail Shopping Section: Elm St., 10 blocks; Davie St., 7 blocks; Market St., 8 blocks; Sycamore St., 4 blocks; Washington St., 3 blocks.

Trading Area: There are 600,000 people living within a radius of 50 miles.

Wholesale Houses: Groceries, 9; meats, 6; fruits, 4; hardware, 2; dry goods, 4; drugs, 2; automobile tires, 2; automobile accessories, 3; confectioners, 5; paper, 3; electric appliances, 5.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 29; commercial automobile agencies, 7; automobile accessories, 10; automobile tire agencies, 13; bakers, 6; cigar stores and stands (including hotels), 52; shoes, 14; sporting goods, 18; delicatessen, 1; dressmakers, 28; druggists, 22 (chain, 1); dry goods, 10; department stores, 7; electrical supplies, 8; florists, 7; fruits, 5; furniture, 15; furriers, 1; garages (public), 6; grocers, 230 (chain, 27); hardware, 7; jewelry, 8; meat markets, 25; men's furnishings, 9; men's clothing, 17; merchant tailors, 14; milliners, 12; opticians, 8; photographers, 7; pianos (and miscellaneous musical instruments), 9; radio supplies, 2; restaurants (including hotels), 42; shoes, 14; sporting goods, 4; stationers, 5; women's apparel, 24.

Miscellaneous Data: Average temperature, 58 degrees; average number of rainy days per 12 months, 80; most pleasant months, April, May, Oct., Nov. Doctors (medical, 71); (dentists, 32); (osteopaths, 1); street car and bus service; gas, artificial; number of meters, 3,901; electric current, alternating; number of wired houses, 9,443; number of automobile registrations, 7,549; water, soft.

See announcement page 193

GREENVILLE, N. C. (Pitt County)

1920 Population, 5,772.

City and Suburban Estimate, 10,000.

Schools: 4; Number of Pupils, 1,663.

Churches: 6.

Banks: 3; Total Resources, \$5,000,000.

Theatres: 2; Total number of seats, 1,380.

Residential Features: One and two family houses.

Retail Shopping Section: Five blocks center of town.

Trading Area: About 12 miles.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial automobile agencies, 4; automobile accessories, 6; automobile tire agencies, 8; bakers, 1; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 6; dressmakers, 5; druggists, 5; dry goods, 11; department stores, 2; electrical supplies, 1; florists, 1; fruits, 2; furniture, 4; garages (public), 5; grocers, 44; hardware, 3; jewelry, 3; meat markets, 8; men's furnishings, 6; men's clothing, 7; merchant tailors, 2; milliners, 6; opticians, 1; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 1; restaurants (including hotels), 12; shoes, 5; sporting goods, 1; stationers, 1; women's apparel, 2.

HENDERSON, N. C. (Vance County)

1920 Population, 5,222.

City and Suburban Estimate, 11,500. Most important cities and towns in this area are: Oxford (pop. 4,000); Warrenton (1,800); Norlina (1,500).

Native Whites, 75%; Negroes, 24%; Foreign Born, 1%; Industrial Workers, 20%; English Reading, 98%; Families, 2,000.

Schools: Public Grade, 7; High, 1; Number of Pupils, 2,512.

Churches: Baptist, 4; Episcopal, 1; Methodist, 4; Roman Catholic, 1; Christian, 1.

Banks: National, 1; State, 3; Capital, Surplus, and Undivided Profits (all banks), \$982,049.83; Total Deposits (all banks), \$3,500,000.; Total Resources (all banks), \$4,859,968.11.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 3,000.

Location: Eastern part of North Carolina, center of cotton and tobacco (bright leaf) belt. Served by main line of Seacoast Air Line, and Southern Railway, branch line. Daily bus service to all parts of North Carolina.

Principal Industries: Cotton manufacturing, bags, trucks, hosiery, furniture and fertilizer.

Manufacturing Establishments: 27. Leading firms: American Agricultural Chemical Co., Corbitt Motor Co., Henderson Bagging Co., Henderson Cotton Mills.

Special Information: Largest bagging mill in the state. Big wholesale center. Cement roads lead into city from four directions.

Residential Features: Two nice residential sections. All streets of any importance paved.

Retail Shopping Section: Garnett St. is the leading retail section and extends 7 blocks. Eight streets devoted to wholesale and small shops, garages, etc. Two mill districts with trading sections.

Trading Area: Twelve miles south and east; 20 to 40 miles west and north on account of hard surface roads.

Wholesale Houses: Groceries, 5; meats, 1; fruits, 1; miscellaneous lines, radio, 1; coat hangers, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; confectioners (including hotel stands), 4; dressmakers, 2; druggists, 8; dry goods, 2; department stores, 6; electrical supplies, 3; florists, 2; fruits, 2; furniture, 4; grocers, 50 (chain, 3); hardware, 4; jewelry, 2; meat markets, 6; men's furnishings, 3; milliners, 2; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 1.

GASTON COUNTY, North Carolina "The Combed Yarn Center of the South" Has One Daily Paper (Dominating the Field)

THE GASTONIA DAILY GAZETTE

Third county in the U. S. in production of cotton textiles. Has ten industrial towns with daily payroll totalling \$35,000. Sixty thousand people. A fertile field for the national advertiser—a consuming population with money to buy what they want. The Gazette offers the best medium for reaching them. Rates on application.

FROST, LANDIS & KOHN, National Representatives

NORTH CAROLINA (Cont'd)

cellaneous musical instruments), 2; radio supplies, 1; restaurants (including hotels), 5; shoes, 1; sporting goods, 1; stationers, 1; women's apparel, 3.

Miscellaneous Data: Doctors (medical, 9); (dentists, 6); gas, artificial; number of meters, 943; electric current, alternating; number of wired houses, 1,756; water, soft.

HENDERSONVILLE, N. C.

(Henderson County)

1920 Population, 8,720 (1926 est., 10,000).

City and Suburban Estimate, 15,000. Most important cities and towns in this area are: East Flat Rock, Smyth, Laurel Park, Druid Hills.

Native Whites, 85%; Negroes, 13.5%; Foreign Born, 1.5%; Industrial Workers, 5%; English Reading, 100%; Families, 4,000; Dwellings, 3,000.

Schools: Public Grade, 2; High, 1; Junior High, 1; Parochial, 1; Private secondary schools: boys, 1; girls, 1; Number of Pupils (all schools), 1,600.

Churches: Baptists, 1; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 1.

Banks: National, 1; State, 2; Capital, Surplus, and Undivided Profits (all banks), \$531,268; Total Deposits (all banks), \$6,223,087; Total Resources (all banks), \$6,688,045.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 1,200.

Location: On Main line Southern R.R. 24 hours from Chicago, also 24 hours New York, midway between Cincinnati and Jacksonville, Fla. To nearest larger city is Asheville, ¼ hour by automobile.

Principal Industries: Cotton mills, hosiery plants, brick plants, ice plants, power plants, planing mills.

Manufacturing Establishments: 16. Leading firms: Balfour Cotton Mills, Chipman-Burrows Hosiery Mill, Grey Hosiery Mill, Drysdale-Moland Brick plants Green River Mfg. Company.

Special Information: Hendersonville's leading feature, an unrivalled water supply, gravity flow from the Pisgah National Forest. Supply, sufficient for a city of several hundred thousand people. Cool, exhilarating summer nights. Garbage collection system with new city incinerator.

Class "A" milk supply—meat inspection, county health officer. Altitude, 2,250 feet.

Residential Features: Beautiful residence sections, mountain setting, paved streets and modern facilities. 40 miles paved streets. Pure mountain water. 4 apartment houses.

Retail Shopping Section: Main St., 6 blocks; Seventh Ave., 2 blocks; Fifth Ave., 1 block; Fourth Ave., 2 blocks; Third Ave., 2 blocks; well lighted and clean with automatic traffic signals, on prominent intersections.

Trading Area: 20 miles radius.

Wholesale Houses: Groceries, 4; fruits, 1; Miscellaneous lines, cigars, 1; electric supplies, 1; paints, oils and glass, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 13; commercial automobile agencies, 1; automobile accessories, 2; automobile tire agencies, 3; bakers, 1; cigar stores and stands (including hotels), 7; confectioners (including hotel stands), 7; dressmakers, 5; druggists, 7; dry goods, 10; department stores, 3; electrical supplies, 3; florists, 1; fruits, 5; furniture, 5; grocers, 41 (chain, 5); hardware, 6; jewelry, 2; meat markets, 11; milliners, 5; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 4; radio supplies, 3; restaurants (including hotels), 20; shoes, 4; sporting goods, 3; stationers, 7; women's apparel, 7.

Miscellaneous Data: Average temperature, 56 degrees; average number of rainy days per 12 months, 109; most pleasant months are, June, July, August, September, October. Have both a summer and winter resort in the Blue Ridge Mountains. Doctors (medical, 13); (dentists, 8); (osteopaths, 2); street car service; electric current, alternating and direct; number of wired houses, 3,000; water, soft.

See announcement column 3

HICKORY, N. C.

(Catawba County)

1920 Population, 5,076 (1926 est. 6,183).

City and Suburban Estimate, 14,000. Hickory, West Hickory, Highland, Longview and Brookford, all incorporated towns and cities, form greater Hickory. Population 15,000, based on school enrollment.

Native Whites, 91%; Negroes, 9%; Industrial Workers, 20%; English Reading, 100%; Families, 1,600.

Schools: Public Grade, 6; High, 3; Junior High, 1; Colleges, 1; Enrollment, 400. Number of Pupils, 3,300.

Churches: Baptist, 5; Episcopal, 1; Methodist, 4; Presbyterian, 1; Miscellaneous, 3.

Banks: National, 1; State, 2; Total Resources, \$3,671,839.53; Savings Bank Deposits Total, \$325,000; 2 Building and Loan Associations; Resources, \$350,000.

Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 3,100.

Location: In Piedmont, North Carolina at foot of Blue Ridge Mountains. Served by Southern Railway and Carolina & Northwestern Railway. On State Highway No. 10, running from coast to Tennessee line. Center of excellent highway system. Served by five bus schedules in all directions.

Principal Industries: Furniture, wagons, building materials (wood), hosiery, overalls, textiles, cordage, machine shop products, pumps.

Manufacturing Establishments: 60. Leading firms: Piedmont Wagon Works, Brookford Mills, Elliott Knitting Mills, Hickory Chair Co., Hickory Furniture Co., Martin Furniture Co., Southern Desk Co., National Ball Bearing Works, Catawba Creamery Co. Total value of yearly output of factories estimated at \$10,000,000.

Special Information: Lowest fire insurance rate in State. Under city management form of government, being second city in the United States to adopt this form. Low tax rate, \$1.60 per hundred on 66% valuation.

Residential Features: Mostly one-family homes, several small apartment houses. Private homes, owned by tenants, predominate. Mill villages owned by mills.

Retail Shopping Section: Is confined to four blocks adjacent to public square, which is in center of city. Several smaller business sections in suburbs of West Hickory, Brookford, Highland and Longview.

Trading Area: Extends for 40 miles in each direction, including portion of adjacent counties connected by excellent roads. Is trading center for farming population of 60,000.

Wholesale Houses: Groceries, 7; meats, 1; fruits, 2; hardware, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; automobile accessories, 3; bakers, 1; cigar stores and stands (including hotels), 2; dressmakers, 5; druggists, 4; dry goods, 10; department stores, 2; electrical supplies, 3; florists, 1; fruits, 1; furniture, 4; garages (public), 8; grocers, 6; hardware, 2; jewelry, 2; meat markets, 4; men's furnishing, 4; men's clothing, 4; merchant tailors, 1; milliners, 3; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 2; restaurants (including hotels), 7; shoes, 2; stationer, 1; women's apparel, 2.

See announcement column 4

HIGH POINT, N. C.

(Guilford County)

1920 Population, 14,302 (1926 est. 26,261).

City and Suburban Estimate, 35,000. Most important cities and towns in this area are: Thomasville, (pop. 5,000); Asheboro, (5,000); Randelman, (3,500); Trinity, (500).

Native Whites, 75%; Negroes, 20%; Foreign Born, 5%; Industrial Workers, 8,891; English Reading, 100%.

Schools: Public Grade, 8; High, 2; Number of Pupils, 6,000.

Churches: Miscellaneous, 38.

Banks: National, 1; State, 5; Capital, Surplus and Undivided Profits (all banks), \$7,819,782.14; Total Deposits (all banks), \$58,142,370.21; Total Resources (all banks), \$73,772,547.92.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Total number of seats, 3,000.

Location: High Point is located at almost the exact geographical center of the state. Served by the Southern, Norfolk & Western, and Atlantic Coast Line, High Point, Thomasville & Denton R. R. Southern Ry. main line 302 miles south of Washington—338 miles north of Atlanta. Also on High Point, Randelman, Asheboro & Southern which gives the city connection with the Seaboard Air Line and Norfolk Southern. To nearest larger city by railroad 1 hour; by auto, 45 minutes.

Principal Industries: Furniture, woodwork and textile manufacturing.

Manufacturing Establishments: 140. Leading firms: Amos Hosiery Mills, Cloverdale Cotton Mill, Durham Hosiery Mills, High Point Hosiery Mills, Bar Spring Co., Glenola Brick Co., Guilford Machine Co., P. A. Thomas Car Works, Alma Furniture Co., Ault Mfg. Co., Acme Fur-

Continued on page 194

THE HICKORY DAILY RECORD

HICKORY, N. C.

Published in a rich agricultural and progressive industrial section of western North Carolina.

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Hickory 14,000

Trading population
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NORTH CAROLINA (Cont'd)

High Point (cont'd)

niture Co., Continental Furniture Co., Hayworth Furniture Co., Kearns Furniture Co., J. A. Lindsay Furniture Co., Myrtle Desk Co., Southern Chair Co. Total value of yearly output of factories estimated at \$35,000,000.

Special Information: High Point makes the broad claim that it has a larger number of manufacturers than any other city its size in the United States. The annual output of its factories is approximately \$40,000,000 with a total of 11,000 workers. The annual payroll amounts to over \$11,000,000. The output of furniture and woodworking plants is estimated at over \$22,000,000 annually. The textile manufactured output is \$18,000,000 annually with more than \$195,000 paid weekly to employees.

Residential Features: Mostly one and two-story residences. Private homes predominate. 90% of the population own their homes. High Point has a number of high class residential developments with houses ranging in value from \$7,000 to \$100,000.

Retail Shopping Section: Main Street section 5 blocks between Green and Richardson, Wrenn Street section, 5 blocks between Green and Richardson. All cross streets between Main and Wrenn or a total of 27 additional blocks used for retail and wholesale purposes.

Trading Area: East, 25 miles; west, 15 miles; north, 10 miles; south, 20 miles.

Wholesale Houses: Groceries, 5; meats, 1; fruits, 2; miscellaneous lines, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; auto. tire agencies, 49; bakers, 3; cigar stores and stands (including hotel stands), 150; confectioners, 1; delicatessen, 1; dressmakers, 12; druggists, 14; dry goods, 11; department stores, 4; electrical supplies, 5; florists, 2; fruits, 160 (including grocers); furniture, 15; garages (public), 18; grocers, 150 (chain, 6); hardware, 4; jewelry, 6; meat markets, 21 (chain, 1); men's furnishings, 23; men's clothing, 17; merchant tailors, 8; milliners, 20; opticians, 4; photographers, 5; pianos (and miscellaneous musical instruments), 19; restaurants (including hotels), 16; shoes, 33; stationers, 2; women's apparel, 23.

Miscellaneous Data: Average temperature, 58 degrees; average number of rainy days per twelve months, 80; most pleasant months, April, May, June, Sept., Oct., Nov.; doctors (medical, 30); (dentists, 8); (osteopaths, 1); street car service; gas, artificial; electric current, alternating, direct; number of wired houses, 4,500; number of automobile registrations, 8,000; water, soft.

KINSTON, N. C. (Lenoir County)

1920 Population, 9,771.

City and Suburban Estimate, 1,300.

Native Whites, 60%; Negroes, 39%; Foreign Born, 1%; Industrial Workers, 10%; English Reading, 100%; Families, 1,856.

Schools: Public Grade, 4; High, 1; Parochial, 3. Number of Pupils, 5,638.

Churches: Baptist, 5; Christian Science, 1; Disciples, 1; Episcopal, 2; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1.

Banks: National, 2; State, 2; Total Resources (all banks) \$5,407,713.44.

Theatres: Moving Pictures, 2; Total number of seats, 1,200.

Location: On Neuse River, served by Atlantic Coast Line and Norfolk-Southern, Kinston-Carolina, Carolina Railway Co., bus service to western Carolina, east to New Bern, north to Greenville and Washington. To nearest larger city by railroad, 1 hour; by automobile, 45 minutes.

Principal Industries: Cotton milling, fertilizer milling, tobacco market, hosiery mill, lumber plants, ice plants, brick mills, ice cream plants, iron and mantle works, mattress factory, meat packing plant, concrete products, marble works.

Manufacturing Establishments: 58. Leading firms: Kinston Cotton Mills, Caswell Cotton Mills, Hines Bros. Lumber Co., Hines Ice Cream Co., Kinston Knitting Co. Total value of yearly output of factories estimated at \$7,750,000.

Special Information: Kinston serves about 75,000 people in trade area, is county seat; has barge lines up river during one third of year to carry fertilizer, etc.; has \$4,000,000 invested in industry; farm products valued at \$11,000,000 marketed here annually; is the third largest tobacco market in the State; assessed valuation in 1926 was: City, \$11,679,936; county, \$28,737,220. Is the leading trade center of eastern Carolina east of Goldsboro and north of Wilmington. Every foot of highway to adjacent county lines is hard surfaced with 18 ft. roadway; has excellent water system, gas, electric light and sewerage.

Residential Features: Most homes owned by occupants, fully %. Mostly one-family homes. Fine residential districts developing towards west. Negro homes segregated.

Retail Shopping Section: Extends from South Queen to North Queen, 9 blocks; Heritage from Caswell to Norfolk-Southern Railway, 6 blocks, and one block off both of these streets in each direction. There are a number of smaller suburban business developments in the city and just outside.

Trading Area: Twenty-five miles in each direction. During tobacco season this area is about doubled.

Wholesale Houses: Groceries, 6; meats, 3; fruits, 3; hardware, 3; dry goods, 2; miscellaneous lines, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial auto. agencies, 6; automobile accessories, 4; automobile tire agencies, 14; bakers, 1; cigar stores and stands (including hotel), 6 confectioners (including hotel stands), 8; department stores, 2; dressmakers, 7; druggists, 7; dry goods, 8; electrical supplies, 4; florists, 4; fruits, 10; furniture, 4; furriers, 1; garages (public), 8; grocers, 36 (chain, 3); hardware, 4; jewelry, 1; meat markets, 10; men's furnishing, 8; men's clothing, 8; merchant tailors, 2; milliners, 2; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 4; restaurants (including hotels), 10; shoes, 4; sporting goods, 2; stationers, 4; women's apparel, 9.

Miscellaneous Data: Average temperature, 62.4 degrees; average number of rainy days per twelve months, 80; most pleasant months, March, April, May, June, September, October, November; gas, artificial; electric current, alternating and direct; water, soft.

NEW BERN, N. C. (Craven County)

1920 Population, 12,198.

City and Suburban Estimate, 50,000.

Native Whites, 60%; Negroes, 30%; Foreign Born, 10%; Industrial Workers, 40%; English Reading, 85%; Families, 2,500.

Schools: Public Grade, 5; High, 2; Junior High; Parochial, 2; Number of Pupils, 4,000.

Churches: Baptist, 6; Christian Science, 1; Episcopal, 2; Hebrew, 1; Methodist, 7; Presbyterian, 2; Roman Catholic, 2; Miscellaneous, 12.

Banks: National, 1; State, 2; Total Resources, \$10,493,643.29; Savings Bank Deposits Total, \$1,257,864.96.

Theatres: Legitimate, 2; Moving Pictures, 4; Vaudeville, 3; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 3,750.

Location: Norfolk-Southern Railway, 3 lines, Atlantic Coast Line, 2 steamer companies plying to Baltimore and Norfolk. Bus lines to all points out of New Bern. To nearest larger city by railroad, 5 hours; by auto, 3 hours.

Principal Industries: Lumber, veneer, baseball bats, pants manufacturing company, brooms, barrels, cotton oil, fertilizer, poultry, hog raising, ice cream manufacturing.

Manufacturing Establishments: 12. Leading firms: Rowland Lumber Co., Pine Lumber Co., Munger & Bennett, Barber & Hunnings, Neuse Veneer & Box Co., North Carolina Veneer Co., New Bern Cotton Oil Co., E. H. & J. A. Meadows, No.-Carolina Chemical Co. Total value of yearly output of factories estimated at \$75,000,000.

Residential Features: Many colonial homes which are noted for superior architecture. Humble homes of mill workers abound. Two sections, new, contain medium priced homes of clerks, skilled mechanics, etc. Big building boom now in progress. Wave of prosperity is here.

Retail Shopping Section: Extends five blocks in lower part of city; other retail sections for food supplies. Have all important chain stores, J. C. Penny, Woolworth's, Kress, A. & P., Penders, and one of the largest department stores in North Carolina.

Trading Area: Radius of 50 miles, extending over five counties, with paved roads leading into New Bern.

Wholesale Houses: Groceries, 15; meats, 2; fruits, 10; hardware, 1; dry goods, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 5; automobile accessories, 6; automobile tire agencies, 8; bakers, 2; cigar stores and stands (including hotel), 8; confectioners (including hotel stands), 5; dressmakers, 20; druggists, 6; dry goods, 12; department stores, 3; electrical supplies, 2; florists, 3; fruits, 24; furniture, 5; garages (public), 14; grocers, 50 (chain, 4); hardware, 5; jewelry, 3; meat markets, 12; men's furnishings, 5; men's clothing, 5; merchant tailors, 2; milliners, 4; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 10; shoes, 4; sporting goods, 3; stationers, 2; women's apparel, 6.

Miscellaneous Data: Average temperature, 52 degrees; average number of rainy days per twelve months, 80; most pleasant months, April, May, Sept., Oct., Nov.; Doctors (medical, 23); (dentists, 4); (osteopaths, 1); street car service; gas, artificial; electric current, alternating; water, soft.

RALEIGH, N. C. (Wake County)

1920 Population, 24,418 (1920, est. 36,000).

City and Suburban Estimate, 300,000.

Native Whites, 65%; Negroes, 34%; Foreign Born, 1%; English Reading, 100%; Families, 7,000.

Schools: Public Grade, 11; High, 1; Junior High, 1; Parochial, 11. Number of Pupils, 12,000.

Churches: Baptist, 16; Christian Science, 1; Congregational, 1; Episcopal, 6; Hebrew, 2; Methodist, 9; Presbyterian, 4; Roman Catholic, 2; Miscellaneous, 14.

Banks: National, 2; State, 6; Capital, Surplus, and Undivided Profits (all banks), \$1,982,460; Total Deposits (all banks), \$18,215,407; Total Resources (all banks), \$20,964,045; Total Bank Clearings (12 months), \$145,774,827.

Theatres: Legitimate, 2; Moving Pictures, 3; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 9,100.

Location: On three trunk lines leading in all directions. Southern, Norfolk Southern and Seaboard, and on 5 highways. Midway between Washington and Atlanta on great Quebec-Miami highway. Bankhead and Capital to Capital highways. To nearest larger city by railroad, 1 hour; by auto, 1 hour.

Principal Industries: Cotton goods, yarns, hosiery, boilers, structural iron, agricultural implements, vehicles, cotton oil and fertilizer, phosphate, school supplies, printing, building materials, street paving materials, candy, railroad shops and headquarters for N. C. State Highway Commission shops.

Manufacturing Establishments: 67. Leading firms: Caraleigh Phosphate and Fertilizer Works, Hicks Capadine Co., Pilot Mills, Glenwood Mfg. Co., Royster Candy Co. Total value of yearly output of factories estimated at \$1,341,454.05.

Special Information: Capital of the "Good Roads State." Home offices of five Insurance Companies.

Residential Features: Mostly one-family houses, owned.

Retail Shopping Section: Fayetteville St. 4 blocks, Wilmington St. 4, Salisbury St. 4. These three streets run parallel. Business section also includes cross street, Morgan, Hargett, Martin and McDowell east and west.

Trading Area: 50 miles north, south, east and west, network concrete roads.

Wholesale Houses: Groceries, 13; meats, 5; fruits, 2; drugs, 1; auto. accessories, 3; opticians, 1; tobacco, 1; candies, 2; feed, 1; plumbers' supplies, 2; bakery, 1; ice cream, 2; builders' supplies, 3; mill machinery, 2; paper, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 33; automobile accessories, 20; automobile tire agencies, 14; bakers, 4; cigar stores and stands (including hotel stands), 8; confectioners (including hotel stands), 11; dressmakers, 37; druggists, 28 (chain, 2); dry goods, 6; department stores, 11; electrical supplies, 4; florists, 4; fruits, 6; furniture, 14; garages (public), 20; grocers, 203 (chain, 15); hardware, 4; jewelry, 5; meat markets, 17 (chain, 1); men's clothing, 13; merchant tailors, 15; milliners, 7; opticians, 4; photographers, 17; pianos (and miscellaneous musical instruments), 3; radio supplies, 8; restaurants (including hotels), 18; shoes, 12; sporting goods, 4; stationers, 5; women's apparel, 12.

Miscellaneous Data: Average temperature, 60 degrees; average number of rainy days per twelve months, 80; most pleasant months, April, May, Sept., Oct., Nov.; Doctors (medical, 54); (dentists, 22); (osteopaths, 2); street car service; gas, artificial; number of meters, 3,476; electric current, alternating; number of wired houses, 6,902; water, soft.

ROCKY MOUNT, N. C. (Nash County)

1920 Population, 12,742.

City and Suburban Estimate, 20,000.

Native Whites, 60%; Negroes, 39%; Foreign Born, 1%; Industrial Workers, 15%; English Reading, 90%; Families, 2,000.

Schools: Public Grade, 4; High, 1; Number of Pupils, 5,000.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Methodist, 3; Presbyterian, 2; Roman Catholic, 1.

Banks: National, 3; State, 2; Total Resources, \$8,500,000. Savings Bank Deposits Total, \$1,780,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 1. Total number of seats, 3,100.

Location: The center of East North Carolina on main line of A. C. L., New York to Jacksonville, Norfolk, Va., to Wilmington, N. C., on branch lines from Rocky Mount to Spring Hope, Plymouth. Bus service east and west with all important connections.

Principal Industries: A. C. L. Shops, called Emerson Shops, and yard and roundhouse A. C. L. division headquarters.

Manufacturing Establishments: 38. Leading firms: Rocky Mount Cotton Mills, Planters' Cotton Seed Oil and Fertilizer Co., Nash Brick Co., Farson Brick Co., Builders' Sash and Door Co., Tar River Lumber Co., Clark-Lynch Lumber Co., Southern Cotton Oil Co. (branch mill), Imperial Tobacco Co., Thorpe & Ricks, China-America Tobacco & Trading Co. Total value of yearly output of factories estimated at \$26,000,000.

Special Information: This is the center of the well-known bright leaf tobacco section. Abundant yield in tobacco, cotton, corn, peanuts and other crops. Serves the center of Eastern North Carolina as a wholesale center. The A. C. L. branch lines leading out to east and west make it the gateway to Eastern North Carolina.

Residential Features: Town is 25 years old. With exception of one old street all homes are family style, new, the bungalow type predominating and residents own their homes mostly. Several suburbs residential sections are growing fast with nice cottages and bungalows being erected.

Retail Shopping Section: Starts at Thomas and Main Sts., and extends on Main St. for five blocks. All side streets entering to Main are in business section for one block from Main St.; three blocks on Washington St., which is parallel with Main. Several streets leading of Washington St. to west and east are business from one to three blocks.

Trading Area: Sixty miles to east; 18 miles to south; 25 miles to north; 30 miles to west.

During tobacco selling season, viz., Sept. 1 to March 15, this trading area is increased together with volume, as the farmers come to sell and buy. It is for 12 months the shopping center for this section.

Wholesale Houses: Groceries, 8; meats, 2; fruits, 1; dry goods, 1; miscellaneous lines, 6.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 18; commercial auto. agencies, 8; automobile accessories, 42; automobile tire agencies, 34; bakers, 4; cigar stores and stands (including hotel stands), 169; delicatessen, 1; dressmakers, 16; druggists, 14; dry goods, 88; department stores, 9; electrical supplies, 4; florists, 2; fruits, 21; furniture, 7; garages (public), 12; grocers, 41; hardware, 5; jewelry, 4; meat markets, 11; men's furnishings, 18; men's clothing, 18; merchant tailors, 2; milliners, 9; opticians, 2; photographers, 4; pianos (and miscellaneous musical instruments), 5; radio supplies, 11; restaurants (including hotel), 14; shoes, 120; sporting goods, 4; stationers, 6; women's apparel, 72.

SALISBURY, N. C. (Rowan County)

1920 Population, 13,884 (1926, 25,000).

City and Suburban Estimate, 150,000. Most important cities and towns in this area are: China Grove (pop. 1,000); Kannapolis (10,000); Lexington (5,254); Concord (9,903).

Native Whites, 82%; Negroes, 15% Foreign Born, 3%; English Reading, 100%; Families, 5,000.

Schools: Public Grade, 7; High, 1; Junior High, 7; Parochial, 1; Colleges, 3. Number of Pupils, 3,500.

Churches: Baptist, 4; Christian Science, 1; Congregational, 3; Episcopal, 10; Methodist, 4; Presbyterian, 4; Roman Catholic, 1; Lutheran, 1; Reformed, 1; Miscellaneous, 21.

Banks: National, 2; State, 7.

Theatres: Legitimate, 2; Moving Pictures, 6; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 12. Total number of seats, 10,000.

Location: On Southern main line and three branches. Transfer sheds and shops located here. Also located on five major highways.

Principal Industries: Railroad shops, cotton mills, aluminum, granite and farming, rubber plant, lumber, hosiery mills, power plant and other small industries.

Manufacturing Establishments: 100. Leading firms: Southern Power Co., Salisbury Cotton Mills and Kessler Mill (branch of Cannon Mills), Klumac Cotton Mills, Vance Cotton Mills, Rowan Cotton Mills, Carolina Rubber Co. The Cannon Mills at Kannapolis are partly located in this county.

Special Information: Largest railroad shops of Southern Ry. at Spencer, adjoining town; large granite quarries, aluminum plant located near city. Catawba College (Grade A) opened fall 1925, also Livingstone College (Negro).

Residential Features: Mostly single family houses, with 5 apartments. Largest percentage of home-owners in proportion to population in North Carolina.

Retail Shopping Section: Three blocks north and south of Square; three east and west crossing Main on side streets.

Trading Area: Twenty miles radius.

Wholesale Houses: Groceries, 12; meats, 2; fruits, 2; dry goods, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; bakers, 2; cigar stores and stands (including hotel stands), 20; confectioners (including hotel stands), 8; delicatessen, 3; druggists, 13; dry goods, 30; department stores, 5; electrical supplies, 4; florists, 3; furniture, 8; garages (public), 6; grocers, 125 (chain, 7); hardware, 6; jewelry, 6; meat markets, 20; men's furnishings, 9; men's clothing, 9; merchant tailors, 4; milliners, 6; opticians, 3; photographers, 4; pianos (and miscellaneous musical instruments), 3; radio supplies, 5; restaurants (including hotels), 20; shoes, 22; sporting goods, 6; stationers, 2; women's apparel, 15.

SCOTLAND NECK, N. C. (Halifax County)

1920 Population, 2,061.

City and Suburban Estimate, 5,000.

Schools: 2; Number of Pupils, 643.

Churches: 3.

Banks: 2; Total Resources, \$1,300,000.

Theatres: 2; Total number of seats, 1,100.

Residential Features: Single houses.

Retail Shopping Section: About 3 blocks.

Trading Area: Ten miles.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto. agencies, 3; automobile accessories, 6; automobile tire agencies, 5; bakers, 1; cigar stores and stands (including hotel stands), 2; confectioners (including hotel stands), 4; dressmakers, 4; druggists, 4; dry goods, 6; department stores, 1; electrical supplies, 2; florists, 1; fruits, 3; furniture, 3; garages (public), 5; grocers, 22; hardware, 3; jewelry, 2; meat markets, 5; men's furnishings, 3; men's clothing, 5; merchant tailors, 2; milliners, 4; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 1; restaurants (including hotels), 6; shoes, 4; sporting goods, 1; stationers, 1; women's apparel, 1.

NORTH CAROLINA (Cont'd)

STATESVILLE, N. C.

(Iredell County)

1920 Population, 7,895 (1926 est. 13,255).
City and Suburban Estimate, 11,000.
Native Whites, 79.5%; Negroes, 20%; Foreign Born, .5%; English Reading, 89%; Families, 1,661.

Churches: Methodist, Presbyterian, Baptist, Lutheran, Episcopal, Pentacostal, Associated Reformed, Hebrew and Catholic.

Schools: Public Grade, 3; High, 1. Number of Pupils, 1,865.

Banks: National, 2; State, 2; Total Resources (all banks), \$3,500,000.

Theatres: Moving Pictures, 3. Total number of seats, 1,900.

Location: On three routes of the State Highway System from Beaufort to Murphy, from Charlotte to Sparta, from Statesville to Taylorsville.

Principal Industries: Flour mills, foundries and machine shops, hosiery mills, cotton mills, furniture, veneer, tobacco factories, box shoos, sheet metal work.

Manufacturing Establishments: 32. Yearly value of output, \$9,153,271; yearly payroll, \$1,866,286.

Special Information: Statesville has 12 passenger trains daily. Through Pullman service from Eastern Carolina to Cincinnati and the west; also from New York, Philadelphia and Washington to all parts of the country.

Residential Features: Mostly one-family houses.

Trading Area: Extends 20 miles in each direction.

Wholesale Houses: 5.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 3; automobile accessories, 12; automobile tire agencies, 9; bakers, 1; cigar stores and stands (including hotels), 3; confectioners (including hotel stands), 5; dressmakers, 5; druggists, 4; dry goods, 3; department stores, 1; electrical supplies, 3; florists, 2; fruits, 3; furniture, 3; garages (public), 5; grocers, 38; hardware, 3; jewelry, 4; meat markets, 2; men's furnishings, 5; merchant tailors, 2; milliners, 3; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 1; restaurants (including hotels), 7; shoes, 3; sporting goods, 1; stationers, 2.

TARBORO, N. C.

(Edgecombe County)

1920 Population, 4,568.

City and Suburban Estimate, 10,000.

Native Whites, 50%; Negroes, 50%; Industrial Workers, 2%; English Reading, 90%; Families, 2,000.

Schools: Public Grade, 1; High, 1; Junior High, 1; Number of Pupils, 800.

Churches: Baptist, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 1.

Banks: National, 1; State, 1; Total Resources, \$3,000,000; Savings Bank Deposits Total \$400,000.

Theatres: Legitimate, 1; Moving Pictures, 1. Total number of seats, 1,400.

Location: A. C. I. R. R. Co. and East Carolina Ry. Bus service to adjoining towns.

Principal Industries: Cotton mills, hosiery mills, Fertz factories, peanut mill; cottonseed oil mills, farming and trucking, veneer mill, lumber, etc.

Manufacturing Establishments: 10. Leading firms: Hart Cotton Mills, Runnymede Hosiery Mills.

Special Information: Three large cotton mills, three hosiery mills; all running at full speed the year round. Large fertilizer manufacturing and distributing plants. Farming backbone of this section. Hosiery, cotton, tobacco, peanuts, as chief money crops. Splendid farming section.

Residential Features: Mostly modest homes. Homes owned by tenants.

Retail Shopping Section: Extends from Town Commons to River; 6 blocks business houses on Main St. and 10 blocks on side streets.

Trading Area: 50 miles east of Tarboro, 20 miles south of Tarboro; 15 miles west and north.

Wholesale Houses: Groceries, 4; fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial auto. agencies, 5; automobile accessories, 27; automobile tire agencies, 27; bakers, 2; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 25; delicatessen, 2; dressmakers, 5; druggists, 5; dry goods, 17; department stores, 2; electrical supplies, 1; florists, 1; fruits, 10; furniture, 3; garages (public), 12; grocers, 24; hardware, 2; jewelry, 2; meat markets, 7; men's furnishings, 12; men's clothing, 12; merchant tailors, 1; milliners, 4; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 2; shoes, 12; sporting goods, 1; stationers, 5; women's apparel, 4.

WASHINGTON, N. C.

(Beaufort County)

1920 Population 6,314 (1925, est. 9,000).

City and Suburban Estimate, 10,000. Most important cities and towns in this area are: New Bern (pop. 14,000); Williamston (4,000); Greenville (10,000); Belhaven (3,000).

Native Whites, 54%; Negroes, 45%; Foreign Born, 1%; Industrial Workers, 20%; English Reading, 85%; Families, 2,000.

Schools: 3. Number of Pupils, 2,500.

Churches: 3.

Banks: 4; Total Resources (all banks), \$1,780,000; Capital, Surplus, and Undivided Profits (all banks), \$571,464.63; Total Deposits (all banks), \$2,589,783.65; Total Resources (all banks), \$3,611,956.75.

Theatres: 3. Total number of seats, 2,500.

Location: In eastern part of state on paved state highways. To nearest large city by railroad, 5 hours; by automobile, 4 hours.

Residential Features: Mostly one-family houses.

Retail Shopping Section: 6 blocks.

Trading Area: 25 miles radius.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto agencies, 3; automobile accessories, 8; automobile tire agencies, 7; bakers, 2; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 7; dressmakers, 15; druggists, 5; dry goods, 20; department stores, 4; electrical supplies, 2; florists, 1; fruits, 6; furniture, 4; garages (public), 10; grocers, 39 (chain, 4); hardware, 8; jewelry, 3; meat markets, 10; men's furnishings, 8; men's clothing, 5; merchant tailors, 2; milliners, 8; opticians, 3; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 10; shoes, 4; sporting goods, 3; stationers, 3; women's apparel, 8.

Miscellaneous Data: Average temperature 45 degrees; average number of rainy days per twelve months, 124; most pleasant months, April, May, September, October, November. Doctors (medical, 16); (dentists, 3); gas, artificial; number of meters, 250; electric current, alternating; number of wired houses, 1,600; number of automobile registrations, 1,000; water, soft.

WILMINGTON, N. C.

(New Hanover County)

1920 Population, 33,372.

City and Suburban Estimate, approximately, 42,000.

Native Whites, 66%; Negroes, 33%; Foreign Born, 1/4 of 1%; Industrial Workers, 25%; English Reading, 90%.

Schools: Public Grade, 12; both races; High, 1 White, 1 Colored; Parochial, 1 White, 1 Colored; Number of Pupils, White, 5,000; Colored, 3,250.

Churches: Baptist, 4; Christian Science, 1; Episcopal, 4; Hebrew, 2; Methodist, 4; Presbyterian, 4; Roman Catholic, 1 White, 1 Colored; Miscellaneous, approximately, 10.

Banks: Nationally, 1; State, 3; Total Resources, \$27,657,859.60; Savings Bank Deposits Total, \$7,356,424.54.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1. Total number of seats, approximately, 3,500.

Location: On Cape Fear River, eight miles from ocean to east, and 23 miles from mouth of river southward. Served by Atlantic Coast Line and Seaboard Air Line, and Wilmington, Brunswick and Southern railroads. Weekly Clyde Line service with New York. Five major highways of North Carolina converge at Wilmington.

Principal Industries: Fertilizers, amounting to approximately \$17,000,000 yearly; lumber, petroleum products, molasses importation, concrete products, cotton goods and cotton exporting, to total port volume about \$70,000,000.

Manufacturing Establishments, approximately, 100. Leading firms: Delgado Cotton Mills, and twelve to fifteen of the largest fertilizer plants on southern coast. Total value of yearly output estimated at approximately \$50,000,000.

Special Information: Wilmington with its desirable location as a port has excellent facilities for rail and water distribution to surrounding territory.

Residential Features: Principally one and two-story frame dwellings. Due to Wilmington's mild and equable climate there is no special necessity for steam heated houses, this type having been installed however during recent years. The houses are planned with an idea of space and comfort and as a residential city, Wilmington is most desirable. The city is a summer resort without an equal along the South Atlantic Coast, having several nearby beaches which attract several hundred thousand visitors each summer.

Retail Shopping Section: Front St., 8 blocks; Princess St., 3 blocks; Market St., 3 blocks; Dock St., 2 blocks; Second St., 5 blocks; Third St., 4 blocks; Castle St., 7 blocks, North 4th St., 10 blocks; Nixon St. 3 blocks.

Trading Area: Radius of approximately 100 to 150 miles.

Wholesale Houses: Groceries, 10; Meats, 6; Fruits, 3; Hardware, 4; Dry Goods, 6; Miscellaneous Lines, 12, with approximately 50 firms.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies 10; commercial auto agencies, 4; automobile accessories, 12; automobile tire agencies, 8; bakers, 4; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), approximately, 25; delicatessen, 1; dressmakers, 25; druggists, 22; dry goods, 6; department stores, 4; electrical supplies, 3; florists, 2; fruits, 5; furniture, 6; garages (public), 5; grocers, 100; hardware, 5; jewelry, 5; meat markets, 15; men's furnishings, 10; men's clothing, 8; merchant tailors, 5; milliners, 4; opticians, 4; photographers, 3; pianos (and miscellaneous musical instruments), 5; radio supplies, 3; restaurants (including hotels), 15; shoes, 8; sporting goods, 4; stationers, 2; women's apparel, 4.

WILSON, N. C.

(Wilson County)

1920 Population, 10,612 (1925 est. 15,000).

City and Suburban Estimate, 15,000.

Foreign Born: Only 62 in whole county.

Schools: Public Grade, 2; High, 1; Junior High, 1; Parochial, 1.

Churches: Baptist, 4; Episcopal, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 2.

Banks: National, 7; Total Resources, \$10,200,000.

Theatres: Legitimate, 2; Moving Pictures, 3; Vaudeville, 2; Burlesque, 2; Miscellaneous (Auditoriums, etc.), 2.

Location: In central part of North Carolina on the main lines of A. C. L. and N. & S. Railroads, with 26 passenger trains daily. On account of its location is the logical point for distributing houses and jobbers in this section of the state. To nearest larger city by railroad, 1 hour; by auto, 1 hour.

Principal Industries: Tobacco, cotton, knitting mills and one of largest wagon works in the south. Lumber mills.

Manufacturing Establishments, 8. Leading firms: Imperial Tobacco Co., Export Tobacco Co., Hackney Wagon Factory, Farmers Cotton Oil Mill, Williams Lumber Co.

Special Information: Large bright leaf tobacco market.

Retail Shopping Section: Nash, Goldsboro, Barnes, Tarboro and Spring Streets. Three out-lying retail sections, and small retail groceries scattered throughout the city.

Trading Area: Extends about 20 miles, north, east, west and south. Wilson is center and metropolis of a vast territory that is being rapidly developed in which there are no large cities.

Wholesale Houses: Groceries, 5; meats, 4; fruits, 4; hardware, 1; Miscellaneous Lines: candy, cigars.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 3; commercial auto. agencies, 9; automobile accessories, 9; automobile tire agencies, 9; bakers, 3; cigar stores and stands (including hotels), 7; confectioners (including hotel stands), 4; dressmakers, 10; druggists, 9; dry goods, 18; department stores, 4; electrical supplies, 3; florists, 3; fruits, 5; furniture, 5; garages (public), 10 grocers, 30 (chain, 3); hardware, 5; jewelry, 5; meat markets, 8; men's furnishings, 3; men's clothing, 10; merchant tailors, 3; milliners, 8; opticians, 4; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 15; shoes, 18; sporting goods, 2; stationers, 2; women's apparel, 23.

Miscellaneous Data: Average temperature 60 degrees; average number of rainy days per twelve months 80; most pleasant months, April, May, Sept., Oct., Nov. Doctors (medical 9), (dentists, 6); (osteopaths, 2); gas artificial; electric current, alternating; water, hard.

WINSTON-SALEM, N. C.

(Forsyth County)

1920 Population, 48,395 (1926 est. 76,000).

City and Suburban Estimate, 97,000.

Native Whites, 62%; Negroes, 38%; Foreign Born, less than 1%; Industrial Workers, 25%; English Reading, 99%; Families, 13,000.

Schools: Public Grade, 16; High, 2. Number of Pupils, 13,000.

Churches: Baptist, 31; Christian Science, 1; Episcopal, 2; Hebrew, 1; Methodist, 22; Presbyterian, 6; Roman Catholic, 1; Miscellaneous, 25.

Banks: National, 2; State, 5; Total Resources (all banks), \$48,240,581.13; Savings Banks Deposits Total (all banks), \$12,000,000.

Theatres: Legitimate, 1 White, 1 Colored; Moving Pictures, 7; Miscellaneous (Auditoriums, etc.), Memorial Auditorium (Municipal). Total number of seats, 7,500.

Location: Western Central part North Carolina, on Southern, Norfolk and Western, Winston-Salem Southbound Railroads. On eight highways of State system. More highways than any other city or town in the State.

Principal Industries: Tobacco, cigarettes, furniture, underwear, knitted goods and wagons.

Manufacturing Establishments: 91. Leading firms: R. J. Reynolds Tobacco Co., P. H. Hanes Knitting Co., Chatham Mfg. Co., B. F. Huntley Furniture Co., Hanes Hosiery Mills, Brown-Williamson Tobacco Co., Forsyth Furniture Lines, Inc.

Special Information: World's largest manufacturer of tobacco products. One of country's largest manufacturers of heavy knit underwear, one of country's largest manufacturers of furni-

ture. Seventh port of entry. Third greatest manufacturing city in the South based on value of products, and second by value added to raw products by manufacture.

Residential Features: Mostly one and two-family houses. Private homes predominate. Several new subdivisions recently opened giving impetus to building of private dwellings of the better class. Two higher class residential subdivision being developed for more expensive types of homes.

Retail Shopping Section: Approximated location shown on city map attached. Two or three "Neighborhood" retail sections.

Trading Area: As far west to N. Wilkesboro and beyond, probably 75 miles. North as far as Martinsville, 47 miles. Due east shared with Greensboro, Southeast vicinity of Salisbury, about 47 miles. South to Mocksville and vicinity of Statesville. Territory embraces close to 300,000 people.

Wholesale Houses: Groceries, 15; meats, 3; fruits, 6; hardware, 2; dry goods, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 17; commercial auto agencies, 10; automobile accessories, 12; automobile tire agencies, 8; bakers, 6; cigar stores and stands (including hotels), 15 (chain, 1); confectioners (including hotel stands), 27; delicatessen, 1; dressmakers, 13; druggists, 15; dry goods, 14; department stores, 7; electrical supplies, 9; florists, 6; fruits, 5; furniture, 22; garages (public), 11; grocers, 325 (chain, 10); hardware, 6; jewelry, 10; meat markets, 20 (chain, 3); men's furnishings, 19; men's clothing, 18; merchant tailors, 15; milliners, 14; opticians, 3; photographers, 6; pianos (and miscellaneous musical instruments), 5; radio supplies, 9; restaurants (including hotels), 22; shoes, 29; sporting goods, 4; stationers, 3; women's apparel, 17.

Miscellaneous Data: Average temperature, 57.8 degrees; average number of rainy days per twelve months, 80; most pleasant months, April, May, September, October, November. Doctors (medical, 65); (dentists, 31); (osteopaths, 4); number of wired houses, 7,890; street car service; gas, artificial; electric current, alternating; water, hard.

See announcement page 171

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BISMARCK, N. DAK.

(Burleigh County)

1920 Population, 7,122.

City and Suburban Estimate, 15,000.

Native Whites, 88%; Negroes, 2%; Foreign Born, 10%; Industrial Workers, 10%; English Reading, 100%.

Schools: Public Grade, 5; High, 2; Parochial, 1; Number of Pupils, 200.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 1.

Banks: National, 2; State, 3; Total Resources, \$5,500,000; Savings Bank Deposits Total, \$2,000,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 2,500.

Location: Northern Pacific R.R. Soo Line. Benton Baker Boat Line. Auto Bus Lines to points, north and south, within a 100-mile radius.

Principal Industries: Lignite coal, flour mills.

Residential Features: Mostly residences on good sized lots owned by occupants. Homes are mostly of brick and stucco.

Retail Shopping Section: Covers four blocks east and west and four blocks north and south.

Trading Area: North 60 miles. East 45 miles. South 70 miles. West 100 miles.

Wholesale Houses: Groceries, 1; meats, 1; miscellaneous lines; automobile accessories, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial automobile agencies, 6; automobile accessories, 10; automobile tire agencies, 8; bakers, 4; cigar stores and stands (including hotels), 14; confectioners (including hotel stands), 12; delicatessen, 2; druggists, 4; dry goods, 6; department stores, 4; electrical supplies, 3; florists, 2; fruits, 4; furniture, 2; furriers, 2; garages (public), 4; grocers, 26; hardware, 2; jewelry, 3; meat markets, 4; men's furnishings, 6; men's clothing, 6; merchant tailors, 1; milliners, 4; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 7; shoes, 9; sporting goods, 2; stationers, 2; women's apparel, 2.

DEVILS LAKE, N. DAK.

(Ramsey County)

1920 Population, 5,140.

Native Whites, 92%; Negroes, 4%; Foreign Born, 4%; English Reading, 84%; Families, 1,750.

Schools: Public Grade, 3; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 1,583.

Churches: Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 2; Capital, Surplus, and Undivided Profits (all banks) \$272,073.66; Total Deposits (all banks) \$2,938,611; Total Resources (all banks) \$3,335,468. Savings Bank Deposits Total, \$500,000.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 1,500.

Location: Great Northern R.R., branch line of the Soo Line. Bus line to Jamestown, North Dakota.

Principal Industries: Agriculture, dairying, mining.

Special Information: Six miles from Devils Lake, only good sized lake in the State. Railroad connections make it possible to centralize many activities of the State here.

Residential Features: Mostly one or two-family houses, private homes predominate. About 25 buildings with flats.

Retail Shopping Section: Kelly Avenue with four blocks. Fourth Street with four blocks. Second, Third and Fifth Streets running parallel each have three blocks. In the outlying districts we have three "Neighborhood" shops. On the west side of the town there are about five small stores scattered about.

Trading Area: Extends for about 100 miles due to the highways and good roads and the greater per cent. of the people own cars, which makes it easy for them to come to a larger city.

Wholesale Houses: Groceries, 2; fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 13; commercial automobile agencies, 10; automobile accessories, 15; automobile tire agencies, 14; bakers, 2; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 7; dressmakers, 3; druggists, 3; dry goods, 3; department stores, 4; electrical supplies, 2; florists, 2; fruits, 6; furniture, 4; garages (public), 12; grocers, 15; hardware, 4; jewelry, 3; meat markets, 2; men's furnishings, 6; men's clothing, 6; merchant tailors, 5; milliners, 4; opticians, 1; photographers, 3; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 12; shoes, 8; sporting goods, 2; stationers, 1; women's apparel, 6.

Miscellaneous Data: Doctors (medical, 8); (dentists, 7); electric current, alternating; number of wired houses, 1,050; water, soft.

FARGO, N. DAK.

(Cass County)

1920 Population, 21,961 (1925, 24,921).

City and Suburban Estimate, 25,000.

Native Whites (1925), 22,595; Negroes, 44; Foreign Born, 2,282; Families, 9,854.

Schools: Public Grade, 12; Parochial, 2; Number of Pupils, 10,000.

Churches: Baptist, 3; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 6; State, 2; Total Resources, \$13,747,556.52; Savings Bank Deposits Total, \$7,006,297.12.

Theatres: Legitimate, 1; Moving Pictures, 5; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2.

Location: Located on two transcontinental railways, the N. P. and G. N., both having branches reaching all parts of territory within a 200-mile radius; also branch of C. M. & St. P., and direct connection with the Soo Line. More than 36 passenger trains in and out of Fargo in 24 hours. These facilities make Fargo the distributing center for a vast territory in the Northwest. To nearest larger city, by railroad, 8 hours; by auto, 7 hours.

Manufacturing Establishments: Farm machinery, harness, meats and other food products, clothing, household articles. Total value of output of factories estimated at more than \$7,000,000.

Special Information: Fargo is the location of the Child Health Demonstration Bureau, sponsored by the Commonwealth Fund, National Child Health Association, and was chosen out of 29 cities in the Mississippi valley. Fargo has a commercial club with the largest membership of any city in the U. S. of equal size.

Residential Features: Mostly homes.

Trading Area: Fargo has a trading area of 200 miles on all sides. It has a trading population of approximately 50,000. Fargo has six National Highway Trails passing through it.

Wholesale Houses: Groceries, 3; meats, 3; fruits, 4; miscellaneous lines, 30 different kinds.

Number of Retail Outlets for Nationally Advertised Products: Commercial automobile agencies, 14; automobile accessories, 6; automobile tire agencies, 16; bakers, 7; cigar stores and stands (including hotels), 29; confectioners (including hotel stands), 16; druggists, 14; department stores, 6; electrical supplies, 6; florists, 3; fruits, 8; furniture, 6; furriers, 5; garages (public), 17; grocers, 94; hardware, 6; jewelry, 12; meat markets, 20; men's furnishings, 6; merchant tailors, 15; milliners, 10; opticians, 8; photographers, 6; pianos (and miscellaneous musical instruments), 5; radio supplies, 4; restaurants (including hotels), 44; shoes, 12; sporting goods, 4; stationers, 5; women's apparel, 10.

Miscellaneous Data: Average temperature, 40 degrees; average number of rainy days per twelve months, 107; most pleasant months, June, July, August, September, October, November. Doctors (medical, 60); (dentists, 40); (osteopaths, 4); number of wired houses, 5,000; street car service; gas, artificial; electric current, alternating and direct; water, hard and soft.

GRAND FORKS, N. DAK.

(Grand Forks County)

1920 Population, Grand Forks, 14,010. (East Grand Forks, 2,590.)

City and Suburban Estimates: 25,000. Our population are all practically English reading people, the foreign born being Scandinavian, mostly engaged in agriculture and its allied pursuits.

Schools: Public Grade, 7; High, 3; Junior High, 1; Parochial, 2.

Churches: Baptist, 3; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 2; Methodist, 3; Presbyterian, 2; Roman Catholic, 3; Miscellaneous, Lutheran, 9; Evangelical, 1; Church of God, 2.

Banks: National, 3; State, 2; Total Resources (all banks) \$11,083,743.37 (Grand Forks and East Grand Forks); Savings Bank Deposits Total (all banks), \$9,769,594.94 (Grand Forks alone) and East Grand Forks.

Theatres: Legitimate, 1; Moving Pictures, 5; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, about 5,000.

Location: Great Northern and Northern Pacific Railroads. Bus and truck lines radiating in every direction from Grand Forks. To nearest larger city, by railroad, 2 hours; by auto, 3 hours.

Principal Industries: Flour mills, packing plant, products, butter, brick, sweeping compound, candles, ice cream, blank book manufacturing, sugar manufacturing.

Manufacturing Establishments: Leading firms: American Beet Sugar Co., Russell-Miller Milling Co., North Dakota State Mill & Elevator, Northern Packing Co., Bridgeman & Russell Creamery Co., Grand Forks Creamery Co., Northern Produce Co., Red River Valley Brick Manufacturing Co., Congress Candy Co., Turner Sash & Door Factory, Anti Dust Manufacturing Co., Kroll's Cabinet Shop, Page Printing Co., Holt Printing Co.

Special Information: Grand Forks, North Dakota, is a leading farmers' market center of North Dakota, furnishing a market for everything the farmer raises, including a beet sugar factory which will take the 1926 crop. Grand Forks has long been a jobbing and distributing center for North Dakota, and the Commercial Club is aiming to make it a market center as well where the farmer can sell anything he raises. Report includes Grand Forks, North Dakota, and East Grand Forks, Minnesota, which is just across the river and part of Grand Forks to all intent and purposes.

Residential Features: 90 per cent of our residents are home owners. Most residences are moderate in cost and size, with no tenement sections of any kind. A few high-grade apartment houses supply a large percentage of our commercial travelers with homes.

Retail Shopping Section: Third Street, 6 blocks; DeMers Avenue, 10 blocks; Fourth Street, 6 blocks; balance scattered.

Trading Area: Trading radius of about fifty-seven miles. This includes such towns as Grafton, Mayville, Hillsboro, Langdon, Larimore, Warren, Minnesota, Thief River Falls, Minn., Crookston, Minn. The foregoing statement is taken from our A. B. C. report which limits rather than extends our territory.

Wholesale Houses: Groceries, 6; meats, 3; fruits, 2; dry goods, 1; miscellaneous lines, auto accessories, 1; ice cream, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial automobile agencies, 15; automobile accessories, most garages handle; automobile tire agencies, 3; bakers, 8; cigar stores and stands (including hotels), 24; confectioners (including hotel stands), 18; druggists, 6 (chain, 1); dry goods, 5; department stores, 6; electrical supplies, 5; florists, 4; fruits, 10; furniture, 6; furriers, 3; garages (public), 15; grocers, 65 (chain, 2); hardware, 6; jewelry, 7; meat markets, 12; men's clothing, 12; merchant tailors, 10; milliners, 8; opticians, 6; photographers, 4; pianos (and miscellaneous musical instruments), 3; radio supplies, 1; restaurants (including hotels), 28; shoes, 8; sporting goods, 3; stationers, 7; women's apparel, 10.

Miscellaneous Data: Average temperature, 38.3 degrees; average number of rainy days per twelve months, 80; most pleasant months, June, July, August, September, October, November. Doctors (medical, 23); (dentists, 22); (osteopaths, 1); number of wired houses, 5,294; street car service; gas, artificial; electric current, alternating; water, hard.

JAMESTOWN, N. DAK.

(Stutsman County)

1920 Population, 6,627 (1925 est. 7,332).

City and Suburban Estimate, 25,000.

Native Whites, 85%; Foreign Born, 15%; Farm and Industrial Workers, 75%; English Reading, 75%; Families, 1,500; county, 5,000.

Schools: Public Grade, 6; High, 2; Junior High, 1; Parochial, 3.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 10.

Banks: National, 3; State, 1; Total Resources, \$3,000,000. Savings Bank Deposits Total, \$500,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 7,000.

Location: On main line of Northern Pacific R.R. Division headquarters. Branches north and south. Headquarters Midland Continental R.R. Most easily accessible city in state by railroads in all directions.

Principal Industries: Creamery, agriculture, electric power plant, gas plant, ice cream factory, engraving plant, bottling works, butter condensary, distributing warehouses.

Manufacturing Establishments: 10. Leading firms: Bridgeman Russell Co., Hansen Brothers. Annual output, \$2,000,000.

Special Information: Located in the center of long established prosperous farming section and in that part of Dakota and without the belt designated by the U. S. Dept. of Agriculture as having the highest average natural fertility. Twenty miles freight trackage in the city.

Residential Features: Good homes of business and working people, railroad families.

Retail Shopping Section: Fifth Avenue, 6 blocks; Main Street, 4 blocks; Front Street, 4 blocks; Third Street, 4 blocks. Mostly modern up-to-date stores with good display fronts and well kept windows.

Trading Area: Good roads draw people from 50 miles west, north and south and 30 miles east. On Saturday and Sales Days many thousands come to Jamestown.

Wholesale Houses: Groceries, 3; meats, 3; fruits, 3; hardware, 2; dry goods, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 13; commercial automobile agencies, 3; automobile accessories, 15; automobile tire agencies, 10; bakers, 5; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 9; delicatessen, 5; dressmakers, 10; druggists, 5; dry goods, 6; department stores, 4; electrical supplies, 3; florists, 8; fruits, 6; furniture, 4; furriers, 4; garages

(public), 10; grocers, 20; hardware, 3; jewelry, 5; meat markets, 4; men's furnishings, 6; men's clothing, 6; merchant tailors, 3; milliners, 10; opticians, 4; photographers, 5; pianos (and miscellaneous musical instruments), 4; radio supplies, 4; restaurants (including hotels), 10; shoes, 5; sporting goods, 6; stationers, 3; women's apparel, 7.

Miscellaneous Data: Doctors (medical, 15); (dentists, 7); (osteopaths, 1); gas, artificial, electric current, alternating; number of wired houses, 1,584; water, hard.

MANDAN, N. DAK.

(Morton County)

1920 Population, 4,336 (1926 estimate, 5,832, 1925 state census, 5,058).

City and Suburban Estimate, 15,000. Most important cities and towns in this area are: New Salem (population, 1,000); Hebron, (1,200); Glen Ullin, (1,100).

Native Whites, 70%; Foreign Born, 30%; Industrial Workers 35%; English Reading 80%; Families, 1,100.

Schools: Public Grade, 3; High, 1; Parochial, 1; Number of Pupils, 1,562. State Training School average, 265; Business College average, 80.

Churches: Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Nazarene, 1; Roman Catholic, 1; Miscellaneous, Lutheran, 1.

Banks: National, 1; State, 1; Capital, Surplus, and Undivided Profits (all banks) \$285,600; Total Resources (all banks), \$3,796,672; Total Savings Bank Deposits, \$2,874,000; Total Deposits (all banks), \$3,174,409.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 2,100.

Location: On main east and west transcontinental line, Northern Pacific passenger division point. Terminus two branch lines to south and southwest, north and northwest, serving territory in radius of 150 miles in above directions west of Missouri river. On No. Dak. trail and main highway No. 3 (National Parks Highway); Mandan-Kildeer Mountain Trail, Lake Metigoshe to Black Hills, So. Dak. Trail, and terminus highway to four adjoining county seats. Western terminus of only vehicular bridge across Missouri river for distance of 100 miles south and 150 miles north. Exceptional service for shipping and distribution of merchandise. Efficient transfer lines by motor trunk companies to Sioux terminus at Bismarck.

Principal Industries: Dairying, mixed farming, poultry, Northern Pacific shops, wholesaling, milling, lignite coal, brick, tile and gravel.

Manufacturing Establishments: 7. Leading firms: Russell-Miller Milling Co.; Mandan Creamery and Produce Co.; Purdy Dairy Co.; Riverside Tile Co.; Mandan Beverage Co. Total value of yearly output of factories estimated at \$2,000,000.

Special Information: Outlet for large lignite coal deposits of western North Dakota. Nearly \$2,000,000 paid farmers of this section by local Creamery and Products Co. for poultry and cream. Has large federal agricultural experimental station. Has third bank in state in point of deposits. Morton County (Mandan County seat) is a leader in dairying.

Residential Features: 75 per cent own their homes. Business section and largest part of residence section paved. Has natural parks under park board (a rarity in North Dakota).

Retail Shopping Section: Seven blocks on Main Street. Four blocks leading into Main Street. No shops in the residence section.

Trading Area: Extends 30 miles west, south and north. Our merchants do large business with residents of small towns in radius of 140 miles west, south, southwest, north and northwest. Nearest large trading point in either of above directions is 110 miles away. Good roads leading here from all above directions because of only means of crossing Missouri River.

Wholesale Houses: Groceries, 2; meats, 1; fruits, 1; miscellaneous lines, bakery, bottling works, printing supplies.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 13; six distributors; automobile accessories, 6; automobile tire agencies, 7; bakers, 2; cigar stores and stands (including hotels), 29; confectioners (including hotels), 11; dressmakers with formal establishments, 3; drug stores, 3; dry goods, 6; department stores, 4; electrical supplies, 7; florists, 2; furniture, exclusive, 1; public garages, 6; grocers, 15; hardware, 3; jewelry, 2; meat markets, 5; men's furnishings and clothing, 6; merchant tailors, 4; milliners, 2; opticians, 3; photographers, 2; pianos and miscellaneous musical instruments, 1. (Local music shop holds state record for distribution of Baldwin Lines.) Radio supplies 6; restaurants, including hotels, 7; shoes, 1; stationers, 2; (women's apparel and ready-to-wear included in department stores.)

Miscellaneous Data: Doctors (medical, 5); (dentists, 7); (osteopaths, 1); bus service, gas, artificial; electric current, alternating; number of wired houses, 1,000; water, hard.

A "Situations Found" is the result of "Situation Wanted" advertisements in the Classified page of EDITOR & PUBLISHER.

Markets of NORTH DAKOTA and OHIO

NORTH DAKOTA (Cont'd)

MINOT, N. DAK.

(Ward County)

1920 Population, 10,476 (1925, 12,245).

City and Suburban Estimate, 16,500. Most important cities and towns in this area are: Williston (pop. 4,178); Kenmare (1,446); Moball (651).

Families, 2,735.

Schools: Public Grade, 6; High, 1; Junior High, 1; Parochial, 1. Number of Pupils, 3,600. State Teachers College, average enrollment, 700.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 5; Lutheran and 7 others.

Banks: National, 2; State, 2; Capital, Surplus, and Undivided Profits (all banks), \$688,620.91; Total Deposits (all banks), \$6,050,664.15; Total Resources (all banks), \$6,543,057.48.

Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 4,600.

Location: Center of northwest North Dakota, a vast agricultural empire with great deposits of lignite coal which are rapidly being developed. To nearest larger city (Grand Forks), by railroad, 6 hours; by automobile, 7½ hours.

Principal Industries: Railroad shops, auto repair, flour mills, creameries, lignite, briquetting plant. Because of the city's vast trading territory, retail and wholesale establishments are very important factors in the community. The briquetting industry is just starting and promises vast development because of the absence of fuel elsewhere in the northwest. There are 600,000,000,000 (billion) tons of lignite coal in western North Dakota.

Manufacturing Establishments: 6. Leading firms: Russell-Miller Milling Co., and Minot Flour Mills, also Armour Creameries, White Ice Cream Co., and Purity Ice Cream Co.

Special Information: With agriculture becoming a more stable industry and the fertile, low-priced land of northwest North Dakota affording opportunities to renters from states suffering land value inflation, northwest North Dakota can see the beginning of an influx of new settlers. As the territory develops, Minot grows for the section of a network of railroad branches and federal highways which center into Minot. It offers leadership to the entire northwestern part of the state and is a commercial center for this section. It is also becoming outstanding dairy center.

Residential Features: Minot is the business center of northwest North Dakota and is located in the Mouse River Valley. It is recognized as a city of fine residences, parks and good schools. It is one of the most attractively laid out cities of its size in the West. It is a terminal of the Great Northern Railway and a junction point of this road and the Soo line, two very important railroads. The vast lignite deposits of northwest North Dakota are near Minot. The city has 2,800 homes.

Retail Shopping Section: Main Street, four blocks; Central Avenue, four blocks; First Street, S. E., two blocks; First Street, S. W., two blocks; First Avenue, S. W. & S. E., three blocks.

Trading Area: Minot is the largest city in northwest North Dakota, a territory that has 581 miles of federal highway which are open winter and summer. This gives the city a trading territory extending from Harvey and Rugby on the east, west into the eastern part of Montana and north into the southern part of Saskatchewan. The city's territory is about 225 miles wide and 125 miles north and south, with Minot in the very center.

Wholesale Houses: Groceries, 5; meats, 1; fruits, 3; miscellaneous lines, lumber, 2; building material, 2; tires, 7; creameries, 5; flour mills, 3; automobile accessories, 2; radio, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 17; commercial automobile agencies, 4; automobile accessories, 5; automobile tire agencies, 7; bakers, 4; cigar stores and stands (including hotels), 13; confectioners (including hotel stands), 9; delicatessens, 2; dressmakers, 15; druggists, 5; dry goods, 6; department stores, 6; electrical supplies, 4; florists, 2; fruits, 4; furniture, 5; furriers, 1; garages (public), 16; grocers, 35; hardware, 4; jewelry, 4; meat markets, 9; men's furnishings, 12; men's clothing, 2; merchant tailors, 6; milliners, 7; opticians, 5; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 3; restaurants (including hotels), 20; shoes, 4; sporting goods, 3; stationers, 3; women's apparel, 6.

Miscellaneous Data: Average temperature, 40 degrees; average number of rainy days for twelve months, 80; most pleasant months, May, June, July, August, September, October. Doctors (medical, 16); (dentists, 9); (osteopaths, 1); number of wired houses, 1,900; electric current, alternating; water, hard.

Standard Surveys of OHIO

AKRON, OHIO

(Summit County)

1920 Population, 208,435 (1926 est. 210,500).

City and Suburban Estimate, 285,000. Most important cities and towns in this area are: Barberton (pop. 24,781); Kenmore (18,810); Cuyahoga Falls (13,924); Kent (8,972).

Native Whites, 79.1%; Negroes, 2.7%; Foreign Born, 18.2%; Industrial Workers, 26%; English Reading, 88%; Families, 44,195.

Schools: Public Grade, 32; High, 7; Parochial, 8; Number of Pupils, 43,421.

Churches: Baptist, 13; Christian Science, 2; Congregational, 4; Episcopal, 5; Hebrew, 6; Methodist, 19; Presbyterian, 3; Roman Catholic, 11; Miscellaneous, Evangelical, 6; Lutheran, 10; Reformed, 9; Miscellaneous, 63.

Banks: National, 1; State, 11; Total Resources (all banks), \$101,457,540.

Theatres: Legitimate, 4; Moving Pictures, 30; Vaudeville, 3. Total number of seats, 21,500.

Location: Akron is 35 miles south of Cleveland on main line of Penn. R.R., Erie R.R., Akron, Canton & Youngstown R.R. and Baltimore & Ohio R.R. with connection leading to Wheeling & Lake Erie R.R. & New York Central. One traction line connecting to all northern Ohio points and bus lines. To nearest larger city by railroad, 1¼ hours; by trolley, 1½ hours; by auto, 1½ hours.

Principal Industries: Rubber tires and rubber goods, belting, rubber working machinery, gasolene lamps and lighting systems, varnishes—Japan and enamel, wagon gears, auto tops, zinc oxide, boilers, tanks, dies, molds, structural iron, lumber and mill work, salt, porcelain insulators, oil filters, sewer pipe, building blocks, fishing tackle, automobile rims, dynamos, marbles, acid proof stoneware, sulphur refining, rubber reclaiming, flour, feed, cereals, furnaces, well drilling machinery, chinaware, stoves, paper bags, twist drills, rubber toys, hard rubber goods, rubber footwear, balloons, hot water bottles, gloves.

Manufacturing Establishments: 332. Leading firms: Goodyear Rubber Co., B. F. Goodrich Co., Firestone Tire & Rubber Co., Miller Rubber Co., Robinson Co. (clay products).

Special Information: Akron has twelve large tire companies and ten other rubber companies in various lines of hard rubber goods; footwear, elastic bands, belting and sundries, 45,200 people are engaged in the rubber industry. Cereal mills and four clay product plants add an important variety to the industries. One of the largest sulphur refining plants in the world is located here, its production being largely taken up by the local rubber concerns. The captive balloons, free balloons and dirigibles are manufactured here. Rubberized fibre for rubber sponges made here. There are 1,000,000 pairs of boots, shoes and arctics made here yearly. In 1926 the output of rubber heels will reach 10,000,000 pairs. 4,500 miles of belting and 6,000 miles of rubber lace manufactured here yearly. In the tire industry 30,000,000 tires for automobiles are manufactured annually. There are 168 industries capitalized at \$378,858,940. The industrial payroll amounted to \$83,704,000 in 1924. The census shows 304 establishments with 65,054 employees of which 59,138 are men and 5,916 women; twenty-six establishments have output over \$1,000,000. Akron manufactures \$462,092,527 worth of rubber goods of which 83.8% of all this line is manufactured in the state.

Residential Features: On account of the rapid growth of Akron, suburban sections have developed rapidly. Private residences, one-family type predominate, though there has been a large number of flats and apartments put up in the past few years. Industrial housing areas were built up in the southern and eastern portion of the town.

Retail Shopping Section: West Market, South Main and South Howard Sts. for a distance of one and a half miles is the principal shopping section. In this section are located the principal stores, hotels, theatres and business blocks. Smaller shops and stores are located on the streets intersecting these. There is a trading center in East Akron on East Market St. and Case Ave. In South Akron, South Main St. is the trading center. Shops and stores and neighborhood sections are scattered throughout the city.

Trading Area: The trading area of Akron extends on the west as far as Sharon Center, south as far as Clinton and Aultman which is southeast, east as far as Ravenna and north as far as Twinsburg. This section has excellent transportation facilities in electric interurban line, steam railway, motor buses and improved highways. Throughout this section are numerous small towns and cities whose populace do most of their shopping in Akron. Cuyahoga Falls, Kenmore and Barberton surround the city, and street car service is frequent. These three towns add 54,500 to Akron proper and a large majority of the populace work in Akron.

Continued on page 198

First in Ohio— Eighth in U. S.

The Akron Beacon Journal printed more advertising per six-day week during the first six months of 1926 than any other newspaper in Ohio. It printed more advertising in its six-day week than any other Ohio newspaper printed in its seven-day week, except the Cleveland Plain Dealer and the Columbus Dispatch.

In the United States there are 31 cities with a population greater than that of Akron, but the six-day evening newspaper in only seven of these carried more advertising than the Akron Beacon Journal.

Proof that Akronites think more of their Akron Beacon Journal than the people of other large cities think of their leading newspaper is found in the fact that the Akron Beacon Journal was 10th in local lineage and 11th in classified lineage among six-day evening newspapers in the entire United States while Akron is 32nd in population.

8,935 more

The gain in circulation of 8,935 net paid subscribers for the past year is another record just made by the Akron Beacon Journal. The circulation on October 1, 1925 was 47,326 while on October 1, 1926 it was 56,261.

Even greater importance than ordinarily is attached to every one of these 56,261 subscriptions by the fact that the factory workers in Akron receive an annual wage of \$1,587.52, higher than in almost all of the larger cities of the United States.

Based on these facts and figures, the position of the Akron Beacon Journal and the Akron market justify the inclusion of the Akron Beacon Journal in your schedules.

AKRON BEACON JOURNAL

First in News, Circulation, and Advertising

STORY, BROOKS & FINLEY, Representatives

New York Philadelphia Chicago St. Louis San Francisco
Los Angeles

1st in Ohio—8th in U. S. in advertising lineage among six-day evening newspapers

OHIO (Cont'd)

Akron (cont'd)

Wholesale Houses: Groceries, 7; meats, 18; fruits, 6; hardware, 4; dry goods, 2; Miscellaneous lines: drugs, 1; confectioners, 10; shoes, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 64; commercial automobile agencies, 25; automobile accessories, 82; automobile tire agencies, 58; bakers, 60; cigar stores and stands (including hotel stands), 263; delicatessens, 11; dressmakers, 78; druggists, 108 (chain, 17); dry goods, 5; department stores, 9; electrical supplies, 30; florists, 11; fruits, 36; furniture, 30; furriers, 5; garages (public), 51; grocers, 1,046 (chain, 105); hardware, 38; jewelry, 37; meat markets, 246 (chain, 13); men's furnishings, 98; men's clothing, 51; merchant tailors, 65; milliners, 31; opticians, 13; photographers, 30; pianos (and miscellaneous musical instruments), 22; radio supplies, 35; restaurants (including hotels), 207 (chain, 9); shoes, 43; sporting goods, 18; stationers, 12; women's apparel, 19.

Miscellaneous Data: Average temperature, 49.7 degrees; average number of rainy days per twelve months, 113; most pleasant months, May, June, Sept., Oct., Nov. Doctors (medical, 208); (dentists, 126); (osteopaths, 10); street car service; gas, natural; electric current, alternating; number of wired houses, 38,504; number of automobile registrations, 51,420; water, hard.

See announcement page 197

ALLIANCE, OHIO

(Stark County)

1920 Population, 21,603 (1925 est., 25,762).

City and Suburban Estimate, 65,500.

Native Whites, 81.6%; Negroes, 0.8%; Foreign Born, 17.6%; Industrial Workers, 70%; English Reading, 90%; Families, 5,311.

Schools: Public Grade, 11; High, 1.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 4; Presbyterian, 2; Roman Catholic, 2; Miscellaneous, 7.

Banks: National, 1; State, 2. Savings Bank Deposits Total, \$6,343,364.24.

Theatres: Legitimate, 1; Moving Pictures, 4; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 4,600.

Location: In Stark Co., on P. R.R. main line; N. Y. C. & C. P.; A. N. A.; Stark Electric; N. O. T. C. Electric Line. Excellent business service both east and west. To nearest large city, by railroad, 1 1/4 hours; by trolley, 2 1/4 hours; by auto, 2 1/4 hours.

Principal Industries: Iron, steel, automobile, drop forgings, electric traveling cranes, machinery supplies, boiler works, automatic jack works, 5 potteries, 3 brick works; in fact, the top of the world in clay products.

Manufacturing Establishments: 24. Leading firms: Morgan Engineering, Transue & Williams, Steel Forge Corp., American Steel Foundries, Alliance Machine Co., McCaskey Register Co., Reeves Bros Co., boilers; Buckeye Twist Drill Co., Electric Stove Works, Alliance Brass & Bronze Co., Woods Engrg. Co., Cleveland Implement Manufacturing Co., Alliance Brick Co., Alliance Vitreous China Co., Crescent China Co., Alliance Pottery & Glass Co. Total value of yearly output of factories estimated at \$80,000,000.

Special Information: Stark County with its 150,000 population is the ninth richest agricultural county in the United States. Its excellent railroad facilities makes this an ideal manufacturing and shipping center.

Residential Features: Mostly one and two-family houses. Limited section devoted to workmen's tenements. Private homes predominate. One of the finest private residential sections is located in the western portion of the city, known as the Parkway Boulevard.

Retail Shopping Section: Extends from the Penn. R.R. stations, west to Union Avenue. Numerous neighborhood stores are located throughout the residential section.

Trading Area: Extends a greater distance north and south, with the fine trolley and bus service.

Wholesale Houses: Groceries, 2; meats, 1; fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 26; commercial auto. agencies, 4; automobile accessories, 22; automobile tire agencies, 14; bakers, 11 (chain, 2); cigar stores and stands (including hotel stands), 25; delicatessens, 2; druggists, 14; dry goods, 13; department stores, 1; electrical supplies, 12; florists, 5; fruits, 5; furniture, 12; garages (public), 34; grocers, 192 (chain, 8); hardware, 13; jewelry, 11; meat markets, 33 (chain, 2); men's furnishings, 11; men's clothing, 11; merchant tailors, 5; milliners, 13; opticians, 6; photographers, 4; pianos (and miscellaneous musical instruments), 4; radio supplies, 8; restaurants (including hotels), 27; shoes, 17; sporting goods, 3; stationers, 1; women's apparel, 14.

Miscellaneous Data: Average temperature, 49.7 degrees; average number of rainy days per twelve months, 113; most pleasant months, May, June, Sept., Oct., Nov. Doctors (medical, 21), (dentists, 16), (osteopaths, 1); number of wired houses, 7,000; street car service; gas, natural; electric current, alternating; water, hard.

ASHLAND, OHIO

(Ashland County)

1920 Population, 9,240 (1924, est. 13,400).

City and Suburban Estimates, 17,400. Most important cities and towns in this area are: Loudonville (pop. 4,000); West Salem (1,500); New London (2,500); Shreve (2,500).

Native Whites, 97%; Negroes, 1/2 of 1%; Foreign Born, 3%; Industrial Workers, 20%; English Reading, 95%; Families, 3,500.

Schools: Public Grade, 20; High, 1; Junior High, 1; Number of Pupils, 5,500.

Churches: Christian Science, 1; Congregational, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 15.

Banks: National, 1; State, 4; Capital, Surplus, and Undivided Profits (all banks), \$800,000; Total Deposits (all banks), \$6,000,000; Total Resources (all banks), \$6,500,000; Total Savings Banks Deposits, \$2,500,000.

Theatres: Legitimate, 1; Moving Pictures, 4; Total number of seats, 2,800.

Location: In north central Ohio on main line of Erie R.R., on Lorain, Ashland & Southern R.R. (branch of Pennsylvania R.R.); on Cleveland & Southwestern Electric. Daily scheduled Bus Lines in every direction out of Ashland. To nearest larger city by railroad, 3 hours; by auto, 2 1/2 hours.

Principal Industries: One of the largest pump and hay tool works in the world, large stock and poultry food laboratory; balloon factories; auto jack factories; bed springs, malleable iron works; school playground apparatus rubber druggists sundries and golf balls, rubber tires, furnaces, brass foundry, cement mixers, etc.

Manufacturing Establishments: 25. Leading firms: F. E. Myers & Bro. Co., The Faultless Rubber Co., Dr. Hess & Clark, The Eagle Rubber Co., Rybalt Heater Co., Improved Mfg. Co., Elite Mfg. Co., Mohican Rubber Co., Ashland Tire & Rubber Co., Toycraft Rubber Co., Ashland Mfg. Co., Ashland Malleable Co., Kauffmann Mfg. Co., Garber Pub. Co.

Special Information: Ashland has great number of diversified industries of large volume. A leader in the manufacture of pumps and hay tools, toy balloons and rubber balls, auto jacks and stock and poultry feeders.

Residential Features: City of homes. Nearly every one owns his own home. Every street is paved and streets are swept and kept clean.

Retail Shopping Section. Main Street, Second Street, Orange Street, parts of Claremont Avenue, parts of Center Street, parts of Church Street, part of Third Street. There are several small outlying sections with general stores or grocery and meat stores.

Trading Area: Extends throughout Ashland county, and some of the adjacent parts of adjoining counties. Ashland has main roads radiating in every direction all of which are paved and this city enjoys a regular patronage from territory as far as 25 miles out.

Wholesale Houses: Groceries, 2; meats, 2; fruits, 2; hardware, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 13; commercial automobile agencies, 5; automobile accessories, 8; automobile tire agencies, 10; bakers, 7; cigar stores and stands (including hotel stands), 38; confectioners (including hotel stands), 10; delicatessens, 8; dressmakers, 20; druggists, 5; dry goods, 8; department stores, 5; electrical supplies, 7; florists, 5; fruits, 3; furniture, 4; garages (public), 14; grocers, 38 (chain, 11); hardware, 3; jewelry, 4; meat markets, 6; men's furnishings, 10; men's clothing, 10; merchant tailors, 7; milliners, 6; opticians, 8; photographers, 3; pianos (and miscellaneous musical instruments), 5; radio supplies, 4; restaurants (including hotels), 12; shoes, 9; sporting goods, 5; stationers, 3; women's apparel, 16.

Miscellaneous Data: Average temperature, 49.7 degrees; average number of rainy days per twelve months, 113; most pleasant months, May, June, Sept., Oct., Nov. Doctors (medical, 17); (dentists, 10); (osteopaths, 2); street car service; gas, natural; number of meters, 3,374; electric current, alternating; number of wired houses, 2,500; number of automobile registrations, 3,500; water, medium.

ASHTABULA, OHIO

1920 Population, 22,082 (1925 est., 25,098).

City and Suburban Estimate, 70,000. Most important cities and towns in this area are: Conneaut (pop. 10,000); Geneva (5,000); Jefferson (1,500).

Native Whites, 78.3%; Negroes, .7%; Foreign Born, 21%; Industrial Workers, 28%; English Reading, 86%; Families, 5,314.

Schools: 17; Number of Pupils, 5,580.

Churches: 23.

Banks: 4; Total Resources (all banks), \$11,870,000.

Theatres: 3. Total number of seats, 1,600.

Location: In North East part of state. Served by New York Central R.R.; Pennsylvania Lines, N. Y. Chicago & St. L. R.R. To nearest larger city by railroad, 2 hours; by auto, 2 1/2 hours.

Residential Features: One and two family houses.

Retail Shopping Section: 12 blocks.

Trading Area: 25 miles radius.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial automobile agencies, 8; automobile accessories, 6; automobile tire agencies,

19; bakers, 11; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 41; delicatessens, 1; dressmakers, 33; druggists, 10; dry goods, 14; department stores, 4; electrical supplies, 6; florists, 3; fruits, 4; furniture, 6; garages (public), 15; grocers, 101 (chain, 7); hardware, 9; jewelry, 8; meat markets, 25; men's furnishings, 10; men's clothing, 10; merchant tailors, 10; milliners, 10; opticians, 4; photographers, 6; pianos (and miscellaneous musical instruments), 3; radio supplies, 5; restaurants (including hotels), 19; shoes, 12; sporting goods, 2; stationers, 3; women's apparel, 5.

Miscellaneous Data: Average temperature, 49.7 degrees; average number of rainy days per twelve months, 113; most pleasant months, April, May, June, Sept., Oct. Doctors (medical, 30); (dentists, 20); (osteopaths, 2); number of wired houses, 4,000; street car service; gas, artificial; electric current, alternating; water, hard.

ATHENS-NELSONVILLE-GLOUSTER, OHIO

(Athens County)

1920 Population, 15,998 (Athens, 6,418; Nelsonville, 6,440; Gloucester, 3,140).

City and Suburban Estimate, 20,000. Most important cities and towns in this area are: Logan, Pomeroy, Middleport, Chauncey.

Native Whites, 93%; Negroes, 2%; Foreign Born, 5%; Industrial Workers, 50%; English Reading, 94%; Families, 3,984.

Schools: Public Grade, 6; High, 3; Junior High, 2; Number of Pupils, 3,800.

Churches: Baptist, 3; Christian Science, 1; Episcopal, 2; Methodist, 7; Presbyterian, 3; Roman Catholic, 3; Miscellaneous, 5.

Banks: National, 3; State, 4; Total Resources (all banks) \$10,212,000; Savings Bank Deposits Total \$826,000.

Theatres: Legitimate, 3; Moving Pictures, 6; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 5,556.

Location: Athens-Nelsonville-Gloicester, a three pointed city in southeastern Ohio, closely co-ordinated with paved roads, thirty minutes by auto, trolley or train takes you from Athens to "Farthest North." Alike they are served by B. & O., H. V. and N. Y. Central. Red Star bus service to the north. To nearest larger city by railroad, 3 hours; by trolley, 4 hours; by automobile, 3 hours.

Principal Industries: Coal mining, steel filing cabinets, gas fire places, shoes and bricks.

Manufacturing Establishments: 7. Leading firms, McBee Bindery, Grayson Mfg. Co.

Special Information. Within this territory are over 12,000 coal miners, earning \$18,000,000 annually; 4,000 industrial workers, earning \$3,000,000, students, faculty and employees of the oldest educational institution west of the Alleghenies (the Ohio University at Athens) spending \$1,110,000; employees of State Hospital spending \$100,000; hundreds of thousands realized from fruit stock and dairy products, make a buying power of over \$20,000,000.

Residential Features: Mostly single houses, averaging \$5,500, of which 40 per cent are owned by occupants.

Retail Shopping Section: Athens, Extends 3 blocks on Court street, crossed by Carpenter, State, Washington and Union streets, each 2 blocks. Nelsonville: 3 blocks on Washington and Columbus streets, parallel to Public Square. Gloucester: 5 blocks on High street. Total of 23 blocks with numerous neighborhood stores.

Trading Area: Mostly within a radius of 19 miles surrounding Athens, which is the center of a network of good roads.

Wholesale Houses: Groceries, 3; meats, 2; Fruits, 2; Dry Goods, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 22; commercial auto agencies, 14; automobile accessories, 12; automobile tire agencies, 24; bakers, 8; cigar stores and stands (including hotel stands), 34; confectioners (including hotel stands), 14; druggists, 10; dry goods, 13; department stores, 3; electrical supplies, 8; florists, 6; fruits, 14; furniture, 7; furriers, 5; garages (public), 12; grocers, 36; (chain, 3); hardware 9; jewelry, 8; meat markets, 24; (chain, 8); men's furnishings, 11; men's clothing, 16; merchant tailors, 9; milliners, 9; opticians, 6; photographers, 6; pianos (and miscellaneous musical instruments), 6; radio supplies, 7; restaurants (including hotels), 21; shoes, 19; sporting goods, 7; stationers, 6; women's apparel, 14.

Miscellaneous Data: Average temperature, 47.9 degrees; average number of rainy days per twelve months, 113; most pleasant months, May, June, Sept., Oct., Nov. Doctors (medical, 24); (dentists, 12); (osteopaths, 4); number of wired houses, 9,870; street car service; gas natural; electric current, alternating; water, hard.

BELLAIRE, OHIO

(Belmont County)

1920 Population, 16,258 (1925 est. 17,000).

City and Suburban Estimate, 28,000. Most important cities and towns in this area are: Bridgeport (pop. 5,000); Barnesville (5,000); Shadyside (4,000); Benwood (5,000).

Schools: Public Grade, 7; High, 1; Parochial, 1; Number of Pupils, 4,218.

Churches: Christian Science, 1; Episcopal, 1; Hebrew, 2; Methodist, 4; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 6.

Banks: National, 2; State, 1; Building & Loan Associations, 2; Resources, \$9,000,000. Capital, Surplus, and Undivided Profits (all banks), \$2,298,800; Total Deposits (all banks) \$14,557,000; Total Resources (all banks) \$17,755,000.

Theatres: Moving Pictures, 5; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 4,498.

Location: Situated on west shore of Ohio River, on Baltimore & Ohio main line, east to west, Pennsylvania Railroad north to south and east to west, Ohio River & Western Railroad west to Zanesville, Ohio. On Ohio River with excellent shipping facilities to all points north-east, south and west. To nearest larger city (Wheeling) by automobile, one-half hour; by trolley, one-half hour; by railroad, one-half hour.

Principal Industries: Bellaire is widely known as "The Glass City," having factories that manufacture every glass product except plate glass. Several steel mills and furnaces in and near Bellaire. Coal mines, foundries, enamelware factories, casket factory, slag factory, large fireworks factory, Penn. Ry. roundhouse, dairy products, ice cream, machine shops, ice plant, pattern works, and many small factories and shops. Also Grains of Health large factory and warehouse.

Manufacturing Establishments: 25. Leading firms: Carnegie Steel Mill and Furnaces, Rodeferr Glass Co., manufacturers of glass specialties of every kind, Imperial Glass Co., Grains of Health Products Co., Belmont Casket Works, Standard Slag Co., Belmont Tumbler Works, Bellaire Stove Co.

Special Information: Most excellent banking facilities here. Largest bank in the county located here, also one of the largest Building & Loan Associations in the state. Each of these has resources of \$7,000,000. Population now, 17,000, bank resources, \$18,000,000 or average over \$1,000 per capita. Good shipping by rail and by the Ohio River. Large new steel bridge across Ohio River connects Bellaire with Benwood, W. Va., a manufacturing and steel mill town of 6,000 population, and McMechen, W. Va., which has 4,500 population. This \$1,000,000 bridge was completed in 1926. Bell View Heights very beautiful new allotment comprising 250 large lots, opened in 1926. This plot is on a hilltop overlooking Bellaire and the Ohio River and has all improvements completed including concrete streets and sidewalks, water, gas, electricity and sewers. It has just enough restrictions to insure only best class residences.

Residential Features: Mostly one and two-family houses, very few apartments.

Retail Shopping Section: Belmont Street, main business street, from 30th to 35th, Union Street, from 30th to 34th Street; Guernsey Street, from 32nd to 35th Street. Few business houses on cross streets, and several in residential sections.

Trading Area: North, 3 miles; east, some business from Benwood and McMechen, both of which are in West Virginia, across the Ohio River opposite Bellaire. West 25 miles, and south, 20 miles.

Wholesale Houses: Groceries, 1; meats, 1; fruits, 4; plate glass, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial automobile accessories, 6; automobile tire agencies, 3; bakers, 8; total cigar stores and stands (including hotels), 10 (chain, 1); confectioners (including hotel stands), 42; delicatessens, 19; dressmakers, 8; total druggists, 7 (chain, 1); dry goods, 6; department stores, 2; electrical supplies, 7; florists, 3; fruits, 5; furniture, 5; garages (public), 4; total grocers 79 (chain, 5); hardware, 4; jewelry, 7; total meat markets, 24 (chain, 1); men's furnishings, 13; men's clothing, 13; merchant tailors, 8; milliners, 6; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 7; restaurants (including hotels), 23; shoes, 17; sporting goods, 3; stationers, 3; women's apparel, 6.

Miscellaneous Data: Average temperature, 47 degrees; average number of rainy days for year, 113; most pleasant months, April, May, June, Sept., and Oct. Doctors (medical 13); (dentists, 9); (osteopaths, 3); street car service; gas, natural; number of meters, 3,519; electric current, alternating; number of wired houses, 3,269; number of automobile registrations, 5006; water, soft.

BELLEFONTAINE, OHIO

(Logan County)

1920 Population, 9,336.

City and Suburban Estimate, 30,000. Most important cities and towns in this area are: West Liberty (pop. 1,200); De Graff (1,200); Belle Center (1,000); Lake View (1,500).

Native Whites, 95%; Negroes, 4%; Foreign Born, 1%; Industrial Workers, 35%; English Reading, 98%; Families, 2,417.

Schools: Public Grade, 6; High, 1; Parochial, 1; Number of Pupils, 2,138.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 3; Roman Catholic, 1; Miscellaneous, 8.

Banks: National, 2; Capital, Surplus, and Undivided Profits (all banks) \$337,567.50; Total Deposits (all banks) \$2,007,286.11; Total Resources (all banks) \$2,804,416.44; Total Savings Banks Deposits, \$3,883,103; Total Bank Clearings (12 months) \$25,000,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 1,450.

Location: 55 miles n. w. Columbus. Terminal of N. Y. C. between Cleveland and Indianapolis, and between Cincinnati and Toledo. T. & O. C. and I. C. & E. traction line. Excellent bus service throughout the county connecting all

OHIO (Cont'd)

smaller towns, as well as nearby cities, including Columbus, Dayton, Springfield and Lima. To nearest larger city by railroad, 1 hour; by trolley, 1 hour; by auto, 1 hour.

Principal Industries: Railroad terminal and shops, bridges, steel and brass, foundry and harse manufacturers.

Manufacturing Establishments: 7. Leading firms: Bellefontaine Bridge & Steel Co., The Miller Hearse Co., Simpson Foundries, The Atlas Brass Co., Kaufman Metal Products Co. Total value of yearly output of factories estimated at \$2,500,000.

Special Information: The leading railroad center in Ohio in proportion to population and located in the center of the state's richest farming community. Indian Lake, a public park and summer resort 12 miles from the city. It covers 5,000 acres, owned by the state and attracts thousands of vacationists annually. Over \$1,638,000 was paid to railroad workers during past year and over \$800,000 to other industrial workers.

Residential Features: Nearly all residences are one and two family, owners predominating. No workmen's tenements. No exceptionally poor residential districts. A few apartments renting to the middle class. Indian Heights, finest residential district, is only four years old, but boasts nearly 100 new homes. Twenty minutes from center of city. Homes here average \$6,000 to \$10,000.

Retail Shopping Section: Four blocks surrounding public square, 3 blocks on Main St., 2 on Chillicothe Ave., 3 on Columbus Ave. and 2 on Detroit. Two outlying districts not including a number of neighborhood groceries, meat markets, etc., and shops, which will represent 12 groceries alone.

Trading Area: 12 miles north and west, 10 miles south and 15 miles east. Some irregular business is secured from a greater distance because of unusually large and progressive stores, offering more shopping advantages than some of the neighboring cities of similar population only a few minutes distance by bus and traction. During vacation months much new business comes from Indian Lake, attracting city people from as far as Cleveland and Cincinnati and surrounding states.

Wholesale Houses: Groceries, 1; meats, 1; fruits, 1; Dry Goods, 1; Miscellaneous Lines, Confectioners, 1; Cigars-Tobacco, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 13; commercial auto agencies, 8; automobile accessories, 7; automobile tire agencies, 15; bakers, 3; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 4; delicatessen, 1; dressmakers, 7; druggists, 6; dry goods, 5; department stores, 2; electrical supplies, 4; florists, 3; fruits, 2; furniture, 3; garages (public), 4; grocers, 37 (chain, 3); hardware, 3; jewelry, 5; meat markets, 7; men's furnishings, 1; men's clothing, 5; merchant tailors, 3; milliners, 3; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 4; radio supplies, 8; restaurants (including hotels), 10; shoes, 6; sporting goods, 2; stationers, 2; women's apparel, 2.

Miscellaneous Data: Average temperature, 47.9 degrees; average number of rainy days per twelve months, 113; most pleasant months, May, June, Sept., Oct., Nov. Doctors (medical, 17); (dentists, 7); (osteopaths, 4); gas, artificial; number of meters, 2,372; electric current, alternating; number of wired houses, 2,367; water, hard.

BELLEVUE, OHIO

(Huron County)

1920 Population, 5,776.

Native Whites, 89.5%; Negroes, 0.5%; Foreign Born, 10%; English Reading, 95%; Families, 1,591.

Schools: Public Grade, 4; High, 1; Junior High, 1; Parochial, 1. Number of Pupils, 1,637.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Roman Catholic, 1.

Banks: National, 1; State, 2. Total Resources, \$3,501,642.05.

Theatres: Moving Pictures, 2. Total number of seats, 1,125.

Location: Situated in northern Ohio, 15 miles from Lake Erie, on four railroads—New York Central, Pennsylvania, Wheeling & Lake Erie, Nickel Plate, also Lake Shore Electric Lines. Only 50 miles from Toledo.

Principal Industries: One of the best farming territories in this section.

Manufacturing Establishments: Leading firms: Ohio Cultivator Co., Klein Iron Structural Co., Bellevue Mfg. Co.

Residential Features: One-family homes.

Trading Area: 10 miles each direction.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto agencies, 6; automobile accessories, 10; automobile tire agencies, 10; confectioners (including hotel stands), 5; druggists, 4; dry goods, 3; department stores, 4; electrical supplies, 3; florists, 2; fruits, 5; furniture, 2; garages (public), 4; grocers, 9; hardware, 3; jewelry, 3; meat markets, 4; men's furnishings, 5; men's clothing, 4; merchant tailors, 3; milliners, 3; opticians, 2; photographers, 2; pianos (and miscellaneous musical

instruments), 2; radio supplies, 4; restaurants (including hotels), 6; shoes, 7; sporting goods, 2; stationers, 4; women's apparel, 4.

BOWLING GREEN, OHIO

(Wood County)

1920 Population, 5,788. (1925, est. 6,500.)

City and Suburban Estimate, 35,000. Most important cities and towns in this area are: Bowling Green (pop. 7,000); Portage (800); Rudolph (700); Haskins (700).

Native Whites, 95%; **Foreign Born,** 5%; **Industrial Workers,** 25%; **English Reading,** 100%; **Families,** 1,800.

Schools: Public Grade, 4; High, 1; Junior High, 1.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

Banks: State, 3; Capital, Surplus, and Undivided Profits (all banks) \$600,000; Total Deposits (all banks) \$5,500,000; Total Resources (all banks) \$6,000,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Total number of seats, 2,000.

Location: Northwestern part of state. Served by N. Y. C., B. & O. To nearest large city, by railroad, 60 minutes; by trolley, 1¼ hours; by auto, 1 hour.

Principal Industries: Pickles, tomatoes, etc.; Universal joints for automobiles, thermos jugs, garden tools, cut glass and rubber products.

Manufacturing Establishments, 7. Leading firms: H. J. Heinz Co., Royal Mfg. Co., Detroit Stoker Co., Newton Glass Co., Par. Rubber Co., Universal Machine Co.

Special Information: State Normal College, 1,500 students.

Residential Features: Mostly one-family houses with ample grounds. Moderate rents. Many beautiful homes. Ample shade from mammoth maple trees on practically every street.

Retail Shopping Section: Main St., 6 blocks; Wooster St., 4 blocks; Court St., 3 blocks. Neighborhood stores a feature.

Trading Area: 15 miles in each direction.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 18; commercial auto agencies, 8; automobile accessories, 4; automobile tire agencies, 8; bakers, 3; cigar stores and stands (including hotels), 2; confectioners (including hotel stands), 6; dressmakers, 10; druggists, 6; dry goods, 3; department stores, 2; electrical supplies, 2; florists, 3; fruits, 3; furniture, 2; garages (public), 7; grocers, 16 (chain, 4); hardware, 3; jewelry, 3; meat markets, 5 (chain, 1); men's furnishings, 3; men's clothing, 3; merchant tailors, 2; milliners, 3; opticians, 3; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 10; restaurants (including hotels), 11; shoes, 3; sporting goods, 2; women's apparel, 3.

Miscellaneous Data: Average temperature 45 degrees; average number of rainy days per 12 months, 113; most pleasant months, May, June, Sept., Oct. Doctors (medical, 10); (dentists, 5); (osteopaths, 5); street car service; gas, natural; number of meters, 1,400; electric current, alternating; number of wired houses, 750; water, hard.

BUCYRUS, OHIO

(Crawford County)

1920 Population, 10,425.

City and Suburban Estimate, 13,000.

Native Whites, 83%; **Negroes,** 1%; **Foreign Born,** 16%; **Industrial Workers,** 40%; **English Reading,** 85%.

Schools: Public Grade, 2,000; High, 600; Junior High, 1,000; Parochial, 400; Number of Pupils, 4,000.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 5.

Banks: National, 2; State, 4.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 9,000.

Location: P. R. R., T. & O. C. Traction lines, Cleveland and Southwestern and C. M. & O. Situated at junction of Ohio's two main traveled roads, the Lincoln Highway and the Scioto Trail.

Principal Industries: Clay machinery, bakery equipment, children's clothing, locomotive cranes, fire escapes, railroad shops, alloy steel.

Manufacturing Establishments, 6. Leading firms: Hadfield-Penfield Steel, Ohio Loco. Crane, Bucyrus Road Working Machinery.

Special Information: Lincoln Highway and Scioto Trail carries large marketing community in large center of farming trade.

Residential Features: All one and two-family houses, 80% owned. Mostly working class of people of highest native born whites.

Retail Shopping Section: Sandusky Ave., 7 blocks; Walnut St., 4 blocks; Poplar St., 3 blocks; Charles St., 1 block; Warren St., 2 blocks; Neuseleer St., 3 blocks; Mansfield St., 2 blocks; Mary St., 2 blocks. Two smaller retail districts.

Trading Area: About 14 miles east and west, 12 south and 20 north.

Wholesale Houses: Groceries, 1; fruits, 2; miscellaneous lines, Bucyrus Candy Co.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 18; commercial auto agencies, 4; automo-

bile accessories, 24; automobile tire agencies, 8; bakers, 6; cigar stores and stands (including hotels), 17; confectioners (including hotel stands), 13; delicatessen, 1; dressmakers, 2; druggists, 7; dry goods, 2; department stores, 2; electrical supplies, 4; florists, 3; fruits, 4; furniture, 4; furriers, 2; garages (public), 15; grocers, 38; hardware, 5; jewelry, 3; meat markets, 11; men's furnishings, 5; men's clothing, 5; merchant tailors, 6; milliners, 5; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 5; restaurants (including hotels), 15; shoes, 9; sporting goods, 4; stationers, 3; women's apparel, 6.

CAMBRIDGE, OHIO

(Guernsey County)

1920 Population, 13,104.

City and Suburban Estimate, 50,000.

Native Whites, 92.9%; **Negroes,** 2.7%; **Foreign Born,** 4.4%; **Industrial Workers,** 30%; **English Reading,** 98%; **Families,** 3,384.

Schools: Public Grade, 10; High, 1; Parochial, 1; Number of Pupils, 4,150.

Churches: Baptist, 2; Episcopal, 1; Methodist, 2; Presbyterian, 3; Roman Catholic, 1; Christian, 1; Miscellaneous, 6.

Banks: National, 3; State, 2; Building and Loan Co.'s, 3; Total Resources, \$10,412,000.

Theatres: Legitimate, 1; Moving Pictures, 3. Total number of seats, 2,900.

Location: 85 miles east of Columbus on mainline of B. & O. R.R. and Penna. R.R. To nearest large city, by railroad, 1 hour; by auto, 1 hour. At intersection of National Highway, Cleveland, Minnetta, Florida Highway.

Principal Industries: Coal, gas, oil, glass and clay products, sheet and tin plate, iron bars, steam shovels, canvas and leather gloves, overalls and furniture.

Residential Features: One- and two-story frame dwellings and cottages frame and brick.

Retail Shopping Section: Nine blocks on Wheeling Ave., 2 blocks on 7th St., 2 blocks on 8th St., also intersecting streets.

Trading Area: About 35 miles radius.

Wholesale Houses: Groceries, 2; meats, 2; fruits, 1; produce, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial auto agencies, 14; automobile accessories, 20; automobile tire agencies, 20; bakers, 7; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 10; dressmakers, 12; druggists, 7; dry goods, 6; department stores, 3; electrical supplies, 4; florists, 3; fruits, 10; furniture, 4; garages (public), 12; grocers, 80 (chain, 8); hardware, 3; jewelry, 4; meat markets, 70; men's furnishings, 7; men's clothing, 7; merchant tailors, 2; milliners, 5; opticians, 4; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 6; restaurants (including hotels), 7; shoes, 6; sporting goods, 3; stationers, 2; women's apparel, 5; beauty shops, 9.

Miscellaneous Data: Average temperature, 51.8 degrees; average number of rainy days per 12 months, 90; most pleasant months, April, May, June, Oct., Nov. Doctors (medical, 30); (dentists, 16); (osteopaths, 2); number of wired houses, 3,200; street car service; gas, natural; electric current, alternating; water, hard.

CANTON, OHIO

(Stark County)

1920 Population, 87,091 (1926 est. 110,000).

City and Suburban Estimate, 260,000.

Native Whites, 81.6%; **Negroes,** 1.5%; **Foreign Born,** 16.9%; **Industrial Workers,** 35%; **English Reading,** 75%; **Families,** 31,000.

Schools: Public Grade, 30; High, 2; Junior High, 2; Parochial, 5; Number of Pupils (all schools), 23,000.

Churches: Baptist, 3; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 4; Methodist, 8; Presbyterian, 3; Roman Catholic, 8; Miscellaneous, 40.

Banks: National, 1; State, 8; Total Resources, \$63,714,761; Savings Bank Deposits, \$54,101,569.

Theatres: Legitimate, 1; Moving Pictures, 10; Vaudeville, 2; Miscellaneous, (Auditoriums, etc.), 1; two very large theatres now being built, one by Keith, the other local parties, combined seatage about 2,000; total present seatage, 15,000.

Location: About midway between Cleveland and Columbus, almost midway between Lake Erie and Ohio River; on main line Penna. Railway lines, between New York and Chicago, 100 miles west of Pittsburgh; Baltimore & Ohio, Wheeling & Lake Erie, Northern Ohio Power Co., and Stark Electric Railway Company. Nearest larger city, Akron, by railroad 55 minutes, trolley one hour and fifteen minutes, by auto 45 minutes.

Principal Industries: Iron and steel making and fabrication, finished and unfinished; brick and tile, chemicals, paints, suction and vacuum sweepers, watch cases and movements, dental supplies, furniture, cutlery, enameled ware, steel office furniture, rubber goods and auto tires, toys, structural steel and joists, fire works; agricultural, and light and heavy machinery; railway cars; roller bearings and axles, dairy equipment, hardware supplies, safes, stokers, tin plate and sheets.

Manufacturing Establishments: 339. Leading firms: Central Alloy Steel Corporation, Timken Roller Bearing Co., Diebold Safe & Lock Co., Republic Stamping & Enameling Co., Metropolitan Paving Brick Co., The Hoover Co., The United Electric Co., Superior Sheet Steel Co., Duober Watch Case Mfg. Co., American Bridge Co., Falcon Tin Plate Co., United Furnace Co., Arctic Ice Machine Co., Canton Drop Forging and Mfg. Co., Canton Forge & Axle Co., Gibbs Mfg. Co., Grasselli Chemical Co. (of Cleveland).

Special Information: The federal census of 1910 showed a population of 50,217; 1920 of 87,091, and since then the population has increased to 110,000, an increase of 26% since 1920. Aside from being in a coal mining belt, three basic materials are found in the surrounding territory—clay, shale and limestone. Coal mines adjacent to the city are an important factor in supplying domestic and industrial needs.

Residential Features: Canton is a city of beautiful homes. The residence streets are lined with shade trees, and finely paved. Sixty five per cent of houses are said to be owned by the occupants. Housing conditions are ample and clean and sanitary. The building permits for 1924 and 1925 were more than eight and one half millions.

The manufacturing districts are well provided with comfortable homes, some owned by the occupants and others rented at a very reasonable rate.

Retail Shopping Section: The retail shopping section on North Market is to Sixth; on South Market to Sixth; on East Tuscarawas to Cherry, and on West Tuscarawas to McKinley. North Cleveland Avenue is the newer developing tributary of the shopping section, to Sixth, and South Cleveland to Fourth. McKinley Avenue, north, to Sixth is also opening with new business places. The shopping section is about twelve blocks north and south and eight blocks east and west. Smaller sections are opening in the west, southwest, south, northeast and north far out.

Trading Area: The natural trade area of Canton is said to contain about 350,000 persons, running thirty miles east and southeast, twenty miles south twenty miles west, fifteen miles north; and then there are cities and some villages beyond these distances which find Canton a splendid shopping source, because of fine bus and electric railway facilities and good steam railway schedules. As a jobbing center, the territory runs east about 90 miles, south to the Ohio River, west to the Indiana line and north to Lake Erie, containing millions of people.

Wholesale Houses: Groceries, 3; meats, 6; fruits, 4; hardware, 2; dry goods, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 45; commercial auto agencies, 16; automobile accessories, 33; automobile tire agencies, 44; bakers, 39; dressmakers, 26; druggists, 41 (chain, 18); dry goods, 24; department stores, 8; electrical supplies, 22; florists, 23; fruits, 15; furniture, 134; furriers, 6; garages (public), 45; grocers, 415 (chain, 80); hardware, 19; jewelry, 26; meat markets, 95 (chain, 16); men's furnishings, 29; men's clothing, 60; merchant tailors, 55; milliners, 24; opticians, 14; photographers, 11; pianos (and miscellaneous musical instruments), 12; radio receivers and supplies, 25; restaurants, (including hotels), 93; shoes, 38; sporting goods, 13; stationers, 6; women's apparel, 38; cigars and tobacco, 37; dairies, 4; tin shops, 43; art stores, 6; barber shops, 135; books and stationery, 5; laundries, 28; plumbing, 42; printing, 21; ten cent and dollar stores (large), 6; beauty parlors, 50; agricultural implements, 4.

Miscellaneous Data: Average temperature, 49.3 degrees; average number of rainy days per twelve months, 140; most pleasant months, May, June, Sept., Oct. Doctors (medical, 129); (dentists, 62); (osteopaths, 8); street car and bus service; gas, natural; electric current, alternating; number of wired houses, 2,300; water, hard.

CELINA, OHIO

(Mercer County)

1920 Population, 4,226.

City and Suburban Estimate, 12,000. Most important cities and towns in this area are: Coldwater (pop. 2,000); Ft. Recovery (1,200); Rockford (1,100); Mendon (800).

Native Whites, 90%; **Negroes,** 1%; **Foreign Born,** 9%; **English Reading,** 95%.

Schools: Public Grade, 2; High, 1; Junior High, 1; Parochial, 1.

Churches: Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 1; State, 2; Capital, Surplus, and Undivided Profits (all banks), \$789,871; Total Deposits (all banks), \$3,771,829; Total Resources (all banks), \$4,568,700; Total Bank Clearings (12 months), \$15,000,000.

Theatres: Moving Pictures, 2.

Location: Big Four, Nickel Plate, R.R., Western Ohio Traction on two main market hard surface roads; from east to west and north to south, traveled by tourists from all directions.

Principal Industries: Table factory one of the largest in U. S., 6 chair factories, furniture factory, harponala factory, cement blocks, tank factory.

Special Information: Located on the banks of the Grand Reservoir, one of the largest artificial bodies of water in the world. Great place for summer tourists, fishermen, and hunters. Has three amusement parks, two lumber yards, one brick plant, one cement factory.

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OHIO (Cont'd)

Celina (cont'd)

Residential Features: A number of fine residence properties. Private houses predominate. Finest court house in Ohio.

Retail Shopping Section: Main, Fayette and Market Streets, especially around Court House Square. Great farming community center.

Trading Area: Extends 15 miles north, south, east and west. Farmers make Celina their Saturday gathering point.

Wholesale Houses: Miscellaneous Lines. Tobacco, 3; Fruits, 1; Groceries, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; automobile accessories, 4; automobile tire agencies, 10; bakers, 3; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 3; delicatessen, 2; dressmakers, 1; druggists, 3; dry goods, 4; electrical supplies, 2; florists, 1; fruits, 1; furniture, 3; garages (public), 3; grocers, 14; (chain, 2); hardware, 3; jewelry, 2; meat markets, 6; men's furnishings, 1; men's clothing, 4; merchant tailors, 1; milliners, 5; opticians, 3; photographers, 2; radio supplies, 23; restaurants (including hotels), 5; shoes, 3; sporting goods, 2; women's apparel, 4.

Miscellaneous Data: Doctors (medical, 8); (dentists, 4); (osteopaths, 2); street car service; gas, natural; electric current, alternating; water, hard and soft.

CHILLICOTHE, OHIO

(Ross County)

1920 Population, 15,831 (1924, est. 17,096). City and Suburban Estimate, 42,000.

Native Whites, 91.5%; Negroes, 6.1%; Foreign Born, 2.4%; Industrial Workers, 10%; English Reading, 99%; Families, 5,000 (14,000 in county).

Schools: Public Grade, 5; High, 1; Parochial, 2; Number of Pupils, 4,526 (6,000 in county outside city).

Churches: Baptist, 2; Christian Science, 1; Episcopal, 2; Methodist, 2; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 6.

Banks: National, 4; State, 2; Total Deposits (all banks), \$7,435,000; Total Resources (all banks), \$10,640,000; Total Savings Banks Deposits, \$5,000,000.

Theatres: Legitimate, 1; Moving Pictures, 4; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 3,100.

Location: In south central part of state, served by B. & O., N. & W. To nearest large city, by railroad, 1½ hours; by trolley, 2 hours; by auto, 1½ hours.

Principal Industries: Paper mills, sanitary ware, furniture, shoes, building tile, canning factory, flour mills, rubber tires, B. & O. terminal and shops.

Manufacturing Establishments: 35. Leading firms: Mead Pulp & Paper Co., Chillicothe Paper Co., Sears & Nichols Canning Co., Poston Furn. Co., Horton Pottery, Buckeye Tile Co., Union Shoe Co. Total value of yearly output of factories estimated at \$11,000,000.

Special Information: Camp Sherman Military Reservation located here. Veteran's Bureau Hospital No. 97 located here. First capital of Ohio. Important distributing point for south central Ohio. Mean temperature 52.6, rainfall 34.41, snowfall 20.5.

Residential Features: Mostly one- and two-story houses in practically entire city outside of business district, estimated 75% owned. No tenement district.

Retail Shopping Section: Paint St., 3 blocks; Main St., 3 blocks; Second St., 2 blocks; Water St., 2 blocks. Several small neighborhood centers.

Trading Area: At least 30 miles in each direction, with scattered business from greater distance due to bus and electric lines. Trading population, 55,000.

Wholesale Houses: Groceries, 2; fruits, 1; hardware, 1; miscellaneous lines, 4.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial auto agencies, 3; automobile accessories, 25; automobile tire agencies, 12; bakers, 7; cigar stores and stands (including hotels), 6; confectioners (including hotel stands), 7; delicatessen, 3; dressmakers, 6; druggists, 10 (chain, 1); dry goods, 6; department stores, 3; electrical supplies, 3; florists, 2; fruits, 8; furniture, 5; grocers, 57 (chain, 9); hardware, 5; jewelry, 4; meat markets, 8; men's furnishings, 2; men's clothing, 5; merchant tailors, 3; milliners, 4; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 4; radio supplies, 5; restaurants (including hotels), 12; shoes, 6; sporting goods, 3; stationers, 1; women's apparel, 4.

Miscellaneous Data: Average temperature, 60 degrees; average number of rainy days per 12 months, 76; most pleasant months, May, June, Sept., Oct., Nov. Doctors (medical, 24); (dentists, 13); (osteopaths, 2); street car service; gas, natural; number of meters, 4,500; electric current, alternating; number of wired houses, 3,500; water, soft.

CINCINNATI, OHIO

(Hamilton County)

1920 Population, 401,247 (1926 est. 411,000).

City and Suburban Estimate, 700,000. Most important cities and towns in this area are:

	1925
In Ohio	Population
Cheviot	5,229
Hamilton	41,939
Middletown	28,971
Norwood	29,487
St. Bernard	6,987

In Kentucky

Bellevue	7,737
Covington	59,104
Dayton	7,989
Newport	29,317

Native Whites, 81%; Negroes, 7.4%; Foreign Born, 42,827; Industrial Workers, 106,000; Families, 106,239.

Nativity of Foreign Born

	1920
Austria	1,526
Canada	829
Czecho-Slovakia	300
England	1,634
Finland	13
France	1,281
Germany	17,833
Greece	312
Hungary	2,873
Ireland	3,887
Italy	2,717
Jugo-Slavia	763
Netherlands	314
Poland	1,220
Rumania	687
Russia	4,198
Scotland	414
Sweden	115

Churches: Baptist, 14; Christian Science, 2; Congregational, 5; Episcopal, 20; Hebrew, 16; Methodist, 39; Presbyterian, 37; Roman Catholic, 70; Miscellaneous, 40.

Schools: Public Grade, 103; High, 5; Junior High, 1.

Banks: National, 7; State, 23; Savings Banks, 3; Capital, Surplus, and Undivided Profits (all banks), \$49,392,000; Total Deposits (all banks), \$297,030,000; Total Resources (all banks), \$358,014,257; Total Bank Clearings (12 months), \$3,709,955,616.

Theatres: Legitimate, 3; Vaudeville, 2; Burlesque, 2; Miscellaneous (Auditoriums, etc.), 21.

Location: Cincinnati is situated in the southwest corner of Ohio on the Ohio River. There is also the water route on the Ohio River Packet service to Louisville and Charleston daily. To nearest large city by railroad, 1½ hours; by trolley, 2½ hours; by auto, 2½ hours.

The city is well equipped with transportation facilities to enable ready and easy access to all parts of the United States. Twenty railroad lines, operated by nine trunk line systems, radiate in every direction from the city. Baltimore and Ohio System serving: Washington, Baltimore, Philadelphia, New York, Columbus, Wheeling, Pittsburgh, Dayton, Toledo, Detroit, St. Louis, Louisville and Kentucky. Chesapeake and Ohio serving: Charleston, Richmond, Norfolk, Washington, and Chicago. Cincinnati, Indianapolis and Western serving: Indianapolis and Chicago. Erie serving: Marion, Akron, Buffalo and New York. Louisville and Nashville serving: Louisville, Nashville, Memphis, Birmingham, New Orleans, Lexington, Knoxville, Atlanta and Jacksonville. New York Central Lines (CCC & St. L.) serving: Columbus, Cleveland, Buffalo, Albany, Boston, New York, Indianapolis, Chicago, St. Louis, Detroit and Northern Michigan. Norfolk & Western serving: Bluefield, Roanoke and Norfolk. Pennsylvania System (PCC & St. L.) serving: Columbus, Pittsburgh, Philadelphia, New York, Chicago, C. O. & N. to Dayton. Southern Railway System serving: Lexington, Chattanooga, Birmingham, New Orleans, Atlanta, Macon and Jacksonville.

Cincinnati is an important railroad terminal due to its being the gateway to the South. The bulk of commerce between the North Central States and the South passes through the city. An average of 113 passenger trains arrive in Cincinnati daily while a like number depart during a 24-hour period.

An average of 530 packing cars are sent from Cincinnati daily loaded through to destination or to distant transfer points, insuring the delivery of less than carload shipments in practically the same time as straight carloads.

Improved paved highways radiate from Cincinnati in all directions and connect it with the most important communities in every section of the country.

Two National highways are—The Atlantic and Pacific, which links the two seaboard; and the Dixie Highway, extending from the Great Lakes Region to the Gulf of Mexico; intersect at Cincinnati. In addition nine State highways extend to points in Ohio and beyond; three into Kentucky and five into Indiana.

Twenty motor bus lines operating 75 busses utilize the major highways, carrying passengers to and from rural communities as well as the larger cities within a radius of 100 miles.

Principal Industries: Soap, clothing, machinery, machine tools, electric machines, woodworking, printing and publishing, play cards, office furniture and radio.

Manufactures are very numerous, varied and extensive, comprising about 8,100 establishments, employing 175,000 persons, and producing goods to the value of \$600,000,000. Cincinnati is particularly interested in the pork trade of which it is one of the leading centers in the country. It has very extensive tobacco manufactures and is also the headquarters of numerous brokers and other dealers in these staples.

There are 90 major types of industry in Cincinnati besides a very large number of industrial plants, concerning which detailed statistics have not been published.

The leading industries (soap, metal products, meat packing, clothing manufacturing, printing and publishing) have a combined annual

output in excess of \$250,000,000. The wages paid by Cincinnati industries aggregate \$100,000,000 annually.

The population of the Industrial District which includes one County in Ohio and two in Kentucky, is estimated at 750,000. The last Federal Census shows that out of 338,941 inhabitants over 10 years of age in Cincinnati, 185,308 were engaged in gainful occupations. Of this number, 134,925 were males and 50,383 females.

Of the total number gainfully employed, 61,596 males and 23,601 females were of native white parentage while 43,260 males and 16,483 females are of foreign and mixed parentage. The Census Report shows that 11,605 male and 5,926 female negroes were employed in Cincinnati in 1920.

Manufacturing Establishment: Leading firms: Procter & Gamble, U. S. Playing Card Co., American Tool Works, J. A. Fay & Egam Co., Globe Wernicke Co., Sayers & Scoville Co., Cincinnati Milling Machine Co., Crosley Radio Corp.

Special Information: City owns the Cincinnati Southern Railroad, only city owning a railroad. Has University of Cincinnati, one of the largest municipally owned universities in the U. S. Has waterworks from which water is delivered almost 100% pure; \$10,000,000 General Hospital, New Ohio Medical College, one of the best equipped in the state. A commodious and up-to-date hospital for children is now under construction.

The city of Cincinnati occupies an area of 72.2 square miles. The Industrial District includes the cities of Cincinnati, Norwood, St. Bernard, Lockland, Elmwood Place and Addyston, Ohio and the municipalities of Covington, Newport, Dayton, Ludlow and Latonia, Kentucky. The Industrial District embraces an area of 950 square miles.

Residential Features: Private houses predominate; many two-apartment houses, and large apartment buildings. But few workmen's tenements; sections of workmen's small houses of 3 and 4 rooms. Several suburbs, each having its own fine residential district, two having some of the finest houses in southern Ohio, and on two other blocks are residences costing as high as \$1,500,000. The cities' natural trend in housing developments is towards the detached type of building consisting of from three to five rooms. At the present rate of building, approximately 2,500 families are being provided with homes each year.

Most of the workmen of the lower income group reside in the older sections of the city. During recent years however with the advent of the automobile, motor buses and better and more rapid types of urban transportation, there is tendency toward removal of industries from the older congested sections to the outlying suburbs. This tendency has been accompanied by an evacuation of labor from the older section into the suburbs. Skilled labor is scattered all over the city, being centralized in the vicinity of the various industrial colonies.

There is a distinct tendency toward home ownership in Cincinnati. Approximately 35% of the homes are self-owned. A large number of Building and Loan Associations, together with a number of Mortgage Companies, afford the working man an opportunity to secure at nominal interest rates. The Building and Loan Associations in Hamilton County have combined assets of \$95,000,000.

Retail Shopping Section: Large central shopping district extending 9 blocks east and west and 7 blocks north and south. Retail sections in each of the many suburbs having first class shops and delicatessen. There are retail districts in the other river cities. The majority of the people living in those cities work in Cincinnati.

Trading Area: Cincinnati trading area extends east and southeast, including all of southeastern Ohio. On the south it takes in a large part of northern Kentucky, on the west it takes in the southeastern part of Indiana; it extends nearly to Dayton on the north—in all, covering a radius of about 100 miles and reaching over 750,000 people.

Wholesale Houses: Groceries, 39; hardware, 8; dry goods, 10.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 56; commercial auto agencies, 14; automobile accessories, 125; bakers, 275; cigar stores and stands (including hotels), 350 (chain, 2); confectioners (including hotel stands), 805; delicatessen, 120; druggists, 341 (chain, 31); dry goods, 345; department stores, 13; electrical supplies, 35; florists, 159; fruits, 210; furniture, 70; furriers, 12; grocers, 2,300 (chain, 718); hardware, 110; jewelry, 110; meat markets, 700 (chain, 1 system); men's furnishings, 125; merchant tailors, 254; milliners, 130; opticians, 37; photographers, 69; radio supplies, 250; restaurants (including hotels), 1,000 (chain, 2); shoes, 200; sporting goods, 32; stationers, 37.

Miscellaneous Data: Average temperature, 54.9 degrees; average number of rainy days per 12 months, 135; most pleasant months, May, June, Sept., Oct. Doctors (medical, 1,300); (dentists, 400); (osteopaths, 20); street car service; gas, natural; electric current, alternating; number of wired houses, 53,000; number of automobile registrations, 90,000; water, soft.

CONNEAUT, OHIO

(Ashtabula County)

1920 Population, 9,343 (1924 Census Bureau est., 11,296).

City and Suburban Estimate, 18,000.

Native Whites, 87½%; Negroes, ¼%; Foreign Born, 12%; Industrial Workers, 30%; English Reading, 98%; Families, 2,100.

Schools: Public Grade, 6; High, 1; Junior High, 1; Parochial, 1.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 2; Roman Catholic, 1; Miscellaneous, 8.

Banks: State, 2; Savings Bank, 1. Capital, Surplus and Undivided Profits (all banks), \$450,000; Total Deposits (all banks), \$2,100,000; Total Resources (all banks), \$5,000,000.

Theatres: Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 5. Total number of seats, 4,100.

Location: Northeastern corner of Ohio on southshore of Lake Erie on main transcontinental highway. Northern terminus of B. & L. E. R.R., connecting Conneaut and Pittsburgh. Division point of Nickel Plate main line, and on the main line of N. Y. C. Two-car ferries ply from Conneaut to Canadian ports. Hourly bus service east and west on highway. To nearest large city, by railroad, 45 minutes; by bus, 1½ hours; by auto, 1 hour.

Principal Industries: Iron ore and coal port, railroad yards and shops, shovels, tin cans, machine tools and building tile, tannery, molding sand, cannery.

Manufacturing Establishments: 35. Leading firms: Conneaut Shovel Co., Conneaut Can Co., Conneaut Leather Co., Burke Machine Tool Co., Graham Clay Products Co., Cummins Canning Co., Peerless Sand Co. Total value of yearly output of factories estimated at \$25,000,000.

Special Information: Conneaut is one of the two greatest iron ore ports in the world. Carnegie once said it was the point where ore, coal, etc., could be most cheaply brought together for manufacture of iron and steel. U. S. Steel Corporation now holds over 5,000 acres of land along the lake adjacent to city on the east. Conneaut's lake front is the summer fresh-water playground for Pittsburgh, Youngstown and other inland cities.

Residential Features: Practically all single-family residences 66% owned; very few two-family houses and only 4 apartment and terrace buildings; no tenements.

Retail Shopping Section: Main St. for 4 blocks; Broad St., 2 blocks; Washington and Harbor Sts., one block each, intersect Main St. Harbor business section 1½ miles north of main business section, has two blocks on Park Ave. and two blocks on Dey St. Six outlying neighborhood business sections.

Trading Area: West, 8 miles; south, 15 miles; east, 12 miles. City extends to the Lake on the north.

Wholesale Houses: Groceries, 2; fruits, 2; paper and twine, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto agencies, 4; automobile accessories, 12; automobile tire agencies, 7; bakers, 9; cigar stores and stands (including hotels), 19; confectioners, 13; delicatessen, 2; dressmakers, 4; druggists, 9; dry goods, 6; department stores, 4; electrical supplies, 3; florists, 3; fruits, 3; furniture, 4; garages (public), 12; grocers, 50 (chain, 6); hardware, 5; jewelry, 4; meat markets, 15; men's furnishings, 8; men's clothing, 8; merchant tailors, 3; milliners, 4; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 24; shoes, 14; sporting goods, 4; stationers, 4; women's apparel, 1.

Miscellaneous Data: Average temperature, 49.7 degrees; average number of rainy days per 12 months, 113; most pleasant months, June, July, August, Sept., Oct. Doctors (medical, 15); (dentists, 8); (osteopaths, 2); gas, artificial; number of meters, 8,100; electric current, direct; number of wired houses, 2,700; water, hard.

CLEVELAND, OHIO

(Cuyahoga County)

Cleveland is the largest city in Ohio and fifth city in population in the United States. One of the chief manufacturing districts of the country. It is the greatest iron ore market in the world. Cleveland has become a great distributing center for manufacturers, a greatest wholesale and jobbing market, and as a natural consequence a great banking center.

1910 Census 560,663
1910 Census, Metropolitan District ... 613,270
1920 Census 796,841
1920 Census, Metropolitan District ... 1,100,000
(1926, est. 960,000 for City.)

1926 directory census for city and immediate suburbs, 1,070,000.

1925 Chamber of Commerce estimate for Metropolitan District, 1,118,892 population; 257,852 families; 181,640 English reading families.
Native whites 65.6%
Negroes 4.3%
Foreign born 30.1%
English Reading 82%
Factory Workers 200,000
Families 182,692

Most Important Cities and Towns in Suburban Area:

Barberton	23,651
Cleveland Heights	21,539
Cuyahoga Falls	13,382
East Cleveland	36,618
Ellyria	23,383
Kenmore	18,410
Lakewood	55,403
Lorain	41,826
Painesville	8,184
Ravenna	8,202

Continued on page 202

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L A R G E S T D A I L Y C I R C U L A T I O N I N O H I O

OHIO (Cont'd)

Cleveland (cont'd)

Comparison of Cleveland's Population

	1910	1920
Total population	560,663	796,841
Male	289,262	413,398
Female	271,401	383,443
Native white, native parents	132,314	212,247
Native white, foreign parents	223,908	246,529
Foreign born, white	195,703	239,538
Negroes	8,448	34,451

Nativity of Foreign Born Population

Austria	15,228
Canada	8,500
Czechoslovakia	23,907
Denmark	620
England	11,092
Finland	1,122
France	1,198
Germany	26,476
Greece	1,605
Hungary	29,724
Ireland	9,478
Italy	18,288
Jugo-Slavia	15,898
Lithuania	2,776
Netherlands	1,039
Norway	596
Poland	35,024
Rumania	4,377
Russia	21,502
Scotland	3,418
Sweden	2,286
Switzerland	1,216
Syria	787
Wales	1,161
All others	2,220

Schools

	Number of Pupils
Public Grade 110	97,487
Senior High 11	16,605
Junior High 17	20,427
Normal School 1	329
Parochial Elementary 73	40,100

Universities, Western Reserve, Case School of Applied Science, Colleges: Cleveland College, John Carroll University, Ursuline College, Notre Dame College, St. Ignatius College.

During the school year nearly 12,500 grown-ups (young men and young women for most part) were enrolled in elementary night schools and night high schools, 5,220 of these were in the high school.

There were 10,000 students enrolled in night classes other than public in Cleveland during 1923. Of this number 74 per cent were in classes conducted by organizations not popularly known as schools and 26 per cent were students in evening classes of regular schools.

There are three girls' private schools in Cleveland, the best known are the Hathaway Brown School and the Laurel School.

There are two boys' private schools, the best known is the University School.

Over 2,200 students received commercial instruction in the ten largest Cleveland commercial schools.

CHURCHES

Baptist, 49; Christian Reformed, 1; Christian Science, 6; Church of God, 2; Congregational, 39; Disciple, 17; Episcopal, 28; Evangelical, 24; Lutheran, 53; Greek Catholic, 11; Greek Orthodox, 6; Hebrew, 40; Methodist Episcopal, 47; Presbyterian, 31; Reformed, 14; Catholic, 75; Independent Spiritualist, 12; Seventh Day Adventist, 4; Swedenborgian, 2; United Brethren, 5; United Evangelical, 1; United Presbyterian, 8; Universalists, 1; Friends, 4; Free Methodists, 3; Miscellaneous, 50.

BANKS

State Banks and Trust Companies, 16; National Banks, 3; Savings and Loan Associations, 35; Resources, \$76,687,600.

Cleveland is the seat of the Fourth District Federal Reserve Bank.

Capital, Surplus, and Undivided Profits (all banks), \$100,282,302; Total Deposits (all banks), \$933,741,341; Total Resources (all banks), \$1,046,299,735; Total Bank Clearings (12 months, 1925), \$5,996,668,600.

THEATRES

Motion Picture, 153; Motion Picture and Vaudeville, 7; Vaudeville, 1; Burlesque, 3; Production, 6; one auditorium municipally owned, seats 13,400.

The average seating capacity of all motion picture theatres is 609, vaudeville houses, 3,450; burlesque, 1,184; production, 1,653. The total seating capacity is, of all theatres, 122,330. The vaudeville house is a Keith circuit seating 3,450.

LOCATION

Cleveland is situated on the south shore of Lake Erie at the mouth of the Cuyahoga River. It is one of the largest inland ports. Ten miles of docks along the Cuyahoga River handle the immense tonnage of iron from the Great Lakes regions, 60 per cent of which comes through this port. There is 14 miles of lake front protected by a breakwater 6 miles in length. There are eight grain elevators and six ore docks.

The railroads, seven in number, are parts of or allied with the country's most important systems. They are Baltimore & Ohio, Nickel Plate, Wheeling & Lake Erie, New York Central, Pennsylvania, Erie, Big Four.

Each has its own terminal excepting the New York Central, Pennsylvania and Big Four, which together share the Union Depot. New Union Depot—now under construction to be completed in 1928, costing \$60,000,000.

All the above named railroads are connected by means of the Cleveland Short Line R. R., a belt line making a circuit of 19 miles around the city, intersecting each railroad at or near a freight yard, making it just that much easier for the switching and transferring of freight from one line to the other. The New York Central system operates this and two other

short lines in the Metropolitan district. There is another belt-line, the Newburgh and South Shore R. R.

Five interurban lines operate in all directions to points as distant as Toledo.

There are three bus lines to Akron, two to Youngstown, others to Ashtabula, Conneaut, Warren, and Toledo, Lorain and Sandusky, Elyria, Wooster, Pittsburgh, Berea and Lorain.

Eleven improved highways furnish easy access by motor to the surrounding sections.

Overnight vessel freight service to Detroit and Buffalo is given daily except during winter months by boats of the Detroit and Cleveland Navigation Co., and Cleveland & Buffalo Transit Co. The Great Lakes Transit Corp. also provides daily sailings to Chicago, Duluth and all intervening points on the Great Lakes. Two Canadian lines give frequent service.

PRINCIPAL INDUSTRIES

	1919
Number of establishments	2,946
Average number of wage earners	157,730
Cost of materials	\$613,449,444
Value of products	1,091,577,490
Value added by manufacture	478,128,046
Wages	211,206,000

The industries of Cleveland, in order of their importance, are iron and steel, foundry and machine shop, automobiles, women's clothing, slaughtering and meat packing, printing and publishing, bread and bakery products, confectionery, cars and car shops, stoves and furnaces. Other products are boxes, brass and bronze, bricks and tile, chemicals, wooden goods, steel barrels, cutlery and tools, copper, tin, sheet iron, electrical mailing apparatus and supplies, furniture, refrigerators, gas and electric fixtures, lamps and reflectors, knit goods, hosiery, leather and leather goods, lumber, millinery, lace goods, patent medicines, tobacco and auto parts.

U. S. Census of Industries for 1923

Number of Establishments	2,133
Wages	\$205,387,834
Number of Wage Earners	141,648
Value of Products	\$1,096,503,361

Value of Products for Leading Industries

Industry	Value of Products, 1923
Bread & other bakery products	\$ 19,606,813
Car and general construction and repairs	15,794,099
Chemicals	11,425,733
Men's clothing	23,736,038
Women's clothing	27,442,282
Electrical machinery, apparatus and supplies	50,994,926
Foundry and machine shop products	73,362,223
Iron and steel, blast furnaces	42,836,098
Iron and steel—all other kinds	141,944,764
Knit goods	15,521,048
Motor vehicle bodies and parts	78,739,627
Motor vehicles, not including motorcycles	135,290,011
Paints, oils and varnishes	27,125,166
Printing and publishing	37,327,090
Slaughtering and meat packing	40,882,950

Preliminary figures—1925 U. S. Government census of Industries

Cleveland Only

No. of industries	2,329
No. of wage earners	136,577
Value of products	\$1,124,278,727
Wages	207,820,914

Cuyahoga County outside of Cleveland

No. of industries	2,403
No. of wage earners	143,742
Value of products	\$1,180,495,321
Wages	219,591,110

Manufacturing Establishments

Some of the larger firms, with the number of employees, are: American Steel & Wire Co., 7,500; White Motor Co., 6,000; Bourne Fuller, 4,500; Fisher Body Co., 4,000 (this is the largest single body plant in the world); Sherwin-Williams, National Acme, National Malleable Castings Co., Warner & Swasey, Nela Park, the experimental laboratory of the General Electric Co., Cleveland Hardware Co., Chandler Motor Co., Cleveland Twist Drill Co., Cleveland Metal Products Co., Brown Hoisting Machinery Co., Printz-Biederman (women's cloaks and suits), Joseph & Feiss (men's clothing), Peerless Motor Co., Van Dorn Iron Works, Jordan Motor Co., Glidden Varnish, F. B. Stearns Co., The Cleveland Automobile Co., Baker R. & L. Co., The Rubay Co.

SPECIAL INFORMATION

Cleveland's geographical location makes this city the meeting point of the coal from Ohio, Pennsylvania and West Virginia. The iron ore of the Great Lakes and the limestone quarries of Ohio tend to make this one of the greatest iron and steel markets in the world.

Cleveland outranks all American cities in the manufacture of nuts, bolts, wire, wire nails, malleable iron castings, steel forgings, vapor stoves, plumber supplies and electric carbon. It is the second city in America in variety of manufactures. It is second to New York in ready-to-wear clothing. There are 35 manufacturers in Garment Association. The value of clothing manufactured yearly is \$50,000,000. Between five and six thousand are engaged in this industry.

In the county in which Cleveland is located there are 185,000 passenger automobiles registered in 1926; 1925 registration was 165,000. There are 28,000 trucks in 1926 registered, and 26,000 in 1925.

In 1925 permits were issued for the construction of 4,774 buildings and 12,459 additions to buildings already standing. The total estimated cost of these operations was \$69,254,400.

There are 416.65 miles of street railway tracks in Cleveland, and the street railways carried 387,671,132 passengers in 1925.

The amount of freight received by rail and boat in 1925 was 25,749,242 net tons and freight shipped from the city during the same period amounted to 13,776,762 net tons.

The total assessed valuation on both real and personal property in 1925 was \$2,168,243,440.

RESIDENTIAL FEATURES

The fashionable residential sections of Cleveland are on par with those of any city in the country. The older and best known sections in particular Euclid avenue is giving away to trade and the newer sections in East Cleveland, Shaker Heights, Lakewood, Bratenahl are well established. The workmen's homes one-third owned by the occupants are located near the industrial sections.

The workmen's homes are located for the most part in districts known as Brooklyn, South Side, West Side, Newburgh and Collinwood. There are several sections of the city now being developed for the building of four-room bungalows and seven-room houses; this is for the encouraging of home ownership among wage earners.

RETAIL SECTION

The principal shopping district extends from the Public Square which forms the heart of the business section and is at the junction of Superior St., Euclid Ave. and Ontario St. From the Public Square for about 20 blocks on Euclid Ave. is the main business thoroughfare. Prospect and Superior Aves which parallel Euclid on either side are fast developing into retail shopping districts second only to Euclid Ave. On these and intersecting streets will be found merchandise from all parts of the globe.

The following are the principal outlying shopping centers and cannot be confined to the immediate area. The retail section will in some cases extend from two to six or eight blocks on the principal street mentioned.

Euclid Ave. and 55th St.,
Euclid Ave. and 105th St.,
Euclid Ave. and E. 140th St.,
St. Clair Ave. and 55th St.,
St. Clair Ave. and E. 105th St.,
St. Clair Ave. and E. 152nd St.,
Superior Ave. and E. 124th St.,
Superior Ave. and E. 120th St.,
Superior Ave. and E. 105th St.,
Payne Ave. and E. 55th St.,
Hough Ave. and E. 79th St.,
Central Ave. and E. 55th St.,
Broadway and E. 55th St.,
Woodland and E. 55th St.,
Broadway and Harvard Ave.,
Detroit Ave. and W. 65th St.,
Detroit Ave. and W. 79th St.,
Detroit Ave. and West 117th St.,
West 25th St. and Lorain Ave.,
West 25th St. and Denison Ave.,
Country road and Euclid Blvd.,
Lorain Ave. and W. 96th St.,
Madison Ave. at Hilliard Road.

Continued on page 204

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 Knit Goods
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 Musical Instruments
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OHIO (Cont'd)

Cleveland (cont'd)

TRADING AREA

According to the Audit Bureau of Circulation, the trading area is 35 miles in radius embracing all of Cuyahoga County (of which Cleveland is the County seat) and portions of four adjoining Counties—Lake, Summit, Portage and Lorain. An inquiry made of 20 leading department and specialty stores indicates an average of 95% of their retail business is derived from an average of 21 miles radius of Cleveland Public Square and 91% from Cuyahoga County. This inquiry was made among department, music, radio, furniture, men's clothing, and women's wear stores.

As the largest jobbing and transportation center in Ohio, Cleveland exercises a dominant influence in the distribution of merchandise throughout northern Ohio, a territory 150 miles in extent.

Wholesale Houses

Groceries, 43; meats, 88; fruits, 57; confectioners, 38; shoes, 30; dry goods, 34; jewelry, 30; men's furnishings, 16; hardware, 16.

Retail Outlets for Nationally Advertised Products

Passenger automobile agencies, 265; automobile truck agencies, 25; automobile tire agencies, 413; automobile parts agencies, 278; bakers, 438; cigar stores, 203 (chain, 7); confectioners, 1,752; delicatessens, 128; dressmakers, 660; druggists, 519 (chain, 54); dry goods, 587; department stores, 8; electrical stores, 291; florists, 195; fruits and vegetables, 523; furniture stores, 207; furriers, 51; garages, 484; grocers, 3,598 (chain, 998); hardware stores, 582; hats and caps, 33; jewelry, 258; ladies' tailors, 23; meat markets, 1,182 (chain, 30); men's furnishings, 193 (chain, 13); men's clothing, 136; merchant tailors, 5; neighborhood tailors, 964; milliners, 215; opticians, 75; photographers, 92; pianos, 122; radio, 284; restaurants, 1,068; rugs, 207; shoe stores, 302; sporting goods stores, 17; stationers, 53; women's apparel, 76.

Miscellaneous Data

Average temperature, 47.9 degrees; average number of rainy days per 12 months, 113; most pleasant months, May, June, Sept., Oct. Doctors (medical, 1,583); (dentists, 788); (osteopaths, 60); street car service: gas, natural; number of meters, 265,435; electric current, alternating; number of wired houses, 245,136; water, hard.

See announcements pages 201, 203 and 205

COLUMBUS, OHIO

(Franklin County)

1920 Population, 237,031 (1926 pop. 298,540). City and Suburban Estimate, 319,292. Most important cities and towns in this area are: Marion (pop. 32,864); Zanesville (30,363); Newark (27,395); Chillicothe (16,512).

Native Whites, 259,175; Negroes, 23,310; Foreign Born, 16,055; Industrial Workers, 27,618; English Reading, 95%; Families (in Franklin County), 79,004.

Schools: Public Grade, 50; High, 6; Junior High, 12; Parochial, 20; Number of pupils—public, 39,251; Parochial, 5,616; Colleges and Seminaries, 6; Enrollment, 1,585; Ohio State University, 11,535; Total, 57,987.

Churches: Baptist, 35; Christian Science, 2; Congregational, 6; Episcopal, 10; Hebrew, 5; Methodist, 55; Presbyterian, 19; Roman Catholic, 21; Miscellaneous, 153; Total 306.

Banks: National, 7; State, 6; Total Resources, \$138,339,200; Total Deposits, \$115,229,400; Building & Loan Associations, 28; Total Resources, \$87,550,429.28; Total Deposits, \$73,232,335.48.

Theatres: Legitimate, 3; Moving Pictures, 39; Vaudeville, 2; Burlesque, 1; Miscellaneous (Auditoriums, etc.), 20; Total number of seats, 64,500; Ohio State University Stadium seats 72,000.

Location: B. & O., Penna. Lines, Big Four, Hocking Valley, N. Y. C., Nickel Plate, T. & O. C., Electric Lines, C. D. & M., C. N. & Z. C. U. & W., I. C. & E., Columbus & Xenia, Scioto Valley, Columbus Ry. Power & Light Co., operating daily 185 cars. Motor buses, passenger lines, 38; freight carriers, 19; operating 106 passenger cars, capacity 1,231; 44 trucks, capacity 100 tons. Approximate distance (in riding time) to next largest city; railroad, 3½ hours; trolley and bus, 5 hours; automobile, 4 hours.

Principal Industries: Iron and steel, vehicle manufacturing, railroad shops, shoes, printing, glass, quarrying, fire apparatus, sporting goods, candies, bakery goods, furniture, extracts, store fixtures. Columbus is represented in 36 of 43 leading industries of the country.

Manufacturing Establishments: 492. Leading firms: Jeffrey Mfg. Co., Buckeye Steel Castings Company, Ralston Steel Car Co., Federal Glass Co., J. P. Gordon Company, Marble Cliff Company, Casparis Company, Seagrave Co., U. S. Chain Mfg. Co., 775 different commodities; employees, 33,789; Total payroll, \$40,670,240.; total value of yearly output of factories estimated at \$186,842,789.

Special Information: Jobbing and wholesale center of Columbus Ohio. Exceptional railway facilities, 7 trunk lines, 18 divisions radiate in all directions, 64,266 motor cars and 7,493 trucks, total 71,759. Union Station trains in 66, out

67; N. Y. C. station, trains in 16, out 16. Capital engaged in manufacture, \$102,977,000.; Value of manufactured products, \$186,842,789.

Residential Features: Private homes predominate. Bexley, Upper Arlington are exclusive residential sections averaging \$15,000 to \$100,000. Remainder are medium-priced homes. South and part of west side, workmen. Building operations, 1925 permits, 7,049; valuation of buildings, \$29,333,300.

Retail Shopping Section: Russell Street to Livingston Avenue. 30 blocks on High Street, Front Street, Third Street and Fourth Street and all intersecting streets. Six outlying districts and many neighborhood sections with usual grocery, confectionery and small shops.

Trading Area: The Columbus Market comprises 33 Central counties of Ohio, including Columbus and 966 other cities, towns and villages, 87 of which have a population of 900 or more. The population of this area, 1,372,073 (93.2% American born) total wealth more than \$2,946,948,000; 40% invested in farms; 38.5% industry; 21.5% banking and loan institutions. Per capita wealth, \$3,045.

Wholesale Houses: Automobile accessories, 5; bakeries, 11; candy and soft drinks, 14; cigars and tobacco, 7; men's clothing, 1; women's clothing, 6; construction and building materials, 33; druggists, 8; dry goods, 9; electrical supplies and appliances, 3; groceries, meat foods, 49; fuel and ice, 33; furniture, 10; hardware, household goods, 30; jewelry, 16; novelties and toys, 3; oils and gasoline, 4; products, 41; shoes and leather goods, 9; stationers and office supplies, 13.

Number of Retail Outlets for Nationally Advertised Products: Automobiles, 64; accessories, 476; bakeries, 108; confectioners, 374; cigar stores, 53 (chain, 8); men's clothing, 130; women's clothing, 91; construction and building materials, 42; delicatessens, 15; department stores, 14; dressmakers, 106; druggists, 173 (chain, 30); dry goods, 110; electrical supplies and appliances, 51; florists, 45; fruits, 101; furniture, 82; furriers, 8; general merchandise, 12; groceries, 918 (chain, 325); hardware, 49; jewelry, 107; meat markets, 232; musical instruments, 43; merchant tailors, 4; milliners, 45; novelties and toys, 57; oils and gasoline, 24; opticians, 26; photographers, 36; plumbers, 72; product, 126; radio supplies, 5; restaurants (including hotels), 428; shoes and leather goods, 76; stationers and office supplies, 40.

Miscellaneous Data: Average temperature, 52.2 degrees; average number of rainy days, 141; most pleasant months, Aug., Sept., Oct. Doctors medical, 461; (dentists, 212); (osteopaths, 20); street car service: gas, artificial, no. of meters, 79,226; electric current, alternating and direct; number of wired houses, 62,500; number of automobile registrations, 64,266; water, soft.

See announcement below

COSHOCTON, OHIO

(Coshocton County)

1920 Population, 10,847.

City and Suburban Estimate, 30,000.

Native Whites, 85%; Negroes, half of 1%; Foreign Born, 14½%; Industrial Workers, 40%; English Reading, 99%; Families, 2,750.

Schools: Public Grade, 5; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 2,800.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 9.

Banks: National, 2; State, 2; Total Resources, (all banks), \$11,500,000; Savings Bank Deposits (all banks), \$1,200,000.

Theatres: Legitimate, 1; Moving Pictures, 4; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 3,800.

Location: Located in the center of Ohio's coal, gas and oil fields and on the Penna. Lines West, and the Wheeling & Lake Erie R.Rs. Seventy miles east of Columbus, 120 west of Pittsburgh and 110 south of Cleveland.

Principal Industries: Novelty advertising, enamel signs, china, pottery, straw paper, corrugated paper, glassware, canvas gloves, foundries, tires, brick, thermometers, leather goods, phonographs, pianos, iron pipe.

Manufacturing Establishments: 28. Leading firms: American Art Works, Clow Pipe Works, Pope-Gosser China Co., H. D. Beach Co., Coshocton-Glass Corp.

Special Information: Coshocton is one of the largest novelty advertising centers in the country.

Residential Features: 75% homes owned. City noted for large number of well built middle class homes and finely kept lawns. Unusual number of apartments for renters.

Retail Shopping Section: 2nd to 7th St. on Main. Bulk of the automobile business is conducted on Walnut St. and the streets connecting that with Main. Best retail district of any city of its size in the state.

Trading Area: A trade exceptionally large embracing a radius of 35 miles in all directions, with Coshocton as a center.

Wholesale Houses: Groceries, 1; meats, 1; fruits, 2; miscellaneous lines: millinery, shoes, confectionery.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 18; commercial auto. agencies, 10; automobile accessories, 22; automobile tire agencies, 22; bakers, 6; cigar stores and stands (including hotels), 40; confectioners (including hotel stands), 10; dressmakers, 15; druggists, 7; dry goods, 9; department stores, 4; elec-

Continued on page 206

Columbus

*A Resourceful Market ~ Covered by
One Big Newspaper ~ at One Cost!*

The Dispatch circulation covers Columbus and central Ohio Trading Area so thoroughly and its reader influence is so great that practically every important national campaign entering this market is placed in the Dispatch exclusively. 1194 National and Local Display Advertisers used no other newspaper during 1925.

Its constructive and progressive policy makes true the slogan "OHIO'S GREATEST HOME DAILY." Dispatch promotional projects such as Radio Shows, Building Exhibits, Home Beautiful Expositions, Junior League Club, etc., are pronounced successes. The Home Beautiful Exposition of 1926 was attended by over 300,000 people.

Circulation is only valuable where there is both quantity and quality such as is represented by the Columbus Dispatch with a total daily average (paid) of 106,814. The City alone is 55,920 equal to 90% of the homes. Suburban 27,897—Country 22,997. The largest of any newspaper between Cleveland and Cincinnati.

From January 1st to September 30th, the Dispatch published 19,038,497 lines of local display, national and classified advertising. This was 94% or 9,234,487 lines more than published by the second paper and 190%, or 12,493,623 lines more than published by the third paper. The Dispatch carried 54% of all Columbus newspaper advertising.



The Columbus Dispatch

Ohio's Greatest Home Daily

In CLEVELAND, Ohio

As an Evidence of Newspaper Growth

36,798 More People Purchased The Cleveland News

During the six months ending September 30, 1926, than during the same period of 1925. This is the largest increase ever made by any Cleveland paper during a like period of time, and gives The News a—

Net Paid Daily Average Circulation of
195,557

AND—

As a Proof of Advertising Prestige—

Cleveland's Department Stores Used More Space in The Cleveland News During the Ten Months Ending October 31, 1926, Than in Any Other Cleveland Paper.

The Figures

Cleveland News (Daily)2,704,090 lines	Cleveland News (Daily)2,704,090 lines	Cleveland News (Daily and Sunday) ..3,080,761 lines
Cleveland Press (Daily)2,613,062 lines	Plain Dealer (Daily)1,440,398 lines	Plain Dealer (Daily and Sunday) ..1,954,438 lines
NEWS EXCESS Over Press.....91,028 lines	NEWS EXCESS Over Plain Dealer...1,263,692 lines	NEWS EXCESS Over Plain Dealer (Daily and Sunday) ..1,126,323 lines

Department Stores are the Shrewdest Buyers of Advertising Space. They MUST Get a Daily Turnover. Why Not Cast Your Lot With Them for Results in the Cleveland Market and Bulk YOUR Advertising in—

The Cleveland News

DAILY AND SUNDAY
Ohio's Greatest Newspaper

Represented by

Geo. A. McDevitt Co.

250 Park Ave., New York

People's Gas Bldg., Chicago

OHIO (Cont'd)

Coshocton (cont'd)

trical supplies, 5; florists, 4; fruits, 8; furniture, 5; garages (public), 7; grocers, 31; hardware, 6; jewelry, 5; meat markets, 7; men's furnishings, 7; men's clothing, 7; merchant tailors, 5; milliners, 6; opticians, 5; photographers, 3; pianos (and miscellaneous musical instruments), 8; radio supplies, 6; restaurants (including hotels), 10; shoes, 6; sporting goods, 4; stationers, 4; women's apparel, 7.

DAYTON, OHIO

(Montgomery County)

1920 Population, 152,599 (1926 est. 183,071).

City and Suburban Estimate, 205,000. Most important cities and towns in this area are: Piqua (pop. 15,044); Xenia (9,110); Greenville (7,104); Troy (7,260).

Native Whites, 85%; Negroes, 6%; Foreign Born, 9%; Industrial Workers, 25%; English Reading, 95%; Families, 33,138.

Schools: Public Grade, 33; High, 3; Junior High, 1; Parochial, 17; Number of Pupils, 33,989.

Churches: Baptist, 18; Christian Science, 2; Episcopal, 3; Hebrew, 3; Methodist, 11; Presbyterian, 7; Roman Catholic, 18; Miscellaneous, 76.

Banks: National, 4; State, 3; Total Resources \$67,644,282; Savings Bank Deposits Total, \$59,913,297; Building & Loan Associations, 20; Resources, \$118,500,000; Mortgage Loans, \$108,250,000.

Theatres: Legitimate, 1; Moving Pictures, 27; Vaudeville, 1; Burlesque, 1; Miscellaneous (Auditoriums, etc.), 6; Total number of seats, 25,602.

Location: In the fertile Miami Valley between Columbus and Cincinnati. Served by the "Big Four," Penna., B. & O., Erie, Dayton & Union, and C. L. & N. R.R.s. Seven traction lines, and good bus service in all directions. To nearest large city by railroad, 2 hours; by trolley, 2½ hours; by automobile, 1½ hours.

Principal Industries: Cash registers, electric refrigeration, farm lighting plants, automobile parts, tires, starting, lighting and ignition systems, computing scales, fare recording and indicating registers, autographic registers, hoisting jacks, shoe lasts, golf clubs, airplanes, fire extinguishers, gasoline station pumps, toys, paper mill machinery, United States stamped envelopes, electric refrigerating machinery, water systems for private homes.

Manufacturing Establishments: 631. Leading firms: National Cash Register, Delco Light, Fry Register, Standard Register Computing Scale, Joyce Cridland Co., Crawford McGregor & Canby Co., Malleable Iron Works, Fire Fighter Co., Dayton Rubber Co., Ohmer Fare Co., Comer Co., Chrysler Motor Co., Seybold Machine Co. Total value of 1925 output of factories \$300,000,000, estimated.

Special Information: Automobile registration, 1925. Passenger cars 57,300; trucks 8,830; 11 bus lines out of Dayton.

Residential Features: Mostly one and two-family houses, approximately 42,619 homes privately owned. 350 flats and apartments scattered throughout the city. A few sections devoted to foreign-born and Negroes. Some beautiful private residential sections in various parts of the city.

Retail Shopping Section: Extends east and west 3 blocks from St. Clair to Ludlow St. and north and south 5 blocks from Sixth to First St. Good sized business section located on west side and neighborhood sections in north, east, south, southeast and southwest part of city.

Trading Area: Extends 34-mile radius. Excellent traction and bus service make this a most desirable trading center.

Wholesale Houses: Groceries, 4; meats, 6; fruits, 17; hardware, 1; dry goods, 3; Miscellaneous lines, drugs, 4; coffee, tea and spices, 7.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 31; commercial auto. agencies, 8; automobile accessories, 51; automobile tire agencies, 50; bakers, 62; cigar stores and stands (including hotels), 68 (chain, 2); confectioners (including hotel stands), 154; delicatessen, 37; dressmakers, 148; druggists, 78; dry goods, 44; department stores, 4; electrical supplies, 72; florists, 27; fruits, 23; furniture, 42; furriers, 7; garages (public), 72; grocers, 572 (chain, 172); hardware, 40; jewelry, 39; meat markets, 49; men's furnishings, 52; men's clothing, 52; merchant tailors, 77; milliners, 36; opticians, 28; photographers, 34; pianos (and miscellaneous musical instruments), 16; radio supplies, 15; restaurants (including hotels), 249; shoes, 52; sporting goods, 7; stationers, 11; women's apparel, 20.

Miscellaneous Data: Average temperature, 53.1-10 degrees; average number of rainy days per twelve months, 145; most pleasant months, May, June, Sept., Oct. Doctors (medical, 275); (dentists, 131); (osteopaths, 37); street car service; gas, natural; number of meters, 45,308; electric current, alternating and direct; number of automobile registrations, 66,130; water, hard.

DEFIANCE, OHIO

(Defiance County)

1920 Population, 8,876.

City and Suburban Estimate, 32,000.

Native Whites, 100%; Industrial Workers, 75%; English Reading, 100%; Families, 2,218.

Schools: Public Grade, 4; High, 1; Junior High, 1; Defiance College; Parochial, 3; Number of Pupils, 1,750.

Churches: Baptist, 1; Christian, 1; Christian Science, 1; Episcopal, 1; Lutheran, 3; Methodist,

2; Presbyterian, 1; Roman Catholic, 2; United Brethren, 1; Miscellaneous, 3.

Banks: National, 2; State, 1; Total Resources (all banks), \$3,450,000; Savings Bank Deposits Total, \$4,500,000.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 3,200.

Location: Chicago-Pittsburgh Div. of B. & O., St. Louis-Toledo Div. of Wabash. Bus service to surrounding country, and Lima-Defiance electric line. To nearest larger city by railroad, 2 hours; by auto, 2 hours.

Principal Industries: Steel and wood working machinery, screw machine products, steel cases, auto trucks, auto bus bodies, wheelbarrows and wood cases, condensed milk, dairy products, radios and batteries.

Manufacturing Establishments: 10. Leading firms: Defiance Machine Works, American Steel Package Co., Pressed Steel Co., Screw Machine Products Co., Defiance Products Co., General Body Co., Century Motor Truck Co., Defiance Box Co., Central Rubber Co.

Residential Features: Mostly one family homes, 75% owned. Well kept properties predominate, while there are a few exceptionally high valued homes, yet most are the average home. Good streets and city beautifully located at confluence of Auglaize and Maumee Rivers.

Retail Shopping Section: Six blocks, both sides of Clinton St. Two blocks on each of Fort, First, Second, Fourth and Fifth Streets. Small business sections on north and east sides, across rivers.

Trading Area: Extends 35 to 40 miles. Some trade comes from greater distance from east and west along the B. & O. The central market of the Maumee Valley.

Wholesale Houses: Groceries, 2; fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial automobile agencies, 3; automobile accessories, 8; automobile tire agencies, 7; bakers, 3; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 5; delicatessen, 4; dressmakers, 8; druggists, 5; dry goods, 2; department stores, 2; electrical supplies, 4; florists, 3; fruits, 3; furniture, 3; garages (public), 5; grocers, 23 (chain, 2); hardware, 3; jewelry, 5; meat markets, 7; men's furnishings, 5; men's clothing, 5; merchant tailors, 1; milliners, 5; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; restaurants (including hotels), 5; shoes, 4; sporting goods, 1; stationers, 1; women's apparel, 5.

Miscellaneous Data: Average temperature, 47.9 degrees; average number of rainy days per twelve months, 113; most pleasant months, June, Sept., Oct., Nov. Doctors (medical, 11); (dentists, 8); gas, artificial; electric current, alternating; number of wired houses, 1,800; water, soft.

DELAWARE, OHIO

(Delaware County)

1920 Population, 8,756. Most important cities and towns in suburban area are: Columbus (pop. 280,000); Marion (30,000).

Native Whites, 90%; Negroes, 8%; Foreign Born, 2%; Industrial Workers, 40%; English Reading, 99%; Families, 2,400.

Schools: Public Grade, 4; High, 1; Parochial, 1; Number of Pupils, 1,150.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Methodist, 5; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 6.

Banks: National, 2; State, 2; Total Resources (all banks), \$3,437,000; Savings Bank Deposits Total, \$737,000.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 3,000.

Location: N. Y. C. ("Big 4") H. V., and the P. R.R.s., with splendid east and west connections at Columbus and Marion.

Principal Industries: Gas stoves, bath cocks, chairs, shoes, gas engines, fire brick and hollow building tile, hardwood lumber, incubators.

Manufacturing Establishments: 14. Leading firms: Sun Ray Stove Co., Delaware Clay Mfg. Co., Cook Motor Co., Delaware Chair Co., Delaware Brass Co.

Special Information: Delaware is home of Ohio Wesleyan University, the largest denominational school in the state, with over 1,900 students and 300 faculty. Also home of Delaware Springs Sanitarium, leading osteopathic sanitarium in the state.

Residential Features: Largely individual residences.

Retail Shopping Section: Sandusky St., 3 blocks; Winter St., 2; William St., 1.

Trading Area: 10 to 15 miles east, west, north and south.

Wholesale Houses: Groceries, 1; fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial automobile agencies, 6; automobile accessories, 4; automobile tire agencies, 12; bakers, 3; cigar stores and stands (including hotels), 7 (chain, 1); confectioners (including hotel stands), 8; delicatessen, 1; dressmakers, 11; druggists, 4 (chain, 1); dry goods, 4; department stores, 2; electrical supplies, 4; florists, 2; fruits, 6; furniture, 3; garages (public), 9; grocers, 24 (chain, 6); hardware, 4; jewelry, 3; meat markets, 8 (chain, 3); men's furnishings, 6; men's clothing, 6; merchant tailors, 3; milliners, 5; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 9; shoes, 6; sporting goods, 3; stationers, 3; women's apparel, 7.

Miscellaneous Data: Doctors (medical, 18); (dentists, 10); (osteopaths, 6).

DELPHOS, OHIO

(Allen County)

1920 Population, 5,745.

Native Whites, 94½%; Negroes, 1% (families only); Foreign Born, 4½%; English Reading, 98%; Families, 1,250.

Schools: Public Grade, 4; High, 1; Parochial, 1; Number of Pupils, 1,445.

Churches: Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 1; State, 2; Savings Bank Deposits Total, \$2,560,483.69.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 1,900.

Locations: Part in Allen County, part in Van West County, on Miami and Erie Canal, served by the New York and Chicago line of Pennsylvania, Cloverleaf Branch of Nickel Plate, Akron, Canton and Youngstown railroads and Ft. Wayne, Van Wert and Lima Traction line.

Principal Industries: Galvanized iron products, furniture, bottle washing machines, automobile top bows, straw boards, wood handles, cigars.

Manufacturing Establishments: Leading firms: The New Delphos Manufacturing Co., Gramm Motors, Inc., The Delphos Bending Co., Ricker Bros., Furniture factory, The Rapid Bottle Washer Co., The Deisel-Wemmer Cigar Co., The Delphos Cigar Co.

Residential Features: Mostly one-family houses of substantial construction. Great majority modern.

Retail Shopping Section: Extends five blocks on Main St., three blocks on Second St., two blocks on Third Street, and one block on Canal Street.

Trading Area: Trade area 10 to 15 miles in all directions.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 3; automobile accessories, 7; automobile tire agencies, 12; bakers, 3; cigar stores and stands (including hotels), 3; confectioners (including hotel stands), 5; dressmakers, 4; druggists, 4; dry goods, 4; department stores, 2; electrical supplies, 3; florists, 1; fruits, 2; furniture, 3; garages (public), 6; grocers, 22; hardware, 2; jewelry, 2; meat markets, 6; men's furnishings, 3; men's clothing, 3; merchant tailors, 2; milliners, 2; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 2; restaurants (including hotels), 7; shoes, 5; sporting goods, 1; stationers, 3; women's apparel, 3.

DOVER, OHIO

(Tuscarawas County)

1920 Population, 8,101 (1925 est. 11,100).

City and Suburban Estimate, 18 to 50,000. Most important cities and towns in this area are: Strasburg (pop. 1,500); Sugar Creek (900); New Philadelphia (12,500); Dennison and Uhrichsville (6,500).

Native Whites, 88%; Negroes, 2%; Foreign Born, 10%; Industrial Workers, 3,500; English Reading, 90%.

Schools: Public Grade, 5; High, 1; Parochial, 1; Number of Pupils, 2,500.

Churches: Baptist, 1; Lutheran, 1; Methodist, 1; Roman Catholic, 1; Miscellaneous, 5.

Banks: National, 2; State, 2; Total Resources (all banks), \$5,913,000; Savings Bank Deposits Total, (all banks), \$1,548,000.

Theatres: Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 3,200.

Location: In Tuscarawas County, leading fire-clay producing county in United States. P. R. R., B. & O. and Northern Ohio Traction line. Overnight freight by rail and trolley to and from Cleveland, Akron, etc. To nearest large city by railroad, 2 hours; by trolley, 2 hours; by automobile, 1½ hours.

Principal Industries: Sheet iron, cold rolled steel, stovepipe, electric irons, electric sweepers, brick, tile, sewer pipe, ingot molds, brass, tar products, pig iron, metal roofing, flour, road building materials, enamelled products, coal mining, hard rubber, battery boxes.

Manufacturing Establishments: 17. Leading firms: American Sheet & Tin Plate Co., Reeves Mfg. Co., Greer Steel Co., Dover Mfg. Co., Hanna Furnace Co., The Penn Mold Co., Ohio Wire Products Co., Lewis Tar Co., The Monoblock Co., Wagner Foundry, Invincible Vacuum Cleaner Co.

Special Information: Retail shopping center of county, because it has 6 improved leading roads into the city, three bus lines and fine car and train service to smaller towns. Has first-class post office, public auditorium, Y. M. C. A. and country club.

Residential Features: Mostly one-family houses, in fact 98 per cent.

Retail Shopping Section: Third Street, 3 blocks; Factory Street, 4 blocks; Second Street, 2 blocks; Wooster Avenue, 3 blocks.

Trading Area: 15 miles west, 6 southwest, 18 north and east.

Wholesale Houses: Groceries, 2; fruits, 2; Miscellaneous lines, candy, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 16; commercial auto. agencies, 7; automobile accessories, 11; automobile tire agencies, 14; bakers, 6; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 24; dressmakers, 6; druggists, 4; dry goods, 6; department stores, 5; electrical supplies, 3; florists, 3; fruits, 5; furniture, 3; furriers, 1; garages (public), 14; grocers, 45 (chain, 4); hardware, 3; jewelry, 4; meat markets, 10; men's furnishings, 12; men's clothing, 12; merchant tailors, 8; milliners, 7; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; restaurants (including hotels), 12; shoes, 6; sporting goods, 2; stationers, 3; women's apparel, 5.

Miscellaneous Data: Average temperature, 52 degrees; average number of rainy days per twelve months, 113; most pleasant months, May, June, Sept., Oct., Nov. Doctors (medical, 14); (dentists, 6); number of wired houses, about 1,725; street car service; gas, natural; electric current, alternating; water, hard.

See announcement below

EAST LIVERPOOL, OHIO

(Columbiana County)

1920 Population, 21,411.

City and Suburban Estimate, 35,000.

Native Whites, 89.7%; Negroes, 1.7%; Foreign Born, 8.6%; Industrial Workers, 43%; English Reading, 90.2%; Families, 5,315.

Schools: Public Grade, 20; High, 1; Parochial, 1. Number of Pupils, 4,615.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 2; Hebrew, 2; Methodist, 8; Presbyterian, 5; Roman Catholic, 2; Miscellaneous, 7.

Banks: National, 4; State, 1. Total Resources, \$8,554,772.32; Savings Banks Deposits Total, \$11,000,000.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 3,500.

Location: On Cleveland & Pittsburgh Division of Penn. R.R. Youngstown and Ohio electric line connects with cities in northern Ohio. East Liverpool, Steubenville & Beaver Valley Traction electric service connects with cities in Pennsylvania and Ohio. Freight and passenger boat lines connect with all important ports on the Ohio, Mississippi and Missouri Rivers.

Principal Industries: Potteries, making general ware and electric porcelain.

Manufacturing Establishments: 45. Leading firms: Homer Laughlin China Co., R. Thomas & Sons' Co., M. Knowles China Co., Knowles, Taylor & Knowles Co., Taylor, Smith & Taylor Co., D. E. McNichol Pottery Co., Hall China Co., West End Pottery, T. A. McNichol Pottery Co., National Drawn Steel Co., Louthan Mfg. Co., Smith-Phillips China Co., C. C. Thompson Pottery Co., Vodrey Pottery Co., Standard Pottery Co. Total value of yearly output of factories estimated at \$25,000,000.

Special Information: East Liverpool produces large amounts of general ware pottery, also one of the leading centers in the manufacture of electrical porcelain. Directly opposite East Liverpool and connected by all steel suspension

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OHIO (Cont'd)

bridges are the towns of Chester and Newell, W. Va. Some of the largest potteries in the country are located in these towns.

Residential Features: 5,315 homes (1920), 65 per cent owned, majority consisting of 5 and 6 rooms, a number of very high-priced homes have recently been built in the better residential section.

Retail Shopping Section: East 5th Street, starting from Broadway, to Market; Market Street to 6th Street and Dresden Avenue; 2 blocks on Dresden Avenue; 6th Street, starting from Washington Street, to Dresden Avenue; 1 block north on St. Clair Avenue; Washington Street from 6th to 4th Street. East Liverpool's business district is of a diamond shape and the business streets centers around the diamond. East Liverpool is not a one main street town. The east end of the city also has a small business section, with stores facing on Penna. Avenue and Mulberry Street, also neighborhood sections with small stores.

Trading Area: About 20 miles west, 20 north, 6 south, 10 east. Many small towns surround East Liverpool, which makes this the natural trading center. Due to excellent trolley service the city is easily reached. East Liverpool is the trading center of a population of over 50,000.

Wholesale Houses: Groceries, 3; meats, 1; fruits, 2; hardware, 1; Miscellaneous lines, butter and eggs, 2; candy, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 30; commercial auto. agencies, 6; automobile accessories, 8; automobile tire agencies, 10; bakers, 7; cigar stores and stands (including hotels), 6; confectioners (including hotel stands), 30; dressmakers, 12; druggists, 12; dry goods, 9; department stores, 2; electrical supplies, 8; florists, 5; fruits, 5; furniture, 10; furriers, 2; garages (public), 14; grocers, 120; hardware, 7; jewelry, 10; meat markets, 30; men's furnishings, 6; men's clothing, 14; merchant tailors, 9; milliners, 10; opticians, 5; photographers, 7; pianos (and miscellaneous musical instruments), 2; radio supplies, 6; restaurants (including hotels), 35; shoes, 12; sporting goods, 3; stationers, 1; women's apparel, 1.

EAST PALESTINE, OHIO

(Columbiana County)

1920 Population, 5,750.

Schools: Public Grade, 4; High, 1; Junior High, 1.

Churches: Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 1; State Savings, 1.

Theatres: Moving Pictures, 2. Total number of seats, 1,000.

Location: P. R.R., main line. Motor bus service.

Principal Industries: Rubber factories, potteries, tile, machinery, printing, furniture, preserving factory, ventilators, lumber, electrical refractories, rug factory.

Manufacturing Establishments: 14. Leading firms: National Tire & Rubber Co., W. S. George Pottery, 2 plants; Electrical Refractories Co., New Tread Tire Co., Castle Rubber Co., Paragon Furniture Co., Pyle Mfg. Co., National Fire Proofing Co., McClure-Wood Ventilator Co., Madden Lumber & Construction Co., East Palestine Lumber Co., Efficiency Electric Co., Adamson Mfg. Co. Total value of yearly output of factories estimated at \$3,000,000.

Residential Features: Mostly one-family houses.

Retail Shopping Section: 2 blocks on Market, 2 on Main, 2 on Rebecca, 3 on Taggart and 2 on East Clark Street.

Trading Area: 10 miles north, east and west, 5 miles south. Much business is secured from surrounding territory because of good bus service.

Wholesale Houses: Fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Automobile accessories, 5; automobile tire agencies, 5; bakers, 4; cigar stores and stands (including hotels), 6; confectioners (including hotel stands), 9; delicatessens, 1; dressmakers, 7; druggists, 4; dry goods, 6; department stores, 3; electrical supplies, 2; florists, 2; fruits, 2; furniture, 3; garages (public), 4; grocers, 6; hardware, 2; jewelry, 3; meat markets, 5; men's furnishings, 6; men's clothing, 5; merchant tailors, 2; milliners, 3; photographers, 1; radio supplies, 2; restaurants (including hotels), 5; sporting goods, 3; stationers, 5; women's apparel, 6.

ELYRIA, OHIO

(Lorain County)

1920 Population, 20,474 (1925, est. 25,000).

City and Suburban Estimate, 100,000. Most important cities and towns in this area are: Lorain (pop. 22,000); Amherst (2,800); Oberlin (5,500).

Native Whites, 90%; **Negroes,** 3%; **Foreign Born,** 7%; **Industrial Workers,** 65%; **English Reading,** 95%; **Families,** 5,500.

Schools: Public Grade, 9; High, 1; Junior High, 1; Parochial, 4; Number of Pupils total 4,945.

Churches: Baptist, 1; Christian Science, 1; Congregational, 2; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 3; Miscellaneous, Spiritualist, 1; Lutheran, 2; Holy Pilgrims, 1.

Banks: State, 3; Total Resources, \$19,763,076; Savings Bank Deposits Total, \$10,410,593.31. Total Deposits, \$16,233,710.93.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 3; Total number of seats, 5,000.

Location: 9 miles from Lorain Harbor, connected by B. & O. On main line N. Y. C. Interurban terminal for Cleveland South Western Railway, Lakeshore Electric Railway. On main line of Gooden Motor freight, 25 miles from Cleveland, assuring expedient distribution of merchandise purchased through jobbers. Excellent Bus service from all suburban cities. County seat with 95 per cent concrete or hard-surfaced highways. To nearest large city (Cleveland) by railroad, 30 minutes; by trolley, 30 minutes; by auto, 1 hour.

Principal Industries: Manufacturing is widely diversified, embracing electric motors and appliances; screw and bolt, chemical, gasoline motors, steam fittings and packings, electrolyte steel, lace, cold rolled steel, steel bars, steel rails.

Manufacturing Establishments: Leading firms, Elyria Iron and Steel, Columbia Iron and Steel, General Photograph, Pfaudder Co., Colson Co., Perry Fay Co., Fox Furnace Co. (a subsidiary of the American Radiator Co.), Universal Crane Co., Elyria Foundry, Duplex Foundry, I. T. S. Rubber Co., Troxel Mfg. Co., Western Automatic Machine Screw Co., Harshaw, Fuller & Co., Fay Stocking, American Lace Co., Worthing Ball, G. T. S. Co., Electro alloys. Total value of yearly output of factories estimated at \$55,000,000.

Special Information: Elyria has increased population 85 per cent in 10 years. Is the County Seat of Lorain County, and is within 15 miles of suburban towns and villages having a total population of 75,000. Diversified manufacture is so wide that Elyria has never experienced any serious labor trouble, and is amply supplied with water from Lake Erie by a \$7,000,000 Municipal plant. 85 per cent of the total city population own their residences. It has more than triple the recreation park acreage of any city twice its size. It is a noted residential municipality. The average per capita wealth is \$900.

Residential Features: With unlimited water, exceptionally low, electric, gas rates and automatic telephone system locally owned and enforced building restrictions in restricted area, Elyria will create an impression of a thriving city, teeming in social, religious, political and scholastic activity, which is the foundation and principles set forth by its founders in 1811.

Retail Shopping Section: Is principally on Broad street, extending 5 blocks east and west of Square with one to four blocks north and south, the entire length of the main thoroughfare, with about 40 neighborhood grocers and meat markets in key locations.

Trading Area: Stands about 25 miles south, west and east and 9 miles north. Considerable week-end business is secured from smaller towns and villages, who find it convenient to shop in the County Seat, via trolley, motor bus and automobile over a net-work of linking hard surfaced roads.

Wholesale Houses: Grocers, 3; fruits, 3; dry goods, 1; miscellaneous line, cigars and tobacco, 3; confectionery, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 18; commercial auto agencies, 5; automobile accessories, 12; automobile tire agencies, 10; bakers, 10; cigar stores and stands (including hotels), 21; confectioners (including hotel stands), 21; delicatessen, 1; dressmakers, 5; druggists, 8 (chain, 1); dry goods, 8; department stores, 4; electrical supplies, 6; florists, 4; fruits, 7; furniture, 6; furriers, 2; garages (public), 3; grocers, 56 (chain, 17); hardware, 8; jewelry, 5; meat markets, 28; men's furnishings, 12; men's clothing, 9; merchant tailors, 6; milliners, 3; opticians, 5; photographers, 4; pianos (and miscellaneous musical instruments), 4; radio supplies, 10; restaurants (including hotels), 15; shoes, 8; sporting goods, 6; stationers, 4; women's apparel, 9.

Miscellaneous Data: Average temperature, 47.9 degrees; average number of rainy days per 12 months, 113; most pleasant months, April, May, June, July, Aug., Sept., Oct.; doctors (medical, 24); (dentists, 18); (osteopaths, 3); number of wired houses, 5,875; street car service; gas, natural; electric current, alternating and direct; water, hard.

FINDLAY, OHIO.

(Hancock County)

1920 Population, 17,021 (1925, est. 20,324).

City and Suburban Estimate, 35,000.

Native Whites, 95.3%; **Negroes,** 1.4%; **Foreign Born,** 3.3%; **Industrial Workers,** 28%; **English Reading,** 98%; **Families,** 4,937.

Schools: Public Grade, 12; High, 1; Parochial, 1; Number of Pupils, 3,315.

Churches: Episcopal, 1; Methodist, 6; Presbyterian, 3; Roman Catholic, 1; Miscellaneous, 18.

Banks: National, 3; State, 2. Capital, Sur-

plus, and Undivided Profits, \$1,232,248.69; Total Deposits, \$10,020,523.10; Total Resources, \$12,013,598.43.

Theatres: Legitimate, 2; Moving Pictures, 3. Total number of seats, 3,515.

Location: North Central part of Ohio on B. & O. R.R., Toledo & Ohio Central, Lake Erie and Western R.R., Big Four R.R. and Nickel Plate R.R. Three Interurban traction lines. To nearest large city by railroad, 2 hours; by trolley, 2½ hours; by auto, 2 hours.

Principal Industries: Auto parts, beet sugar, boilers, canned goods, chemicals, clay pigeons, dairy products, electrical equipment, gloves, furniture, mining cars, oil products, tin products and wood products.

Residential Features: Mostly one-family frame type. A few apartment houses.

Retail Shopping Section: 11 blocks on Main Street with a few stores on intersecting streets.

Trading Area: About 22 miles radius.

Wholesale Houses: Groceries, 2; fruits, 1; candy, 2; cigars, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial auto agencies, 6; automobile accessories, 10; automobile tire agencies, 13; bakers, 9; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 14; delicatessen, 1; dressmakers, 46; druggists, 7; dry goods, 6; department stores, 2; electrical supplies, 10; florists, 3; fruits, 3; furniture, 6; furriers, 2; garages (public), 20; grocers, 56 (chain, 9); hardware, 6; jewelry, 8; meat markets, 13; men's furnishings, 9; men's clothing, 9; merchant tailors, 8; milliners, 7; opticians, 4; photographers, 5; pianos (and miscellaneous musical instruments), 5; radio supplies, 8; restaurants (including hotels), 15; shoes, 9; sporting goods, 5; stationers, 4; women's apparel, 7.

Miscellaneous Data: Average temperature, 47.9 degrees; average number of rainy days per twelve months, 113; most pleasant months, May, June, September, October. Doctors (medical, 24), (dentists, 11), (osteopaths, 4); number of wired houses, 4,100; street car service; gas, natural; number of meters, 5,200; electric current, alternating; water, hard.

FOSTORIA, OHIO

(Seneca County)

1920 Population, 9,987 (1926 est. 12,608). Most important cities and towns in this suburban area are: Amsden, Kansas, Bloomdale, Bascom.

Native Whites, nearly 100%; **Negroes,** 1%; **Industrial Workers,** 60%; **English Reading,** 100%; **Families,** 3,200.

Schools: Public Grade, 6; High, 1; Junior High, 1; Parochial, 1. Number of Pupils, 3,106.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; U. B.; Church of Christ, Evangelical, Reformed, Lutheran.

Banks: National, 2; State, 1; Building and Loan Associations, 2.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 3,000.

Location: On 7 railroads and 5 interurbans: B. & O. Nickel Plate, Big Four, Toledo & Ohio, Lake Erie & Western, Hocking Valley, C & O., T. F. & F., T. F., Fostoria & Fremont, Lima Limited, Fort Wayne. To nearest larger city, by railroad, 1½ hours; by trolley, 2 hours; by auto, 1½ hours.

Principal Industries: Women's clothing, machinery supplies, printing, auto parts, flour, screws, paper, brick, breakfast foods, auto jacks, ditchers, fertilizers, serums, caskets, quarries, piston rings, lumber, stock yards, packing company, wire, auto trucks, fuses, feed and grain, hatchery, three dairy companies, carbon, crank shafts, ignitions, auto fenders, paint.

Manufacturing Establishments: 35. Leading firms: Auto-lite Co., Pressed Steel Co., Seneca Wire Co., Machine & Tool Co., Bradley Motor Co., Allen Red Cherry Co., Whistle Bottling Works, Provision Co., Screws Co., Mann Bros. (caskets), S. C. Regulator, Mennel Milling Co., American Railway Signal Co., Ghaister Co., Jackson Mfg. Co., Fostoria Milling Co., National Carbon Co., Atlas Mfg. Co.

Special Information: Mennel Milling Co. is one of the largest inland mills in the country, and with all the factories making parts and the many railways, transportation and commerce is carried on extensively. The National Carbon Co. will erect a \$4,000,000 building plant, increasing the number of employees to 800. A new \$3,000,000 sewerage disposal plant under way. Filtration and water softening plant will be completed July, 1927.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto agencies, 3; automobile accessories, 23; automobile tire agencies, 6; bakers, 5; cigar stores and stands (chain, 1); confectioners, 10; delicatessen, 3; dressmakers, 7; druggists, 6; dry goods, 4; department stores, 4; electrical supplies, 10; florists, 2; fruits, 3; furniture, 3; public garages, 15; grocers, 41 (chain, 5); hardware, 6; jewelry, 5; meat markets, 12; men's furnishings, 5; men's clothing, 4; merchant tailors, 7; milliners, 6; opticians, 2; photographers, 4; pianos (and miscellaneous musical instruments), 3; radio supplies, 4; restaurants (including hotels), 15; shoes, 7; stationers, 8; women's apparel, 10.

Miscellaneous Data: Average temperature, 47.9 degrees; average number of rainy days per twelve months, 113; most pleasant months, May, June, Sept., Oct., Nov. Doctors (medical, 18), (dentists, 8), (osteopaths, 2); street car service; gas, natural; electric current, alternating; number of wired houses, 2,381; number of automobile registrations, 4,000; water, medium.

FREMONT, OHIO

(Sandusky County)

1920 Population, 12,468 (1925 est. 16,000).

City and Suburban Estimate, 31,000. Most important cities and towns in this area are: Clyde (pop. 3,500); Gibsonburg (2,000); Woodville (1,000); Lindsey (800).

Native Whites, 90.2%; **Negroes,** 1.2%; **Foreign Born,** 8.6%; **Industrial Workers,** 30%; **English Reading,** 98%; **Families,** 3,592.

Schools: 10; Number of Pupils, 2,796.

Churches: 13.

Banks: 5; Capital, Surplus, and Undivided Profits (all banks), \$919,630.97; Total Deposits (all banks), \$8,674,656.74; Total Resources (all banks), \$9,867,355.89.

Theatres: 4; Total number of seats, 1,600.

Location: In northern part of state at head of navigation on Sandusky River. Served by L. Erie & Western R.R. Wheeling & L. Erie R.R., and N. Y. Central R.R. To nearest large city by railroad, 1½ hours; by trolley, 1½ hours; by automobile, 2 hours.

Residential Features: One and two-family houses.

Principal Industries: Manufacture of farm implements, engines, carriages, flour, metal-making machinery, lime, leather goods, furniture and automobile trucks, automobile bus bodies, safety razors, cutlery, steam radiators, forgings, shoe polish, surgical instruments, sauerkraut, sugar refinery, cement blocks.

Retail Shopping Section: 9 blocks.

Trading Area: 20 mile radius.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 26; commercial auto agencies, 3; automobile accessories, 12; automobile tire agencies, 12; bakers, 6; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 6; dressmakers, 6; druggists, 6; dry goods, 6; department stores, 3; electrical supplies, 5; florists, 6; fruits, 6; furniture, 3; garages (public), 10; grocers, 50 (chain, 9); hardware, 6; jewelry, 7; meat markets 12 (chain, 1); men's furnishings, 10; men's clothing, 8; merchant tailors, 5; milliners, 5; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 8; restaurants (including hotels, 12; shoes, 8; sporting goods, 2; stationers, 4; women's apparel, 5.

Miscellaneous Data: Average temperature, 45.68 degrees; average number of rainy days per twelve months, 120; most pleasant months, May, June, Sept., Oct. Doctors (medical, 20); (dentists, 8); (osteopaths, 2); street car service; gas, natural; number of meters, 4,000; electric current, alternating; number of wired houses, 4,000; number of automobile registrations, 5,500; water, hard and soft.

GALLON, OHIO

(Crawford County)

1920 Population, 7,374.

City and Suburban Estimate, 15,000.

Native Whites, 78%; **Negroes,** 2%; **Foreign Born,** 20%; **Industrial Workers,** 28%; **English Reading,** 97%; **Families,** 2,000.

Schools: Public Grade, 4; High, 1. Number of Pupils, 2,000.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 5.

Banks: National, 3; States, 1. Total Resources, \$4,000,000.

Theatres: Moving Pictures, 2. Total number of seats, 1,000.

Location: On Big Four and Erie R.R., Cleveland & Southwestern Electric, Lincoln and Harding Highway.

Manufacturing Establishments: Gallon Iron Works, North Electric Works, Five Vault Factories, Steel Vaults, Stamped Metal Co., Big Four Shops, Ohio Overcoat Factory, Bain Coat Co., Gallon Garment Co., Kunkel Carriage Works, Miller Neuman Co. bloomers, The Rose-made Co., ladies garments; Hornstein-Neuman Co., overcoats.

Residential Features: Mostly home owners, one- and two-story frame and brick, on beautiful streets well paved.

Retail Shopping Section: 6 blocks along Harding Highway and North and South Market Street.

Trading Area: Five miles in each direction.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial auto agencies, 6; automobile accessories, 10; automobile tire agencies, 10; bakers, 5; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 5; dressmakers, 12; druggists, 5; dry goods, 3; electrical supplies, 2; florists, 2; fruits, 3; furniture, 1; garages (public), 10; grocers, 20; hardware, 3; jewelry, 3; meat markets, 6; men's furnishings, 4; men's clothing, 4; merchant tailors, 2; milliners, 5; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 6; shoes, 4; sporting goods, 1; stationers, 1; women's apparel, 4.

OHIO (Cont'd)

GALLIPOLIS, OHIO

(Gallia County)

1920 Population, 6,070.

City and Suburban Estimate, 20,000.

Native Whites, 90%; Negroes, 9%; Foreign Born, 1%; Industrial Workers, 15%; English Reading, 99%; Families, 1,200.

Schools: Public Grade, 4; High, 1; Junior High, 1.

Churches: Baptist, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1.

Banks: National, 1; State, 2. Total Resources, \$3,000,000; Savings Bank Deposits Total, \$300,000.

Theatres: Legitimate, 1; Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 1,300.

Location: Ohio River, 40 miles N. E. of a place where Ohio, Kentucky and West Virginia join. B. & O., New York Central and H. V. Low freight rates. To nearest large city, by railroad, 2 hours; by auto, 1½ hours.

Principal Industries: Furniture, stoves, clothing, iron, printing, second largest apple growers in state, tobacco, live stock, moulding sand, produce for Pittsburgh markets, acetylene lighting plants, brooms.

Manufacturing Establishments: 6 or 8. Leading firms: Gallipolis Furn. Co., Treasure Stove Works, Thompson-Francis Foundry, Tabot Broom Factory, Acme Boiler Works.

Special Information: Gallipolis is second oldest city in northwest territory, near mouth of Kanawha River. Prominent river port. Large coal fields nearby, natural gas and native population. Hundreds of acres available for manufacturing sites. Cheap labor, fuel and shipping facilities. State Hospital, with 2,000 inmates and 250 employees. Holzer Hospital (private), with 50 beds.

Residential Features: Private homes predominate; property cheap; many available home sites along the Ohio River.

Retail Shopping Section: Three blocks along 2d Avenue, facing 1 block Public Square on river. Court and 2d Avenues have 4 blocks of business houses, groceries, neighborhood type.

Trading Area: Eighteen miles down the river, 15 miles back and 15 miles up the river. Draw from West Virginia and Kanawha Valley.

Wholesale Houses: Groceries, 1; fruits, 2; hardware, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto agencies, 3; automobile accessories, 4; automobile tire agencies, 8; bakers, 2; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 2; dressmakers, 3; druggists, 5; dry goods, 6; department stores, 3; electrical supplies, 2; florists, 2; fruits, 4; furniture, 2; garages (public), 3; grocers, 28 (chain, 1); hardware, 5; jewelry, 2 (chain, 1); meat markets, 5; men's furnishings, 3; men's clothing, 3; merchant tailors, 2; milliners, 2; opticians, 3; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; restaurants (including hotels), 6; shoes, 3; sporting goods, 1; stationers, 2.

Miscellaneous Data: Average temperature, 50 degrees; average number of rainy days per twelve months, 113; most pleasant months, April, May, June, Sept., Oct., Nov. Doctors (medical, 11), (dentists, 4); number of wired houses, 800; gas, natural; electric current, alternating and direct; water, soft.

GENEVA, OHIO.

(Ashtabula County)

1920 Population, 3,081.

City and Suburban Estimate, 6,000.

Native Whites, 98%; Negroes, 2.3%; Foreign Born, 1.4%; Industrial Workers, 30%; English Reading, 99%; Families, 900.

Schools: Public Grade, 1; High, 1; Junior High, 1. Number of Pupils, 1,000.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 7.

Banks: National, 1; State, 1. Total Resources, \$2,600,000; Savings Bank Deposits Total, \$1,001,755.

Theatres: Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 1,500.

Location: 50 miles east of Cleveland on main lines of New York Central and Nickel Plate Railroads. Interurban service of C. P. & A. Railway, also bus lines connecting town with Cleveland west and Ashtabula on east. Shipping service unexcelled and town is in economic belt, shipping to all parts of world at great savings, using both water and rail. To nearest large city, by railroad, 30 minutes; by trolley, 30 minutes; by auto, 20 minutes.

Principal Industries: Builders, hardware, metal, wheel castings, toys, forks and hoes, women's clothing.

Manufacturing Establishments: 6. American Fork and Hoe Co., Champion Hardware Co., Geneva Metal Wheel Co. Total value of yearly output of factories, \$5,000,000.

Special Information: Is surrounded by rich farm territory, which produces several million dollars worth of grapes, garden produce, fruit, grain and poultry, yearly. Factories owned locally produce finished products sold all over the world and operate on steady basis year in and year out. City has all conveniences, operating own water plant, hospital, library and community association.

Residential Features: City of one-family residences, virtually all owned by tenants. Fine shade trees, beautiful lawns. Eleven streets paved during 1925.

Retail Shopping Section: Covers four blocks. Conveniently located in center of town on Broadway and Main Streets.

Trading Area: Extends 20 miles south, 5 miles west, 3 miles east and 3 miles north.

Wholesale Houses: Hardware, 1; Miscellaneous lines, tobacco, 1; flour, feed, etc., 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial auto agencies, 3; automobile accessories, 2; automobile tire agencies, 5; bakers, 3; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 7; druggists, 2; dry goods, 4; electrical supplies, 4; florists, 1; furniture, 1; garages (public), 3; grocers, 14 (chain, 3); hardware, 3; jewelry, 4; meat markets, 4 (chain, 1); men's furnishings, 2; men's clothing, 2; merchant tailors, 1; milliners, 2; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 7; shoes, 3; stationers, 3; women's apparel, 4.

Miscellaneous Data: Average temperature, 47.9 degrees; average number of rainy days per twelve months, 113; most pleasant months, May, June, July, Aug., Sept., Oct. Doctors (medical, 5); (dentists, 4); (osteopaths, 2); number of wired houses, 600; street car service; gas, artificial; electric current, alternating; water, soft.

GREENVILLE, OHIO

(Darke County)

1920 Population, 7,104.

City and Suburban Estimate, 45,000. Most important cities and towns in this area are: Versailles (pop. 1,580); Ansonia (800); Brockford (2,385).

Industrial Workers, 1,500; English Reading, 98%; Families, 1,700.

Schools: Public Grade, 5; High, 1; Junior High, 2; Parochial, 1; Number of Pupils, 1,500.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 7.

Banks: National, 3; State, 2; Building and Loan Associations, 2.

Theatres: Legitimate, 2; Moving Pictures, 4; Miscellaneous (Auditoriums, etc.), 1.

Location: On the Penna. Lines West ("Big Four"), Dayton & Union R.R.s. Eleven bus lines run through city.

Principal Industries: Tobacco, grain, stock, stoves, gravel.

Manufacturing Establishments: Leading firms: Union Underwear Co., Treaty Co., Greenville Mfg. Co., Allied Belting Co., Union Food Products Co., Greenville Gravel Co., Richeson & Nelson Tile Co., Berkheimer & Lammers, stove manufacturers; York Supply Co. (auto accessories, wholesale); R. S. Wenger Co. (wholesale stationers); Riggs & Myer (wholesale tailors).

Special Information: Greenville has one of the largest gravel producing plants in the state.

Residential Features: There are approximately 1,900 homes in Greenville.

Retail Shopping Section: Broadway, 6 blocks, Martin Street, 2 blocks; Fourth Street, 1 block; Third Street, 2 blocks; Public Square, 3 squares.

Trading Area: Trade is drawn from a radius of 25 miles.

Wholesale Houses: Groceries, 2; meats, 2; fruits, 3; miscellaneous lines, auto accessories, stationery.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; automobile accessories, 4; automobile tire agencies, 5; bakers, 5; cigar stores and stands (including hotels), 26 (chain, 5); confectioners (including hotel stands), 18; delicatessen, 1; dressmakers, 20 (est.); druggists, 5; dry goods, 6; department stores, 3; electrical supplies, 4; florists, 4; fruits, 8; furniture, 3; furriers, 6; garages (public), 8; grocers, 26 (chain, 3); hardware, 4; jewelry, 8; meat markets, 7; men's furnishings, 6; men's clothing, 6; milliners, 5; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 5; restaurants (including hotels), 9 (chain, 1); shoes, 8; sporting goods, 5; stationers, 4.

Miscellaneous Data: Average temperature, 50 degrees; average number of rainy days per twelve months, 96; most pleasant months, June and Oct. Doctors (medical, 15); (dentists, 8); (osteopaths, 2); gas, natural; number of meters, 1,600; electric current, alternating; number of wired houses, 1,500; water, soft.

HAMILTON, OHIO

(Butler County)

1920 Population, 39,675.

City and Suburban Estimate, (1925) 64,000.

Native Whites, 89.9%; Negroes, 3.3%; Foreign Born, 6.8%; Industrial Workers, 20%; English Reading, 97.3%; Families, 9,706.

Schools: Public Grade, 12; High, 2; Catholic 1; Junior High, 1; Parochial, 7; Number of Pupils, 2,000 Parochial, 6,759 Public.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 3; Presbyterian, 2; Roman Catholic, 6; Miscellaneous, about 10.

Banks: National, 2; State, 2; Total Resources (all banks) \$17,000,000; Savings Bank Deposits, Total \$3,600,000.

Theatres: Legitimate, 1; Moving Pictures, 6; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 7,000.

Location: On Great Miami River, 25 miles north of Cincinnati and 31 miles southwest of Dayton. Served by B. & O., Penn., Erie, and Cincinnati, Indianapolis & Western Railways. Good interurbans and bus service, in all directions within a radius of 25 miles for buses and a much greater distance for interurban traffic. To nearest large city by railroad, 1 hour; by trolley, 1 hour; by automobile, 1 hour.

Principal Industries: Paper, safes, vaults, engines, sugar mills, machine tools, stoves, paper mill machinery, power punches and presses, parts for Ford cars, castings, felts and blankets, pig iron, food products.

Manufacturing Establishments: 150. Leading firms: Champion Corset Paper Co., Mosler Safe Co., Herring-Hall-Martin Safe Co., Hooven-Owens-Rentschler Co., Niles Tool Works Co., Estate Stove Co., Black-Clawson Co., Beckett Paper Co., Ford Motor Co., Hamilton Foundry & Machine Co., Shuler & Benninghofen. Total value of yearly output of factories estimated at \$65,000,000.

Special Information: Transportation facilities and economic manufacturing advantages have made Hamilton an industrial city "Known in the World's Markets." Here are located one of the largest coated paper mills, and one of the three finest blast furnaces and by-product coke plants in America. Three-fourths of the nation's output of safes and vaults are made in Hamilton. Large machinery of national reputation and exclusive design is made here, contributing much to the prestige of Hamilton.

Residential Features: Mostly one-family houses. Large percentage home owners. A very fine residential section is located in west portion of city. Homes in this section average in value about \$9,000.

Retail Shopping Section: Main business street is High Street. Business section extends east from Miami River 6 blocks to 5th Street. 3rd and 2nd Streets are secondary business streets, 2nd Street on 6 blocks from Central Avenue to Dayton Street, 3rd Street on 5 blocks from Dayton to Sycamore Street. 2nd and 3rd Streets are parallel and both intersect High Street. Court and Market Streets are business streets from Front to 4th and parallel High Street. Market Street is first north of High and Court Street is first south of High Street. There are about 15 outlying "neighborhood" business centers.

Trading Area: Extends about 20 miles west, 15 miles north, 15 miles east and about 10 miles south. Good roads and bus service make this business possible.

Wholesale Houses: Groceries, 1; meats, 1; fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 16; commercial auto agencies, 6; automobile accessories, 26; automobile tire agencies, 26; bakers, 10; cigar stores and stands (including hotels), 24 (chain, 1); confectioners (including hotel stands), 10; delicatessen, 3; dressmakers, 30; druggists, 20; dry goods, 9; department stores, 6; electrical supplies, 9; florists, 5; fruits, 2; furniture, 8; garages (public), 20; grocers, 185 (chain, 7); hardware, 5; jewelry, 9; meat markets, 58 (chain, 3); men's furnishings, 6; men's clothing, 6; merchant tailors, 16; milliners, 6; opticians, 9; photographers, 3; pianos (and miscellaneous musical instruments), 5; radio supplies, 10; restaurants (including hotels), 41; shoes, 12; sporting goods, 3; stationers, 2; women's apparel, 8 (only).

Miscellaneous Data: Average temperature, 53 degrees; average number of rainy days per twelve months, 120; most pleasant months, May, June, Sept., Oct. Doctors (medical, 50); dentists, 24; (osteopaths, 2); number of wired houses, 9,150; street car service; gas, natural and artificial; electric current, alternating; water, hard.

IRONTON, OHIO

(Lawrence County)

1920 Population, 14,007 (1924, est. 19,240).

City and Suburban Estimate, 25,000.

Native Whites, 90%; Negroes, 8%; Foreign Born, 2%; Industrial Workers, 2%; English Reading, 99%; Families, 5,500.

Schools: Public Grade, 8; High, 1; Junior High, 1; Parochial, 2.

Churches: Baptist, 4; Congregational, 1; Episcopal, 1; Methodist, 6; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 11.

Banks: National, 2; State, 1; Total Resources, \$6,166,552. Savings Bank Deposits Total, \$1,200,000.

Theatres: Moving Pictures, 5; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 4,928.

Location: On the Ohio River at the most southern point. Served by N. & W., D. T. & I. Ohio Valley Traction. Direct across the Ohio River from the C. & O. terminal. Excellent boat and bus service.

Principal Industries: Coke, nails, shoes, cement, pig iron, by-products, steel castings, lumber, stove plants, mine engine, Ironton Solvay & Coke Co.

Manufacturing Establishments: 64. Ironton Stove Co., Belfont Steel & Wire Co., Dayton

Malleable Iron Co., Ironton Engine Co., Alpha Portland Cement Co., Marting Iron & Steel Co., Selby Shoe Co., Ironton Solvay Co. Total value of yearly output of factories estimated at \$12,982,976.

Special Information: The location of Ironton makes the city the meeting place of the N. & W., the D. T. & L., and the C. & O. Railways. Packet lines daily on the Ohio River furnish a valuable means of transportation. Ironton has the only pedestrian bridge over the Ohio River between Cincinnati, Ohio and Pittsburgh.

Residential Features: One- and two-family homes. City is growing fast and many residential districts are nearing completion. Private homes predominate.

Retail Shopping Section: Extends north and south for 6 blocks, east and west for 3 blocks. There are 5 outlying retail business sections and numerous other stores and confectioneries which are doing a flourishing business.

Trading Area: Extends north and south for 25 miles, east and west for 25 miles, Russell, Ky., direct across the Ohio River furnishes local merchants with a great amount of business. A bridge across the Ohio River at this point brings 50,000 people within 15 minutes automobile ride of Ironton.

Wholesale Houses: Groceries, 1; fruits, 2; hardware, 2; Miscellaneous lines, confectionery, 1; flour mill, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial auto agencies, 6; automobile accessories, 27; automobile tire agencies, 12; bakers, 8; cigar stores and stands (including hotels), 11; confectioners (including hotel stands), 29; dressmakers, 28; druggists, 10; dry goods, 24; department stores, 1; electrical supplies, 6; florists, 2; fruits, 11; furniture, 6; furriers, 2; garages (public), 27; grocers, 116; hardware, 6; jewelry, 6; meat markets, 20; men's furnishings, 12; men's clothing, 15; merchant tailors, 4; milliners, 11; opticians, 3; photographers, 4; pianos (and miscellaneous musical instruments), 4; radio supplies, 7; restaurants (including hotels), 32; shoes, 16; sporting goods, 7; stationers, 4; women's apparel, 8.

LANCASTER, OHIO

(Fairfield County)

1920 Population, 14,706.

City and Suburban Estimate, 40,484.

Native Whites, 98%; Negroes, 1%; Foreign Born, 1%; Industrial Workers, 50%; English Reading, 100%; Families, 3,899.

Schools: Public Grade, 5; High, 1; Parochial, 1; Number of Pupils, 4,310.

Churches: Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 5.

Banks: National, 3; State, 1; Total Resources, \$3,000,000; Savings Bank Deposits Total, \$700,000.

Theatres: Moving Pictures, 4; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 3,500.

Location: P. R.R. H. V., Scioto Valley traction, outlet for H. V. coal field.

Principal Industries: Shoes, glassware, tires, agricultural implements.

Manufacturing Establishments: 14. Leading firms: H. C. Godman Co. (shoes), Hocking Glass Co., Lancaster Glass Co., Fairfield Glass Co., Lancaster Lens Co., Lancaster Tire & Rubber Co. Total value of yearly output of factories estimated, shoes alone run into millions.

Special Information: Center of good farming district for years and now in addition is a manufacturing center of constantly growing size.

Residential Features: Workers here own their own homes and they are well kept, two-story houses. Average worker here is prosperous individual.

Retail Shopping Section: Is small, all merchants being bunched within two blocks and the side streets. The west side has a business center and there are two in the east end.

Trading Area: Practically all effort is centered in Fairfield County. Good roads, plenty of automobiles and bus service in all directions.

Wholesale Houses: Groceries, 2; meats, 2; fruits, 1; dry goods, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto agencies, 4; automobile accessories, 16; automobile tire agencies, 4; bakers, 4; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 9; delicatessen, 2; dressmakers, 16; druggists, 10; dry goods, 4; department stores, 3; electrical supplies, 6; florists, 3; fruits, 1; furniture, 4; furriers, 1; garages (public), 10; grocers, 56; hardware, 5; jewelry, 3; meat markets, 19; men's furnishings, 11; men's clothing, 11; merchant tailors, 8; milliners, 5; opticians, 6; photographers, 3; pianos (and miscellaneous musical instruments), 4; radio supplies, 6; restaurants (including hotels), 12; shoes, 5; sporting goods, 2; stationers, 2; women's apparel, 12.

LIMA, OHIO

(Allen County)

1920 Population, 41,326. (1925 est. 54,946).

City and Suburban Estimate, 60,000.

Native Whites, 92.4%; Negroes, 3.0%; Foreign Born, 4.6%; Families, 13,000.

Schools: Public-Grade, 18; High, 2; Junior High, 2; Parochial, 3. Number of Pupils, 9,468.

OHIO (Cont'd)

Churches: Baptist, 4; Christian Science, 2; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 9; Presbyterian, 2; Roman Catholic, 3. Miscellaneous—21.

Banks: National, 1; State, 5; Total Resources 1924 (all banks), \$15,277,955.69.

Theatres: Legitimate, 1; Moving Pictures, 6; Vaudeville, 1. Miscellaneous (Auditoriums, etc.), 4. Total number of seats, 7,626.

Location: Northwest part of Ohio. On Penn., Chicago & Erie, B. & O., D. T. & I., "Nickel Plate," Erie, and five interurban lines. Good bus service.

Principal Industries: Locomotives, steel castings, oil refining, cigars, motor trucks and woolen blankets, railroad shops.

Manufacturing Establishments, 100. Leading firms: Lima Locomotive Works, Ohio Steel Foundry, Garford & Gramm, Burnstein Motor T. Co., Solar Refinery, Diesel-Wemmer and Lima Woolen Mills. Total value of yearly output of factories estimated at \$62,000,000.

Special Information: City of homes, 12,250 in 1923. An active and acceptable Commission Manager form of government. Excellent labor conditions, being open shop. One of the finest schools in the state. Auto-manual telephone system.

Residential Features: Single homes predominate. Pleasant, attractive section devoted to workingmen's homes. Very few apartment houses.

Retail Shopping Section: Main Street from Water to Pennsylvania tracks. Elizabeth Street from Elm to North. North High, Market, Spring and Elm Streets from Union to West Streets.

Trading Area: A 35-mile shopping district with population of 212,000. Lima is served by a network of interurban lines, which bring much trade into the city from the 178 towns in the surrounding country.

Wholesale Houses: Groceries, 3; meats, 3; fruits, 4.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 18; automobile accessories, 12; automobile tire agencies, 30; bakers, 21; cigar stores and stands (including hotel stands), 19 (chain, 1); delicatessen, 2; dressmakers, 12; druggists, 27 (chain, 2); dry goods, 8; department stores, 10; electrical supplies, 11; florists, 3; furniture, 14; furriers, 3; garages (public), 37; grocers, 185; hardware, 11; jewelry, 9; meat markets, 25 (chain, 2); men's furnishings, 12; merchant tailors, 3; milliners, 9; opticians, 8; photographers, 6; pianos (and miscellaneous musical instruments), 5; restaurants (including hotels), 47 (chain, 5); shoes, 18; sporting goods, 3; stationers, 1; women's apparel, 10.

Miscellaneous Data: Average temperature, 47.9 degrees; average number of rainy days per twelve months, 113; most pleasant months, May, June, Sept., Oct., Nov. Doctors (medical, 75); (dentists, 28); (osteopaths, 3); street car service; gas, natural and artificial; electric current, alternating and direct; water, hard.

LISBON, OHIO

(Columbiana County)

1920 Population, 3,113.

City and Suburban Estimate, 5,000.

Native Whites, 97%; Negroes, 1%; Foreign Born, 2%.

Schools: Public Grade, 2; High, 1; Junior High, 1; Normal School, 1. Number of Pupils, 900.

Churches: Episcopal, 1; Methodist, 1; Colored M. E., 1; Presbyterian, 1; Roman Catholic, 1; United Presbyterian, 1; Christian, 1. Miscellaneous, 4.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), High School. Total number of seats, 1,500.

Location: On branch of Erie and Pennsylvania, electric line, Youngstown & Ohio R.R. To nearest larger city by auto, 30 minutes; by trolley, 40 minutes.

Principal Industries: Coal and clay products.

Manufacturing Establishments: Leading firms: The National Brass & Copper Co., The R. Thomas & Sons Co. (electrical porcelain supplies). Excelsior Fire Clay Co. (chimney tops, flue linings), American Vitrified Products Co. (hot tops and sewer pipe), Wright Mfg. Company (chain hoists), A. Arter & Sons Co. (leather goods).

Special Information: Not one family dependent upon charity. Works run the year around. Best water in the country.

Residential Features: There are about 2,000 homes in Lisbon.

Retail Shopping Section: Lincoln Way, east and west, 4 blocks; Park Avenue, east and west, 2 blocks; Market Street, north and south, 3 blocks.

Trading Area: East, 10 miles; west 10 miles; north, 7 miles; south, 7 miles.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 17; commercial auto agencies, 7; automobile tire agencies, 14; bakers, 3; cigar stores and stands (including hotel stands), 3; confectioners (including hotel stands), 3; delicatessen, 1; dressmakers, 3; druggists, 6; dry goods, 3; electrical supplies, 3; florists, 1; fruits, 3; furniture, 2; furriers, 1; garage (public), 8; grocers

12 (chain 3); hardware, 2; jewelry, 3; meat markets, 5; men's furnishings, 4; men's clothing, 4; merchant tailors, 3; milliners, 2; opticians, 3; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 5; restaurants (including hotels), 5; shoes, 4; sporting goods, 5; stationers, 1; women's apparel, 3.

Miscellaneous Data: Average temperature, 47.9 degrees; average number of rainy days per twelve months, 113; most pleasant months May, June, Sept., Oct., Nov. Doctors (medical, 8); (dentists, 3); (osteopaths, 1); number of wired houses, 1,000; gas, natural; electric current, alternating; water, hard.

LORAIN, OHIO

(Lorain County)

1920 Population, 37,295.

City and Suburban Estimate, 100,000.

Native Whites, 60.9%; Negroes, 1.3%; Foreign Born, 37.8% Industrial Workers, 27%; English Reading, 79%; Families, 11,176.

Schools: Public Grade, 8; High, 1; Junior High, 4; Parochial, 7; Number of Pupils, 9,133.

Churches: Baptist, 3; Christian Science, 1; Congregational, 1; Episcopal, 2; Hebrew, 2; Methodist, 6; Presbyterian, 1; Roman Catholic, 11; Miscellaneous, 21.

Banks: National, 1; State, 5; Total Resources (all banks), \$14,445,789.38; Savings Banks Deposits, Total \$10,187,361.14.

Theatres: Moving Pictures, 8; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, approximately, 6,000.

Location: On south shore of Lake Erie, at mouth of Black River. Served by Baltimore & Ohio, Nickel Plate, Wabash, Lorain, Ashland & Southern R.R.s. Lake Shore electric, and Cleveland, Southwestern & Columbus electric lines. Bus service East, West and South; numerous truck services in all directions.

Principal Industries: Iron and steel, stoves, automatic shovels, shipbuilding, men's clothing, automatic water heaters, steel and bronze castings, stamping of steel.

Manufacturing Establishments, 18. Leading firms: National Tube Co., Thew Shovel Co., American Shipbuilding Co., The Automatic Shovel Co., National Stove Works, Hoffman Heater Co. Total value of yearly output of factories estimated at \$250,000,000.

Special Information: River front locations still available. Electric Power Plant supplies cities throughout the state. River navigable for all lake boats. Paved roads leading in all directions. Excellent water supply; workmen and skilled mechanics always available.

Residential Features: Mostly one- and two-family houses. Private homes generally owned by occupants. The finest residential section is located east and west of Lorain. Homes in latter section average \$11,000. Streets are nearly all paved; plenty of shade trees and abundant parks. Schools located in the residential section.

Retail Shopping Section: Main business section extends from lake front south 10 blocks. Two other large business sections at center and southern extremity of city. Many smaller neighborhood districts.

Trading Area: Extends about 10 miles west, east and south. Fine trolley and bus service and good roads bring people from further distance to the city.

Wholesale Houses: Groceries, 2; meats, 4; fruits, 3; confectionery, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 17; commercial auto agencies, 7; automobile accessories, 16; automobile tire agencies, 9; bakers, 17; cigar stores and stands (including hotels), 58; confectioners (including hotel stands), 15; delicatessen, 2; dressmakers, 10; druggists, 15; dry goods, 20; department stores, 7; electrical supplies, 11; florists, 7; fruits, 9; furniture, 16 (chain, 1); furriers, 1; garages (public), 23; grocers, 147 (chain, 28); hardware, 15; jewelry, 11; meat markets, 49; men's furnishings, 17; men's clothing, 15; merchant tailors, 23; milliners, 11; opticians, 7; photographers, 8; pianos (and miscellaneous musical instruments), 17; radio supplies, 7; restaurants (including hotels), 46; shoes, 23; sporting goods, 7; stationers, 4; women's apparel, 11.

See announcement columns 3 and 4

MANSFIELD, OHIO

(Richland County)

1920 Population, 27,824.

City and Suburban Estimate, 60,000.

Native Whites, 89%; Negroes, 3%; Foreign Born, 8%; Industrial Workers, 28%; English Reading, 92%; Families, 9,850.

Schools: Public Grade, 11; High, 2; Parochial, 1. Number of Pupils, 6,250.

Churches: Baptist, 3; Congregational, 2; Episcopal, 1; Hebrew, 1; Methodist, 6; Presbyterian, 4; Roman Catholic, 1; Christian, 3; Evangelical, 2; Miscellaneous, 13.

Banks: National, 1; State, 5; Total Resources, \$28,000,000.

Theatres: Legitimate, 2; Moving Pictures, 8; Vaudeville, 1. Total number of seats, 5,800.

Location: 80 miles southwest of Cleveland on Main Line Penn. R. R., Erie R. R., and B. & O. R. R. Also a division of B. & O. and Penn. R. R. north and south. Two interurban trolley lines.

Principal Industries: Steel sheets, brass castings, railway and mining equipment, threshers and tractors, stores and ranges, elastic and rigid webbing, steel abrasives, ordinance and

clay working machinery, motors, generators, electrical appliances and watch cases.

Residential Features: One-family houses predominate.

Retail Shopping Section: North Main Street, East and West 4th Street, East and West Park Avenue, West 3rd Street, Walnut and Diamond Streets, forming about 25 blocks.

Trading Area: Radius 35 miles.

Wholesale Houses: Groceries, 4; meats, 2; fruits, 1; hardware, 4; miscellaneous lines, druggists, 1; dry goods, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 75; commercial auto agencies, 25; automobile accessories, 25; automobile tire agencies, 50; bakers, 15; cigar stores and stands (including hotels), 35; confectioners (including hotel stands), 31; delicatessen, 1; dressmakers, 60; druggists, 16; dry goods, 7; department stores, 2; electrical supplies, 9; florists, 5; fruits, 11; furniture, 8; furriers, 11; garages (public), 26; grocers, 114; hardware, 6; jewelry, 13; meat markets, 31; men's furnishings, 17; men's clothing, 13; merchant tailors, 12; milliners, 16; opticians, 5; photographers, 6; pianos (and miscellaneous musical instruments), 6; radio supplies, 27; restaurants (including hotels), 39; shoes, 15; sporting goods, 3; stationers, 2; women's apparel, 13.

MARIETTA, OHIO

(Washington County)

1920 Population, 15,140.

City and Suburban Estimate (1926). City, 16,000; Suburban, 5,500. Most important cities and towns in this area are: Beverly (pop. 566), Lowell (569), Williamstown, W. Va. (1,783).

Native Whites, 95.3%; Negroes, 3.1%; Foreign Born, 1.6%; Industrial Workers, 20%; English Reading, 100%; Families, 4,114.

Schools: Public Grade, 8; High, 1; Junior High, 1; Parochial, 1. Number of Pupils, 3,300.

Churches: Baptist, 1; Christian Science, 1; Congregational, 3; Episcopal, 1; Hebrew, 1; Methodist, 4 white, 2 colored; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 7.

Banks: National, 3; State, 2. Total Deposits (all banks), \$9,400,632.31; Total Resources (all banks), \$15,048,298.97; Total Savings Banks Deposits, \$1,375,000.

Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 6,000.

Location: B. & O. (3 divisions), P. R. R. (1 division). Packet boats for passenger and freight operate on Ohio and Muskingum Rivers between Pittsburgh, Zanesville and Cincinnati,

and intermediate points. To nearest larger city, by railroad, 5½ hours; by auto, 5 hours.

Principal Industries: Safe cabinets; automotive chemicals, gas engines, paints and colors, bath room fixtures, chairs, oil well machinery, dining room furniture, glassware and pottery.

Manufacturing Establishments: 10. Leading firms: Marietta Chair Co., Safe Cabinet Co., Northwestern Chemical Co., Patten Brothers Co., Marietta Paint & Color Co., Becker Mfg. Co., Leidecker Tool Co., Brickwede Brothers Co., Fenton Art Glass Co., American Biscue Co. Total value of yearly output of factories estimated at \$12,213,000.

Special Information: One of the largest truck gardening centers in central states, 1924 shipments over 1,125 cars of garden products; also large producer of apples, 1924 shipments over 400 cars. This section noted for its grazing land and large number of cattle. Oldest town in Northwest territory. Many interesting historical points and buildings.

Residential Features: Practically all homes are one-family type, with large substantial modern homes, and practically all workers are home owners.

Retail Shopping Section: Front Street, 2 blocks; Putnam Street, 2 blocks Second Street, 2½ blocks; Greene Street, 3 blocks, with usual outlying districts.

Trading Area: 25 miles east, north and west; with bus service east and north for a distance of 30 to 50 miles. Also trolley service north for a distance of 25 miles.

Wholesale Houses: Groceries, 1; fruits, 2; hardware, 1; dry goods, 1; Miscellaneous lines, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 17; commercial auto agencies, 14; automobile accessories, 7; automobile tire agencies, 10; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 15; delicatessen, 10; dressmakers, 30; druggists, 9; dry goods, 8; department stores, 6; electrical supplies, 5; florists, 2; fruits, 5; furniture, 3; furriers, 3; garages (public), 10; grocers, 86 (chain, 6); hardware, 4; jewelry, 6; meat markets, 10; men's furnishings, 8; men's clothing, 8; merchant tailors, 12; milliners, 7; opticians, 8; photographers, 4; pianos (and miscellaneous musical instruments), 5; radio supplies, 4; restaurants (including hotels), 14; shoes, 19; sporting goods, 4; stationers, 3; women's apparel, 7.

Miscellaneous Data: Average temperature, 50 degrees; average number of rainy days per twelve months, 120; most pleasant months, May, June, Oct., Nov. Doctors (medical, 28), (dentists, 15), (osteopaths, 2); street car service; gas, natural; number of meters, 5,021; electric current, alternating and direct; number of wired houses, 3,150; number of automobile registrations, 8,000; water, hard.

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MARION, OHIO

(Marion County)

1920 Population, 27,891 (1925 est. 32,541).

City and Suburban Estimate (1925), 150,000.

Native Whites, 93%; Negroes, 2%; Foreign Born, 5%; Industrial Workers, 20%; English Reading, 90%; Families, 6,500. (1924 est., 8,320).

Schools: Public Grade, 14; High, 1; Junior High, 2; Parochial, 1; Number of Pupils, 6,500.

Churches: Baptist, 8; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 7; Presbyterian, 3; Roman Catholic, 1; Miscellaneous, 21.

Banks: National, 1; State, 5; Total Resources (all banks), \$8,875,312.12; Savings Bank Deposits, Total \$7,624,960.13.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2 (one of which has 1,500 seats). Total number of seats, Theatres, 2,575; Pavilion, 2,500.

Location: Marion is located 45 miles north of Columbus, 100 miles southwest of Cleveland, 75 miles south of Toledo, 140 miles northeast of Cincinnati, 80 miles northeast of Dayton, 270 miles southeast of Chicago, 180 miles east of Indianapolis, 200 miles west of Pittsburgh and 70 miles south of Sandusky. 980 feet above sea level. In one of the best farming sections of the country, is practically level, having small inclines of southeast part, and is well drained. Ideally located for shipping facilities. Served by the Penna. Lines West, Erie, Chicago & Erie, Hocking Valley, and C. C. C. & St. L. ("Big Four") R.R.s., and two interurban lines. To nearest larger city (Columbus) by railroad, 2 hours; by trolley, 2 hours; by automobile, 1½ hours.

Principal Industries: Steam shovel, milk, threshing machine engines, tractors, racing sulkeys, grey iron, steel, malleable iron, brass and bronze foundries, road machinery, glass steel bodies, mattresses, cigars, candies and gloves.

Manufacturing Establishments: 38. Leading firms: Marion Steam Shovel, Osgood Steam Shovel, Susquehanna Silk Mills, Huber Mfg. Co., Power Mfg. Co., Pollock Steel Co., Fairfield Engineering Co., Smith Mattress Co.

Special Information: Ideally located on five railroads and two interurban lines, which make it a very important center for manufacturing plants.

Residential Features: Practically all one-family houses. 70 per cent owned. Building activities since 1920 have caught up with demand. Over 700 homes built recently.

Retail Shopping Section: Extends two blocks east of center of city to six blocks west, two blocks south and three north.

Trading Area: Radius area of 25 miles. Splendid bus service.

Wholesale Houses: Groceries, 1; meats, 1; fruits, 3; Miscellaneous lines, confectionery, 3; cigars, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 5; automobile accessories, 18; automobile tire agencies, 6; bakers, 14; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 14; delicatessen, 2; dressmakers, 23; druggists, 15; dry goods, 7; department stores, 7; electrical supplies, 14; florists, 6; fruits, 9; furniture, 6; garages (public), 46; grocers, 123 (chain, 15); hardware, 8; jewelry, 5; meat markets, 26; men's furnishings, 13; men's clothing, 6; merchant tailors, 6; milliners, 8; opticians, 5; photographers, 5; pianos (and miscellaneous musical instruments), 6; radio supplies, 8; restaurants (including hotels), 31; shoes, 17; sporting goods, 3; stationers, 3; women's apparel, 12.

Miscellaneous Data: Average temperature, 49.7 degrees; average number of rainy days per twelve months, 113; most pleasant months, May, June, Sept., Oct., Nov. Doctors (medical, 39); (dentists, 15); (osteopaths, 5); number of wired houses, 6,919; street car service; gas, natural; electric current, alternating; water, hard.

MARTINS FERRY, OHIO

(Belmont County)

1920 Population, 11,634.

City and Suburban Estimate, 22,000.

Native Whites, 80%; Negroes, 5%; Foreign Born, 15%; Industrial Workers, 30%; Families, 3,000.

Schools: Public Grade, 6; High, 1; Parochial, 1; Number of Pupils, 3,000.

Churches: Baptist, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 6.

Banks: State, 3; Total Resources, \$5,000,000. Savings Bank Deposits Total, \$1,000,000.

Theatres: Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 2,000.

Location: West side of the Ohio River opposite Wheeling, W. Va. Served by the Pennsylvania Railroad, Wheeling & Lake Erie, B. & O., Ohio River steamship lines.

Principal Industries: Sheet iron and tin-plate hot air furnaces, stoves and ranges, structural steel, glass, box factory, production of coal.

Manufacturing Establishments: 12. Leading firms: American Sheet & Tin Plate Co., Wheeling Steel Corp., Stanton Heater Co., J. E. Moss Iron Works, Spence-Baggs Stove Co., La Belle Box Factory, Scott Lumber Co.

Special Information: Center of most important coal mining section of Ohio. Easy access for fuel and ready facilities for shipments via rail and water, making Martins Ferry an ideal industrial center.

Residential Features: Mostly one and two-family houses. Private owned homes predominate. Many beautiful sites for homes overlooking the Ohio River.

Retail Shopping Section: Extends through heart of city four blocks north and south and three blocks east and west.

Trading Area: Ten miles north to Warrenton, 20 miles northwest to Alden, and Mt. Pleasant, 10 miles west to Harrisville. Served by 4 improved auto roads and bus lines.

Wholesale Houses: Meats, 1; fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto agencies, 6; auto accessories, 8; automobile tire agencies, 14; bakers, 4; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 8; dressmakers, 12; druggists, 6; dry goods, 4; department stores, 1; electrical supplies, 5; florists, 3; fruits, 15; furniture, 3; garages (public), 10; grocers, 38; hardware, 2; jewelry, 3; meat markets, 7; men's furnishings, 7; men's clothing, 6; merchant tailors, 4; milliners, 3; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 5; shoes, 4; sporting goods, 1; stationers, 1; women's apparel, 2.

MARYSVILLE, OHIO

(Union County)

1920 Population, 3,635.

Schools: Public Grade, 2; High, 1; Parochial, 1; Number of Pupils, 1,230.

Churches: Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Lutheran, 3; Church of Christ, 1.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 5; Total number of seats, 4,200.

Location: County seat of Union County. T. & O. C. Big Four Shore Line. Excellent bus lines to all surrounding towns.

Principal Industries: Regent Brass Co., manufacture all kinds of brass goods, Nestle's Food Co., powdered milk, evaporated and condensed milk, butter, ice cream and malted milk.

Manufacturing Establishments: Leading firms: Regent Brass Co., Federal Brass & Mfg. Co., Davis Chair Co., Nestle's Food Co., Lentz Butter-Tub Co., Adams Husker Co., Sharpe Apron Co., William & McIntire Tile Co., Marysville Foundry Co., Tribune Publishing Co., Slagle Lumber Co., Tegge Cigar Co. Total value of yearly output of factories estimated at \$2,000,000.

Special Information: Located at the intersection of T. & O. C., and short line of Big Four, making it easily accessible to ports on Great Lakes and Ohio River.

Residential Features: Mostly one-family houses, private homes predominating. Private residential section very exclusive and one of the finest in any of the small towns of Ohio.

Retail Shopping Section: Extends from public square four blocks each way.

Trading Area: All of Union County, and parts of Champaign, Madison, Marion and Logan.

Wholesale Houses: Meats, 6; fruits, 1; miscellaneous lines, confectionery, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto agencies, 5; automobile accessories, 8; automobile tire agencies, 10; bakers, 2; cigar stores and stands (including hotels), 23; confectioners (including hotel stands), 19; delicatessen, 1; dressmakers, 4; druggists, 3; dry goods, 4; department stores, 1; electrical supplies, 3; florists, 1; fruits, 2; furniture, 2; garages (public), 5; grocers, 16; hardware, 4; jewelry, 3; meat markets, 6; men's furnishings, 4; men's clothing, 5; merchant tailors, 2; milliners, 2; opticians, 1; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; restaurants (including hotels), 5; shoes, 5; sporting goods, 2; stationers, 4; women's apparel, 5.

MASSILLON, OHIO

(Stark County)

1920 Population, 17,428 (1926, 26,000).

City and Suburban Estimate, 60,000.

Native Whites, 85.8%; Negroes, 3.6%; Foreign Born, 10.6%; Industrial Workers, 28%; English Reading, 92%; Families, 4,374.

Schools: 13. Number of Pupils, 3,794.

Churches: 18.

Banks: 5; Total Resources, \$14,000,000.

Theatres: 3. Total number of seats, 1,670.

Location: In northeastern part of state, 9 miles west of Canton on Tuscarawas River and Ohio Canal. Served by Pennsylvania, B. & O. and Wheeling & Lake Erie R.R.s.

Principal Industries: High-grade alloy, and drawn steel, sandstone quarries, potters' clay deposits, iron ore. Also manufacture of threshing machines, engines, bridges, glass, stoves, pumps, flour.

Special Information: Massillon is center of very heavy coal and steel interests with vested capital of \$10,000,000.

Residential Features: One-family houses.

Retail Shopping Section: 7 blocks.

Trading Area: 3½ miles east, 12 and 15 miles north, south and west.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial auto agencies, 6; automobile accessories, 12; automobile tire agencies, 12; bakers, 6; cigar stores and stands (including hotels), 20; dressmakers, 30; druggists, 8; dry goods, 9; department stores, 3; electrical supplies, 7; florists, 3; fruits, 4; furniture, 6; garages (public), 11; grocers, 55; hardware, 4; jewelry, 7; meat markets, 18; men's furnishings, 13; men's clothing, 12; merchant tailors, 18; milliners, 9; opticians, 4; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 8; restaurants (including hotels), 22; shoes, 13; sporting goods, 5; stationers, 3; women's apparel, 8.

MIDDLETOWN, OHIO

(Butler County)

1920 Population, 23,594 (1926 est. 30,800).

City and Suburban Estimate (1925 est. 28,000).

Native Whites, 90%; Negroes, 6%; Foreign Born, 4%; Industrial Workers, 33%.

Schools: Public Grade, 10; High, 1; Junior High, 1; Parochial, 2. Number of Pupils, 4,918.

Churches: Baptist, 3; Christian Science, 1; Episcopal, 1; Hebrew, 2; Methodist, 3; Presbyterian, 3; Roman Catholic, 1; Miscellaneous, German Catholic, Lutheran, total, 30.

Theatres: Moving Pictures, 6; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), High School. Total number of seats, 3,800.

Location: On main line of Big Four and B. & O. branch of Penna. to Cincinnati. Excellent bus service both passenger and freight to Cincinnati, Dayton, Columbus. Also Cincinnati and Dayton Traction Co. To nearest large city, by railroad, 45 minutes; by trolley, 45 minutes; by auto, 1 hour.

Principal Industries: Iron, steel, paper and tobacco. American Rolling Mill Co., The American Tobacco Co. (P. Lorillard), The Gardner & Harvey Paper Co., Wardlow Thomas Paper Co., manufacturers of shot shell and bag papers, Paul A. Sorg Paper Co., Nashua Gummed and Coated Paper Co., 3 paper box factories.

Manufacturing Establishments: 31. Leading firms: American Rolling Mill Co., manufacturers of Armo products. Total value of yearly output of factories estimated at \$75,000,000.

Special Information: Middletown produces annually 360,000 tons of steel, 200,000,000 pounds of paper, and 35,000,000 pounds of tobacco. It employs 9,000 people, with annual industrial payroll of \$12,000,000. It has organized a Civic Association that operates all civic and social agencies and in addition performs all the functions of a Chamber of Commerce. It has a membership of more than 4,400 and an annual income of \$170,000.

Residential Features: Private homes predominate, 63% owned.

Retail Shopping Section: Main Street, between Manchester Avenue and First Avenue, 2 blocks; Central Avenue, between Main Street and Crawford Street, 10 blocks, and outlying retail business districts.

Trading Area: 15 miles east and west, 10 miles north and 6 miles south.

Wholesale Houses: Groceries, 1; Fruits, 2; Miscellaneous lines, cigars, 2; confectionery, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 14; automobile accessories, 12; automobile tire agencies, 5; bakers, 7; cigar stores and stands (including hotels), 9; confectioners (including hotel stands), 20; delicatessen, 14; dressmakers, 12; druggists, 14; dry goods, 19; department stores, 2; electrical supplies, 3; florists, 7; fruits, 3; furniture, 3; garages (public), 10; grocers, 111 (chain, 27); hardware, 4; jewelry, 8; meat markets, 50; men's furnishings, 11; men's clothing, 7; merchant tailors, 9; milliners, 6; opticians, 3; photographers, 5; pianos (and miscellaneous musical instruments), 6; radio supplies, 7; restaurants (including hotels), 33; shoes, 15; sporting goods, 3; stationers, 2; women's apparel, 6.

Miscellaneous Data: Average temperature, 50 degrees; average number of rainy days per twelve months, 113; most pleasant months, May, June, Sept., Oct., Nov. Doctors (medical, 34); (dentists, 17); (osteopaths, 7); bus service; gas, natural; electric current, alternating and direct; water, hard.

MT. VERNON, OHIO

(Knox County)

1920 Population, 9,237.

City and Suburban Estimate, 12,000. Most important cities and towns in this area are: Fredericktown (pop. 1,194), Danville (642), Centerburg (723), Gambier (478).

Native Whites, 90%; Negroes, 3%; Foreign Born, 7%; Industrial Workers, 60%; English Reading, 100%; Families, 3,100.

Schools: Public Grade, 5; High, 1; Parochial, 1.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 2; State, 1. Capital, Surplus and Undivided Profits (all banks), \$615,000; Total Deposits (all banks), \$3,771,000; Total Resources (all banks), \$4,334,000.

Theatres: Legitimate, 1; Moving Pictures, 2.

Location: The B. & O. Ry., C. A. & C. (Pa.). To nearest larger city, by railroad, 1 hour; by automobile, 2 hours.

Principal Industries: Engine building, bridge and structural, milk bottles, window glass, flour, boxes, baling machines.

Manufacturing Establishments: 9. Leading firms: The C. & G. Cooper Co., Mt. Vernon Bridge Co., Butcher Baling Mach. Co., Pittsburgh Plate Glass Co., N. W. E. & Mills Lamb Glass Co., Hope Engineering Supply Co., Hope Forge & Machine Co., Bernard Bros. (boxes).

Retail Shopping Section: Main Street, 6 blocks; High Street, 1 block; Vine Street, 3 blocks; Gamlin Street, 2 blocks.

Trading Area: Extends over a radius of 25 miles.

Wholesale Houses: Groceries, 2; fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 3; automobile accessories, 10; automobile tire agencies, 10; bakers, 4; cigar stores and stands (including hotel stands), 5; dressmakers, 3; total druggists, 8; department stores, 3; electrical supplies, 7; florists, 2; fruits, 4; furniture, 3; garages (public), 6; total grocers, 42 (chain, 6); hardware, 6; jewelry, 3; meat markets, 16; men's furnishings, 6; men's clothing, 6; merchant tailors, 7; milliners, 6; opticians, 4; photographers, 3; pianos (and miscellaneous musical instruments), 4; radio supplies, 4; restaurants (including hotels), 16; shoes, 6; sporting goods, 3; stationers, 2; women's apparel, 4.

Miscellaneous Data: Average temperature, 48 degrees; average number of rainy days for year, 120; most pleasant months, May, June, Sept., Oct., Nov. Doctors (medical, 18), (dentists, 8), (osteopaths, 2); gas, natural; number of meters, 3,982; electric current, alternating; number of wired houses, 2,770; number of automobile registrations, 2,676; water, hard.

NEWARK, OHIO

(Licking County)

1920 Population, 26,718.

City and Suburban Estimate, 32,000 (1924).

Native Whites, 92%; Negroes, 2%; Foreign Born, 6%; English Reading, 98%.

Schools: High, 1; Parochial, 1. Number of Pupils, 5,000. Denison University, at Granville, a suburb of Newark, 1,000 students.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 3; Presbyterian, 3; Roman Catholic, 2.

Banks: National, 3; State, 2; Savings Banks Deposits Total, \$12,000,000.

Theatres: Legitimate, 1; Moving Pictures, 5; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 5,000.

Location: P. C. C. & St. L., Penna. Lines West, B. & O., and N. Y. C. R.R.s., Ohio Electric railway, excellent bus service.

Principal Industries: Stoves, bottles, table glass, cathedral glass, golf clubs and balls, cordage, steel rails, oil tanks, bricks, cigars, shoes, furniture, winter vegetables, dairy products, druggists' sundries, wire cloth, cement blocks, office safes, rubber tires, motor trucks, oil well tools, gloves, etc., rubber balloons, B. & O. R.R. shops, oil refineries.

Manufacturing Establishments: 40. Leading firms: The Wehrle Co. (stoves), The A. H. Halsey Co. (glassware), American Bottle Co., The Newark Furniture Co., The E. T. Rugg Co. (rope), The Wyeth Co., Advance Glass Co., The Burke Golf Co., Buckeye Rolling Mills, J. H. Swisher & Son (cigars), The Weiant Gardens, The Davis Co. (dairy products), The Pharis Tire & Rubber Co., The Styron Beggs Co.

Retail Shopping Section: The public square is principal business section, 1,600 feet frontage together with the Arcade, 416 feet from 3rd to 4th Street. West Main Street about 600 feet. East Main Street, 200 feet. West Church, 400 feet. North 3rd, 400 feet. South 3rd, 400 feet. South 2nd, 400 feet.

Trading Area: Newark is in the center of Licking County with population of about 60,000. Good hard roads in all directions makes it easy to reach most remote parts of country from Newark in an hour.

Wholesale Houses: Groceries, 2; fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; automobile accessories, 2; druggists, 13; dry goods, 4; department stores, 3; electrical supplies, 5; florists, 6; furniture, 5; grocers, 90; hardware, 6; jewelry, 5; men's furnishings, 9; men's clothing, 9; merchant tailors, 6; milliners, 9; opticians, 6; photographers, 5; pianos (and miscellaneous musical instruments), 4; radio supplies, 6; shoes, 10; sporting goods, 4; stationers, 3; women's apparel, 6.

NEW PHILADELPHIA, OHIO

(Tuscarawas County)

1920 Population, 10,718 (1926 est. 12,500).

City and Suburban Estimate, 15,000. Most important city in this area is: Dover (pop. 10,500).

Native Whites, 11,500; Negroes, 1%; Foreign Born, 800; Industrial Workers, 75%; English Reading, 98%.

Schools: Public Grade, 6; High, 1; Parochial, 1. Number of Pupils, 3,050.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 1; State, 3. Total Resources (all banks), \$7,652,000; Total Savings Banks Deposits, \$2,843,100; Total Bank Clearings (12 months), \$30,000,000.

Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), High School. Total number of seats, 2,500.

OHIO (Cont'd)

Location: 90 miles south of Cleveland; B. & O., D. L. & W. Div., Penna. Ry., branch of C. & P. Div., N. O. T. & L. traction line. To nearest larger city (Canton, 30 miles), by trolley, 1½ hours; by auto, 1 hour.

Principal Industries: Iron and steel, coal, clay works, brick and sewer pipe, enamel ware, vacuum cleaners, tin cans, mechanical rubber products, machine parts, castings, and factory trucks.

Manufacturing Establishments: 10. Leading firms: American Sheet & Tin Plate Co., Belmont Stamping and Enameling Co., Wise-McClung Co., Canton Brick Co., Phelps Can Co., Moore Shirt Factory, Monobloc Ladle Mfg. Co., Sharp Mfg. & Supply Co., Congleton Broom Factory. Total value of yearly output of factories estimated at \$10,000,000.

Special Information: New Philadelphia is healthy, fine water, schools that rank high. Streets well paved. Surrounded east and southeast by coal mines and clay works, and to the west and southwest by rich farming and dairying section. Beautiful park and playground.

Residential Features: Most homes for one and two families, above the average. Very few tenements. Beautiful residential streets, average value of homes is \$10,000 on main residential streets.

Retail Shopping Section: Extends one block from public square in each direction. There are neighborhood groceries, markets, etc., in outlying districts.

Trading Area: Embraces the county, which has a population of 64,000. Excellent traction and bus service covers the county north and south.

Wholesale Houses: Groceries, 1; meats, 1; fruits, 1; miscellaneous lines, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 5; automobile accessories, 20; automobile tire agencies, 20; bakers, 6; cigar stores and stands (including hotels), 9; confectioners (including hotel stands), 19; delicatessen, 1; dressmakers, 2; druggists, 4; dry goods, 6; department stores, 2; electrical supplies, 6; florists, 3; fruits, 2; furniture, 3; garages (public), 14; grocers, 49 (chain, 2); hardware, 7; jewelry, 5; meat markets, 8; men's furnishings, 3; men's clothing, 3; merchant tailors, 2; milliners, 6; opticians, 5; photographers, 3; pianos (and miscellaneous musical instruments), 3; restaurants (including hotels), 8; shoes, 7; sporting goods, 2; stationers, 4; women's apparel, 7.

Miscellaneous Data: Average temperature, 58 degrees; average number of rainy days per twelve months, 100; most pleasant months, May to September. Doctors (medical, 19), (dentists, 8), (osteopaths, 1); street car service; gas, natural; number of meters, 3,415; electric current, alternating; number of wired houses, 2,800; number of automobile registrations, 3,250; water, hard.

NILES, OHIO

(Trumbull County)

1920 Population, 13,080 (1925, est. 18,000).

City and Suburban Estimate, 17,500 (1924).

Native Whites, 75%; Foreign Born, 25%; Industrial Workers, 75%; English Reading, 90%; Families, 8,025.

Schools: Public Grade, 9; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 3,500.

Churches: Baptist, 1; Episcopal, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 2; Miscellaneous, 3.

Banks: State, 2; Total Resources, \$8,250,000; Savings Bank Deposits Total, \$6,125,000.

Theatres: Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 4,000.

Location: In the widely known Mahoning Valley industrial district. Less than 60 miles from three well known lake ports and 74 miles from Pittsburgh. On P. R.R., B. & O., and Erie. On P. & O. bus route, with direct connections by bus to every section of the state. Manufacture of sheet steel is leading industry. 56 mills in 5 plants are located in the city. To nearest larger city by trolley, 30 minutes; by auto, 15 minutes.

Principal Industries: Metal lath, chemicals, pottery ware and electric lights are also manufactured here. No plant employing any number of women, but excellent opportunity to locate such a plant with good supply of female labor.

Manufacturing Establishments: 31. Leading firms: Republic Iron & Steel Co., Falcon Steel Co., Thomas Sheet Steel Co., Waddell Steel Co., National Mazda Co., Grasell Chemical Co., Wilder Metal Co., Atlas China Co., Railroad shops located here. Total value of yearly output of factories estimated at \$36,199,000.

Special Information: Mostly one family houses. Private homes predominate, with fairly large number owned. Average cost of homes \$6,000. Industrial payroll \$10,199,000 in 1925. 481 homes have been built since 1920. 61 so far in 1926. Building permits since 1920, \$3,096,000.

Retail Shopping Section: Includes 4 blocks on Main Street. (No wholesale district.) Equal number of blocks on State Street and 1 block on Park Avenue.

Trading Area: Draws trade from 4 villages totaling 7,000 population. Rural trade radius 4 miles.

Wholesale Houses: Groceries, 1; fruits, 1; hardware, 1; miscellaneous lines, tires, 1; cigars, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial automobile agencies, 2; automobile tire accessories, 12; automobile tire agencies, 15; bakers, 4; cigar stores and stands (including hotels), 17 (chain, 1); confectioners (including hotel stands), 26; dressmakers, 5; druggists, 6; dry goods, 7; department stores, 2; electrical supplies, 3; florists, 3; fruits, 2; furniture, 4; garages (public), 2; grocers, 88 (chain, 10); hardware, 4; jewelry, 3; meat markets, 17; men's furnishings, 7; men's clothing, 7; merchant tailors, 3; milliners, 4; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 7; restaurants (including hotels), 7; shoes, 10; sporting goods, 3; stationers, 6; women's apparel, 6.

Miscellaneous Data: Average temperature, 47.9 degrees; average number of rainy days per twelve months, 113; most pleasant months, May, June, Sept., Oct. Doctors (medical, 7); (dentists, 5); (osteopaths, 2); number of wired houses, 3,600; street car service; gas, natural; electric current, alternating; water, hard.

NORWALK, OHIO

(Huron County)

1920 Population, 7,379.

City and Suburban Estimate, 85,000. Most important cities and towns in this area are: Monroeville (pop. 1,200); New London (2,000); Willard (3,800); Greenwich (1,000).

Native Whites, 95%; Foreign Born, 5%; Industrial Workers, 50%; English Reading, 99%.

Schools: Public Grade, 4; High, 1; Junior High, 1; Parochial, 2; Number of Pupils, 1,800.

Churches: Baptist, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 4.

Banks: National, 1; State, 1; Savings, 1. Total Resources (all banks), \$7,100,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2.

Location: North central part of Ohio between Cleveland and Toledo. N. Y. C. and W. & L. E. R.R.s. and the Lake Shore electric railway. Paved roads in all directions.

Principal Industries: A. B. Chase, Lindeman & Emerson, Geo. A. Stewart Co. (cedar chests and novelties).

Manufacturing Establishments: Leading firms: United Pinn Co., Geo. L. Stewart, McCrillis Handle Factory, Gallup-Ruffing Co., Norwalk Auto Parts Co., Bostwick-Goodell Wire Screens Co.

Special Information: Situated in rich agricultural country.

Residential Features: Practically all one-family houses, with more than 80% owned. A fine residential city, its easy accessibility to all points making it popular with commercial travelers as a home city.

Retail Shopping Section: Main St., 6 blocks; Benedict Ave., 2 blocks and a block or more on several intersecting streets.

Trading Area: All of Huron county and parts of Erie County.

Wholesale Houses: Fruits, 1; groceries, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 18; commercial automobile agencies, 5; automobile accessories, 9; automobile tire agencies, 7; bakers, 5; cigar stores and stands (including hotels), 7; confectioners (including hotel stands), 5; delicatessen, 1; druggists, 5; dry goods, 4; department stores, 3; electrical supplies, 3; florists, 3; fruits, 10; furniture, 2; furriers, 3; garages (public), 16; grocers, 20 (chain, 4); hardware, 3; jewelry, 3; meat markets, 8; men's furnishings, 5; men's clothing, 5; merchant tailors, 2; milliners, 3; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 4; radio supplies, 3; restaurants (including hotels), 9; shoes, 5; sporting goods, 3; stationers, 5; women's apparel, 5.

Miscellaneous Data: Doctors (medical, 14); (dentists, 7); (osteopaths, 2); street car service; gas, natural; number of meters, 1,700; electric current, alternating; number of wired houses, 1,500; number of automobile registrations, 5,200; water, hard.

PAINESVILLE, OHIO

(Lake County)

1920 Population, 11,488 (Painesville and Fairport combined, cities join).

City and Suburban Estimate, 33,000. Most important cities and towns in this area are: Painesville (pop. 8,500); Fairport (5,000); Madison (1,500); Willoughby (3,500).

Native Whites, 87%; Negroes, 2%; Foreign Born, 11%; Industrial Workers, 30%; English Reading, 100%; Families, 3,193.

Schools: Public Grade, 10; High, 2; Junior High, 2; Parochial, 1; Number of Pupils, 3,470.

Churches: Baptist, 1; Christian Science, 1; Congregational, 2; Episcopal, 2; Methodist, 3; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 1; State, 1; Savings & Loan, 2; Total Resources (all banks), \$26,000,000; Savings Bank Deposits Total, \$11,000,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 4. Total number of seats, 5,500.

Location: On south shore of Lake Erie at mouth of Grand River. Served by Balto. and Ohio, Nickel Plate, New York Central R.R.s. Steamships to Lake Erie ports. Excellent bus service east and west. To nearest larger city (Cleveland) by railroad, 1 hour; by auto, 1½ hours.

Principal Industries: Alkali works (3 largest), veneer machinery mfrs., basket factory, phenol mfrs., metal carpet trimmings, nurseries, lye plant.

Manufacturing Establishments: 18. Leading firms: Diamond Alkali Co., Coe Mfg. Co., Gakelite Corp., Light Alloys Co., Harrison Basket Co., Painesville Metallic Binding Co., Red Seal Lye Co. Total value of yearly output of factories estimated at \$16,000,000.

Special Information: Location of the city makes it the meeting place of the Ohio, Pennsylvania and West Virginia coal outlets for shipment to northwest. Lake County is one of the foremost nursery belts in the country. We have over 206 nurseries large and small, doing a world wide business.

Residential Features: The homes and surroundings in Painesville are far above the average. 85% of the people are home owners.

Retail Shopping Section: Painesville's shopping district is compact. The business houses are well established, some having seen ownership pass to three generations. Transportation facilities are good: steam, and buses. Co-operation is wonderful throughout the city. All roads are paved out of Painesville. It is located on the Chicago-Buffalo main highway.

Trading Area: Extends about 15 miles west, 20 miles south and 15 miles east. Intermittent business is secured from people living at greater distance because of the fine paved roads and bus service.

Wholesale Houses: Meats, 1; fruits, 2; miscellaneous lines, cigars, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 22; commercial automobile agencies, 7; automobile accessories, 5; automobile tire agencies, 9; bakers, 5; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 4; delicatessen, 2; dressmakers, 7; druggists, 6; dry goods, 6; department stores, 4; electrical supplies, 5; florists, 5; fruits, 4; furniture, 4; garages (public), 7; grocers, 28 (chain, 6); hardware, 5; jewelry, 6; meat markets, 10 (chain, 1); men's furnishings, 12; men's clothing, 10; merchant tailors, 6; milliners, 8; opticians, 5; photographers, 5; pianos (and miscellaneous musical instruments), 3; radio supplies, 8; restaurants (including hotels), 10; shoes, 10; sporting goods, 5; stationers, 6; women's apparel, 10.

Miscellaneous Data: Average temperature, 50 degrees; average number of rainy days per twelve months, 113; most pleasant months, May, June, July, October. Doctors (medical, 16); (dentists, 10); (osteopaths, 2); number of wired houses, 3,200; street car service; gas, artificial; electric current, alternating; water, soft.

PIQUA, OHIO

(Miami County)

1920 Population, 15,044 (1926 est. 18,000).

City and Suburban Estimate, 30,000. Most important cities and towns in this area are: Covington (pop. 2,000); Bradford (2,500); Fletcher (800).

Native Whites, 92.8%; Negroes, 3.3%; Foreign Born, 3.9%; English Reading, 97%; Families, 4,027.

Schools: Public Grade, 7; High, 1; Junior High, 2; Parochial, 2; Number of Pupils, 3,500.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Presbyterian, 2; Roman Catholic, 2; United Brethren, 1; Methodist Episcopal, 3; Evangelical, 1; Miscellaneous, 4.

Banks: National, 2; State, 1; Capital, Surplus, and Undivided Profits (all banks), \$6,352,776; Total Deposits (all banks), \$6,000,000; Total Resources (all banks), \$10,000,000.

Theatres: Legitimate, 2; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 6,250.

Location: Pennsylvania R.R., B. & O. R.R., Western Ohio Electric Ry. Terminal, Dayton & Troy Electric Ry. Terminal, and Dayton, Covington and Piqua Electric Ry. Terminal. To nearest large city by railroad, 1 hour; by trolley, 1 hour; by auto, 1 hour.

Principal Industries: Manufacturing of stoves, underwear, furniture, handles and oil and machinery.

Manufacturing Establishments. 25. Total yearly payroll in factories approximately \$3,120,000.

Special Information: Piqua is in the center of an excellent farming community, with good paved roads leading into the city from four directions. It is located on the Dixie Highway, and on the Pike's Peak Ocean-to-Ocean Highway.

Residential Features: Piqua is known widely as a city of unusually beautiful homes, and the residential districts are especially well cared for and are most attractive. The majority of the citizens own their own homes. There are two new additions to the north and to the west, which are being built up rapidly.

Shopping Section: There are six squares of retail shopping district on Main St., three on Wayne, one each on Water, High, Market and Ash Sts.

Trading Area: Northern part of Miami County, southern part of Shelby County, and includes part of each county on the east and west. There are many smaller towns in the surrounding territory, from which Piqua draws considerable trade.

Wholesale Houses: Groceries, 2; meats, 1; fruits, 2; confectioners, 2; tobacco, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 16; commercial automobile agencies, 4; automobile accessories, 4; automobile tire agencies, 8; bakers, 8; cigar stores and stands (including hotels), 12 (chain, 1); delicatessen, 1; confectioners (including hotel stands), 6; drug-

gists, 7; dry goods, 3; department stores, 6; electrical supplies, 5; florists, 3; furniture, 3; garages (public), 10; grocers, 60 (chain, 7); hardware, 3; jewelry, 4; meat markets, 18 (chain, 2); men's furnishings, 3; men's clothing, 8; merchant tailors, 4; milliners, 6; opticians and optometrists, 4; photographers, 4; pianos (and miscellaneous musical instruments), 2; radio supplies, 6; restaurants (including hotels), 8; shoes, 6; sporting goods, 4; stationers, 2; women's apparel, 6.

Miscellaneous Data: Average temperature, 48 degrees; average number of rainy days per twelve months, 120; most pleasant months, May, June, Sept., Oct. Doctors (medical, 25); (dentists, 11); (osteopaths, 3); street car service; gas, natural; number of meters, 4,300; electric current, alternating and direct; number of wired houses, 4,500; water, soft.

PORTSMOUTH, OHIO

(Scioto County)

1920 Population, 33,011 (1926 est. 49,800).

City and Suburban Estimate, 61,000. Most important cities and towns in this area are: Ironton (pop. 16,000); Chillicothe (16,500).

Native Whites, 93%; Negroes, 5%; Foreign Born, 2%; Industrial Workers, 75%.

Schools: Public Grade, 14; High, 3; Parochial, 3.

Churches: Baptist, 8; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 9; Presbyterian, 3; Roman Catholic, 2; Miscellaneous, 9.

Banks: National, 2; State, 3; Capital, Surplus, and Undivided Profits (all banks), \$3,071,174.83; Total Deposits (all banks), \$12,073,814.98; Total Resources (all banks), \$14,857,171.68.

Theatres: Moving Pictures, 12; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 3.

Location: On the Ohio River, served by N. & W. C. & O. and B. & O. and fine motor bus service. To nearest large city by railroad, 3½ hours; by trolley, 3½ hours; by auto, 4 hours.

Principal Industries: Three large shoe factories, iron and steel, furniture, printing and railroad shops, brick and stone, box factory.

Manufacturing Establishments: 38. Selby Shoe Co., Whitaker-Glessner Steel Co., Excelsior Shoe Co., Irving-Drew Shoe Co., Portsmouth Stove & Range Co., Ohio Stove Co., Boiler Works.

Special Information: Annual industrial payroll in Portsmouth in 1920 was \$16,000,000, now \$18,500,000. No unemployment. Big wholesale center for Southern Ohio, northern Kentucky and West Virginia. One of the largest shoe manufacturing centers in the country. Court House cost \$1,000,000.

Residential Features: Principally one-family houses, construction work under way, with a number of new residential additions being plotted.

Retail Shopping Section: Starts at the river and runs north on Chillicothe St. for 9 blocks, Market and Second Sts. for 2 blocks each. Starts on Chillicothe on Gallia and runs east 4 blocks. Four or five outlying business sections in the manufacturing and residential districts of the city.

Trading Area: Extends for a radius of about 25 miles, made possible by excellent roads in all directions except south. Those to the south of the city promise to be in excellent shape in one year with bridge connections crossing the Ohio into Kentucky.

Wholesale Houses: Groceries, 10; meats, 1; fruits, 3; hardware, 2; dry goods, 1; Miscellaneous lines, 6.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 27; commercial automobile agencies, 20; automobile accessories, 25; automobile tire agencies, 40; bakers, 19; cigar stores and stands (including hotels), 9 (chain, 1); confectioners (including hotel stands), 22; delicatessen, 4; druggists, 25; dry goods, 22; department stores, 5; electrical supplies, 10; florists, 3; fruits, 5; furniture, 12; furriers, 2; garages (public), 5; grocers, 230 (chain, 4); hardware, 6; jewelry, 6; meat markets, 31; men's furnishings, 8; men's clothing, 6; merchant tailors, 15; milliners, 14; opticians, 7; photographers, 5; pianos (and miscellaneous musical instruments), 7; radio supplies, 10; restaurants (including hotels), 51; shoes, 18; sporting goods, 3; stationers, 4; women's apparel, 12.

Miscellaneous Data: Average temperature, 50 degrees; average number of rainy days per twelve months, 113; most pleasant months, May, June, Sept., Oct., Nov. Doctors (medical, 62); (dentists, 31); (osteopaths, 2); street car service; gas, natural; number of meters, 9,415; electric current, alternating; number of wired houses, 10,215; water, soft.

RAVENNA, OHIO

(Portage County)

1920 Population, 7,219 (1926 est. 8,200).

City and Suburban Estimate, 9,000.

Native Whites, 85%; Negroes, 5%; Foreign Born, 10%; Industrial Workers, 70%; English Reading, 95%; Families, 1,950.

Schools: Public Grade, 3; High, 1; Junior High, 1; Parochial, 1. Number of Pupils, 1,700.

Churches: Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Roman Catholic, 1; Miscellaneous, 6.

Banks: National, 1; State, 1. Capital, Surplus and Undivided Profits (all banks), \$760,000; Total Deposits (all banks), \$5,678,349; Total Resources (all banks), \$6,620,518; Total Savings Bank Deposits, \$1,200,000.

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OHIO (Cont'd)

Ravenna (cont'd)

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 1,800.

Location: Erie, B. & O., Pennsylvania, L. E. & P., N. O. P. & L. traction in three directions, several bus lines. Ravenna is in the center of Ohio's steel and rubber industry. To nearest large city by automobile, 1 hour; by trolley, 1 hour.

Principal Industries: Worsteds, dresses, furniture, toy balloons, cranes and hoists, small hardware, marbles, cemetery markers, druggists' sundries (rubber), boilers, furnaces, paper boxes, bathroom cabinets, iron toys, electric glue pots.

Manufacturing Establishments: 22. Leading firms: A. C. Williams Co., Oak Rubber Co., Buckeye Chair Co., Cleveland Worsteds Mills Co., Byers Machine Co., Ravenna Furnace Co., J. E. Albright Co., White Rubber Co., Lion Rubber Co., Browning Foundry Co., Johnson Box Factory, Pyramid Rubber Co., Donnelly Mfg. Co., Universal Smokeless Boiler Co., Star-warm Electric Heater Corp., Kux-Bleisweiss Dress Co., Jones Bros. Structural Steel Co., Wilcox Machine Co., Fountain Rubber Co. Total value of yearly output of factories estimated at \$10,500,000.

Residential Features: Broad avenues bordered by numerous shade trees. Large number of fraternal societies with well-equipped club rooms. Mostly private homes.

Retail Shopping Section: East Main St., West Main St., North Chestnut St., South Chestnut St., 4-3-2-2 in the order named.

Trading Area: Extends over a radius of 15 miles.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial automobile agencies, 8; automobile accessories, 8; automobile tire agencies, 8; bakers, 4; cigar stores and stands (including hotel stands), 12; confectioners (including hotel stands), 12; dressmakers, 6; druggists, 4; dry goods, 8; electrical supplies, 5; florists, 3; fruits, 6; furniture, 2; garages (public), 1; grocers, 50 (chain, 5); hardware, 4; jewelry, 3; meat markets, 10; men's furnishings, 3; men's clothing, 4; merchant tailors, 2; milliners, 2; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 6; restaurants (including hotels), 9; shoes, 3; sporting goods, 1; stationers, 1; women's apparel, 3.

Climate, Etc.: Average temperature, 47.9 degrees; average number of rainy days for year, 120; most pleasant months, May, June, Sept., Oct.

Miscellaneous Data: Doctors (medical, 9), (dentists, 3), (osteopaths, 2); street car service; gas, natural; number of meters, 2,300; electric current, alternating; number of wired houses, 1,500; number of automobile registrations, 2,300; water, soft.

ST. MARY'S, OHIO

(Auglaize County)

1920 Population, 5,679.

City and Suburban Estimate, 14,000.

Native Whites, 99%; Negroes, 1%; Industrial Workers, 25%; English Reading, 98%; Families, 1,935.

Schools: Public Grade, 4; High, 1; Junior High, 1; Parochial, 1; Number of pupils, 1,345.

Churches: Baptist, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 1; State, 2; Total Resources, \$6,000,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 2,050.

Location: On Lake St. Mary's and St. Mary's River and Miami & Erie Canal. Served by N. Y. C., Nickel Plate and Western Ohio Railroads. Excellent freight service to the east and west. Direct service for foreign consignments.

Principal Industries: Woodworking, wheels, rims and spokes, woolen blankets, gas engines, quickwork metal shears, castings, commercial power plant, paper making and cigar making.

Manufacturing Establishments: 28. St. Mary's Wheel & Spoke Co., St. Mary's Woolen Mfg. Co., Quickwork Co., Auglaize Boxboard Co., Ohio Electric Service Corp.

Special Information: St. Mary's is located in the heart of one of the finest agricultural sections of Ohio. Possibilities for dairy products unlimited. St. Mary's is now able to offer power in unlimited quantities at a figure as low as any city in the United States. The development of Lake Shore for summer colony purposes has become a major industry. \$1,000,000 was spent in 1925-26. Gordon State Park, an amusement center, is being rapidly developed.

Residential Features: Mostly one and two-family houses. Several buildings contain a number of modern flats, the last one completed contains 35 flats with business rooms on first floor. Percentage of home owners above the average. Fine private residential sections with ample room for expansion.

Retail Shopping Section: From Ash St. to Vine on Spring St., approximately 15 blocks, and from Front St. to Pine on High St., approximately 5 blocks. Four outlying minor retail sections.

Trading Area: 25 miles north and south and 10 miles east and west.

Wholesale Houses: Meats, 1; Miscellaneous (cigars and candy, 1; electrical supplies, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; automobile accessories, 5; automobile tire agencies, 12; bakers, 4; cigar stores and stands (including hotel stands), 6; delicatessen, 3; dressmakers, 8; druggists, 4; dry goods, 4; department stores, 2; electrical supplies, 4; florists, 1; fruits, 3; furniture, 2; furriers, 1; garages (public), 3; grocers, 21; hardware, 3; jewelry, 3; meat markets, 5; men's furnishings, 5; men's clothing, 4; merchant tailors, 2; milliners, 2; opticians, 5; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 6; restaurants (including hotels), 4; shoes, 3; sporting goods, 2; stationers, 2; women's apparel, 3.

SALEM, OHIO

(Columbiana County)

1920 Population, 10,305.

City and Suburban Estimate, 12,000.

Native Whites, 92%; Negroes, 2%; Foreign Born, 6%; Industrial Workers, 33%; English Reading, 98%; Families, 2,000.

Schools: Public Grade, 4; High, 1; Junior High, 1; Parochial, 2; Number of Pupils, 2,550.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 7.

Banks: National, 2; State, 1; Total Resources, \$5,798,513.81; Savings Bank Deposits Total, \$2,489,503.47.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 6,000.

Location: On P. R. R. Ft. Wayne Div. half way between Cleveland and Pittsburgh; served also by Youngstown and Ohio River R. R. and Stark Electric Railway, connecting with Erie Railroad. Excellent service to cities within 35 mile radius. Many bus lines in all directions on hourly schedule.

Principal Industries: Auto bodies, pumps, farm implements, gas and coal stoves, sanitary ware, pottery, nails, auto tires, miners' tools, electric furnaces.

Manufacturing Establishments, 25. Leading firms: Mullins Body Corp., American Steel & Wire Co., Deming Pump Co., S. C. Jessup Pattern Works, Geo. H. Bowman Glass Factory, National Sanitary Co., Salem China Co., Salem Rubber Co., Victor Stove Co., Silver Mfg. Co., Electric Furnace Co., Salem Tool Co., Buckeye Engine Co.

Special Information: A city of steady growth, with diversified industries, preventing complete tie-up of industry in times of depression. Excellent market for thriving agricultural and dairy community, one of the most advanced and prosperous in Northeastern Ohio. Advanced social welfare conditions, fine schools. In good coal mine field.

Residential Features: Private homes predominate, large percentage owned. Many beautiful shade trees and well kept lawns. Very small tenement district. Ideal residential town.

Retail Shopping Section: Center of town, five blocks on Main, one block on Broadway.

Trading Area: Extends about 10 miles east, west, north and south. Trolley and bus lines and improved highways connect city with many smaller towns within this radius.

Wholesale Houses: Fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto agencies, 3; automobile accessories, 7; automobile tire agencies, 7; bakers, 7; cigar stores and stands (including hotel stands), 10; confectioners (including hotel stands), 5; delicatessen, 4; dressmakers, 27; druggists, 5; dry goods, 5; department stores, 3; electrical supplies, 4; florists, 4; fruits, 2; furniture, 4; garages (public), 15; grocers, 24; hardware, 6; jewelry, 3; meat markets, 11; men's furnishings, 7; men's clothing, 7; merchant tailors, 5; milliners, 7; opticians, 5; photographers, 3; pianos (and miscellaneous instruments), 3; radio supplies, 5; restaurants (including hotels), 15; shoes, 8; sporting goods, 3; stationers, 4; women's apparel, 7.

SANDUSKY, OHIO

(Erie County)

1920 Population, 22,897 (1925 est., 25,000).

City and Suburban Estimate, 65,000.

Native Whites, 85.8%; Negroes, 2.5%; Foreign Born, 11.7%; Industrial Workers, 25%; Families, 6,648 (1925 est., 7,000).

Schools: Public Grade, 7; High, 2; Parochial, 3; Number of Pupils, 4,890.

Churches: Baptist, 3; Christian Science, 1; Congregational, 1; Episcopal, 2; Hebrew, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 3; Miscellaneous, 10.

Banks: National, 1; State, 2; Total Resources (all banks), \$18,500,000.

Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 4. Total number of seats, 5,500.

Location: South shore of Lake Erie, served by N. Y. C., Big Four, B. & O., Nickel Plate and P. R.R.s. Lake Shore Electric and bus service to central and northern Ohio. Boat service to all lake ports. To nearest large city (Cleveland) by railroad, 1½ hours; by trolley, 2¼ hours; by auto, 2 hours.

Principal Industries: Fishing, corrugated boxes, American crayons, stone quarries, steel.

Manufacturing Establishments: 116. Leading firms: American Crayon Co., Hinde & Dauch Paper Co., Jarecki Chemical Co., Booth Fisheries, Wagner Quarries Co., and Farrell Check

Foundry Co., Gartland Carroll Foundry Co. Total value of yearly output of factories estimated at \$19,248,571.

Special Information: Location of the city makes it a splendid outlet for the coal fields of southern Ohio and Virginia mines. Is a natural gateway to the islands of the Great Lakes, has auto ferry connecting points on the mainland and islands thus cutting time and expense of shipping.

Residential Features: Is justly called the City of Parks, mostly one and two family houses, private homes predominating.

Retail Shopping Section: Extends from the bay south two blocks and from Hancock St. on the east to Decatur St. on the west, a distance of four blocks. There are four neighborhood sections, including the usual run of grocery, meat, etc.

Trading Area: Includes the territory within a radius of 10 miles of Sandusky, as well as all the islands.

Wholesale Houses: Groceries, 3; meats, 3; fruits, 4.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 20; commercial automobile agencies, 1 exclusive, all carry line of trucks; automobile accessories, 3; automobile tire agencies, 10; bakers, 12; cigar stores and stands (including hotel stands), 10 (chain, 1); confectioners (including hotel stands), 14; delicatessen, 3; dressmakers, 26; druggists, 15; dry goods, 14; department stores, 2; electrical supplies, 9; florists, 5; fruits, 5; furniture, 4; furriers, 5; garages (public), 16; grocers, 94 (chain, 27); hardware, 5; jewelry, 3; meat markets, 18; men's furnishings, 8; men's clothing, 29; merchant tailors, 12; milliners, 9; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 6; radio supplies, 9; restaurants (including hotels), 27; shoes, 15; sporting goods, 3; stationers, 1; women's apparel, 8.

Miscellaneous Data: Average temperature, 50 degrees; average number of rainy days per twelve months, 136; most pleasant months, June, July, Sept., Oct. Doctors (medical, 29); (dentists, 23); (osteopaths, 4); street car service; gas, natural; electric current, alternating; number of wired houses, 5,676; water, hard.

SHELBY, OHIO

(Richland County)

1920 Population, 5,578.

City and Suburban Estimate, 8,000.

Native Whites, 95%; Foreign Born, 5%; Industrial Workers, 50%; English Reading, 95%; Families, 1,300.

Schools: Public Grade, 3; High, 1; Parochial, 1; Number of Pupils, 1,200.

Churches: Baptist, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 1; State, 1; Total Resources, \$3,000,000.

Theatres: Legitimate, 1; Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 1,800.

Location: Just half way between Cleveland and Columbus on the Big Four R.R., also served by the B. & O. and by trolley and bus lines.

Principal Industries: Furniture, printing, small hardware, hinges, autocalls, steel tubing, bicycle frames, handlebars, bale wires, paper boxes, candy, gum.

Manufacturing Establishments, 12. Leading firms: Ohio Seamless Tube Co., Salesbook Co., Autocall Co., Shelby Furniture Co., Shelby Hinge Co., Metal Products Co., Shelby Candy Co., Shelby Wire Co., Cycle Frame Co., Chicago Handle Bar Co., Shelby Mfg. & Supply Co., Shelby Paper Box Co.

Special Information: Located in a very rich farming country and the farmers are also nearly 100 per cent native born.

Residential Features: All one- and two-family houses. Most of the people own their own homes.

Retail Shopping Section: About five city blocks.

Trading Area: Extends about seven miles north, east, south and west.

Wholesale Houses: Miscellaneous lines, 20.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto agencies, 6; automobile accessories, 8; automobile tire agencies, 2; bakers, 2; cigar stores and stands (including hotel stands), 28; confectioners (including hotel stands), 20; delicatessen, 2; dressmakers, 10; druggists, 4; dry goods, 3; department stores, 3; electrical supplies, 2; florists, 2; fruits, 2; furniture, 2; garages (public), 3; grocers, 15; hardware, 3; jewelry, 3; meat markets, 3; men's furnishings, 4; men's clothing, 4; merchant tailors, 2; milliners, 2; opticians, 3; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 10; shoes, 4; sporting goods, 1; stationers, 2; women's apparel, 2.

SIDNEY, OHIO

(Shelby County)

1920 Population, 8,590.

City and Suburban Estimate, 10,800.

Native Whites, 95%; Negroes, 2%; Foreign Born, 3%; English Reading, 96%; Families, 2,100.

Schools: Public Grade, 5; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 1,600.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 1; Christian, 1 Mission.

Banks: National, 2; Total Resources, \$2,800,000; Savings Bank Deposits Total, \$6,300,000, 3 banks.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 2,700.

Location: New York Central, Baltimore & Ohio, Western Ohio. To nearest large city by trolley, 1 hour; by auto, 1 hour.

Principal Industries: Hollowware, iron, nickel, and aluminum, 3 leather and woodworking factories, 3 scraper factories, 3 folder factories, 4 candy factories, baker machinery, washing machines and three iron foundries, auto bodies.

Manufacturing Establishments: 35. Leading firms: Wagner Mfg. Co., Monarch Machine Tool Co., The Sidney Machine Tool Co., Peerless Bread Machine Co., C. F. Hickok Co., American Steel Scraper Co., Sidney Steel Scraper Co.

Special Information: Midway between Cincinnati and Toledo, served by B. & O. R. R., New York Central.

Residential Features: Homes largely owned by occupants mostly one family affairs, some flats and double houses.

Retail Shopping Section: Is largely in central portion of city about public square and one square each way. Large number of suburban stores on outskirts—largely grocery and meat markets.

Trading Area: 12 miles east, 15 west, 8 south and 13 north, largest part of this trade is in Sidney. Much trade is had from points further out.

Wholesale Houses: Many retail stores do a wholesale business in connection.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto agencies, 2; automobile accessories, 12; automobile tire agencies, 12; bakers, 6; cigar stores and stands (including hotel stands), 7; delicatessen, 2; dressmakers, 6; druggists, 5; dry goods, 5; department stores, 4; electrical supplies, 5; florists, 3; fruits, 4; furniture, 5; furriers, 4; garages (public), 6; grocers, 30 (chain, 4); hardware, 4; jewelry, 2; meat markets, 20 (chain, 2); men's furnishings, 6; men's clothing, 6; merchant tailors, 2; milliners, 4; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 7; radio supplies, 6; restaurants (including hotels), 7; shoes, 7; sporting goods, 3; stationers, 2; women's apparel, 6.

Miscellaneous Data: Average temperature, 48 degrees; average number of rainy days per 12 months, 120; most pleasant months, May, June, October.

SPRINGFIELD, OHIO

(Clark County)

1920 Population, 60,840 (1925 est. 72,000).

City and Suburban Estimate, 84,000. Most important cities and towns in this area are: Dayton, (pop. 170,000); Bellefontaine (9,338); Urbana (7,600); Xenia (9,000).

Native Whites, 74%; Negroes, 10%; Foreign Born, 16%; Industrial Workers, 30%; English Reading, 97%; Families, 17,168.

Schools: Public Grade, 19; High, 1; Junior High, 5; Parochial, 4; Number of Pupils, 14,060.

Churches: Baptist, 12; Christian Science, 2; Congregational, 2; Episcopal, 2; Hebrew, 2; Methodist, 10; Presbyterian, 5; Roman Catholic, 4; Miscellaneous, 35; Lutheran, 13.

Banks: National, 4; State, 2; Building and Loan, 3; Capital, Surplus, and Undivided Profits (all banks) \$4,053,829.17; Total Deposits (all banks) \$88,614,634.27; Total Resources (all banks) \$42,645,124.89; Total Savings Banks Deposits, \$4,000,000; Total Bank Clearings (12 months 1925), \$226,121,114.

Theatres: Legitimate, 2; Moving Pictures, 7; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 5. Total number of seats, 10,000.

Location: On National Road, in the heart of Mad River Valley. Served by the D. T. & I., Erie, Penna., N. Y. C. Terminal of the Indiana, Columbus and Eastern Traction Co., with excellent bus and electric service to all parts of the state and adjoining territory. To nearest large city by railroad, 45 minutes; by trolley, 1 hour; by automobile, 1½ hours.

Principal Industries: Electric fans, small motors, motor trucks, automobiles, agricultural implements, auto accessories, steam boilers, water wheel, gas engines, magazines, aeroplane motors and radiators, road rollers, incubators, metallic caskets, piano plates and wire, farm engine boilers, embalming supplies, pocket-books.

Manufacturing Establishments: 214. Leading firms: Robbins & Myers, Kelly-Springfield Truck and Bus Corp., American Seeding Machine Co., Thomas Mfg. Co., Central Brass & Fixture Co., American Radiator Co., Hoppes Mfg. Co., James Leffel Co., Foss Gas Engine Co., Superior Gas Engine Co., Miller Gas Engine Co., Crowell Publishing Co., Steel Products Engineering Co., International Harvester Co., Buckeye Incubator Co., Springfield Metallic Casket Co., Buffalo-Springfield Road Roller Co.

Special Information: The home of Robbins & Myers, the second largest manufacturers of small motors in the country. Crowell Publishing Co. produces 130,000,000 magazines annually. The state homes, the Masonic, the I. O. O. F. and K. of P. located here. 33 greenhouses, one of the largest rose growers in the world.

Residential Features: Mostly one and two-family houses, no tenements. 47% owners.

OHIO (Cont'd)

Beautiful resident section through the city. Two beautiful country clubs, and one 18-hole municipal golf course. Many beautiful new woods tracts now being opened.

Retail Shopping Section: Extends from the esplanade west one block, east three blocks, north three blocks, south three blocks. On Main Street we have a shopping district of approximately twenty blocks.

Trading Area: Extends about 30 miles north, east and south, fourteen miles west.

Wholesale Houses: Groceries, 3; meats, 4; fruits, 5.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 19; automobile accessories, 25; automobile tire agencies, 17; bakers, 13; cigar stores and stands (including hotels), 50 (chain, 5); confectioners (including cigar stands), 60; delicatessens, 15; dressmakers, 58; druggists, 36 (chain, 14); dry goods, 3; department stores, 3; electrical supplies, 4; florists, 33; fruits, 7; furniture, 15; furriers, 3; garages (public), 31; grocers, 183 (chain, 80); hardware, 12; jewelry, 16; meat markets, 103 (chain, 80); men's furnishings, 10; men's clothing, 10; merchant tailors, 23; milliners, 18; opticians, 8; photographers, 7; pianos (and miscellaneous musical instruments), 8; radio supplies, 4; restaurants (including hotels), 65; shoes, 23; sporting goods, 2; stationers, 2; women's apparel, 14.

Miscellaneous Data: Average temperature 50 degrees; average number of rainy days per twelve months, 123; most pleasant months, May, June, Sept., Oct. Doctors (medical, 70); (dentists, 40); (osteopaths, 8); street car service; gas, natural; number of meters, 16,200; electric current, alternating; number of wired houses, 16,800; number of automobile registrations, 17,000; water, hard.

STEUBENVILLE, OHIO
(Jefferson County)

1920 Population, 28,508 (1926 est. 35,631). City and Suburban Estimate, 60,000.

Native Whites, 76.5%; Negroes, 3.9%; Foreign Born, 19.6%; Families, 7,126.

Schools: Public Grade, 10; Parochial, 4; Number of Pupils, 5,400.

Churches: Baptist, 4; Christian Science, 1; Congregational, 1; Episcopal, 2; Hebrew, 2; Methodist, 7; Presbyterian, 5; Roman Catholic, 4; Miscellaneous, 10.

Banks: National, 2; State, 6; Total Resources (all banks), \$25,428,502.92; Savings Bank Deposits Total, \$10,438,229.61.

Theatres: Legitimate, 1; Moving Pictures, 4; Miscellaneous (Auditoriums, etc.), H. S. Auditorium. Total number of seats, 7,200.

Location: P. C. C. & St. L., C. & P., P. R.R. Located on Ohio River, served all year by river steamboats, also Washburn Ry. 4 interurban lines serve the city from Ohio River cities. Excellent bus service to Ohio River cities.

Principal Industries: Iron, steel and tin plate works. Other major industries produce glass, pottery, paper, wall paper, gas radiators, fire clay products, slag, brick and iron foundry products. Bituminous coal under and around city mined extensively and oil and gas found in this vicinity. Valuable clay deposits.

Manufacturing Establishments: 12. Leading firms: La Belle Iron Works, Weirton Steel Co., Follansbee Bros. Co., Steubenville Pottery Co., Gill Bros. Glass Co., Chicago Wall Paper Mills, Harte Paper Co., Ohio Foundry Mfg. Co., Ohio Valley Clay Co. Total value of yearly output of factories estimated at \$50,000,000.

Special Information: Steubenville's strategic commercial position as the trade center of the populous and prosperous upper Ohio Valley has made possible the development of retail business concerns of unusual magnitude, which serve a retail trade territory comprising over 125,000 population. Wholesale and jobbing houses find this a most logical place from which they serve the tri-state territory of Eastern Ohio, Upper West Virginia and Western Pennsylvania. This remarkable commercial activity is reflected in the strong financial conditions of seven banks and four building and loan associations.

Residential Features: Residential districts cover the valley and hills ranging in height from 300 to 500 feet high. Three new residential districts being developed at the present time, adjacent to the city which will greatly increase the number of beautiful homes.

Retail Shopping Section: Market Street, 6 blocks; Fourth Street, 3 blocks; Third Street, 5 blocks; Fifth Street, 2 blocks; Sixth Street, 4 blocks, five small neighborhood sections.

Trading Area: About 10 miles to the north and south, and 20 miles to the east and west. Conservative estimate of Steubenville trading population, 110,000.

Wholesale Houses: Groceries, 3; meats, 1; fruits, 3; hardware, 1; dry goods, 1; miscellaneous lines; drugs, 1; confectionery, 1; novelties, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 21; automobile accessories, 5; automobile tire agencies, 30; bakers, 10; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 32; delicatessens, 3; dressmakers, 15; druggists, 10; dry goods, 6; department stores, 3; electrical supplies, 10; florists, 3; fruits, 8; furniture, 10; furriers, 1; garages (public), 20; grocers, 142; hardware, jewelry, 14; meat markets, 20; men's furnishings, 16; men's clothing, 10; merchant tailors, 30; milliners, 15; opticians, 7; photo-

graphers, 6; pianos (and miscellaneous musical instruments), 7; radio supplies, 10; restaurants (including hotels), 23; shoes, 17; sporting goods, 4; stationers, 6; women's apparel, 7.

TIFFIN, OHIO
(Seneca County)

1920 Population, 14,375. Most important cities and towns in the suburban area are: Fostoria (pop. 1,000); Attica (2,500); Bloomville (2,500).

Schools: Public Grade, 4; High, 1; Junior High, 1; Parochial, 2; Number of Pupils, 3,000.

Churches: Baptist, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 7.

Banks: National, 3; State, 1.

Theatres: Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 2.

Location: On B. & O., Penna., and "Big Four" R.Rs. To nearest larger city by railroad, 1½ hours; by trolley, 2½ hours; by auto, 2 hours.

Principal Industries: Glass, pottery, grinding wheels, furniture, bolt and nut machines, well drilling machines, steel ceiling, conveying machinery.

Manufacturing Establishments: 12. Leading firms: Webster Mfg. Co., Standard Sanitary Mfg. Co., U. S. Glass Co., National Machinery Co.

Residential Features: Most houses owned by occupants.

Retail Shopping Section: Extends from Court House four or five blocks in each direction. Small stores in outlying districts.

Trading Area: All the county trade comes to Tiffin.

Wholesale Houses: Groceries, 1; fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; automobile accessories, 15; automobile tire agencies, 8; bakers, 5; cigar stores and stands (including hotels), 13; delicatessens, 1; dressmakers, 12; druggists, 6; dry goods, 7; department stores, 3; electrical supplies, 4; florists, 3; furniture, 3; furriers, 1; garages (public), 6; grocers, 36 (chain, 8); hardware, 4; jewelry, 3; meat markets, 14 (chain, 1); men's furnishings, 7; men's clothing, 8; merchant tailors, 3; milliners, 4; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 7; restaurants (including hotels), 5; shoes, 3; sporting goods, 2; women's apparel, 5.

Miscellaneous Data: Average temperature, 47.9 degrees; average number of rainy days per twelve months, 120; most pleasant months, May, June, Sept., Oct. Doctors (medical, 20); (dentists, 12); (osteopaths, 2); street car service; gas, natural; electric current, alternating and direct; water, soft.

TOLEDO, OHIO
(Lucas County)

1920 Population, 243,164 (1926 est. 303,000).

City and Suburban Estimate, 800,000. Most important cities and towns in this area are: Findlay (pop. 13,135); Fremont (13,770); Fostoria (10,188); Tiffin (15,652).

Native Whites, 76.7%; Negroes, 2.3%; Foreign Born, 21%; Industrial Workers, 23%; English Reading, 88%; Families, 67,611 (1925).

Schools: Public Grade, 46; High, 4; Junior High, 1; Parochial, 34; Number of Pupils, 59,400.

Churches: Baptist, 21; Christian Science, 2; Congregational, 17; Episcopal, 8; Hebrew, 5; Methodist, 35; Presbyterian, 9; Roman Catholic, 29; Lutheran, 30; Miscellaneous, 62.

Banks: National, 1; State, 14. Capital, Surplus, and Undivided Profits (all banks), \$23,755,169.22; Total Deposits (all banks), \$161,442,475.49; Total Resources (all banks), \$199,469,430.54; Total Savings Bank Deposits, \$70,154,538.79; Total Bank Clearings (13 months), \$2,477,197.70.

Theatres: Legitimate, 3; Moving Pictures, 37; Vaudeville, 2; Burlesque, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 32,000.

Location: Located on the southwest shore of Lake Erie, 60 miles from Detroit and 110 miles from Cleveland. Fourteen railroads operate 24 lines in the city. N. Y. C. R.R. (Main Line, Chicago to New York) also branches to Detroit and Jackson, Mich., C. C. C. & St. L., M. C. R.R., Ohio Central Lines, P. R.R., B. & O. R.R., A. A. R.R., P. M. R.R., H. V. Ry., Wabash, Nickel Plate (Clover Leaf), W. & L. E. R.R., D. T. & I. R.R., D. & T. S. L. Ry. and T. A. & W. R.R. The Toledo Terminal Belt Ry. completely circles the city and connects all steam lines entering Toledo. Eight Interurban Electric Lines operate out of Toledo. Motor Truck and Bus service on seven main highways serving the city. Steamship service to Lake Erie ports. To nearest large city by railroad, 1½ hours; by trolley, 2 hours; by automobile, 2½ hours.

Principal Industries: Automobiles, glass making, production of scales, oil well supplies, ships, cement, machine tools, paint sprayers, atomizers, bottles, bottle machinery, caps, children's vehicles, electrical appliances, electric light bulbs, elevators, floor surfacing machines, fountain pens, metal pencils, radio supplies, bicycles, fireless cookers, malleable iron, saws, refined oil, spark plugs, plate glass, canvas goods, valve bags, hats, umbrellas, stores and ranges.

Manufacturing Establishments: 694. Leading firms: Willys-Overland, Owens Bottle, Toledo Scale Co., Ford Plate Glass, Libbey Owens Glass Co., American Shipbuilding, Toledo Ma-

chine & Tool Co., Standard Oil Refinery, Paragon Oil Co., Conklin Pen Co., Champion Spark Plug, De Villbiss Mfg. Co.

Special Information: Toledo is one of the pivotal cities in the center of the nation's workshop. It is well equipped to furnish electric power being a part of the system which extends from Philadelphia to Chicago. Coal and iron meet in Toledo; center of glass industry. Third city in production of automobiles, 40,000 pleasure cars and 7,500 trucks.

Residential Features: Largest percentage of home ownership for any city of its size. Private homes predominate. Beautiful residential section. Plenty of room for expansion.

Retail Shopping Section: Concentrated in ten downtown blocks with a small community section on the East Side. There is a growing tendency to community sections.

Trading Area: About 40 miles east, 50 miles south and 60 miles west. Toledo is easily reached by bus and electric and steam lines.

Wholesale Houses: Groceries, 12; Meats, 29; Fruits, 20; Hardware, 5; Dry Goods, 8; Miscellaneous Lines: Confectionery, 26; produce, 32.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 77; commercial auto. agencies, 22; automobile accessories, 92; automobile tires, 49; bakeries, 100; cigar stores and stands, 83 (chain 9); confectioners, 214; delicatessens, 5; dressmakers, 91; druggists, 147 (chain, 11); dry goods, 124; department stores, 12; electrical supplies, 25; florists, 51; fruits, 18; furniture, 83; furriers, 11; garages, 104; grocers, 1,039 (chain, 147); hardware, 77; jewelry, 69; meat markets, 176; men's furnishings, 47; men's clothing, 75; merchant tailors, 191; milliners, 56; opticians, 21; photographers, 25; pianos and miscellaneous (musical instruments), 24; radio supplies, 47; restaurants, 431; shoes, 66; sporting goods, 9; stationers, 5; women's apparel, 33.

Miscellaneous Data: Average temperature, 49.8 degrees; average number of rainy days per twelve months, 134; most pleasant months, May, June, Sept., Oct. Doctors (medical, 626); (dentists, 184); (osteopaths, 25); street car service; gas, artificial and natural; number of meters, 72,587; electric current, alternating and direct; number of wired houses, 67,327; number of automobile registrations, 62,451; water, hard.

TORONTO, OHIO
(Jefferson County)

1920 Population, 4,684 (1926, 7,200).

City and Suburban Estimate, 10,300. Most important cities and towns in this area are: New Cumberland (pop. 1,200); Empire (400); Knoxville (200).

Native Whites, 98%; Foreign Born, 2%; Industrial Workers, 32%; English Reading, 96%; Families, 1,448.

Schools: Public Grade, 4; High, 1; Parochial, 2; Number of Pupils, 1,756.

Churches: Christian, 1; Methodist Episcopal, 1; Methodist, 2; Protestant Presbyterian, 2; Roman Catholic, 1; Greek Catholic, 1; miscellaneous, 2.

Banks: National, 1; State, 2; Capital, Surplus, and Undivided Profits (all banks), \$373,909; Total Deposits (all banks), \$2,259,141.75; Total Resources (all banks), \$2,962,765.49; Total Savings Banks Deposits, \$1,014,038; Total Bank Clearings (12 months, 1925), \$15,850,000.

Theatres: Legitimate, 1; Moving Pictures, 1; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 2,900.

Location: On the Ohio River fifty miles below Pittsburgh towards Wheeling and served by the Penna. R.R. and Ohio River steamboats. Also by the S. E. L. & B. V. T. Co. To nearest large city by railroad, 45 minutes; by trolley, 45 minutes; by auto, 45 minutes.

Principal Industries: Steel and iron, clay products, coal mining, electric power, soft drinks, clay working machinery, hair curlers, paper.

Manufacturing Establishments: 22. Leading firms: Follansbee Bros., steel mill, Locust Grove Coal Co., Penn & Ohio Power Co., Kaul Clay Co., Toronto Fire Clay Co., Toronto Paper Mills Co., Guy Johnston Contracting Co., J. O. Goodlin & Sons Co., The Cando Grizzell Co., Stratton Clay Products Co., Union Clay Mfg. Co., Minors Brick Works, Peerless Clay Co., American Vitrified Products Co., Toronto Foundry and Machine Co., Bobsy Curler Co. Total value of yearly output of factories estimated at \$10,000,000.

Special Information: Location of the city makes it an ideal shopping center for Empire, Stratton, Port Homer, Knoxville, New Somerset and New Cumberland, W. Va. There is a 20-minute interurban electric service.

Residential Features: Mostly one-family homes with a few apartments; no congested workmen's tenements. Two nicely laid out residential districts. The homes in these sections average in value \$15,000.

Retail Shopping Section: Extends from Main and Fourth Streets, the Interurban Station for two blocks north, two blocks south, one block east and two blocks west. Market and Clark Streets are, for two blocks each, also devoted to retail business. Making a total of 11 blocks.

Trading Area: Extends six miles north, 12 miles west and two miles south, being served with interurban electric service every 30 minutes.

Wholesale Houses: Miscellaneous lines; candy, 1; cigar and tobacco, 1; fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial automobile agencies, 6; automobile accessories, 10; automobile tire agencies, 6; bakers, 2; cigar stores and stands (including hotels), 20; confectioners (including ho-

tel stands), 18; delicatessens, 1; dressmakers, 3; druggists, 2; dry goods, 3; department stores, 1; electrical supplies, 3; florists, 1; fruits, 3; furniture, 2; furriers, 1; garages (public), 4; grocers, 20 (chain, 3); hardware, 2; jewelry, 1; meat markets, 7; men's furnishings, 4; men's clothing, 3; merchant tailors, 2; milliners, 2; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 7; shoes, 4; sporting goods, 2; stationers, 3; women's apparel, 3; farm machinery, 1.

Miscellaneous Data: Average temperature, 48 degrees; average number of rainy days per 12 months, 120; most pleasant months: May, June, Sept., Oct. Doctors (medical, 7); (dentists, 3); street car service; gas, natural; number of meters, 1,214; electric current, alternating; number of wired houses, 1,120; number of automobile registrations, 1,580; water, soft.

TROY, OHIO
(Miami County)

1920 Population, 7,260.

City and Suburban Estimate, 8,000.

Native Whites, 94%; Negroes, 5%; Foreign Born, 1%; Industrial Workers, 20%; English Reading, 98%; Families, 2,000.

Schools: Public Grade, 3; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 1,600.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 6.

Banks: National, 1; Total Resources, \$3,000,000.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 3,000.

Location: On B. & O. R.R., Cincinnati, Detroit main lines, eighteen miles north of Dayton, in the heart of Miami County. Also served by C. C. C. & St. L. Railroad, Peoria and Eastern division and Dayton and Lima Traction line with connecting service to all points of the state. Bus service all directions. On Dixie Highway, a main market and travel highway of the state.

Principal Industries: Meat grinders, food mixers, coffee grinders, automobile windshields, sunshades and couch hammocks, gummy products, wagons, commercial auto bodies, power scrapers, educational toys, storage battery chargers, motors, auto trailers, aeroplanes, water sprinklers.

Manufacturing Establishments: 12. Leading firms: Hobart Mfg. Co., Troy Sunshade and Windshield Co., Troy Gummy Products Co., Kress Novelty Co., Troy Metal Products Co., Miami Trailer and Scraper Co., Skinner Irrigation Co. Total value of yearly output of factories estimated at \$10,000,000.

Special Information: Troy is the County Seat of Miami County, one of the most wealthy in the Miami Valley. First City in the United States in the manufacture of food mixers, coffee grinders and meat choppers. Trading center for surrounding countryside.

Residential Features: Private homes, owned by residents, predominate. Only two apartments in city. Most residences, one-family. Have splendid residential district.

Retail Shopping Section: Four blocks each way from public square (North and South Market, East and West Main).

Trading Area: Extends fifteen miles each way from Troy.

Wholesale Houses: Meats, 2; fruits, 1; dry goods, 1; miscellaneous lines, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 14; commercial automobile agencies, 4; automobile accessories, 2; automobile tire agencies, 12; bakers, 3; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 4; delicatessens, 1; dressmakers, 12; druggists, 4; dry goods, 4; department stores, 4; electrical supplies, 3; florists, 3; fruits, 2; furniture, 2; garages (public), 10; grocers, 17; hardware, 3; jewelry, 2; meat markets, 4; men's furnishings, 4; men's clothing, 5; merchant tailors, 4; milliners, 7; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 7; shoes, 4; sporting goods, 3; stationers, 2; women's apparel, 3.

UPPER SANDUSKY, OHIO
(Wyandot County)

1920 Population, 3,708.

City and Suburban Estimate, 5,000.

Native Whites, 80%; Foreign Born, 20%; Industrial Workers, 10%; English Reading, 98%; Families, 1,000.

Schools: Public Grade, 3; High, 2; Junior High, 1; Parochial, 1; Number of Pupils, 1,400.

Churches: Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 2; State, 1; Total Resources (all banks), \$3,000,000; Savings Bank Deposits Total, \$897,000.

Theatres: Moving Pictures, 1.

Location: In northwest part of State. Served by Hocking Valley and P. R.R. To nearest larger city by railroad, 1½ hours; by auto, 1½ hours.

Principal Industries: Steam pumps, caskets, burial vaults, auto gears, fancy brick.

Manufacturing Establishments: Leading firms: National Steam Pump Co., Wyandotte Clay Products Co., Wyandotte Burial Vault Co.

Special Information: An ideal location for factories. On Sandusky River, which may be route of great Lake Erie-Ohio River Canal.

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OHIO (Cont'd)

Upper Sandusky (cont'd)

Thirty feet above high water mark. Complete sanitary sewer system. Ohio Power Co. electricity. Paved roads to principal cities of state.

Residential Features: Beautiful homes, large well kept lawns. Broad paved streets. Town splendidly laid out and all streets lined with huge shade trees.

Retail Shopping Section: Covers five blocks, no empty business rooms. Modern fronts being placed in several of older buildings.

Trading Area: Extends 20 miles in each direction and covers a population of more than 20,000, as this is the county seat and has one of the finest court houses in Ohio.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; automobile accessories, 5; automobile tire agencies, 11; bakers, 2; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 4; delicatessen, 2; dressmakers, 7; druggists, 4; dry goods, 4; department stores, 3; electrical supplies, 4; florists, 2; fruits, 6; furniture, 2; garages (public), 5; grocers, 11 (chain, 2); hardware, 3; jewelry, 1; meat markets, 6; men's furnishings, 3; men's clothing, 3; merchant tailors, 2; milliners, 3; opticians, 1; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 3; shoes, 3; sporting goods, 5; stationers, 2; women's apparel, 2.

Miscellaneous Data: Average temperature, 47.8 degrees; average number of rainy days per 12 months, 120; most pleasant months, May, June, Sept., Oct. Doctors (medical, 7); (dentists, 5); (osteopaths, 1); number of wired houses, 600; gas, natural; electric current, alternating; water, hard.

URBANA, OHIO

(Champaign County)

1920 Population, 7,621.

City and Suburban Estimate, 30,000.

Native Whites, 95%; Negroes, 3%; Foreign Born, 2%; Industrial Workers, 80%; English Reading, 99%; Families, 7,100.

Schools: Public Grade, 21; High, 16; Parochial, 1; Number of Pupils, 8,000.

Churches: Baptist, 5; Christian Science, 2; Congregational, 1; Episcopal, 1; Methodist, 11; Presbyterian, 2; Roman Catholic, 3; Miscellaneous, 6.

Banks: National, 7; State, 4; Total Resources, \$8,000,000; Savings Bank Deposits Total, \$7,000,000.

Theatres: Legitimate, 4; Moving Pictures, 4; Miscellaneous (Auditoriums, etc.), 21.

Location: Midwestern part of Ohio, on P. R. R., N. Y. C., Erie, and I. C. & E. Electric Ry. Bus service, east, west, north and south. To nearest larger city by railroad 45 minutes; by auto, 1 hour.

Principal Industries: Manufacturing of furniture, catalog printing, bond paper and strawboard, car repairs and building, tools and dies, oil cans, packing of raisins, currents, mince-meat, egg cases, oil refining, brooms, fruit canning.

Manufacturing Establishments: 16. Leading firms: Howard Paper Co., United Box Board Co., American Tool & Die, "Happytime" Nursery Furniture Co., W. H. Marvin Co., Johnson Oil Can Co., Urbana Egg Case Co., Forward Oil Development Co. Total value of yearly output of factories estimated at \$5,000,000.

Special Information: Located in Miami and Mad River Valleys, especially adapted to agriculture. On four railroads.

Residential Features: 86% of population own their own homes, practically one-family houses.

Retail Shopping Section: Monument Square (second largest paved area in Ohio) Miami, Scioto, So. Main and North Main, 2 to 5 blocks on each.

Trading Area: 15 to 20 miles each way from city.

Wholesale Houses: Groceries, 2; meats, 1; fruits, 2; drugs, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial auto agencies, 11; automobile accessories, 8; automobile tire agencies, 15; bakers, 5; cigar stores and stands (including hotels), 26; confectioners (including hotel stands), 8; dressmakers, 11; druggists, 6; dry goods, 19; department stores, 1; electrical supplies, 4; florists, 3; fruits, 5; furniture, 7; furriers, 2; garages (public), 7; grocers, 45 (chain, 6); hardware, 4; jewelry, 4; meat markets, 6; men's furnishings, 6; men's clothing, 6; merchant tailors, 3; milliners, 4; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 10; restaurants (including hotels), 17; shoes, 11; sporting goods, 3; stationers, 4; women's apparel, 9.

Miscellaneous Data: Average temperature, 48 degrees; average number of rainy days per 12 months, 120; most pleasant months, May, June, Sept., Oct.; doctors (medical, 35); (dentists, 14); (osteopaths, 2); number of wired houses, 2,200; gas, natural; electric current, alternating; water, hard.

VAN WERT, OHIO

(Van Wert County)

1920 Population, 8,100.

City and Suburban Estimate, 75,000 within 45 minutes of city.

Native Whites, 99%; Negroes, .005%; Industrial Workers, 18%; English Reading, 95%; Families 1,800.

Schools: Public Grade, 4; High, 1; Junior High, 1; Number of Pupils, 1,934.

Churches: Baptist, 2; Christian Science, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 12.

Banks: National, 2; State, 1; Total Resources, \$4,233,911.73.

Theatres: Legitimate, 1; Moving Pictures, 2; Total number of seats, 1,500.

Location: In northwestern part of Ohio on main line of P. R.R., N. Y. C. and Fort Wayne, Van Wert and Lima Traction Co. Also on Lincoln and Wayne highways. To nearest larger city by railroad, 45 minutes, by auto, 1 hour.

Principal Industries: N. Y. C. shops, agricultural products, stone, overalls, tobacco, wood shaping machinery, stucco, steel tool kits, foundry products, cheese.

Manufacturing Establishments: 20. Leading firms: The Van Wert Overall Mfg. Co., Kennedy Mfg. Co., The New Advance Machinery Co., The Rochbond Co., The Van Wert Foundry Co., The Monroe Cheese Co., The Deisel-Wemmer Co., branch plant. Total value of yearly output of factories estimated at \$1,900,000.

Residential Features: Fully 75 per cent own their own homes. Practically all, single dwellings on single lots. Fine new public library, Y. M. C. A. Hospital, Y. W. C. A. Marsh School for children, etc. These public buildings with endowments total more than \$5,000,000. Van Wert well known for fine flowers and landscaping.

Trading Area: Van Wert is largest town in radius of 30 miles. Improved concrete asphalt and macadam roads permit 75,000 people in this district to reach the town in 45 minutes.

Wholesale Houses: Groceries, 2; fruits, 1; miscellaneous, lines, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial auto agencies, 4; automobile accessories, 20; automobile tire agencies, 16; bakers, 3; cigar stores and stands (including hotels), 6 (chain, 1); confectioners (including hotel stands), 6; delicatessen, 1; dressmakers, 7; druggists, 5 (chain, 1); dry goods, 5; department stores, 3; electrical supplies, 6; florists, 2; furniture, 1; garages (public), 10; grocers, 30 (chain, 2); hardware, 3; jewelry, 3; meat markets, 7; men's furnishings, 4; men's clothing, 4; milliners, 5; opticians, 5; photographers, 3; pianos (and miscellaneous musical instruments), 4; radio supplies, 4; restaurants (including hotels), 12; shoes, 6; sporting goods, 4; stationers, 1; women's apparel, 6.

Miscellaneous Data: Average temperature, 48 degrees; average number of rainy days per 12 months, 120; most pleasant months, June and Oct.; doctors (medical, 20); (dentists, 7); (osteopaths, 2); gas, artificial; electric current, alternating; water, hard.

WAPAKONETA, OHIO

(Auglaize County)

1920 Population, 5,295.

City and Suburban Estimate (trade area), 15,000.

Native Whites, 100%; Industrial Workers, 15%; English Reading, 99%; Families, 1,335.

Schools: Public Grade, 2; High, 1; Parochial, 1; Number of Pupils, 1,541.

Churches: Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous: Lutheran, 2; Evangelistic, 1.

Banks: National, 3; Total Resources \$5,000,000; Building & Loan Associations, 3; Total Deposits, \$2,000,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 1,800.

Location: Western Central, Ohio, 25 miles from Indiana, Ohio Line, served by the Baltimore and Ohio R.R. 83 miles south of Toledo, and 117 miles north of Cincinnati; also N. Y. C. west of Columbus. Western Ohio car shops are located here. Lima is 12 miles north of Wapakoneta.

Principal Industries: Wheels, chain machine knives, candy hollowware, churns, dairy products, cigars, Wapakoneta Wheel Co., Standard Churn Co., Deisel-Wemmer Cigar Co., Krein Chain Co., Wapakoneta Hollow Ware Co., Foundry, Wapakoneta Machine Co., Wm. Teege Co., cigars, Sheets Manufacturing Co., furniture.

Manufacturing Establishments: 13. See above.

Special Information: Wapakoneta is located in the heart of agricultural county of North-western Ohio and depends largely upon agriculture. Pork production is principal industry. Good supply of water, natural gas and electric current. Postal service, educational facilities, lodges, clubs, newspapers, retail storehouses are unexcelled.

Residential Features: Home owning community, occupied by retail tradesmen, business men, officials, workmen and retired farmers. Three-fourths of all homes are owned by occupants. Average cost probably \$2,500.

Retail Shopping Section: Extends from Black-hoof Street to B. & O. R.R. on Auglaize Street

5 blocks, side streets for one only off Auglaize, four neighborhood groceries.

Trading Area: Extends about seven miles in every direction, while much trade is attracted by reason of city being a county seat, coming from all corners of the county.

Wholesale Houses: Meats, 2; fruits, 1; miscellaneous lines, tobacco, 1; candy, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial automobile agencies, 5; automobile accessories, 10; automobile tire agencies, 9; bakers, 3; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 4; dressmakers, 6; druggists, 6; dry goods, 4; electrical supplies, 2; florists, 1; fruits, 1; furniture, 2; garages (public), 6; grocers, 11; hardware, 2; jewelry, 3; meat markets, 5; men's furnishings, 3; men's clothing, 3; merchant tailors, 2; milliners, 3; opticians, 3; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; restaurants (including hotels), 4; shoes, 4; sporting goods, 1; stationers, 2; women's apparel, 3.

WARREN, OHIO

(Trumbull County)

1920 Population, 27,050.

City and Suburban Estimates, 35,000.

Native Whites, 87%; Negroes, 1%; Foreign Born, 12%; Industrial Workers, 44%; English Reading, 95%; Families, 8,000.

Schools: Public Grade, 12; High, 1; Junior High, 2; Parochial, 1; Number of Pupils, 8,000.

Churches: Baptist, 6; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 4; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 12.

Banks: National, 2; State, 3; Total Resources, \$13,001,286.66; Savings Bank Deposits Total, \$6,212,822.99.

Theatres: Moving Pictures, 4; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 6,000.

Location: B. & O. P. R.R., Erie, N. O. T. L. Bus service. Warren is in almost exact center of the largest industrial buying area in the country. It is on four direct rail routes between Lake Erie and Pittsburgh, and approximately half way between Pittsburgh and Cleveland and that section is traversed by every large Eastern trunk line, all with direct rail connections to Warren. To nearest large city by railroad, 1 1/4 hours; by trolley, 2 1/4 hours; by auto, 2 hours.

Principal Industries: Iron and steel, automobiles, incandescent lamps, tanks, cars, cable, electric machinery, tools, auto bodies.

Manufacturing Establishments: 60. Leading firms: Trumbull Steel, Packard Electric, Borden Co., Warren Tool & Forge Co., American Tank Car, Youngstown Pressed Steel, Heltzel Steel Form, Phillips Body Co., Peerless Electric Frost Fence Co., Ohio Corrugating Co., General Fire Extinguisher, Warren Foundry Co.

Special Information: Warren is the second largest manufacturer of electrical lamps in the world. The manufacture of iron and steel products and of electrical lamps and equipment constitute the principal industries of Warren, although the city's products are well diversified.

Residential Features: Mostly one- and two-family houses, greater portion of which are owned. Very few apartments. City Planning and City Zoning Commissions are planning widening main thoroughfares of the city and planning a boulevard system to completely surround the city.

Retail Shopping Section: West Market Street, 8 blocks; East Market Street, 7 blocks; Park Avenue, 10 blocks; Pine Street, 5 blocks; Main Street, 3 blocks; High Street, 2 blocks.

Trading Area: Extends to about 12 miles north, south, east and west.

Wholesale Houses: Groceries, 1; fruits, 2; dry goods, 1; miscellaneous lines, Scott Candy, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 17; commercial automobile agencies, 12; automobile accessories, 35; automobile tire agencies, 30; bakers, 7; cigar stores and stands (including hotels), 51; confectioners (including hotel stands), 53; delicatessen, 10; dressmakers, 20; druggists, 10; dry goods, 12; department stores, 7; electrical supplies, 6; florists, 4; fruits, 15; furniture, 8; furriers, 2; garages (public), 15; grocers, 120 (chain, 3); hardware, 3; jewelry, 10; meat markets, 30; men's furnishings, 18; men's clothing, 16; merchant tailors, 8; milliners, 8; opticians, 7; photographers, 5; pianos (and miscellaneous musical instruments), 4; radio supplies, 8; restaurants (including hotels), 30; shoes, 10; sporting goods, 10; stationers, 3; women's apparel, 12.

Miscellaneous Data: Average temperature, 49.4 degrees; average number of rainy days per 12 months, 120; most pleasant months: May, June, Sept., Oct., Nov.; doctors (medical, 45); (dentists, 27); (osteopaths, 4); street car service; gas, natural; number of meters, 8,200; electric current, alternating; number of wired houses, 10,000; water, soft.

WASHINGTON COURT HOUSE, OHIO

(Fayette County)

1920 Population, 7,962.

City and Suburban Estimate, 30,000. Most important cities and towns in this area are: Greenville (pop. 4,344); Xenia (9,110); Chillicothe (15,831); Circleville (7,049); Wilmington (5,037).

Native Whites, 94%; Negroes, 5%; Foreign Born, 1%; Industrial Workers, 15%; English Reading, 99.5%; Families, 1,990 approximate.

Schools: Public Grade, 5; High, 1; Junior High, 1; Number of Pupils, 1,400.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Methodist, 3; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 1; State, 4; Capital, Surplus, and Undivided Profits (all banks), \$500,000; Total Deposits (all banks), \$4,000,000; Total Resources (all banks), \$5,800,000; Total Savings Banks Deposits, \$561,329.56.

Theatres: Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 1,550 (estimated).

Location: Located on C. C. C. highway in Fayette County, 40 miles southwest of state capital. B. & O. S. W., Baltimore & Ohio, Weston Div., Pennsylvania, Detroit, Toledo and Ironton Railway (Henry Ford's Ry.), two of these railways running north and south, other two east and west, and to all different points. Four inter-state highways (all improved) cross here. To nearest large city (Columbus), by railroad, 1 hour; by auto, 1 1/2 hours.

Principal Industries: Shoes, metal products, packing, canning, flour mills, creameries, wood preserving, fertilizer, veneering, auto tubes, glove manufacturing company, candy, concrete posts.

Manufacturing Establishments: 25. Leading firms: P. Hagerty Shoe Co. (2 factories), Inskeep Mfg. Co. (gloves), Sunlight Creameries, Washington Milling Co., Sears & Nichols Canning Co., the Fayette Canning Co., Washington Metal Products, Washington Candy Co.

Special Information: Main branch (Dahl Campbell Branch) of largest wholesale grocery in the United States, Midland Grocery Co. is located here doing approximately \$15,000,000 business yearly. Sunlight Creameries (branch of Cudahy Pkg. Co.), \$1,000,000 creamery and one of the largest in the state, located here. City is main market for the greatest hog producing center in the United States. Has one of the largest Y. M. C. A.'s for city this size in United States. County has more miles of improved highways than any rural county in the state of Ohio. City has more paved streets than any city of size in the United States.

Residential Features: Mostly one-family houses. Limited section devoted to workingmen's tenements. Private homes predominate and an unusually large percentage of residents are home owners.

Retail Shopping Section: Extends from Court House Square three blocks south and two blocks north on Main Street; two blocks west and three blocks east on Court Street; and intersecting streets.

Trading Area: Extends about eighteen miles north, south, east and west. Intermittent business is secured from people living at a greater distance because of the exceedingly good department stores, the fine train and bus service, and splendid roads.

Wholesale Houses: Groceries, 2; meats, 1; fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 14; commercial automobile agencies, 3; automobile accessories, 8; automobile tire agencies, 7; bakers, 3; cigar stores and stands (including hotels), 14; confectioners (including hotel stands), 4; delicatessen, 2; dressmakers, 12; druggists, 4; dry goods, 7; department stores, 4; electrical supplies, 4; florists, 1; fruits, 2; furniture, 3; garages (public), 10; grocers, 35 (chain, 4); hardware, 3; jewelry, 5; meat markets, 6; men's furnishings, 7; men's clothing, 7; merchant tailors, 4; milliners, 4; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 7; restaurants (including hotels), 11; shoes, 8; sporting goods, 2; stationers, 3; women's apparel, 6.

Miscellaneous Data: Average temperature, 52.5 degrees; average number of rainy days per 12 months, 108; most pleasant months: May, June, Sept., Oct.; doctors (medical, 15); (dentists, 9); (osteopaths, 2); gas, natural; electric current, alternating; number of wired houses, 3,500; water, hard.

WILMINGTON, OHIO

(Clinton County)

1920 Population, 5,037.

Native Whites, 90%; Negroes, 10%.

Schools: Public Grade, 4; High, 1; Junior High, 1; Number of Pupils, 980.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1, and Church of Christ.

Banks: National, 3; Total, \$3,750,000.

Theatres: Moving Pictures, 2; Auditoriums, etc., 2; Total number of seats, 3,500.

Location: Baltimore & Ohio, Pennsylvania. Center of Motor Bus lines in all directions. To nearest large city, by railroad, 2 hours; by auto, 2 hours.

Principal Industries: Auto accessories, auger bits, furnaces and heating plants, bridges, structural steel, ice cream cone machinery, air compressors, umbrellas, steel castings, harvesting machinery, stock food, ice, ice cream, snaps for harness.

Manufacturing Establishments: 11. Leading firms: Irwin Auger Bit Co. (largest wood-boring tool plant in the world); Farquhar Furnace Co., Auto Compressor Co., Moulton Wireless Umbrella Co., Turko Co., Safety Snap Co., Clinton Chemical Co., Wilmington Casting Co., Champion Bridge Co. Total value of yearly output of factories estimated at \$2,500,000.

Special Information: Center of very rich agricultural county; making large trade territory. No foreign element. Labor mostly skilled and well paid. Richest county in Ohio per capita. Educational center with Junior and Senior High Schools and Wilmington College, all year round institution with large Normal school in summer.

OHIO (Cont'd)

One of finest Court Houses in United States set in entire square. Live Commercial Club, owning its own beautiful home.

Residential Features: No "slums" or tenement district. Very large percentage of home owners. Large well-kept lawns and multitude of old trees distinguish this city from the average.

Retail Shopping Section: Extends three blocks each way from Court House Square.

Trading Area: Covers sixteen miles north, 12 miles east, 30 miles south and 20 miles west. Not only Clinton, but large section of Highland and some of Brown County trade here regularly.

Wholesale Houses: Grocery, 1; fruit, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 2; commercial auto agencies, 4; automobile accessories, 7; automobile tire agencies, 15; bakeries, 2; cigar stores and stands, 6; confectioners (including stands), 4; delicatessen, 1; dressmakers, 6; druggists, 5; dry goods, 4; department stores, 2; electrical supplies, 3; florists, 2; fruits, 5; furniture, 3; furriers, 1; public garages, 9; grocers, 9 (chain, 2); hardware, 3; jewelry, 3; meat markets, 6; men's furnishings, 4; men's clothing, 4; merchant tailors, 1; milliners, 4; opticians, 4; photographers, 2; pianos, 2; radio supplies, 7; restaurants (including hotels), 6; shoes, 5; sporting goods, 3; stationers, 2; women's apparel, 3.

Miscellaneous Data: Average temperature, 49 degrees average number of rainy days per 12 months, 120; most pleasant months, May, June, Oct., Nov. Doctors (medical, 11); (dentists, 5); (osteopaths, 2); gas, artificial; electric current, alternating; water, hard.

WOOSTER, OHIO**(Wayne County)**

1920 Population, 8,204.

City and Suburban Estimate, 10,500. Most important cities and towns in this area are: Orrville (pop. 4,000); Shreve (800); Rittman (700); Creston (700).

Native Whites, 96%; **Negroes,** 1.5%; **Foreign Born,** 2.5%; **Industrial Workers,** 45%; **English Reading,** 99%; **Families,** 2,500.

Schools: Public Grade, 5; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 1,800 and 1,900.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 6.

Banks: National, 2; State, 1; Total Resources, \$5,500,000; Savings Bank Deposits Total, \$100,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 4; Total number of seats, 2,400.

Location: P. R. R. main line and small branch branch of B. & O. Cleveland & Southwestern Traction Co. has a freight service to Wooster. Bus service embraces all principal cities in the vicinity, including Cleveland, Canton, Massillon, Millersburg and Medina. To nearest large city by railroad, 1 hour; by trolley, 2½ hours; by auto, 2 hours.

Principal Industries: Agriculture. In the line of manufacturing, steel and rubber predominate. The oil industry is now leading all others in and around Wooster.

Manufacturing Establishments: 20. Leading firms: Woodward Machine Co., Ohio Overall Co., Wooster Preserving Co., Wooster Rubber Co., Holmes Construction Co., Perkins Structural Steel Co., Toy Craft Co., Wooster Brush Co., Buckeye Aluminum Co., Medal Paving Brick Co., Buckeye Boiler Works, Akron Brass Mfg. Co., Wooster Feed Mfg. Co., Weldless Tube Mfg. Co., the J. E. Harris Paint Co., the Coxon Bellek China Co.

Special Information: The Ohio Experimental Station is located just outside of Wooster. Three main highways, the Lincoln, Harding and CCC, go through Wooster and Wayne Co. At present Wooster is enjoying phenomenal growth due to the coming of many new industries, among which are oil. Wooster is in the center of one of the best oil fields in the state. The College of Wooster adds about 850 to the population during school year.

Residential Features: Mostly one- and two-family houses occupied generally by business men. The families are largely retired farmers and business men. Wooster attracts many people for the purpose of educating their children in the schools here. The average value of the homes in the better part of town is about \$6,000.

Retail Shopping Section: Liberty Street is the main shopping street, extending the entire length of the city and the main business part will cover 10 blocks. On Market Street are about 3 blocks of business houses.

Trading Area: Wooster attracts people within about a 20-mile radius. Many come further for the purchase of clothing and other goods. Wooster being considered an excellent place for such articles.

Wholesale Houses: Groceries, 3; meats, 1; fruits, 1; dry goods, 1; miscellaneous lines, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 16; commercial automobile agencies, 3; automobile accessories, 19; automobile tire agencies, 10; bakers, 4; cigar stores and stands (including hotels), 11; confectioners (including hotel stands), 12; delicatessen, 1; dressmakers, 20; druggists, 6 (chain, 1); dry goods, 7; depart-

ment stores, 5; electrical supplies, 5; florists, 5; fruits, 4; furniture, 3; furriers, 1; garages (public), 17; groceries, 23; hardware, 5; jewelry, 5; meat markets, 10; men's furnishings, 5; men's clothing, 7; merchant tailors, 2; milliners, 7; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 4; radio supplies, 5; restaurants (including hotels), 17; shoes, 9; sporting goods, 4; stationers, 3; women's apparel, 7.

Miscellaneous Data: Average temperature, 48 degrees; average number of rainy days per 12 months, 120; most pleasant months: May, June, September, October; doctors (medical, 19); (dentists, 11); (osteopaths, 3); street car service; gas, natural; electric current, alternating; number of wired houses, 2,300; water, hard.

YOUNGSTOWN, OHIO**(Mahoning County)**

1920 Population, 132,358.

City and Suburban Estimate, 350,000.

Native Whites, 91,761; **Negroes,** 6,662; **Foreign Born,** 33,834; **Industrial Workers,** 55,000; **Families,** 28,699.

Schools: Public Grade, 42; High, 2; Junior High, 3; Parochial, 8; Number of Pupils, 33,337.

Churches: Baptist, 13; Christian Science, 1; Congregational, 3; Episcopal, 3; Hebrew, 7; Methodist, 17; Presbyterian, 13; Roman Catholic, 21; Miscellaneous, 29.

Banks: National, 6; State, 5; Total Resources, \$60,500,000; Savings Bank Deposits Total, \$74,500,000.

Theatres: Legitimate, 2; Moving Pictures 19; Vaudeville 1; Burlesque 1; Miscellaneous (Auditoriums, etc.), 3; Total number of seats, 21,000.

Location: On Mahoning River about 35 miles from its junction with Ohio River, half way between Cleveland and Pittsburgh. It has four great trunk lines: N. Y. C., Erie, B. & O. and Penna., together with P. & L. E. and L. E. & E. Excellent bus service to surrounding cities.

Principal Industries: Steel, leather, brick, mattresses, gas mantles, limestone and cement, steel bearings, steel hooks, automobile tires and rubber goods, paints and varnishes, meat packing flour, electric lamps, candy, leather cloth and upholstering, stone and cement.

Manufacturing Establishments: 269. Leading firms: Youngstown Sheet & Tube Co., Republic Iron & Steel Co., Carnegie Steel Co., General Fireproofing Co., Truscon Steel Co., Standard Textile Products Co., Banner Electric Co., Wm. B. Pollock Co., Ohio Automatic Sprinkler Co., Glock Gas Mantle Co., Republic Rubber Corp. Total value of yearly output of factories \$300,000,000.

Special Information: Youngstown is in the very center of one of the greatest wealth producing sections of the country. It is within one night's ride of more than two-thirds of the population and four-fifths of the country's purchasing capacity.

Residential Features: Youngstown is second city in the United States in home ownership. Has an unusual historic setting. President Garfield as a barefoot boy drove a mule along the tow path through Youngstown. President McKinley was born 9 miles from Youngstown. Mill Creek Park is one of the largest and most beautiful natural parks in the country. Second city in U. S. to adopt motor driven fire apparatus.

Retail Shopping Section: Federal Street main shopping section. Extending from Spring Common to Mott Street. Also Market Street, Boardman Street, Phelps Street, Hazel Street, Champion Street, Commerce Street, Wick Avenue.

Trading Area: 20 miles, with a trading population of over 350,000. Youngstown has several outlying retail sections.

Wholesale Houses: Groceries, 16; meats, 7; fruits, 5; hardware, 1; dry goods, 1; Miscellaneous lines, confectioners, 11.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 46; commercial auto agencies, 26; automobile accessories, 48; automobile tire agencies, 46; bakers, 43; cigar stores and stands (including hotels), 32; confectioners (including hotel stands), 149; delicatessen, 7; dressmakers, 45; druggists, 51; dry goods, 36; department stores, 7; electrical supplies, 21; florists, 17; fruits, 39; furniture, 33; furriers, 9; garages (public), 21; grocers, 700; hardware, 29; jewelry, 32; meat markets, 107; men's furnishings, 46; men's clothing, 35; merchant tailors, 87; milliners, 28; opticians, 15; photographers, 17; pianos (and miscellaneous musical instruments), 13; radio supplies, 9; restaurants (including hotels), 87; shoes, 44; sporting goods, 5; stationers, 7; women's apparel, 35.

See announcement columns 3 and 4

XENIA, OHIO**(Greene County)**

1920 Population, 9,110.

Native Whites, 80%; **Negroes,** 20%; **English Reading,** 99%; **Families,** 2,500.

Churches: Baptist, 4; Christian Science, 1; Episcopal, 1; Methodist, 6; Presbyterian, 3; Roman Catholic, 1; Miscellaneous, 5.

Banks: National, 2; State, 1; Total Resources (all banks), \$3,000,000; Savings Bank Deposits Total, \$50,000; Building and Loans, \$2,000,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 2,814.

Continued on page 216

The Vindicator

Leads in Reaching

Youngstown Homes



Always Ahead in Home Interest

YOUNGSTOWN ranks fifth among all U. S. cities in home ownership. 47.8% of its homes are owned by their occupants.

In this city and its immediate environs there are 34,175 families, according to an accurate compilation by The 100,000 Group of American Cities.

In these prosperous homes The Youngstown Vindicator finds a welcome and intense popularity, partly because of its particular local appeal but also because of the large amount of general news it prints.

The Vindicator, Daily and Sunday, goes into many more of these homes than any other newspaper.

The Center of a Wealthy Industrial District

Large pay-rolls and thriving industries make this great district a fruitful field for the sale of all commodities. Alert merchants and fine stores offer splendid distribution outlets. Your story can be told to this responsive audience through advertising in The Vindicator, Daily and Sunday.

Automobile Advertising

40,000 passenger automobiles and over 7,000 commercial cars are in use in the Youngstown district. The new Rotogravure Section of the Sunday Vindicator offers an added opportunity for Automobile as well as other advertisers to effectively reach this profitable market.

Helpful Merchandising Service

The Vindicator Service Bureau will gladly cooperate closely with you in promoting distribution of your products in this rich, industrial territory.

In Youngstown It's

The Vindicator

Daily and Sunday

YOUNGSTOWN, OHIO

LACOSTE & MAXWELL, Representatives

45 West 34th Street, New York City

Marquette Building, Chicago, Ill.



OHIO and OKLAHOMA Newspaper Markets in Standard Surveys

OHIO (Cont'd)

Xenia (cont'd)

Location: In Miami Valley 14 miles east of Dayton and 18 south of Springfield. On main line of P. R.R., branch of B. & O. Hourly traction service to Dayton and Springfield. Motor bus service to Washington C. H., Wilmington, Jamestown, Cedarville and other surrounding towns. Fine paved highways in all directions throughout the county. To nearest large city by railroad, 30 minutes; by trolley, 1 hour; by auto, 45 minutes.

Principal Industries: Binder twine, rope, machinery and shoes. Hooven and Allison second largest cordage mills in the world. Kelly Machine Shops ship to all parts of the country. Xenia Shoe Co. employs 300. Home plant of Geo. Dodds and Sons Marble Works. Quarries at Keene, N. H.

Manufacturing Establishments: 4. Leading firms: Hooven & Allison Cordage Co., Kelly Cordage Co., and Machine Shops. The Xenia Shoe Co. and Dobbs Marble Works.

Special Information: In the heart of one of the finest agricultural sections in U. S. County famous for its high grade live stock. Beautiful residence city with 14 miles of paved streets. High percentage home owners. County seat, 3,700 passenger and 700 auto trucks in county. Railroad Junction Penna. R.R. Center of Cincinnati Div. Ohio Soldiers' and Sailors' Orphan Home (600 children) located here. Wilberforce University (colored) 3 miles east of city.

Residential Features: Mostly one and two-family houses. Private homes predominate. Colored population segregated in east end of city where they have their own schools, churches and many of their own stores. Practically no colored residents in any other part of city. City outstanding for its fine paving and well-kept homes.

Retail Shopping Section: 6 blocks east and west from Galloway Street, east to Collier and 6 blocks north and south from Church Street to 3rd Street.

Trading Area: About 15 miles in all directions. Actual shopping area about 25 miles, drawing shoppers from other areas. Most important cities and towns are: Cedarville, Jamestown, Osborne and Yellow Springs.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 3; automobile accessories, 6; automobile tire agencies, 12; bakers, 4; cigar stores and stands (including hotels), 12 (chain, 1); confectioners (including hotel stands), 3; dressmakers, 5; druggists, 6; dry goods, 6; department stores, 2; electrical supplies, 4; florists, 4; fruits, 4; furniture, 8; garages (public), 10; grocers, 31 (chain, 7); hardware, 3; jewelry, 4; meat markets, 10; men's furnishings, 6; men's clothing, 5; merchant tailors, 3; milliners, 3; opticians, 4; photographers, 3; pianos (and miscellaneous musical instruments), 1; radio supplies, 5; restaurants (including hotels), 11; shoes, 5; sporting goods, 3; stationers, 2.

Miscellaneous Data: Average temperature, 52.7 degrees; average number of rainy days per twelve months, 145; most pleasant months, May, June, Sept., Oct.; doctors (medical, 18), (dentists, 8), (osteopaths, 2); number of wired houses, 1,922; street car service; gas, natural; electric current, alternating; water, hard.

ZANESVILLE, OHIO

(Muskingum County)

1920 Population, 29,569.

Native Whites, 90%; Negroes, 4%; Foreign Born, 6%; Industrial Workers, 73%; English Reading, 93%; Families, 8,140.

Schools: Public Grade, 14; High, 1; Junior High, 2; Parochial, 2. Number of Pupils, 6,450.

Churches: Baptist, 6; Christian Science, 1; Congregational, 2; Episcopal, 1; Hebrew, 2; Methodist, 12; Presbyterian, 6; Roman Catholic, 2; Miscellaneous, 20.

Banks: National, 2; State, 6; Total Resources (all banks), \$20,000,000; Savings Bank Deposits Total, \$20,682.

Theatres: Legitimate, 1; Moving Pictures, 5; Miscellaneous (Auditoriums, etc.), 16. Total number of seats, 12,000.

Location: Head of navigation on Muskingum River, B. & O. Penna., Ohio & Little Kanawha Ry., O. R. & W., L. Z. W. Ry., W. & L. E., New York Central, three National highways, one suburban line and a center for bus traffic for all centers in southeastern Ohio.

Principal Industries: Clay products, including china, fancy pottery, mantel tile and flooring. Brick and sewer pipe, sand, iron and steel, railroad shops, cement products, machinery, radiators, glass, stoneware.

Manufacturing Establishments: 67. Leading firms: American Rolling Mills, Youngstown Sheet & Tube Co., Hazel Atlas Glass Co., American Encaustic Tile Co., Weiler potteries, Pierce, Butler & Pierce, Mosaic Tile, Zanesville Malleable Iron Works.

Special Information: Wholesale and shopping center for southeastern Ohio. Excellent transportation facilities; in center of extensive coal, oil, gas, sand and clay deposits. On proposed waterway from Lake Erie to Ohio River. On National Highway and OCO highway and a hub of hard surfaced roads to nearby centers. Location of gigantic electric generating plant which cost \$30,000,000.

Residential Features: To a very large extent

a city of one-family houses. Average home for workman \$4,000 and for middle class \$8,500. Planning Commission has been recently appointed to zone the city.

Retail Shopping Section: Main Street, 1st to 9th. Market Street, 3rd to 7th and intersecting streets between Main and Market.

Trading Area: Average 15 miles north and west and 40 miles southwest and 50 miles south and east. The territory covered by Zanesville jobbers is much more extensive and covers more than double the retail area.

Wholesale Houses: Groceries, 5; meats, 4; fruits, 3; hardware, 1; dry goods, 1; Miscellaneous lines, 41.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 23; automobile accessories, 26; automobile tire agencies, 20; bakers, 15; cigar stores and stands (including hotels), 19; confectioners (including hotel stands), 43; dressmakers, 17; druggists, 21; dry goods, 13; department stores, 5; electrical supplies, 5; florists, 9; fruits, 43; furniture, 11; garages (public), 16; grocers, 173; hardware, 10; jewelry, 8; meat markets, 21; men's furnishings, 15; men's clothing, 8; merchant tailors, 19; milliners, 13; opticians, 14; photographers, 9; pianos (and miscellaneous musical instruments), 5; radio supplies, 7; restaurants (including hotels), 27; shoes, 15; sporting goods, 4; stationers, 3; women's apparel, 9.

Standard Surveys
of
OKLAHOMA

ADA, OKLA.

(Pontotoc County)

1920 Population, 8,012.

City and Suburban Estimate, 13,000.

Native Whites, 92%; Negroes, 5%; Foreign Born, 3%; Industrial Workers, 25%; English Reading, 100%; Families, 3,200.

Schools: Public Grade, 7; High, 1; Junior High, 1. Number of Pupils, 6,000. East Central State Teachers' College.

Churches: Baptist, 3; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, Christian, 2; Nazarene, 1, and two other small congregations.

Banks: National, 1; State, 2; Total Resources, \$2,750,000; Savings Bank Deposits Total, \$550,000.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 6,000.

Location: On main line of Frisco railroad from St. Louis to Fort Worth; the St. Louis & San Francisco R.R., the O. C. A. A., the M. K. & T., and connection with the A. T. & S. F. R.R. Natural gas field at city limits. Good agricultural lands and fair roads in all directions. To nearest large city by railroad, 3½ hours; by auto, 5 hours.

Principal Industries: Cement and glass manufacture, farming and work in the oil fields. 92 oil wells drilling within a radius of forty miles of the city. Largest cement and glass factories in the state.

Manufacturing Establishments: 27. Leading firms: Oklahoma Portland Cement Co., Ada Milling Co., Choctaw Cotton Oil Co., American Glass Co., Ada Alfalfa Milling Co. Total value of yearly output of factories estimated at \$15,000,000.

Residential Features: Mostly one-family houses, owned by the occupants. A few small sections of workers where the homes are owned by others are found. There is a small negro section containing a score or more families. The population is mostly home-loving native Americans who make good money and spend freely.

Retail Shopping Section: Extends three blocks north and south and from the Frisco tracks on the west to the O. C. A. A. tracks on the east. The business houses, are mostly two and three story structures with modern features. The store windows are said to be as good as can be found in the state, and the retail stores carry large stocks and push their business. People come on trains and in automobiles for forty and fifty miles to trade.

Trading Area: Extends forty miles in each direction, connected with fair automobile roads and good train service.

Wholesale Houses: Groceries, 4; meats, 3; fruits, 1; hardware, 6; dry goods, 10; miscellaneous lines, Ready-to-wear, 6.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 8; automobile accessories, 10; automobile tire agencies, 23; bakers, 4; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 15; delicatessen, 4; dressmakers, 9; druggists, 10; dry goods, 25; department stores 5; electrical supplies, 3; florists, 1; fruits, 9; furniture, 11; furriers, 3; garages (public), 19; grocers, 53; hardware, 9; jewelry, 5; meat markets, 10; men's furnishings, 8; men's clothing, 8; merchant tailors, 7; milliners, 11; opticians, 3; photographers, 4; pianos (and miscellaneous musical instruments), 5; radio supplies, 5; restaurants (including hotels), 18; shoes, 14; sporting goods, 8; stationers, 9; women's apparel, 14.

Miscellaneous Data: Average temperature, 70 degrees; average number of rainy days per twelve months; 36; most pleasant months, May, Oct., Nov., Dec. Doctors (medical, 26); (dentists, 5); (osteopaths, 2); number of wired houses, 2,200; gas, natural; electric current, alternating and direct; water, hard.

ALVA, OKLA.

(Woods County)

1920 Population, 3,913 (1926 est., 5,000).

City and Suburban Estimate, inclusive. Most important cities and towns in this area are: Cherokee (pop. 1,800); Waynoka (2,000); Alva (5,000).

Native Whites, 98%; Foreign Born, 2%; English Reading, 100%; Families, 1,150.

Schools: Public Grade, 2; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 1,000; College, 1,400.

Churches: Baptist, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, U. B., 1; Nazarene, 1; Millennium Dawn, 1; Christian, 1.

Banks: National, 2; State, 1; Capital, Surplus, and Undivided Profits (all banks), \$155,000; Total Deposits (all banks), \$2,675,000; Total Resources (all banks), \$3,500,000; Total Savings Banks Deposits, \$150,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1. High School, College Auditorium. Total number of seats, 1,850.

Location: On Santa Fe, and Rock Island Railroads.

Principal Industries: Wheat and cattle raising.

Manufacturing Establishments: Location of the city, the largest in the northwest Oklahoma with a dairying territory of 40 miles each direction.

Residential Features: Practically all one family houses large and spacious with rooms for students all nicely furnished. A splendid school town with every denomination of churches. Citizens take pride in keeping their residences and property looking fine. A sixty-room modern hotel in course of construction, costing \$110,000.

Retail Shopping Section: Extends from the public square (which forms the heart of the city and business interests) in every direction from one to two blocks.

Trading Area: 40 miles on the north; 25 miles to the east, 50 miles to the south and 65 miles to the west. With the splendid roads people often trade here from a greater distance than mentioned.

Wholesale Houses: Groceries, 1.

Number of Retail Outlets for Nationally Advertised Products: Commercial auto. agencies, 5; automobile accessories, 4; automobile tire agencies, 5; bakers, 2; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 3; dressmakers, 3; druggists, 3; dry goods, 4; department stores, 2; electrical supplies, 1; florists, 1; fruits, 8; furniture, 2; garages (public), 4; grocers, 14; hardware, 3; jewelry, 3; meat markets, 5; men's furnishings, 3; men's clothing, 3; merchant tailors, 1; milliners, 1; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 1; restaurants (including hotels), 6; shoes, 6; sporting goods, 1; stationers, 4; women's apparel, 3.

Miscellaneous Data: Doctors (medical, 7); (dentists, 4); electric current, alternating and direct.

See announcement column 4

ARDMORE, OKLA.

(Carter County)

1920 Population, 14,181 (1925 est. 20,000). Most important cities and towns in Suburban area are: Wilson (pop. 4,000); Madill (3,000); Marietta (3,500); Tishoming (3,000); Sulphur (5,000).

ARDMORE, OKLAHOMA
Population 20,000

Over a hundred miles from the nearest large city, Oklahoma City on the north, Fort Worth on the South, and—

ONLY one paper completely covers this prosperous city and the surrounding territory, a radius of 50 miles, and that ONE paper is the (evening)

DAILY ARDMOREITE

Est. 1893

And Southern Oklahoma is Prosperous. The Farmers have had good grain crops—in fact all crops in southern Oklahoma have been good.

In the Ardmore oil district for the first 8 months of 1926 approximately 18 million barrels of oil were produced at an estimated value of \$45,000,000.

The DAILY ARDMOREITE offers advertisers more circulation than all other daily papers "combined," coming into, or being published in this territory.

Representative

E. KATZ SPECIAL ADVERTISING AGENCY

New York Chicago San Francisco Atlanta Detroit Kansas City

Native Whites, 79.5%; Negroes, 20%; Foreign Born, 0.5%; English Reading, 100%; Families, 5,500.

Schools: Public Grade, 6; High, 2; Junior High, 1; Number of Pupils, 3,400.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 6.

Banks: National, 3; State, 1; Capital, Surplus and Undivided Profits (all banks), \$891,000; Total Deposits (all banks), \$8,000,000; Total Resources (all banks), \$8,500,000; Total Savings Banks Deposits, \$233,750.

Theatres: Moving Pictures, 4; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 5,500.

Location: On the Gulf Colorado & Santa Fe, Chicago, Rock Island & Pacific, St. Louis & San Francisco and Oklahoma, New Mexico & Pacific. To nearest large city by auto, 4 hours.

Principal Industries: Oil and gas.

Manufacturing Establishments: 39. Leading firms: Hoffman Arms Co., Mfg. of high grade guns, Brooks-Burner Stove Co., Colvers Ice Cream Co. Five oil refineries. Largest cigar factory in Oklahoma, Ardmore Milling Co., Automobile Tire Plant, etc.

Special Information: Ardmore is the capital of the southern Oklahoma oil district. In 1923, Carter County alone, of which Ardmore is the county seat, produced a total of 18,030,634 barrels of crude oil. In cost value a conservative estimate of the worth of this production can be figured at around \$30,000,000.

Residential Features: Mostly one and two-family houses. Have unusually fine homes. A number of homes that cost from \$25,000 to \$150,000. Over a thousand homes in the city built at a cost above \$10,000.

Retail Shopping Section: Extends from East Main Street to West Main Street, covering 17 blocks. From North Washington to South Washington covering 7 blocks. From North Caddo to South Caddo about 6 blocks. From East Broadway to West Broadway covering about 10 blocks.

Trading Area: Extends 50 miles on the West, 40 miles on the Northwest, 85 miles on the North, 80 miles to the East, 40 miles on the Southeast, 25 miles on the South.

Wholesale Houses: Groceries, 8; meats, 2; fruits, 2; hardware, 1; Miscellaneous lines, 3, sash and door.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 27; commercial auto agencies, 11; automobile accessories, 41; automobile tire agencies,

The
DAILY REVIEW-COURIER

C. D. Willard, Mgr. Ed.

Published Evenings, Except Sunday

7 col. 20 inch page. Circulation 2800. Only Daily in County, covers entire trade territory. Rate card on application. We use mats. We pay special attention to foreign advertising.

As an Advertising Medium
We Excell All Others.

ALVA, OKLAHOMA

OKLAHOMA (Cont'd)

46; bakers, 4; cigar stores and stands (including hotels), 19; confectioners (including hotel stands), 11; delicatessen, 1; dressmakers, 40; druggists, 15; dry goods, 12; department stores, 2; electrical supplies, 4; florists, 4; fruits, 4; furniture, 8; garages (public), 37; grocers, 115 (chain, 3); hardware, 4; jewelry, 4; meat markets, 53 (chain, 3); men's furnishings, 7; men's clothing, 5; merchant tailors, 2; milliners, 9; opticians, 4; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 7; restaurants (including hotels), 15; shoes, 26; sporting goods, 6; stationers, 4; women's apparel, 14.

Miscellaneous Data: Average temperature, 70 degrees; average number of rainy days per twelve months, 36; most pleasant months, April, May, June, Oct., Nov., Dec. Doctors (medical, 20); (dentists, 10); (osteopaths, 2); gas, natural; number of meters, 3,800; electric current, alternating; number of wired houses, 3,850; water, soft.

See announcement page 216 columns 3 and 4

BARTLESVILLE, OKLA.**(Washington County)**

1920 Population, 14,417 (1925 est. 18,000).

City and Suburban Estimate, 25,000. Most important cities and towns in this area are: Dewey (pop. 2,000); Copan (500); Ramona (700); Barnsdall (3,900).

Native Whites, 85%; Negroes, 5%; Foreign Born, 10%; Industrial Workers, 35%; English Reading, 90%; Families, 4,000.

Schools: Public Grade, 8; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 3,800; Business College, 1.

Churches: Assembly of God, 1; Christian, 2; Catholic, 1; Church of God, 1; Baptist, 3; Church of Christ, 1; Church of Christ Scientist, 1; Methodist, 4; Free Methodist, 1; Episcopal, 1; Presbyterian, 1; Dunkard, 1; Holiness, 1; Adventist, 1; United Brethren, 1; Mission, 1; Salvation Army, 1.

Banks: National, 4; with combined resources of \$10,400,000; Savings Bank Deposits Total, \$709,258. Building Loan Associations, 7.

Theatres: Legitimate, 1; Moving Pictures, 4; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, Civic Center Auditorium seats 1,875. High School auditorium, 900.

Location: Located 20 miles south of the state line in the northeastern portion of Oklahoma. Served by the Santa Fe and M. K. & T. railroads. Freight transfer points from east are Kansas City and St. Louis, from south Oklahoma City and Tulsa. To nearest large city by railroad, 3 hours; by auto, 3 hours.

Principal Industries: Oil and gas, producing refining and marketing, zinc smelting, manufacture of oil-well supplies. Agriculture. Stock raising.

Manufacturing Establishments: 17. Leading firms: Dewey Portland Cement Co., Black, Sivals and Bryson, Bartlesville Zinc Co., National Zinc Co., Union Machine Co., Osage Foundry Co. Manufacturing interests employ 1,600 men.

Special Information: Bartlesville is in the heart of the oil fields of Oklahoma and the closest city to the Burbank field of Osage county. The zinc smelters when in full operation are said to be among the largest companies. The Empire Gas & Fuel Company, the Ind. Terr. Illuminating Oil Co. and the Phillips Petroleum Co. are three of the big independent companies in the mid-continent field. There are 103 oil and gas producing companies in Bartlesville. Has two creameries and butter manufacturies.

Residential Features: Nearly every home is owned by the tenants. The homes average from \$5,000 to \$7,500 for all but the industrial section of the city where they will run from \$5,000 down to \$500. The industrial portion of the city lies to the west and it is this limited portion that the latter figures apply.

Retail Shopping Section: Extends three blocks north and south; Second, Third and Fourth Streets, and four blocks east and west; Keeler, Johnstone, Dewey, Osage, with the business section extending east on Third Street to Cherokee and Delaware. Have more than 50 neighborhood grocery stores.

Trading Area: Extends about 25 miles in all directions with some business from southwest and northwest as far as 50 miles. Concrete roads 50 miles north and 60 miles south with about 20 miles more under construction to the north.

Wholesale Houses: Groceries, 8; meats, 2; fruits, 2; miscellaneous lines, 2 candy.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 30; commercial auto. agencies, 13; automobile accessories, 50; automobile tire agencies, 30; bakers, 5; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 4; druggists, 7; dry goods, 6; department stores, 4; electrical supplies, 4; florists, 2; furniture, 7; garages (public), 8; grocers, 70 (chain, 1); hardware, 3; jewelry, 4; meat markets, 35; men's furnishings, 7; men's clothing, 7; merchant tailors, 3; milliners, 5; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 5; restaurants (including hotels), 75; shoes, 3; sporting goods, 3; stationers, 2; women's apparel, 15.

Miscellaneous Data: Average temperature, 70 degrees; average number of rainy days per twelve months, 55; most pleasant months, April, May, June, Oct., Nov., Dec., Jan. Doctors (medical, 20); (dentists, 18); (osteopaths, 2); number of wired houses, 2,900; gas, natural; electric current, alternating and direct; water, soft.

BLACKWELL, OKLA.**(Kay County)**

1920 Population, 7,174 (1926 est., 16,100).

City and Suburban Estimate, 25,000. Most important cities and towns in this area are: Tonkawa (pop. 6,000), Newkirk (2,500), Medford (2,000), Braman (800).

Native Whites, 90%; Foreign Born, 10%; Industrial Workers, 20%; English Reading, 96%; Families, 4,160.

Schools: Public Grade, 6; High, 1; Junior High, 1.

Churches: Baptist, 1; Christian Science, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 2; State, 2. Total Resources, \$6,144,166.97.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 2,600.

Location: 120 miles north of Oklahoma City. A. T. & S. Fe., two lines, "Frisco" R.R. To nearest large city, by railroad, 3 hours; by auto, 3 hours.

Principal Industries: Large zinc smelter, agriculture, Hazel Atlas Glass plant, four mills, brick plants, packing plant, four oil refineries, ice plant, oil field packer and material plant, harness factory, gas plants, gasoline plants.

Manufacturing Establishments: 32. Leading firms: American Smelter Co., Blackwell Milling Co., Turkey Packing Co., Hazel Atlas Glass Co., Producers Refinery (Prairie Oil and Gas Co.).

Special Information: Kay County is among the largest oil and gas producing fields in the state. Open flow of present gas well 400,000,000 feet per day, and large undeveloped gas and oil territory. 150,000 barrels of oil daily in Blackwell oil district.

Residential Features: Mostly 5 and 6-room modern residences of average value of \$8,500.

Retail Shopping Section: Heart of district corner of Main and Blackwell Avenues, with 5 blocks on Main and 4 blocks on Blackwell Avenues. Two blocks on A Street; 2 blocks on First Street; 2½ blocks on Bridge Avenue; 2 blocks on Oklahoma Avenue and some other scattered business sections.

Trading Area: Extends 25 miles north, 30 miles east, 24 miles south, and 40 to 50 miles southwest, west, and northwest.

Wholesale Houses: Groceries, 2; meats, 1; fruits, 1; Miscellaneous lines, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; automobile accessories, 2; automobile tire agencies, 8; bakers, 3; cigar stores and stands (including hotel stands), 24; confectioners (including hotel stands), 3; delicatessen, 1; dressmakers, 6; druggists, 5; dry goods, 4; department stores, 6; electrical supplies, 5; florists, 2; fruits, 3; furniture, 6; garages (public), 14; grocers, 31 (chain, 1); hardware, 4; jewelry, 3; meat markets, 6; men's furnishings, 2; men's clothing, 2; merchant tailors, 1; milliners, 4; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 4; restaurants (including hotels), 12; shoes, 2; sporting goods, 4; stationers, 1; women's apparel, 1.

Miscellaneous Data: Average temperature, 70 degrees; average number of rainy days per twelve months, 55; most pleasant months, Sept., Oct., Nov., Dec., Jan. Doctors (medical, 8); (dentists, 6); (osteopaths, 5); number of wired houses, 2,120; gas, natural; electric current, alternating; water, soft.

BRISTOW, OKLA.**(Creek County)**

1920 Population, 3,460.

City and Suburban Estimate, 15,000.

Native Whites, 70%; Negroes, 20%; Foreign Born, 10%; Industrial Workers, 40%; English Reading, 98%; Families, 3,450.

Schools: Public Grade, 3; Junior High, 1; Number of Pupils, 1,500.

Churches: Baptist, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 5.

Banks: National, 2; State, 1; Total Resources, \$2,615,934.87.

Theatres: Moving Pictures, 3; Vaudeville, 3; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 3,000.

Location: In northeastern Oklahoma midway between the two principal cities of the state. Served by the Frisco and Oklahoma Southwestern R.R. To nearest large city by railroad, 1 hour; by auto, 1½ hours.

Principal Industries: Oil and agriculture.

Manufacturing Establishments: 10. Leading firms: Transcontinental Refining Co., Skelly Ref. Co., Roland Ref. Co., Bristow Bottle Co. Total value of yearly output of factories estimated at \$100,000,000.

Special Information: Bristow is centrally located in the Mid-Continent oil field. Is also the center of wide trade territory.

Residential Features: This city is noted for its fine homes. It is the home of some of the wealthy men in the state. Negroes have own well planned section of city.

Retail Shopping Section: Extends from Second Street and Main to Twelfth and Main. The shopping section extends one and two blocks on the side streets.

Trading Area: The trading area is unusually large for a city of this size. This feature is encouraged by local trade trips. Area easily extends approximately ten miles in all directions.

Wholesale Houses: Groceries, 1; meats, 2; fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 5; automobile accessories, 4; automobile tire agencies, 10; bakers, 3; cigar stores and stands (including hotels), 7 (chain, 1); delicatessen, 2; druggists, 9 (chain, 1); dry goods, 17; department stores, 1; electrical supplies, 3; florists, 2; fruits, 2; furniture, 5; furriers, 1; garages (public), 10; grocers, 28; hardware, 5; jewelry, 4; meat markets, 9; men's furnishings, 6; men's clothing, 6; merchant tailors, 3; milliners, 2; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 11; shoes, 2; sporting goods, 1; stationers, 2; women's apparel, 3.

Miscellaneous Data: Average temperature, 64 degrees; average number of rainy days per twelve months, 50; most pleasant months, April, May, Sept., Oct., Nov.; doctors (medical, 14); (dentists, 6); (osteopaths, 1); number of wired houses, 1,751; gas, natural; electric current, alternating; water hard.

CHICKASHA, OKLA.**(Grady County)**

1920 Population, 10,170.

City and Suburban Estimate, 20,000.

Native Whites, 95%; Negroes, 5%; Industrial Workers, 40%; English Reading, 80%.

Schools: Public Grade, 5; High, 1; Junior High, 1; Parochial, 1.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 5. Total Resources, \$3,000,000.

Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 5,000.

Location: Rock Island, Frisco and Santa Fe Railroads, 3 lines in seven directions. To nearest large city, by railroad, 1½ hours; by auto, 2 hours.

Principal Industries: One of the largest cotton seed oil mills in the country. Rock Island shops, 2 cotton compresses, 3 cotton gins.

Manufacturing Establishments: Chickasha Cotton Seed Oil Co., Prairie Cotton Seed Oil Co., Hart Cotton Machine Co.

Special Information: Immense natural gas field is located here, production over two billion feet. Large broom-corn market and large cotton market. Ideal shipping facilities. Home of Oklahoma College for Women.

Residential Features: Built on modern plan of wide streets, characteristic of the west. Bungalow type feature. Money derived from oil fields and gas has made many beautiful homes; 21 miles paved streets.

Retail Shopping Section: Chickasha Avenue, Kansas Avenue, Choctaw Avenue. Chickasha Avenue is the main business street.

Trading Area: Considered 75 miles radius.

Wholesale Houses: Groceries, 5; meats, 2; fruits, 2; Miscellaneous lines, notions, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto. agencies, 6; automobile accessories, 2; automobile tire agencies, 5; bakers, 2; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 4; dressmakers, 3; druggists, 6; dry goods, 8; department stores, 2; electrical supplies, 2; florists, 2; furniture, 2; garages (public), 10; grocers, 36; hardware, 4; jewelry, 2; meat markets, 7; men's furnishings, 5; men's clothing, 5; merchant tailors, 2; milliners, 4; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 2; restaurants (including hotels), 5; shoes, 2; sporting goods, 1; stationers, 3; women's apparel, 4.

Miscellaneous Data: Average temperature, 64 degrees; average number of rainy days per twelve months, 50; most pleasant months, April, May, June, Sept., Oct., Nov. Doctors (medical, 15); (dentists, 6); (osteopaths, 2); number of wired houses, 2,100; street car service; gas, natural; electric current, alternating; water, hard.

CUSHING, OKLA.**(Payne County)**

1920 Population, 6,326 (1926 est., 10,250).

City and Suburban Estimate, 15,000.

Native Whites, 90%; Negroes, 8%; Foreign Born, 2%; Industrial Workers, 15%; English Reading, 95%; Families, 2,200.

Schools: Pupils—Public Grade, 2,500; High, 402; Junior High, 375; Parochial, 85.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1.

Banks: National, 3. Total Resources, \$3,500,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 3,300.

Location: Served by the Santa Fe, and the M. K. & T. R.Rs. Excellent shipping facilities, direct freight line to Santa Fe, and through passenger service on the M. K. & T. R.R. Cushing is claimed to be the third largest shipping point on the M. K. & T., north of the Red River, and one of the largest shipping points in the State. To nearest large city, by railroad, 3 hours; by auto, 4 hours.

Principal Industries: Oil field operations, oil refining, cotton oil mills, compresses, cotton gins, meat packing, oil supply houses, machine shops, brick plants, tank farms, ice plant, bottling plant, gasoline, wax plant, agriculture.

Manufacturing Establishments: 23. Leading firms: Shaffer Oil & Refining Co., Empire Oil Refining Co., Pure Oil Refining Co., Sinclair Refining Co., Illinois Refining Co., Inland Refining Co., Cushing Refining & Gasoline Co., Commonwealth Cotton Oil Co., Cushing Packing Co., People Compress Co., Ozark Pipe Line Co.

Special Information: Cushing claims to be the second largest shipping point in the State, the Santa Fe R.R. alone hauling 16,000 cars of petroleum products each year. The two railroads average about 75 cars a day. Has some of the largest oil tank farms in the country. New oil fields in development near city.

Residential Features: Cushing has some large houses, but the majority of the homes are of the one-story bungalow type. Few apartment houses. Good paved streets. Town spreads out over a territory of about 5 square miles.

Retail Shopping Section: On Broadway for about 6 blocks of the business district. Harrison, Cleveland, and Moses Streets each have about 3 blocks of business houses.

Trading Area: East, 20 miles; west, 25 miles; north, 15 miles; south, 20 miles.

Wholesale Houses: Groceries, 2; meats, 1; fruits, 1; Miscellaneous lines, 6.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 2; automobile accessories, 3; automobile tire agencies, 5; bakers, 2; cigar stores and stands (including hotels), 3; confectioners (including hotel stands), 8; delicatessen, 3; dressmakers, 7; druggists, 5; dry goods, 6; department stores, 5; electrical supplies, 3; florists, 1; fruits, 2; furniture, 7; garages (public), 8; grocers, 52 (chain, 2); hardware, 5; jewelry, 4; meat markets, 3; men's furnishings, 2; men's clothing, 3; merchant tailors, 2; milliners, 4; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 7; restaurants (including hotels), 12; shoes, 1; sporting goods, 1; women's apparel, 5.

Miscellaneous Data: Doctors (medical, 8); (dentists, 4); (osteopaths, 4); street car service; gas, natural; number of meters, 2,300; electric current, alternating; number of wired houses, 1,870; water, hard.

DRUMRIGHT, OKLA.**(Creek County)**

1920 Population, 6,460.

City and Suburban Estimate: 15,000. (This estimate for an oil field immediately surrounding which may be considered an industrial suburban district.)

Native Whites, 88%; Negroes, 5%; Foreign Born, 7%; Industrial Workers, 75%; English Reading, 95%; Families, 1,500.

Schools: Public Grade, 4; High, 1; Junior High, 1; Number of Pupils, 2,937.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, Church of Christ, 1; Disciples, 1.

Banks: National, 1; State, 1; Total Resources, \$1,389,619.80.

Theatres: Moving Pictures, 2; Airdrome, 1.

Location: Is the trading center for the Cushing oil field, situated in middle of field served indifferently by Santa Fe railroad, Gravel roads in all directions. Railroad connects with the main line at Cushing. Oil companies depend on trucks largely.

Principal Industries: Pumping wells, refining, gasoline field plants making gasoline from natural gas, operating pumps, stations on main trunk lines. Oil storage and distribution from other fields, farming.

Manufacturing Establishments: Gypsy Oil Co., Magnolia Petroleum Co., Oklahoma Pipe Line Co., Prairie Oil & Gas Co., Roxana Oil Co., Shaffer Oil Co., Tidal Oil Co., Tidal Refining Co., Pure Oil Company, Texas Company, Eureka Tool Co. Understand these companies, all branches of national producers, are here in the business of making gasoline and oil, mostly, however, they stick to production. All make gasoline on the field. The Tidal operates a big refinery. The Eureka is the only plant in town that would answer the general description of a factory. Average daily production of crude oil 30,000 barrels.

Special Information: Detailed information on output of field supporting this city can be obtained from the big companies mentioned above. The field and city are really one unit. There is no new drilling, the field having settled down to steady production. Population is settled. Production about steady. Farming conditions now supply only 15 per cent of city trade rapidly becoming stronger as owners turn attention to soil and forget the oil below them.

Continued on page 218

OKLAHOMA (Cont'd)

Drumright (cont'd)

Residential Features: The town is new and a large percentage of the people living here are looking to the time when they can build better homes. Ten years ago when the Cushing pool blew in this was a wild eyed gusher town. Today some of the temporary shacks remain but slowly and steadily good private houses are being built. Population now is staple, being lease, refinery, gasoline plant, and pump station workers with the business folk they support.

Retail Shopping Section: On Broadway, extending north and south for about six blocks, shopping section is compact, almost congested. Most of the better stores are on the west of the railroad.

Trading Area: The Cushing, Oilton and Shamrock fields run five miles north and really includes the town of Oilton, ten miles south in the rich oil field with numerous plants, five miles east to the limit of oil fields. The farm trading territory is much wider, but not nearly so compact and valuable as oil worker trade. This is roughly a ten mile radius except on west where it is about 7 miles.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 4; automobile accessories, 15; automobile tire agencies, 20; bakers, 2; cigar stores and stands (including hotels), 7; confectioners (including hotel stands), 9; delicatessen, 3; druggists, 7; dry goods, 10; department stores, 1; electrical supplies, 2; florists, 1; furniture, 3; garages (public), 5; grocers, 14; hardware, 8; jewelry, 3; meat markets, 6; men's furnishings, 2; men's clothing, 6; merchant tailors, 3; milliners, 4; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 5; shoes, 10; sporting goods, 3; stationers, 2; women's apparel, 3.

DUNCAN, OKLA.

(Stephens County)

1920 Population, 3,463.

City and Suburban Estimate, 40,000.

Native Whites, 99%; Negroes, 1/2%; Foreign Born, 1/2%; English Reading, 100%; Families, 2,836.

Schools: Public Grade, 3; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 2,931.

Churches: Baptist, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 4; Total Resources, \$5,956,206; Savings Banks Deposits Total, \$100,000.

Theatres: Legitimate, 2; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 2,000.

Location: C. R. I. & P. Ry., Meridian Highway, and Lee Highway, Ozark Trails Highway. Bus line connecting Oklahoma City, Okla., and Ft. Worth, Texas.

Principal Industries: Oil and gas fields; agriculture.

Manufacturing Establishments: Broom factory, mattress factory, electro polish factory.

Special Information: Banner turkey and produce market in State.

Residential Features: Oil field houses in restricted districts. Nice, comfortable homes in main residential section.

Retail Shopping Section: Extends from County Court House east on Main, 10 blocks; south on 10th, four blocks; north on 10th, three blocks; east on Walnut and Willow, 8 blocks; north and south on 9th, 8th, 7th, 6th, 5th, four blocks each way.

Trading Area: Trade territory extends 15 miles west, 25 miles north and south, 45 miles east. Hard surface roads now under construction in all directions, and when completed will bring trade from wider areas. Bus lines also add business.

Wholesale Houses: Groceries, 6; meats, 2; fruits, 4; Miscellaneous lines: Oil field supplies, 12.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 25; commercial auto. agencies, 12; automobile accessories, 10; automobile tire agencies, 30; bakers, 3; cigar stores and stands (including hotels), 30; confectioners (including hotel stands), 9; dressmakers, 15; druggists, 5; dry goods, 11; department stores, 4; electrical supplies, 4; florists, 2; furniture, 5; garages (public), 20; grocers, 38; hardware, 5; jewelry, 3; meat markets, 9; men's furnishings, 7; men's clothing, 7; merchant tailors, 5; milliners, 4; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 5; radio supplies, 4; restaurants (including hotels), 20; shoes, 9; sporting goods, 5; stationers, 6; women's apparel, 9.

DURANT, OKLA.

(Bryan County)

1920 Population, 7,340.

City and Suburban Estimate, 11,000.

Native Whites, 98 1/2%; Foreign Born, 1 1/2%; Industrial Workers, 5%; English Reading, 100%; Families, 1,875.

Schools: Public Grade, 5; High, 1; Junior High, 1. Number of Pupils, 3,560. South-eastern State Teachers' College and Oklahoma Presbyterian College for Girls.

Churches: Baptist, 2; Christian Science, 1;

Episcopal, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 1.

Banks: National, 3. Capital, Surplus and Undivided Profits (all banks), \$515,000; Total Resources (all banks), \$3,800,000; Total Savings Banks Deposits, \$10,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 8,000.

Location: Southern part of Oklahoma, served by M. K. & T., K. O. & G., St. L. & St. F. Railroads, with bus lines, 15 in number, running out of here.

Principal Industries: Agriculture, cotton, corn, oats, peanuts, potatoes and fruits.

Manufacturing Establishments: 2. Leading firms: Red River Extract Co., Durant Cotton Oil Co., 3 mills and elevators.

Special Information: Bryan County is the banner agricultural county of Oklahoma. Durant boasts of her schools, having 3,500 pupils in her public schools; 3,000 pupils in the South-eastern State Teachers' College, a state institute; and some 600 in Oklahoma Presbyterian College for Girls, located here.

Residential Features: Mostly modest one-family residences, averaging a cost of about \$4,000. Very few apartments.

Retail Shopping Section: Extends from M. K. & T. Ry. west to Fifth Avenue, and from St. L. & St. Fe Ry. north to Beech Street; 6 blocks east and west and 4 blocks north and south. There are many small grocery stores, meat shops, and small suburban stores scattered over residence section.

Trading Area: Extends to Red River on the south about 20 miles; to Boswell, 31 miles on the east; to Atoka, on the north 30 miles, and to Madill, on the west 26 miles. Considerable business is secured from a greater distance for reason of good railroad and bus service and up-to-date stocks and advertising of our merchants.

Wholesale Houses: Groceries, 2; fruits, 1; gas and oil, 1; auto accessories, 2; bakery, 2; candy, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial auto. agencies, 2; automobile accessories, 15; automobile tire agencies, 23; bakers, 2; cigar stores and stands (including hotels), 18; confectioners (including hotel stands), 14; delicatessen, 1; dressmakers, 2; druggists, 8; dry goods, 15; department stores, 2; electrical supplies, 2; florists, 2; fruits, 1; furniture, 2; garages (public), 9; grocers, 35; hardware, 4; jewelry, 2; meat markets, 5; men's furnishings, 3; men's clothing, 3; merchant tailors, 2; milliners, 4; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 7; restaurants (including hotels), 6; shoes, 2; sporting goods, 1; stationers, 2; women's apparel, 3.

Miscellaneous Data: Doctors (medical, 20; (dentists, 9); street car service; gas, natural; number of meters, 2,100; electric current, alternating; number of wired houses, 1,804; water, hard.

EL RENO, OKLA.

(Canadian County)

1920 Population, 7,737. (Environment not included, 4,000.)

City and Suburban Estimate (1923), 12,000.

Native Whites, 94%; Negroes, 5%; Foreign Born, 1%; Industrial Workers, 35%; English Reading, 99%; Families, 2,500.

Schools: Public Grade, 5; High, 1; Junior High, 1; Parochial, 1. Number of Pupils, 2,800.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 5.

Banks: National, 2; State, 1. Total deposits in all banks, \$3,000,000.

Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 6. Total number of seats, 6,000.

Location: On main line of Rock Island from Memphis, Tenn., to California, and main line of Rock Island from Dallas, Texas, to Chicago, Kansas City, etc. Terminal of Fort Smith and Western and Oklahoma Railway Co. Also terminal of half dozen truck lines, several lines supplying entire west side of state. To nearest large city, by railroad, 1 1/4 hours; by trolley, 1 1/2 hours; by auto, 1 1/2 hours.

Principal Industries: Headquarters 2nd District of Rock Island Lines, which includes the Kansas City terminals and all territory south-east and west. Division headquarters, offices, roundhouse and shops for the Pan Handle division north and south. Large mills, creamery, cotton, rich agricultural and dairy community. Cotton, corn and wheat, leading crops this year.

Manufacturing Establishments: Leading firms: Morris Manufacturing Co., El Reno Foundry and Machine Company

Special Information: Ft. Reno Remount Station, four miles from city, employs up to 400 civilian employees, in addition to enlisted employees. Concho Indian schools six miles. Large railroad center and in center of rich agricultural and dairy community.

Residential Features: Beautiful residential district, with most homes owned and paid for. No poor section of the city, and even colored section well kept and majority home owners.

Retail Shopping Section: Extends 3 blocks from Wade Street to Hayes Street on both Rock Island and Bickford Avenues, and 2 blocks on Choctaw, including cross streets. Also 5 blocks on Wade Street.

Trading Area: 15 miles east, 25 miles south and north, and 50 miles west.

Wholesale Houses: Groceries, 1; hardware, 1. Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agen-

cies, 9; commercial auto agencies, 4; automobile accessories, 15; automobile tire agencies, 9; bakers, 5; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 12; delicatessen, 4; druggists, 5; dry goods, 7; department stores, 2; electrical supplies, 3; florists, 2; fruits, 3; furniture, 4; furriers, 1; garages (public), 6; grocers, 25; hardware, 4; jewelry, 3; meat markets, 8; men's furnishings, 7; men's clothing, 12; merchant tailors, 4; milliners, 8; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 6; restaurants (including hotels), 20; shoes, 7; sporting goods, 2; stationers, 2; women's apparel, 12.

Miscellaneous Data: Average temperature, 64 degrees; average number of rainy days per twelve months, 20; most pleasant months, April, May, June, Sept., Oct., Nov., Dec. Doctors (medical, 14), (dentists, 7), (osteopaths, 3); street car service; number of wired houses, 2,400; gas, natural; electric current, alternating; water, hard.

ENID, OKLA.

(Garfield County)

1920 Population, 16,576 (1928 est., 23,000).

City and Suburban Estimate, 25,000. Most important cities and towns in this area are: Garbor (pop. 3,000), Covington (2,800), Pond Creek (1,800), Medford (2,500).

Native Whites, 98%; Negroes, 1.75%; Foreign Born, 0.25%; Industrial Workers, 20%; English Reading, 100%; Families, 4,955.

Schools: Public Grade, 12; High, 1; Junior High, 2; Parochial, 2. Number of Pupils, public, 1,915; Parochial, 1,101.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 3; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 7.

Banks: National, 3; State, 3. Total Resources (all banks), \$12,000,000; Total Savings Banks Deposits, \$1,754,210.11.

Theatres: Legitimate, 2; Moving Pictures, 5; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 6,200.

Location: Metropolis of Northwestern Oklahoma. Served by Rock Island R.R.; Enid & Anardarko R.R.; St. Louis and San Francisco R.R.; Santa Fe R.R. Twenty-seven freight and six passenger bus lines operating out of the city. To nearest larger city, by railroad, 4 hours; by auto, 4 hours.

Principal Industries: Oil refiners, grocery lines, spices, brick, machinery supplies, printing, railroad shops and car building plant, milling, iron company.

Agriculture and Live Stock: This is the center of the agricultural and live stock industries of Oklahoma. This section is a great pure-bred stock section in the southwest. Large wheat, small grain and fruit section.

Manufacturing Establishments: 9. Leading firms: Champlin Refining Co., Balene Refining Co., Enid Vitriol Brick and Tile Mfg. Co., Alton Manufacturing & Mercantile Co.

Special Information: Wholesale, jobbing and retail center for Northwestern Oklahoma. Center of oil development and refining industry, ten railroad outlets, largest number of any city in Oklahoma.

Residential Features: Mostly one-family houses, boasts widest and longest and finest residential street in state, no tenement district, no Devil's Half-Acre. Average home costs \$7,500; clean streets, beautiful lawns and public parks, well-kept.

Retail Shopping Section: Extends around public square, which is 2 blocks and 3 streets long and 1 block and 2 streets wide, for 2 and 3 blocks on side streets.

Trading Area: Extends 25 miles east, 36 miles south, 60 miles north, and 100 miles west to the "Panhandle." Good roads traversable at all seasons of the year insure daily trade from distances mentioned. Over 7,900 automobiles in this county alone; over 18,000 in the area outlined.

Wholesale Houses: Groceries, 4; fruits, 4; hardware, 1; dry goods, 1; Miscellaneous lines, 36.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 21; commercial auto. agencies, 7; automobile accessories, 9; automobile tire agencies, 16; bakers, 4; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 5; delicatessen, 1; dressmakers, 7; druggists, 7; dry goods, 15; department stores, 5; electrical supplies, 3; florists, 4; fruits, 7; furniture, 6; furriers, 4; garages (public), 7; grocers, 80 (chain, 2); hardware, 5; jewelry, 5; meat markets, 10; men's furnishings, 8; men's clothing, 8; merchant tailors, 5; milliners, 6; opticians, 3; photographers, 4; pianos (and miscellaneous musical instruments), 3; radio supplies, 4; restaurants (including hotels), 17; shoes, 9; sporting goods, 3; stationers, 3; women's apparel, 9.

Miscellaneous Data: Average temperature, 58 degrees; average number of rainy days per

twelve months, 20; most pleasant months, April, May, June, Sept., Oct., Dec. Doctors (medical, 33), (dentists, 16), (osteopaths, 4); street car service; gas, natural; number of meters, 5,000; electric current, alternating; number of wired houses, 5,027; water, soft.

FREDERICK, OKLA.

(Tillman County)

1920 Population, 3,822.

City and Suburban Estimate, 5,000. (Est. population of trade territory 25,000.)

Native Whites, 95%; Negroes, 3%; Foreign Born, 2%; Industrial Workers, 50%; English Reading, 100%; Families, 1,250.

Schools: Public Grade, 3; High, 1; Junior High, 1; Junior College, 1; Number of Pupils, 1,200.

Churches: Baptist, 2; Christian Science, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, Christian, 1; Church of Christ, 1.

Banks: National, 2; State, 1; Total Resources, \$1,167,206.46; Savings Banks Deposits Total, \$1,736,138.

Theatres: Moving Pictures, 3; Total number of seats, 1,500.

Location: Frisco, and Missouri, Kansas & Texas Rys. Lee Highway and Star Highway. County seat of Tillman County, in extreme southwest corner of Oklahoma, 13 miles north of Red River.

Principal Industries: These have to do almost exclusively with the agricultural pursuits of the farmers in the city's trade territory. There are eight cotton gins, a cotton oil mill, a flouring mill, a creamery and ice cream factory, and industries of a kindred nature.

Manufacturing Establishments: Include the above and many smaller industries. City's inexhaustible supply of pure water makes it the center of ice manufacturing industry for wide area. In 1923 Tillman County ginned over 42,000 bales of cotton, the greatest production of any county in Oklahoma. Production and shipment of alfalfa seed is a considerable industry. The Frederick Seed Farms raise pedigreed cotton seed and ship all over the south.

Residential Features: There is a large percentage of home ownership, with bungalow type of construction; houses and yards well kept and civic pride dominant. Many beautiful homes.

Retail Shopping Section: Grand Avenue.

Trading Area: East 20 miles, southeast 30 miles, south and west 15 miles, north 15 miles.

Wholesale Houses: Groceries, 2; Miscellaneous lines: cotton seed, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; automobile accessories, 2; automobile tire agencies, 15; bakers, 2; cigar stores and stands (including hotels), 14; confectioners (including hotel stands), 5; dressmakers, 4; druggists, 3; dry goods, 8; department stores, 4; electrical supplies, 2; florists, 1; furniture, 4; garages (public), 6; grocers, 15; hardware, 4; jewelry, 2; meat markets, 6; men's furnishings, 11; men's clothing, 9; merchant tailors, 5; milliners, 3; opticians, 3; photographers, 1; pianos (and miscellaneous musical instruments), 4; radio supplies, 2; restaurants (including hotels), 6; shoes, 11; sporting goods, 3; stationers, 6; gift shops, 2; variety store, 1; lumber yard, 3; paint dealers, 6; women's apparel, 8; cement dealers, 3.

GUTHRIE, OKLA.

(Logan County)

1920 Population, 11,757 (1926 est., 15,820).

Most important cities and towns in suburban area are: Edmond (pop. 4,000), Stillwater (6,000), Perry (5,500), Crescent (1,900).

Native Whites, 88%; Negroes, 12%; English Reading, 99%.

Schools: Public Grade, 6; High, 1; Junior High, 2. Number of Pupils, 3,256.

Churches: Baptist, 6; Christian Science, 1; Episcopal, 2; Methodist, 5; Presbyterian, 3; Roman Catholic, 1; Miscellaneous, 4.

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306 and 307

OKLAHOMA (Cont'd)

Banks: National, 1; State, 2. Deposits, approximately \$3,500,000.

Theatres: Legitimate, 1; Moving Pictures, 3. Total number of seats, 4,000.

Location: Santa Fe, F. S. & W., D. E. & G., Eastern Okla., Okla. Ry. Co.

Principal Industries: Cotton mill, oil mill, iron foundry, mattress factory, basket factory, printing, Santa Fe shops, cigars, creamery.

Manufacturing Establishments: Pioneer Cotton Mill.

Special Information: A large Masonic temple, carrying a 10,000 membership; cost \$3,000,000. Five deep mineral wells with an inexhaustible supply of water. Largest creamery and green house in Oklahoma, 1,500,000 gallon reservoir. A Methodist hospital with 115 rooms.

Retail Shopping Section: Six blocks east and west on Oklahoma and Harrison Avenues. Also three blocks on West Noble. Small groceries in outlying districts to number of ten or twelve.

Trading Area: Fifty miles in each direction.

Wholesale Houses: Groceries, 2; meats, 3; fruits, 1; dry goods, 2; Miscellaneous lines, 10.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; automobile accessories, 15; automobile tire agencies, 9; bakers, 5; cigar stores and stands (including hotel stands), 6; delicatessen, 3; dressmakers, 15; druggists, 4; dry goods, 4; department stores, 2; electrical supplies, 4; florists, 1; fruits, 1; furniture, 5; garages (public), 4; grocers, 40 (chain, 3); hardware, 4; jewelry, 3; meat markets, 5; men's furnishings, 3; men's clothing, 5; merchant tailors, 3; milliners, 6; opticians, 4; photographers, 3; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 14 (chain, 1); shoes, 2; sporting goods, 2; stationers, 6; women's apparel, 2.

Miscellaneous Data: Doctors (medical, 14), (dentists, 7), (osteopaths, 2); street car service; gas, natural; electric current, alternating; number of automobile registrations, 2,953; water, soft.

See announcement page 218

HENRYETTA, OKLA.

(Okmulgee County)

1920 Population, 5,889.

City and Suburban Estimate, 26,000.

Native Whites, 95%; Foreign Born, 5%; Industrial Workers, 65%; English Reading, 98%; Families, 5,000.

Schools: Public Grade, 14; High, 1; Junior High, 1; Parochial, 1. Number of Pupils, 4,369.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 5.

Banks: State, 2. Total Resources, \$1,700,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 3,200.

Location: On main lines St. Louis & San Francisco and Kansas, Oklahoma and Gulf Rys. Thirteenth in point of tonnage on entire line of Frisco, and principal shipping point of K. O. & G. Junction point of federal aided highways Nos. 7 and 12 for Oklahoma City, Tulsa and Muskogee. Hourly taxi service in four directions, serving large territory.

Principal Industries: Largest coal field in southwest, 54 mines; zinc smelters, oil well tools, brick and tile plants.

Social: Country club, having 160 acres, with 20-hole golf course; 12-acre lake for boating and fishing.

Special Information: City is located in center of the great oil fields of Oklahoma. Offers fuel gas in quantities of 760,000,000 cubic feet daily at 8 cents per 1,000 feet. Greatest coal field in southwest; great beds of tile shale. Twelve hours' run to Kansas City, St. Louis and Dallas. Two hours to Tulsa and Oklahoma City.

Residential Features: Private homes predominate, even among the working class. Two special apartment houses. Common labor tenements around mines and smelters. Three beautiful residential districts overlook the city. Homes ranging from \$3,500 to \$12,500. City may be described as a great earthen saucer, the surrounding hills being the rim. A peculiarly picturesque location.

Retail Shopping Section: Extends 16 blocks on Main St.; 5 blocks on Trudgen; 4 on Broadway. "Neighborhood" territory of Kusa, Spelter City, Dear, Schuler, Coalton, Pleasant Valley, Crystal City—all coal and oil suburbs with customary shops, but do the bulk of their trading in Henryetta. A large farm and poultry raising center, cotton the special crop, while 11 special poultry farms form the additional industry. A special milk goat breeding farm ships milk stock throughout the country.

Trading Area: Extends about 7 miles north, half way to Okmulgee, 20 miles southwest and north.

Wholesale Houses: Groceries, 3; meats, 1; fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 29; commercial auto. agencies, 11; automobile accessories, 16; automobile tire agencies,

8; bakers, 4; cigar stores and stands (including hotels), 9; confectioners (including hotel stands), 5; delicatessen, 3; dressmakers, 3; druggists, 7; dry goods, 17; electrical supplies, 3; florists, 1; fruits, 5; furniture, 4; garages (public), 18; grocers, 82; hardware, 5; jewelry, 2; meat markets, 7; men's furnishings, 4; men's clothing, 4; merchant tailors, 2; milliners, 3; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 14; shoes, 1; sporting goods, 2; stationers, 2; women's apparel, 4.

HUGO, OKLA.

(Choctaw County)

1920 Population, 6,368.

City and Suburban Estimate, 10,000.

Native Whites, 89%; Negroes, 10%; Foreign Born, 1%; Industrial Workers, 22%; English Reading, 93%; Families, 1,460.

Schools: 6. Number of Pupils, 1,830.

Churches: 7.

Banks: 4. Total Resources, \$4,670,000.

Theatres: 2. Total number of seats, 2,000.

Residential Features: One-family houses.

Retail Shopping Section: 6 blocks.

Trading Area: 12-mile radius.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto. agencies, 4; automobile accessories, 4; automobile tire agencies, 4; bakers, 2; cigar stores and stands (including hotel stands), 7; confectioners (including hotel stands), 2; dressmakers, 4; druggists, 7; dry goods, 4; department stores, 1; electrical supplies, 3; florists, 1; fruits, 1; furniture, 3; garages (public), 8; grocers, 10; hardware, 2; jewelry, 3; meat markets, 6; men's furnishings, 2; men's clothing, 4; merchant tailors, 1; milliners, 2; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 6; shoes, 2; sporting goods, 1; stationers, 2; women's apparel, 4.

LAWTON, OKLA.

(Comanche County)

1920 Population, 8,930.

City and Suburban Estimate, 15,700, including Fort Sill. Most important cities and towns in this area are: Cathe, (pop. 300); Chattanooga (800); Fletcher (750); Elgin (400); Apache (700); Walters (3,500); Snyder (2,000).

Native Whites, 89%; Negroes, 10%; Foreign Born, 1%; Industrial Workers, 10%; English Reading, 95%; Families, 2,340.

Schools: Public Grade, 8; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 2,300; Indian School, 1; Agricultural School, 1.

Churches: Baptist, 3; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 2. Also Army Y. M. C. A. and Salvation Army.

Banks: National, 3. Capital, Surplus, and Undivided Profits (all banks) \$307,852.55; Total Deposits (all banks) \$2,550,002.60; Total Resources (all banks) \$2,975,932.69.

Theatres: Moving Pictures, 5; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 5,100.

Location: On the Frisco and Rock Island railroads 92 miles southwest of Oklahoma City and 200 miles north of Dallas. Has excellent railroad service, which facilitates the shipment of merchandise to all parts of southwestern Oklahoma and makes this the leading wholesale distribution point in this section of the state.

Principal Industries: Fort Sill, 4,000 soldiers, monthly payroll \$350,000. Medicine Park, Craterville Park and Wichita Mountains, summer resorts. Oil refineries, oil field machine shops, electric power distribution center, structural steel works, cotton gins, cotton oil mill, flour mill, elevators, railroad shops.

Manufacturing Establishments: 19. Leading firms, Larrance Tank Corporation. Park broom factory, Mount Scott and Fuller creameries, Lawton Refining Co., Southwestern Light and Power Co., Lawton Mattress factory, Lawton Tent and Awning Co., Walker Flour Mill, Independent Cotton Seed Oil mill, Lawton Pottery and Egg Co., Johnson Ice Cream Co., Lawton Ice Cream Co. Total value of yearly output of factories estimated at \$6,000,000.

Special Information: Lawton business men and wholesale houses receive every year in the neighborhood of \$4,000,000 from Fort Sill. Tourists this year have spent \$2,500,000 in the Wichita Mountains, most of which comes into Lawton. Lawton is a wheat and cotton marketing center.

Residential Features: Mostly for light house-keeping apartments. Large number of railroad, industrial and civil service workers' homes on south side. Gore addition and Fort Sill Boulevard form exclusive residence sections. Homes in latter average \$7,500 each.

Retail Shopping Section: Business section extends west from Rock Island Railroad five blocks on C and D Avenues, with automobile agencies on E Avenue. Unusually large number of filling stations and cafes due to large tourist trade through here to resorts in the Wichita Mountains and also because of Fort Sill, personnel of which consists largely of unmarried men. Lawton is an army town and its business district is of about the size usually found in cities of 20,000.

Trading Area: Trading area extends from city in a radius of 25 miles. Ready-to-wear and clothing drawing trade as far as forty and

fifty miles, due to high class of shops, which cater to army officers' wives. Interurban to Fort Sill which is also connected with city by concrete highway four miles long draws big volume of business from post.

Wholesale Houses: Groceries, 5; fruits, 2; candy, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 1; automobile accessories, 2; automobile tire agencies, 8; bakers, 5; cigar stores and stands (including hotels), 4; confectioners (including hotel stands), 2; dressmakers, 5; druggists, 9; dry goods, 6; department stores, 3; electrical supplies, 4; florists, 3; furniture, 5; garages (public), 18; grocers, 65; (chain, 1); hardware, 4; jewelry, 5; meat markets, 5; men's furnishings, 2; men's clothing, 8; merchant tailors, 2; milliners, 4; opticians, 7; photographers, 4; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; restaurants (including hotels), 10; shoes, 4; sporting goods, 2; stationers, 2; women's apparel, 5.

Miscellaneous Data: Doctors (medical, 13); (dentists, 7); (osteopaths, 2); street car service; gas, natural; number of meters, 2,293; electric current, alternating; number of meters, 2,527; water, soft.

McALESTER, OKLA.

(Pittsburgh County)

1920 Population, 12,095. (1925 est. 16,980.)

City and Suburban Estimate, 18,000. All reached by our street car system. Most important cities and towns in this area are: Harts-borne (pop. 3,480); Haileyville (2,067); Kiowa (1,287); Krebs (2,078).

Native Whites, 81%; Negroes, 16%; Foreign Born, 3%; Industrial Workers, 40%; English Reading, 90%; Families, 300.

Schools: Public Grade, 8; High, 2; Junior High, 1; Parochial, 1; Number of Pupils, 3,200.

Churches: Baptist, 3; Christian Science, 1; Episcopal, 1; Methodist, 3; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 7; also 10 negro churches.

Banks: National, 1; State 2; Building and Loan Assn., 1. Capital, Surplus and Undivided Profits (all banks), \$209,153.71; Total Deposits (all banks) \$4,188,021.57; Total Resources (all banks) \$5,506,584.71; Total Savings Banks Deposits, \$1,514,307.86; Building & Loan Resources, \$521,685.76.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 6; Total number of seats, 10,000.

Location: The principal point of distribution for southeastern Oklahoma. On two trunk lines. The M. K. & T. Railway from St. Louis, Kansas City and all northern points; also Texas, Louisiana, New Mexico and western points. The "Katy" has a branch line that extends east from McAlester through the coal field. The Chicago, Rock Island & Pacific gives us coast to coast service from east to west. A branch line extends to the southwest to the oil field of southern Oklahoma. The second largest electrical plant in the state is located at McAlester and runs to mining centers 15 miles southeast of McAlester. To nearest large city by railroad, 3 hours, by auto, 3 hours.

Principal Industries: Coal mining and jobbing, grocery jobbing, hardware jobbing, candy jobbing, manufacturing macaroni, ice, ice cream, cotton oil and meal, brick, tanks, filters, twine, shirts, auto tags, auto springs, wood handles, bread, flour, feed, etc. Curing sweet potatoes, roasting coffee, bottling works, peanut butter manufacturing, printing, ginning cotton, cotton and compress and other smaller enterprises.

Manufacturing Establishments: 19. Leading firms, McAlester Cotton Oil Co., McAlester Macaroni Factory, Hardman-King Co., Southern Ice & Utilities, Hale-Heasell Co. (potato curing, coffee roasting, peanut butter manufacturing jobs), Griffin Grocery Co. (coffee roasters, peanut butter manufacturers), McAlester Ice Cream Co., Coca Cola Bottling Works, Choctaw Pressed Brick, Fangle Auto Spring Co., Shipley Baking Co., etc. Total value of yearly output of factories estimated at \$1,756,656.

Special Information: Location of city makes it the distributing center of S. E. Okla. Center of Oklahoma Coal fields. Two trunk lines with branches and an electric railway give McAlester excellent distribution. McAlester has largest water supply of any city in state. Consists of three artificial lakes, collecting water over area of 40 miles. Surface, hilly with sheltered valleys traversed by streams well stocked with game fish. Valleys fine agricultural land. Truck farming, small fruits and dairying profitable.

Residential Features: Mostly new well kept one-family bungalows and homes. A few two-family houses and two or three apartments. City is well paved and well lighted. Small shopping area, but stores are all modern, clean and well kept, and show windows always attractive. No shacks for homes. Residences costing from \$3,000 to \$8,000 predominate. A few \$10,000 and up.

Retail Shopping Section: The "Katy" Railroad runs from north to south through the center of city. Shopping district is all east of Katy. Principal business section from Katy east to Fifth Street on Choctaw and Grand Avenues (5 blocks). Main Second and Third Streets parallel Katy and are business streets for about six blocks each. One mile north on Main Street in what was old McAlester are several blocks of stores, a bank and other enterprises. The usual neighborhood grocery and market is found throughout the resident portion of the town.

Trading Area: About thirty-five miles east, north, south and west. Paved highways north, south and east connecting adjoining territory. Much of our business comes from the four or five towns to the southeast of us having a population of 2,000 to 3,000 each, reached by electric line giving hourly service, one trunk

line, one branch line and good highways. \$1,500,000 is being expended on concrete highways in addition to state improvements from oil and gas taxes.

Wholesale Houses: Groceries, 3; meats, 1; fruits, 3; hardware, 1; bakeries, 1; miscellaneous lines, candy, 1; flour and feed, 3; oil, 7.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 3; automobile accessories, 10; automobile tire agencies, 12; bakers, 5; cigar stores and stands (including hotels), 40; confectioners (including hotel stands), 10; dressmakers, 15; druggists, 10; dry goods, 11; department stores, 8; electrical supplies, 5; florists, 1; fruits, 12; furniture, 3; garages (public), 15; grocers, 43 (chain, 1); hardware, 4; jewelry, 4; meat markets, 14; men's furnishings, 14; men's clothing, 15; merchant tailors, 10; milliners, 5; opticians, 7; photographers, 5; pianos (and miscellaneous musical instruments), 5; radio supplies, 3; restaurants (including hotels), 10; shoes, 17; sporting goods, 3; stationers, 12; women's apparel, 10.

Miscellaneous Data: Average temperature, 68 degrees; average number of rainy days per twelve months, 20; most pleasant months, April, May, June, Oct., Nov., Dec. Doctors (medical, 32); (dentists, 9); (osteopaths, 1); street car service; gas, natural; number of meters, 2,700; electric current, alternating and direct; number of wired houses, 2,659; water, soft.

MIAMI, OKLA.

(Ottawa County)

1920 Population, 6,802 (1925 est., 10,500).

City and Suburban, 12,500.

Native Whites, 98%; Foreign Born, 2%; Industrial Workers, 30%; English Reading, 100%; Families, 2,000.

Schools: Public Grade, 5; High, 1; Junior High, 1. Number of Pupils, 2,520; Junior College, 1; Business College, 1.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 1 Christian; 2 Holiness, 1 Latter Day Saints.

Banks: National, 2; State, 1. Total Resources, \$5,000,000; Savings Banks Deposits Total, \$300,000.

Theatres: Moving Pictures, 2; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 1,500.

Location: Northeast corner of Oklahoma, on Frisco, Kansas, Oklahoma & Gulf and North-eastern steam and electric lines, furnishing direct connection with the K. C., St. Louis, Tulsa, Muskogee, Oklahoma City, and southern points. Also connects with Katy at Columbus, Kansas.

Principal Industries: Ice creamery products, sanitary toilets.

Manufacturing Establishments: Cigar factories, 2.

Special Information: Miami at the south of one of the largest lead and zinc fields in the world and its business and wealth is largely drawn from this source. Many of the largest operators have their offices in the city and operators and workmen live here. Hard-surfaced roads, asphalt, and concrete transverse the country east to west, and north to south, furnishing easy access to the city from both mining and farming sections. To the nearest large city, by railroad, 2 hours; by trolley, 4 hours; by auto, 3 hours. A fine tourist camp is located in the suburbs on Lake Miami, with fine boating, bathing and fishing. One of the most noted herds of Aberdeen-Angus cattle has its home here, as well as many other herds of pure-bred cattle and hogs.

Residential Features: Miami is noted for its excellent housing accommodations. There are very few two- or three-room houses or old shabby buildings. Majority of houses range from five rooms up and many of them cost \$10,000 and up. About 30 rooming houses and apartment houses. Natural gas is the predominant fuel and the water and light systems (municipally owned) furnish excellent service at low prices. Asphalt streets and concrete sidewalks do away with all the dust and dirt. Two five-storyed hotels (150 rooms each) rank with the best to be

Continued on page 220

Miami Daily News-Record

Miami, Oklahoma

Sworn paid circulation } 7,796
(as of Oct. 1, 1926) }

Based on population, covering territory producing 80% of lead and zinc of U. S., 100%.

Annual production over \$50,000,000.

Center rich agricultural section.

Full Associated Press Dispatches.

Published daily and Sunday (except Saturday).

Seven cols, 13 ems.—8-16-24-32 pages.

IN THE TRI-STATE DISTRICT
IT'S THE NEWS-RECORD

OKLAHOMA (Cont'd)

Miami (cont'd)

found anywhere. There are several smaller hotels.

Retail Shopping Section: Main shopping section, 6 blocks on Main Street and 5 blocks on Central Avenue, with some 25 or more small stores scattered in the residence district.

Trading Area: A radius of 20 miles around the city, with a heavy trade from the lead and zinc fields along the N. E. O. R.R., north of the city.

Wholesale Houses: Groceries, 4; meats, 2; fruits, 1; coal, 2; oil and gasoline, 4.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto. agencies, 9; automobile accessories, 15; automobile tire agencies, 15; bakers, 3; cigar stores and stands (including hotels), 7; confectioners (including hotel stands), 6; dressmakers, 4; druggists, 4; dry goods, 5; department stores, 5; electrical supplies, 4; florists, 1; furniture, 7; garages (public), 8; grocers, 36; hardware, 3; jewelry, 5; meat markets, 12; men's furnishings, 3; men's clothing, 2; merchant tailors, 1; milliners, 4; opticians, 6; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 18; shoes, 2; stationers, 2; women's apparel, 2; plumbing, 2.

Miscellaneous Data: Average temperature, 68 degrees; average number of rainy days per twelve months, 20; most pleasant months, April, May, June, Sept., Oct., Nov. Doctors (medical, 6), (dentists, 8), (osteopaths, 2); number of wired houses, 800; street car service; gas, natural; electric current, alternating; water, soft.

See announcement page 219

MUSKOGEE, OKLA.

(Muskogee County)

1920 Population, 80,277. (1926, est., 40,000.)

Most important cities and towns in suburban area are: Okmulgee (pop. 17,430); Henryetta (5,889); Tahlequah (2,311); Pryor (1,767); Eufaula (2,286).

Native Whites, 82.5%; Negroes, 17.5%; English Reading, 100%; Families, 9,268.

Schools: Public Grade, 12-9 White, 3 Colored; High, 1; White, 1; Colored: Junior High, 1; Parochial, 3; Number of Pupils, 8,777.

Churches: Baptist, 5; Christian Science, 2; Congregational, 1; Episcopal, 1; Hebrew, 2; Methodist, 5-5 Colored; Presbyterian, 5; Roman Catholic, 2; Miscellaneous, 8 White, 5 Colored.

Banks: National, 3. Capital, \$900,000; Surplus, \$205,000. Total Deposits (all banks) \$3,940,554.56; Total Resources (all banks) \$17,061,073.73. Total Bank Clearings (12 months 1925) \$227,700,560.

Theatres: Legitimate, 1; Moving Pictures, 4.

Location: M. K. & T. Ry., "Frisco" Ry., Midland Valley Ry., K. O. & G. Ry., Interurban to Ft. Gibson (10 miles) for Mo. Pacific connection. To nearest large city by railroad, 8 hours; by auto, 14 hours. Bus service to towns east, south and west and north.

Principal Industries: Oil, gas and agricultural center, 3 refiners, 70 factories, 55 wholesale and jobbing houses, 3 railroad shops, 11 printing offices, 3 green houses and Choctaw Cotton Oil Co., Traders' Compress Co.

Manufacturing Establishments, 70. Leading firms, Muskogee Wholesale Grocery Co., Griffin Grocery Co., Okay Truck Co., Roberts Mattress Co., W. R. Lantz Mfg. & Supply Co., Oklahoma Engineering & Foundry Co., Muskogee Iron Works, Southern Buttery Co., Muskogee Creamery Co., E. W. Klos Manufacturing Co., Francis Vitric Brick Co., Gifford Marble & Granite Works, Star Tin & Heating Co., Empire Electric Co., Motter Bookbinding Co., Atlas Brick Co., Pure Oil Co. (refinery), Sinclair Refining Co., Oklahoma Rig & Supply Co., Muskogee Tool Co. (oil well drilling equipment), Central Packing Co. Total value of yearly output of factories estimated at \$12,000,000.

Special Information: \$3,500,000 Electric Plant, 30,000 H. P. G. P. of 22,500 K. W. located here; State School for the Blind; Bacone Indian University; Oil fields south, west and northwest. The first week in each October, the Oklahoma Free State Fair is held at Muskogee; headquarters of Five Civilized Tribes, housed in \$750,000 Federal Building; Shrine Temple, Masonic Temple; U. S. Air Service, official landing station, Hat Box Field; U. S. Veteran Hospital No. 90; 165 miles hard surfaced roads in county, fully paid for; six free bridges; St. Joseph College for Catholics.

Residential Features: Most one and two family homes and bungalows predominate, 55% of citizens own homes, several fine modern apartment houses, no tenements, 22 improved parks, including 200 acres in all. Municipal athletic park, bathing beach and golf course.

Retail Shopping Section: Extends west from M. K. & T. Railroad tracks for seven blocks on Broadway and Okmulgee (parallel streets) and on all cross streets, also one block east of railroad tracks on Broadway and Okmulgee Avenue, with the usual number of residential markets, groceries and drug stores.

Trading Area: Extends for a radius of 20 miles from railroad and bus facilities and hard surfaced roads.

Wholesale Houses: Groceries, 5; meats, 3; fruits, 8; hardware, 3; dry goods, 1; miscellaneous lines, 15.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agen-

cies, 14; commercial auto. agencies, 1; automobile accessories, 6; automobile tire agencies, 16; bakers, 5; cigar stores and stands (including hotels), 19; confectioners (including hotel stands), 15; dressmakers, 22; druggists, 28; dry goods, 10; department stores, 6; electrical supplies, 6; florists, 5; fruits, 3; furniture, 16; furriers, 1; garages (public), 20; groceries, 125 (chain, 3); hardware, 10; jewelry, 5; meat markets, 24; men's furnishing, 2; men's clothing, 13; merchant tailors, 8; milliners, 10; opticians, 4; photographers, 6; pianos (and miscellaneous musical instruments), 5; radio supplies, 6; restaurants (including hotels), 35; shoes, 8; sporting goods, 3; stationers, 4; women's apparel, 5.

Miscellaneous Data: Average temperature, 68 degrees; average number of rainy days per twelve months, 20; most pleasant months—May, June, September, October, November. Doctors (medical, 49); (dentists, 24); (osteopaths, 3); street car service; gas, natural; number of meters, 6,983; electric current, alternating; number of wired houses, 6,882; water, semi-hard.

NEWKIRK, OKLA.

(Kay County)

1920 Population, 2,500.

Schools: Public Grade, 1; High, 1; Junior High, 1; Parochial, 1. Number of Pupils, 700.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, Lutheran, Assembly of God.

Banks: National, 3; State, 1.

Theatres: Moving Pictures, 2.

Location: On main line of the Santa Fe R.R., between Kansas City and the Gulf. To nearest larger city (Ponca City), by railroad, ½ hour; by auto, ½ hour.

Manufacturing Establishments: Leading firms: Arkansas City Milling Co., Farmers Co-operative Mill, Kay Co. Creamery, Mid-West Creamery.

Residential Features: Newkirk has no apartments. Majority of people own their homes.

Retail Shopping Section: Main Street, 4 blocks; Seventh, 2 blocks; Sixth, 1 block.

Trading Area: About 40 miles, particularly from the oil fields to the east, and from the northeast part of the county. Concrete roads connect Newkirk with Arkansas City, Kans., and Ponca City, Okla. The best farming section is about 6 miles east and this contributes most heavily to trade. The Kaw Indians live here, and, while they are not very rich, they spend money freely.

Wholesale Houses: Groceries, 2; meats, 1; fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 3; automobile accessories, 6; bakers, 2; cigar stores and stands (including hotels), 7; confectioners (including hotel stands), 7; dressmakers, 2; druggists, 3; dry goods, 3; electrical supplies, 1; furniture, 2; garages (public), 5; grocers, 7; hardware, 3; jewelry, 3; total meat markets, 3; men's clothing, 4; merchant tailors, 2; milliners, 4; photographers, 1; radio supplies, 2; restaurants (including hotels), 6; shoes, 4; sporting goods, 1; stationers, 3; women's apparel, 3.

Miscellaneous Data: Average temperature, 68 degrees; average number of rainy days per twelve months, 20; most pleasant months, April, May, June, Oct., Nov. Doctors (medical, 5), (dentists, 2), (osteopaths, 2); gas, natural; water, hard.

OKLAHOMA CITY, OKLA.

(Oklahoma County)

1920 Population, 91,295 (1926 est. 144,414).

City and Suburban A. B. Estimate, 728,624. Most important cities and towns in this area are: El Rino (pop. 10,500); Norman (10,000); Guthrie (11,700); Chickasha (15,000); Shawnee (18,000).

Native Whites, 89.8%; Negroes, 7.4%; Foreign Born, 2.8%; Industrial Workers, 6%; English Reading, 96.2%; Families, 27,500.

Schools: Public Grade, 40; High, 3; Junior High, 5; Parochial, 5; Number of Pupils, 28,000; Parochial School, 2.

Churches: Baptist, 15; Christian Science, 1; Congregational, 2; Episcopal, 2; Christian, 7; Hebrew, 2; Methodist, 16; Presbyterian, 7; Roman Catholic, 5; Miscellaneous, 32.

Banks: National 7; State, 2; Capital, Surplus, and Undivided Profits (all banks), \$5,583,000; Total Deposits (all banks), \$73,712,093; Total Resources (all banks), \$80,120,658; Total Bank Clearings (12 months, 1926), \$1,501,809,000.

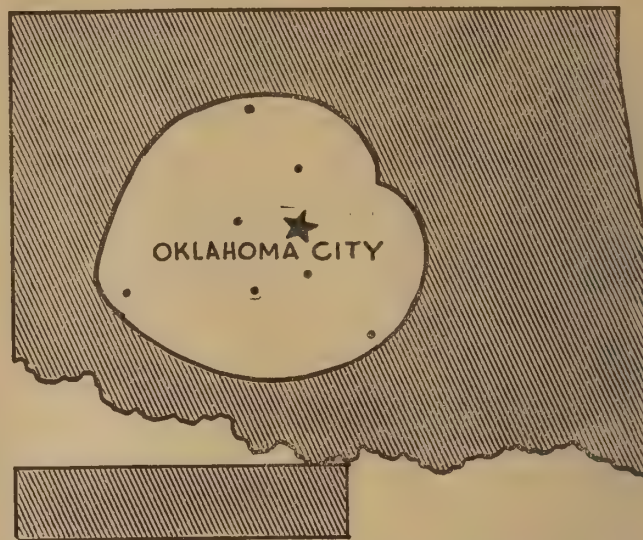
Theatres: Legitimate, 2; Moving Pictures, 9; Vaudeville, 1; Burlesque, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 28,000 approximate.

Location: Geographical center of Oklahoma on main line, Frisco, Rock Island, Katy, Santa Fe and Fort Smith & Western R.R.s. Has network of interurban electric lines centering here and extensive highway system connects city with towns throughout radius. To nearest large city by railroad, 8 hours; by auto, 16 hours.

Principal Industries: Packing plants, Ford assembling plants, milling, jobbing, printing.

Manufacturing Establishments: 385; Leading firms: Morris & Co., Swift & Co., Wilson & Co., Ford Motor Car Co., Acme Mill, Oklahoma City Mill Co., Oklahoma Cotton Growers Exchange. Total value of yearly output of factories estimated at \$125,000,000.

Continued on page 221



The A.B.C. defines this huge area as Oklahoma City's Market

An exhaustive survey of Oklahoma marketing practices within the last year has led to sweeping changes in advertising and selling methods in the great Oklahoma City market.

Following an analysis of this survey, the Audit Bureau of Circulations defines the Oklahoma City market as a unit having a population of 728,624.

The boundary of this area was not traced arbitrarily with a compass, but carefully determined by actual investigation.

Reproduced above is a map outlining this area—it's average radius is 68 miles—it includes not Oklahoma City alone, with its present population of 144,414, but in addition, three cities of more than 15,000, five of 10,000 to 15,000, eight of 5,000 to 10,000, thirty-seven of 1,000 to 5,000, and one hundred forty-five less than 1,000. Within this area 60 percent of Oklahoma's one billion dollar annual income is produced.

In an advertising and selling campaign this area is a unit; it constitutes the great Oklahoma City market. Selling this market at low cost is comparatively easy—the Oklahoman and Times thoroughly and alone cover this area at one cost.

The **DAILY OKLAHOMAN**
OKLAHOMA CITY TIMES
thoroughly and alone **COVER** *the Oklahoma City Market*

Represented by E.KATZ SPECIAL

ADVERTISING AGENCY

New York Chicago Kansas City Detroit Atlanta San Francisco

OKLAHOMA (Cont'd)**Oklahoma City (cont'd)**

Special Information: City is jobbing center of Oklahoma, in center of rich wheat and cotton belt.

Residential Features: City of fine homes. Residential district all new. Bungalows predominate, many new apartments; no slums.

Retail Shopping Section: Main, 6 blocks; First, 3 blocks; Second, 2 blocks; Grand, 6 blocks; California, 4 blocks; Reno, 4 blocks; Broadway, 5 blocks; Robinson, Harvey, Hudson, each 4 blocks.

Trading Area: Seventy-five miles in each direction. Number of visitors unavailable.

Wholesale Houses: Groceries, 18; meats, 6; drugs, 2; fruits, 12; hardware, 4; dry goods, 6; furniture, 3; automobile supplies, 16.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 41; commercial automobile agencies, 5; automobile accessories, 141; automobile tire agencies, 5; bakers, 21; cigar stores and stands (including hotels), 103; confectioners (including hotel stands), 130; delicatessen, 2; druggists, 103 (chain, 3); dry goods, 15; department stores, 8; electrical supplies, 14; florists, 10; furniture, 66; furriers, 4; garages (public), 83; grocers, 527 (chain, 3); hardware, 34; jewelry, 23; meat markets, 527 (chain, 3); men's furnishings, 58; men's clothing, 18; merchant tailors, 6; milliners, 28; opticians, 6; photographers, 15; pianos (and miscellaneous musical instruments), 7; radio supplies, 12; restaurants (including hotels), 200; shoes, 28; sporting goods, 11; stationers, 9; women's apparel, 31.

Miscellaneous Data: Average temperature, 61 degrees; average number of rainy days per twelve months, 79; most pleasant months—March, April, May, September, October, November. Doctors (medical, 210); (dentists, 72); (osteopaths, 15); street car service; gas, natural; number of meters, 24,870; electric current, alternating; number of wired houses, 27,244; water, hard.

See announcement page 220

NOWATA, OKLA.**(Nowata County)**

1920 Population, 4,435.

City and Suburban Estimate, 8,000.

Native Whites, 88%; Negroes, 11%; Foreign Born, 1%; Industrial Workers, 27%; English Reading, 91%; Families, 1,077.

Schools: 4. Number of Pupils, 1,475.

Churches: 6.

Banks: 4. Total Resources, \$2,950,000.

Theatres: 2. Total number of seats, 1,100.

Residential Features: One-family homes.

Retail Shopping Section: Five blocks.

Trading Area: North and west, 10 miles; south and east, 15 miles.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 4; commercial auto. agencies, 2; automobile accessories, 6; automobile tire agencies, 6; bakers, 3; cigar stores and stands (including hotels), 3; confectioners (including hotel stands), 3; dressmakers, 3; druggists, 4; dry goods, 3; department stores, 1; electrical supplies, 2; florists, 2; fruits, 2; furniture, 2; garages (public), 6; grocers, 8; hardware, 3; jewelry, 2; meat markets, 4; men's furnishings, 2; men's clothing, 3; merchant tailors, 3; milliners, 3; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 5; shoes, 3; stationers, 1; women's apparel, 2.

OKMULGEE, OKLA.**(Okmulgee County)**

1920 Population, 17,430.

City and Suburban Estimate, 65,000. Most important cities and towns in this area are: Henryetta (pop. 11,817); Holdenville (7,250); Okemah (7,500); Beggs (3,000); Morris (2,500); Wewoka (7,000).

Native Whites, 78.1%; Negroes, 19.6%; Foreign Born, 2.3%; Industrial Workers, 24%; English Reading, 85%; Families, 4,138.

Schools: 17; Number of Pupils, 4,921.

Churches: 16.

Banks: 6; Capital, Surplus, and Undivided Profits (all banks), \$750,000.00; Total Deposits (all banks), \$9,958,845.25; Total Resources (all banks), \$11,068,141.21.

Theatres: 4; Total number of seats, 5,650.

Residential Features: One and two-family houses.

Retail Shopping Section: Ten blocks.

Trading Area: 17 miles north, 20 miles east, 27 miles south, 25 miles west.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 20; commercial auto. agencies, 6; automobile accessories, 10; automobile tire agencies, 10; bakers, 7; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 7; dressmakers, 28; druggists, 13; dry goods, 5; department stores, 4; electrical supplies, 5; florists, 3; fruits, 6; furniture, 5; garages (public), 10; grocers, 63; hardware, 4; jewelry, 7; meat markets, 25; men's furnishings, 12; men's clothing, 8; merchant tailors, 3; milliners, 8; opticians, 3; photographers, 5; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 15; shoes, 12; sporting goods, 2; stationers, 2; women's apparel, 5.

Miscellaneous Data: Average temperature, 68 degrees; average number of rainy days per twelve months, 20; most pleasant months, April, May, June, Oct., Nov. Doctors (medical, 5); (dentists, 6); (osteopaths, 1); street car service; gas, natural; number of meters, 1,063; electric current, alternating; number of wired houses, 1,106; water, soft.

ments), 2; radio supplies, 6; restaurants (including hotels), 25; shoes, 15; sporting goods, 3; stationers, 3; women's apparel, 10.

Miscellaneous Data: Doctors (medical, 36); (dentists, 13); (osteopaths, 5); gas, artificial; number of meters, 5,018; electric current, alternating; number of wired houses, 4,986; water, hard.

PAWHUSKA, OKLA.**(Osage County)**

1920 Population, 6,414.

City and Suburban Estimate, 11,000.

Native Whites, 90%; Negroes, 5%; Foreign Born, 5%; Industrial Workers, 20%; English Reading, 90%; Families, 2,000.

Schools: Public Grade, 3; High, 1; Parochial, 1.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 5; Savings Bank Deposits Total, \$8,500,000.

Theatres: Moving Pictures, 3; Total number of seats, 1,400.

Location: Santa Fe, Midland Valley.

Principal Industries: Oil and gas, brick, stock raising, flour mills, Osage Indian Agency.

Special Information: County seat of Osage County. Richest Indian nation on earth. There are 2,229 allottees who receive about \$11,000 per headright annually. Quarterly June payments \$43,000—total \$13,000,000. These people receive this immense sum as a result of sale of oil leases and royalties. Considered to be a live town in the Southwest, as Indians buy only the best and spend their money freely.

Residential Features: Area spread out considerable for size of town. Many fine homes and also quite a few one-story bungalows. Tendency toward building better and more expensive homes. All streets paved.

Retail Shopping Section: Main street, 4 blocks; Kikeka street, 3 blocks. All streets paved, very modern business section. Five new buildings expected of 5 stories and building all built for permanency.

Trading Area: Twenty-five miles in each direction. County seat of biggest county in the state. Larger than the whole state of Delaware.

Wholesale Houses: Groceries, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 2; automobile accessories, 6; automobile tire agencies, 2; bakers, 3; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 6; delicatessen, 2; dressmakers, 8; druggists, 5; dry goods, 10; department stores, 2; electrical supplies, 2; florists, 2; fruits, 3; furniture, 5; garages (public), 5; grocers, 26; hardware, 3; jewelry, 5; meat markets, 14; men's furnishings, 5; men's clothing, 5; merchant tailors, 7; milliners, 6; opticians, 1; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 1; restaurants (including hotels), 14; shoes, 2; sporting goods, 1; stationers, 1; women's apparel, 6.

PERRY, OKLA.**(Noble County)**

1920 Population, 3,154 (1924, est. 6,000).

City and Suburban Estimate, 18,250. Most important cities and towns in this area are: Billings (pop. 900); Orlando (700); Morrison (600).

Native Whites, 87%; Negroes, 8%; Foreign Born, 5%; English Reading, 94%; Families, 1,183.

Schools: Public Grade, 3; High, 1; Parochial, 2.

Churches: Baptist, 1; Christian Science, 1; Lutheran, 1; Christian, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 2.

Banks: National, 1; State, 2; Capital, Surplus, and Undivided Profits (all banks), \$240,531; Total Deposits (all banks), \$2,100,000; Total Resources (all banks), \$2,347,718.

Theatres: Moving Pictures, 5; Total number of seats, 1,650.

Location: On main lines of Santa Fe, Kansas City to Gulf; St. Louis & San Francisco, St. Louis to Vernon, Texas. To nearest large city by railroad, 4½ hours; by auto, 4½ hours.

Principal Industries: Small grain raising, stock raising, cotton, fruits and hay, milling. Tonkawa oil field, largest in Northern Oklahoma, and other large oil fields are situated in county. Second largest produce market in Oklahoma.

Residential Features: One-family houses.

Trading Area: Radius of 35 miles.

Number of Retail Outlets for Nationally Advertised Products: Retail stores: automobile agencies, 12; auto trucks, 4; exclusive tire houses, 6; garages, 11; dry goods, 11; exclusive ladies' wear, 1; furniture, 4; furrier, 1; electric, 2; plumbers, 2; grocers, 22; books and stationery, 1; bakers, 2; meat markets, 5; variety, 3; drug stores, 4; radio dealers, 11; truck agency, 1; music store, 1; cream stations, 11; beauty shops, 5; millinery stores, 4; hotels, 9; restaurants, 7.

Miscellaneous Data: Average temperature, 68 degrees; average number of rainy days per twelve months, 20; most pleasant months, April, May, June, Oct., Nov. Doctors (medical, 5); (dentists, 6); (osteopaths, 1); street car service; gas, natural; number of meters, 1,063; electric current, alternating; number of wired houses, 1,106; water, soft.

PONCA CITY, OKLA.**(Kay County)**

1920 Population, 7,051 (1925 est., 16,500).

City and Suburban Estimate, 22,000.

Native Whites, 97%; Negroes, 2.5%; Foreign Born, 0.5%; English Reading, 99.5%; Families, 3,000.

Schools: Public Grade, 5; High, 1; Junior High, 1; Parochial, 1. Number of Pupils, 3,655.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Christian, 1; Miscellaneous, 7.

Banks: National, 1; State, 3. Total Resources, \$9,000,000; Savings Banks Deposits Total, not available.

Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 3,000.

Location: On Santa Fe Railroad, main line. Rock Island R.R. is extending branch from Enid, running to Blackwell, Okla. To nearest large city, by railroad, 3½ hours; by auto, 4½ hours.

Principal Industries: Oil, gasoline, petroleum products, wheat, grain, live stock and agricultural products.

Manufacturing Establishments: 10. Leading firms: Marland Refining Co., Flour Mill, Wentz Oil Corporation, Empire Refining Co.

Special Information: Hub of oil industries of northern Oklahoma. Rich agricultural and live stock section.

Residential Features: Eighty per cent of the people own their own homes. Thirty-six miles brick paving. Unusually fine homes for a city of 15,000 population.

Retail Shopping Section: Grand Avenue, 8 blocks; Pine Street, 3 blocks; 1st Street, 8 blocks; 2d Street, 5 blocks; 3d Street, 6 blocks; 4th Street, 5 blocks; Cleveland Street, 3 blocks; Central Street, 3 blocks. 32 miles concrete paving in trade territory; 10 more under construction.

Trading Area: Eighteen miles west, 28 north, 30 south, and 50 east.

Wholesale Houses: Groceries, 2; fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial auto. agencies, 6; automobile accessories, 5; automobile tire agencies, 10; bakers, 4; cigar stores and stands (including hotels), 18; confectioners (including hotel stands), 30; delicatessen, 10; dressmakers, 40; druggists, 9; dry goods, 5; department stores, 5; electrical supplies, 6; florists, 1; fruits, 7; furniture, 5; furriers, 1; garages (public), 28; grocers, 40; hardware, 6; jewelry, 5; meat markets, 13; men's furnishings, 9; men's clothing, 9; merchant tailors, 5; milliners, 7; opticians, 3; photographers, 5; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 14; shoes, 4; sporting goods, 5; stationers, 7; women's apparel, 8.

Miscellaneous Data: Average temperature, 53 degrees; average number of rainy days per twelve months, 50; most pleasant months, May, June, Sept., Oct., Nov. Doctors (medical, 14); (dentists, 13); (osteopaths, 8); number of wired houses, 3,100; bus service; gas, natural; electric current, alternating; water, medium.

SAPULPA, OKLA.**(Creek County)**

1920 Population, 11,634 (1926, est. 17,000).

City and Suburban Estimate, 25,000. Most important cities and towns in this area are: Tulsa (pop. 125,000); Bristow (8,000); Drumright (6,000); Mounds (1,500).

Native Whites, 84.7%; Negroes, 13.3%; Foreign Born, 2%; Industrial Workers, 26%; English Reading, 92%; Families, 3,600.

Schools: 10. Number of Pupils, 4,534.

Churches: 13.

Banks: 3; Capital, Surplus, and Undivided Profits (all banks), \$1,500,000; Total Deposits (all banks), \$4,100,000; Total Resources (all banks), \$7,200,000.

Theatres: 4; Total number of seats, 3,000.

Location: To nearest large city by railroad, 40 minutes; by trolley, 40 minutes; by auto, ½ hour.

Residential Features: One and two family houses.

Retail Shopping Section: 15 blocks.

Trading Area: 18 miles north, 30 west, 10 east, 20 south.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial automobile agencies, 3; automobile accessories, 6; automobile tire agencies, 6; bakers, 4; cigar stores and stands (including hotels), 7; confectioners (including hotel stands), 8; dressmakers, 12; druggists, 10; dry goods, 6; department stores, 3; electrical supplies, 4; florists, 3; fruits, 2; furniture, 8; garages (public), 12; grocers, 75 (chain, 4); hardware, 7; jewelry, 5; meat markets, 15; men's furnishings, 9; men's clothing, 4; merchant tailors, 8; milliners, 8; opticians, 3; photographers, 3; pianos and miscellaneous musical instruments, 2; radio supplies, 3; restaurants (including hotels), 15; shoes, 12; sporting goods, 2; stationers, 2; women's apparel, 5.

Miscellaneous Data: Average temperature, 72 degrees; average number of rainy days per twelve months, 50; most pleasant months, May, June, Sept., Oct. Doctors (medical, 19); (dentists, 10); (osteopaths, 3); gas, natural; number of meters, 3,576; electric current, alternating; number of wired houses, 3,096; water, soft.

SHAWNEE, OKLA.**(Pottawatomie County)**

1920 Population, 15,348 (1926, est., 19,350).

City and Suburban Estimate, 28,250. Most important cities and towns in this area are: Holdenville (pop. 7,250); Wewoka (4,800); Seminole (3,200); Tecumseh (1,600).

Native Whites, 95%; Negroes, 3.5%; Foreign Born, 1.5%; Industrial Workers, 18%; English Reading, 3,005; Families, 3,085.

Schools: Public Grade, 7; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 5,810; Baptist University, students, 1,352.

Churches: Baptist, 3; Christian Science, 1; Episcopal, 1; Methodist, 4; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, Christian, Nazarene, Church of Christ.

Banks: National, 3; Capital, Surplus, and Undivided Profits (all banks), \$434,692.03; Total Deposits (all banks), \$4,922,777.82; Total Resources (all banks), \$5,674,844.89; Three Building and Loan Associations; Total resources, \$9,550,000.

Theatres: Legitimate, 1; Moving Pictures, 4; Vaudeville, 1; Burlesque, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 3,100.

Location: On main line Chicago, Rock Island & Pacific—division and shop point—branches of Santa Fe and Oklahoma City, Ada and Atoka, and on Shawnee-Tecumseh Interurban. Southern terminus of Oklahoma Southwestern now building. Seventeen bus lines operate regularly to oil fields' towns and the adjoining counties. To the nearest large city by railroad, 1 hour, 45 minutes; by auto, 2 hours.

Principal Industries: Shops of the Rock Island and Santa Fe, flour and feed mills, garment manufacturing plant, two commercial ice plants operating year round; seed cleaning and shipping concern, machine shops, welding works, bottling works, creameries, cotton gins, cotton compresses.

Manufacturing Establishments: 24. Leading firms: Shawnee Milling Co., Shawnee Garment Mfg. Co., Climax Creamery Co., Western Ice & Storage Co. Total value of output of factories estimated at \$5,225,000 not including R. R. shops and cotton compresses.

Special Information: Shawnee is in the heart of a large cotton producing area and is the principal concentration point. It is a large mule market and handles dairy products of much value. During two years it has become an important supply point for the largest new oil fields developed in the state. It is an educational point of importance, besides the public schools being the seat of the Oklahoma Baptist University and St. Gregory's Catholic college.

Residential Features: Shawnee is a city of home-owners, only a small section of the city being set aside for industrial workers. Homes of negroes are segregated and no whites live among them. Streets are shaded and, in the best residential district the average value of the homes is about \$12,000.

Retail Shopping Section: Extends from the second block on West Main Street to the sixth block on East Main, two blocks on North Broadway, one block each on North Beard, North Bell, North Union, South Union, South Bell, South Broadway and South Beard.

Trading Area: Extends forty miles to the east, 32 miles to the south, 20 miles to the west and 30 miles to the north; the most recent extension being to the north to the oil fields which are principally supplied from Shawnee which built its own road to them.

Wholesale Houses: Groceries, 2; meats, 1; fruits, 3; miscellaneous lines, flour and feed.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 20; commercial auto. agencies, 7; automobile accessories, 10; automobile tire agencies, 12; bakers, 4; cigar stores and stands (including hotels), 44; confectioners (including hotel stands), 8; delicatessen, 2; dressmakers, 6; druggists, 9 (chain, 5); dry goods, 10; department stores, 2; electrical supplies, 1; florists, 2; fruits, 4; furniture, 4; furriers, 4; garages (public), 8; grocers, 31 (chain, 11); hardware, 4; jewelry, 5; meat markets, 11 (chain, 9); men's furnishings, 5; men's clothing, 4; merchant tailors, 5; milliners, 4; opticians, 4; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 10; shoes, 2; sporting goods, 2; stationers, 2; women's apparel, 8; paint and paper, 2.

Miscellaneous Data: Average temperature, 70 degrees; average number of rainy days per twelve months, 60; most pleasant months, July, Aug., Sept., Oct.; Doctors (medical, 40); (dentists, 10); (osteopaths, 4); street car service; gas, natural; number of meters, 2,810; electric current, alternating; number of wired houses, 3,312; number of automobile registrations, 2,550; water, soft.

STILLWATER, OKLA.**(Payne County)**

1920 Population, 4,701. (1926, est. 7,500.)

City and Suburban Estimate, 5,600; 1925 estimate, 8,500. Most important cities and towns in this area are: Cushing (pop. 8,000); Yale (3,000); Perkins (600); Ripley (600).

Native Whites, 98%; Negroes, 1%; Foreign Born, 1%; English Reading, 99.50%; Families, 1,825.

Schools: Public Grade, 5; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 1,466.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 6.

Continued on page 222

OKLAHOMA (Cont'd)

Stillwater (cont'd)

Banks: National, 3; Capital, Surplus, and Undivided Profits (all banks), \$225,000; Total Deposits (all banks), \$3,000,000; Total Resources (all banks), \$3,225,000.

Theatres: Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 3,635.

Location: Atchison, Topeka & Santa Fe. Fine bus service to points on St. Louis & San Francisco Railroad and Mo. Kans. & Texas Ry. To nearest large city by railroad, 3 hours; by trolley, 3 hours; by auto, 3½ hours.

Principal Industries: Flour mills, cotton gins, ice plant, broom factory, cement block, wholesale grocery house, general paving contracting plant, and candy factory.

Manufacturing Establishments: Leading firms: Lahman Ice Co., with four branch plants.

Special Information: Seat of Oklahoma Agricultural and Mechanical College with 1,000 acre farm. Twenty-three principal buildings. Forty-four departments of special education.

Residential Features: Private homes. Modern 5 and 6 room homes average value is \$6,500.

Retail Shopping Section: Main Street, 6 blocks. East Ninth Avenue, 1 block. East Eighth Avenue, 2 blocks. West Seventh Avenue, 1 block. Small business neighborhood just outside of college campus.

Trading Area: Eleven miles south. Twelve miles east. Fifteen miles west and twelve miles north.

Wholesale Houses: Groceries, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 2; automobile accessories, 4; automobile tire agencies, 5; bakers, 8; cigar stores and stands (including hotels), 11 (chain, 1); confectioners (including hotel stands), 4; dressmakers, 4; druggists, 5; dry goods, 3; department stores, 3; electrical supplies, 3; florists, 1; furniture, 4; garages (public), 10; grocers, 14 (chain, 2); hardware, 2; jewelry, 4; meat markets, 4; men's furnishings, 4; men's clothing, 4; merchant tailors, 2; milliners, 4; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 12; shoes, 5; sporting goods, 3; stationers, 1; women's apparel, 4.

Miscellaneous Data: Average temperature, 62 degrees; average number of rainy days per twelve months, 50; most pleasant months, Sept., Oct., Nov., Dec. Doctors (medical, 8); (dentists, 4); (osteopaths, 3); gas, natural; number of meters, 1,910; electric current, alternating; number of wired houses, 1,900; water, soft.

TULSA, OKLA.

(Tulsa County)

1920 Population, 72,075 (Official estimate by Bureau of Census, July, 1925—124,478).

City and Suburban Estimates, 275,000. Most important cities and towns in this area are: Sapulpa (pop. 11,634); Bristow (12,000); Bartlesville (14,000); Collinsville (8,000); Drumright (6,460).

Native Whites, 85%; Negroes, 12%; Foreign Born, 3%; Industrial Workers, 20%; English Reading, 98%; Families, 30,000.

Schools: Public Grade, 23; High, 1; Junior High, 5; Parochial, 2; Number of Pupils, 17,675.

Churches: Baptist, 15; Christian Science, 2; Congregational, 1; Episcopal, 1; Hebrew, 2; Methodist, 13; Presbyterian, 6; Roman Catholic, 5; Miscellaneous, 32.

Banks: National, 6; Capital, Surplus, and Undivided Profits (all banks), \$6,959,030; Total Deposits (all banks), \$87,000,000; Total Resources (all banks), \$107,954,000; Total Savings Banks Deposits, \$15,104,613; Total Bank Clearings (12 months, 1925), \$436,148,418.

Theatres: Legitimate, 1; Moving Pictures, 12; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 5; Total number of seats, 20,000.

Location: In northeastern Oklahoma, 256 miles south of Kansas City, 424 miles southwest of St. Louis, and 284 miles north of Dallas. Served by the St. Louis & San Francisco (Frisco System), M. K. & T., Midland Valley, Atchison, Topeka and Santa Fe. Excellent bus and electric railway service to all points in trade territory.

Principal Industries: Petroleum production and refining, oil well supplies and machinery, cotton sheeting, glass, furniture, stoves. Large coal, lead and zinc mines in trade territory.

Manufacturing Establishments: 210. Leading firms: Cosden Co., Texas Co., Sand Spring Cotton Mill, Kerr Glass Co., Oklahoma Iron Works, Braden Co., Queen Bee Stove Co. Practically all the large oil companies have warehouses and shops.

Special Information: Tulsa is one of the greatest oil centers in the world, the financial center of the Mid-Continent field, the industrial center of Oklahoma, the hub of the extensive system of paved highways in the southwest, the center of a rich agricultural and dairying district, an important jobbing center. Very large income producing point on the Frisco System, Cosden Co. operates the largest independent refinery in the mid-continent oil field.

Residential Features: Mostly single family homes. No congested areas. Colored section entirely segregated. No tenement districts. Tulsa is noted for its many magnificent homes and beautiful residence sections made possible by the great wealth of the prominent men in the oil industry.

Retail Shopping Section: Extends 12 blocks south to Frisco R.R. (which is the dividing line between the north and south parts of the city) along Main Street, and for about 8 blocks along Boston, Boulder; 6 blocks along Cincinnati and Cheyenne, these streets all paralleling Main Street. Also on cross streets between limits set above. There are outlying retail sections in West Tulsa and Sand Springs, and several smaller "neighborhood sections" with the usual grocery, meat, drug and small shops.

Trading Area: Extends for approximately 100 miles in every direction and Tulsa is the retail center for this entire area.

Wholesale Houses: Groceries, 6; meats, 4; fruits, 10; hardware, 1; miscellaneous lines, oil well supplies, confectionery, paper, etc.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 28; commercial automobile agencies, 8; automobile accessories, 8; automobile tire agencies, 14; bakers, 16; cigar stores and stands (including hotels), 30; confectioners (including hotel stands), 28; dressmakers, 5; druggists, 6; druggists, 106 (chain, 7); dry goods, 13; department stores, 4; electrical supplies, 20; florists, 7; fruits, 15; furniture, 47; furriers, 1; garages (public), 56; grocers, 239 (chain, 45); hardware, 12; jewelry, 11; meat markets, 150; men's furnishings, 30; men's clothing, 37; merchant tailors, 21; milliners, 13; opticians, 7; photographers, 18; pianos (and miscellaneous musical instruments), 6; radio supplies, 3; restaurants (including hotels), 81 (chain, 2); shoes, 16; sporting goods, 5; stationers, 3; women's apparel, 18.

Miscellaneous Data: Street car service; gas, natural; electric current, alternating and direct; water, soft.

See announcement columns 3 and 4

WILSON, OKLA.

(Carter County)

1920 Population, 2,286.

City and Suburban Estimate, 3,200.

Native Whites, 98%; Foreign Born, 2%; Industrial Workers, 25%; English Reading, 100%; Families, 500.

Schools: Public Grade, 1; High, 1; Junior High, 1.

Churches: Baptist, 1; Church of Christ, 1; Miscellaneous, Modern Apostolic, 1.

Banks: National, 1; State, 1. Total Resources, \$450,644.08; Savings Bank Deposits Total, \$400,000.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 4. Total number of seats, 2,000.

Location: About midway on Ringling Ry. System, which extends from Ardmore, Okla., city of about 2,500, to Ringling, Okla., a small town of probably 700. To nearest larger city (30-mile system), by railroad, 1 hour; by auto, 1 hour.

Principal Industries: Cotton, oil, produce, lumber, markets, refining of oil.

Manufacturing Establishments: Leading firms: Wyanza Refining Co., Daisy Bell Refining Co.

Special Information: Wilson's oil industry is the most prominent, with cotton production ranking a close second, and other very important agricultural products, such as corn, milo maize, and garden produce, pecans, and peaches in the horticultural line.

Residential Features: The families of this city and neighborhood are mostly old residents here. Unlike most oil-field towns the city has a large per cent of well-built homes. No apartments. One good hotel.

Retail Shopping Section: On Main Street, with 10 blocks of business houses; C Street, with 2 blocks, and D Street, with 5 blocks.

Trading Area: East, 3 miles; west, 6 miles; south, 10 miles; north, 8 miles.

Wholesale Houses: Groceries, 1; hardware, 2; Miscellaneous lines, lumber, 3; oil, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 3; commercial auto. agencies, 3; automobile accessories, 7; automobile tire agencies, 8; bakers, 1; total cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 13; dressmakers, 2; druggists, 4 (chain, 1); dry goods, 8; department stores, 1; electrical supplies, 2; fruits, 15; furniture, 3; furriers, 2; garages (public), 7; grocers, 13; hardware, 3; jewelry, 2; meat markets, 4; men's furnishings, 2; men's clothing, 2; merchant tailors, 3; milliners, 2; opticians, 1; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 8.

Miscellaneous Data: Average temperature, 70 degrees; average number of rainy days per twelve months, 60; most pleasant months, Sept., Oct., Nov., Dec. Doctors (medical, 6), (dentists, 2); (osteopaths, 1); number of wired houses, 440; gas, natural; electric current, direct; water, soft.

WOODWARD, OKLA.

(Woodward County)

1920 Population, 3,896.

City and Suburban Estimate, 5,000.

Native Whites, 98%; Foreign Born, 2%; Industrial Workers, 3%; English Reading, 100%; Families, 1,000.

Schools: Public Grade, 6; High, 1; Junior High, 1; Business College, 1. Number of Pupils, 1,250.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous: Disciples Christ, United Brethren, Nazarene.

Banks: National, 1; State, 1. Total Resources, \$2,500,000; Building and Loan Association, \$233,000.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1; Convention Hall, High School and Community Bldg. Total number of seats, 1,800; Convention Hall; 800; High School; 800; Community Bldg.

Location: Atchison, Topeka & Santa Fe main line to Pacific coast, to Kansas City and Chicago, carrying through passenger and freight service on fast schedules. Missouri, Kansas and Texas, direct line to Fort Worth, Dallas and Gulf coast. To nearest large city, by railroad, 5½ hours; by auto, 7½ hours.

Principal Industries: Ice plant, ice cream factory, butter factory, bakeries, cement blocks, and the government experimental farm (town is rural center, supported by diversified farming, ranging from beef cattle to intensive truck gardening, and including poultry, dairying, sheep and hogs).

Manufacturing Establishments: Leading firms: Railways Ice & Coal, Greer's Ice Cream Co., Woodward Cement Co., City Bakery, Purity Bakery, Puritan Creamery, Bowlin's Broom Factory, Kightlinger Monument Works. Total value of yearly output of factories estimated at \$500,000.

Special Information: Woodward is in the center of an area which has been officially declared by an authorized commission of the French government, in a critical survey of the United States, to be absolutely free from tuberculosis. Residential Features: Mostly of bungalow type. Ample bridges; good roads.

type, wooden, stucco and brick veneer, well set on spacious grounds. Some more pretentious structures two stories, colonial designs. All special attention to lawns, flower gardens and landscaping. Houses mostly one-family plants, with sufficient family apartments to accommodate limited demand.

Retail Shopping Section: Confined largely to Main Avenue from Fifth to Tenth inclusive—with some activity on adjoining blocks to Main, 7th, 8th, 9th and 10th Streets.

Trading Area: Forty miles north, 36 miles east, 50 miles south and 85 miles west by north-west. (This is conservative and includes the mass and not the exceptional, or chance buyer from remote distances.)

Wholesale Houses: Groceries, 3; fruits and produce, 1; Miscellaneous lines, brooms, 1; ice cream, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto. agencies, 6; automobile accessories, 7; automobile tire agencies, 7; bakers, 2; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 5; delicatessen, 1; dressmakers, 3; druggists, 3 (chain, 2); dry goods, 8; department stores, 3; electrical supplies, 1; florists, 1; fruits, 10; furniture, 3; garages (public), 8; grocers, 10; hardware, 4; jewelry, 2; meat markets, 3; men's furnishings, 4; men's clothing, 4; merchant tailors, 1; milliners, 3; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 6; restaurants (including hotels), 5; sporting goods, 2; stationers and printers, 3; women's apparel, 4.

Miscellaneous Data: Average temperature, 58 degrees; average number of rainy days per twelve months, 81; most pleasant months, April, May, June, Sept., Oct. Doctors (medical, 9), (dentists, 5), (osteopaths, 5); number of wired houses, 100%; electric current, alternating; water, soft.

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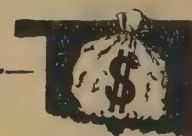
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Guide to Daily Newspaper Markets of OREGON

ALBANY, ORE.

(Linn County)

1920 Population, 4,840. (1926 Est. 8,000.)
City and Suburban Estimate, 35,000.

Native Whites, 92%; Foreign Born, 8%; Industrial Workers, 30%; English Reading, 98%; Families, 1,450.

Schools, 5; Number of Pupils, 1,476.

Churches, 16.

Banks, 3; Total Resources, \$4,950,000.

Theatres, 2; Total number of seats, 1,100.

Location: 83 miles south of Portland on Willamette River, on Southern Pacific R.R., Corvallis & Eastern R.R. and Oregon Electric R.R.

Principal Industries: Stock raising, wool growing, fruit canning, brick yards, iron works, flour mill and wood working factories, tannery, harness and saddle factory, milk condensers, creameries, saw mills, car shops, railroad works and agriculture.

Residential Features: Mostly one and two family houses on well paved streets.

Retail Shopping Section: Ten blocks.

Trading Area: 18 mile radius.

Wholesale Houses: Groceries, 1; meats, 1; fruits, 1; drugs, 1; tobacco, 1; confectioners, 1; flour, 4; butter, 2; lumber, 3; auto accessories, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial auto. agencies, 11; automobile accessories, 20; automobile tire agencies, 20; bakers, 7; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 4; delicatessen, 2; dressmakers, 10; druggists, 5; dry goods, 6; department stores, 3; electrical supplies, 4; florists, 2; fruits, 4; furniture, 6; furriers, 4; garages (public), 14; grocers, 20; hardware, 6; jewelry, 3; meat markets, 6; men's furnishings, 5; men's clothing, 6; merchant tailors, 5; milliners, 7; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 6; radio supplies, 6; restaurants (including hotels), 11; shoes, 8; sporting goods, 4; stationers, 6; women's apparel, 7.

ASHLAND, ORE.

(Jackson County)

1920 Population, 4,283. (1925, est. 52,000.)

City and Suburban Estimate, 10,000.

Native Whites, 95%; Foreign Born, 5%; Industrial Workers, 38%; English Reading, 98%; Families, 1,365.

Schools, 3; Number of Pupils, 1,175.

Churches, 10.

Banks, 3; Total Resources, \$2,760,000.

Theatres, 2; Total number of seats, 1,750.

Location: 22 miles from Northern California border via main line of Pacific Highway on main line Southern Pacific R. R.

Principal Industries: Cannery, creamery, granite works, box factory, lithia springs and carbon gas bottlers, iron foundries, cigar factories, lumber products.

Residential Features: Modern, small family homes of average cost; new apartments.

Retail Shopping Section: Seven blocks on Main, Alameda, Oak, Pioneer and First to Fourth Streets.

Trading Area: 20 miles radius, including large area in Northern California.

Wholesale Houses: Groceries, 1; meats, 1; fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 8; automobile accessories, 7 (chain, 1); automobile tire agencies, 8; bakers, 4; cigar stores and stands (including hotels), 14; confectioners (including hotel stands), 5; delicatessen, 3; dressmakers, 12; druggists, 6; dry goods, 6; department stores, 2; electrical supplies, 6; florists, 3; fruits, 5; furniture, 6; garages (public), 18; grocers, 13; hardware, 4; jewelry, 4; meat markets, 5; men's furnishings, 5; men's clothing, 4; merchant tailors, 3; milliners, 4; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 5; restaurants (including hotels), 13; shoes, 7; sporting goods, 2; stationers, 4; women's apparel, 5.

Miscellaneous Data: Most pleasant months, June, July, Aug., Sept., Oct.; doctors (medical, 5), (dentists, 6), (osteopaths, 2); gas, artificial; electric current, alternating; water, soft.

ASTORIA, ORE.

(Clatsop County)

1920 Population, 14,027.

City and Suburban Estimate, 30,000. Most important cities and towns in this area are: Seaside (pop. 3,500); Warrenton (1,000); Gearhart (500); Cannon Beach (400).

Schools: Public Grade, 7; High, 1; Junior High, 3; Parochial, 3; Number of Pupils, 2,700.

Churches: Baptist, 1; Christian Science, 1;

Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 6.

Banks: National, 2; State, 2. Capital, Surplus and Undivided Profits (all banks), \$941,610.55; Total Deposits (all banks), \$7,104,750.59; Total Resources (all banks), \$8,449,577.50. Total Bank Clearings: (12 months), \$23,240,774.38; Jan. to June 30, 1926.

Theatres: Moving Pictures, 3. Total number of seats, 2,436.

Location: On south shore of Columbia River. Served by S. P. and S. Ry., Harkins Transportation Co., and numerous coastwise and foreign steamship lines. Excellent bus service to Portland and way points.

Principal Industries: Salmon packing, lumber mills, flour milling, furniture manufacturing and machinery shops, dairying.

Manufacturing Establishments: 27. Leading firms: Astoria Flour Mills, Astoria Box Co., Union Fisherman Co., Op. Packing Co., Columbia River Packer's Assn., Samborn Cutting Co., Altoona Packing Co., Anderson Fish Co., Young's Bay Lumber Co., Freeland Table Co., Columbia Iron & Steel Works. Total value of yearly output of factories estimated at \$10,000,000.

Special Information: Located at the mouth of the Columbia River. Natural ocean outlet for 350,000 square miles of territory. One of the largest freshwater seaports in the country.

Residential Features: Mostly one and two-family houses. Private homes predominate. Fine residential section. Homes in latter section average in value \$8,000.

Retail Shopping Section: There are three outlying retail business sections and several smaller "neighborhood" sections with the usual grocery, confectionery, meat and small shops.

Trading Area: Extends about thirty miles east, south and west and twenty miles north. Good bus, train and boat service to these points.

Wholesale Houses: Groceries, 3; meats, 2; fruits, 3; miscellaneous lines: ice cream, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 14; commercial automobile agencies, 5; automobile accessories, 5; automobile tire agencies, 4; bakers, 5; cigar stores and stands (including hotels), 21; confectioners (including hotel stands), 12; druggists, 6; dry goods, 5; department stores, 4; electrical supplies, 4; florists, 3; fruits, 2; furniture, 5; garages (public), 8; grocers, 24; hardware, 7; jewelry, 6; meat markets, 10; men's furnishings, 13; men's clothing, 11; merchant tailors, 6; milliners, 8; opticians, 3; photographers, 4; pianos (and miscellaneous musical instruments), 4; radio supplies, 2; restaurants (including hotels), 15; shoes, 5; sporting goods, 2; stationers, 3; women's apparel, 5.

Miscellaneous Data: Doctors (medical, 20), (dentists, 13), (osteopaths, 2); gas, artificial; number of meters, 842; electric current, alternating; number of wired houses, 2,981; number of automobile registrations, 302; water, soft.

BAKER, ORE.

(Baker County)

1920 Population, 7,729 (1926 est., 10,000).

City and Suburban Estimate, 18,000. Most important cities and towns in this area are: Haines, North Powder, Huntington.

Native Whites, 90%; Negroes, 2%; Foreign Born, 8%; English Reading, 90%; Families, 1,900.

Schools: Public Grade, 5; High, 1; Junior High, 1; Parochial, 1. Number of Pupils, 1,800.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 5.

Banks: National, 2; State, 1. Total Resources, \$6,000,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 3.

Location: O. W. R. & N. (part of Union-Pacific, Sumpter Valley R.R.). To nearest large city, by railroad, 13 hours; by auto, 13 hours.

Principal Industries: Farming and lumbering, livestock, mining, dairying.

Manufacturing Establishments: 10. Leading firms: Baker White Pine Lumber Co., 4 large lumber mills.

Special Information: \$15,000,000 producing annually.

Residential Features: 75% own homes.

Retail Shopping Section: Main Street, Broadway, Washington Avenue, Court Street.

Trading Area: 10,000 square miles.

Wholesale Houses: Groceries, 1; meats, 2; fruits, 1; hardware, 2; creamery, 2; ice cream, 1; condensed milk, 1; calendar factory, 1; cigar factory, 1; greenhouses.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 14; automobile accessories, 6; bakers, 5; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 5; dressmakers, 5; druggists, 6; department stores, 4; electrical supplies, 2; florists, 1; furniture, 3; grocers, 20 (chain, 2); hardware, 2; jewelry, 3;

meat markets, 6; men's furnishings, 6; men's clothing, 5; merchant tailors, 3; milliners, 3; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 10; shoes, 1; stationers, 3; women's apparel, 2.

Miscellaneous Data: Average temperature, 45 degrees; average number of rainy days per twelve months, 125; most pleasant months, May, June, July, Aug., Sept., Oct. Doctors (medical, 11), (dentists, 10), (osteopaths, 2); number of wired houses, 1,900; gas, artificial; electric current, alternating; water, soft.

BEND, ORE.

(Deschutes County)

1920 Population, 5,914.

City and Suburban Estimate, 13,000. Most important cities and towns in this area are: Redmond (pop. 900); Madras (800); Primville (1,000).

Native Whites, 94%; Negroes, 1/2 of 1%; Foreign Born, 5 1/2%; Industrial Workers, 35%; English Reading, 98%; Families, 2,800 or more.

Schools: Public Grade, 7; High, 1; Junior High, 1; Parochial, 1. Number of Pupils, 2,036.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 5.

Banks: National, 1; State, 1. Total Deposits (all banks), \$2,556,294.39; Total Resources (all banks), \$2,799,462.52; Total Savings Banks Deposits, \$1,006,217.42.

Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 3,500.

Location: Terminal of Deschutes Branch O. W. R. & N. Co. and Oregon Trunk Branch S. P. & S. Co. Rys. On Dalles-California and McKenzie Highways. Excellent bus service in four directions. To nearest large city, by railroad, 10 1/2 hours; by auto, 8 hours.

Principal Industries: Lumber, milling and logging, iron founding and machine shops, railroad shops.

Manufacturing Establishments: 6. Leading firms: Brooks-Scanlon and Shevlin-Hixon Lumber Companies. Total value of yearly output of factories estimated at \$25,000,000.

Special Information: Main business and economic center of territory extending 150 miles in all directions, including three counties and parts of two others, only city of any size. Center of great Central Oregon vacation land. Summit Cascade mountains and 100 mountain lakes within two hours by auto. End of railroad transportation for vast territory, some of which is now irrigated and producing heavily.

Residential Features: City of home owners. No workingman's tenement houses. Homes modern, practically all built within last four years, average cost \$3,500. All business streets and residence streets paved and macadamized.

Retail Shopping Section: Extends from Wall Street for 7 blocks; Bond Street, for 9 blocks; Oregon, Minnesota, Franklin and Greenwood Avenues, 2 to 6 blocks, with business and other industries scattered throughout the outskirts of city. There are 150 business houses in the city.

Trading Area: Shopping people come here from Madras, 50 miles; Mitchell, east, 75 miles; Burns and Lakeview, southeast and south, 150 miles, and west to Cascade mountains, 5 to 30 miles. Mostly by automobiles and buses.

Wholesale Houses: Groceries, 3; meats, 2; fruits, 3; hardware, 1; Miscellaneous lines, candy, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial auto. agencies, 6; automobile accessories, 8; automobile tire agencies, 10; bakers, 3; total cigar stores and stands (including hotels), 19; dressmakers, 3; total druggists, 4; dry goods, 4; department stores, 3; electrical supplies, 3; florists, 2; fruits, 1; furniture, 5; furriers, 1; garages (public), 9; total grocers, 22 (chain, 2); hardware, 3; jewelry, 5; total meat markets, 7; men's furnishings, 6; men's clothing, 5; merchant tailors, 3; milliners, 4; opticians, 4; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; total restaurants (including hotels), 20; sporting goods, 3; stationers, 1; women's apparel, 6.

Miscellaneous Data: Average temperature, 46.8 degrees; average number of rainy days per twelve months, 120. Doctors (medical, 10), (dentists, 7), (osteopaths, 2); number of wired houses, 2,696; electric current, alternating and direct; water, soft.

CORVALLIS, ORE.

(Benton County)

1920 Population, 5,752.

City and Suburban Estimate, 6,300.

Native Whites, 95%; Foreign Born, 5%; Industrial Workers, 30%; English Reading, 98%; Families, 1,510.

Schools: 5. Number of Pupils, 1,500.

Churches: 12.

Banks: 3. Total Resources, \$4,270,000.

Theatres: 2. Total number of seats, 1,100.

Location: 87 miles south of Portland on lines of Southern Pacific R.R., and Oregon Electric Railways.

Principal Industries: Lumbering, farming, home of Oregon Agriculture College.

Retail Shopping Section: About 6 blocks on Second, Third, Madison, Jefferson and Monroe Streets.

Trading Area: West about 60 miles, north and south 10 miles, east about 12 miles.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 5; automobile accessories, 12; automobile tire agencies, 12; bakers, 3; cigar stores and stands (including hotels), 4; confectioners (including hotel stands), 5; dressmakers, 10; druggists, 7; dry goods, 6; department stores, 3; electrical supplies, 4; florists, 10; fruits, 4; furniture, 4; garages (public), 8; grocers, 17; hardware, 5; jewelry, 3; meat markets, 6; men's furnishings, 3; men's clothing, 3; merchant tailors, 3; milliners, 4; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 5; shoes, 6; sporting goods, 3; stationers, 2; women's apparel, 5.

EUGENE, ORE.

(Lane County)

1920 Population 10,593. (1925, est. 19,000.)

City and Suburban Estimate, 45,000.

Native Whites, 94%; Foreign Born, 6%; Industrial Workers, 12.2%; English Reading, 98.5%; Families, 3,975.

Schools: Public Grade, 6; High, 2; Junior High, 3; Parochial, 1; Number of Pupils, 3,750.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 10.

Banks: National, 2; State, 2; Total Resources, \$3,641,246.70; Savings Banks Deposits, Total, \$2,856,038.77.

Theatres: Legitimate, 1; Moving Pictures, 4; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 3,000.

Location: On main line of Southern Pacific; Southern terminus on Pacific Coast of Oregon Electric, owned jointly by the Northern Pacific and Great Northern. Branch lines from here reach entire southwestern and southeastern Oregon. On paved Pacific highway, paved from Canada to Mexico. On main trans-state east and west highway. Excellent bus and truck service on all these highways. To nearest large city by railroad, 4 1/2 hours; by trolley, 4 1/2 hours; by auto, 4 1/2 hours.

Principal Industries: Lumbering, fruit and vegetable canning and preserving, woolen mills, furniture and woodworking plants and railroad shops.

Manufacturing Establishments: 60. Leading firms: Booth-Kelly Lumber Co., Eugene Fruit Growers' Association, Eugene Woolen Mills, Far West Mfg. Co., Eugene Excelsior Co. Total value of yearly output of factories estimated at \$25,000,000.

Special Information: Building permits, first six months of 1925, 1,406,555. This total exceeded in entire Pacific Northwest only by Portland, Seattle, Tacoma and Spokane. One twentieth of the nation's remaining supply of timber lies within a radius of 75 miles of Eugene. Lane county heaviest timbered county in the United States, containing 65 billion feet. Railroads and highways make this natural distributing point for southern Oregon; 175 traveling men work out of Eugene.

Residential Features: Chiefly one- and two-family homes. Limited number of high class apartment houses. Bungalow courts increasing in number. Handsome residence section in hills surrounding city. No tenement section or "shack" section. Average value of homes throughout the city around \$3,000. Better type homes average \$15,000 to \$20,000.

Retail Shopping Section: Willamette Street from Fifth to Eleventh; about four blocks each on Seventh, Eighth and Ninth Avenues, crossing Willamette; Civic Center around parks, bounded by Eighth and Ninth Avenues, and East and West Park Streets. Small outlying retail district near University of Oregon. Springfield population, 2,000, located just across Willamette River, constitutes second outlying retail district.

Trading Area: Extends 75 miles west to Pacific Ocean, 75 miles east to summit of Cascade Range, 25 miles north and 30 miles south. Trading area large because of lack of large towns. Well served with paved and macadam roads, and automobile ownership averages one car to each five persons.

Wholesale Houses: Groceries, 5; meats, 2; fruits, 4; dry goods, 2; drugs, 1; musical instruments, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 18; commercial automobile agencies, 6; automobile accessories, 13; automobile tire agencies, 15; bakers, 9 (chain, 3); cigar stores and stands (including hotels), 18; confectioners (including hotel stands), 16; delicatessen, 16; dressmakers, 12; druggists, 9 (chain, 1); dry goods, 13; department stores, 8; electrical sup-

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OREGON (Cont'd)

Eugene (cont'd)

plies, 5; florists, 6; fruits, 4; furniture, 9; furriers, 2; garages (public), 15; grocers 42 (chain 2); hardware, 5; jewelry, 4; meat markets, 13 (chain, 1); men's furnishings, 12; men's clothing, 12; merchant tailors, 7; milliners, 9; opticians, 5; photographers, 7; pianos (and miscellaneous musical instruments), 6; radio supplies, 3; restaurants (including hotels), 15; shoes, 6; sporting goods, 4; stationers, 4.

Miscellaneous Data: Average temperature, 52.41 degrees; average number of rainy days per 12 months, 160; most pleasant months, April to November; doctors (medical, 35); (dentists, 23); (osteopaths, 3); number of wired houses, 4,915; street car service; gas, artificial; electric current alternating; water, soft.

GRANTS PASS, ORE.

(Josephine County)

1920 Population, 3,151.

City and Suburban Estimate, 9,000. Most important cities and towns in this area are: Kerby (pop. 500); Merlin (100); Wolf Creek (100).

Native Whites, 100%; English Reading, 99%.

Schools: Public Grade, 3; High, 1; Junior High, 1; Number of Pupils, 1,290.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 10.

Banks: National, 1; State, 1; Total Resources, \$2,774,805. Savings Bank Deposits Total, \$801,163.

Theatres: Moving Pictures, 1. Total number of seats, 1,000.

Location: Southern Pacific Ry. 300 miles from Portland and 450 miles from San Francisco. Bus service on paved highway from Los Angeles to Portland, Oregon. Junction of the Pacific and Redwood Highways. Redwood Highway to Crescent City, Calif., water shipping point, 90 miles. Also terminus of Calif. & Oregon Coast Ry., extending 15 miles toward the coast and depending upon lumber shipments principally. On Rogue River, world famous fishing stream. Gateway to Oregon Caves, major scenic attraction on Redwood Highway.

Principal Industries: Lumbering, dairying, fruit, the home of the Tokay grape. Irrigated farm district adjoining city.

Manufacturing Establishments: 1. Leading firms, Pine Company. There are 17 saw mills in county and two creameries.

Special Information: Trading center for vast area extending nearly to Pacific Coast. On paved highway, and is junction for western terminus of Redwood Highway.

Residential Features: 90% of residents are home owners.

Retail Shopping Section: Main business section on Pacific Highway between courthouse and river. Business houses cover nine blocks on Sixth Street, five blocks on G Street, and two blocks on H Street.

Trading Area: Extends 30 miles north, 15 miles east, 60 miles south and west.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial automobile agencies, 4; automobile accessories, 18; automobile tire agencies, 15; bakers, 3; cigar stores and stands (including hotel stands), 20; including grocers; dressmakers, 15; druggists, 5; dry goods, 4; department stores, 2; electrical supplies, 2; florists, 1; furniture, 5; garages (public), 10; grocers, 19 (chain, 4); hardware, 3; jewelry, 3; meat markets, 4; men's furnishings, 7; men's clothing, 5; merchant tailors, 2; milliners, 2; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments) 1; radio supplies, 3; restaurants (including hotels), 13; shoes, 5; sporting goods, 3; stationers, 4; women's apparel, 4.

Miscellaneous Data: Doctors (medical, 8); (dentists, 4); (osteopaths, 1); gas, artificial; electric current, alternating; water, soft.

KLAMATH FALLS, ORE.

(Klamath County)

1920 Population, 4,801 (1926 est., 11,000).

City and Suburban Estimate, 25,000. Most important cities and towns in this area are: Chiloquin (pop. 1,000); Merrill (500); Bonanza (275); Malin (524).

Native Whites, 85%; Foreign Born, 15%; Industrial Workers, 60%; English Reading, 90%; Families, 2,500 (Estimate-census report not completed).

Schools: Public Grade, 6; High, 1; Parochial, 1. Number of Pupils, 1,917 (Grade, 1,114; High School, 456; Parochial, 317).

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3; Christian, 1; Lutheran, 1; Non-Denominational, 1.

Banks: National, 2. Capital, Surplus and Undivided Profits (all banks), \$384,262.43; Total Deposits (all banks), \$4,882,070.72; Total Resources (all banks), \$5,601,925.66; Total Bank Clearings (12 months), \$15,591,260—1925.

Theatres: Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 2,500.

Location: Southern Pacific R.R., O. C. & E. S. P., with transcontinental connections, O. C. & E., with local connections only. To nearest large city, by railroad, 12 hours; by auto, 24 hours.

Principal Industries: Box lumber, agriculture, livestock.

Manufacturing Establishments: 50. Leading firms: Ewauna Box Co., Big Lake Box Co., Wheeler-Olmstead Lumber Co., Shaw-Bertram Lumber Co., Klamath Lumber & Box Co., Pelican Bay Lumber Co., Nine Lumber Co., Ackley Brothers Lumber Co., Kruse Lumber Co., Long Pine Lumber Co., Southern Oregon Lumber Co., Anna Creek Lumber Co., Lamm Lumber Co., Solomon Butte Lumber Co., Sprague River Lumber Co., Chiloquin Lumber Co., Algoma Lumber Co., Swan Lake Lumber Co., Langell Valley Lumber Co., Sprague White Pine Lumber Co., Modoc Lumber Co., Martin Bros. Flour Mills, Swan Lake Moulding Co., Klamath Iron & Steel Works, etc. Total value of yearly output of factories estimated at \$20,000,000 lumber, \$1,000,000 miscellaneous.

Special Information: Heart of world's largest stand, yellow and white pine. Wonderful playgrounds. Gateway to Crater Lake, sixty miles distant. Seat of United States Government's "Klamath" reclamation project, costing millions, and putting 140,000 acres under water. Region trades largely with Portland and San Francisco and is close to northern California border. This city is on main line of S. P. Portland to S. F.

Residential Features: Cottages for workers, not tenements; seventeen apartment houses. Homes ranging in value from \$1,000 to \$30,000. Elevation, 4,200; artesian water; moderate summers and winters.

Retail Shopping Section: Main Street, 12 blocks; Klamath Avenue, 10 blocks; Third Street to Eleventh Street, inclusive, averaging 22 blocks.

Trading Area: 40 to 50 miles from north and east, 30 miles from west, and 40 miles from south. County is half as large as Maryland. This city is only consequential trading center in entire district.

Wholesale Houses: Groceries, 3; meats, 2; fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial automobile agencies, 5; automobile accessories, 4 (agencies also carry parts); automobile tire agencies, 9; bakers, 5; cigar stores and stands (including hotel stands), 22; confectioners (including hotel stands), 8; dressmakers, 5; druggists, 6; dry goods, 8; department stores, 3; electrical supplies, 4; florists, 2; fruits, 5; furniture, 8; furriers, 2; garages (public), 10; grocers, 42 (chain, 2); hardware, 5; jewelry, 3; meat markets, 6; men's furnishings, 8; men's clothing, 8; merchant tailors, 3; milliners, 5; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 4; radio supplies, 6; restaurants (including hotels), 15; shoes, 6; sporting goods, 7; stationers, 5; women's apparel, 3.

Miscellaneous Data: Average temperature, 48 degrees; average number of rainy days per twelve months, 40; most pleasant months, May, to December. Doctors (medical, 18); (dentists, 12); (osteopaths, 3); (chiropractors, 3); number of wired houses, 3,237; electric current, alternating and direct; water, soft.

LA GRANDE, ORE.

(Union County)

1920 Population, 6,913 (1926 est., 10,621).

City and Suburban Estimate, 19,000 (1924). Most important cities and towns in this area are: Union (pop. 1,100); Elgin (1,000); Cove (400); Enterprise (2,000).

Native Whites, 95%; Foreign Born, 5%; Industrial Workers, 25%; English Reading, 98%.

Schools: Public Grade, 4; High, 1; Parochial, 1.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 2. Capital, Surplus and Undivided Profits (all banks), \$390,463.21; Total Deposits (all banks), \$2,941,207.06; Total Resources (all banks), \$3,668,686.87; Total Bank Clearings (12 months), \$7,693,063.36.

Theatres: Moving Pictures 3; Miscellaneous (Auditoriums, etc.), 3.

Location: In northeast Oregon in the Blue Mountains, in Grande Ronde Valley, 18 miles west, 34 miles long. Served by main line U. P. R.R. and the Old Oregon Trail. To nearest large city, by railroad, 287 miles, 8½ hours; by auto, 10 hours.

Principal Industries: Agriculture, fruit, livestock, lumbering, lumber byproducts, railroad shops and iron foundry, packing plant.

Manufacturing Establishments: 10. Grande Ronde Lumber Co., Bowman-Hicks Lumber Co., White Pine Lumber Co., Union Box Co., La Grande Foundry, La Grande Construction & Supply Co., Mt. Emily Lumber Co., Grande Ronde Meat Co., packers.

Special Information: La Grande, the largest city in Eastern Oregon, serves as an exclusive outlet to the entire Wallowa County through the Joseph Branch of the Union Pacific and the La Grande-Wallowa Lake Highway. La Grande's payroll from R.R. shops, and division, lumber mills, and chief industries, exceeds \$4,000,000 annually.

Residential Features: Mainly one and two-family houses; few apartment houses in proportion to population; private homes predominate. The chief residential streets, 14 miles, are all paved with 30 or 40-ft. hard-surface pavement; other streets macadam.

Retail Shopping Section: Extends from Third Street on Adams Avenue east to Hemlock Street, a distance of 7 blocks; Washington Avenue and Jefferson Street parallel Adams Avenue, and have business blocks of 3 and 5 blocks, respectively; Depot, Elm, Fir, Greenwood, crossing Adams Avenue, have from 2 to 4 blocks of retail shops.

Trading Area: Extends throughout Union and Wallowa counties, due to large bus service, which is accorded to La Grande permanent highways and U. P. service. Oil macadam state highways in all directions.

Wholesale Houses: Groceries, 1; meats, 2; fruits, 1; Miscellaneous lines: confectionery, 2; lumber, 4; oil companies, 5.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 16; commercial auto. agencies, 4; automobile accessories, 12; automobile tire agencies, 13; bakers, 3; cigar stores and stands (including hotels), 25; confectioners (including hotel stands), 20; delicatessen, 2; dressmakers, 6; druggists, 5; dry goods, 4; department stores, 3; electrical supplies, 5; florists, 1; fruits, 3; furniture, 4; furriers, 1; garages (public), 10; grocers, 15; hardware, 4; jewelry, 3; meat markets, 8; men's furnishings, 7; men's clothing, 7; merchant tailors, 2; milliners, 4; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; restaurants (including hotels), 10; shoes, 1; sporting goods, 6; stationers, 2; women's apparel, 6.

Miscellaneous Data: Average temperature, 48.6 degrees; average number of rainy days per twelve months, 63; most pleasant months, June, July, Aug., Sept., Oct. Doctors (medical, 9); (dentists, 8); (osteopaths, 2); number of wired houses, 1,721; electric current, alternating; water, soft; building permits (last six months of 1926), \$200,000.

MARSHFIELD, ORE.

(Coos County)

1926 Population, 6,500.

City and Suburban Estimate, 12,500. Most important cities and towns in this area are: Powers (pop. 1,500); Coquille (1,800); North Bend (3,800); Reeds Port (1,800); Bandon (1,750).

Native Whites, 89¼%; Negroes, ¼%; Foreign Born, 10%; Industrial Workers, 80%; English Reading, 90%; Families, 2,000.

Schools: Public Grade, 8; High, 2; Junior High, 1; Parochial, 1. Number of Pupils, 2,090.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 2; State, 2. Capital Surplus and Undivided Profits (all banks), \$563,099.60; Total Deposits (all banks), \$3,338,650.97; Total Resources (all banks), \$4,003,373.84.

Theatres: Legitimate, 2; Moving Pictures, 3; Vaudeville, none; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 3,240.

Location: Southwestern Oregon, Southern Pacific Ry., Pacific S. S. Co., Nelson S. S. Co., McCormick S. S. Co., Intercoast S. S. Co. and Port of call for Japanese lumber steamers. To nearest larger city, by railroad, 11 hours; by automobile, 10 hours.

Principal Industries: Lumber, box companies, veneer plants, creameries, butter factory, cheese factories, dairying, fruit growing, fishing, coal mining, fish packing, ice and shipping.

Manufacturing Establishments: 16. Leading firms: Coos Bay Lumber Manufacturing Co., Stout Lumber Co., Coos Veneer Box Co., Western Lumber Mfg. Co., Coos Bay Iron Works, Coos Bay Mutual Creamery Co., J. L. Koontz Factory, Chas. Feller, Inc., Wm. Jutstrom Co.

Special Information: Only harbor of importance between San Francisco, Calif., and Portland, Ore. Last year's lumber shipments totaled 255,134,356 feet. Over one-sixth of lumber of Pacific Northwest will be distributed through this port.

Residential Features: 1,918 houses, 480 apartments.

Retail Shopping Section: Central Avenue, 8 blocks; Broadway, 16 blocks; Commercial Avenue, 6 blocks; Market Avenue, 5 blocks; Front Street, 4 blocks; Second Street, 6 blocks; Third Street, 4 blocks.

Trading Area: Forty miles north, south and east; only 4 miles west to Pacific Ocean.

Wholesale Houses: Groceries, 3; meats, 1; fruits, 1; hardware, 1; Miscellaneous, 4.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial automobile agencies, 8; automobile accessories, 3; automobile tire agencies, 6; bakers, 3; total cigar stores and stands (including hotel stands), 14 (chain, 4); confectioners (including hotel stands), 10; delicatessen, 4; dressmakers, 16; total druggists, 7; dry goods, 2; department stores, 2; electrical supplies, 4; florists, 2; furniture, 4; furriers, 1; garages (public), 8; total grocers, 22 (chain, 3); hardware, 4; jewelry, 4; total meat markets, 8; men's furnishings, 6; men's clothing, 4; merchant tailors, 3; milliners, 4; opticians, 2; photographers, 4; pianos (and miscellaneous musical instruments), 4; radio supplies, 8; total restaurants (including hotels), 9; shoes, 3; sporting goods, 2; stationers, 2; women's apparel, 3.

Miscellaneous Data: Average temperature, 68 degrees; average number of rainy days per twelve months, 178; most pleasant months, May, June, July, Aug., Sept., Oct. Doctors (medical, 12); (dentists, 9); (osteopaths, 2); number of wired houses, 1,728; gas, artificial; number of gas meters, 592; electric current, alternating; water, soft.

MEDFORD, ORE.

(Jackson County)

1926 Population, 10,000.

City and Suburban Estimate, 25,000.

Native Whites, most; Foreign Born, few; English Reading, mostly.

Schools: Public Grade, 4; High, 1; Parochial, 2. Number of Pupils, 1,550 (city schools).

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4; Christian, 1.

Banks: National, 2; State, 2. Total Resources, \$4,500,000; Savings Banks Deposits Total, \$1,250,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 5,000.

Location: Southern Pacific main line; electric line to Jacksonville; logging road to timber. The auto truck lines carry freight, etc., in all directions, on through auto line to Los Angeles and Portland, Ore. The entire Pacific highway is hard surfaced through the county—55 miles. Other macadamized roads all over the county. Interurban auto cars run every hour in all directions. Medford is on new air mail line, Seattle, Wash., to Los Angeles. To nearest large city, by railroad, 13 hours; by auto, 15 hours.

Principal Industries: Lumber mills, box factories, cement plant, cement and brick works, canneries, ice plants, creameries, etc. The fruit industry of this valley is a big one, and there are 15 fruit packing and pre-cooling stations in Medford, adjacent territory. Greatest pear raising district; shipped over 1,800 car loads of pears last year; will ship over 2,500 this year.

Manufacturing Establishments: Leading firms: Aven Owen-Oregon Lumber Co., Tomlin Box Co., Rogue River Valley Cannery, Knight's Catsup Factory, Talent Cannery, Portland Cement Works, Medford Brick & Block Works, Medford Printing Co., Snider's Creamery, Jackson County Creamery, Medford Ice Co., Medford Concrete Construction Co.

Special Information: Center of Rogue River Valley and gateway to Crater Lake, one of seven world wonders. Paved highway in every direction, being largest city within 100 miles north in Oregon and 100 miles south in California, and having large store. Metropolitan in every way. People make this shopping and social headquarters for the whole territory; is big tourist center with wonderful camp grounds and splendid hotels. Per capita of autos far above average. Has wonderful mountain streams, fine fishing, hunting. Irrigation makes it splendid dairy and fruit country. New \$180,000 high school just completed; \$1,000,000 being expended on 32-mile pipe line for spring water.

Residential Features: City of splendid homes, beautiful, shady, paved streets; wonderful flowers March to December; plenty of pure mountain water; paved highways to many resorts nearby. Snow-capped mountains on ranges seven months of year, but scarcely any snow falls in city. Wonderful mountain streams, with fruit, fishing, camping, etc.

Retail Shopping Section. Covers several streets. Large stores, big stocks, up-to-date merchants, elegantly lighted business streets, 25 miles paving in city, good roads, mostly paved, makes this big trading area. Also number of suburban or residential stores.

Trading Area: People come from 100 miles in either direction, owing to wonderful paved roads and no other large cities, but principal trading area from which most of trade comes is 30 to 50 miles in either direction. Paved roads have put some of the smaller town stores out of the going.

Wholesale Houses: Groceries, 2; meats, 1; fruits, 1; produce, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial automobile agencies, 7; automobile accessories, 15; automobile tire agencies, 15; bakers, 4; cigar stores and stands (including hotel stands), 20 (chain, 1); confectioners (including hotel stands), 18; delicatessen, 2; dressmakers, 14; druggists, 7; dry goods, 7; department stores, 4; electrical supplies, 2; florists, 2; fruits, 4; furniture 3; furriers, 1; garages (public), 17; grocers, 22 (chain, 2); hardware, 4; jewelry, 5; meat markets, 9; men's furnishings, 8; men's clothing, 7; merchant tailors, 3; milliners, 7; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 4; radio supplies, 2; restaurants (including hotels), 10; shoes, 9; sporting goods, 3; stationers, 2; women's apparel, 7.

Miscellaneous Data: Average temperature, 52.8 degrees; average number of rainy days per twelve months, 73; most pleasant months, April to November. Doctors (medical, 18); (dentists, 12); (osteopaths, 2); number of wired houses, 2,100; gas, artificial; electric current, alternating and direct; water, soft.

OREGON CITY, ORE.

(Clackamas County)

1920 Population, 5,686 (does not include suburbs of about 11,000 total).

City and Suburban Estimate, about 12,500.

Native Whites, 98%; Foreign Born, 2%; Industrial Workers, 60%; English Reading, 100%; Families, 1,800.

Schools: Public Grade, 3; High, 1; Parochial, 2. Number of Pupils, 2,020.

OREGON (Cont'd)

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 7.

Banks: National, 2; State, 1; Total Resources, \$4,831,969.71; Savings Banks Deposits Total, \$2,337,708.54.

Theatres: Moving Pictures, 3. Total number of seats, 2,000.

Location: In Clackamas County, on Willamette River, 14 miles south of Portland; on main Southern Pacific line; Portland Electric Power street cars service, and bus line to Portland. Willamette Valley Southern Ry. taps rich timber and agricultural district of Clackamas County; has headquarters here. Mills use river navigation for transporting supplies and finished products.

Principal Industries: Paper manufacturing, woolen goods manufacturing, agriculture, furniture manufacturing.

Manufacturing Establishments: 4. Leading firms, Crown Willamette Paper Co., Hawley Pulp & Paper Co., Oregon City Mfg. Co. (woolen mills), Stearns Furniture Factory. Total value of yearly output of factories estimated at \$20,000,000. Payrolls total \$4,500,000 annually.

Special Information: Has historical interest; second oldest city in State. Is the gateway to the upper Willamette Valley. On the highway line of travel, getting practically all the tourist travel into the Pacific Northwest.

Residential Features: Mostly one and two-family houses; few apartments. Large percentage of people are home-owners. Many people living in surrounding towns of West Linn, Gladstone, Canemah, Bolton and Willamette work in Oregon City and trade here. Town is on a hillside, and a bluff separates the residential and business districts. Free municipal elevator. Concrete bridge connects West Linn and Oregon City.

Retail Shopping Section: Chiefly for 14 blocks on Main Street. A few business houses on hill, on Seventh Street.

Trading Area: Twenty-five miles in all directions except towards Portland.

Wholesale Houses: O. C. Mfg. Co., wholesale woolen goods.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial automobile agencies, 5; automobile accessories, 14; automobile tire agencies, 20; bakers, 2; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 4; delicatessens, 1; dressmakers, 10; druggists, 4; dry goods, 6; department stores, 3; electrical supplies, 4; florists, 3; fruits, 1; furniture, 5; garages (public), 6; grocers, 30; hardware, 6; jewelry, 3; meat markets, 10; men's furnishings, 5; men's clothing, 5; merchant tailors, 2; milliners, 3; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 9; restaurants (including hotels), 10; shoes, 1; sporting goods, 4; stationers, 4; women's apparel, 3.

Miscellaneous Data: Doctors, (medical, 11), (dentists, 9), (osteopaths, 2); gas, artificial; number of meters, 950; electric current, alternating; number of wired houses, 1,782; water, soft.

PENDLETON, ORE.

(Umatilla County)

1920 Population census, 7,387.

City and Suburban Estimate, 25,000. Most important cities and towns in this area are: Milton (pop. 1,747); Freewater (664); Hermiston (855); Athena (621); Weston (595).

Native Whites, 95%; **English Reading,** 95%; **Families,** 1,700 in city.

Schools: Public Grade, 4; High, 1; Parochial, 1; Number of Pupils, 1,496 in city.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous: Christian, 1; Peace Lutheran, 1.

Banks: National, 1; State, 1. Capital, Surplus and Undivided Profits (all banks), \$1,079,485.01; Total Deposits (all banks), \$5,475,647.26; Total Resources (all banks), \$7,794,907.70.

Theatres: Legitimate and Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, theatres, 1,750; High School Auditorium, 750.

Location: On main line of Union Pacific System (O. W. R. & N. Co.), 219 miles east of Portland, and is the southern terminus of its main line to Spokane; also operates branch lines which connect all of principal towns in county and a branch line of the Northern Pacific connects Pendleton with main line at Pasco, Wash. Pendleton is a natural highway center, being on the Old Oregon Trail, which to the west becomes the Columbia River Highway. Also on the Oregon-Washington Highway, which is a paved road, and the traffic over it is extremely heavy. With these splendid transportation facilities, Pendleton is ideally situated to become a distributing center for Eastern Oregon.

Principal Industries: Four flouring mills having a combined capacity of 2,050 barrels a day. Woolen mills, manufacturing Indian robes, bath robes, steamer robes, blankets, shawls, etc. Packing plant, creamery and ice cream manufacturing plant, planing mills, foundry and machine shops, saddle, saddle tree and harness manufacturing plant, roofing materials.

Manufacturing Establishments, 15. Leading firms, Pendleton Woolen Mills, Collins Flouring Mills, Pendleton Flour Mills Co., Walters Flouring Mills, Pendleton Flour and Grain Co.,

Pendleton Packing and Provision Co., Hamley & Co., Smythe-Barthel Co., Pendleton Lumber & Coal Co., Golden West Creamery, Pendleton Iron Works.

Special Information: Pendleton's volume of business is much greater than usual for a town of its size because it is the trading center of an unusually large agricultural and stock raising empire. The wealth of its trading zone has been estimated at over \$100,000,000. The population of Umatilla County alone is near 30,000 and Pendleton is in the geographical center of the county. Pendleton is the home of the Round Up, the "Epic Drama of the West," and Happy Canyon, "The Round Up's Little Brother." These are great outdoor shows and are held annually in September.

Residential Features: Pendleton is a city of good homes, and more than 10 miles of its streets are paved and the sidewalks and gutters are of concrete construction. The streets are shaded with trees, and fringes of well-kept parkings on either side are backed up with substantial houses. The city is more than fifty years old and has a wonderfully pleasing climate throughout the year. It is noted for its pure drinking water, which is secured from springs and is piped a distance of twenty miles from the mountains.

Retail Shopping Section: Pendleton has a very large section of business houses in proportion to its population, and this condition almost invariably attracts the attention of strangers. The reason for this is that the city has a large area from which it draws trade. The retail shopping section extends 4 blocks on Main St., 4 blocks on Court St., 4 blocks on Alta St., and 4 blocks on Webb St.

Trade Area: Extends over a radius of 40 miles north, east, west and south of Pendleton. Practically all of this section is covered with paved roads.

Wholesale Houses: Groceries, 1; meats, 1; fruits, 1; miscellaneous lines, gents' furnishings, 1; confectionery and cigars, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 14; commercial auto agencies, 5; automobile accessories, 5; automobile tire agencies, 16; bakers, 3; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 6; dressmakers, 4; druggists, 5; dry goods, 4; department stores, 3; electrical supplies, 2; florists, 2; furniture, 5; furriers, 2; garages (public), 15; grocers, 17; hardware, 2; jewelry, 4; meat markets, 8; men's furnishings and men's clothing, 8; merchant tailors, 2; milliners, 5; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 6; restaurants (including hotels), 14; shoes, 8; sporting goods, 4; stationers, 2; women's apparel, 3.

Miscellaneous Data: Doctors, (medical, 8), (dentists, 8), (osteopaths, 1); gas, artificial; number of meters, 1,132; electric current, alternating; number of wired houses, 2,045; water, soft.

PORTLAND, ORE.

(Multnomah County)

1920 Population, 258,288 (1920 est. 315,000).

City and Suburban Estimate, 475,000. Most important cities and towns in this area are: Vancouver (pop. 15,000); Forest Grove, (2,500); Oregon City (7,000).

Native Whites, 79.7%; **Negroes,** 0.6%; **Foreign Born,** 19.7%; **Industrial Workers,** 10%; **English Reading,** 98.3%; **Families,** 67,045. (1926 est. 75,000).

Schools: Public Grade, 76; High, 8; Parochial, 28; Number of Pupils, 52,923.

Churches: Baptist, 19; Christian Science, 8; Congregational, 15; Episcopal, 14; Hebrew, 5; Methodist, 38; Presbyterian, 26; Roman Catholic, 31; Miscellaneous, 69.

Banks: National, 9; State, 14; Trust Companies, 4; Capital, Surplus, and Undivided Profits (all banks), \$17,152,502; Total Deposits (all banks), \$166,902,264; Total Resources (all banks), \$189,174,985; Total Savings Banks Deposits, \$60,796,663; Total Bank Clearings (12 months, 1925), \$2,015,148,909.

Theatres: Legitimate, 2; Moving Pictures, 43; Vaudeville, 4; Miscellaneous (Auditoriums, etc.), 5.

Location: In northwestern Oregon, at confluence of Willamette and Columbia Rivers, 112 miles by water from Pacific Ocean, and at head of ocean navigation on Columbia River. Served by 54 coastwise and oceanic steamer lines. Also by Southern Pacific; O. W. R. & N. F., Spokane, Portland & Seattle; Gt. Northern and Northern Pacific and Oregon Electric Ryas. To nearest large city by railroad, 6 hours; by auto, 8 hours.

Principal Industries: Lumber manufacturing, furniture manufacturing, ready-cut houses, machinery, copper, tin and sheet metal products, stoves, furnaces and house heating equipment, auto bodies, accessories, ships and boats, rubber products, heels, soles, tires and tubes, cereals flour, bran, feeds and fertilizer, paper and paper products, woolen textiles, underwear, cloth, yarn, blankets, robes, clothing and knit goods, women's outing suits, men's and boys' clothing, work and rainproof clothing, shoes, saddlery and leather specialties, burlap bags and other gunny products, packing house products, fish, canned and fresh, canned, dried and dehydrated fruits and vegetables, vegetable and fish oils, oil products, soap, cleaning compounds and coconut oil compounds, paints, varnishes and chemicals, toilet preparations, drugs, medicine and mint.

Manufacturing Establishments: 1,000. Leading firms, Portland Woolen Mills, Portland Worsted Mills, Nicolai Door Co., Eastern & Western Lumber Co., Inman-Poulsen Lumber Co., American Can Co., Pacific Car & Foundry Co., Doernbecher Furniture Mfg. Co., Grand

Rapids Show Case Co., Portland Vegetable Oil Mills, Willamette Iron & Steel Works, Smith & Watson Iron Works. Total value of yearly output of factories estimated at \$200,000,000.

Special Information: Portland is the country's greatest lumber manufacturing center. One-fifth the world's supply of standing timber is in Oregon. Portland mills in 1923 cut 920 billion board feet, while total lumber output in Oregon in 1923 was four billion board feet. Portland is the outlet of the Willamette Valley, an extremely rich farming and dairying section and scattered throughout the State are many fertile fields, while the eastern half of the State is a famous wheat growing region. Portland is the second grain exporting port and second wool market of the United States.

Residential Features: Chiefly detached houses. No slum or tenement district. Proportion of apartment houses very small. Fully fifteen separate high class residential districts in the city.

Retail Shopping Section: Extends from Third Street to Fourteenth Street, and from Taylor Street to Ankeny Street (9 blocks), and about 15 outlying retail districts. The principal suburban shopping area, however, is within a radius of 40 miles.

Trading Area: Trading area irregular in shape owing to paved motor roads extending 123 miles south, 100 miles west, 100 miles north and 125 miles east.

Wholesale Houses: Groceries, 14; meats, 23; fruits, 16; hardware, 11; dry goods, 12; miscellaneous lines—notions, 3; shirts and overalls, 4; crockery, 3; drugs, 4.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 68; commercial automobile agencies, 6; automobile accessories, 15; automobile tire agencies, 146; bakers, 88; cigar stores and stands (including hotels), 108 (chain, 10); confectioners (including hotel stands), 700; delicatessens, 135; dressmakers, 27; druggists, 214 (chain, 19); dry goods, 112; department stores, 4; electrical supplies, 78; florists, 56; fruits, 50; furniture, 100; furriers, 5; garages (public), 121; grocers, 780 (chain, 122); hardware, 78; jewelry, 77; meat markets 236 (chain, 14); men's furnishings and men's clothing, 128; merchant tailors, 127; milliners, 35; opticians, 29; pianos (and miscellaneous musical instruments), 38; radio supplies, 15; restaurants 240 (chain, 13); sporting goods, 5; stationers, 7; women's apparel, 6.

Miscellaneous Data: Average temperature, 53 degrees; average number of rainy days per twelve months, 156; most pleasant months, May, June, July, Aug., Sept., Oct. Doctors (medical, 451), (dentists, 387), (osteopaths, 25); gas artificial; number of meters, 107,987; electric current, alternating and direct; number of wired houses, 72,000; water, soft.

ROSEBURG, ORE.

(Douglas County)

1920 Population, 4,381.

City and Suburban Estimate, 7,500.

Native Whites, 90%; **Foreign Born,** 10%; **Industrial Workers,** 40%; **English Reading,** 95%; **Families,** 1,500.

Schools: Public Grade, 4; High, 2; Parochial, 2; Number of Pupils, 1,750.

Churches: Baptist, 1; Christian, 1; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 6.

Banks: National, 2; State, 2; Total Resources, \$3,500,000; Savings Bank Deposits Total, \$451,000.

Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 3.

Location: Roseburg is situated about center of Douglas County, on bank of South Umpqua River. Served by S. P. R.R. Pacific Highway passes through city. Several auto bus lines, both freight and passenger, operate out of this city to coast points and also towns north as far as Seattle, south to San Diego. To nearest large city by railroad, 4 hours; by auto, 3 hours.

Principal Industries: Fruit raising, prunes, pears, peaches, apples, cherries and berries. Cattle, sheep, hogs, goats, poultry, hay and grain, and lumber on large scale. This is general county survey. City has S. P. Co. railroad shops and division headquarters.

Manufacturing Establishments: 6. Umpqua Canning Co., H. S. Gile Packing Co., California Packing Co., Drager Packing Co., Umpqua Broccoli Exchange, Roseburg Ice Co., Roseburg Lumber and Manufacturing Co., makers of crates and boxes.

Special Information: The geographical location of Roseburg makes it the hub for a vast section of country as large as half of New England.

Residential Features: Roseburg is a city of homes, most of the people owning own houses. There is but one regular apartment in the town. These homes are well kept with nice lawns and shade trees.

Retail Shopping Section: Extends from the S. P. Co. station in the western part of the city along Cass Street to Jackson, and thence north for eight blocks to North Roseburg.

Trading Area: Extends for more than 75 miles north and south of this city. Roseburg also draws from the stockmen from the east for more than 25 miles and for 20 miles on the west. Paved highways bring residents of small towns from 35 to 40 miles each way.

Wholesale Houses: Fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial automobile agencies, 4; automobile accessories, 14; automobile tire agencies, 15; bakers, 3; cigar stores and stands (including hotels), 6; confectioners (including hotel stands), 10; dressmakers, 6; druggists, 4;

dry goods, 6; department stores, 2; electrical supplies, 3; florists, 2; furniture, 5; garages (public), 7; grocers, 12 (chain, 4); hardware, 4; jewelry, 3; meat markets, 5; men's furnishings, 6; men's clothing, 6; merchant tailors, 4; milliners, 4; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 7; shoes, 9; sporting goods, 4; stationers, 2; women's apparel, 8.

Miscellaneous Data: Average temperature, 53 degrees; average number of rainy days per twelve months, 156; most pleasant months, May, June, July, Aug., Sept., Oct. Doctors (medical, 14), (dentists, 10), (osteopaths, 4); gas, artificial; electric current, alternating; water, soft.

SALEM, ORE.

(Marion County)

1920 Population, 17,679. (1926 est. 28,000.)

City and Suburban Estimate, 25,000. Most important cities and towns in this area are: Dallas (pop. 2,701); Woodburn (1,616); Independence (1,143); Silvertown (2,251).

Native Whites, 93%; **Negroes,** 1/2%; **Foreign Born,** 7%; **Industrial Workers,** 25%; **English Reading,** 99%; **Families,** 6,223 (Jan. 1, 1926).

Schools: Public Grade, 5; High, 1; Junior High, 5; Parochial, 1; Number of Pupils, 5,100. Willamette University, 625 students.

Churches: Baptist, 1; Christian Science, 1; Congregational, 2; Episcopal, 1; Methodist, 4; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 20.

Banks: National, 2; State, 2; Total Resources, \$11,723,643 (June 30, 1926). All above have savings departments.

Theatres: Legitimate, 2; Moving Pictures, 4; Vandeville, 2; Miscellaneous (Auditoriums, etc.), Armory seats 1,800. Total number of seats, 6,150.

Location: Southern Pacific Ry., Oregon Electric Ry. on Willamette River (navigable). On Pacific Highway. Stage lines all directions. Within Salem's immediate trading area, extending out 20 miles, there are 213 miles paved roads and 800 miles macadam and gravel roads. To nearest large city by railroad, 2 1/2 hours; by auto, 2 hours.

Principal Industries: Paper manufacture, table linen, linen twine, logging company and box factories, woolen mill, meat packing plant, paper products factory, 8 plants for fruit and berry canning.

Manufacturing Establishments: 31. Leading firms, Oregon Pulp & Paper Co., Chas. K. Spradling Logging Co., Oregon Lumber Mills, Inc., Thos. Kay Woolen Mills, Miles Lumber Mills, Valley Packing Co., Paper Converting Mfg. Co., Reed Furniture Mfg. Co. Packing fruits, as follows: Products Packing & Canning Co., Kings Food Products Co., Hunt Bros. Packing Co., North-west Packing Co., Starr Fruit Products Co., Oregon Packing Co., Pacific Fruit, Canning and Packing Co. Total value of yearly output of factories estimated at \$5,000,000.

Special Information: Salem is the capital of Oregon. State institutions are all here excepting two smaller ones. Payroll of these institutions, \$1,500,000. Business district has 99-foot wide streets.

Residential Features: Salem, Oregon, has no especially rich district. Average home costs \$5,000. No foreign, no negro, no Greek or no Hebrew district in city. Church influence strong. 50% of people are church members, 35% over the age of 21 years attend church regularly. One automobile to every three persons. No labor troubles. Big plants are open shop. Salem is county seat of Marion County. This county has more paved roads than any county in the state. The county ranks first in Oregon in the production of prunes, loganberries, potatoes, oats, clover, celery, onions, strawberries, alfalfa, blackberries and raspberries. The High School is of so high a standard that 312 pupils are enrolled coming from other districts.

Retail Shopping Section: Commercial St. 6 blocks; State St. 6 blocks; Court St. 5 blocks; Liberty St. 6 blocks; Perry St. 4 blocks; High St. 6 blocks; Chokecheta St. 4 blocks; Church St. 2 blocks; Seven outlying retail districts, three or four of which have half a dozen stores or more. Others are the 4 or 5 store centers. Then we have 46 groceries, of which 20 are in the outlying districts.

Trading Area: Extends 28 miles north, 19 miles south, 35 miles east and 25 miles west, all due to paved roads. There is also stage service into all this district.

Wholesale Houses: Groceries, 3; meats, 2; fruits, 2; hardware, 1; Miscellaneous lines, confectionery, 1; gloves, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 13; automobile accessories, 14; automobile tire agencies, 9; bakers, 5; cigar stores and stands (including hotels), 9 (chain, 1); confectioners (including hotel stands), 7; delicatessens, 5; dressmakers, 4; druggists, 12 (chain, 1); dry goods, 8; department stores, 3; electrical supplies, 8; florists, 2; fruits, 3; furniture, 5; furriers, 1; garages (public), 13; grocers, 46 (chain, 16); hardware, 5; jewelry, 5; meat markets, 14 (chain, 3); men's furnishings, 5; men's clothing, 6; merchant tailors, 5; milliners, 5; opticians, 6; photographers, 5; pianos (and miscellaneous musical instruments), 3; radio supplies, 2; restaurants (including hotels), 14; shoes, 5; sporting goods, 2; stationers, 2; women's apparel, 4.

Miscellaneous Data: Average temperature, 53 degrees; average number of rainy days per 12 months, 154; most pleasant months: April, May, June, Sept., Oct.; doctors (medical, 22); (dentists, 16); (osteopaths, 6); street car service; gas, artificial; number of meters, 1,800; electric current, alternating; number of wired houses, 3,500; water, hard.

OREGON and PENNSYLVANIA Markets

OREGON (Cont'd)

THE DALLES, ORE. (Wasco County)

1920 Population, 5,807.

City and Suburban Estimate, 45,000.

Native Whites, 84%; Foreign Born, 16%.

Schools: Public Grade, 6; High, 1; Junior High, 1; Parochial, 2; Number of Pupils, 2,100.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 3; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 2; State, 1; Total Resources, \$3,762,505.50. Savings Bank Deposits Total, \$1,006,104.90.

Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), H. S., Elks, Parochial. Total number of seats, 5,300.

Location: On main line O. W. R. & N. (Union Pacific), Seattle, Portland & Spokane, Great Southern, Columbia River, open river to the sea. Bus and truck service in all directions 211 miles of railroad in county. On the Columbia River highway and Old Oregon Trail, Northern terminus of The Dalles-Pacific Highway.

Principal Industries: Fruit, grain, wool, lumber, livestock, salmon shipping.

Manufacturing Establishments: 8. Leading firms: Libby, McNeill & Libby, Kings Food Products, Seufert Salmon Cannery, Wasco Warehouse Milling Co., railroad shops.

Residential Features: Practically all are one-family houses. No tenements or poor residential districts in city.

Retail Shopping Section: Main business section, nine blocks on Second St. and three blocks on Union, Court, Washington, Federal, and Loughlin Sts.

Trading Area: Extends 25 miles west, 30 miles north into Washington, 40 miles east and 80 to 90 miles south. The Dalles is the gateway to Eastern Oregon and is an important trading center.

Wholesale Houses: Groceries, 1; meats, 2; fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 3; automobile accessories, 7; automobile tire agencies, 6; bakers, 2; cigar stores and stands (including hotel stands), 16; delicatessens, 2; dressmakers, 3; druggists, 4; dry goods, 3; department stores, 3; electrical supplies, 3; florists, 4; fruits, 10; furniture, 5; garages (public), 7; grocers, 12; hardware, 4; jewelry, 3; meat markets, 5; men's furnishings, 7; men's clothing, 7; merchant tailors, 2; milliners, 3; opticians, 4; photographers, 4; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 7; shoes, 7; sporting goods, 2; stationers, 2; women's apparel, 4.

Standard Surveys of PENNSYLVANIA

ALLENTOWN, PA. (Lehigh County)

1920 Population, 73,502. (1925 est. 92,000.)

City and Suburban Estimate, 125,000.

Native Whites, 59,329; Negroes, 190; Foreign Born, 8,988; Industrial Workers, 13,995; English Reading, 92%; Families, 18,000.

Schools: Public Grade, 22; High, 1; Junior High, 3; Parochial, 2; Number of Pupils, 15,472.

Churches: Baptist, 2; Episcopal, 3; Hebrew, 3; Methodist, 1; Presbyterian, 2; Roman Catholic, 9; Miscellaneous, 1; Lutheran, 22; Reformed, 18; Evangelical, 10.

Banks: National, 3; Trust Companies, 3; Total Resources, \$44,000,000. Savings Bank Deposits Total, \$35,000,000.

Theatres: Legitimate, 1; Moving Pictures, 9; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 5. Total number of seats, 17,711.

Location: C. R. R. of N. J., L. V. Penna., Lehigh Valley Transit Co., L. & N. E., P. & R., The Lehigh Coal & Navigation Co. owns, operates and leases the Lehigh Canal, 140 miles, carrying coal and other freight from the anthracite region (Coalport) down through Mauch Chunk, Allentown and Easton to Bristol, Phila. and Delaware River points. To nearest large city by railroad, 2 hours; by trolley, 2½ hours; by auto, 2 hours.

Principal Industries: Motor trucks, mining pumps and machinery, iron and steel, small machinery, silk, textiles generally, shoes.

Manufacturing Establishments: Principal offices of Lehigh Portland Cement Co.; principal plants of Lehigh, Atlas and ten other cement companies within radius of 20 miles. Thirty miles from anthracite coal producing section; home

of Mack Motor Co. (International), Traylor Engineering Co., Iowa Barb Wire plant of U. S. Steel Corporation; Penn Trojan Powder Co., Bethlehem Steel Co. plant in Bethlehem, which adjoins city of Allentown.

Special Information: Metropolis of the Lehigh Valley, beautifully laid out and one of the cleanest cities in the country. Settled 1762. Comparatively prosperous. Little poverty. Seat of Allentown annual fair. Thrifty population. Penna. German community.

Residential Features: Extraordinarily clean and inviting, many mansions. Residential section practically a plateau. Straight alternate 40 and 60 ft. streets. City is increasing westward. Exceptional amount of building now going on, with available sites.

Retail Shopping Section: Hamilton St. 11; Linden 5, Sixth 5, Seventh 7, Eighth 2, Ninth 1, and Tenth 1 block.

Trading Area: Radius of 25 miles; population, 200,000.

Wholesale Houses: Groceries, 5; meats, 6; fruits, 3; hardware, 5; dry goods, 4.

Number of Retail Outlets for Nationally Advertised Products: Bakers, 8; cigar stores and stands (including hotels), 65 (chain, 2); confectioners (including hotel stands), 79; delicatessens, 6; dressmakers, 30; druggists, 34; dry goods, 10; department stores, 5; florists, 4; fruits, 30; furniture, 23; furriers, 12; garages (public), 11; grocers, 237 (chain, 30); hardware, 6; jewelry 25; meat markets, 60 (chain, 8); men's furnishings and clothing, 35; merchant tailors, 10; milliners, 23; opticians, 10; photographers, 9; pianos (and miscellaneous musical instruments), 19; radio supplies, 20; restaurants (including hotels), 26; shoes, 23; sporting goods, 4; stationers, 5; women's apparel, 6.

Miscellaneous Data: Average temperature, 52.74 degrees; average number of rainy days per twelve months, 120; most pleasant months, May, June, Sept., Oct.; doctors (medical, 78), (dentists, 35), (osteopaths, 5); street car service; gas, artificial; electric current, alternating; water, hard.

See announcement columns 3 and 4

ALTOONA, PA. (Blair County)

1920 Population, 60,331. (1926, est. 69,380.)

City and Suburban Estimate, 79,000.

Native Whites, 89%; Negroes, 3%; Foreign Born, 8%; Industrial Workers, 30%; English Reading, 97%; Families, 13,740 (1920).

Schools: Public Grade, 17; High, 1; Junior High, 1; Parochial, 7; Number of Pupils, 13,559.

Churches: Baptist, 4; Christian Science, 1; Episcopal, 2; Hebrew, 4; Methodist, 12; Presbyterian, 5; Roman Catholic, 10; Miscellaneous, 41.

Banks: National, 2; State, 5. Total Deposits (all banks), \$15,699,251; Total Resources (all banks), \$18,824,315; Total Savings Banks Deposits, \$12,569,000 (1920); Total Bank Clearings (12 months 1925) \$78,352,550.

Theatres: Legitimate, 1; Moving Pictures, 7; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 4.

Location: Altoona is a division point on P. R.R. From here radiate branches north, south, east and west. Altoona is 35 miles southwest of geographical center of Pennsylvania. To nearest large city by railroad, 3 hours; by auto, 4 hours.

Principal Industries: Railroad shops. Brick, silk, overalls, iron rolling mills, motor trucks.

Manufacturing Establishments: 11. Leading firms: P. R.R. shops, Schwarzenbach-Huber Co., Altoona Iron Co., Altoona Brick Co., Altoona Textile Co., Altoona Overall Co., Dixon Motor Truck Co. Total value of yearly output of factories estimated at \$80,441,633.

Special Information: Altoona is the great railroad industrial city of Penna., situated on the four-track line of the P. R.R. The main repair shops of the P. R.R. are located here. Altoona is only four miles from the famous horseshoe curve, and in the heart of Pennsylvania's bituminous coal section.

Residential Features: High percentage of homes owned. Many handsome residences.

Retail Shopping Section: Seven blocks on 11th Ave.; the main business section. Also 8 blocks on 12th Ave., 4 blocks on Chestnut Ave. and 4 blocks on Green Ave.

Trading Area: 35 miles.

Wholesale Houses: Groceries, 6; meats, 5; fruits, 4; hardware, 3; dry goods, 2; miscellaneous line: confectioners, 8.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 35; commercial auto. agencies, 14; automobile accessories, 26; automobile tire agencies, 13; bakers, 19; cigar stores and stands (including hotels), 27 (chain, 2); confectioners (including hotel stands), 102; delicatessens, 5; dressmakers, 15; druggists, 31 (chain, 5); dry goods, 9; department stores, 6; electrical supplies, 12; florists, 12; fruits, 89; furniture, 10; furriers, 3; garages (public), 27; grocers, 349 (chain, 78); hardware, 17; jewelry, 18; meat markets, 65 (chain, 4); men's furnishings, 18; men's clothing, 12; merchant tailors, 21; milliners, 18; opticians, 11; photographers, 8;

Continued on page 227

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P U B L I S H E R S
ALLENTOWN, PENNA.

STORY, BROOKS & FINLEY
National Representatives

PENNSYLVANIA (Cont'd)**Altoona (cont'd)**

planos (and miscellaneous musical instruments), 10; radio supplies, 10; restaurants (including hotels), 84; shoes, 27; sporting goods, 3; stationers, 10; women's apparel, 16.

Miscellaneous Data: Average temperature, 52.74 degrees; average number of rainy days per twelve months, 120; most pleasant months, May, June, Sept., Oct.; doctors (medical, 85), (dentists, 53), (osteopaths, 5); street car service; gas, natural; electric current, alternating; water, hard.

ASHLAND, PA.
(Schuylkill County)

1920 Population, 8,666.

Native Whites, 98%; Foreign Born, 2%; Industrial Workers, 50%; English Reading, 95%; Families, 1,500.

Schools: Public Grade, 5; High, 1; Junior High, 1; Parochial, 2; Number of Pupils, 700.

Churches: Baptist, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 2 Lutheran, 1 Reformed.

Banks: National, 2; Total Resources, \$5,290.-77.21. Savings Bank Deposits Total, \$3,012.-701.97.

Theatres: Legitimate, 1; Miscellaneous (Auditoriums, etc.), 1 H. S. & Parochial auditorium. Total number of seats, 1,800.

Location: P. & R. Railroad and branch of Lehigh Valley R.R. To nearest large city by railroad, 1 hour; by trolley, 1 hour; by auto, 45 minutes.

Principal Industries: Anthracite collieries, steam pump works, lumber and planing mills, shirt factory, bottling works, printing.

Manufacturing Establishments: Goynes Steam Pump Co., S. Valentine Co. (Shirts), William Pepper & Co. (Bottlers).

Special Information: Ashland is considered one of the cleanest towns in the anthracite region. A first-class hotel with 75 rooms was opened Oct. 1, 1925. Population is almost entirely American.

Residential Features: Mostly one- and two-family houses. Private homes predominate.

Retail Shopping Section: Extends almost the entire length of 20 blocks on the main thoroughfare.

Trading Area: Extends about five miles east, north, south and west.

Wholesale Houses: Groceries, 4.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, none; commercial auto, agencies, 12; automobile accessories, 15; automobile tire agencies, 15; bakers, 4; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 18; delicatessen, 5; dressmakers, 12; druggists, 6; dry goods, 10; department stores, 2; electrical supplies, 4; florists, 1; fruits, 6; furniture, 4; furriers, 2; garages (public), 5; groceries, 15 (chain, 4); hardware, 5; jewelry, 4; meat markets, 6 (chain, 1); men's furnishings, 7; men's clothing, 6; merchant tailors, 2; milliners, 4; opticians, 3; photographers, 1; pianos (and miscellaneous musical instruments), 4; radio supplies, 5; restaurants (including hotels), 3; shoes, 6; sporting goods, 5; stationers, 3; women's apparel, 4.

Miscellaneous Data: Average temperature, 52.74 degrees; average number of rainy days per twelve months, 120; most pleasant months, May, June, September, October. Doctors (medical, 8), (dentists, 3); street car service; gas, artificial; electric current, alternating; water, soft.

BANGOR, PA.
(Northampton County)

1920 Population, 5,402.

City and Suburban Estimate, 18,000.

Native Whites, 17.950; Negroes, 50; Foreign Born, 18%; Industrial Workers, 60%; English Reading, 85%.

Schools: Public Grade, 12; High, 1; Junior High, 1. Number of Pupils, 1,456.

Churches: Baptist, 1; Episcopal, 1; Methodist, 1; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, Welsh Congr., Welsh Methodist, Salem & United Evang.

Banks: National, 2; State, 1; Total Resources, \$375,000. Savings Bank Deposits Total, \$3,000,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 2,200.

Location: D. L. & W. and L. & N. E. R.R. Principal Industries: Silk Gloves and Slate mines.

BEAVER FALLS, PA.
(Beaver County)

1920 Population, 12,802.

City and Suburban Estimate, 55,000 suburban; rural, 4,000.

Native Whites, 71%; Negroes, 4%; Foreign Born, 25%; Industrial Workers, 29%; English Reading, 90%; Families, 3,200.

Schools: Public Grade, 6; High, 1; Junior High, 1; Parochial, 2. Number of Pupils, 3,232.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 21.

Banks: National, 2; State, 3. Total Resources, \$178,568; Savings Bank Deposits Total, \$8,000,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 3,881.

Location: 32 miles from Pittsburgh on Beaver River, 3 miles from junction with Ohio River. P. & L. E., and P. R. R.

Principal Industries: Iron and steel products, cork products, enamel signs, pottery and glass, amusement park equipment, glazed tile, shovels, axes, scales, stoves, lumber, chemicals, canvas articles, ditching and drilling machines.

Manufacturing Establishments: 90. Leading firms: Union Drawn Steel Co., Standard Gauge Steel Co., Ingram Richardson Mfg. Co., Mack Axe Co., Traver Engineering Co., Penn Bridge Co., Beaver Falls Tile Co., Moltrup Steel Products Co., Howard Stove Co., Mayer China, Keystone Driller, Armstrong Cork, Standard Scale & Supply Corp., Babcock & Wilcox Tube Co., Ames Shovel & Tool. Total value of yearly output of factories estimated at \$21,000,000.

Special Information: Beaver Falls is the most important borough industrially in Beaver County which is ranked as third industrial county in the State and the sixth in the entire country. New Brighton, third among boroughs in county, is directly across the Beaver River. For these reasons Beaver Falls has become the most important shopping center in the county.

Residential Features: Composed mostly of one-family houses. Suburban residential districts are being developed in Patterson Heights and College Hill.

Retail Shopping Section: Confined principally to 7th Avenue, between 9th and 15th Streets. Small neighborhood sections, with usual groceries, etc.

Trading Area: Up and down the Beaver River, the districts along the River being served by the Beaver Valley Traction Co., and Harmony Electric Co. Two important bus lines to the west, reaching Darlington and East Palestine. Good roads in all directions, making it the logical shopping center of entire Beaver Valley.

Wholesale Houses: Groceries, 1; meats, 2; fruits, 1; Miscellaneous lines: cigars, 3; confectioners, 3; produce, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto, agencies, 10; automobile accessories, 11; automobile tire agencies, 7; bakers, 9; cigar stores and stands (including hotels), 23; confectioners (including hotel stands), 10; dry goods, 10; department stores, 10; electrical supplies, 3; florists, 5; fruits, 3; furniture, 6; furriers, 4; garages (public), 11; grocers, 85; hardware, 5; jewelry, 4; meat markets, 15; men's furnishings, 8; men's clothing, 8; merchant tailors, 7; milliners, 7; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 5; radio supplies, 2; restaurants (including hotels), 13; shoes, 12; sporting goods, 2; stationers, 3; women's apparel, 10.

BERWICK, PA.
(Columbia County)

1920 Population, 12,181.

City and Suburban Estimate, 20,000.

Native Whites, 86.8%; Negroes, 0.1%; Foreign Born, 13.1%; Industrial Workers, 26%; English Reading, 92%; Families, 2,702.

Schools: 6; Number of Pupils, 2,950.

Churches: 14.

Banks: 3; Total Resources, \$5,840,000.

Theatres: 3; Total number of seats, 2,400.

Residential Features: Mostly one- and two-family houses.

Retail Shopping Section: Ten blocks.

Trading Area: 10 mile radius.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto, agencies, 9; automobile accessories, 8; automobile tire agencies, 14; bakers, 6; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 12; delicatessen, 2; dressmakers, 12; druggists, 6; dry goods, 4; department stores, 1; electrical supplies, 3; florists, 2; fruits, 8; furniture, 3; garages (public), 16; grocers, 30; hardware, 4; jewelry, 4; meat markets, 15; men's furnishings, 9; men's clothing, 9; merchant tailors, 2; milliners, 6; opticians, 5; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 4; restaurants (including hotels), 6; shoes, 6; sporting goods, 4; stationers, 2; women's apparel, 6.

BETHLEHEM, PA.
(Northampton County)

1920 Population, 59,358.

City and Suburban Estimate, 65,000.

Native Whites, 77.5%; Negroes, 0.7%; Foreign Born, 21.7%; Industrial Workers, 32%; English Reading, 90%; Families, 13,000.

Schools: Public Grade, 22; High, 2; Parochial, 4; Number of Pupils, 13,493; Lehigh University, 1,685.

Churches: Moravian, 5; Baptist, 3; Episcopal, 2; Methodist, 3; Presbyterian, 2; Roman Catholic, 8; Lutheran, 10; Reformed, 10; Miscellaneous, 12.

Banks: National, 3; State, 3; Total Resources, \$28,325,600.

Theatres: Legitimate, 1; Moving Pictures, 4; Vaudeville, 1. Total number of seats, 4,800.

Location: 89 miles west of New York, 57 miles north of Philadelphia on Lehigh river; on Lehigh Valley, P. & R., C. R.R. of N. J., P. B. & N. E. Rd., L. & N. E. and Lehigh Co. N. Canal, Lehigh Valley Transit Co., Wm. Penn and other state highways. To nearest large city by railroad, 15 minutes; by trolley, 1/2 hour; by auto, 20 minutes.

Principal Industries: Steel, steel products, furniture, silk, cigars, flour, graphite, hosiery, auto tires, and air reduction plants.

Leading Firms: Bethlehem Steel Plant.

Special Information: Annual industrial payroll, \$35,000,000. Eleven silk mills with an annual production of \$50,000,000.

Residential Features: Largely two-story single family houses—a few modern apartments and quite a few tenements. Many beautiful homes.

Retail Shopping Section: Broad street, one mile; also numerous intersecting streets. Main street, one-half mile; Third Street, one-half mile; Fourth Street, one-half mile.

Trading Area: The trading territory is noted chiefly for the high wage class of people living in it, rather than from its size in square miles, which extends in a radius of about 8 miles.

Wholesale Houses: Groceries, 4; meats, 3; fruits, 3; drugs, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 25; commercial auto, agencies, 16; automobile accessories, 16; automobile tire agencies, 16; bakers, 25; cigar stores and stands (including hotels), 26; confectioners (including hotel stands), 81; delicatessen, 3; dressmakers, 29; druggists, 22 (chain, 1); dry goods, 33; department stores, 11; electrical supplies, 8; florists, 8; fruits, 37; furniture, 32; furriers, 1; garages (public), 38; grocers, 256 (chain, 17); hardware, 13; jewelry, 17; meat markets, 76 (chain, 5); men's furnishings, 15; men's clothing, 37; merchant tailors, 35; milliners, 14; opticians, 6; photographers, 8; pianos (and miscellaneous musical instruments), 4; radio supplies, 8; restaurants (including hotels), 49; shoes, 19; sporting goods, 3; stationers, 4; women's apparel, 5.

Miscellaneous Data: Average temperature, 52.74 degrees; average number of rainy days per twelve months, 120; most pleasant months, May, June, September, October. Doctors (medical, 55), (dentists, 82), (osteopaths, 5); number of wired houses, 10,500; street car service; gas, artificial; electric current, alternating; water hard.

See announcement below

BLOOMSBURG, PA.
(Columbia County)

1920 Population, 7,819 (1926 est., 9,000).

City and Suburban Estimate, 70,000.

Native Whites, 95%; Negroes, 1%; Foreign Born, 4%; Industrial Workers, 30%; English Reading, 95%; Families, 22,000.

Schools: Public Grade, 2; High, 1; Junior High, 1; State Normal, 1. Number of Pupils, 3,000.

Churches: Baptist, 1; Episcopal, 1; Evangelical, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous: Christian, 1; Pentecostal, 1; Reformed, 1; Lutheran, 1.

Banks: National, 4. Total Resources, \$7,000,000; Savings Bank Deposits Total, \$3,500,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 3,000.

Location: Pennsylvania, Reading, and Lackawanna Railroads, Central Pennsylvania along North Branch of Susquehanna River, 80 miles north of Harrisburg and 40 miles west of Wilkes-Barre.

Principal Industries: Freight and passenger cars, locomotives, machine shops, planing mills, carpets and rugs, fountain pens, silks, woolen yarns and clothes, furniture, etc.

Manufacturing Establishments: American Car & Foundry Co., Magee Carpet Co., Bloomsburg Locomotive Works, Harman & Hassent, Richards Mfg. Co., Creasy & Wells, Inc., A. B. Hartman

& Son, Bloomsburg Silk Mill, Bloomsburg Woolen Mills, Monroe Furniture Mfg. Co., Paul E. Wirt Fountain Pen Co., Columb. Throwing Mills, W. & I. Throwing Mills, Gutes Silk Mills.

Residential Features: Mostly one and two-family houses. Private homes predominate. Bloomsburg takes unusual pride in her homes and is one of the most desirable residential sections in Central Pennsylvania. Assessed valuation of real estate is \$6,500,000.

Retail Shopping Section: Extends from Public Square (which forms heart of business section and terminal for suburban trolley lines) for 16 blocks on Market and Main Streets.

Trading Area: Extends about 30 miles south and north and about 20 miles east and west.

Wholesale Houses: Groceries, 2; meats, 1; fruits, 1; hardware, 1; dry goods, 1; Miscellaneous lines; Moyer Bros., drugs; Columbia Commercial Co., confectionery.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 28; commercial auto, agencies, 8; automobile accessories, 25; automobile tire agencies, 25; bakers, 2; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 10; delicatessen, 3; dressmakers, 20; druggists, 6; dry goods, 5; department stores, 3; electrical supplies, 4; florists, 6; fruits, 4; furniture, 8; furriers, 1; garages (public), 17; grocers, 38; hardware, 4; jewelry, 4; meat markets, 15; men's furnishings, 8; men's clothing, 8; merchant tailors, 3; milliners, 6; opticians, 3; photographers, 5; pianos (and miscellaneous musical instruments), 2; radio supplies, 8; restaurants (including hotels), 9; shoes, 6; sporting goods, 4; stationers, 3; women's apparel, 6.

BRADDOCK, PA.
(Allegheny County)

1920 Population, 20,879.

City and Suburban Estimate, 50,000.

Native Whites, 65.7%; Negroes, 3.5%; Foreign Born, 30.8%; Industrial Workers, 28%; English Reading, 82%; Families, 4,239.

Schools: 10; Number of Pupils, 6,020.

Churches: 33.

Banks: 5; Total Resources, \$24,000,000.

Theatres: 6. Total number of seats, 3,200.

Location: To nearest large city by railroad, 1/2 hour; by trolley, 1 hour; by auto, 1/2 hour. Residential Features: One- and two-family houses.

Retail Shopping Section: 15 blocks.

Trading Area: Six mile radius.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto, agencies, 5; automobile accessories, 20; automobile tire agencies, 14; bakers, 20; cigar stores and stands (including hotels), 50; confectioners (including hotel stands), 65; delicatessen, 2; dressmakers, 29; druggists, 27; dry goods, 18; department stores, 4; electrical supplies, 8; florists, 4; fruits, 8; furniture, 14; furriers, 1; garages (public), 24; grocers, 217 (chain, 18); hardware, 15; jewelry, 18; meat markets, 57 (chain, 8); men's furnishings, 16; men's clothing, 16; merchant tailors, 5; milliners, 10; opticians, 6; photographers, 7; pianos (and miscellaneous musical instruments), 5; radio supplies, 10; restaurants (including hotels), 35; shoes, 20; sporting goods, 4; stationers, 3; women's apparel, 3.

Miscellaneous Data: Average temperature, 52.6 degrees; average number of rainy days per twelve months, 60; most pleasant months, May to October. Doctors (medical, 32), (dentists, 15); (osteopaths, 2); number of wired houses, 3,875; gas, natural; electric current, alternating.

BRADFORD, PA.
(McKean County)

1920 Population, 15,525 (1924 est., 18,240).

City and Suburban Estimate, 25,000.

Native Whites, 87%; Negroes, 1%; Foreign Born, 12%; English Reading, 84%; Families, 4,019.

Continued on page 228

GLOBE-TIMES
[Evening]

The only daily paper published in
BETHLEHEM, PA.

Representatives:

HOWLAND AND HOWLAND
New York Chicago
Philadelphia

PENNSYLVANIA (Cont'd)

Bradford (cont'd)

Schools: Public Grade, 5; High, 1; Junior High, 1; Parochial, 1. Number of Pupils, 3,927.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Hebrew, 2; Methodist, 2; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 12.

Banks: National, 2; State, 2; Trust Co., 1. Capital, Surplus and Undivided Profits (all banks), \$1,100,000; Total Deposits (all banks), \$12,668,785; Total Resources (all banks), \$15,909,768; Total Savings Bank Deposits, \$373,412; Total Bank Clearings (12 months, 1925), about \$600,000 per day.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 3,400.

Location: In northwestern part of Penna., 78 miles south of Buffalo. P. R. R., B. & P. and Erie. Olean, Bradford and Salamanca electric lines. To nearest large city, by railroad, 2½ hours; by auto, 3 hours.

Principal Industries: Crude oil. Oil and allied products lead others in McKean County with a value of \$16,377,700. Clay, glass and stone products second, with a value of \$5,981,500.

Manufacturing Establishments: 82. Leading firms: Bovard & Seyfang Co., engines and boilers; Bovard & Co., Oil Well Supply Co. and Bradford Supply Co., oil well supplies; Dresser Mfg. Co., pipe couplings; Emery Mfg. Co., Kendall Refining Co., Bradford Refining Co., refining oil; Holley Motor Works, pumping heads; Aluminum Brick Co., Bradford Brick & Tile Co., and Penna. Brick Co., Corliss Carbon Co. Total value of yearly output of factories estimated at \$9,769,600.

Special Information: Location of city makes it the center of the oil industry, where the greater portion of the oil producers and workers buy their supplies and household goods.

Residential Features: Mostly one and two-family houses, private homes predominate. A city of paved streets, good mountain air and water; an ideal place to spend the summer. Eleven miles from Allegheny State Park.

Retail Shopping Section: Both sides of Main Street from St. James Hotel, 5 blocks; Congress Street, 1 block; Mechanic Street, 3 blocks; Pine Street, 1 block; Chambers, Chestnut, Davis, Webster and Kennedy Streets, 1 block, and East Main Street, 3 blocks.

Trading Area: 15 miles west, 20 miles north and east and 75 miles south.

Wholesale Houses: Groceries, 1; meats, 2; fruits, 2; Miscellaneous lines, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 14; automobile accessories, 17; automobile tire agencies, 19; bakers, 14; cigar stores and stands (including hotels), 24 (chain, 2); confectioners (including hotel stands), 35; delicatessen, 2; dressmakers, 33; druggists, 9; dry goods, 15; department stores, 1; electrical supplies, 20; florists, 2; fruits, 15; furniture, 9; furriers, 1; garages (public), 15; grocers, 77 (chain, 19); hardware, 5; jewelry, 8; meat markets, 22 (chain, 1); men's furnishings, 10; men's clothing, 10; merchant tailors, 15; milliners, 10; opticians, 6; photographers, 4; pianos (and miscellaneous musical instruments), 4; radio supplies, 5; restaurants (including hotels), 21 (chain, 1); shoes, 14; sporting goods, 4; stationers, 5; women's apparel, 11.

Miscellaneous Data: Average temperature, 67 degrees; average number of rainy days per twelve months, 60; most pleasant months, May, June, July, Aug., Sept., Oct. Doctors (medical, 20), (dentists, 17), (osteopaths, 4); number of wired houses, 5,300; street car service; gas, natural; number of meters, 6,000; electric current, alternating; water, soft.

See announcement columns 3 and 4

BROWNSVILLE, PA.

(Fayette County)

1920 Population, 2,502. (Including South Brownsville and West Brownsville, 9,100.)

City and Suburban Estimate, 40,000 (within 2-mile circle of post office).

Native Whites, 60%; Negroes, 2%; Foreign Born, 38%; Industrial Workers, 50%; English Reading, 100%; Families, 2,600.

Schools: Public Grade, 46; High, 2; Parochial, 2. Number of Pupils, 3,100.

Churches: Baptist, 2; Episcopal, 1; Hebrew, 2; Methodist, 4; Presbyterian, 3; Roman Catholic, 8; Greek Orthodox, 2; Miscellaneous, 4.

Banks: National, 3; State, 1. Total Resources, \$15,000,000; Savings Bank Deposits Total, \$8,000,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 1. Total number of seats, 3,500.

Location: Western part of Fayette County on Monongahela River. (Shipping by river saves 70 cents a ton in freight rates.) Also Monongahela R.R. and P. & L. E. and Penna. R.R. branches extending in 6 different directions. Excellent bus service in 6 directions.

Principal Industries: Coal mining and coke works, railroad shops, farming, \$24,000,000 annual payroll.

Manufacturing Establishments: H. O. Frick Coke Co., Pittsburgh Coal Co., W. J. Rainey & Co., and hundreds of others.

Special Information: Brownsville being centrally located in the rich coal and coke field of southwestern Pennsylvania, favorably located on Monongahela River and a railroad center, makes it a trading center for over 100,000 people in close proximity and with good train service. Excellent stores and big banks give it a volume of business equal to a city of 40,000. This survey includes South and West Brownsville, three separate boroughs, but all one town.

Residential Features: Brownsville (proper) residences are all modern, and, being a river town, all surrounding hills are resident sections.

Retail Shopping Section: Market, High, Bank and Water Streets and Brownsville Avenue.

Trading Area: Brownsville is the shopping center for South and West Brownsville and closely settled suburban districts. Nearest competitor 12 miles east, 24 miles west, 13 miles north, and 39 miles south. Good trains and bus service. About \$2,000,000 wages paid a month to labor in trade adjacent to Brownsville.

Wholesale Houses: Groceries, 2; meats, 2; fruits, 4; Miscellaneous lines, 7.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 19; commercial auto. agencies, 12; automobile accessories, 26; automobile tire agencies, 16; bakers, 5; cigar stores and stands (including hotels), 33; confectioners (including hotel stands), 39; delicatessen, 23; dressmakers, 8; druggists, 8 (chain, 1); dry goods, 12; department stores, 9; electrical supplies, 14; florists, 2; fruits, 41; furniture, 9; garages (public), 18; grocers, 65 (chain, 12); hardware, 6; jewelry, 4; meat markets, 17; men's furnishings, 21; men's clothing, 15; merchant tailors, 17; milliners, 12; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 6; restaurants (including hotels), 35; shoes, 29; sporting goods, 8; stationers, 22; women's apparel, 12.

Miscellaneous Data: Doctors (medical, 17), (dentists, 12), (osteopaths, 4); street car service; gas, natural; electric current, alternating; water, hard.

BUTLER, PA.

(Butler County)

1920 Population, 23,778.

Native Whites, 88.8%; Negroes, 1.3%; Foreign Born, 9.9%; Industrial Workers, 4,250; Families, 6,083.

Schools: Public Grade, 7; High, 1; Junior High, 1; Parochial, 2. Number of Pupils, 5,997.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 3; Roman Catholic, 5; Miscellaneous, 6.

Banks: National, 5; State, 2. Total Resources, \$23,152,674; Savings Bank Deposits Total, \$14,939,044.

Theatres: Legitimate, 1; Moving Pictures, 5; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, largest, 1,100.

Location: B. & O., B. & L. E., R. R. & P. and P. R.R. Electrical lines to Pittsburgh and New Castle. Butler enjoys exceptional freight rate because of proximity to Pittsburgh. To nearest large city, by railroad, 1½ hours; by trolley, 2 hours; by auto, 1 hour.

Principal Industries: Railroad cars, auto tires, plate glass, steel wheels, rubber goods, steam and gas engines, machines, plumbing supplies, tire chains, candy, tanks and boilers, mirrors, metal pipe.

Manufacturing Establishments: 88. Leading firms: Standard Steel Car Co., Spade Shirt Co., Standard Plate Glass Co., American Mirror Works, Fretz-Moon Tube Co., Corona Cord Tire Co. Total value of yearly output of factories estimated at \$54,447,000.

Special Information: Exceptional industrial facilities and advantages; large wholesale and retail trade dominating large part of central western Pennsylvania. Good shipping facilities.

Residential Features: Mainly residences, very few apartments or flats. Not many distinctions as to class or sections.

Trading Area: 25 miles north and east, 18 miles west, 10 miles south.

Wholesale Houses: Groceries, 1; meats, 5; fruits, 1; hardware, 6; Miscellaneous lines, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial auto. agencies, 1; automobile accessories, 25; automobile tire agencies, 7; bakers, 8; cigar stores and stands (including hotels), 3; confectioners (including hotel stands), 16; delicatessen, 1; dressmakers, 23; druggists, 15 (chain, 1); dry goods, 5; department stores, 7; electrical supplies, 4; florists, 6; fruits, 10; furniture, 3; furriers, 1; grocers, 41 (chain, 3); hardware, 7; jewelry, 8; meat markets, 17; men's furnishings, 13; men's clothing, 10; merchant tailors, 17; milliners, 8; opticians, 1; photographers, 3; pianos (and miscellaneous musical instruments), 6; radio supplies, 4; restaurants (including hotels), 11; shoes, 12; sporting goods, 1; stationers, 1; women's apparel, 10.

Miscellaneous Data: Most pleasant months, May, June, July, Aug., Sept. Doctors (medical, 42), (dentists, 25), (osteopaths, 3); street car service; gas, natural; electric current, alternating and direct; water, hard.

CANONSBURG, PA.

(Washington County)

1920 Population, 10,632.

City and Suburban Estimate, 20,000.

Native Whites, 70.2%; Negroes, 4%; Foreign Born, 25.8%; Industrial Workers, 26%; English Reading, 80%; Families, 2,220.

Schools: 8. Number of Pupils, 3,200.

Churches: 17.

Banks: 3. Total Resources, \$6,600,000.

Theatres: 3. Total number of seats, 1,000.

Residential Features: One and two-family houses.

Retail Shopping Section: Eight blocks.

Trading Area: 15 miles radius.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 4; automobile accessories, 6; automobile tire agencies, 6; bakers, 4; cigar stores and stands (including hotels), 3; confectioners (including hotel stands), 6; delicatessen, 2; dressmakers, 10; druggists, 6; dry goods, 3; department stores, 1; electrical supplies, 5; florists, 2; fruits, 4; furniture, 4; garages (public), 5; grocers, 15; hardware, 3; jewelry, 3; meat markets, 8; men's furnishings, 8; men's clothing, 8; merchant tailors, 2; milliners, 2; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 6; restaurants (including hotels), 7; shoes, 12; sporting goods, 2; stationers, 2; women's apparel, 3.

CARBONDALE, PA.

(Lackawanna County)

1920 Population, 18,640.

City and Suburban Estimate, 35,000. Most important cities and towns in this area are: Forest City (pop. 4,000), Simpson (4,000), Mayfield (3,000), Jermyrn (3,500).

Native Whites, 69%; Negroes, 1%; Foreign Born, 30%; Industrial Workers, 40%; English Reading, 79%; Families, 3,600.

Schools: Public Grade, 9; High, 1; Parochial, 1. Number of Pupils, 4,800.

Churches: Baptist, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 2.

Banks: National, 1; State, 3. Capital, Surplus and Undivided Profits (all banks), \$1,600,000; Total Deposits (all banks), \$11,000,000; Total Resources (all banks), \$15,000,000; Total Savings Bank Deposits, \$2,000,000.

Theatres: Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 6,000.

Location: On the D. & H. R., N. Y. O. & W., Erie, and D. L. & W. R.Rs. Center of anthracite coal fields.

Principal Industries: Coal, silk, ice machines, cut glass, knitting mills, children's dresses, underwear, etc. Railroad shops, welding works.

Manufacturing Establishments: 12. Leading firms: Carbondale Machine Co., Hendricks Mfg. Co., American Welding Co., Cross Engineering Co., Carbondale Knitting Mills, Klotz Silk Mills, Empire Silk Mills, Carbondale Welding Co.

Carbondale Children's Dress Co. Total value of yearly output of factories estimated at \$20,000,000.

Residential Features: Mainly one and two-family houses, private homes predominating. Many beautiful homes.

Retail Shopping Section: Eighth Avenue to Lincoln Avenue, about one mile, and from River to Church Streets.

Trading Area: Extends from Archbald to Forest City, 18 miles. Good trolley service.

Wholesale Houses: Groceries, 3; meats, 2; fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial auto. agencies, 6; automobile accessories, 20; automobile tire agencies, 20; bakers, 4; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 15; delicatessen, 3; dressmakers, 5; druggists, 15; dry goods, 6; department stores, 5; electrical supplies, 7; florists, 4; fruits, 17; furniture, 8; furriers, 2; garages (public), 6; grocers, 40 (chain, 5); hardware, 6; jewelry, 5; meat markets, 15; men's furnishings, 12; men's clothing, 8; merchant tailors, 3; milliners, 6; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 4; radio supplies, 7; restaurants (including hotels), 8; shoes, 5; sporting goods, 5; stationers, 4; women's apparel, 19.

Miscellaneous Data: Doctors (medical, 15), (dentists, 10), (osteopaths, 2); street car service; gas, artificial; number of meters, 1,200; electric current, alternating; number of wired houses, 2,600; number of automobile registrations, 4,000; water, soft.

CARLISLE, PA.

(Cumberland County)

1920 Population, 10,916 (1925 est., 12,000).

City and Suburban Estimate, 30,000. Most important cities and towns in this area are: Shippensburg (pop. 4,067), Mechanicsburg (4,688), Neville (1,482), Mt. Holly (1,100).

Native Whites, 88.8%; Negroes, 9.4%; Foreign Born, 1.8%; Industrial Workers, 22%; English Reading, 100%; Families, 2,930.

Schools: Public Grade, 10; High 1. Number of Pupils, 2,200.

Churches: Baptist, 2 (colored); Christian Science, 1; Episcopal, 1; Methodist, (1 white, 2 colored); Presbyterian, (4 white, 1 colored); Roman Catholic, 1; Miscellaneous, 9.

Banks: State, 3. Total Resources, \$7,440,846; Demand and Time Deposits Total, \$5,742,315.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 6. Total number of seats, 6,500.

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The BRADFORD ERA

Bradford, Pa.

PENNSYLVANIA (Cont'd)

Location: In south central part of Pennsylvania, on Penna. R.R., and P. & R., 19 miles southwest of Harrisburg. The county seat of Cumberland County, in the famous Cumberland Valley. Trolley and bus service to outlying suburbs, and good railroad and shipping facilities. Situated on improved highways, and connects not many miles away with the Lincoln, William Penn and other improved highways. To nearest large city, by railroad, 4 hours; auto, 5 hours.

Principal Industries: Textiles, rugs, automobile carpet, railroad frogs and switches, silk, house carpets, shoes, furniture, manganese steel, paper boxes, inner tubes, ribbon, foundry products, post-office equipment.

Manufacturing Establishments: 36. Leading firms: C. H. Masland & Sons, Inc., Frog, Switch & Mfg. Co., Goodyear Shoe Co., Carlisle Shoe Co., E. C. Beem & Son, Inc., R. N. Beem & Co., Inc., Carlisle Paper Box Co., Todd Carpet Co., Federal Equipment Co., Carlisle Tire & Rubber Co., Carlisle Foundry & Machine Co. Total value of yearly output of factories estimated at \$9,922,000.

Special Information: Carlisle is third in Pennsylvania in its production of rugs and carpets, being surpassed only by Philadelphia and Bloomsburg; fourth in Pennsylvania in the production of shoes; one of the best agricultural communities in state. Great educational center, being the seat of Dickinson College, second oldest college in the state, and eleventh in United States. One of the best public school systems in the country. The U. S. Army Medical Field Service School is also located here.

Residential Features: Private houses, most 1 and 2-family houses predominate. Five apartment houses among the best in the Cumberland Valley. One of the finest residential sections in the Cumberland Valley is the Mooreland section of Carlisle. About 30 buildings with stores on the first floor and apartments above.

Retail Shopping Section: From Public Square north, south, east and west for 2 blocks; north and south on Pitt Street, from High Street 1 block; west 1 block on Louthier Street from Hanover Street. Several neighborhood sections.

Trading Area: 14 miles north, 9 east, 15 south, and 20 west. Business is also secured from a greater distance because of the well-known "Carlisle Sale Days," which are monthly bargain festivals.

Wholesale Houses: Groceries, 1; fruits, 2; Miscellaneous lines, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 28; commercial auto. agencies, 5; automobile accessories, 12; automobile tire agencies, 13; bakers, 6; cigar stores and stands (including hotels), 23 (chain, 1); confectioners (including hotel stands), 12; delicatessen, 1; dressmakers, 10; druggists, 8; dry goods, 4; department stores, 8; electrical supplies, 5; florists, 4; fruits, 8; furniture, 5; furriers, 3; garages (public), 14; grocers, 42 (chain, 7); hardware, 4; jewelry, 5; meat markets, 18; men's furnishings, 10; men's clothing, 6; merchant tailors, 4; milliners, 9; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 4; radio supplies, 7; restaurants (including hotels), 18; shoes, 11; sporting goods, 5; stationers, 4; women's apparel, 7.

Miscellaneous Data: Most pleasant months, May, June, July, Aug., Sept., Oct. Doctors (medical, 17), (dentists, 8), (osteopaths, 1); street car service; gas, artificial; electric current, alternating; water, hard.

CHAMBERSBURG, PA.

(Franklin County)

1920 Population, 13,171.

City and Suburban Estimate, 24,000.

Native Whites, 94.2%; **Negroes,** 4.8%; **Foreign Born,** 1%; **Industrial Workers,** 32%; **English Reading,** 98%; **Families,** 3,331.

Schools: 6. **Number of Pupils,** 1,700.

Churches: 15.

Banks: 4. **Total Resources,** \$10,700,000.

Theatres: 2. **Total number of seats,** 2,100.

Residential Features: One and two-family houses.

Retail Shopping Section: 12 blocks.

Trading Area: 30 mile radius.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 16; commercial auto. agencies, 4; automobile accessories, 8; automobile tire agencies, 8; bakers, 10; cigar stores and stands (including hotels), 14; confectioners (including hotel stands), 13; delicatessen, 2; dressmakers, 23; druggists, 14; dry goods, 5; department stores, 5; electrical supplies, 6; florists, 3; fruits, 4; furniture, 3; garages (public), 12; grocers, 58; hardware, 4; jewelry, 5; meat markets, 11; men's furnishings, 8; men's clothing, 7; merchant tailors, 5; milliners, 8; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; restaurants (including hotels), 9; shoes, 7; sporting goods, 2; stationers, 2; women's apparel, 7.

CHESTER, PA.

(Delaware County)

1920 Population, 58,030 (1926 est., 70,400).

City and Suburban Estimate, 118,000.

Native Whites, 68½%; **Negroes,** 12%; **Foreign Born,** 19½%; **Industrial Workers,** 25%; **English Reading,** 93%; **Families,** 12,259.

Schools: Public Grade, 22; High, 1; Junior High, 2; Parochial, 6. **Number of Pupils,** 10,158.

Churches: Baptist, 9 (4 colored); Christian Science, 1; Congregational, 1; Episcopal, 3 (1 colored); Hebrew, 2; Methodist, 12 (7 colored); Presbyterian, 5; Roman Catholic, 6.

Banks: National, 4; State, 3. **Total Resources,** \$31,644,104; **Savings Banks Deposits Total,** \$23,714,433; **Per Capita Savings,** \$198.61; **Per Capita Wealth,** \$1,671.27.

Theatres: Legitimate, 2; Moving Pictures, 5; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 12. **Total number of seats,** 11,500.

Location: West bank of Delaware River, 15 miles southwest of Philadelphia. P. R.R., B. & O., P. & R. S.S. lines for passenger and freight between Chester and Philadelphia and Wilmington, Delaware. To nearest large city, by railroad, ½ hour; by trolley, 1 hour; by auto, ½ hour.

Principal Industries: Shipbuilding, steel castings, paper, locomotives, textiles, steel tubes, dyewood and automobiles.

Manufacturing Establishments: 173. Leading firms: Ford Motor Co., Sun Shipbuilding Co., American Locomotive Works, American Steel Foundries Co., Baldwin Locomotive Works, Penn Seaboard Steel Castings Co., Scott Paper Co., Aberfoyle Mfg. Co., The Viscose Co., General Chemical Co., American Dyewood Co., South Chester Tube Co. Total value of yearly output of factories estimated at \$2,932,700. Industrial payroll for 1925 was \$44,781,700.

Special Information: Center of steel casting business, with 8 large plants in the trade. Over 25 cotton and woolen textile mills. Good harbor.

Residential Features: Mainly semi-detached houses; many single houses in residential section in northern part of city. Number of dwellings in city, 10,941; homes owned, 4,338.

Retail Shopping Section: Third Street from 2900 west to Market Square. The western end of 3d Street is similar to the outlying retail sections of most cities; that is, it is made up of the usual grocery, meat, etc. Third Street from Edgemont Avenue to Market Square and Edgemont Avenue to 9th Street, 7 blocks, constitute main business section; streets parallel to this section also retail streets. Several other retail sections.

Trading Area: 5 miles southwest, 10 miles west, 10 miles northwest and 10 miles northeast. Excellent trolley and bus service to surrounding country district and towns make it easy to reach this city from every point in Delaware County.

Wholesale Houses: Groceries, 2; meats, 3; fruits, 15 (commission); Miscellaneous lines, cigars and tobacco, 5.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 20; commercial auto. agencies, 8; automobile accessories, 35; automobile tire agencies, 35; bakers, 26; cigar stores and stands (including hotels), 76 (chain, 1); confectioners (including hotel stands), 166; delicatessen, 5; dressmakers, 11; druggists, 32 (chain, 2); dry goods, 36; department stores, 10; electrical supplies, 8; florists, 14; fruits, 15; furniture, 22; garages (public), 24; grocers, 280 (chain, 48); hardware, 23; jewelry, 12; meat markets, 89 (chain, 54); men's furnishings, 17; men's clothing, 50; merchant tailors, 52; milliners, 10; opticians, 15; photographers, 6; pianos (and miscellaneous musical instruments), 7; radio supplies, 12; restaurants (including hotels), 60; shoes, 20; sporting goods, 8; stationers, 5; women's apparel, 27.

Miscellaneous Data: Doctors (medical, 78), (dentists, 45), (osteopaths, 4); number of wired houses, 7,000; street car service; gas, artificial; electric current, alternating; water, hard.

CLEARFIELD, PA.

(Clearfield County)

1920 Population, 8,520.

City and Suburban Estimate, 20,000. Most important cities and towns in this area are: Curwensville (pop. 3,604), Phillipsburg (4,500), Hantzdale (2,200), Madera (1,850).

Native Whites, 90%; **Negroes,** 2%; **Foreign Born,** 8%; **Industrial Workers,** 13%; **English Reading,** 95%; **Families,** 2,300.

Schools: Public Grade, 4; High, 1; Junior High, 1; Parochial, 1. **Number of Pupils,** 2,400.

Churches: Baptist, 1; Episcopal, 1; Hebrew, 1; Methodist, 3; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 5.

Banks: National, 3. **Capital, Surplus and Undivided Profits (all banks),** \$2,569,719; **Total Deposits (all banks),** \$9,028,129; **Total Resources (all banks),** \$12,603,244; **Total Savings Banks Deposits,** \$4,019,441.

Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 2. **Total number of seats,** 2,400.

Location: West branch of Susquehanna River, in the heart of Clearfield bituminous coal region. P. R.R., B. & O., P. & N. Y. C. R.R., which includes the fast N. Y.-Chicago fast freight service of the Lake Shore & Michigan Southern Railroad. Excellent bus service from Du Bois and Tyrone. On newly completed Lakes-to-Sea Highway from Erie, Pa., to Tyrone, connecting with Wm. Penn Highway, making the most direct route across the state from lakes to the sea. To nearest large city, by railroad, 2½ hours; by auto, 3 hours.

Principal Industries: Brick, coal, mining, knitting machines, refrigerators, silk velvet, selective ice cream sales cabinets, nickel steel, sewer pipe.

Manufacturing Establishments: 16. Leading firms: Gearhart Knitting Machines, (nationally advertised hand knitting machines); Banta Refrigerator Works, Harbison-Walker Refractories Co., Clearfield Textile Co., Gearhart Sales Cabinet Co., American Nickel Co., Peale, Peacock & Kerr, Rembrandt Peale (miners of bituminous coal); Robinson Clay Products Co., sewer tile.

Special Information: Clearfield stands high in the state for number of autos owned per capita. Largest Legion Post in United States, per capita; seventh in the United States for bank resources per capita; fast becoming jobbing center for 100 miles; center for hunters during big game season in the state.

Residential Features: There has been a steady growth during the past year. Finest homes along Susquehanna River; construction principally of brick; average value, \$8,500; older residences run from \$5,000 to \$125,000.

Retail Shopping Section: Market Street, 3 blocks; north and south of 2d Street, 2 blocks; north and south of 3d Street, 4 blocks.

Trading Area: Train and bus service and concrete roads give Clearfield shopping area of 35 miles in all directions.

Wholesale Houses: Groceries, 2; fruits, 1; hardware, 2; dry goods, 1; notions, 1; paper, 1; school supplies, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 13; commercial auto. agencies, 7; automobile accessories, 5; automobile tire agencies, 7; bakers, 5; cigar stores and stands (including hotels), 3 (chain, 1); confectioners (including hotel stands), 5; dressmakers, 5; druggists, 5; dry goods, 3; department stores, 3; electrical supplies, 1; florists, 2; fruits, 6; furniture, 4; garages (public), 11; grocers, 50 (chain, 8); hardware, 3; jewelry, 4; meat markets, 14 (chain, 2); men's furnishings, 5; men's clothing, 6; merchant tailors, 5; milliners, 3; opticians, 8; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 5; restaurants (including hotels), 14; shoes, 8; sporting goods, 4; stationers, 1; women's apparel, 6.

Miscellaneous Data: Most pleasant months, May to Oct. Doctors (medical, 14), (dentists, 10); gas, artificial; electric current, alternating; number of wired houses, 2,300; water, soft.

COATESVILLE, PA.

(Chester County)

1919 Population, 14,515.

City and Suburban Estimate, 25,000.

Native Whites, 80%; **Negroes,** 10%; **Foreign Born,** 10%; **Industrial Workers,** 40%; **English Reading,** 95%.

Schools: Public Grade, 4; High, 1; Junior High, 2; Parochial, 3; **Number of Pupils,** 3,300.

Churches: Baptist, 3; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 3; Presbyterian, 2; Roman Catholic, 3; Miscellaneous, 4.

Banks: National, 2; State, 1; **Total Resources,** \$7,147,967.42.

Theatres: Moving Pictures, 2; Vanderville, 1; Miscellaneous (Auditoriums, etc.), 2; **Total number of seats,** 4,500.

Location: Main line of Pennsylvania R.R. and M. & C. Division of Philadelphia and Reading R.R. Trolley lines east and west; excellent bus lines in every direction. Lincoln Highway passes over city's main thoroughfare from east to west.

Principal Industries: Iron and steel plates, boilers, castings, washers, elevators, hydraulic machinery, water wheels, fertilizers, paper, slag products, nitrogen, meat packing, silk, men's clothing, shirt-waists, dump bodies for trucks.

Manufacturing Establishments: 50. Leading firms, Lukens Steel Co., Bethlehem Steel Co., Craig Ridgway & Sons, Coatesville Boiler Works, S. J. Aaronsohn, Inc., James G. Drummond & Co.

Special Information: Coatesville is an industrial city located in Chester County, one of the richest agricultural and dairying districts in the United States. It is the metropolis of the county and surrounded by territory rich in Revolutionary history.

Residential Features: Prevailing type of dwelling is the double house of brick construction. Several sections have few rows of houses occupied by mill hands. Percentage of individual property holders is high.

Retail Shopping Section: Principally Lincoln Highway between First and Fourth Avenues, and extending a block on each of the avenues. Other merchandising centers are located at Lincoln Highway, Seventh to Eighth Avenue; South First Avenue and Seventh Avenue, Chestnut to Merchant.

Trading Area: Takes in practically all the county except Northeast and Southeast sections. Amusement center for county and largest stores in county backed by excellent transportation facilities attract buyers from all sections of county.

Wholesale Houses: Groceries, 1; meats, 2; fruits, 2; hardware, 1; Miscellaneous lines, confectionery, 1; tobacco and cigars, 2; flour and feed, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto. agencies, 3; automobile accessories, 11; automobile tire agencies, 6; bakers, 3; cigar stores and stands (including hotels), 7; confectioners (including hotel stands), 5; delicatessen, 4; dressmakers, 12; druggists, 10; dry goods, 12; department stores,

2; electrical supplies, 9; florists, 3; fruits, 4; furniture, 4; furriers, 2; garages (public), 10; grocers, 80; hardware, 4; jewelry, 5; meat markets, 14; men's furnishings, 12; men's clothing, 11; merchant tailors, 4; milliners, 5; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 5; restaurants (including hotel), 16; shoes, 9; sporting goods, 4; stationers, 2; women's apparel, 7.

COLUMBIA, PA.

(Lancaster County)

1920 Population, 10,836.

City and Suburban Estimate, 10,000.

Native Whites, 78%; **Negroes,** 3%; **Foreign Born,** 19%; **Industrial Workers,** 40%; **English Reading,** 95%.

Schools: Public Grade, 37; High, 1; Junior High, 1; Parochial, 2; **Number of Pupils,** 2,500.

Churches: Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 9.

Banks: National, 2; State, 1; **Total Resources,** \$5,000,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2; **Total number of seats,** 1,500.

Location: Penna. and Phila. & Reading. Free interchange and shipments to points in all directions.

Principal Industries: Silk, iron, stoves, garments, cut glass, machinery supplies, railroad shops. Value output in 1922, \$6,203,000.

Manufacturing Establishments, 70. Schwartz-enbach-Huber Co., silk; Keely Stove Co., Reading Iron Co., Susquehanna Cut Glass Co. Location makes it the meeting place of two railroads, with outlets in all directions.

Residential Features: Mostly one and two-family houses, private homes predominating. Some apartments in late years in business and residential section. Homes in residential section sell from \$3,500 to \$10,000.

Retail Shopping Section: Extends about 5 blocks on Locust Street, on Second, Third and Fourth Streets.

Trading Area: Extends 10 miles north, 5 east, 10 south. River on the west. Trolley service east and north.

Wholesale Houses: Groceries, 1; Miscellaneous Lines, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial auto. agencies, 5; automobile accessories, 5; automobile tire agencies, 5; bakers, 5; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 5; delicatessen, 1; druggists, 4; dry goods, 2; department stores, 1; electrical supplies, 4; florists, 3; fruits, 4; furniture, 3; garages (public), 10; grocers, 35; hardware, 3; jewelry, 3; meat markets, 10; men's furnishings, 5; men's clothing, 5; merchant tailors, 3; milliners, 3; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 15; shoes, 3; sporting goods, 2; stationers, 2; women's apparel, 4.

CONNELLSVILLE, PA.

(Fayette County)

1920 Population, 13,804.

City and Suburban Estimate, 90,000 in radius of 10 miles.

Native Whites, 75%; **Negroes** 5%; **Foreign Born,** 20%; **Industrial Workers,** 90%; **English Reading,** 80%; **Families,** 18,000 in 10 miles.

Schools: Public Grade, 7; High, 2; Junior High, 1; Parochial, 3; **Number of Pupils,** 4,500.

Churches: Baptist, 5; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 4; Presbyterian, 2; Roman Catholic, 5; Miscellaneous, 14.

Banks: National, 5; State, 2; **Total Resources,** \$13,000,000. **Savings Bank Deposits Total,** \$10,000,000.

Theatres: Moving Pictures, 7; Vanderville, 1; Miscellaneous (Auditoriums, etc.), 8. **Total number of seats,** 5,500.

Location: Western Pa. on the Youghiogheny River. B. & O., P. R.R., P. & L. E. and W. M. West Penn Traction Co. Two bus lines.

Principal Industries: Coal mining and coke manufacturing is the largest industry. Large B. O. and W. M. Shops, and West Penn. repair shops located here. Noted for manufacturing of mining machinery; make fine macaroni and spaghetti. Silk and steel mills.

Manufacturing Establishments, 64. Leading firms: Connelville Machine & Mine Supply Co., Roys-Porter Co., Capstan Glass Co., American Sheet & Tin Plate Co., Lockhart Iron & Steel Mills, Connelville Iron Works, Connelville Macaroni Co., Connelville Silk Mill, U. S. Cast Iron Pipe & Foundry Co., U. S. Casket Co.

Special Information: Located in the center of the greatest coal and coke region in the world. Large population in very small area. All earn good wages and are prosperous. Approximately \$30,000,000 annually.

Residential Features: Almost all own homes; apartment houses exception rather than the rule. Average, \$8,000.

Retail Shopping Section: Centered on two intersecting streets, with a number of business houses located on side streets a block or two away.

Trading Area: 10 miles north; 30 miles East; 15 miles West; 10 miles South.

Continued on page 230

PENNSYLVANIA (Cont'd)

Connellsville (cont'd)

Wholesale Houses: Groceries, 2; fruits, 2.
Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 21; commercial auto. agencies, 19; automobile accessories, 15; automobile tire agencies, 16; bakers, 7; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 46; delicatessen, 1; dressmakers, 6; druggists, 11; dry goods, 4; department stores, 11; electrical supplies, 6; florists, 5; fruits, 46; furniture, 8; furriers, 1; garages (public), 19; grocers, 133; hardware, 13; jewelry, 8; meat markets, 31; men's furnishings, 10; men's clothing, 10; merchant tailors, 6; milliners, 7; opticians, 8; photographers, 5; pianos (and miscellaneous musical instruments), 5; radio supplies, 5; restaurants (including hotels), 15; shoes, 16; sporting goods, 3; stationers, 4; women's apparel, 20.

CORRY, PA. (Erie County)

1920 Population, 7,228.

City and Suburban Estimate, 16,700.

Native Whites, 75%; Foreign Born, 25%; Industrial Workers, 65%; English Reading, 90%; Families, 1,470.

Schools: Public Grade, 5; High, 1; Junior High, 1; Number of Pupils, 1,650.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 4.

Banks: National, 2; Total Resources, \$3,700,000.

Theatres: Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 2,800.

Location: Erie R. R., P. R. R.; 90 miles Buffalo, 160 Pittsburgh. Thirty-seven passenger trains daily. To nearest large city by railroad, 1 hour; by auto, 1½ hours.

Principal Industries: Oak and Krome leather tanning, geared locomotives, oil field drilling and pumping engines (Ajax), large woodworking industries, wood specialties and furniture, lumber, auto parts, automatic machine screw products, steel, brass and other springs; 70 diversified industries; brick and tile.

Manufacturing Establishments: 5. Leading firms: U. S. Radiator Co., J. W. & A. W. Howard Co., Climax Co., Ajax Iron Works, Raymond Mfg. Co. Total value of yearly output of factories estimated at: (1926), \$7,240,000. Wages, \$2,000,000.

Special Information: Radiator Co. added \$200,000 to local plant in 1925. New \$200,000 Jr. High School. A first-class hotel costing \$250,000 was opened in September, 1925.

Residential Features: Fine home sites, healthful climate, good elevation, splendid water supply from drilled wells, adequate schools, natural gas, no colored population.

Retail Shopping Section: N. Center, 3 blocks; S. Center, 2; W. Main, 2; E. Main, 2; First Ave., 2; W. South St., 2; E. South, 1; E. Washington, 1.

Trading Area: 16 miles W., 20 N. E., 12 S. This includes Union City, Lovells, Elgin, Clymer, Panama, Sherman, Columbus, Spring Creek, Garland, Spartansburg, Centerville and intermediate R. F. D.

Wholesale Houses: Groceries, 3; fruits, 2; hardware, 1; miscellaneous line, bakers, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 7; automobile accessories, 9; automobile tire agencies, 12; bakers, 3; cigar stores and stands (including hotels), 3; confectioners (including hotel stands), 7; delicatessen, 2; dressmakers, 14; druggists, 4; dry goods, 4; department stores, 2; electrical supplies, 3; florists, 2; fruits, 3; furniture, 2; garages (public), 7; grocers, 32 (chain, 4); hardware, 3; jewelry, 3; meat markets, 5; men's furnishings, 4; men's clothing, 4; merchant tailors, 3; milliners, 3; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 8; shoes, 3; sporting goods, 4; stationers, 3; women's apparel, 3.

Miscellaneous Data: Most pleasant months, June, July, Aug., Sept., Oct.; doctors (medical, 6), (dentists, 4), (osteopaths, 2); number of wired houses, 980; gas, natural; number of meters, 1,670; electric current, alternating; water, hard.

DANVILLE, PA. (Montour County)

1920 Population, 7,500.

Native Whites, 89%; Negroes, 1%; Foreign Born, 10%; Industrial Workers, 60%; English Reading, 95%; Families, 1,866.

Schools: Public Grade, 5; High, 1; Parochial, 1; Number of Pupils, 1,313.

Churches: Baptist, 1; Episcopal, 1; Hebrew, 1; Methodist, 3; Presbyterian, 2; Roman Catholic, 2; Miscellaneous: Lutheran, 3; Evangelical, 1; Reform, 1.

Banks: National, 2; Trust Co., 1; Total Resources, \$6,109,864.90.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 1,966.

Location: Penna. Railroad is across the river in Northumberland County. D. L. & W. and Reading Railroads have tracks running through city.

Principal Industries: Silk, iron, and steel. Manufacturing Establishments: 21. Leading firms: American Swedo Iron Co., Art Bronze & Iron Works, Danville Iron & Steel Corp., Danville Stoves & Mfg. Co., Danville Structural Tubing Co., Kearns-DuBughie Motor Co., Kennedy-Van Saun Mfg. Corp., Reading Iron Co., Jonvand & Lavigne Co., Inc.

Special Information: Geo. F. Geisinger Memorial Hospital, an endowed institution for medical and surgical cases and the Danville State Hospital for insane are located here.

Residential Features: There are about 1,876 individual houses and 6 apartments, including 3 hotels.

Retail Shopping Section: Mill Street, 7 blocks.

Trading Area: An average of 6 miles in each direction.

Wholesale Houses: Groceries, 1; fruits, 1; hardware, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 3; automobile accessories, 9; automobile tire agencies, 9; bakers, 2; cigar stores and stands (including hotels), 16; confectioners (including hotel stands), 13; delicatessen, 3; dressmakers, 8; druggists, 7; dry goods, 7; department stores, 3; electrical supplies, 3; florists, 2; fruits, 4; furniture, 4; garages (public), 10; grocers, 36 (chain, 4); hardware, 3; jewelry, 2; meat markets, 17; men's furnishings, 7; men's clothing, 7; merchant tailors, 2; milliners, 6; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; restaurants (including hotels), 11; shoes, 9; sporting goods, 2; stationers, 6; women's apparel, 5.

Miscellaneous Data: Most pleasant months, May, June, Sept., Oct., Nov. Doctors (medical, 12), (dentists, 7), (osteopaths, 1); number of wired houses, 1,295; gas, artificial; electric current, alternating; water, hard.

DOYLESTOWN, PA. (Bucks County)

1920 Population, 3,837.

City and Suburban Estimate, 10,000.

Native Whites, 91%; Negroes, 4%; Foreign Born, 5%; Industrial Workers, 31%; English Reading, 97%; Families, 1,010.

Schools: 2; Number of Pupils, 975.

Churches: Protestant, 6; Catholic, 1.

Banks: 4. Total Resources, \$4,720,000.

Theatres: 1. Total number of seats, 600.

Residential Features: Mostly one-family houses.

Retail Shopping Section: About 5 blocks.

Trading Area: Ten mile radius.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 4; commercial auto. agencies, 2; automobile accessories, 3; automobile tire agencies, 3; bakers, 2; cigar stores and stands (including hotels), 4; confectioners (including hotel stands), 6; dressmakers, 4; druggists, 3; dry goods, 6; department stores, 1; electrical supplies, 6; florists, 2; fruits, 5; furniture, 2; garages (public), 6; grocers, 12; hardware, 2; jewelry, 2; meat markets, 4; men's furnishings, 2; men's clothing, 2; merchant tailors, 2; milliners, 3; opticians, 2; photographers, 1; radio supplies, 3; restaurants (including hotels), 6; shoes, 4; sporting goods, 2; stationers, 1; women's apparel, 2.

DUBOIS, PA. (Clearfield County)

1920 Population, 13,681.

City and Suburban Estimate, 25,000.

Native Whites, 86.1%; Negroes, 0.2%; Foreign Born, 13.7%; Industrial Workers, 27%; English Reading, 92%; Families, 3,052.

Schools: 9. Number of Pupils, 1,850.

Churches: 15.

Banks: 3; Total Resources, \$9,990,000.

Theatres: 3; Total number of seats, 2,600.

Residential Features: Mostly one and two-family houses.

Retail Shopping Section: 12 blocks.

Trading Area: 20 mile radius.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 4; automobile accessories, 4; automobile tire agencies, 4; bakers, 4; cigar stores and stands (including hotels), 18; confectioners (including hotel stands), 18; dressmakers, 48; druggists, 6; dry goods, 6; department stores, 2; electrical supplies, 4; florists, 3; fruits, 10; furniture, 4; garages (public), 12; grocers, 71; hardware, 3; jewelry, 3; meat markets, 19; men's furnishings, 5; men's clothing, 6; merchant tailors, 2; milliners, 10; opticians, 3; photographers, 4; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 9; shoes, 6; sporting goods, 2; stationers, 2; women's apparel, 4.

EASTON, PA. (Northampton County)

1920 Population, 33,813. (1926 est., 57,000, Inc. Phillipsburg, N. J.)

City and Suburban Estimate, 175,000.

Native Whites, 87.2%; Negroes, .9%; Foreign Born, 11.9%; Industrial Workers, 75%; English Reading, 98.5%; Families, 13,775.

Schools: Public Grade, 22; High, 2; Parochial, 3; Number of Pupils, 10,375.

Churches: Baptist, 4; Christian Science, 1; Episcopal, 1; Hebrew, 2; Methodist, 8; Presbyterian, 10; Roman Catholic, 7; Miscellaneous, 25.

Banks: National, 5; State, 4; Total Resources, \$37,061,705; Savings Bank Deposits Total, \$29,942,984.

Theatres: Legitimate, 1; Moving Pictures, 9; Vaudeville, 2.

Location: At the forks of the Delaware, in the center of a business community of over 65,000; 100 minutes from New York and 120 from Philadelphia; 8 railroads, 8 interurban roads, serving 250,000 population. Lies in the midst of great cement, slate, steel and iron industries of eastern Pennsylvania and western New Jersey.

Principal Industries: Iron and steel, cement, railroad shops, silks and paint.

Manufacturing Establishments, 47. Leading firms: Ingersoll-Rand Co., Wm. Wharton, Jr., Co., C. K. Williams & Co., Pennsylvania Pump & Compressor Co., Treadwell Engineering Co., Victor-Balata & Textile Belting, Dixie Drinking Cup Co., Alpha Portland Cement Co.

Residential Features: Mostly two and a half story houses; many apartments in center of city. Best residential section in northeast part of city (College Hill) and in the western part (Wilson Borough).

Retail Shopping Section: From Center Sq. on E. Northampton St., to Delaware Bridge and on W. Northampton St., to 7th St., and from the Square south to L. V. Station on S. 3rd St., and to foot of Chestnut Ave., on N. 3rd St.

Trading Area: 21 miles; N. to Stroudsburg, E. to Hackettstown and White House Station, S. to Milford, N. J., and W. to Bethlehem, Pa. Business secured from greater distances because of fine railway, trolley and bus service, permanent highways recently built, tapping every section.

Wholesale Houses: Groceries, 3; meats, 1; hardware, 12; dry goods, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 30; commercial auto. agencies, 4; automobile accessories, 21; automobile tire agencies, 11; bakers, 30; cigar stores and stands (including hotels), 86; confectioners (including hotel stands), 73; delicatessen, 8; dressmakers, 122; druggists, 23; dry goods, 24; department stores, 7; electrical supplies, 22; florists, 13; furniture, 29; furriers, 9; garages (public), 48; grocers, 150; hardware, 14; jewelry, 23; meat markets, 15; men's furnishings, 7; men's clothing, 8; merchant tailors, 49; milliners, 37; opticians, 7; photographers, 13; pianos (and miscellaneous musical instruments), 9; radio supplies, 6; restaurants (including hotels), 80; shoes, 15; sporting goods, 5; stationers, 9; women's apparel, 14.

EAST STROUDSBURG, PA. (Monroe County)

1920 Population, 4,855.

City and Suburban Estimate, 15,000.

Native Whites, 94%; Negroes, 1%; Foreign Born, 5%; Industrial Workers, 35%; English Reading, 96%; Families, 1,181.

Schools: Public Grade, 4; High, 1; Number of Pupils, 1,090.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 2; State, 1; Total Resources, \$15,079,000.

Theatres: Legitimate, 1; Moving Pictures, 1; Vaudeville, 1 comb.; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 2,400.

Location: Near eastern line of Penna., 4 miles from Delaware River. D. L. & W., P. R.R., W. B. & E. and Delaware Valley.

Principal Industries: Silk, boilers, woolen mills, hot water systems and a diversified line of small factories taking up metal novelties, wooden toys, shoe machinery, car shops, glass cutting, bottle making.

Manufacturing Establishments, 45.

Residential Features: Practically all one- and two-family houses.

Retail Shopping Section: Crystal and Washington streets, 3 blocks.

Trading Area: 40 miles north, 30 miles west, 10 miles east, 15 miles south.

Wholesale Houses: Groceries, 2; fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 13; commercial auto. agencies, 5; automobile accessories, 13; automobile tire agencies, 8; bakers, 7; cigar stores and stands (including hotels), 26; confectioners (including hotel stands), 12; dressmakers, 6; druggists, 4; dry goods, 3; department stores, 1; electrical supplies, 3; florists, 2; fruits, 3; furniture, 4; furriers, 1; garages (public), 8; grocers, 18; hardware, 3; jewelry, 3; meat markets, 8; men's furnishings, 4; men's clothing, 5; merchant tailors, 4; milliners, 2; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 6; restaurants (including hotels), 7; shoes, 6; sporting goods, 3; stationers, 1; women's apparel, 5.

ELLWOOD CITY, PA. (Lawrence County)

1920 Population, 8,958.

City and Suburban Estimate, 16,000.

Native Whites, 78%; Negroes, 2%; Foreign Born, 20%; Industrial Workers, 6,000.

Schools: Public Grade, 10; High, 1; Junior High, 1; Number of Pupils, about 3,000.

Churches: Baptist, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 3; Roman Catholic, 1; Miscellaneous, 5.

Banks: National, 3; Total Resources, \$4,682,506.

Theatres: Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 4; Total number of seats, 10,000.

Location: On main line Baltimore & Ohio Railroad; Pittsburgh & Lake Erie (New York Central) railway, midway between Pittsburgh and Youngstown. Direct connection, passenger and freight, with Pennsylvania lines and Buffalo, Rochester, Erie, Cleveland, Pittsburgh and other points. Interurban to all points.

Principal Industries: Iron, steel, stone, coal, etc.

Manufacturing Establishments: Leading firms, National Tube Co., Steel Car Forge Co.; Standard Engineering Co., Matthews Gravity Conveyor Co., Stevens Metal Products Co., Covert Wire Co., Ellwood Steel Corp., American Steel Co., Ellwood City Forge Co., Ellwood Stone Co., Ellwood Brass & Bronze Co., Ellwood Foundry & Machine Co., Specialty Foundry Co., Beaver Enameling Co., etc.

Special Information: Splendid transportation facilities with varied manufacturing enterprises. Cheap fuel, power and living expenses, good schools and churches.

Residential Features: Mostly one and two-family homes. Private homes predominate. One of the finest private residential sections; over six miles of paved streets; the best water supply in the state, always adequate, and typhoid fever unknown from local infection.

Retail Shopping Section: Extends five blocks on Lawrence Avenue, two on Sixth, four on Fifth, two on Seventh, three on North, and stores in other sections. Nearly all lines of business represented and the stores would be a credit to any city of 25,000 to 50,000.

Trading Area: A radius of ten to twenty miles in each direction. There is excellent trolley and bus service north, south, east and west.

Wholesale Houses: Groceries, 2; fruits, 2; hardware, 1; Miscellaneous lines, flour and feed, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 18; automobile accessories, 14; automobile tire agencies, 17; bakers, 4; cigar stores and stands (including hotels), 17; confectioners (including hotel stands), 8; delicatessen, 1; dressmakers, 6; druggists, 7; dry goods, 4; department stores, 3; electrical supplies, 4; florists, 2; fruits, 6; furniture, 4; garages (public), 14; grocers, 25; hardware, 5; jewelry, 3; meat markets, 24; men's furnishings, 8; men's clothing, 8; merchant tailors, 2; milliners, 5; opticians, 1; photographers, 2; pianos (and miscellaneous musical instruments), 4; radio supplies, 4; restaurants (including hotels), 7; shoes, 9; sporting goods, 5; stationers, 2; women's apparel, 8.

ERIE, PA. (Erie County)

1920 Population, 93,372.

City and Suburban Estimate, 131,620.

Schools: Public Grade, 20; High, 3; Junior High, 2; Parochial, 12; Number of Pupils, 18,000.

Churches: Baptist, 8; Christian Science, 3; Episcopal, 5; Hebrew, 4; Methodist, 10; Presbyterian, 10; Roman Catholic, 22; Miscellaneous, 34.

Banks: National, 3; State, 9; Total Resources, \$58,018,580.64.

Theatres: Legitimate, 2; Moving Pictures, 20; Vaudeville, 1; Burlesque, 1; Miscellaneous (Auditoriums, etc.), 4; Total number of seats, 20,000.

Location: On south shore of Lake Erie on Presque Isle Ray, N. Y. C. & St. L., P. & L. E., E. & P. Steamers to lake ports, and excellent trolley service to surrounding cities. To nearest large city by railroad, 2½ hours; by trolley, 4 hours; by auto, 3½ hours.

Principal Industries: Paper, boilers, engines, wringers, locomotives, machine and hand tools, stoves, steam shovels, household utensils of all descriptions.

Manufacturing Establishments, 537. Leading firms: General Electric Co., Hammernill Paper Co., Jarecki Mfg. Co., Erie City Iron Works, Skinner Engine Works, Union Iron Works, Nagle Engine Works, Pennsylvania Boiler Works, H. F. Watson Paper Co., Griswold Mfg. Co., Erie Forge & Steel Co., Erie Malleable Iron Works. Total value of yearly output of factories estimated at \$167,446,400.

Special Information: Erie ranks third in U. S. for variety of manufactures; second to none in manufacture of boilers, wringers, tanks, engines, etc. Pennsylvania's only lake port, second to none of great lakes. Only 12 hours distant from largest cities in U. S. One of the best public school systems, with buildings to compare with those in any city.

Residential Features: Mainly one- and two-family houses, 45.2% owned. To the west and south of the city wonderful home sections are building up rapidly. Rents proportionate to values and real estate close to normal.

PENNSYLVANIA (Cont'd)

Retail Shopping Section: From Public Dock, foot of State St., south to 26th St. Peach St. from 5th to 26th St. Parade St. from 3rd to 18th St. Four outlying sections. Streets from 6th to 18th, one block east and one block west of State St. also taken up by business.

Trading Area: 20 miles east, west and south. Irregular business secured by trolley service from greater distances.

Wholesale Houses: Groceries, 10; meats, 6; fruits, 4; hardware, 2; miscellaneous, confectioners, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 57; commercial auto. agencies, 4; automobile accessories, 20; automobile tire agencies, 23; bakers, 48; cigar stores and stands (including hotels, 13 (chain, 3); confectioners (including hotel stands), 142; delicatessen, 6; dressmakers, 92; druggists, 28 (chain, 2); dry goods, 34; department stores, 7; electrical supplies, 8; florists, 14; fruits, 18; furniture, 12; furriers, 3; garages (public), 64; grocers, 432 (chain, 48); hardware, 37; jewelry, 31; meat markets, 148 (chain, 2); men's furnishings, 14; men's clothing, 54; merchant tailors, 76; milliners, 52; opticians, 14; photographers, 16; pianos (and miscellaneous musical instruments), 7; radio supplies, 7; restaurants (including hotels), 147 (chain, 2); shoes, 49; sporting goods, 6; stationers, 3; women's apparel, 54.

Miscellaneous Data: Most pleasant months, June, July, Aug., Sept., Oct. Doctors (medical, 132); (dentists, 86); (osteopaths, 11); number of wired houses, 20,000; street car service; gas, natural and artificial; electric current alternating; water, hard.

FRANKLIN, PA.

(Venango County)

1920 Population, 9,970.

City and Suburban Estimate, 50,000.

Native Whites, 91%; **Negroes,** 3%; **Foreign Born,** 6%; **Industrial Workers,** 30%; **English Reading,** 97%; **Families,** 2,570.

Schools: Public Grade, 6; High, 1; Parochial, 1; Number of Pupils, 2,146.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Methodist, 4; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 1; State, 2; Total Resources, \$15,000,000; Savings Bank Deposits Total, \$6,677,484.

Theatres: Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 3,041.

Location: On the Allegheny River, at the junction of French Creek, served by the New York Central, Pennsylvania, Lake Erie, Franklin and Clarion, and the Erie Railroads, also connected by trolley and has excellent bus service in all directions.

Principal Industries: Railroad supplies, engines, mine car loaders, wagons, air compressors and oil refineries.

Manufacturing Establishments: 30. Leading firms: Joy Machine Co., Franklin Steel Co., Chicago Pneumatic Tool Co., Atlantic Refining Co., Venango Mfg. Co., Franklin Valveless Engine Co., General Manifold & Printing Co.

Total value of yearly output of factories estimated at \$25,000,000.

Special Information: The city is particularly noted for its oil industry. The Atlantic Refining Co. is one of the largest oil refineries in the world. Because of the refineries Franklin is said to have a larger value of manufactured exports per capita than any city of its size in the United States. It is the hub of an improved highway system making it easily accessible from any point.

Residential Features: Private homes predominate. A limited number of two-family houses and only a few apartment houses. Miller Park, an exclusive residential section, is not equalled in the state.

Retail Shopping Section: Extends from Franklin Ave., to Buffalo St., on Thirteenth. The main business section is on Liberty St., from Thirteenth to Eleventh. Liberty, Buffalo and Elk Streets run parallel and are crossed by streets No. 1 to 16, both included. Business section covers about eight blocks.

Trading Area: Extends about 8 miles east, 20 miles north, 30 miles west and 25 miles south.

Wholesale Houses: Fruits, 2; dry goods, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 14; commercial auto. agencies, 4; automobile accessories, 20; automobile tire agencies, 16; bakers, 3; cigar stores and stands (including hotels), 21; confectioners (including hotel stands), 10; delicatessen, 1; dressmakers, 9; druggists, 6; dry goods, 7; department stores, 5; electrical supplies, 4; florists, 2; fruits, 13; furniture, 4; garages (public), 10; grocers, 24; hardware, 2; jewelry, 4; meat markets, 9; men's furnishings, 9; men's clothing, 9; merchant tailors, 5; milliners, 4; opticians, 1; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 11; restaurants (including hotels), 6; shoes, 7; sporting goods, 3; stationers, 2; women's apparel, 4.

GETTYSBURG, PA.

(Adams County)

1920 Population, 4,439.

City and Suburban Estimate, 7,500. Most important cities and towns in this area are: Littlestown (pop. 2,000); New Oxford (1,500); Biglerville (1,000); McSherrystown (2,500).

Native Whites, 95%; **Negroes,** 5%; **Industrial Workers,** 23%; **English Reading,** 100%; **Families,** 1,200.

Schools: Public Grade, 4; High, 1; Parochial, 1; Number of Pupils, 1,500.

Churches: Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Lutheran, 2; United Brethren, 1.

Banks: National, 2; State, 2; Total Resources, \$6,100,000; Savings Bank Deposits Total, \$2,250,000.

Theatres: Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 2,500 (approximately).

Location: In Adams County, southern extremity of central Pennsylvania. Served by the Gettysburg & Harrisburg Railroad Co., connecting with P. & R. System at Harrisburg; Western Maryland Railroad, connecting Baltimore, Washington, York (Pa.), Hanover (Pa.), Hagerstown (Md.) and points west. Excellent bus service to and from Baltimore, Emmetsburg (Md.), York, Hanover, Harrisburg and Chambersburg. To nearest large city by railroad, 2½ hours; by auto, 2 hours.

Principal Industries: Furniture, silk, shirts, tile, brick, fertilizer and scattered throughout the county are numerous fruit and vegetable canning factories.

Manufacturing Establishments, 10. Leading firms: Gettysburg Furniture Co., Reaser Furniture Co., J. H. & C. K. Eagle Silk Mills, Inc. Total value of yearly output of factories estimated at \$6,500,000.

Special Information: City enjoys excellent climate the year round, due to good elevation and protection of mountains to the west. Situated at the intersection of highways connecting Canada and the Gulf of Mexico and the Atlantic and Pacific oceans and is a hub of the Primary Good Roads System of Pennsylvania, all of which are hard, all-weather roads. Gettysburg is a Mecca for a million and a half tourists yearly from all parts of the United States and Canada.

Residential Features: Mostly one and two-family houses. A few apartment buildings. Private homes predominate. New sections on the edge of town are being developed as residential sections. Homes in these sections average in value, approximately, \$9,000.

Retail Shopping Section: Extends from Public Square (which forms the heart of the business section and is the terminal for bus lines), one square north and west and two squares east and south. There are the usual "neighborhood" grocery and confectionery stores scattered through town.

Trading Area: 15 miles west and south, 20 miles north and east.

Wholesale Houses: Groceries, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial auto. agencies, 3; automobile accessories, 9; and all garages; automobile tire agencies, 7; and all garages; bakers, 2; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 5; druggists, 7 (chain, 1); dry goods, 8; department stores, 5; electrical supplies, 4; fruits, 2; furniture, 2; garages (public), 6; grocers, 13 (chain, 3); hardware, 2; jewelry, 2; meat markets, 3; men's furnishings, 8; men's clothing, 5; merchant tailors, 3; milliners, 8; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 9; shoes, 6; sporting goods, 4; stationers, 3; women's apparel, 8.

Miscellaneous Data: Doctors (medical, 12); (dentists, 4); (osteopaths, 1); gas, artificial; number of meters, 800; electric current, alternating; number of wired houses, 1,000; water, soft.

See announcement column 4

GREENSBURG, PA.

(Westmoreland County)

1920 Population, 15,033. (1926, est. 18,000.)

City and Suburban Estimate, 43,402. Most important cities and towns in this area are: Jeannette (pop. 12,000); Latrobe (12,000).

Native Whites, 85.7%; **Negroes,** 1.5%; **Foreign Born,** 12.8%; **English Reading,** 82%; **Families,** 3,444. **Westmoreland Co.,** 56,610.

Schools: Public Grade, 10; High, 1; Parochial, 1; Number of Pupils, 10,000.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Hebrew, 2; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 2; State, 5; Total Resources, \$21,471,908; Savings Bank Deposits Total, \$15,933,629.

Theatres: Moving Pictures, 3; Vaudeville, 1.

Location: P. R.R., 36 trains west and 33 east daily. Excellent bus service on schedule connecting Greensburg with Delmont and New Kensington on the north, a score of mining towns on the east. West Newton and Monessen thriving steel towns on Monongahela River boundary. To nearest large city by railroad, 2 hours; by trolley, 1 hour; by auto, 1 hour.

Principal Industries: Brass and pipe fittings, coal, china, aluminum, lumber, steel, etc.

Manufacturing Establishments: 657. Leading firms: Keystone Coal & Coke Co., Kelly & Jones,

Irwin Gas Coal Co., Pittsburgh American China Co., Hempfield Foundry, Railway and Industrial Engineering Co., Penn Aluminum Co., Greensburg Glass Co. Total value of yearly output of factories estimated at \$437,342,000.

Special Information: Center of soft coal industry of Western Pennsylvania. County seat. On Lincoln Highway. Headquarters of Troop A State Police. Has 400 hotel rooms. Commercial advantages with natural gas and an abundance of coal. Town connected by West Penn Trolley system with rich communities of Brush Creek Valley on the west.

Residential Features: Mainly 1 and 2-family houses predominate. Beautiful residence section. Real estate value of \$160,352,660, and taxable real estate valued at \$147,331,841.

Retail Shopping Section: Main St., Pennsylvania Ave., Maple Ave. Terminal for suburban trolleys and buses. Pennsylvania Ave. and Main St. are business sections for about 6 blocks, while Maple Ave. has several business houses and others are in process of building. Numerous neighborhood sections.

Trading Area: Radius of 20 miles.

Wholesale Houses: Groceries, 3; meats, 4; fruits, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 19; commercial auto. agencies, 5; automobile accessories, 9; automobile tire agencies, 9; bakers, 15; cigar stores and stands (including hotels, 2); confectioners (including hotel stands), 9; delicatessen, 5; dressmakers, 25; druggists, 15; dry goods, 10; department stores, 3; electrical supplies, 4; florists, 4; fruits, 20; furniture, 7; furriers, 1; garages (public), 17; grocers, 40 (chain, 3); hardware, 6; jewelry, 6; meat markets, 20 (chain, 3); men's furnishings, 17; men's clothing, 17; merchant tailors, 12; milliners, 9; opticians, 4; photographers, 6; pianos (and miscellaneous musical instruments), 10; radio supplies, 5; restaurants (including hotels), 10; shoes, 15; sporting goods, 1; stationers, 2; women's apparel, 11.

Miscellaneous Data: Most pleasant months, June, July, Aug., Sept.; doctors (medical, 30); (dentists, 18); (osteopaths, 3); street car service; gas, natural; number of meters, 3,500; electric current, alternating; number of wired houses, 3,200; water, soft; number of automobile registrations, 2,500.

GREENVILLE, PA.

(Mercer County)

1920 Population, 8,101.

City and Suburban Estimate, 12,648.

Native Whites, 90%; **Negroes,** 1%; **Foreign Born,** 9%; **Industrial Workers,** 30%; **English Reading,** 95%; **Families,** 2,500.

Schools: Public Grade, 3; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 1,895.

Churches: Baptist, 1; Episcopal, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 1; Reformed, 1; Lutheran, 1; Salvation, 1.

Banks: National, 2; State, 1; Total Resources, \$7,704,000; Savings Bank Deposits Total, \$3,800,000.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 2,500.

Location: Erie, B. & L. E., B. & P. branch of P. R.R. Close rail connection with N. P., N. Y. Central lines in suburbs. Buses to nearby towns. Six permanent concrete highways, leading from town. To nearest large city by railroad, 1 hour; by auto, 1 hour and 20 minutes.

Principal Industries: Car repairing, tank works, foundry, dairy and farming.

Manufacturing Establishments: 4. B. & L. E. R.R. headquarters and shops. Greenville Steel Car Co., Hodge Mfg. Co., Chicago Bridge & Iron Works. Total value of yearly output of factories estimated at \$25,000,000.

Special Information: Railroad town primarily because of B. & L. E. extensive locomotive and repair shops and Greenville Steel Car Co. Also big ore carrying center. In normal times these two industries employ 2,000 or more. In busy season, more than 3,000, almost all American. Chicago Bridge & Iron Works employ normally about 350. Local dairy company occupies \$100,000 plant and gross business for 1925 was \$264,000. Trading center for northern Mercer Co. with trading population of 35,000.

Residential Features: Mainly one-family houses, private homes predominating; 80% owned. Best residential section in eastern part of town. Average value \$6,000. Practically no part of town more than 15 minutes' walk from retail section. One small jitney line in town, no trolleys.

Retail Shopping Section: Main St. about one-third of a mile and Clinton St. paralleling cross streets, connecting the two and used for business are Water, Race, Canal, Wall and Mercer. No outlying sections, except few scattered groceries.

Trading Area: 7 to 8 miles. Some business from 12 to 15 miles, because of good roads.

Wholesale Houses: Groceries, 1; hardware, 1; candy, 1; automobile supplies, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial auto. agencies, 4; automobile accessories, 28; automobile tire agencies, 9; bakers, 4; cigar stores and stands (including hotels), 43; confectioners (including hotel stands), 44; dressmakers, 8; druggists, 5; dry goods, 7; department stores, 2; electrical supplies, 3; florists, 1; fruits, 28; furniture, 3; garages (public), 9; grocers, 34 (chain, 9); hardware, 5; jewelry, 4; meat markets, 11 (chain, 3); men's furnishings, 7; men's clothing, 7; merchant tailors, 4; milliners, 3; opticians,

Continued on page 232

ADAMS COUNTY PENNSYLVANIA

*The First County in
a Great State is
an Ideal*

TRYOUT AREA

For National Advertisers

A national church publication says: "Village America is distinct; Village America is that vast market lying between the cities and the farms; distinct in many ways, but chiefly in the dominance of conservative thought."

Gettysburg, county seat of Adams County, a place known through history to every school child, is really typical of Village America, as are a score of other towns in the same community covered exclusively by The Gettysburg Times.

It is ideal "tryout territory" because it can be covered at one cost. It has ONE DAILY newspaper—

The Gettysburg Times

*An Associated Press Evening
Paper*

—which goes into every home in Gettysburg and three-fourths of all the homes in Adams County. (Adams County, by the way, ranks first in many things, but chiefly as the largest commercial apple and peach growing county in Pennsylvania. Its farms are unexcelled.)

YOU CAN COVER GETTYSBURG AND ADAMS COUNTY (and thereby cover a typical American community, in a small daily newspaper built on reader confidence and read from column to column)

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GEORGE B. DAVID COMPANY,
110 East 42nd Street, New York City
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PENNSYLVANIA (Cont'd)

Greenville (cont'd)

4; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 3; restaurants (including hotels), 9; shoes, 8; sporting goods, 3; stationers, 2; women's apparel, 7.

Miscellaneous Data: Most pleasant months, May, June, July, Sept., Oct., Nov.; doctors (medical, 10), (dentists, 7), (osteopaths, 3); number of wired houses, 2,520; gas, natural; electric current, alternating; water, soft.

HANOVER, PA.

(York County)

1920 Population, 8,664. (1925 est. 10,000.)

City and Suburban Estimate, 16,000.

Native Whites, 100%; Industrial Workers, 30%; English Reading, 100%; Families, 3,006.

Schools: Public Grade, Pupils 160; High, 415; Parochial, 205.

Churches: Episcopal, 1; Roman Catholic, 2; Lutheran, 3; Reformed, 3; Miscellaneous, 5.

Banks: National, 1; State, 4; Total Resources, \$13,000,000; Savings Bank Deposits Total, \$7,000,000.

Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 3,000.

Location: Southern Pennsylvania west of Susquehanna River. Served by Pennsylvania & Western Maryland Railroads. Excellent bus and electric service to central and western parts of state. To nearest large city by railroad, 40 minutes; by trolley, 50 minutes; by auto, ¼ hour.

Principal Industries: Boots and shoes, wire-cloth, furniture, auto bodies and wagons, leather insoles and heels and box toes, silk ribbon, wall paper, cordage and twine, cigars, gloves, cigar boxes, shirts and pajamas, bakeries, flour mills, auto valves, water wheels, pattern makers, penholders, magazine and job printing, canning factories, extra plant.

Manufacturing Establishments, 150. Hanover Shoe Co., Long Furniture Co., Hopkins Mfg. Co., Hanover Corage Works, Century Ribbon Mills, Hanover Wirecloth, Bobrow Cigar Factory, E. R. Haffelinger & Co., W. F. Kintzling Co. Total value of yearly output of factories estimated at \$16,500,000.

Special Information: Hanover lies close to Mason and Dixon Line and adjoins Adams Co. Half hour ride from famous Gettysburg national battlefields and cemetery. About 50% of wire-cloth manufactured in United States is produced in Hanover. Hanover is surrounded by one of the richest agricultural districts in the United States.

Residential Features: Mostly one and two-family brick houses. Limited section devoted to workmen's tenements, private homes predominate. Four private dwellings aggregate a total approximately \$200,000. White way now under construction. First class modern hotel, 75 rooms, being erected.

Retail Shopping Section: Extends from public square which forms heart of business section and terminal for suburban trolley and bus lines. Three blocks on Carlisle St., two on Broadway, 5 on Baltimore St. There are six outlying business sections of several blocks each and several smaller neighborhood sections with the usual grocery and confections.

Trading Area: Extends about 20 miles west, north, east and south. Intermittent business is secured from people living at a greater distance because of the fine bus and trolley service and individual use of motor cars.

Wholesale Houses: Groceries, 2; meats, 10; fruits, 5; hardware, 4; dry goods, 7; Miscellaneous lines: shoes, 7; confectioners, 10.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 16; commercial auto. agencies, 5; automobile accessories, 19; automobile tire agencies, 20; bakers, 6; cigar stores and stands (including hotels), 11; confectioners (including hotel stands), 3; dressmakers, 10; druggists, 5 (chain, 1); dry goods, 9; department stores, 2; electrical supplies, 12; florists, 1; fruits, 4; furniture, 3; garages (public), 17; grocers, 62 (chain, 5); hardware, 4; jewelry, 5; meat markets, 12; men's furnishings, 5; men's clothing, 8; merchant tailors, 8; milliners, 8; opticians, 5; photographers, 2; pianos (and miscellaneous musical instruments), 4; radio supplies, 5; restaurants (including hotels), 17; shoes, 11; sporting goods, 5; stationers, 2; women's apparel, 10.

Miscellaneous Data: Most pleasant months, May, June, July, Aug., Sept., Oct.; doctors (medical, 17), (dentists, 9), (osteopaths, 2); street car service; gas, artificial; electric current, alternating; water, soft.

HARRISBURG, PA.

(Dauphin County)

1920 Population, 75,917. (1925 est. 83,422.)

City and Suburban Estimate, 225,000. Most important cities and towns in this area are: Chelton (pop. 13,428); Carlisle (11,137); Millersburg (2,936); Mechanicsburg (4,688).

Native Whites, 88%; Negroes, 7%; Foreign Born, 5%; Industrial Workers, 24%; English Reading, 97%; Families, 17,000.

Schools: Public Grade, 28; High, 2; Junior High, 3; Parochial, 3; Number of Pupils, 12,616.

Churches: Baptist, 5; Christian Science, 1; Episcopal, 2; Hebrew, 3; Methodist, 11; Pres-

byterian, 10; Roman Catholic, 5; Miscellaneous, 48.

Banks: National, 1; Trust Companies, 17; Total Resources, \$57,000,000; Total Deposits (all banks), \$40,000,000; Savings Bank Deposits Total, \$17,569,000. Total Bank Clearings (1925) \$250,000,000.

Theatres: Legitimate, 1; Moving Pictures, 13; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 7. Total number of seats, 8,500.

Location: Main line of P. R.R. at intersection of north, south, east and west divisions, and is terminus of Reading system. From transportation viewpoint, it is the key to the Atlantic seaboard. Three great national highways pass through the city. Excellent bus and street car service maintained in all directions. To nearest large city (Philadelphia), by railroad, 3 hours; by auto, 5 hours.

Principal Industries: Pennsylvania and Reading shops and yards. Iron and steel, food products, textiles, leather and rubber goods.

Manufacturing Establishments, 477. Leading firms: Bethlehem Steel Co., Central Iron & Steel Co., Elliott-Fisher, Harrisburg Pipe Bending Co. Total value of yearly output of factories estimated at \$173,562,500.

Special Information: Few cities have so favorable geographical position. The great markets of the east are from two to four hours away. Harrisburg has 21,100 telephone connections, 18,100 autos and trucks.

Residential Features: Mostly 1 and 2-family houses, private homes predominating, 35% owned. Practically no tenements. One of the finest residential sections in Pennsylvania, located on the Susquehanna River front.

Retail Shopping Section: Extends from Market Square (which forms a terminal for suburban and bus lines) from 12 blocks east on Market Street; Chestnut, Walnut and Mulberry Streets, parallel Market Street and are business streets for 5 to 8 blocks each. Six outlying retail business sections and several smaller neighborhood sections.

Trading Area: 25 miles north, east, south and west. Considerable volume of business is secured from people living within a 100-mile radius, because of the relatively large number of railway employees who travel on passes and because of Harrisburg being the State Capital.

Wholesale Houses: Groceries, 5; meats, 4; fruits, 9; hardware, 5; dry goods, 3; Miscellaneous lines, 12.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 36; commercial auto. agencies, 11; automobile accessories, 80; automobile tire agencies, 54; bakers, 36; cigar stores and stands (including hotels), 125 (chain, 12); confectioners (including hotel stands), 165; delicatessen, 35; dressmakers, 71; druggists, 49; dry goods, 21; department stores, 10; electrical supplies, 20; florists, 18; fruits, 165; furniture, 37; furriers, 4; garages (public), 50; grocers, 345 (chain, 81); hardware, 22; jewelry, 21; meat markets, 76; men's furnishings, 20; men's clothing, 43; merchant tailors, 62; milliners, 38; opticians, 18; photographers, 14; pianos (and miscellaneous musical instruments), 13; radio supplies, 47; restaurants (including hotels), 125; shoes, 43; sporting goods, 12; stationers, 51; women's apparel, 28.

Miscellaneous Data: Most pleasant months, Mar., June, Oct. and Nov.; doctors (medical, 141), (dentists, 61), (osteopaths, 9); street car service; gas artificial; electric current, alternating; number of wired houses, 25,419; water, soft.

HAZLETON, PA.

(Luzerne County)

1920 Population, 32,277 (1925 est. 35,440).

City and Suburban Estimate, 91,468.

Native Whites, 81.2%; Negroes, 0.1%; Foreign Born, 18.7%; Industrial Workers, 38%; English Reading, 80%; Families, 18,000.

Schools: Public Grade, 86; High, 3; Junior High, 3; Parochial, 19; Number of Pupils, 23,811.

Churches: Baptist, 3; Congregational, 3; Episcopal, 5; Hebrew, 3; Methodist, 14; Presbyterian, 6; Roman Catholic, 29; Miscellaneous, 8; Lutheran, 9; Reformed, 9.

Banks: National, 6; State, 6; No savings banks in district; Total Resources, \$41,259,651.16.

Theatres: Moving Pictures, 14; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 10. Total number of seats, 14,984.

Location: Southern portion of Luzerne county, on borders of Schuylkill and Carbon counties in heart of anthracite region. On Lehigh Valley, Pennsylvania, and Wilkes-Barre & Hazleton Railways. Reading and Jersey Central Railroads tap sections north and south within five miles of city. Bus and trolley service to suburbs. On main state roads, east and west, and north and south. State highway system sending traffic through Hazleton in all four directions. To nearest large city by railroad, ¼ hour; by auto, 1½ hours.

Principal Industries: Anthracite coal (weekly tonnage 200,000 to 250,000). Shirts, silk, knitted goods, steel, iron products for mines and mills, manufacture of electric power for 125 towns and 2,000,000 people in northeastern part of Pennsylvania.

Manufacturing Establishments, 93. Leading firms, Lehigh Valley Coal Co., Duplan Silk Corp., Jacob Gerhardt & Co., Pennsylvania Power & Light Co., Century Knitting Mills, Hazleton Iron Works, Anthracite Separator Mfg. Co., Lehigh & Wilkes-Barre Coal Co., Hazle Brook Coal Co., Shurtcraft Co., J. H. Janowitch & Janov, Inc., Louis Roessel Silk

Co., Jeddo Highland Coal Co., Cranberry Creek Coal Co., Leitchman Ice Cream Co., Hazleton Baking Co., Power City Baking Co., Ashmore Engine Shops of L. V. R.R., Hazleton Mfg. Co. (caskets), Barrett-Haentjens Pump Co.

Special Information: Large silk mill. Anthracite producing center. High wage-scales guaranteed miners. Located on main lines of tourist traffic in all directions. Banking center for over 20 anthracite communities. Headquarters for oil, gasoline, mine machinery and supplies. Distributors for southern coal fields. Center for deliveries to many towns for wholesale grocers and bakers. Altitude 1,810 feet. Electric power-producing district.

Residential Features: Mostly private homes, a majority being double dwellings. Northern section of city is an exceptionally fine residential section. Within a radius of ten miles there are about forty mining towns and villages where many families own their own homes and others have comfortable dwellings erected by the coal companies. People who maintain homes of their own predominate in the entire trading area.

Retail Shopping Section: In Hazleton City 9 blocks on Broad Street from Hazle to James; 24 blocks on Wyoming Street from Noble to Diamond Ave.; 10 blocks on East Diamond Ave. to Pardee Street; 22 blocks on Alter Street from Diamond Avenue to 22nd Street. All the outlying towns have an average of small retail shops.

Trading Area: A radius of ten miles embraces the shopping area, with towns scattered in all four directions.

Wholesale Houses: Groceries, 10; meats, 7; fruits, 3; hardware, 3; dry goods, 1; miscellaneous lines, marconini, 2; confectioners, 8; shoes, 1; ice cream, 5 notions, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 43 commercial auto. agencies, 17; automobile accessories, 88; automobile tire agencies, 49; bakers, 21; cigar stores and stands (including hotels), 87; delicatessen, 8; dressmakers, 31; druggists, 25; dry goods, 54; department stores, 18; electrical supplies, 29; florists, 4; fruits, 275; furniture, 32; furriers, 10; garages (public), 107; grocers, 434 (chain, 37); hardware, 36; jewelry, 45; meat markets, 83 (chain, 9); men's furnishings, 64; men's clothing, 53; merchant tailors, 40; milliners, 33; opticians, 46; photographers, 17; pianos (and miscellaneous musical instruments), 28; radio supplies, 11; restaurants (including hotels), 52; shoes, 128; sporting goods, 25; stationers, 20; women's apparel, 93.

Miscellaneous Data: Average temperature, 74 degrees; average number of rainy days per twelve months, 50; most pleasant months, May to November. Doctors (medical, 45); (dentists, 17); (osteopaths, 1); number of wired houses, 15,000; street car service; gas, artificial; electric current, alternating; water, soft.

HOMESTEAD, PA.

(Allegheny County)

1920 Population, 20,452.

City and Suburban Estimate, 45,050. Most important cities and towns in this area are: Munhall (pop. 1,250), West Homestead (8,590), Homestead Park (4,800).

Schools: Public Grade, 21; High, 2; Junior High, 3; Parochial, 8. Number of Pupils, 10,065.

Churches: Baptist, 2; Episcopal, 1; Hebrew, 1; Methodist, 4; Presbyterian, 2; Roman Catholic, 9; Miscellaneous, 4.

Banks: National, 2; State, 1. Total Resources, \$13,452,000; Savings Banks Deposits Total, \$8,319,000.

Theatres: Moving Pictures, 4; Miscellaneous (Auditoriums, etc.), 3.

Location: South side of Monongahela River, served by the Pennsylvania, N. Y. C., with connection east over Western Maryland, R. & O. B. & L. E., connection with Wabash. To nearest large city, by railroad, 45 minutes; by trolley, 1½ hours; by auto, 2 hours.

Principal Industries: Iron and steel, engines and mill machinery, car wheels, brick, common and fire; valves, planing mill work.

Manufacturing Establishments, 28. Carnegie Steel Co., Meata Machine Co., Keystone Car Wheel Co., Harbison-Walker Brick, Homestead Valve, Kerr & Ingram Lumber. Annual output estimated \$245,000,000.

Residential Features: Moderate-priced homes predominate; some apartment houses; outlying districts building up rapidly by home owners; housing accommodations are always at a premium.

Retail Shopping Section: Seven blocks on Eleventh Avenue, also Amity, Ann, Dickson and McClure. Small centers in outlying districts 5 to 10 minutes by street car from main center.

Trading Area: About 4 miles radius, mostly built up.

Wholesale Houses: Meats, 1; fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 14; automobile accessories, 23; automobile tire agencies, 23; bakers, 11; cigar stores and stands (including hotels), 45; confectioners (including hotel stands), 28; druggists, 17; dry goods, 11; department stores, 3; electrical supplies, 4; florists, 4; fruits, 12; furniture, 10; garages (public), 8; grocers, 115; hardware, 8; jewelry, 7; meat markets, 38; men's furnishings, 24; men's clothing, 34; merchant tailors, 6; milliners, 6; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 7; radio supplies, 3; restaurants (including hotels), 12; shoes, 19; sporting goods, 2; stationers, 2; women's apparel, 7.

Miscellaneous Data: Average temperature, 63 degrees; average number of rainy days per 12 months, 100; most pleasant months, May, June, Sept., Oct. Doctors (medical, 35), (dentists, 15), (osteopaths, 5); street car service; gas, natural; water, hard.

HUNTINGDON, PA.

(Huntingdon County)

1920 Population, 7,051 (1925 est., 8,000).

City and Suburban Estimate, 12,000. Most important cities and towns in this area are: Mt. Union (pop. 4,500), Saxton (1,000), Mapleton (900), Robertsdale (1,500).

Native Whites, 95%; Negroes, 1%; Foreign Born, 4%; Industrial Workers, 50%; English Reading, 96%; Families, 2,000.

Schools: Public Grade, 3; High, 1. Number of Pupils, 1,800.

Churches: Baptist, 1; Episcopal, 1; Hebrew, 1; Lutheran, 1; Methodist, 2; Presbyterian, 1; Reformed, 1; Roman Catholic, 1; Miscellaneous, 2.

Banks: National, 2; State, 1. Total Resources, \$5,006,000. 1 Trust Company.

Theatres: Legitimate, 2; Moving Pictures, 2; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 5,000.

Location: P. R.R., and H. & B. T. M. R.R. To nearest large city, by railroad, 1½ hours; by auto, 2 hours.

Principal Industries: Silk mill, radiator works, planing mill, 2 machine shops, Pennsylvania R.R. shops.

Manufacturing Establishments: 10. Leading firms: Huntingdon Specialty Co., Pierce, Butler & Pierce Radiator Works, J. C. Blair & Co., manufacturing stationers. Total value of yearly output of factories estimated at \$10,000,000.

Special Information: Huntingdon Reformatory (Pennsylvania Industrial Prison) located here, where over \$200,000 spent annually in community. Juniata College located here, 400 students.

Residential Features: Mostly single and double houses, about 50 apartments.

Retail Shopping Section: Not confined to any particular locality.

Trading Area: About 20 miles, with a population of 30,000.

Wholesale Houses: Groceries, 3; hardware, 1; Miscellaneous lines, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; automobile accessories, 20; automobile tire agencies, 15; bakers, 2; cigar stores and stands (including hotels), 16; confectioners (including hotel stands), 12; dressmakers, 6; druggists, 5; dry goods, 3; department stores, 1; electrical supplies, 12; florists, 1; fruits, 5; furniture, 3; garages (public), 5; grocers, 23 (chain, 8); hardware, 3; jewelry, 4; meat markets, 8; men's furnishings, 15; men's clothing, 12; merchant tailors, 3; milliners, 3; opticians, 5; photographers, 2; pianos (and miscellaneous musical instruments), 5; radio supplies, 4; restaurants (including hotels), 10; shoes, 5; sporting goods, 2; stationers, 5; women's apparel, 8.

Miscellaneous Data: Average temperature, 70 degrees; most pleasant months, May, June, Oct., Nov. Doctors (medical, 8), (dentists, 9), (osteopaths, 1); street car service; gas, artificial; number of meters, 1,600; electric current, alternating; number of wired houses, 1,800; water, hard.

JEANNETTE, PA.

(Westmoreland County)

1920 Population, 10,627.

City and Suburban Estimate, 20,500.

Native Whites, 80%; Negroes, 5%; Foreign Born, 15%; Industrial Workers, 80%; English Reading, 90%; Families, 5,000.

Schools: Public Grade, 11; High, 1; Parochial, 1. Number of Pupils, 3,500.

Churches: Baptist, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 2; Roman Catholic, 2; Miscellaneous, Reformed, United Brethren, Lutheran, 2, etc.

Banks: National, 2; State, 2. Total Resources, \$7,500,000; Savings Banks Deposits Total, \$4,000,000.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 2,000.

Location: Main line P. R.R., West Penn Rys., interurban connection with Pittsburgh and coke regions. To nearest large city, by railroads, 1 hour; by trolley, 3 hours; by auto, ¼ hour.

Principal Industries: Glass and rubber, condensors, expanded metal.

Manufacturing Establishments: 12. Leading firms: Pennsylvania Rubber Co., American Window Glass Co., McKee Glass Co., Elliott Co., Westmoreland Specialty Co., West Bros. Glass Co., Pittsburgh Lamm Brass and Glass Co., Northwestern Expanded Metal Co., Jeannette Shade and Novelty Co.

Special Information: An industrial city in natural gas region, with rich feeding fields of bituminous coal within a mile or two. Town of diversified industries, and, before Federal Reserve Bank Act, seldom felt results of panics.

Residential Features: Industrial town and population rather congested; recently annexed population of 5,000. Assessed valuation of property now \$8,000,000.

Retail Shopping Section: Clay Avenue, 4 blocks; cross streets, 4 blocks.

PENNSYLVANIA (Cont'd)

Trading Area: 20 miles either direction. Shares section on east with Greensburg, the county seat.

Wholesale Houses: Groceries, 1; fruits, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 3; automobile accessories, 10; automobile tire agencies, 10; bakers, 8; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 4; druggists, 5; dry goods, 6; department stores, 3; electrical supplies, 4; florists, 3; fruits, 10; furniture, 6; furriers, 2; garages (public), 10; grocers 80 (chain, 7); hardware, 4; jewelry, 3; meat markets, 12; men's furnishings, 4; men's clothing, 4; merchant tailors, 1; milliners, 5; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 7; shoes, 6; sporting goods, 2; women's apparel, 8.

Miscellaneous Data: Average temperature, 45 degrees; most pleasant months, Sept., Oct.; Doctors (medical, 10), (dentists, 5), (osteopaths, 4); street car service; gas, natural; electric current, alternating and direct; water, soft.

JERSEY SHORE, PA.

(Lycoming County)

1920 Population, 7,000.

City and Suburban Estimate, 12,000.

Native Whites, 97%; **Negroes,** 1%; **Foreign Born,** 2%; **Industrial Workers,** 15%; **English Reading,** 95%; **Families,** 2,000.

Schools: Public Grade, 14; High, 1; Junior High, 1; Number of Pupils, 1,494.

Churches: Baptist, 2; Episcopal, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 6.

Banks: National, 1; State, 2; Total Resources, \$4,000,000.

Theatres: Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 2.

Location: N. Y. C. Railroad. On direct line for proposed trunk line Pennsylvania Railroad. Junction of N. Y. C. R.R. leading to New York State. Beech Creek Subdivision tapping Clearfield Bituminous. To nearest large city by railroad, ½ hour; by auto, ¾ hour.

Principal Industries: Division shops of the N. Y. C. R.R.

Manufacturing Establishments: 7. Leading firms: Susquehanna Silk Mill, C. C. Young Mfg. Co., Pine Creek Lime and Stone Co., American Air Stand Co., Jersey Shore Mine Car Co.

Special Information: Unusually large savings' deposits. Unusual percentage of native whites.

Retail Shopping Section: On Main Street, 3 blocks; Market Street, 2 blocks; Allegheny Street, 15 blocks.

Trading Area: South, 20 miles; west, 6 miles; north, 15 miles; east, 5 miles.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 3; commercial auto. agencies, 5; automobile accessories, 14; automobile tire agencies, 14; bakers, 4; cigar stores and stands (including hotels), 15; dressmakers, 30; druggists, 6; department stores, 3; electrical supplies, 2; florists, 1; fruits, 6; furniture, 4; garages (public), 20; grocers, 8 (chain, 3); hardware, 5; jewelry, 3; meat markets, 8; men's furnishings, 1; men's clothing, 3; merchant tailors, 3; milliners, 5; opticians, 1; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 9; shoes, 6; sporting goods, 1; stationers, 1; women's apparel, 5.

Miscellaneous Data: Most pleasant months, June, Sept., Oct., Nov. Doctors (medical, 17); (dentists, 3); number of wired houses, 3,400; street car service; gas, artificial; electric current, alternating; water, soft.

JOHNSTOWN, PA.

(Cambria County)

1920 Population, 67,327 (1925 Government census, 72,200).

City and Suburban Estimate, 105,000. Most important cities and towns in this area are: Baynesboro (pop. 4,183), Patton (3,628), Ebensburg (2,000), Cresson (2,000), Winabar (9,482).

Native Whites, 71%; **Negroes,** 11%; **Foreign Born,** 18%; **Families,** 13,858 (1925, 14,966). (12,444 dwellings.)

Schools: Public Grade, 32; High, 1; Junior High, 3; Commercial, 2; Parochial, 13. Number of Pupils, 17,000.

Churches: Baptist, 5; Christian Science, 2; Congregational, 1; Episcopal, 1; Hebrew, 2; Lutheran, 9; Methodist, 11; Presbyterian, 7; Roman Catholic, 24; Miscellaneous, 51.

Banks: National, 6; State, 9. Capital, Surplus and Undivided Profits (all banks), \$6,766,239; Total Deposits (all banks) \$42,390,804; Total Resources (all banks), \$51,420,823; Total Bank Clearings (12 months, 1925), \$306,198,926.

Theatres: Legitimate, 1; Moving Pictures, 11; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 13,000.

Location: At the confluence of the Stony Creek and Conemaugh Rivers, Cambria County, P. R.R., main line and branch of B. & O. Bus service to large trade area of Somerset and Westmoreland Counties.

Principal Industries: Iron and steel, coal, brick and other clay products, machinery, railroad cars, frogs, switches, radiators, furnaces, tires, silk products, coke and by-products, stoves, mine cars, ornamental iron work, fire escapes, ginger ale, overalls, trousers, playing cards, farming. About 21,000 employed in industry. Ranks fourth in Pennsylvania in value of manufactured products. Wholesale and retail markets for over 250,000.

Manufacturing Establishments: 139. Leading firms: Cambria Steel (Bethlehem Steel), Lorain Steel Co. (U. S. subsidiary), Union Radiator Works, National Radiator Works, Century Stove Works, Buser Silk Co.

Special Information: Within a radius of 40 miles of Johnstown a production of 53,000,000 tons of bituminous coal is mined annually, which is greater than one-third of the entire production of the state. Assessed valuation of city, \$84,507,525. Normal monthly payroll over \$2,500,000.

Residential Features: One and two-family houses; limited section devoted to workingmen's homes, originally built as company houses. Private homes greatly predominate; few apartments. Finest residential section located in Westmont and Southmont, situated on hill to west and south of city and adjoining each other. Reached by trolley and incline.

Retail Shopping Section: Extends from intersection of Main and Franklin Streets, about 3 blocks on Main and 2 blocks on Franklin. Adjoining and connecting sections: 2 blocks Clinton and Bedford Streets; 2 blocks Market Street; 2 blocks Washington Street. Several outlying neighborhood sections.

Trading Area: Extends about 30 miles north and south and about 15 miles east and west. Bus line taps southern territory and car line to northern section. Car line also runs about 7 miles to south.

Wholesale Houses: Groceries, 9; meats, 7; fruits, 6; hardware, 2; dry goods, 3; Miscellaneous lines, drugs, 2; clothing, 3; confectioneries, 10.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 23; commercial auto. agencies, 5; bakers, 25; cigar stores and stands (including hotels), 74; confectioners (including hotel stands), 94; dressmakers, 42; druggists, 38; dry goods, 22; department stores, 9; electrical supplies, 8; florists, 8; furniture, 11; furriers, 3; garages (public), 40; grocers, 330; hardware, 9; jewelry, 24; meat markets, 65; men's furnishings, 33; men's clothing, 33; milliners, 14; opticians, 10; photographers, 16; pianos (and miscellaneous musical instruments), 9; radio supplies, 10; restaurants (including hotels), 62; shoes, 23; sporting goods, 4; stationers, 3; women's apparel, 20 (including department stores).

Miscellaneous Data: Doctors (medical, 116), (dentists, 75), (osteopaths, 3); street car service; gas, natural; number of meters, 14,000; electric current, direct; number of wired houses, 13,000; number of automobile registrations, 12,000; water, soft.

See announcement columns 3 and 4

KANE, PA.

(McKean County)

1920 Population, 7,283.

City and Suburban Estimate, 16,000.

Native Whites, 89%; **Negroes,** 1%; **Foreign Born,** 10%; **Industrial Workers,** 30%; **English Reading,** 98%; **Families,** 1,600.

Schools: Public Grade, 4; High, 1; Parochial, 1; Number of Pupils, 1,700.

Churches: Baptist, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 3; Presbyterian, 1; Roman Catholic, 1.

Banks: National, 1; State, 2; Savings Bank Deposits Total, \$5,854,000.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 2,000.

Location: On the Pennsylvania, Baltimore & Ohio, and Kane & Elk R.R.s. Divisional point of the Penna R.R. with repair shops and train crews located in the town. To nearest large city (Erie), by railroad, 3 hours; by trolley, 5 hours.

Principal Industries: Plate glass, window glass, wire glass, brush blocks and handles, silk gloves, underwear, oil well supplies, screen doors and windows, silverware plant.

Manufacturing Establishments: 12. Leading firms: American Plate Glass Corp., Moser Manufacturing Co., American Window Glass Co., Pennsylvania Silverware Co., Interstate Window Glass Co., Sakura Silk Co., Holgate Brothers Co., Kane Blind & Screen Co.

Special Information: Kane is situated on a mountain ridge, 2,210 feet above sea level, and is recognized throughout the east as a resort for sufferers from hay fever and asthma. Delightful summer climate with exceptionally cool nights.

Residential Features: Kane has 1,500 single-family houses.

Retail Shopping Section: Extends on Fraley St., three blocks; Greaves St., 1 block; Chase St., 2 blocks; Field St., 1 block.

Trading Area: Covers a territory embracing 15 miles.

Wholesale Houses: Groceries, 2; fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial automobile agencies, 4; automobile accessories, 7; automobile tire agencies, 9; bakers, 3; cigar stores and stands (including hotels), 11 (chain, 1); confectioners (including hotel stands), 10; dressmakers, 5; druggists, 4; dry goods, 4; department stores, 3; electrical supplies, 3; florists, 2; fruits, 3; furniture, 4; furriers, 4; garages (public), 7; grocers, 15

(chain, 3); hardware, 3; jewelry, 3; meat markets, 7; men's furnishings, 6; men's clothing, 5; merchant tailors, 1; milliners, 4; opticians, 1; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 6; restaurants (including hotels), 6; shoes, 7; sporting goods, 3; stationers, 7; women's apparel, 6.

Miscellaneous Data: Most pleasant months April to November. Doctors (medical, 10); (dentists, 6); (osteopaths, 3); number of wired houses, 1,250; gas, natural; electric current, alternating; water, hard.

KITTANNING, PA.

(Armstrong County)

1920 Population, 7,153.

City and Suburban Estimate, 12,000. Most important cities and towns in this area are: Ford City (pop. 6,000); Apollo (3,227); Leechburg (3,991); Freeport (2,696).

Native Whites, 90%; **Negroes,** 2%; **Foreign Born,** 8%; **Industrial Workers,** 15%; **English Reading,** 95%; **Families,** 1,400.

Schools: Public Grade, 2; High, 1; Junior High, 1; Parochial, 1. Number of Pupils, 2,122.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 4; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 6.

Banks: National, 3; Trust Companies, 2. Capital, Surplus and Undivided Profits, \$1,712,642; Total Resources, \$12,465,767.82; Savings Banks Deposits Total, \$10,520,806.56.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 2,552.

Location: On east bank of Allegheny River, 45 miles north of Pittsburgh; served by Pennsylvania and P. & S. Rys. Electric car service to Ford City, Lenape Park and Cowanshannock. Gasoline suburban car service on P. & S. R.R. to Cadogan, Glenn Irwin, Furnace Run, Tarrtown and East Mosgrove; bus service to Rural Valley, 12 miles; Freeport, 15 miles; Leechburg, 17 miles; Butler, 22 miles; Worthington, 7 miles; Craigsville, 8 miles. Linked up with cement highway to Pittsburgh, south; Butler, west; Punxsutawney, north; Indiana, east; 16 additional miles of cement highway on other routes. To nearest large city, by railroad, 1¼ hours; by auto ¾ hour.

Principal Industries: Face and firebrick, plate glass, tile, pottery ware, machine shops, bituminous coal mining, limestone mining, farming.

Manufacturing Establishments: 50. Leading firms: Kittanning Brick & Fire Clay Co., Kittanning Clay Mfg. Co., W. S. George Pottery Co., Pittsburgh & Shawmut Coal Co., Allegheny River Mining Co., Kittanning Limestone Co., Pittsburgh Plate Glass Co., Templeton Limestone Co., Hoey & Gallaher Foundry and Machine Co., Loudon Tool Co.

Residential Features: Private residences, double dwellings and small apartments are located uniformly over the entire town area. There are no tenements, the industrial workers being scattered throughout the town, many living outside the borough limits. West Kittanning, with population of 1,000; Applewood, 450, a fine residence suburb, East Kittanning, Troy Hill and Grandview, house most of the workers of the community. Ford City, with population of 6,000, where one of the largest plate glass plants in the country is located, is only four miles distant.

Retail Shopping Section: Market Street, Allegheny River to Grant Avenue, 3 blocks; Jefferson and McKean Streets for 2 blocks each. Two neighborhood sections, 1 block at 1,100 Orr Avenue, and a half block at 1,400 Orr Avenue. The suburbs beyond the borough limits also have neighborhood retail facilities.

Trading Area: Extends about 12 miles in the four directions, with additional trade from a greater distance to the north. The topography of Armstrong County is such that Kittanning is the natural center for the greater part of the entire county's trade.

Wholesale Houses: Groceries, 2; meats, 1; fruits, 1; Miscellaneous lines, bread, 2; soft drinks, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 18; commercial auto. agencies, 5; automobile accessories, 20; automobile tire agencies,

20; bakers, 4; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 50; delicatessen, 1; dressmakers, 11; druggists, 6; dry goods, 8; department stores, 4; electrical supplies, 5; florists, 2; fruits, 10; furniture, 3; furriers, 3; garages (public), 20; grocers, 40 (chain, 7); hardware, 5; jewelry, 5; meat markets, 13; men's furnishings, 8; men's clothing, 8; merchant tailors, 6; milliners, 2; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 4; restaurants (including hotels), 16; shoes, 6; sporting goods, 1; stationers, 2; women's apparel, 8.

Miscellaneous Data: Average number of rainy days per 12 months, 90; most pleasant months, May to November. Doctors (medical, 14), (dentists, 7), (osteopaths, 1); number of wired houses, 1,800; street car service; gas, natural; number of meters, 2,200; electric current, alternating; water, soft.

LANCASTER, PA.

(Lancaster County)

1920 Population, 53,150 (1925 est., 60,000).

City and Suburban Estimate, 222,000.

Native Whites, 96%; **Negroes,** 1%; **Foreign Born,** 3%; **Industrial Workers,** 51%; **English Reading,** 97%; **Families,** 13,500.

Schools: Public Grade, 18; High, 2; Junior High, 3; Parochial, 4. Number of Pupils, 10,000.

Churches: Baptist, 2; Christian Science, 1; Congregational, 22; Episcopal, 2; Hebrew, 3; Methodist, 6; Presbyterian, 3; Roman Catholic, 5; Miscellaneous, 21.

Banks: National, 35; State, 4; Trust, 9. Capital, \$5,728,125; Surplus and Undivided Profits, \$12,512,244.49; Deposits, \$73,037,574.97; Resources, \$97,491,159.61; Bank Clearings (1925), \$173,620,192.29.

Theatres: Legitimate, 1; Moving Pictures, 5; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 4. Total number of seats, 5,500.

Location: Pennsylvania Railroad, main line, Philadelphia Division; Philadelphia and Reading Terminal, with exceptional service of freight shipment to and from New York. On the Lincoln Highway, with excellent auto truck service. To nearest city, by railroad, 2 hours; by trolley, 5 hours; by auto, 2½ hours.

Principal Industries: Linoleum, watches, umbrellas, cotton and woolen goods, cigars, iron and steel products, toys, silk, candy, boilers, flour, feed, locks, chemicals, fertilizer, brick, heating plants, soap, asbestos, ice cream, tin cans.

Manufacturing Establishments: 310. Armstrong Linoleum Co., Hamilton Watch Co., Follmer, Clogg & Co., Stehli Silk Mills, John Farnum Mills, Rose Bros. Co., American Caramel Co., Bearings Company of America, Champlain Blower & Forge, Benner Mfg. Co., Burnham Boiler Corp., Frain-Slaymaker Hardware Co., Lancaster Iron Works, Penna. Soap Co., U. S. Asbestos Co. Annual output, \$70,000,000.

Special Information: A manufacturing city in the midst of an agricultural county. A variety of manufactured products makes for continuous prosperity, no one line predominating. Eighty-five per cent of the acreage of the county is improved farm lands. Large tobacco center and large stock yard business. Home of Franklin and Marshall College and Reformed Theological Seminary.

Residential Features: Lancaster is a town of one-family homes. There are some apartments and some two-family homes, but these are few. A large percentage of families own their own homes.

Retail Shopping Section: Radiates from Central Plaza, the main street east and west, being the route of the Lincoln Highway; King Street, 5 blocks; Queen Street, 6 blocks; Duke Street, 3 blocks; Orange Street, 2 blocks; Prince Street, 4 blocks; Chestnut Street, 2 blocks.

Trading Area: 20 miles west, north and 29 miles east, embracing all of Lancaster County and Chester County east to Coatesville. Frequent business is secured from a greater distance, being drawn by the exceptionally well stocked and priced retail stores.

Continued on page 234

Johnstown Pa.—

Business is good in the Johnstown trade territory. Steel has been consistently strong and the various smaller industries and coal seem always to have unfilled orders ahead.

An Independent Market—

Distance and natural barriers make Johnstown an independent market with good roads from every direction centering at the city.

One Newspaper—

With a Net Paid circulation of more than 32,000 one paper completely covers the field. It is

The Tribune

National Representatives—Bryant, Griffith & Brunson, Inc.

PENNSYLVANIA (Cont'd)

Lancaster (cont'd)

Wholesale Houses: Groceries, meats and food, 32; drugs, 4; cigars and tobacco, 8; hardware, 13; dry goods, 3; shoes, 1; confectionery, 10; auto and auto accessories, 17; electrical and radio, 5; mill and plumbing supplies, 4; whole-sale produce, 70; oils and gas, 9; leaf tobacco, 130; barber supplies, 2; jewelers' supplies, 4; leather and hides, 6; lumber, 4; rubber goods, 2; novelties and fireworks, 2; stationery, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 30; commercial auto agencies, 23; automobile accessories, 13; automobile tire agencies, 11; bakers, 33; cigar stores and stands (including hotels), 98 (chain, 2); confectioners (including hotel stands), 175; delicatessen, 7; dressmakers, 71; druggists, 58 (chain, 2); dry goods, 7; department stores, 11; electrical supplies, 35; florists, 5; fruits, 61; furniture, 44; furriers, 3; garages (public), 55; grocers, 536 (chain, 50); hardware, 34; jewelry, 30; meat markets, 127 (chain, 2); men's furnishings, 19; men's clothing, 7; merchant tailors, 7; milliners, 20; opticians, 6; photographers, 9; pianos (and miscellaneous musical instruments), 5; radio supplies, 6; restaurants (including hotels), 63; shoes, 23; sporting goods, 3; stationers, 6; women's apparel, 14.

Miscellaneous Data: Average temperature, 53 degrees; most pleasant months, June to October. Doctors (medical, 74), (dentists, 46), (osteopaths, 11); street car service; gas, artificial; number of meters, 15,261; electric current, alternating and direct; water, hard.

LANSFORD, PA.

(Carbon County)

1920 Population, 9,625. (1925) est., 10,225.)

City and Suburban Estimate, 30,720.

Native Whites, 80.7%; Foreign Born, 19.3%; Industrial Workers, 82%; English Reading, 65%; Families, 2,105.

Schools: Public Grade, 3; High, 1; Parochial, 4; Number of Pupils, 4,050.

Churches: Baptist, 1; Congregational, 2; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 4; Miscellaneous, Lutheran, 2; Reformed, 1; Evangelistic, 1.

Banks: National, 2; State, 1; Total Resources, approximately, \$5,000,000. Savings Bank Deposits Total, \$3,575,000.

Theatres: Legitimate, 2; Moving Pictures, 2; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, Auditorium, 1,730; Legitimate, 2,390.

Location: Located in the center of the Panther Creek Valley, on the Central Railroad of New Jersey and the Lehigh & New England Railroad, as well as the Eastern Penna. Railways Co., with trolley service half hourly to Tamaqua, and the Reading Railway, and Mauch Chunk and the Lehigh Valley Railway. Bus line to Hazleton. To nearest large city (Pottsville), by railroad, 1 hour; by trolley, 1½ hours; by auto, 40 minutes.

Principal Industries: Mining anthracite coal, Mines of the Lehigh Coal & Navigation Co., located here. Monthly payroll exceeds \$1,000,000. Silk mill, pajama factory, Kiddie Klose Factory, Standard Medical St., Lansford Drug Co.

Manufacturing Establishments, 6. Leading firms: Frackville Mfg. Co. (pajamas); Rosenau Bros. (children's clothing); Century Throwing Co. (silk throwsters). Total value of yearly output of factories estimated at \$625,000.

Residential Features: Mostly double houses. Has some very attractive streets. Many streets are paved with brick.

Retail Shopping Section: Ridge St., 2 blocks; East Bertsch St., 2 blocks; East Patterson St., 1 block. Trolley line and bus service. Also good taxi-cab service.

Trading Area: Five miles, east, west, north and northeast.

Wholesale Houses: Meats, 1; fruits, 2; Miscellaneous lines, 2 tobacco and confectionery.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto agencies, 4; automobile accessories, 5; automobile tire agencies, 6; bakers, 3; cigar stores and stands (including hotels), 22 (chain, 4); confectioners (including hotel stands), 6; delicatessen, 1; dressmakers, 7; druggists, 5; dry goods, 7; department stores, 3; electrical supplies, 5; fruits, 4; furniture, 7; garages (public), 6; grocers, 25 (chain, 5); hardware, 4; jewelry, 4; meat markets, 14; men's furnishings, 12; men's clothing, 16; merchant tailors, 2; milliners, 5; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 6; restaurants (including hotels), 6; shoes, 10; sporting goods, 3; stationers, 4; women's apparel, 6.

Miscellaneous Data: Most pleasant months: June to October; doctors (medical, 9), (dentists, 6); number of wired houses, over 2,000; street car service; gas, artificial; electric current, alternating and direct; water, soft.

LATROBE, PA.

(Westmoreland County)

1920 Population, 9,484.

City and Suburban Estimate, 12,000.

Native Whites, 85%; Foreign Born, 15%; Industrial Workers, 28%; English Reading, 94%; Families, 2,048.

Schools: 7; Number of Pupils, 3,600.

Churches: 12.

Banks: 4; Total Resources, \$5,800,000.

Theatres: 3; Total number of seats, 2,000.

Residential Features: Mostly one-family houses.

Retail Shopping Section: About 8 blocks.

Trading Area: 25 mile radius.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto agencies, 6; automobile accessories, 14; automobile tire agencies, 14; bakers, 3; cigar stores and stands (including hotels), 3; confectioners (including hotel stands), 7; dressmakers, 10; druggists, 5; dry goods, 10; department stores, 2; electrical supplies, 4; florists, 2; fruits, 10; furniture, 4; furriers, 3; garages (public), 14; grocers, 60; hardware, 5; jewelry, 4; meat markets, 14; men's furnishings, 7; men's clothing, 8; merchant tailors, 3; milliners, 4; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 4; restaurants (including hotels), 7; shoes, 6; sporting goods, 3; stationers, 3; women's apparel, 9.

LEBANON, PA.

(Lebanon County)

1920 Population, 24,643 (1925, est. 26,163).

City and Suburban Estimate, 63,152. Most important cities and towns in this area are: Palmyra (pop. 3,646); Annville (2,651); Myers-town (2,385).

Native Whites, 93%; Negroes, .05%; Foreign Born, 6¼%; Industrial Workers, 6,248 male, 3,923 female; English Reading, 97%; Families, 5,980.

Schools: Public Grade, 9; High, 2; Junior High, 2; Parochial, 3; Number of Pupils, 5,327.

Churches: Baptist, 1; Episcopal, 1; Hebrew, 1; Methodist, 3; Presbyterian, 2; Roman Catholic, 3; Miscellaneous, 24.

Banks: National, 3; State, 1; Trust Companies, 3; Capital, Surplus, and Undivided Profits, \$3,839,862; Total Deposits, \$11,234,461; Total Resources, \$15,612,731.

Theatres: Legitimate, 1; Moving Pictures, 5; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 7,000.

Location: In center of Lebanon Valley in southeastern corner of Pennsylvania. P. R. R. and P. & R. Also branch roads to coal fields and south to iron mines.

Principal Industries: Iron and steel, textiles, shoes, food products, paper boxes, crushed stone, handkerchiefs.

Manufacturing Establishments, 257. Leading firms: Bethlehem Steel Co., Bethlehem Mines, Lebanon Paper Box, Keystone Macaroni, Hershey Creameries, Lebanon Iron Co., Kreider Shoe Co., Janzen & Pretzfeld Silk Mill, Herrmann Handkerchief factory. Total value of yearly output of factories estimated at \$44,418,600.

Special Information: Located in center of rich Lebanon Valley. Coal in northern part of county; iron in south, limestone through the center. Iron and steel main industry, with textiles employing female labor. City is in Pennsylvania Dutch section of state. State announces Lebanon showed greatest industrial expansion of any city in the state, comparing 1925 with 1920 figures.

Residential Features: Mostly one-family houses. No tenements and very few apartments. Two modern residential districts of limited extent.

Retail Shopping Section: From intersection of 8th and Cumberland Sts., 3 blocks east on Cumberland and 2 blocks west. On 8th, north 2 blocks to railroad and 1 block south. Supplemental shopping section on north side along Lehman St., for 2 blocks. Also on 9th St., 1 block north and south from Cumberland.

Trading Area: East 13 miles until the Reading influence is encountered and west 15 miles to the Harrisburg influence. South 6 miles to the mountains and north 25 miles into the mountains until the Pottsville influence is reached.

Wholesale Houses: Groceries, 4; meats, 1; fruits, 2; hardware, 1; Miscellaneous Lines, candy, 2; baker, 1; druggist, 1; florist, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 26, among 14 dealers; commercial auto agencies, 7; automobile tire agencies, 6; bakers, 15; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 58; delicatessen, 2; dressmakers, 16; druggists, 13; dry goods, 7; department stores, 3; electrical supplies, 10; florists, 4; fruits, 4; furniture, 12; furriers, 1; garages (public), 16; grocers, 152 (chain, 4); hardware, 5; jewelry, 10; meat markets, 19; men's furnishings, 13; merchant tailors, 9; milliners, 12; opticians, 4; photographers, 6; pianos (and miscellaneous musical instruments), 5; radio supplies, 3; restaurants (including hotels), 3; shoes, 14; sporting goods, 3; stationers, 3; women's apparel, 8.

Miscellaneous Data: Average temperature, 50.2 degrees; average number of rainy days per twelve months, 121; most pleasant months, Apr., May, June, Oct., Nov. Doctors (medical, 34), (dentists, 14), (osteopath, 1); number of wired houses, 9,664; street car service; gas, artificial; number of meters, 1,800; electric current, alternating; water, soft.

LEHIGHTON, PA.

(Carbon County)

1920 Population, 6,102.

City and Suburban Estimate, 15,000.

Native Whites, 99%; Foreign Born, 1%; Industrial Workers, 80%; English Reading, 95%; Families, 1,250.

Schools: Public Grade, 3; High, 1; Parochial, 1. Number of Pupils, 2,000.

Churches: Baptist, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 8.

Banks: National, 2; State, 1; Total Resources, \$5,608,213.42. Savings Bank Deposits Total, \$3,112,517.95.

Theatres: Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 2,000.

Location: In the Lehigh Valley in eastern Pennsylvania; L. V. R.R., C. R.R. N.J. and Lehigh Canal; good bus service to towns within a radius of 50 miles.

Principal Industries: Railroad shops, machine shops, stove manufacturing, silk underwear and hosiery mills.

Manufacturing Establishments, 20. Leading firms: Lehigh Stove & Mfg. Co., Crescent Stove Works. Majority of the men employed by the L. V. R.R. Co.

Residential Features: Mostly one and two-family houses, owned by the people themselves. Homes and lawns well kept and attractive.

Retail Shopping Section: Entire range of 1st St., and part of 2nd. Smaller shops and groceries located in all parts of the town.

Trading Area: Approximately 8 miles in each direction. Farmers from all parts of Carbon County shop in Lehighton.

Wholesale Houses: Groceries, 3; meats, 2; fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; automobile accessories, 11; automobile tire agencies, 11; bakers, 3; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 3; delicatessen, 2; dressmakers, 12; druggists, 3; dry goods, 15; department stores, 2; electrical supplies, 4; florists, 2; fruits, 5; furniture, 2; garages (public), 9; grocers, 22; hardware, 2; jewelry, 2; meat markets, 4; men's furnishings, 5; men's clothing, 10; merchant tailors, 4; milliners, 3; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 12; shoes, 5; sporting goods, 2; stationers, 1; women's apparel, 5.

LEWISTOWN, PA.

(Mifflin County)

1920 Population, 9,849.

City and Suburban Estimate, 14,000.

Native Whites, 96%; Negroes, 1.5%; Foreign Born, 2%; Industrial Workers, 40%; English Reading, 99%; Families, 3,500.

Schools: Public Grade, 5; High, 1; Junior High, 1; Number of Pupils, 2,274.

Churches: Baptist, 1; Episcopal, 1; Hebrew, 1; Methodist, 3; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 8.

Banks: National, 3; State, 1; Total Resources, \$8,038,034.00.

Theatres: Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 4,500.

Location: In Juniata Valley midway between Harrisburg and Altoona, on P. R.R. main line. Excellent bus, trolley and commuter service 12 miles radius. Pittsburgh, Philadelphia, Baltimore, Williamsport, Scranton and Hagerstown, all within 170 mile radius with direct railroad connection. On William Penn and Pike's Peak ocean-to-ocean highways.

Principal Industries: Iron and steel, artificial silk, silk hosiery, candy, axes and edged tools, flour and feed, dairy products, mining machinery and silica brick.

Manufacturing Establishments, 25. Leading firms: Standard Steel Work Co.; Viscose Co., Susquehanna Silk Mills, Lewistown Knitting Mills, Logan Iron & Steel Co., Mann Edge Tool Co., Lewistown Foundry and Machine Shop; Lewistown Pure Milk Co., and branches; Spangle and Yeager; Logan Flour Mills; Haws Refractories Co.; J. H. Mann & Co., Lewistown Housing & Developing Co., Scheffler Building Block Co., Ideal Cement Block Co., Overhead Door Co. Total value of yearly output of factories estimated at \$50,000,000.

Special Information: Located in most picturesque mountain country in Pennsylvania. Lewistown is known as "Pennsylvania's most rapid growing town," due to extensive building operations in last three years.

Residential Features: Mainly 1 and 2-family houses, majority owned. Small number of apartment houses.

Retail Shopping Section: With public square as center, section extends 2 blocks east and 1 block west on Market St., with one block on both Valley and Chestnut Sts., which join Market diagonally at "Fountain Square." Business extends south from Monument Square about two blocks, garages, gas stations and neighborhood stores. Outlying sections have usual grocery, confectionery and meat stores.

Trading Area: Covers Mifflin, parts of Juniata, Snyder and Center Counties. Extends about 15 miles southeast, 15 west, 26 east and 10 north, making center of a buying radius of about 20 miles. Intermittent business from greater distances owing to large number of autos and good roads.

Wholesale Houses: Groceries, 3; fruits, 2; hardware, 1; Miscellaneous Lines, shoes, 2; confectionery, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial auto agencies, 5; automobile accessories, 20; automobile tire agencies, 15; bakers, 3; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 10; delicatessen, 2; dressmakers, 10; druggists, 6; dry goods, 3; department stores, 2; electrical supplies, 5; florists, 2; fruits, 4; furniture, 5; garages (public), 12; grocers, 51; hardware, 4; jewelry, 4; meat markets, 6; men's furnishings, 6; men's clothing, 5; merchant tailors, 3;

milliners, 10; opticians, 5; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; restaurants (including hotels), 13; shoes, 9; sporting goods, 7; stationers, 4; women's apparel, 7.

LOCK HAVEN, PA.

(Clinton County)

1920 Population, 8,557.

City and Suburban Estimate, 9,000.

Native Whites, 93%; Negroes, 1%; Foreign Born, 6%; Industrial Workers, 30%; English Reading, 98%; Families, 2,042.

Schools: 8; Number of Pupils, 2,050.

Churches: 11.

Banks: 3; Total Resources, \$8,100,000.

Theatres: 3; Total number of seats, 1,200.

Residential Features: Mostly one-family houses.

Retail Shopping Section: Seven blocks.

Trading Area: Ten mile radius.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto agencies, 6; automobile accessories, 10; automobile tire agencies, 12; bakers, 11; cigar stores and stands (including hotels), 6; confectioners (including hotel stands), 16; dressmakers, 13; druggists, 8; dry goods, 6; department stores, 2; electrical supplies, 4; florists, 3; fruits, 4; furniture, 4; garages (public), 10; grocers, 65; hardware, 6; jewelry, 6; meat markets, 20; men's furnishings, 6; men's clothing, 9; merchant tailors, 3; milliners, 3; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 6; restaurants (including hotels), 10; shoes, 10; sporting goods, 2; stationers, 1; women's apparel, 4.

McKEESPORT, PA.

(Allegheny County)

1920 Population, 46,781 (1925, est. 51,000).

City and Suburban Estimate, 60,000.

Native Whites, 70%; Negroes, 3%; Foreign Born, 25%.

Schools: Public Grade, 16; High, 2; Junior High, 1; Parochial, 4; Number of Pupils, 8,900.

Churches: Baptist, 3; Christian Science, 1; Congregational, 2; Episcopal, 1; Hebrew, 3; Methodist, 6; Presbyterian, 4; Roman Catholic, 6; Miscellaneous, 21.

Banks: National, 3; State, 1.

Theatres: Moving Pictures, 7; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 13,000.

Location: B. & O., N. Y. C., Penna. R.R. To nearest large city, by railroad, 1¼ hours; by trolley, 2 hours; by auto, 1½ hours.

Principal Industries: Pipe and tin plate.

Manufacturing Establishments. Leading firms, National Tube Co., McKeesport Tin Plate Co.

Wholesale Houses: Groceries, 4; meats, 2; fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 21; commercial auto agencies, 4; automobile accessories, 6; automobile tire agencies, 11; bakers, 6; cigar stores and stands (including hotels), 22; confectioners (including hotel stands), 16; delicatessen, 3; dressmakers, 12; druggists, 24; dry goods, 7; department stores, 6; electrical supplies, 7; florists, 3; furniture, 8; furriers, 2; garages (public), 11; grocers, 29; hardware, 5; jewelry, 7; meat markets, 17; men's furnishings, 6; men's clothing, 9; merchant tailors, 3; milliners, 6; opticians, 4; photographers, 5; pianos (and miscellaneous musical instruments), 3; radio supplies, 22; restaurants (including hotels), 14; shoes, 19; sporting goods, 3; stationers, 2; women's apparel, 7.

Miscellaneous Data: Most pleasant months, May, June, July, Aug., Sept. and Oct. Doctors (medical, 42), (dentists, 19), (osteopaths, 3); gas, natural; electric current, alternating; water, hard.

MAHANOID CITY, PA.

(Schuylkill County)

1920 Population, 15,599.

City and Suburban Estimate, 35,000.

Native Whites, 77.4%; Foreign Born, 22.6%; Industrial Workers, 28%; English Reading, 89%; Families, 3,094.

Schools: 8; Number of Pupils, 3,700.

Churches: 20.

Banks: 3; Total Resources, \$5,720,000.

Theatres: 3; Total number of seats, 1,400.

Residential Features: One- and two-family houses.

Retail Shopping Section: 15 blocks.

Trading Area: Six mile radius.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto agencies, 5; automobile accessories, 11; automobile tire agencies, 9; bakers, 5; cigar stores and stands (including hotels), 11; confectioners (including hotel stands), 17; dressmakers, 15; druggists, 6; dry goods, 6; department stores, 1; electrical supplies, 4; florists, 1; fruits, 2; furniture, 5; garages (public), 13; grocers, 62; hardware, 3; jewelry, 4; meat markets, 16; men's furnishings, 10; men's clothing, 9; merchant tailors, 3; milliners, 6; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 6; shoes, 7; sporting goods, 1; stationers, 1; women's apparel, 2.

PENNSYLVANIA (Cont'd)**MAUCH CHUNK, PA.**

(Carbon County)

1920 Population, 3,666.

Native Whites, 90%; Foreign Born, 10%; Industrial Workers, 90%; English Reading, 90%; Families, about 800.

Schools: Public Grade, 3; High, 2; Parochial, 2; Number of Pupils, 1,400.

Churches: Episcopal, 3; Methodist, 2; Presbyterian, 2; Roman Catholic, 2; Miscellaneous: 8.

Banks: National, 2; Total Resources, \$7,301,671.19; 1 trust company.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 1,400.

Location: L. V. R.R., O. R. B. of N. J. To nearest large city by railroad, 8 hours; by auto, 4 hours.

Principal Industries: Silk, railroading.

Manufacturing Establishments: Two silk mills, Amalgamated Silk Corporation, Mauch Chunk Silk Co., Rosenan Kiddy Kloses.

Special Information: Natural attractions. Mauch Chunk is noted for its beautiful scenery. It is called the Switzerland of America.

Residential Features: One-family houses.

Retail Shopping Section: Three blocks.

Trading Area: Ten miles.

Wholesale Houses: Groceries, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 4; automobile accessories, 2; bakers, 1; cigar stores and stands (including hotels), 2; confectioners (including hotel stands), 14; druggists, 3; dry goods, 8; department stores, 3; electrical supplies, 3; florists, 1; fruits, 1; furniture, 2; garages (public), 4; grocers, 15; hardware, 2; jewelry, 3; meat markets, 5; men's furnishings, 3; men's clothing, 3; merchant tailors, 1; milliners, 2; opticians, 1; photographers, 7; restaurants (including hotels), 5; shoes, 3; women's apparel, 4.

Miscellaneous Data: Most pleasant months, June to September. Doctors (medical, 5); (dentists, 4); number of wired houses, 500; street car service; gas, artificial; electric current, alternating; water, hard.

MEADVILLE, PA.

(Crawford County)

1920 Population, 14,568.

City and Suburban Estimate, 65,000 within buying radius.

Native Whites, 91%; Negroes, 1%; Foreign Born, 8%; Industrial Workers, 55%; English Reading, 89%; Families, 3,200.

Schools: Public Grade, 5; High, 1; Parochial, 2.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 3; Presbyterian, 2; Roman Catholic, 2; Miscellaneous, 7.

Banks: National, 2; Total Resources, \$7,585,937.18. Savings Banks Deposits Total, \$6,185,934.80. 1 Trust Co.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 4,300.

Location: On main line of Erie Railroad. On branch of Bessemer & Lake Erie. Suburban trolley connection with Penn. R.R. at Linesville, 16 miles to the west. Trolley connection on north at Erie (40 miles) with N. Y. Central. To nearest large city, by trolley, 2½ hours; by auto, 1½ hours.

Principal Industries: Erie Shops employing approximately 1,500 men. Iron and steel products. Bronze castings, corset manufacturing, special boring machinery, hookless fasteners, battery tools, patterns.

Manufacturing Establishments: 20. Leading firms: Erie R.R. Shops, Wm. H. Page Boiler Co., Phoenix Iron Works, Bronze Metal Works, McCroskey Tool Corp., Yost Manufacturing Co., Spirella Corset Co., Hookless Fastener Co., Keystone View Co. Annual output, \$7,000,000.

Special Information: Location of Meadville, on an excellent system of improved highways, makes it a center for tourist travel. Being the home of Allegheny College, the Meadville Theological Seminary and the Penn. College of Music. It is an excellent educational center.

Residential Features: Mostly one family houses. Very limited section which could be called strictly workmen's homes. No slums. Mostly made up of comfortable homes which average in value approximately \$8,000.

Retail Shopping Section: Chestnut Street, 4 blocks (main shopping street); Water Street, 4 blocks; Market Street, 2 blocks; Parke Avenue, 2 blocks; North Street, 2 blocks; all bisecting Chestnut Street. North Street is outside the main shopping district.

Trading Area: Extends about 20 miles, north, south, east and west. Business is secured from patrons even further away.

Wholesale Houses: Groceries, 2; meats, 1; fruits, 2; Miscellaneous lines, candy, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto agencies, 5; automobile accessories, 2; automobile tire agencies, 2; bakers, 3; cigar stores and stands (including hotels), 7; confectioners (including hotel stands), 22; delicatessens, 5; dressmakers, 30; druggists, 10; dry goods, 5; department stores,

4; electrical supplies, 6; florists, 2; fruits, 4; furniture, 4; furriers, 2; garages (public), 10; grocers, 74 (chain, 5); hardware, 6; jewelry, 5; meat markets, 14; men's furnishings, 8; men's clothing, 1; merchant tailors, 6; milliners, 8; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 3; restaurants (including hotels), 18; shoes, 12; sporting goods, 1; stationers, 2; women's apparel, 4.

Miscellaneous Data: Average number of rainy days per twelve months, 60; most pleasant months, June to Oct. Doctors (medical, 22), (dentists, 18), (osteopaths, 2); street car service; gas, natural; electric current, alternating and direct; water, soft.

MIDDLETOWN, PA.

(Dauphin County)

1920 Population, 5,920 (1925 est. 6,500).

City and Suburban Estimate, 18,000.

Native Whites, 90%; Negroes, 5%; Foreign Born, 5%; English Reading, 95%; Families, 1,500.

Schools: Public Grade, 5; High, 1; Parochial, 1; Number of Pupils, 1,350.

Churches: Baptist, 1; Episcopal, 1; Hebrew, 1; Lutheran, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 1.

Banks: National, 1; State, 1; Total Resources, \$3,050,000.; Savings Bank Deposits Total \$40,000.

Theatres: Legitimate, 1; Moving Pictures, 1. Total number of seats, 1,100.

Location: On Susquehanna River midway between Lancaster and Harrisburg. Main line P. R.R. and branch P. & R.

Principal Industries: Eastern branch Standard Steel Car Co., Wincroft Stove Works, Enduro Enameling Works, shale brick, hosiery mills, cigars, furniture, shoes, 20,000,000 Edison power plant, eastern aviation supply station.

Manufacturing Establishments: 11. Leading firms, Standard Pressed Steel Car Co., Wincroft Stove Works, Metropolitan Edison Co., Kreider Shoe Factory, Conewago Hosiery Mills, Mid-Royal Hosiery Co., Enduro Enameling Plant, D. B. Kleifer Horse Exchange, Middletown Knitting Co.

Special Information: Shopping center of large and fertile area.

Residential Features: Thriving town of home owners, mainly one and two-family houses. Located at confluence of Susquehanna River and Swatara Creek.

Retail Shopping Section: Two sections, one starting at square and extending 4 blocks east; another Union, Emma and Ann Streets, forming a triangle of about 3 blocks.

Trading Area: Five to ten miles east, north and south.

Wholesale Houses: Meats, 2; fruits, 1; hardware, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 3; automobile accessories, 6; automobile tire agencies, 10; bakers, 6; cigar stores and stands (including hotels), 10; delicatessens, 2; dressmakers, 5; druggists, 3; dry goods, 5; department stores, 4; electrical supplies, 2; florists, 2; fruits, 4; furniture, 2; garages (public), 4; grocers, 14; hardware, 2; jewelry, 2; meat markets, 6; men's furnishings, 3; men's clothing, 4; merchant tailors, 3; milliners, 3; opticians, 1; photographers, 1; radio supplies, 2; restaurants (including hotels), 5; shoes, 4; sporting goods, 1; stationers, 2; woman's apparel, 3.

MILTON, PA.

(Northumberland County)

1920 Population, 8,638.

Native Whites, 97.1%; Negroes, 1.2%; Foreign Born, 1.7%; Industrial Workers, 26%; English Reading, 99%.

Schools: Public Grade, 5; High, 1.

Churches: Baptist, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 1.

Banks: National, 2; State, 1.

Theatres: Moving Pictures, 1; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2.

Location: Along west branch of Susquehanna River on Pennsylvania and the Reading Railroads. Bus service to surrounding towns.

Principal Industries: Tank cars, electric steel plant, nuts, cutter heads, silk mill, hosiery, cedar chests.

Manufacturing Establishments: 8. Leading firms, Milton Mfg. Co., American Car & Foundry Co., West Branch Novelty Co., Susquehanna Silk Mills, West Branch Knitting Co.

Special Information: Exceptional civic pride among citizens. One of the few towns in U. S. to put across much talked of Housing Program immediately after the war. Beautiful location. Water supply one of the best in state. Excellent state roads leading to all surrounding towns. On Susquehanna trail. The varied industries make it a city of skilled workers in several lines.

Residential Features: Practically all one and two-family houses. Homes are not built very close, making a pleasing appearance and reducing fire risk. Town is level and so situated as to grow north, east and south. River is on west.

Retail Shopping Section: From Mahoning Street north two blocks to Broadway; thence east one and one-half blocks to Reading station.

Trading Area: Extends about five miles north, east, south and west.

Wholesale Houses: Groceries, 2; meats, 1; fruits, 2; hardware, 1; Miscellaneous lines, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; automobile accessories, 4; automobile tire agencies, 2; bakers, 14; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 4; dressmakers, 6; druggists, 4; dry goods, 5; department stores, 3; electrical supplies, 3; florists, 2; fruits, 5; furniture, 2; garages (public), 9; grocers, 12; hardware, 4; jewelry, 2; meat markets, 7; men's furnishings, 2; men's clothing, 3; merchant tailors, 3; milliners, 2; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 1; restaurants (including hotels), 9; shoes, 2; sporting goods, 2; stationers, 2; women's apparel, 4.

MONESSEN, PA.

(Westmoreland County)

1920 Population, 18,179.

City and Suburban Estimate, 30,000.

Native Whites, 28%; Negroes, 2%; Foreign Born, 70%; English Reading, 65%.

Schools: Public Grade, 7; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 5,000.

Churches: Baptist, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 5 foreign.

Banks: National, 3; State, 1; Total Resources, \$5,750,000.

Theatres: Moving Pictures and Vaudeville, 2. Total number of seats, 1,000.

Location: P. & L. E. R.R. On Monongahela River.

Principal Industries: Sheet and tin plate, steel, lumber, coal, wire, brick, foundry and machine shops.

Manufacturing Establishments: 15. American Sheet & Tin Plate Co., Pittsburgh Steel Co., Page Steel & Wire Co., Pittsburgh Steel Products Co., Monessen Foundry & Machine Co., P. & L. E. shops, coal mining, Motz Lumber Co., Westmoreland Lumber Co., Monessen Laundry Cleaning Co., W. W. Smallwood, Monessen Brick Works, Langeland Mfg. Co., Potter-McCune Co.

Retail Shopping Section: In two sections—4th to 6th Streets on Donner Avenue, 4th to 6th Streets on Schoonmaker Avenue.

Trading Area: 5 to 10 miles.

Wholesale Houses: Groceries, 1; meats, 1; fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto. agencies, 4; automobile accessories, 6; automobile tire agencies, 10; bakers, 6; cigar stores and stands (including hotels), 1; confectioners (including hotel stands), 2; druggists, 3; dry goods, 2; department stores, 2; electrical supplies, 2; florists, 2; fruits, 100; furniture, 3; garages (public), 4; grocers, 10; hardware, 2; jewelry, 3; meat markets, 10; men's furnishings, 3; men's clothing, 3; merchant tailors, 4; milliners, 2; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 2; shoes, 3; stationers, 1; women's apparel, 6.

MONONGAHELA, PA.

(Washington County)

1920 Population, 8,688 (1925 est. 12,000).

City and Suburban Estimate, 15,000 or more.

Native Whites, 70%; Negroes, 10%; Foreign Born, 20%; English Reading 90%.

Schools: Public Grade, 5; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 2,600.

Churches: Baptist, 3; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 3; Miscellaneous, Greek Catholic, 2.

Banks: National, 1; Private, 1; 1 Trust Co.; Total Resources, \$4,500,000; Savings Bank Deposits total \$500,000.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 2,500 to 3,000.

Location: P. R. R., N. Y. Central, Monongahela River. Interurban street car to Pittsburgh. Within Pittsburgh freight zone; f. o. b. rates same to this city as to Pittsburgh.

Principal Industries: American Window Glass Plant, Big Export Photo Plate Works, Geggat Spring & Axle Co., International Stoker Co. Diamond Engineering Co., Cyclops Foundry 100,000 acres finest bituminous coal being mined within easy distance of city; 5 miles to Donora.

Manufacturing Establishments: Great steel city; 5 miles to Charleroi, big glass center. A city of homes. Men working at Poughkeepsie, Monessen, Donora and Charleroi, live at Monongahela City. Fine park and playground system. Best of schools and churches 23 miles from Pittsburgh. Cars to Pittsburgh every 30 minutes. One hour to make run.

Residential Features: City of homes, fine and medium, no tenements. Homes worth \$5,000 to \$10,000 very largely predominate. Growing rapidly in new homes. A few \$25,000 ones in city. Finest small park in western Pennsylvania.

Retail Shopping Section: Main Street from 1st to 5th and cross streets, 2nd, 3rd and 4th. Boulevard lighting system in business zone. Most business concentrated in this zone.

Trading Area: Radius of 10 miles, south 15 miles. Takes in 12 to 15 mining towns. Fine trolley and bus service everywhere.

Wholesale Houses: Fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 10; automobile accessories, 15; automobile tire agencies, about 15; bakers, 6; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 12; delicatessens, 2; dressmakers, 12; druggists, 5; dry goods, 3 (need more); department stores, 1 (need more); electrical supplies, 3; florists, 4; fruits, 20; furniture, 5; furriers, 6; garages (public) 5; grocers, 25 or 30; hardware, 4; jewelry, 4; meat markets, 12 or 15; men's furnishings, 10; men's clothing, 10; merchant tailors, none (need one); milliners, 5; opticians, 4; photographers, 3; stationers, 5; women's apparel, 8 to 12.

MT. CARMEL, PA.

(Northumberland County)

1920 Population, 17,469.

City and Suburban Estimate, 28,000.

Native Whites, 79.6%; Foreign Born, 20.4%; Industrial Workers, 32%; English Reading, 90%; Families, 3,375.

Schools: 13; Number of Pupils, 5,010.

Churches: 22.

Banks: 4; Total Resources, \$13,817,565.

Theatres: 4; Total number of seats, 4,200.

Location: To nearest large city by railroad one-half hour; by trolley, 45 minutes; by auto, one-half hour.

Residential Features: One and two family houses.

Retail Shopping Section: About 15 blocks.

Trading Area: About nine mile radius.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 16; commercial auto. agencies, 5; automobile accessories, 9; automobile tire agencies, 14; bakers, 4; cigar stores and stands (including hotels), 22; confectioners (including hotel stands), 14; dressmakers, 24; druggists, 7; dry goods, 15; department stores, 3; electrical supplies, 7; florists, 5; fruits, 5; furniture, 8; garages (public), 12; grocers, 115 (chain, 7); hardware, 6; jewelry, 4; meat markets, 30 (chain, 2); men's furnishings, 9; men's clothing, 12; merchant tailors, 5; milliners, 5; opticians, 5; photographers, 1; pianos (and miscellaneous musical instruments), 4; radio supplies, 9; restaurants (including hotels), 8; shoes, 15; sporting goods, 8; stationers, 3; women's apparel, 7.

Miscellaneous Data: Average temperature, 65 degrees. Average number of rainy days per twelve months, 60. Most pleasant months: March, to November. Doctors (medical, 18), (dentists, 8). Number of wired houses, 5,050. Street car service. Gas, artificial. Electric current, alternating; water, hard.

NEW CASTLE, PA.

(Lawrence County)

1920 Population, 44,938.

City and Suburban Estimate, 55,000. Most important cities and towns in this area are: Sharon (pop. 35,000); Butler (28,000).

Native Whites, 70%; Negroes, 11%; Foreign Born, 19%; Industrial Workers, 23%; English Reading, 85%; Families, 10,000.

Schools: Public Grade, 16; High, 1; Junior High, 2; Parochial, 3; Number of Pupils, 10,915.

Churches: Baptist, 6; Congregational, 1; (Welsh), Episcopal, 2; Hebrew, 1; Methodist, 14; Presbyterian, 8; Roman Catholic, 7; Miscellaneous: 3 Christian, 5 Lutheran, 9 Missions, 12 Miscellaneous.

Banks: National, 4; State, 6. Capital, Surplus and Undivided Profits, \$6,134,879; Total Deposits, \$18,042,476; Total Resources, \$24,943,882; Total Savings Banks Deposits, \$7,500,000.

Theatres: Moving Pictures, 8; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 11,300. New Masonic Auditorium practically completed will seat 3,100.

Location: 60 miles north of Pittsburgh. N. Y. C., B. & O., B. R. & P., Erie, Penna. and Western Allegheny Railroads. Pittsburgh, New Castle, Butler & Harmony Interurban line and P. O. electric system. Hard roads connecting with Pittsburgh, Youngstown and Cleveland, Erie, and Buffalo, Butler and the east. New Castle is the second largest shipping point in Penna., exceeded only by Pittsburgh. To nearest large city by railroad, 50 minutes; by trolley, 1 hour; by auto, 1 hour.

Principal Industries: American Sheet and Tin Plate Co., Carnegie Steel Co., Lehigh Cement Works, rubber plant by Seiberling; bronze factory, brick works, engineering works, National Radiator plant, silk mills, powder works, chemical works, paper mill, wire works.

Manufacturing Establishments: 136. Leading firms: American Sheet and Tin Plate Co., Carnegie Steel Co., Lehigh Cement, Seiberling Rubber Co., Johnson Bronze Co. Total value of yearly output of factories estimated at \$150,000,000.

Special Information: One of the finest junior high schools in the state. Low tax rate.

Residential Features: Mostly one family houses. North Hill and East Side sections are more exclusive than west and south side. North Hill section is best and has some restrictions. Average home in this section is \$8,000.

Retail Shopping Section: Washington Street 5 blocks east of public square and 3 blocks west. Mill, Mercer, Jefferson Streets for a block north and south of Washington Street. The retail buying section is well bunched together and affords easy shopping for those who come down town.

Continued on page 236

PENNSYLVANIA (Cont'd)

New Castle (cont'd)

Trading Area: About 10 miles in each direction. Excellent roads, street cars and buses afford transportation to those not having their own cars. Our trading radius is circumscribed because of the closeness of Youngstown on the west, Pittsburgh on the south, Sharon on the north and Butler on the east. Pittsburgh and Youngstown draw some from this city.

Wholesale Houses: Groceries, 5; meats, 3; fruits, 3. Miscellaneous lines: Bakers, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 19; commercial auto. agencies, 15; automobile accessories, 26; automobile tire agencies, 27; bakers, 21; cigar stores and stands (including hotels), 26, (chain, 1); confectioners (including hotel stands), 65; delicatessens, 3; dressmakers, 8; druggists, 14, (chain, 1); dry goods, 24; department stores, 5; electrical supplies, 11; florists, 5; fruits, 6; furniture, 16; garages (public), 19; grocers, 120, (chain, 30); hardware, 12; jewelry, 14; meat markets, 51; men's furnishings, 22; men's clothing, 21; merchant tailors, 12; milliners, 18; opticians, 14; photographers, 7; pianos (and miscellaneous musical instruments), 7; radio supplies, 8; restaurants (including hotels), 37; shoes, 26; sporting goods, 4; stationers, 2; women's apparel, 15.

Miscellaneous Data: Average temperature, 75 degrees. Average number of rainy days per twelve months, 60. Most pleasant months, May to October. Doctors (medical, 60), (dentists, 38), (osteopaths, 5). Number of wired houses, 12,167. Street car service; gas, natural; number of meters, 11,263; electric current, alternating; water, soft; number of automobile registrations estimated at 7,500.

NEW KENSINGTON, PA.

(Westmoreland County)

1920 Population, 11,987.

City and Suburban Estimate: 1920, 25,000; 1924, 30,000. Most important cities and towns in this area are: Tarentum (pop. 9,000); Vandergrift (14,000).

Native Whites, 65%; Negroes, 2%; Foreign Born, 33%; Industrial Workers, 75%; English Reading, 85%; Families, 6,400.

Schools: Public Grade, 7; High, 3; Junior High, 1; Parochial, 3; Number of Pupils, 6,743.

Churches: Baptist, 3; Christian Science, 2; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 4; Roman Catholic, 4; Miscellaneous, 4.

Banks: National, 4, State, 4; Total Resources, \$18,000,000; Savings Banks Deposits Total \$6,127,000.

Theatres: Moving Pictures, 8; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 4. Total number of seats, 7,300.

Location: Penna. R.R., Conemaugh and West Penn branches. Main line between Pittsburgh and Buffalo. West Penn Traction Co. and Allegheny River. To nearest large city by railroad, 40 minutes; by trolley, 1½ hours; by auto, 45 minutes.

Principal Industries: Aluminumware, sheet and tin plate, springs, electrical goods, lead and oil, window glass, coal.

Manufacturing Establishments, 18. U. S. Aluminum Co., Aluminum Cooking Utensil Co., American Sheet & Tin Plate Co., American Window Glass Co., Union Spring & Mfg. Co., P. H. Murphy Co., Sprague Electric Co., National Lead & Oil Co.

Special Information: Center of population of Allegheny Valley outside of Pittsburgh. Largest town in the valley and draws trade for radius of 20 miles.

Residential Features: Mostly one-family houses, private homes predominating. Few tenements. Fine residential sections. Homes in latter probably average \$15,000.

Retail Shopping Section: Covers several blocks in three directions, north, south and west of center at 5th Avenue and 9th Street. Three outlying sections. Trading area extends about 20 miles north, south, and east.

Wholesale Houses: Groceries, 1; meats, 2; fruits, 4; Miscellaneous lines, confectionery, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 24; automobile accessories, 9; automobile tire agencies, 6; bakers, 11; cigar stores and stands (including hotels), 37, (chain, 3); confectioners (including hotel stands), 17; delicatessens, 3; dressmakers, 6; druggists, 17; dry goods, 9; department stores, 7; electrical supplies, 8; florists, 3; fruits, 45; furniture, 8; garages (public), 11; grocers, 104, (chain, 71); hardware, 7; jewelry, 6; meat markets, 51, (chain, 2); men's furnishings, 73; men's clothing, 26; merchant tailors, 9; milliners, 10; opticians, 5; photographers, 5; pianos (and miscellaneous musical instruments), 2; radio supplies, 17; restaurants (including hotels), 18; shoes, 11; sporting goods, 8; stationers, 3; women's apparel, 5.

Miscellaneous Data: Most pleasant months, May to December. Doctors, (medical, 26), (dentists, 15), (osteopaths, 5); number of wired houses, 5,700; street car service; gas, natural; number of meters, 6,200; electric current, direct; water, hard.

NORRISTOWN, PA.

(Montgomery County)

1920 Population, 32,319. (1926 pop. 38,783.)

City and Suburban Estimate, 81,000 within radius of 12 miles.

Native Whites, 82.1%; Negroes, 4.6%; Foreign Born, 13.3%; Industrial Workers, 40%; English

Reading, 85%; Families, 6,500; (1926 est. 8,500).

Schools: Public Grade, 8; High, 2; Parochial, 1. Number of Pupils, 6,700.

Churches: Baptist, 5; Christian Science, 1; Episcopal, 2; Hebrew, 1; Methodist, 3; Presbyterian, 2; Roman Catholic, 3; Miscellaneous: Lutheran, 5.

Banks: National, 2; Trust Companies, 2; Bank clearings, \$80,000,000.

Theatres: Moving Pictures, 5; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 7,000.

Location: On north side of Schuylkill River, 20 miles from Delaware River. P. R.R., P. & R., Lehigh Valley Transit Co., Philadelphia & Western, Reading Transit and Light Co. and West Chester Transit Co. To nearest large city by railroad, ¼ hour; by trolley, 45 minutes; by auto, 45 minutes.

Principal Industries: Wood, steel, coke, iron, cigars, printing, hosiery, machinery, shirts, electrical insulation, asbestos, plumbing supplies, boilers, tanks, bricks, woodens, wooden handles, radiators, rugs, ice, tanks, bathing suits, patent medicine, screws, paper boxes, cigar boxes.

Manufacturing Establishments: 60. Leading firms: Alan Wood Iron & Steel Co., Wildman Mfg. Co., Geo. Watt Woolen Co., Reading Screw Works, Tyson Shirt Co., Rainey-Wood Coke Co., Rambo and Regar Hosiery Co., Republic Cigar Co., Taubel Star Knitting Co., Sumner Tubing Co., Diamond State Fibre Co., Jas. Lee's Sons' Minerva Yarn Co., Ballard Knitting Co., Newbold Iron Foundry, Coral Rug Co., Dill Medicine Co., Norristown Box Co., McCarter Iron Works, Hoesy Worsted Co., Philadelphia Slag Co., Norristown Magnesite and Asbestos Co.

Special Information: Norristown as community center in eastern Pennsylvania offers wide area for trade results. Great public improvement campaign is being carried on by residents.

Residential Features: Mainly one- and two-family houses, private homes predominating. Fine residential section to west and north end of city.

Retail Shopping Section: Astor to Ford Sts. on Main, River to Chestnut on De Kalb St., Astor to Kohn Sts. on Marshall. Usual small neighborhood sections. Number of stores beginning to locate on Swede St.

Trading Area: 20 miles west, 10 miles east, 30 miles north, 15 miles south.

Wholesale Houses: Groceries, 2; meats, 3; fruits, 5; hardware, 4; dry goods, 4; drugs, 1; confectioners, 2; bakeries, 4; builders' supplies, 6.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial automobile agencies, 4; automobile accessories, 22; automobile tire agencies, 19; bakers, 7; cigar stores and stands (including hotels), 50; confectioners (including hotel stands), 60; delicatessens, 25; dressmakers, 60; druggists, 23; dry goods, 50; department stores, 13; electrical supplies, 18; florists, 16; fruits, 125; furniture, 6; furriers, 2; garages (public), 25; grocers, 114, (chain, 22); hardware, 8; jewelry, 10; meat markets, 25; men's furnishings, 40; men's clothing, 15; merchant tailors, 6; milliners, 10; opticians, 10; photographers, 5; pianos (and miscellaneous musical instruments), 10; radio supplies, 20; restaurants (including hotels), 22; shoes, 20; sporting goods, 8; stationers, 6; women's apparel, 12.

Miscellaneous Data: Most pleasant months, June to October; doctors (medical, 51); (dentists, 20); (osteopaths, 5); number of wired houses, 6,500; street car service; gas, artificial; number of meters, 13,388; electric current, alternating and direct; water, hard.

See announcement columns 3 and 4

OIL CITY, PA.

(Venango County)

1920 Population, 21,274. (1926 est. 25,000.)

City and Suburban Estimate, 59,184.

Native Whites, 64%; Negroes, 4%; Foreign Born, 32%; Industrial Workers, 25%; English Reading, 90%; Families, 3,000.

Schools: Public Grade, 11; High, 1; Junior High, 2; Parochial, 2. Number of Pupils, 6,250.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 5; Presbyterian, 3; Roman Catholic, 4; Miscellaneous, 7.

Banks: National, 2; State, 1; Trust Co., 1; Total Resources, \$28,000,000.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2.

Location: P. R.R., Erie, L. S. & M. S. Located on Allegheny River at the junction of Oil Creek. Oil City forms center of a triangle whose three points are Pittsburgh, Cleveland and Buffalo. To nearest large city (Pittsburgh), by railroad, 4 hours; by auto, 3½ hours.

Principal Industries: Oil, chemical and allied products, metal trades, barrel manufacturing, boilermakers, building materials, woodworking, candy, cigars, foundries, iron, gas engines, machine shops, oil refiners, oil well supplies, printers and bookbinders, pumping machinery, sheet metal works, tack manufacturers.

Manufacturing Establishments, 20. Leading firms: National Transit Pump & Machine Co., Penn American Refining Co., Oil Well Supply Works, Allied Barrel Works Co., Peinzell Co., Continental Refining Co., Reid Gas Engine Co., Oil City Boiler Works.

Residential Features: Mainly 1- and 2-family houses, owned. Very few apartments and no tenements.

Retail Shopping Section: Extends one half mile along Seneca Street, one fourth mile on Main Street, 3 blocks on First, 4 blocks on Elm, 4 blocks on Center, 3 blocks on Sycamore, 3 blocks on Spring, 1 block on Central Avenue,

3 blocks on East 2nd, 2 blocks on State, 3 blocks on Front, with numerous neighborhood stores.

Trading Area: About 25 miles west, south and east. Intermittent business from greater distances.

Wholesale Houses: Groceries, 2; meats, 2; fruits, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 21; automobile accessories, 20; automobile tire agencies, 15; bakers, 6; cigar stores and stands (including hotels), 25; confectioners (including hotel stands), 20; dressmakers, 20; druggists, 18, (chain, 2); dry goods, 11; department stores, 6; electrical supplies, 4; florists, 4; furniture, 4; grocers, 85, (chain, 15); hardware, 4; jewelry, 9; meat markets, 28; men's furnishings, 11; men's clothing, 6; merchant tailors, 4; milliners, 19; opticians, 4; photographers, 3; pianos (and miscellaneous musical instruments), 4; radio supplies, 5; restaurants, (including hotels), 22; shoes, 11; sporting goods, 4; stationers, 4; women's apparel, 6.

Miscellaneous Data: Average temperature 58 degrees; average number of rainy days per twelve months, 75; most pleasant months, June, July, Aug., Sept. Doctors (medical, 60); (dentists, 18), (osteopaths, 1); number of wired houses, 3,000; street car service; gas, natural; electric current, alternating; water, hard.

PHILADELPHIA, PA.

(Philadelphia County)

City Classified As: Philadelphia is the third largest city in the United States and ninth in the world. It is the third richest city in the United States and ranks third in value of manufactured products. It is the second port of the United States and an important wholesale distributing point.

Population	
1910 U. S. Census	1,549,008
1920 U. S. Census, City	1,823,779
1920 Census, Met. District	2,407,234
1925 U. S. Census, July 1	2,024,394
1926 Census (est.)	2,063,157
Males	1,007,473
Females	1,016,921
Persons over 21	1,272,214
Males	636,115
Females	841,099
Families	447,270
Dwellings	391,768

These figures are an amplification of government statistics that are compiled every ten years, and are based on the 1920 figures.

Native Whites	70.7%
Negroes	7.4%
Foreign Born	21.8%
Industrial Workers	278,591
English Reading	85%

1920 City and Suburban Estimate 4,936,913 Most important cities and towns in this area are:

	1920 Federal Census	1925 Estimated
In Pennsylvania		
Ardmore	12,000	20,000
Birdsboro	3,299	3,489
Boyetown	3,189	3,578
Bridgeport	4,680	5,102
Bristol	10,273	10,797
Bryn Mawr	3,150	5,000
Chester	58,030	68,067
Coatsville	14,515	16,282
Conshohocken	8,481	8,996
Darby	7,922	8,755
Downington	4,024	4,383
Doylstown	3,837	4,111
Eddystone	2,670	3,444
Glenside	1,800	8,125
Lansdale	4,728	5,334
Lansdowne	4,797	5,173
Marcus Hook	5,324	7,255
Morrisville	3,639	4,482
Norristown	32,319	34,607
Phoenixville	10,484	10,573
Pottstown	17,431	18,374
Quakertown	4,391	4,695
West Chester	11,717	12,685
In Delaware		
New Castle	3,854	4,113
Wilmington	110,168	120,969
In New Jersey		
Bordentown	4,371	4,433
Bridgeton	14,323	14,381
Burlington	9,049	9,416
Camden	116,309	127,689
Cape May	2,999	3,271
Collingswood	8,714	10,732
Gloucester	12,162	13,642
Haddonfield	5,646	6,420
Hammonton	6,417	7,110
Lambertville	4,660	4,782
Millville	14,691	15,850
Moorestown	4,800	5,628
Mount Holly	5,750	6,550
Paulsboro	4,352	5,530
Penns Grove	6,060	8,120
Roebling	3,200	4,560
Salem	7,435	7,850
Trenton	119,289	134,000
Vineland	6,799	7,500
Woodbury	5,801	6,380

Comparison of Philadelphia Population

Male	907,633
Female	916,146
Native white pop.	1,290,253
Native white-native parentage	698,782
Native white-foreign parentage	447,071
Native white-mixed parentage	144,000
Foreign-born white	397,927
Male	205,518
Female	192,409
Negro	134,229
Male	67,132

Continued on page 238

Norristown Pennsylvania

A Trading Center

For 81,000 People

and the county seat of

MONTGOMERY COUNTY

The Third Richest County in Pennsylvania

Taxable Wealth	\$234,395,925.00
Bank Resources	\$ 92,048,680.00
Savings Deposits	\$ 52,000,000.00

You can reach this attractive territory only through the county wide coverage of

Norristown Times Herald

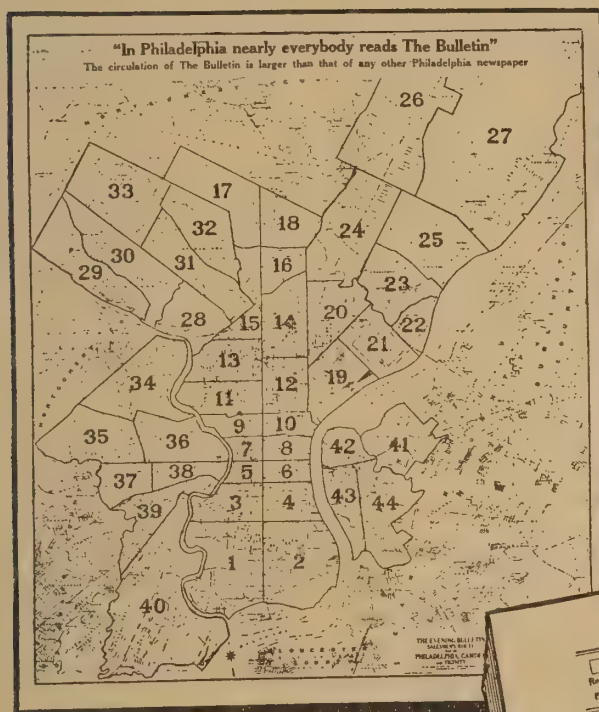
Montgomery County's Great Home Newspaper

Member of Audit Bureau of Circulations

National Representative
PAUL BLOCK, Inc.

New York Chicago Philadelphia Boston Detroit

When planning your Sales Campaign in- PHILADELPHIA-



With the BULLETIN ROUTE BOOKS of the Philadelphia and Camden territory systematically divided, the Sales Manager can now send his salesmen into the field to reach every wholesaler and retailer covering this great market—the third largest in the United States—in the shortest possible time.

The PHILADELPHIA and CAMDEN territory has been divided into 44 routes as shown by the map. On the back of the map are listed the streets and their position on the map. The names and addresses of the wholesale and retail stores are so routed that a salesman can go up and down one street and continue in this manner until he has covered the entire territory assigned to him completely without missing a single dealer in the route.

These route books cover practically every important trade. They are full of information, that every Sales and Advertising Manager should possess about the territory his salesmen are to cover. They give briefly the estimated population of each route, the type of people and their physical and buying characteristics.

Every advertiser should send for his free copy of the BULLETIN ROUTE BOOK covering his particular field.

To reach the families of Philadelphia who buy through the dealers listed in the Route Book, the BULLETIN should be your first choice. The BULLETIN is read in 535,096 homes in and around Philadelphia and Camden. No campaign in this great trading area that reaches a buying power of 3,000,000 can be complete without the BULLETIN.

THE BULLETIN ROUTE BOOKS COVER THE FOLLOWING FIELDS

- | | |
|---------------|-------------------|
| Radio Dealers | Hardware, Paints |
| Women's Wear | House-furnishings |
| Men's Wear | Electric Devices |
| Grocers and | Tools and Imple- |
| Delicatessen | ments |
| Musical Goods | Drugs and |
| Shoe Dealers | Sundries |
| Cigars and | Confectioners |
| Tobacco | Automobiles and |
| | Accessories |

Write to Advertising Department of The Bulletin asking for the Route Book covering the line of trade you are interested in.

*Send for
your Book
Now!*

"In
Philadelphia
nearly everybody reads
The Bulletin"

The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER

New York.....247 Park Avenue (Park-Lexington Building)
Chicago.....Verree & Conklin, Inc., 28 East Jackson Boulevard
Detroit.....C. L. Weaver, Verree & Conklin, Inc., 321 Lafayette Boulevard
San Francisco.....Thomas L. Emory, Verree & Conklin, Inc., 681 Market Street

The circulation of The Evening Bulletin is the largest in Philadelphia.

535,096
copies a day

PENNSYLVANIA (Cont'd)

Philadelphia (cont'd)

Female	67,097
Other races	1,370
Males of voting age	573,077
Illiterates over 10 years	58,681
No school age 7 to 20 years	425,517
Families	402,946

Distribution as to Suffrage

Male population 21 years and over	573,077
Foreign-born	188,025
Naturalized	92,819
Negroes	48,341
Female population 21 years and over ..	577,566
Foreign-born	173,623
Naturalized	85,864
Negroes	45,975

Distribution by Age Groups

	Male	Female	Total
Under 5 years	89,762	88,907	178,669
5 to 9 years	84,199	83,245	167,444
10 to 14 years	76,833	76,920	153,753
15 to 19 years	69,756	73,549	143,305
20 to 44 years	389,742	389,834	779,576
45 years and over ..	196,556	202,937	399,493
Age unknown	785	754	1,539
Total	907,683	916,146	1,823,779

Persons Engaged in Gainful Occupations

Manufacturing	388,696
Trade	110,379
Clerical	99,961
Domestic and Personal Service	84,424
Transportation	66,218
Professional Service	42,977
Public Service	22,068
Agriculture	3,594
Extraction of Minerals	483
Total	819,000

Nativity of Foreign Born

Armenia	1,393	Jugoslavia	1,099
Austria	13,887	Lithuania	4,392
Belgium	517	Norway	1,255
Canada	4,136	Poland	31,112
Czechoslovakia ..	2,240	Rumania	5,645
Denmark	1,131	Russia	95,744
England	30,844	Scotland	8,425
Finland	727	Spain	638
France	3,871	Sweden	2,651
Germany	39,766	Switzerland ..	1,889
Greece	1,814	Syria	426
Hungary	11,513	Wales	973
Ireland	64,590	All other coun-	
Italy	63,723	tries	4,062

SCHOOLS

Public Grade	199	Pupils	211,269
High	11	Pupils	26,721
Colleges	10	Pupils	31,307
Junior High	12	Pupils	19,027
Normal School ...	1	Pupils	935
Trade School, Girls	1	Pupils	322

In addition to the regular schools there are 13 elementary evening schools, 9 evening high schools, and one evening trade school.

In 1925 there were 112 Parochial Grade schools. Their combined enrollment was 7,125 pupils. There are 6 Parochial High Schools with an average daily attendance of 4,166 also 10 Catholic Charitable Institutions maintain schools with average daily attendance of 1,170.

Of collegiate institutions in or near Philadelphia, the best known are the following: University of Pennsylvania, 17,031; Girard College, 1,528; Temple University, 11,009; Swarthmore College, 563; Bryn Mawr College, 500; Haverford College, 250; Villa Nova College, resident students, 635. Among the famous special schools are Jefferson Medical College, Philadelphia College of Pharmacy, The Woman's Medical College and Hahnemann Medical College; and there are other technical, industrial, theological and commercial schools, too numerous to mention.

The University of Pennsylvania is an object of great pride to all Philadelphians. It now stands among the first American colleges. Its departmental schools—of medicine, dentistry, engineering, finance, law and science—occupy several of the seventy-one University buildings.

BANKS

As of June 30, 1926

National Banks	29
Deposits	\$718,398,301
Resources	\$74,201,310
Surplus & Undivided Profits	\$8,737,987
For 1925	91
Trust Co.	91
Deposits	\$ 955,064,853
Resources	1,203,834,103
State Banks	6
Deposits	\$7,926,172
Resources	\$10,296,207
Savings Banks	6
Deposits	\$308,995,629
Resources	\$335,236,337
Total deposits in Banks, Trust Companies and Savings Funds, \$1,953,730,119.	

According to the report of the United States League of Building and Loan Associations, there are 3,300 of them in Pennsylvania, and 2,434 are in the city of Philadelphia. 860,000 individuals are building and loan shareholders with resources of \$404,000,000.

The bank clearings for 1925 amounted to \$29,079,000,000; the bank clearings for first 6 months of 1926, \$14,831,000,000. Per capita wealth (1923 figures only ones available) \$3,369.

The postal savings for 1924 amounted to \$2,905,080 with 14,851 depositors. For the first six months of 1925 the amount was \$1,327,899 with 16,881 depositors.

Real & personal property subject to city tax for 1925:

Real Estate	\$2,768,876,335.00
Horses and Cattle	860,691.00

Personal property	\$2,769,737,026.00
	\$59,729,691.08

Real & Personal Property 1925	\$3,629,466,717.08
Real & Personal Property 1924	\$3,629,466,717.08
	\$3,421,590,568.85

Increase for 1925 over 1924...\$ 207,876,148.23

Number of income tax returns under \$5,000, 129,913; from \$5,000 to \$10,000, 13,345; over \$10,000, 7,895.

The per capita savings for Philadelphia is \$377.00.

CHURCHES

Baptist, 105; Catholic Apostolic, 1; Christian and Missionary Alliance, 2; Christian Church, 3; Christian Science, 6; Church of the Brethren, 7; Church of Christ, 2; Church of the Nazarene, 1; Progressive Brethren, 2; Church of the New Jerusalem, 3; Congregational, 12; Evangelical, 9; Free Methodist, 1; Friends, 7; Greek Orthodox, 6; Hebrew, 154; Latter Day Saints, 2; Lutheran, 94; Mennonite, 5; Methodist Episcopal, 146; Methodist Protestant, 4; Wesleyan Methodist, 1; Primitive Methodist, 2; Moravian, 3; Pentecostal Assemblies, 9; Presbyterian, 114; United Presbyterian, 19; Welsh Presbyterian, 1; Protestant Episcopal, 121; Reformed Episcopal, 10; Dutch Reformed, 4; English Reformed, 14; Reformed German, 12; Reformed Presbyterian, 7; Roman Catholic, 134; Seventh Day Adventists, 7; Unitarian, 2; United Brethren, 3; United Christian, 3; United Evangelical, 2; Universalist, 2; Miscellaneous, 5.

THEATRES

Legitimate	16
Seating capacity	27,817
Vaudeville & motion pictures	15
Seating capacity	30,634
Burlesque	3
Seating capacity	4,824
Vaudeville	1
Seating capacity	2,400
Minstrels	1
Seating capacity	882
Theatres (with stage but running motion pictures)	18
Seating capacity	30,650
Motion pictures (strictly)	176
Seating capacity	79,340
Total seating capacity all theatres	170,101

LOCATION AND TRANSPORTATION

Philadelphia, the metropolis of Pennsylvania, is situated in the southeastern corner of the state, at the confluence of the Delaware and Schuylkill Rivers, about 60 miles from the sea. It occupies a central position on the North Atlantic seaboard, 90 miles by rail from New York, 96 from Baltimore and 132 from Washington. It occupies the peninsula about two miles in width between the two rivers, and extends westward and southward beyond the Schuylkill, including both shores of that stream. Philadelphia is connected with the rest of the country by three great trunk line systems of railroads—the Pennsylvania, Philadelphia and Reading and the Baltimore and Ohio, also the Lehigh Valley reaching Philadelphia over the Philadelphia and Reading. The two first named reach the center of the city by substantial viaducts. The Baltimore and Ohio has a fully equipped station on the east bank of the Schuylkill at Chestnut street, connected by tunnel and subway with the Reading Terminal. About one thousand trains a day enter and depart from these three terminals. At the freight terminals in different parts of the city millions of tons of freight are handled annually. Philadelphia has a Belt Line Railroad serving its active waterfront, by means of which freight from any railroad point in the country can be delivered direct in railroad cars to any steamship wharf in the city, and can be sent in cars direct from any wharf to any interior points without rehandling. Within the city there is a wonderful system of trackage, freight station and distributing points. There are seventy stations at which freight is received and delivered.

The terminal facilities of Philadelphia are second to none. There are 267 wharves, 41 railroad piers, 8 municipal piers and 12,000,000 square feet of storage space, practically all connected by the Belt Line R.R. The expensive system of transferring freight by lighters and car floats from one part of the harbor to another is not necessary in Philadelphia. A network of high speed electric lines connect suburban towns with Philadelphia and each other. Motor bus transportation has been highly developed, regular schedules are maintained. Connecting Philadelphia with all points of the world is a host of ship lines. Fifty-four now are serving this port. Forty of these are trans-Atlantic lines, while the rest go to South America, Asia, the South Seas, and Pacific Coast ports.

PRINCIPAL INDUSTRIES

	Per cent of increase 1914-1919
Number of establishments	9,065 7.2
Persons engaged in mfrs.	338,965 15.0
Proprietors and firm members	9,493 5.6
Salaries employees	48,325 40.6
Wage earners (average number)	281,147 11.9
Capital	\$1,549,795,000 100.6
Services	426,822,000 130.2
Salaries	100,032,000 111.8
Wages	326,890,000 136.5
Materials	1,156,479,000 156.3
Value of products	1,998,727,000 154.5
Value added by manufacture	840,248,000 152.1
Adding machines, agricultural implements, air compressors, asbestos goods, automobile axles, beds and bed springs, bolts and nuts, bottles, brass and bronze castings, carpets, cash	

registers, chemicals, cigars, clay products, electric cranes, electric motors, elevators and apparatus, farm tractors, electric street cars and trucks, dyestuffs, cordage and twines, fertilizers, iron and steel products, heating apparatus, oil refining, marine tools, linoleum, locomotives, knitting machinery, knitting apparatus, lathes, ships, steam-shovels, worsted goods, wire wheels, paints, washing machines, watch cases, saws, shoes, soaps, speedometers, type casting machines, surgical appliances, worsteds, dyeing and finishing textiles, sporting goods, sugar, hats.

Philadelphia claims to hold first place in this country in the value of its manufacture of textiles, locomotives, steel ships, street cars, leather, storage batteries, cigars, dental instruments, talking machines, carpets, bone buttons, hosiery, saws and felt hats.

Philadelphia claims second rank in the production of worsted goods, sugar and molasses, fertilizers, foundry castings, petroleum products, chemicals, druggists' preparations, and machine-shop products.

With but one-sixtieth of the country's population, Philadelphia's manufacturing plants produce about one twenty-fifth of all American-made goods.

Of the 1,640 products listed in the latest census as manufactured in this country, this city makes 271, which shows that Philadelphia is not a specialist in a few lines. In other words, its eggs are not all in one basket, and it is not affected by seasonal conditions.

Philadelphia's production in 1920 was valued at \$2,343,626,700, and in 1919 it was only \$391,000,000 less.

Here are some of the stunning figures of Philadelphia production by the year—365,000,000 pounds of cotton and cotton waste; 10,000,000 saws; 45,000,000 yards of carpet; 6,669,300 hats, or more than 18,000 hats per day; 180,000,000 yards of cotton piece goods; 400,000,000 cigars; 250,000,000 pairs of hosiery; 83,862,700 false teeth; 60 per cent of the world's glazed kid.

Three-fifths of the street cars of the country are made in this city, every day six steam locomotives have been turned out here, and daily two and a half million paper boxes are made.

The principal industries of Philadelphia for which statistics can be presented separately arranged in the order of value of products:

	Value of Products	Per cent U. S. of total 1920
Sugar, refining, not including beet sugar	\$133,796,119	100.0
Foundry and machine shop products	92,810,903	23.2
Leather, tanned, curried, and finished	89,019,381	42.1
Worsteds	88,400,460	74.6
Knit goods	85,848,934	45.4
Printing and publishing, newspapers and periodicals	72,515,822	68.0
Clothing, women's	69,183,831	89.3
Clothing, men's	54,074,670	73.9
Bread and other bakery products	51,762,528	39.0
Slaughtering and meat packing	50,169,124	40.8
Carpets and rugs, other than rag	43,111,096	90.8
Cotton goods	37,801,939	56.9
Woolen goods	36,265,468	75.2
Electrical machinery, apparatus, and supplies	33,729,133	25.4
Printing and publishing, book and job	29,895,039	64.8
Confectionery and ice cream	29,657,357	41.7
Dyeing and finishing textiles, exclusive of that done in textile mills	26,548,236	62.5
Tobacco, cigars and cigarettes	25,790,996	26.2
Automobile bodies and parts	24,931,029	55.0
Chemicals	22,405,518	30.6
Paints	20,567,143	57.5
Boots and shoes	20,534,339	31.4
Silk goods, including throwsters	19,766,861	8.5
Liquors, malt	17,718,027	29.9
Cars and general shop construction and repairs by steam railroad companies	16,457,853	7.1
Hats, fur, felt	15,952,099	58.6
Oil, not elsewhere specified	15,595,759	61.2
Furniture	15,307,372	36.1
Shirts	14,182,348	57.2
Brass, bronze, and copper products	13,352,498	39.9
Soap	12,411,698	77.3
Coffee and spice, roasting and grinding	11,389,589	77.6
Structural ironwork, not made in steel works or rolling mills	10,707,860	13.7
Paper and wood pulp	10,634,910	16.4
Food preparations, not elsewhere specified	10,461,801	53.8
Lumber, planing-mill products, not including planing mills connected with sawmills ..	10,153,828	28.0

New Census Figures for 1923

(Subject to correction are as follows)	
Number of Establishments	6,425
Number of Employees	298,906
Wages	\$322,531,800
Salaries	\$94,334,800
Total Salaries and Wages	\$416,866,600
Capital Invested	\$994,193,900
Value of Products	\$1,775,726,000

PRINCIPAL INDUSTRIES

Separate figures available for 1923, arranged according to groups and value of product are as follows:

Textiles and textile products	\$521,601,100
Food and kindred products	263,788,300
Chemicals and allied products	177,376,600
Paper and printing industries	168,930,700
Leather and rubber goods	72,021,200
Tobacco and its products	41,567,500
Lumber and its re-manufacture	36,505,500
Clay, glass and stone products	16,713,700
Metals and metal products	13,960,700

Manufacturing Establishments

Baldwin Locomotive Works, J. G. Brill Co., street cars; Henry Disston Son's Co., saws; S. S. White Dental Mfg. Co., dental supplies; Wm. Cramp Ship and Engine Co., Atlantic Refining Co., Electric Storage Battery Co., S. B. & B. W. Fleischer Co., yarns; H. K. Mulford Co., chemicals; Franklin Sugar Refinery, Wm. Sellers Co., machine tools; Lanston Monotype Co., Dungan-Hood Co., glazed kid.

SPECIAL INFORMATION

Philadelphia is America's third largest market. It is also known as "The World's Workshop" and the "City of Homes." There are half a million separate dwellings in Philadelphia and suburbs. The city covers 129½ square miles and extends about 22 miles north and south, and from 6 to 10 east and west. 25% of America's Building and Loan Associations are in Philadelphia. 50% of the homes are owned by those living in them. Nearly 200,000 passenger autos are owned by the people. The payroll of the manufacturing plants exceeds \$7,572,704 weekly. One of the greatest industries in Philadelphia is the textiles and allied products. The center of the textile industry is near Philadelphia, and in Philadelphia county alone there are 1,189 industries engaged in the manufacture of textiles and allied products. The leading products is yarn; hosiery and knit goods take the second position, while next in order come woolen, worsted and felt goods, women's and children's clothing, cotton goods, hats and caps, etc. Number of telephones, 803,480; number of houses wired for electricity, 800,000; number of gas meters (domestic and commercial), 460,060.

Building activities in 1924 amounted to \$141,737,460, and it is estimated that this amount will be exceeded by the 1925 figures. The 8,379 Philadelphia establishments manufactured 211 of the 264 articles covered by the census of classifications, indicating the great diversity of its industrial activities. The Philadelphia retail shops rank very high, both in character of merchandise and point of service. It is estimated that Philadelphians spend \$8,300 per minute over the counters of their retail stores.

In 1925 the City of Philadelphia spent \$32,332,789 for educational facilities, including salaries and general expenditures. In 1926 this figure was exceeded by \$2,723,653, the total outlay being, \$35,116,442.

Philadelphia's financial institutions occupy a unique and important part in the industrial development of the city. Many of them are old established, and, in addition to being directed by industrial leaders, have during their long careers been identified in all their activities with the industries of the city.

The annual product of the factories in Philadelphia exceeds \$1,998,000,000, employing more than 300,000 people. Philadelphia has 423,000 homes, only 11,607 of which are frames. It is distinctly a home town, and more homes are owned by the occupants than in any other city in the country. It is the shopping center for a tremendous population, living in the surrounding country.

Port of Philadelphia

Philadelphia is the second port of the United States. Modern piers, natural advantages and superior wharf and dock facilities, splendidly interlocked with the three railroad systems, give Philadelphia this proud position. Philadelphia has a water frontage of 34 miles, 20 miles on the Delaware and 14 on the Schuylkill. The Schuylkill River is unobstructed for the passage of large vessels to a point within two blocks of Market Street, and for some further distance for barges. At the lower end of the Schuylkill one of the largest Standard Oil Refineries is situated, and large shipments of oil for the foreign trade, as well as of grain, are made by way of the Schuylkill and Delaware. The Delaware River has a 35-foot channel, from 500 to 1,200 feet wide, running from the city to the sea. The Government pier, at the foot of Oregon Avenue, cost \$15,000,000 and can accommodate 10 large ships at a time. The city owns 13 municipal piers and there are no port charges by either the city or state. The city has spent \$25,000,000 for equipment guaranteeing the most economical and expeditious handling of all classes of freight, and has under construction at the present time two additional double-deck piers which, when completed will cost approximately \$7,000,000. There are 267 docks used for the shipment of cargo. In addition to the city owned piers the list includes thirty-three for foreign trade, ten for coastwise trade, two for river and bay trade, twelve coal piers, four ore piers, three grain piers, six lumber piers, thirteen miscellaneous and industrial cargo piers, eleven railroad waterfront freight stations, and three United States Government piers.

The foreign and coastwise arrivals and clearance during the calendar year 1925, as recorded in the office of the Commissioners of Navigation, numbered 11,271, a gain of 355 vessels over the preceding year. The aggregate net tonnage of arrivals and clearances was 24,007,815.

The total value of imports was \$210,322,047, a gain of \$7,009,638 compared with 1924; export values also gained \$13,259,370, the total being \$105,376,882, showing a total gain in the value of commerce of the port of \$20,869,053.

During 1924, increases were shown in the importation of bananas, bauxite, china clay, coffee, chrome ore, manganese ore, molasses and sugar. Bananas increased from 3,706,269 bunches to 4,821,827 bunches; bauxite from 36,278 tons to 47,664 tons; china clay from 134,314 tons to 172,749 tons; coffee from 54,644 bags to 109,307 bags; chrome ore from 80,216 tons to 83,444 tons; manganese ore from 74,158 tons to 93,594 tons; molasses from 21,771,392 gallons to 30,559,650 gallons; and sugar from 5,260,957 bags and 613,536 sacks to 5,965,328 bags and 1,037,611 sacks.

Continued on page 240

Preferred by National Advertisers

The PUBLIC LEDGER *in* Philadelphia

THE Public Ledger during 1925 carried in its columns a greater number of national advertising accounts and a greater volume of national advertising lineage than any other Philadelphia newspaper. The figures are: 1255 national display advertisers using the Public Ledger as against 859 using the second paper; 4,304,092 agate lines in the Public Ledger as against 3,461,836 lines in the second paper. Statistics to date forecast the same results for 1926.

This two-fold leadership indicates an established preference on the part of national advertisers for the Public Ledger—a preference based upon its demonstrated consumer and dealer influence in the important Philadelphia Metropolitan Trading Area—the country's third largest market.

CIRCULATION

Sunday and Evening, 640,861

Morning and Evening, 307,395

PUBLIC  **LEDGER**

MORNING

EVENING

SUNDAY

AND

NORTH AMERICAN

Independence Square, Philadelphia

PENNSYLVANIA (Cont'd)

Philadelphia (cont'd)

The nationalities of foreign arrivals at the port during the calendar year 1924 were: American, 498; British, 564; Belgian, 16; Cuban, 1; Danish, 55; Dutch, 37; German, 60; Greek, 4; Finn, 2; French, 22; Italian, 72; Japanese, 47; Norwegian, 219; Panama, 1; Spanish, 51; Swedish, 40; Yugo-Slav, 2; Honduran, 8; Dom., 4; Czech-Slav, 3; Peru, 3.

In 1924 there were 1,887,198,928 gallons of oil imported and 74,849,643 gallons of gasoline. There were 135,787,492 gallons of lubricating oil shipped from this port in 1924.

The United States Department of Commerce, in its annual survey of exports by states, for 1925 places Pennsylvania third in the country. Pennsylvania's export shipments went through the port of Philadelphia alone, and there was a variety of commodities, including iron and steel, coal and coke, refined petroleum products, machinery and vehicles and grains.

The leading exports are grain, provisions, petroleum, tobacco, oil cake, lumber, tallow, hides, leather, shoes, cotton goods, machinery and coal.

RESIDENTIAL FEATURES

Philadelphia is a widespread city, without the usual cramped living conditions of other large cities. Its 23 parks are designed to afford breathing space in the more crowded business sections and places of beauty and recreation in the residential districts. The total area of these parks is 6,436 acres. The largest of the parks, Fairmont Park extends along the Schuylkill River from the extreme northwestern part of the city right down to the city's center at City Hall, the last stretch being a new parkway. With the city limits there are more than four hundred and twenty thousand individual dwellings, with over 40.6% owned by occupants.

Outside of the business districts and industrial sections, are to be found miles upon miles of neat, trim red-brick or stone dwellings, not flat and uninteresting in type, but laid out with a bit of ground and built with a certain artistry that is characteristic of the city.

Following are statistics on Philadelphia's housing accommodations:

Dwelling Houses		
Brick or Stone		
One-story	992	
Two-story	272,172	
Three-story	133,577	
Four-story	4,825	
Five-story or over	204	
	411,797	
Frame Houses		
One-story	720	
Two-story	7,712	
Three-story or over	3,193	
	11,607	
	1925	
Total number of homes	417,836	
Total apartments	4,316	
Hotels	350	
Factories, mills, etc.	3,671	
Halls and theatres	685	
Buildings devoted to retail shops or combined dwellings and retail shops	44,405	
Buildings devoted exclusively to business	6,358	
All others, including schools, churches, hospitals, garages, etc.	6,286	
	483,222	
Numbers of homes assessed, 1925	408,236	
Number of homes assessed, 1926	417,836	

Building Construction and Permits			
	No. of Buildings Permits	Affected	Cost of Construction
1923	14,513	21,570	\$122,650,935
1924	15,500	24,294	141,737,460
1925 (1st 6 mos.)	7,429	14,632	86,014,515
1926 (1st 3 mos.)	2,561	4,813	31,764,885

Retail Shopping Section

City Hall, at the intersection of Broad Street, the main North and South Street and Market Street running East and West is the hub of Philadelphia.

Two railroads, the Pennsylvania and Reading Company, have their terminals at this hub. The city's main shopping, hotel and theatre district is located in this same section, so that either residents or visitors have ready access to these important phases of city life.

On Market Street are clustered the great department stores. Several of these stores have frontage on Chestnut Street, the next main street below Market. In addition to the railroads, subways, elevated and surface street car lines pour their tens of thousands into this shopping center, while the ferry boats plying the Delaware River deposit at the foot of Market and Chestnut Streets the flood of visitors from Southern New Jersey and the Atlantic Coast resorts.

The retail specialty shops are scattered along Chestnut and Walnut Streets, parallel streets just below Market and overflow into the various streets intersecting them.

West Philadelphia and North Philadelphia each have important shopping centers with department stores, specialty shops, hotels, theatres and restaurants on main thoroughfares.

Trading Area

Extending on the north to Easton, northeast to Trenton; south to Wilmington, Delaware; on the east to Atlantic City and on the west to Harrisburg and Lancaster, Philadelphia's trading territory is the second largest and most densely populated in the United States. Within 10 miles of Philadelphia's City Hall there is a population of 2,078,961, to which may be added 281,010 people in the 20-mile zone and

514,780 people in the 40-mile zone. Philadelphia in a metropolitan sense has a population in its trading area of 4,936,913.

Wholesale Houses

Groceries, 99; meats, 35; florists, 14; fruits, 110; hardware, 43; dry goods, 85; butter and eggs, 25; shoes, 121; drugs, 92; cigars and tobacco, 228; confectionery, 184; electrical supplies, 95.

Number of Retail Outlets for Nationally Advertised Products

Passenger automobile agencies, 212; commercial auto. agencies, 32; automobile accessories, 319; automobile tire agencies, 310; bakers, 811; total cigar stores and stands (including hotels), 3,482; confectioners (including hotel stands), 1,163; delicatessen, 628; dressmakers, 1,274; total druggists, 1,455; dry goods, 1,595; department stores, 33; electrical supplies, 2,759; florists, 293; fruits, 503; furniture, 216; furriers, 188; garages (public), 761; total groceries, 5,540 (chain, 2,400); hardware, 640; jewelry, 281; total meat markets, 1,978; men's furnishings, 726; men's clothing, 223; merchant tailors, 296; milliners, 453; opticians, 293; photographers, 192; pianos (and miscellaneous musical instruments), 99; radio supplies, 240; total restaurants (including hotels), 1,830; shoes, 638; sporting goods, 67; stationers, 108; women's apparel and specialty shops, 7,373.

The chain store field is dominated by three organizations with a total of approximately 2,400 stores. In the independent field, two co-operative buying associations have a membership of about 2,800 stores. To be fully efficient every merchandising campaign must take into consideration these factors and as they are naturally competitive, it is no small task to secure the support and co-operation of all.

See announcements pages 237 and 239

PHOENIXVILLE, PA.

(Chester County)

1920 Population, 10,484.

City and Suburban Estimate, 20,000. Most important cities and towns in this area are: Spring City (pop. 4,800); Royersford (5,100); Oaks (1,200).

Native White, 65%; Negroes, 2%; Foreign Born, 33%; Industrial Workers, 65%; English Reading, 90%; Families, 2,000.

Schools: Public Grade, 4; High, 1; Junior High, 1; Parochial, 4; Number of Pupils, 2,225.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, Slavish and Polish.

Banks: National, 2; Trust Co.'s, 1; Total Resources, \$4,500,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 2,000.

Location: On the Schuylkill River 24 miles from Philadelphia, on the main line of Reading Railway.

Principal Industries: Iron and steel, bridges, boilers, knitting mills, silk mills, printing, cement blocks, rubber.

Manufacturing Establishments, 15. Leading firms: Phoenix Iron Co., Phoenix Bridge Co., Heine Boiler Co., Thomas F. Byrne Knitting Mills, Parsons & Baker.

Residential Features: Mostly one- and two-family houses; sections for foreigners working in industrial iron works. Fine residential section with houses valued at from \$10,000 to \$50,000.

Retail Shopping Section: Bridge, Main, Church and Gay Sts.

Trading Area: Radius of 10 miles.

Wholesale Houses: Meats, 2; fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial automobile agencies, 6; automobile accessories, 15; automobile tire agencies, 14; bakers, 5; cigar stores and stands (including hotels), 44 (chain, 1); confectioners (including hotel stands), 16; delicatessen, 8; dressmakers, 15; druggists, 7; dry goods, 3; department stores, 2; electrical supplies, 7; florists, 2; fruits, 10; furniture, 3; garages (public), 10; grocers, 34 (chain, 8); hardware, 4; jewelry, 6; meat markets, 14 (chain, 3); men's furnishings, 10; men's clothing, 9; merchant tailors, 2; milliners, 8; opticians, 4; photographers, 4; pianos (and miscellaneous musical instruments), 2; radio supplies, 8; restaurants (including hotels), 12; shoes, 15; sporting goods, 2; stationers, 2; women's apparel, 12.

Miscellaneous Data: Doctors (medical, 12); (dentists, 6); (osteopaths, 2); gas, artificial; number of meters, 1,438; electric current, direct; number of wired houses, 1,642; water, soft.

PITTSBURGH, PA.

(Allegheny County)

1920 Population, 588,343 (1926, 637,000).

City and Suburban Estimate: County, 1,185,808; Metropolitan District, 1,214,000; Pittsburgh District, 2,000,000. (30 mile radius).

Native Whites, 429,925; Negroes, 37,725; Foreign Born, 120,266. Families, Metropolitan District, 300,000 (Census of 1920). 1926 est., 423,933.

Schools: Public Grade, 145; High, 7; Junior High, 6; Parochial, 73. Number of pupils, 130,457.

Churches: Baptist, 70; Christian Science, 3; Congregational, 4; Episcopal, 38; Hebrew, 26; Methodist, 68; Presbyterian, 89; Roman Catholic, 91; Lutheran, 58; Miscellaneous, 114.

Banks: For the prosecution of the vast amount of business carried on in Pittsburgh a large capital is required and there is naturally a tremendous demand for banking facilities. National, 18; State, 27; Trust Companies, 33. Capital, Surplus and Undivided Profits (all banks), \$175,000,000; Total Deposits (all banks), \$872,410,000. Total Resources (all banks), \$1,104,000,000. Sav-

ings Bank Deposits, \$323,194,662.26. Per capita savings, \$236.57. Per capita wealth, \$2,580.41.

Theatres: Legitimate, 3; Moving Pictures, 105; Vaudeville, 3; Burlesque, 2; Public Auditoriums, 13 (not including lodge rooms and similar facilities). Total number of seats, Syria Mosque, 3,800; Carnegie Music Hall, 2,000.

Location: Pittsburgh is situated at the confluence of the Allegheny and Monongahela Rivers, which form the Ohio River at this point; and the city has 54 miles of harbor frontage. It is in the heart of the Mississippi-Ohio-Missouri waterway system of over 8,000 miles of regularly navigable rivers. Railroad service is furnished by the B. & O.; Bessemer & Lake Erie; Buffalo, Rochester and Pittsburgh; Pennsylvania; Pittsburgh & Lake Erie; and Pittsburgh and West Virginia. In addition, electric interurban trolley passenger and freight service is furnished by Pittsburgh Railways Company, Pittsburgh, Mars & Butler Ry. Co., and Pittsburgh, Harmony & Butler Ry. Co. Street car companies operate over 2,000 modern street cars. To nearest larger city in the state (Philadelphia), by railroad, 10 hours.

Principal Industries: Pittsburgh has over 200 different kinds of industries with a total of 2,608 establishments. The manufacture of iron and steel and their allied products, electrical equipment, glass, cork products, coke, aluminum products, are Pittsburgh's principal industries.

Latest Available Figures

Allegheny County	
Industry	Total value of products
Metals and products	\$1,519,538,900
Food and kindred products	109,265,900
Chemical and allied products	54,911,600
Paper and printing	33,673,000
Clay, glass, and stone products	28,592,200
Lumber	18,159,600
Leather and rubber goods	3,387,600
Tobacco and its products	2,650,400
Mines and quarries	53,378,400
Textiles and textile products	11,514,400
Miscellaneous	49,405,400
Total	\$1,879,477,400

Total wages paid, \$300,000,000. Average number employees, 186,359. The proportion of output of the major industries in the Pittsburgh District in ratio to the entire output of the United States is approximately as follows:

Steel (all steel)	25%
Steel rails	10%
Pipe and tubing	47%
Pig iron	20%
Plate and window glass	40%
Bituminous coal	40%
By-product coke	86%
By-product coke	33%
Beehive coke	86%

Greater Pittsburgh manufactures a large part of the country's output of cork products, food products, electrical equipment, machinery, aluminum products, and contains many diversified industries of considerable magnitude.

Manufacturing Establishments: Among Pittsburgh's leading firms are National Fireproofing Company, Standard Sanitary Mfg. Co., Westinghouse Electric & Mfg. Co., Pressed Steel Car Co., Jones & Laughlin Steel Corp., American Sheet & Tin Plate Co., Koppers Co., W. & H. Walker Co., U. S. Glass Co., American Locomotive Co., Oil Well Supply Co., American Steel & Wire Co., A. M. Byers Co., H. J. Heinz Co., Carnegie Steel Co., and Crucible Steel Co.

Special Information: Pittsburgh bank clearings for 1925 were \$8,856,572,000. Building permits issued in Pittsburgh during the year numbered 2,220 for housing, cost \$18,880,533. Cost comparison in all construction work:

1924	\$34,256,450
1925	40,439,438

The per capita wealth of Allegheny County based on bank deposits, building and loan resources, real estate, and personal property assessments is \$2,580.14. Figures from March, 1925: 2,000,000 individual bank accounts in Pittsburgh District.

Natural Resources: In 5,000,000 acres of land there are 18,000 gas wells. Pittsburgh has a sufficient quantity of bituminous coal to last almost indefinitely. The Greater Pittsburgh District produces 11,500,000 tons of coke and mines 228,000,000 tons of coal annually.

Pittsburgh's three-river system for transportation purposes facilitates the movement of freight within the district and to points outside, and over 36,000,000 tons annually are moved by barge and steamer. Ample water supply for the development of power and for manufacturing purposes is always available, and electric power lines reach all points of the district.

Residential Features: The City of Pittsburgh is well known for the beauty, elegance, and abundance of its palatial homes. The eastern extremes of Fifth Avenue, Penn Avenue, and Highland Avenue, and Ridge and Irwin Avenues on the North Side, as well as Squirrel Hill district and South Hills and Sewickley Heights (latter two suburban) are exclusively residential. Pittsburgh has 350 groups of apartments to which it can truly point with pride. The suburbs abound with high priced residences and also medium-priced homes of unique distinction. There are estimated to be 138,274 dwellings in Pittsburgh proper, and 247,225 in the Pittsburgh Metropolitan District.

Retail Shopping Section: Pittsburgh serves as a shopping center for 2,750,000 people and is exceeded as a department store city only by New York and Chicago. Department store heads estimate that over 300,000 customers shop in an average day. The volume of business done by retail establishments is over \$400,000,000 annually. These figures represent 18% of all the retail sales in Pennsylvania. Aside from the numerous neighborhood sections the larger retail area is as follows: Penn Avenue, 10 blocks; Fifth Avenue, 15 blocks; Stanwix Street, 2 blocks; Wood Street, 6 blocks; Liberty Avenue, 10 blocks; Fourth Avenue, 3 blocks; Market Street, 6 blocks; Smithfield Street, 7 blocks; Ohio Street (North Side), 12 blocks; and Federal Street (North Side), 9 blocks.

Trading Area: The industrial, jobbing and distributing territory surrounding Pittsburgh, a 100 mile radius, embraces a wealthy region populated by approximately 5,400,000. Any populous point within this territory is reached in a railroad trip of less than three hours, is covered in one day's postal or express delivery, and is easily reached in a one-day drive by motor truck.

Wholesale Houses: Groceries, 66; meats, 51; fruits and produce, 247; hardware, 9; dry goods, 37; drugs, 17; automobile accessories, 11; electrical, 117; men's furnishings, 22.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 138; automobile accessories, 217; commercial automobile agencies, 54; automobile tire agencies, 60; bakers, 284; confectioners, 939; delicatessen, 23; department stores, 43; florists, 136; garages (public), 354; paint and oil stores, 350; men's clothing, 61; photographers, 124; shoes, 186; dressmakers, 92; electrical supplies, 83; furriers, 30; jewelry, 191; hotels, 50; men's furnishings, 285; opticians, 58; furniture, 151; hardware, 165; hats and caps, 30; meat markets, 955; milliners, 99; radio supplies, 97; stationers, 55; dry goods, 174; fruits, 230; grocers, 1,023; pool and billiard rooms, 500; merchant tailors, 344; pianos and musical instruments, 60; restaurants, 100; women's apparel, 73; sporting goods, 14.

Miscellaneous Data: Average temperature, 52.6 degrees; average number of rainy days per twelve months, 135; most pleasant months, April to October, inclusive. Doctors (medical, 2,050); (dentists, 750); (osteopaths, 64); street car service; gas, natural; number of meters, 150,000; electric current, alternating; number of wired houses, 100,000; number of automobile registrations, 150,000; water, medium.

See announcement page 241

PITTSBURGH, PA.

(Luzerne County)

1920 Population, 18,497.

City and Suburban Estimate, 45,000.

Native Whites, 79.6%; Foreign Born, 20.4%; Industrial Workers, 28%; English Reading, 88%; Families, 3,619.

Schools: 9. Number of Pupils, 1,900.

Churches: 20.

Banks: 5. Total Resources, \$15,900,000.

Theatres: 5. Total number of seats, 3,000.

Residential Features: Mostly one- and two-family houses.

Retail Shopping Section: 20 blocks.

Trading Area: Eight mile radius.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 5; automobile accessories, 16; automobile tire agencies, 11; bakers, 7; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 30; dressmakers, 48; druggists, 16; dry goods, 20; department stores, 4; electrical supplies, 9; florists, 8; fruits, 12; furniture, 15; furriers, 1; garages (public), 18; grocers, 261; hardware, 10; jewelry, 9; meat markets, 55; men's furnishings, 14; men's clothing, 19; merchant tailors, 2; milliners, 5; opticians, 3; photographers, 6; pianos (and miscellaneous musical instruments), 3; radio supplies, 7; restaurants (including hotels), 10; shoes, 19; sporting goods, 4; stationers, 2; women's apparel, 6.

POTTSTOWN, PA.

(Windham County)

1920 Population, 17,431.

City and Suburban Estimate, 36,000. Most important cities and towns in this area are: Royersford (pop. 7,000), Spring City (7,000).

Native Whites, 87%; Negroes, 3%; Foreign Born, 10%; Industrial Workers, 75%; English Reading, 96%; Families, 4,170.

Schools: Public Grade, 21; High, 1; Junior High, 1; Parochial, 1. Number of Pupils, 3,246.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 3; Presbyterian, 1; Roman Catholic, 3; Miscellaneous, 3.

Banks: National, 3; State, 1; Total Resources (all banks), \$15,000,000.

Theatres: Legitimate, 1; Moving Pictures, 2.

Location: Forty miles northwest of Philadelphia on east bank of Schuylkill River, Reading R.R., and Pennsylvania R.R. Along the main outlet of anthracite coal fields.

Principal Industries: Fabrication of iron and steel, textiles.

Manufacturing Establishments: Leading firms: McClintic-Marshall Construction Co., Satterthwaite & Co., Eastern Steel Co., Sotter Bros., Spicer Mfg. Co., Doehler Mfg. Co.

Residential Features: Dwellings mainly 1 and 2 family houses. On a few streets there are houses built in rows. One large apartment house. In other cases, remodeled buildings in perhaps a dozen instances provide three or four suites.

Retail Shopping Section: High Street between Washington and Manatwny (5 blocks) and Hanover Street between Penna R.R. and King Street (4 blocks), Walnut Street in the 500 and 600 blocks contains several grocery and cigar stores.

Trading Area: 10 to 12 miles. Growing daily with the opening of concrete roads and bus lines. Royersford and Spring City (thriving boroughs on opposite sides of the Schuylkill River and 8 miles southeast of Pottstown) are big feeders.

Wholesale Houses: Groceries, 2; meats, 1; hardware, 1.

Continued on page 242

We give you thorough coverage
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Pittsburgh Gazette Times

(MORNING AND SUNDAY)

PITTSBURGH CHRONICLE TELEGRAPH

(EVENING EXCEPT SUNDAY)

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PENNSYLVANIA (Cont'd)

Pottstown (cont'd)

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial automobile agencies, 6; automobile accessories, 11; automobile tire agencies, 12; bakers, 7; cigar stores and stands (including hotels), 13; confectioners (including hotel stands), 4; delicatessen, 1; dressmakers, 8; druggists, 12; dry goods, 6; department stores, 5; electrical supplies, 7; florists, 3; fruits, 3; furniture, 5; furriers, 2; garages (public), 8; grocers, 53 (chain, 8); hardware, 7; jewelry, 4; meat markets, 13; men's furnishings, 9; men's clothing, 11; merchant tailors, 5; milliners, 8; opticians, 4; photographers, 3; pianos (and miscellaneous musical instruments), 4; radio supplies, 3; restaurants (including hotels), 8; shoes, 18; sporting goods, 5; stationers, 6; women's apparel, 10.

Miscellaneous Data: Doctors (medical, 19), (dentists, 10), (osteopaths, 2).

POTTSVILLE, PA.

(Schuylkill County)

1920 Population, 21,876 (1926 est. 24,500).

Native Whites, 75%; Negroes, 2%; Foreign Born, 23%; Industrial Workers, 65%; English Reading, 85%; Families, 6,473.

Schools: Public Grade, 64; High, 1; Parochial, 2. Number of Pupils, 5,100.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 4; Hebrew, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 5; Miscellaneous, 7.

Banks: National, 3; State, 3; Total Resources, \$24,800,000; Savings Bank Deposits Total, \$20,000,000.

Theatres: Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 6. Total number of seats, 10,850.

Location: The best trading point in the territory bounded by Harrisburg on the west, Scranton and Wilkes-Barre on the north, Allentown on the east and Reading on the south; 93 miles north of Philadelphia on main lines of the Reading Ry., on Schuylkill Div. of Penna. Direct freight connections with L. V. and L. & N. E. Excellent service by suburban trolley lines and bus lines, which connect with the main lines of the Lehigh Valley and Central R.R. of N. J., in addition to regular connections.

Principal Industries: Coal iron and steel, knitting mills, shoe factories, silk works, railroad shops, building blocks, shirt factories.

Manufacturing Establishments: 66. Leading firms: Philadelphia & Reading Coal & Iron Co., Philips-Jones Shirt Factory, Tilt Silk Mill, East Penn Electric Co., Pottsville Gas Co., Ulmer Packing Co., Swift & Co., Eastern Steel Co., Pottsville Baking Co., Pottsville Foundry & Stove Co., Value of annual output \$103,275,110.

Special Information: Located on the southern boundary of the rich and prosperous anthracite coal deposits of Penna. so that it draws from a population approximately 40% of farming interests, 40% mining interests and 20% of various other lines. Center of a large shoe and textile factory territory. Building operations now under way total over two million dollars.

Residential Features: Mostly one and two-family houses. Tenement district practically limited to several squares on one street. There are several different building booms in different parts of town with houses averaging \$8,000.

Retail Shopping Section: Extends 12 squares on Centre St., 2 on Norwegian St. and 3 on Market St. Besides this there are several small shopping districts scattered throughout the city.

Trading Area: The trading area of Pottsville which sends in business each week extends from 20 to 25 miles in each direction and special sales held by various merchants have brought people into Pottsville to shop from greater distances.

Wholesale Houses: Groceries, 4; meats, 4; fruits, 2; hardware, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 21; commercial auto. agencies, 10; automobile accessories, 12; automobile tire agencies, 10; bakers, 13; cigar stores and stands (including hotels), 27; confectioners (including hotel stands), 42; delicatessen, 1; dressmakers, 18; druggists, 12; dry goods, 11; department stores, 2; electrical supplies, 15; florists, 3; fruits, 8; furniture, 16; furriers, 2; garages (public), 21; grocers, 140 (chain, 7); hardware, 7; jewelry, 8; meat markets, 21 (chain, 3); men's furnishings, 22; men's clothing, 18; merchant tailors, 27; milliners, 11; opticians, 8; photographers, 5; pianos (and miscellaneous musical instruments), 7; radio supplies, 11; restaurants (including hotels), 22; shoes, 11; sporting goods, 5; stationers, 11; women's apparel, 25.

Miscellaneous Data: Doctors (medical, 43); (dentists, 24); (osteopaths, 4); street car service; gas, artificial, number of meters, 3,100; electric current, alternating and direct; number of wired houses, 6,200; water, soft.

PUNXSUTAWNEY, PA.

(Jefferson County)

1920 Population, 10,311 (1925, est. 11,600).

City and Suburban Estimate, 51,000.

Native Whites, 75%; Foreign Born, 25%; Industrial Workers, 50%; English Reading, 85%; Families, 6,400.

Schools: Public Grade, 5; High, 1; Junior High, 1; Parochial, 1. Number of Pupils, 3,600.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 9.

Banks: National, 2; State, 1; Total Resources, \$4,940,572.87; Savings Bank Deposits Total \$3,352,772.86.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), Municipal Hall; Community House. Total number of seats, 2,900.

Location: Buffalo, Rochester & Pittsburgh R.R.; Pennsylvania, New York Central. Good shipping facilities. Best natural gas section of State. Abundance of good water. High quality bituminous coal. To nearest large city (Pittsburgh) by railroad, 4 hours; by auto, 4 hours.

Principal Industries: Coal, iron, glass, silk, packing, diamond drilling, natural gas, lumber.

Manufacturing Establishments: Leading firms: Rochester & Pittsburgh Coal and Iron Co.; Punxsutawney Beef and Provision Co., Punxsutawney Furnace Co., Punxsutawney Foundry and Machine Co., Eldred Window Glass Co., Tibby-Browner Glass Co. (Bottles), Hoffman Brothers Diamond Drilling Co., Punxsutawney Drilling & Contracting Co., Star Iron Works; Punxsutawney Throwing Co., Mahoning Foundry Co., Miller Construction Co., Morris Beef Co.; G. C. Cleaver Construction Co., Star Broom Co.; People's Planing Mill, Kurtz Coal, Lumber & Supply, Spirit Pub. Co., Publishers and Blank Books, Ruling and Binding; Mahoning Ice Cream Co., Ice and Ice Cream, Mahoning Valley Milling Co., Jefferson Flour & Feed Co., Punxsutawney Ice Co.

Residential Features: Estimate of 3,800 single homes; 150 double houses and 250 apartments; majority of streets paved and mostly level.

Retail Shopping Section: Extends 10 blocks on Mahoning Street; Findley Street, 4 blocks; Gilpin Street, 3 blocks; Indiana Street, 4 blocks; Front Street, 3 blocks.

Trading Area: Shopping area includes all towns within a radius of 20 miles, and farther where improved roads have been built in the past two years.

Wholesale Houses: Groceries, 1; meats, 2; fruits, 3; hardware, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 22; commercial auto. agencies, 11; automobile accessories, 15; automobile tire agencies, 14; bakers, 5; cigar stores and stands (including hotels), 14 (chain, 3); confectioners (including hotel stands), 21; delicatessen, 1; dressmakers, 11; druggists, 9 (chain, 1); dry goods, 8; department stores, 4; electrical supplies, 3; florists, 3; fruits, 9; furniture, 4; garages (public), 12; grocers, 51 (chain, 11); hardware, 6; jewelry, 5; meat markets, 15; men's furnishings, 14; men's clothing, 12; merchant tailors, 4; milliners, 9; opticians, 5; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 3; restaurants (including hotels), 14; shoes, 9; sporting goods, 6; stationers, 7; women's apparel, 9.

Miscellaneous Data: Doctors (medical, 17); (dentists, 11); (osteopaths, 1); street car service; gas, natural; electric current, alternating and direct; water, hard.

READING, PA.

(Berks County)

1920 Population, 107,784. (July 1, 1925, U. S. Gov't est., 112,707.)

City and Suburban Estimate, 203,000.

Native Whites, 97,298; Negroes, 924; Foreign Born, 9,553; Industrial Workers, 41,100; English Reading, 95%; Families, 46,700.

Schools: Public Grade, 50; High, 2; Junior High, 4; Parochial, 6. Number of Pupils, 23,040.

Churches: Baptist, 7; Christian Science, 1; Episcopal, 4; Hebrew, 4; Methodist, 9; Presbyterian, 5; Roman Catholic, 11; Miscellaneous, 45.

Banks: National, 6; State, 5 (36 in city and county); Total Resources (all banks), \$79,087,518; Total Deposits (all banks), \$57,122,630; Savings Bank Deposits for City, total, \$28,455,000; Bank Clearings, 1925, \$197,491,250.

Theatres: Legitimate, 1; Moving Pictures, 17; Vaudeville, 2; Burlesque, 1; Miscellaneous (Auditoriums, etc.), 5. Total number of seats, 28,000.

Location: 58 miles north of Phila. 126 miles west of N. Y. 50 miles east of Harrisburg, P. & R. R.R. and branches, and Penna. lines. Electric lines, bus, and motor truck lines.

Principal Industries: Iron, steel, pipe, hosiery, hardware, cotton-goods, woollens, cigars, shoes, paint, paper, locomotives, cars, silk, hats, braid, tapes and bindings, machinery, confectionery, optical goods, stoves, etc.

Manufacturing Establishments: 500. Leading firms: Reading Loco. and Repair shops, Reading Iron Co., Reading Steel Casting Co., Reading Hardware Co., Penn Hardware Co., Nolde-Horst Co., Berkshire Knitting Mills, Textile Machine Works, Narrow Fabric Co., Carpenter Steel Co., Vanity Fair Silk Mills, E. Richard Meinig Co., W. H. Luden, Inc., Curtis & Jones, Eisenlake Bros., Bethlehem Steel Co., Joseph Bancroft & Sons Co., Taubel Scott Co., Reading Stove Works, Parish Mfg. Co. Total value of yearly output of factories estimated at \$159,219,400.

Special Information: Reading is the home of full-fashioned knitting hosiery machinery, single thread lace machinery, high grade alloy steel, gloves, silk underwear, Holland window shades, small steel castings, menthol cough drops, heat-treated auto frames, butcher blocks, wrought iron pipe, goggles, children's shoes, narrow fabrics and optical goods.

Residential Features: Mainly 1-family houses of the row type; very few tenements. Number of better grade apartment houses. Beautiful residential sections surround the city, especially to the east and west. Homes costing \$8,000 to \$20,000.

Continued on page 243

1776-1926

The 150th Year of Our Republic

This year marks the celebration of the 150th anniversary of the fouding of our republic.

READING, PA.

has sent her sons and expended her resources for its establishment, and in every emergency for 150 years, she has fought and wrought to maintain it.

She is still dominated by sturdy descendants of the sturdy men who made the republic possible. The great and abounding prosperity they have achieved is today one of the most striking illustrations of the benefits of liberty and independence. By their skill, thrift, and industry according to Roger W. Babson, they have caused Reading to rank third among the twelve Banner Business Cities of the United States,

Number of industries Berks County.....	1,031
Population of Reading and suburbs.....	135,000
Population of Berks County.....	201,000
Income Tax returns	11,130
Retail stores	2,350
Number of churches in Reading.....	106
Clubs and organizations.....	300
Annual wages	\$39,900,000
Material purchased annually	\$112,500,000
Number of public schools in Reading.....	56
Annual products	\$193,860,000
Number of farms	6,100
Value of farm crops.....	\$15,200,000
Wholesale trade	\$27,290,000
Retail trade	\$60,200,000
Bank clearings—1925—"Reading only".....	\$197,491,000
Bank deposits,—"Reading only"	\$57,122,000
Bank resources,—"Reading only"	\$79,870,000

Among these sturdy, stable, generously endowed people, over 80% may be reached through a single advertising medium, the

READING EAGLE

Established 1868

There are 46,700 families in Reading and Berks County. The Eagle average daily circulation for October 1926 was 43,688 copies a day.

For advertising rates or any other information, address

READING EAGLE COMPANY,
542 Penn Street, Reading, Pa.

OR

WILLIAMS, LAWRENCE & CRESMER CO.
ADVERTISING REPRESENTATIVES

New York Offices.....285 Madison Avenue
Chicago Offices.....360 N. Michigan Ave.
San Francisco Offices.....742 Market Street
Los Angeles.....Times Building

PENNSYLVANIA (Cont'd)

Reading (cont'd)

Retail Shopping Section: Extends from Penn Square west to 2d and Penn and east to 10th and Penn; also north on 9th St. for 7 or 8 blocks; north on 5th St. for 3 blocks; south on 5th St. for 1 block; also usual neighborhood sections.

Trading Area: 25 miles in all directions. Railroad, trolley and bus service excellent.

Wholesale Houses: Groceries, 6; meats, 5; fruits, 7; hardware, 1; dry goods, 2; Miscellaneous lines, 200.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 37; commercial automobile agencies, 10; automobile accessories, 45; automobile tire agencies, 25; bakers, 50; cigar stores and stands (including hotels), 75; confectioners (including hotel stands), 155; delicatessen, 10; dressmakers, 144; druggists, 43; dry goods, 35; department stores, 6; electrical supplies, 17; florists, 24; fruits, 29; furniture, 30; furriers, 5; garages (public), 80; grocers, 441; hardware, 20; jewelry, 39; meat markets, 110; men's furnishings, 15; men's clothing, 30; merchant tailors, 82; milliners, 25; opticians, 27; photographers, 15; pianos (and miscellaneous musical instruments), 20; radio supplies, 15; restaurants (including hotels), 100; shoes, 41; sporting goods, 6; stationers, 11; women's apparel, 30.

See announcement page 242

RIDGWAY, PA.

(Elk County)

1920 Population, 6,037.

City and Suburban Estimate, 10,000.

Native Whites, 90%; Negroes, 5%; Foreign Born, 5%; Industrial Workers, 16%; English Reading, 90%.

Schools: Public Grade, 3; High, 1; Junior High, 1; Parochial, 1. Number of Pupils, 1,700.

Churches: Baptist, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 5.

Banks: National, 2; Total Resources (all banks), \$4,049,715.15. Savings Bank Deposits Total, \$2,522,367.52.

Theatres: Legitimate, 1; Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 1,960.

Location: B. R. & P. and P. R.R.

Principal Industries: Electrical and tool machine plants, tanneries, silk mill, etc.

Manufacturing Establishments: 12. Leading firms: Ridgway Dynamo & Engine Co., Elk Tanning Co., Hyde-Murphy Co., Niles-Bement-Pond Co.

Special Information: County seat, 150 miles from Pittsburgh.

Residential Features: One family houses, averaging \$6,000. Many beautiful homes.

Retail Shopping Section: Four blocks on Main St. and 3 on Broad St.

Trading Area: On Buffalo-Pittsburgh highway, many towns of 3,000 to 5,000 within 15 miles.

Wholesale Houses: Groceries, 1; meats, 1; fruits, 1; Miscellaneous lines: tobacco, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial automobile agencies, 3; automobile accessories, 6; automobile tire agencies, 5; bakers, 4; cigar stores and stands (including hotels), 27; confectioners (including hotel stands), 20; delicatessen, 1; druggists, 4; dry goods, 12; department stores, 1; electrical supplies, 5; florists, 1; fruits, 12; furniture, 3; garages (public), 8; grocers, 18; hardware, 6; jewelry, 3; meat markets, 15; men's furnishings, 12; men's clothing, 12; merchant tailors, 3; milliners, 6; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 6; restaurants (including hotels), 5; shoes, 4; sporting goods, 6; stationers, 2; women's apparel, 10.

ST. MARYS, PA.

(Elk County)

1920 Population, 6,967. (1924 est., 7,500.)

City and Suburban Estimate, 10,000.

Native Whites, 95%; Foreign Born, 5%; Industrial Workers, 95%; English Reading, 90%; Families, 1,800.

Schools: Public Grade, 3; High, 4; Junior High, 1; Parochial, 2; Private Academy, 1. Number of Pupils, 2,800.

Churches: Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 2.

Banks: National, 1; State, 2; Total Resources (all banks), \$2,500,000; Savings Bank Deposits Total, \$1,000,000.

Theatres: Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 4. Total number of seats, 800.

Location: Northwestern part of Pennsylvania. P. R.R. and P. S. & N. R.R. Bus service to nearby towns. To nearest large city by railroad, 5½ hours; by auto 2 hours.

Principal Industries: Railroad shops, clay and coal, carbon plants, incandescent lamp factory, printing, brick.

Manufacturing Establishments: 16. Leading firms: Stackpole Carbon Co., Speer Carbon Co., Penna. Fireproofing Co., Sewer Pipe Co., Tannery, Novelty Incandescent Lamp Works, P. S. & N. Shops, Miners, Builders & Mfr. Sup-

ply, Machine Shops, Elk Fire Brick Co. Total value of yearly output of factories estimated at \$8,381,500.90.

Special Information: Natural gas, coal and clay. Another power pipe plant nearing completion will employ 250 to 300 men. New highway between St. Marys and Emporium now open.

Residential Features: Mainly private houses, with a few two-family houses.

Retail Shopping Section: Extends from public square, which is surrounded by business section.

Trading Area: Eight miles north, south, east and west. Good roads and train service.

Wholesale Houses: Fruits, 1; Miscellaneous lines: Lamp and candy factory.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial automobile agencies, 1; automobile accessories, 5; automobile tire agencies, 8; bakers, 3; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 12; delicatessen, 2; dressmakers, 8; druggists, 3; dry goods, 8; department stores, 3; electrical supplies, 2; florists, 3; fruits, 1; furniture, 3; garages (public), 6; grocers, 16 (chain, 3); hardware, 4; men's clothing, 5; merchant tailors, 6; milliners, 5; opticians, 1; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 8; shoes, 4; sporting goods, 5; stationers, 1; women's apparel, 4.

Miscellaneous Data: Average number of rainy days per twelve months, 57; most pleasant months, June, July, August, September, October. Doctors (medical, 6), (dentists, 5); gas, natural; number of meters, 1,600; electric current, direct; number of wired houses, 780; water, soft.

SAYRE, PA.

(Bradford County)

1920 Population, 8,078.

City and Suburban Estimate, 25,000.

Native Whites, 90%; Negroes, 2%; Foreign Born, 8%; Individual Workers, 75%; English Reading, 95%; Families, 2,000.

Schools: Public Grade, 5; High, 1. Number of Pupils, 1,800.

Churches: Baptist, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 5.

Banks: National, 2. Capital, Surplus and Undivided Profits (all banks), \$342,050; Total Deposits (all banks), \$2,288,820; Total Resources (all banks), \$2,798,713; Total Savings Bank Deposits, \$385,000.

Theatres: Legitimate, 1; Moving Pictures, 1; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 5. Total number of seats, 1,500.

Location: L. V. R.R., Erie and Lackawanna touching on near north. Bus service north and south for 25 miles.

Principal Industries: L. V. R.R. shops, Ingersoll-Rand Tool Co., National Car Wheel & Fdy. Co., Cavuta Mfg. Co., Foreman & Clark Mfg. Co., Tele-meter Co., White Star Mfg. Co., F. G. Corneby Lumber Co. The Foreman & Clark Company is now erecting a \$3,000,000 factory here and will make this one of their principal clothing factories.

Residential Features: Mostly one and two family houses.

Retail Shopping Section: Extends from Lockhart St. on north to Hayden St. at Desmond on south, two blocks, and from Lockhart St. to Packer Ave. at So. Elmer Ave. one block. Outlying neighborhood sections on east side about 2 blocks on Thomas Ave. In West Sayre about 2 blocks on Keystone Ave. Small stores scattered over city.

Trading Area: Ten miles north, 20 miles east, south and west. Intermittent business from greater distances on south and east because of roads and bus service.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial automobile agencies, 1; automobile accessories, 14; automobile tire agencies, 4; bakers, 3; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 8; delicatessen, 1; dressmakers, 20; druggists, 3; dry goods, 3; electrical supplies, 2; florists, 2; fruits, 2; furniture, 3; furriers, 2; garages (public), 2; grocers, 18; hardware, 2; jewelry, 3; meat markets, 5; men's furnishings, 5; men's clothing, 6; merchant tailors, 4; milliners, 8; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 4; radio supplies, 4; restaurants (including hotels), 9; shoes, 4; sporting goods, 2; stationers, 4; women's apparel, 8.

Miscellaneous Data: Doctors (medical, 6), (dentists, 6); street car service; gas, artificial; electric current, alternating; water, soft.

SCRANTON, PA.

(Lackawanna County)

1920 Population, 137,783 (1924 est. 151,000).

City and Suburban Estimate, 400,000.

Native Whites, 78%; Negroes, 1%; Foreign Born, 21%; Industrial Workers, 75%; English Reading, 85%; Families, 30,000.

Schools: Public Grade, 51; High, 2; Junior High, 1; Parochial, 12; Colleges, 2; Business Colleges, 2. Number of Pupils, 40,000.

Churches: Baptist, 16; Christian Science, 1; Congregational, 5; Episcopal, 6; Hebrew, 10; Methodist, 15; Presbyterian, 16; Roman Catholic, 31; Miscellaneous, 39.

Banks: National, 7; State, 16; Capital, Surplus and Undivided Profits (all banks), \$18,906,996; Total Deposits (all banks), \$108,162,177; Total Resources (all banks), \$170,000,000; Total Savings Bank Deposits, \$100,000,000.

Theatres: Legitimate, 1; Moving Pictures, 23; Vaudeville, 2; Burlesque, 1; Miscellaneous (Auditoriums, etc.), 10. Total number of seats, 30,000, including armory, 7,000.

Location: 130 miles from N. Y. City, 160 from Philadelphia. Served by D. L. & W.; N. Y., Ontario & Western; D. & H. Jersey Central, Erie and Lackawanna & Wyoming Valley, which connects with the L. V. at Pittston (9 miles) and the Penn. at Wilkes-Barre (19 miles). To nearest large city by railroad, 25 minutes; by trolley, 30 minutes; by auto, 50 minutes.

Principal Industries: Coal mined in 1924 valued at \$130,000,000. Value of manufactured products in 1923, including coal, \$193,000,000. Scranton district has approximately 100 silk mills, and is the second largest silk district in U. S. There are 283 manufacturing plants in Scranton, employing 19,000 people.

Manufacturing Establishments: 283. Leading firms: Saquett Silk Co., Scranton Button Co., Scranton Lace Co., Lackawanna Woolen Mills, D. L. & W. machine shops, which are the railroad's principal shops.

Special Information: One of largest correspondence schools in the world, employing 4,200 hands in Scranton. Nearly 3,000,000 students enrolled in these schools. Present enrollment is 150,000, which fairly represents the average number at one time. Scranton is the metropolis of the anthracite region. Scranton is a cultured city, and its people especially devoted to music, there being upward of 100 music teachers in the city.

Residential Features: City of home owners. Few tenements. On the Lackawanna Trail. 100 miles street railways.

Retail Shopping Section: In the central part of the city are about 24 blocks devoted to retail and wholesale business. Also shopping centers with good sized stores in West Scranton, South Scranton, East Scranton and North Scranton, and in adjoining municipality of Dunmore, which is a part of Scranton in every way except that it has a separate borough government.

Trading Area: On the north and northwest for 50 miles; on the south 10 miles, on the east 20 miles and on the west 15 miles. There are over 600,000 people within a 15 mile radius.

Wholesale Houses: Groceries, 16; meats, 19; fruits, 17; hardware, 5; dry goods, 15; miscellaneous lines, coal companies, 72.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 61; commercial automobile agencies, 23; automobile accessories, 28; automobile tire agencies, 27; bakers, 51; cigar stores and stands (including hotels), 37 (chain, 2); confectioners (including hotel stands), 160; delicatessen, 7; dressmakers, 62; druggists, 68 (chain, 3); dry goods, 56; department stores, 7; electrical supplies, 28; florists, 36; fruits, 500; furniture, 40; furriers, 20; garages (public), 66; grocers, 705 (chain, 6); hardware, 31; jewelry, 41; meat markets, 138; men's furnishings, 40; men's clothing, 39; merchant tailors, 102; milliners, 35; opticians, 15; photographers, 18; pianos (and miscellaneous musical instruments), 20; radio supplies, 25; restaurants (including hotels), 400; shoes, 45; sporting goods, 10; stationers, 6; women's apparel, 30.

Miscellaneous Data: Average temperature, 49.4 degrees; average number of rainy days per twelve months, 137; most pleasant months, June, Sept., October; doctors (medical, 214), (dentists, 110), (osteopaths, 9); street car service; gas, artificial; electric current, alternating and direct; number of wired houses, 25,000; water, soft.

SHAMOKIN, PA.

(Northumberland County)

1920 Population, 21,204.

City and Suburban Estimate, 52,000.

Native Whites, 65%; Foreign Born, 35%; Industrial Workers, 35%; English Reading 95%; Families, 12,000.

Schools: Public Grade, 16; High, 4; Parochial, 6. Number of Pupils, 12,000.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Lutheran, 2; Methodist, 3; Presbyterian, 1; Roman Catholic, 6; Miscellaneous, 6.

Banks: National, 5; State, 5; Total Resources (all banks), \$70,000,000. Savings Bank Deposits Total, \$63,000,000.

Theatres: Legitimate, 2; Moving Pictures, 5; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 12,500.

Location: Central Pennsylvania in lower region of Anthracite belt. On Phila. & Reading, and Pennsylvania R.R.s. City and trolley—connecting suburbs. \$1,000,000 monthly paid to employees of collieries, silk, and other industries. To nearest large city, by railroad, 2 hours; by auto, 2 hours.

Principal Industries: Coal and silk, overalls, and hosiery mills, railroad shops.

Manufacturing Establishments: 10. Leading firms: J. H. & K. Eagle Silk Co. Total value of yearly output of factories estimated at \$30,000,000.

Residential Features: One and two family houses; some apartments. Mostly private homes. Many new residential sections being opened.

Retail Shopping Section: Independence, Shamokin, Market, Spruce, Second, and Sunbury Sts., all covered by trolley routes. From 8 to 12 blocks.

Trading Area: Within a radius of 19 miles each direction.

Wholesale Houses: Groceries, 6; meats, 5; fruits, 4; hardware, 4; dry goods, 2; Miscellaneous lines, candy manufacturers, 6.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agen-

cies, 14; commercial automobile agencies, 4; automobile accessories, 16; automobile tire agencies, 24; bakers, 5; cigar stores and stands (including hotels), 30; confectioners (including hotel stands), 18; delicatessen, 5; dressmakers, 15; druggists, 18; dry goods, 9; department stores, 8; electrical supplies, 22; florists, 7; fruits, 23; furniture, 12; furriers, 5; garages (public), 16; grocers, 178; hardware, 12; jewelry, 8; meat markets, 28; men's furnishings, 10; men's clothing, included; merchant tailors, 15; milliners, 12; opticians, 5; photographers, 2; pianos (and miscellaneous musical instruments), 5; radio supplies, 5; restaurants (including hotels), 17; shoes, 15; sporting goods, 6; stationers, 3; women's apparel, 17.

Miscellaneous Data: Most pleasant months, May, June, July, August, September, October. Doctors (medical, 20); (dentists, 16); (osteopaths, 6); gas, artificial; electric current, alternating; number of wired houses, 2,500; water, soft.

SHARON, PA.

(Mercer County)

1920 Population, 21,747 (1926 est. 28,000).

City and Suburban Estimate, 60,000.

Native White, 84%; Negroes, 1%; Foreign Born, 15%; Industrial Workers, 60%; English Reading, 90%; Families, 5,200 (1926 est. 6,000).

Schools: Public Grade, 9; High, 1; Junior High, 1; Parochial, 2; Business College, 1. Number of Pupils, 4,300.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 2; Methodist, 2; Presbyterian, 2; Roman Catholic, 2; Miscellaneous, 7; United Presbyterian, 1.

Banks: National, 3; State, 1.

Theatres: Legitimate, 1; Moving Pictures, 5; Vaudeville, 1. Total number of seats, 5,218.

Location: On Pennsylvania-Ohio State line, midway between Pittsburgh and Erie. Penna., Erie, L. S., P. & L E. and B. & O. Rys.

Principal Industries: Iron and steel, tin plate, tank cars, steel castings, automobile parts, electrical equipment, hardware. To nearest large city, by railroad, ¼ hour; by trolley, 1 hour; by automobile, 45 minutes.

Manufacturing Establishments: Westinghouse, Carnegie Steel Co., Sharon Steel Hoop, American Steel Foundries, American Steel & Wire, American Sheet & Tin Plate Co., National Malleable Castings Co., Petroleum Iron Works, Standard Tank Car Co., Aetna Foundry and Machine Co., Air Reduction Sales Co., Keystone Eng. Co., Pickhards Mather Co., Reliance Coal & Coke Co., Sharon Fire Brick Co., Sharon Hardware Mfg. Co., Sharon Pattern Works, Sharpville Boiler Works, Sharpville Furnace Co., Shenango Furnace Co., Standard Slag Co., Valley Mould & Iron Co., Stewart Furnace Co.

Continued on page 244.

THE SHARON (PA.) HERALD

Member of
Audit Bureau
of Circulations

The HERALD

is the Mercer County's Leading Newspaper, and has the largest circulation. It covers the field for the National Advertiser, and co-operates by sending out notification of advertising campaigns to start. Last year The Herald carried 128,170 lines more of National Advertising than any other Mercer County paper.

Special
Representative
LINDENSTEIN-KIMBALL, INC.

67 W. 44th St., New York
604 C. of C. Bldg., Pittsburgh

PENNSYLVANIA (Cont'd)

Sharon (cont'd)

Residential Features: Mostly two-story homes. New residential section started in 1920 and now mostly built up with homes valued at \$10,000 to \$30,000.

Retail Shopping Section: Confined to small downtown sections 4 blocks on Main Street and side streets one block.

Trading Area: About 25 miles north, east and south. West 10 miles. Trolley from 5 large suburban towns and excellent roads bring shoppers to Sharon.

Wholesale Houses: Groceries, 4; meats, 2; fruits, 4; hardware, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 18; commercial automobile agencies, 15; automobile accessories, 20; automobile tire agencies, 17; bakers, 9; cigar stores and stands (including hotels), 25 (chain, 1); confectioners (including hotel stands), 25; delicatessen, 1; dressmakers, 20; druggists, 11 (chain, 3); dry goods, 7; department stores, 10; electrical supplies, 6; florists, 2; fruits, 2; furniture, 6; furriers, 1; grocers, 112 (chain, 22); hardware, 4; jewelry, 7; meat markets, 34; men's clothing, 17; merchant tailors, 9; milliners, 12; opticians, 7; photographers, 5; pianos (and miscellaneous musical instruments), 3; radio supplies, 10; restaurants (including hotels), 20; shoes, 11; sporting goods, 7; stationers, 4; women's apparel, 14.

Miscellaneous Data: Most pleasant months, April, May, June, September, October. Doctors (medical, 16); (dentists, 17); (osteopaths, 2); street car service; gas, natural; electric current, alternating; number of wired houses, 4,511; water, hard.

See announcement page 243

SHENANDOAH, PA.

(Schuylkill County)

1920 Population, 24,726.

City and Suburban Estimate, 40,000.

Native Whites, 68.5%; **Negroes,** 0.1%; **Foreign Born,** 31.4%; **Industrial Workers,** 81%; **English Reading,** 80%; **Families,** 4,560.

Schools: 16. Number of Pupils, 5,500.

Churches: 27.

Banks: 5. Total Resources, \$9,000,000.

Theatres: 3. Total number of seats, 2,800.

Location: To nearest large city, by railroad, 4 hours; by auto, 5 hours.

Residential Features: One- and two-family houses.

Retail Shopping Section: 19 blocks.

Trading Area: Radius of ten miles.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto agencies, 4; automobile accessories, 10; automobile tire agencies, 10; bakers, 7; cigar stores and cigar stands (including hotels), 8; confectioners (including hotel stands), 14; dressmakers, 18; druggists, 8; dry goods, 10; department stores, 2; electrical supplies, 6; florists, 3; fruits, 5; furniture, 5; garages (public), 14; grocers, 27; hardware, 5; jewelry, 3; meat markets, 18; men's furnishings, 8; men's clothing, 9; merchant tailors, 2; milliners, 7; opticians, 3; photographers, 4; pianos (and miscellaneous musical instruments), 3; radio supplies, 5; restaurants (including hotels), 15; shoes, 11; sporting goods, 3; stationers, 2; women's apparel, 3.

Miscellaneous Data: Most pleasant months, May, June, Sept., Oct. Doctors (medical, 16); (dentists, 7); street car service; gas, natural; electric current, alternating; water, soft.

STROUDSBURG, PA.

(Monroe County)

1920 Population, 5,278.

City and Suburban Estimate, 24,925.

Native Whites, 93.5%; **Negroes,** 1.5%; **Foreign Born,** 5%; **Industrial Workers,** 21%; **English Reading,** 96%; **Families,** 1,334.

Schools: Public Grade, 2; High, 2; Junior High, 1. Number of Pupils, 1,460.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 6.

Banks: National, 2; State, 2; Total Resources, \$6,100,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 2,500.

Location: On main line of D. L. & W. Railroad between New York and Buffalo, 80 miles from New York. Terminal of Belvidere Division of Penna. Railroad, 84 miles from Philadelphia. Terminal of N. Y. S. & W. and terminal of Wilkes-Barre & Eastern freight line. Located on the Trail, and also north to Port Jervis, on Lackawanna Trail, with bus line transportation. Through trolley service to Philadelphia. To nearest large city, by railroad, 1 hour; by trolley, 2 hours; by auto, 1½ hours.

Principal Industries: Silks, woolsens, glassware, cut glass, leather, elevators and hoisting engines, stoves and ranges, metal products, building bricks, paper, lumber, wood novelties, vinegar, food products, therapeutic devices, flour and feed.

Manufacturing Establishments: 45. Leading firms: Kitson Woolen Mills, Derry Silk Co., Monroe Silk Co., N. Y. S. & W. Railroad Shops,

Stroudsburg Cut Glass Co., Elk Tanning Co., Ananokim Paper Co., Galvanized Products Co., Lenape Silk Co., Stanford Silk Co., L. A. W. Silk Co., The Tanite Co. Annual output, \$8,377,900.

Special Information: Stroudsburg is located in the heart of the Pocono Resort Section, 4 miles from Delaware Water Gap and 14 miles from Mount Pocono, and provides the only shipping center in the entire resort region.

Residential Features: Practically all one- and two-family houses with a few flats. No tenements. Many beautiful homes on hill section are above the \$10,000 class. Splendid broad streets with large shade trees add to the beauty of the residential section.

Retail Shopping Section: Begins on Main St. at Eighth and continues on down Main Street to Third Street. One block north and one block south on Seventh Street and one block north on Sixth Street.

Trading Area: North, 25 miles; west, 25 miles; south, 10 miles; east, 4 miles. The Delaware River shuts off trade from the east except opposite Portland Bridge where trade is drawn from the Blairstown section, a distance of 20 miles.

Wholesale Houses: Groceries, 1; meats, 1; fruits, 3; confectioners, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 22; commercial auto agencies, 5; automobile accessories, 13; automobile tire agencies, 8; bakers, 4; cigar stores and stands (including hotels), 26 (chain, 8); confectioners (including hotel stands), 12; delicatessen, 4; dressmakers, 4; druggists, 5; dry goods, 5; department stores, 2; electrical supplies, 3; florists, 2; fruits, 7; furniture, 5; furriers, 1; garages (public), 8; grocers, 12 (chain, 8); hardware, 4; jewelry, 3; meat markets, 6 (chain, 1); men's furnishings, 5; men's clothing, 6; merchant tailors, 5; milliners, 4; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 7; restaurants (including hotels), 12; shoes, 8; sporting goods, 3; stationers, 1; women's apparel, 8.

Miscellaneous Data: Doctors (medical, 10); (dentists, 4); (osteopaths, 2); street car service; gas, artificial; electric current, alternating; water, soft.

SUNBURY, PA.

(Northumberland County)

1920 Population, 15,721 (1925 U. S. Census Bureau Est., 16,726).

City and Suburban Estimate, 50,000. Most important cities and towns in this area are: Northumberland (pop. 4,800); Selinsgrove, (3,200); Danville, (7,600); Snyderstown, (1,500); Lewisburg, (3,800).

Native Whites, 97.6%; **Negroes,** 0.1%; **Foreign Born,** 2.3%; **Industrial Workers,** 65%; **English Reading,** 98%; **Families,** 3,948 (1925 est. 4,198).

Schools: Public Grade, 8; High, 1; Parochial, 1. Number of Pupils, 8,750.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Hebrew, 1; Lutheran, 4; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; United Brethren, 1; Miscellaneous, 6.

Banks: National, 1; State, 2; Discount Co., 1. **Theatres:** Legitimate, 1; Moving Pictures, 3; Total number of seats, 2,800.

Location: 54 miles north of Harrisburg at confluence of the north and west branches of the Susquehanna River, on the Penna. R.R., D. L. & W., and P. & R.Rs. To nearest large city, by railroad, 1¼ hours; by auto, 1¼ hours.

Principal Industries: Silks, caskets, shirts, overalls, coal, lumber, vehicles, cigars, waists, bed springs, dye-stuffs, grain, flour, sash, doors and blinds, cement products.

Leading Firms: Home of Susquehanna Silk Mills, H. D. Bob Shirt Co., Inc., Divisional Headquarters Penna. R.R., Freight Classification Yards, Penna. R.R., Sunbury Cement Products Co.

Residential Features: Principally two-story houses with 3 modern apartments and duplexes.

Retail Shopping Section: On Market St., seven blocks; Third St., two blocks; Fourth St., two blocks, and several intersecting streets.

Trading Area: North to Watsonstown; south to Dalmatia; east to Shamokin; west to Lewisburg; embracing many small communities and a prosperous farming district.

Wholesale Houses: Groceries, 2; meats, 1; fruits, 2; confectionery, 1; cigars, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto agencies, 7; automobile accessories, 7; automobile tire agencies, 8; bakers, 5; cigar stores and stands (including hotels), 18 (chain, 2); confectioners (including hotel stands), 14; delicatessen, 1; dressmakers, 14; druggists, 12; dry goods, 5; department stores, 5; electrical supplies, 5; florists, 1; fruits, 3; furniture, 6; furriers, 1; garages (public), 8; grocers, 68 (chain, 13); hardware, 3; jewelry, 5; meat markets, 15; men's furnishings, 8; men's clothing, 8; merchant tailors, 7; milliners, 8; opticians, 4; photographers, 5; pianos (and miscellaneous musical instruments), 4; radio supplies, 4; restaurants (including hotels), 19; shoes, 8; sporting goods, 2; stationers, 4; women's apparel, 16.

Miscellaneous Data: Average temperature, 65 degrees; average number of rainy days per twelve months, 88; most pleasant months, April, May, June, Sept., Oct. Doctors (medical, 21); (dentists, 12); (osteopaths, 5); street car service; gas, artificial; number of meters, 3,032; electric current, alternating; number of wired houses, 4,325; water, soft.

SUSQUEHANNA, PA.

(Susquehanna County)

1920 Population, 3,764.

City and Suburban Estimate, 6,000.

Native Whites, 90%; **Foreign Born,** 10%; **Railroad Workers,** 75%; **English Reading,** 97%; **Families,** 931 (Dwellings, 802).

Schools: Public Grade, 1; High, 1; Parochial, 1. Number of Pupils, 968; 500 in Public—400 in Parochial.

Churches: Baptist, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous: 1 Christian Missionary Alliance.

Banks: National, 2; Total Resources, \$3,000,000.

Theatres: Hogan Opera House. Total number of seats, 800.

Location: On Erie R. R. and D. & H. R. R. To nearest large city (Scranton), by railroad, 3 hours; by auto, 2 hours.

Manufacturing Establishments: Erie R. R. repair shop and one furniture factory—Susquehanna Furniture Co., one mattress factory—Susquehanna Mattress Co., one silk mill, Oakland Rayon Silk Co., Curran's Railroad Gauge factory.

Special Information: Erie R. R. payroll here runs over \$250,000 per month. Rich farming section surrounds Susquehanna. Auto bus lines to Binghamton, N. Y., Scranton, Pa., and intermediate points.

Residential Features: Mostly one family homes. About 70% of the people own homes; 40% own cars.

Retail Shopping Section: Main Street, 4 blocks; East Main, one block; Erie Ave., one block; Exchange St., one block and one-half; Franklin Ave., one-half block; Grand St., one block. Several neighborhood groceries.

Trading Area: 20 miles.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 4; commercial auto agencies, 2; automobile accessories, 4; automobile tire agencies, 8; bakers, 3; cigar stores and stands (including hotels), 3; confectioners (including hotel stands), 3; dressmakers, 3; druggists, 2; dry goods, 4; department stores, 1; electrical supplies, 2; florists, 4; fruits, 2; furniture, 2; furriers, 1; garages (public), 6; grocers, 15 (chain, 3); hardware, 3; jewelry, 2; meat markets, 6; men's furnishings, 3; men's clothing, 3; merchant tailors, 1; milliners, 2; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 4; shoes, 3; sporting goods, 2; stationers, 1; women's apparel, 3.

Miscellaneous Data: Most pleasant months, April, to December; doctors (medical, 6); (dentists, 2); (osteopaths, 1); number of wired houses, 750; electric current, alternating; water, hard.

TAMAQUA, PA.

(Schuylkill County)

1920 Population, 12,363 (1926 est. 15,000).

City and Suburban Estimate, 35,000. Most important cities and towns in this area are: Lansford (pop. 10,000); Coaldale (6,000); Summit Hill (4,500).

Native Whites, 90%; **Foreign Born,** 10%; **English Reading,** 95%; **Families,** 4,000.

Schools: Public Grade, 6; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 3,000.

Churches: Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 7.

Banks: National, 2; State, 1; Total Resources, \$8,130,964.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 4. Total number of seats, 4,000.

Location: On Phila. & Reading Railroad, Central Railroad of New Jersey, and Lehigh and New England R.R. Central terminus for P. R. R., between Phila. and Williamsport and Western terminus for Central from New York. Excellent shipping facilities with direct lines to Phila. and New York. To nearest large city, (Phila.) by railroad, 2¼ hours; by automobile, 4 hours.

Principal Industries: Anthracite coal mining and railroad terminal. At western end of Lehigh Coal and Navigation mining operation, also the Phila. & Reading operation in the Schuylkill Valley.

Manufacturing Establishments: Leading firms: Tamaqua Mfg. Co., Taubel Knitting Mills, Bob & Boskind Shirt Factory, Remaly Mfg. Co., M. & G. Ice Cream Co., Planing Mills. Total value of yearly output of factories estimated at \$3,000,000.

Special Information: Tamaqua is one of the rapidly growing cities of Eastern Pennsylvania. Situated at the extreme southern end of the anthracite coal field, its large deposits of hard coal have only been touched. The coal companies have recently opened up new operations, which are scheduled to be the largest of their kind in the anthracite district. A new railroad classification yard was opened in April 1925.

Residential Features: Consist mostly of single homes, well maintained, owned privately by individuals.

Retail Shopping Section: Extends from two blocks from center of town on west to three blocks to east of central part, and north and south from central part of one block each way.

Trading Area: Extends six miles east and west, and five miles north and south.

Wholesale Houses: Groceries, 1; meats, 1; hardware, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto agencies, 5; automobile accessories, 5; auto. tire agencies, 6; bakers, 5; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 8; delicatessen, 1; dressmakers, 6; druggists, 4; department stores, 2; electrical supplies, 3; florists, 2; fruits, 5; furniture, 4; furriers, 2; garages (public), 7; grocers, 46 (chain, 6); hardware, 3; jewelry, 2; meat markets, 5 (chain, 2); men's furnishings, 6; men's clothing, 7; merchant tailors, 3; milliners, 4; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 8; shoes, 6; sporting goods, 3; stationers, 2; women's apparel, 5.

Miscellaneous Data: Average temperature, 65 degrees; most pleasant months, April to December. Doctors (medical, 9); (dentists, 10); (osteopaths, 2); street car service; gas, artificial; number of meters, 1,625; electric current, alternating; number of wired houses, 3,500; water, soft.

TARENTUM, PA.

(Allegheny County)

1920 Population, 31,000 (1925 estimate 35,000).

City and Suburban Estimate, 38,500.

Native Whites, 70%; **Negroes,** 5%; **Foreign Born,** 25%; **Industrial Workers,** 80%; **English Reading,** 86%; **Families,** 6,848.

Schools: Public Grade, 12; High, 2; Junior High, 12; Parochial, 4; Number of Pupils, 7,892.

Churches: Baptist, 2; Episcopal, 1; Hebrew, 1; Methodist, 7; Presbyterian, 8; Roman Catholic, 10; Miscellaneous: Lutheran 14; others 8.

Banks: National 3; State, 6; Capital, Surplus, and Undivided Profits (all banks) \$1,800,000; Total Deposits (all banks) \$10,807,381; Total Resources (all banks) \$15,586,379; Total Bank Clearings (12 months ending July, 1926), \$19,284,528.

Theatres: Legitimate, 1; Moving Pictures, 7; Miscellaneous (Auditoriums, etc.) 5. Total number of seats, 9,000.

Location: On Allegheny River, 22 miles northeast of Pittsburgh, Penna. R. R. Good steamboat navigation to Pittsburgh and south. Trolley connection with Pittsburgh. To nearest large city by railroad, 1¼ hours; by trolley, 2¼ hours; by auto, 1¼ hours.

Principal Industries: Steel, plateglass, paper mill, bottle factories, sand and gravel, chemicals.

Manufacturing Establishments: 7. Leading firms: Pittsburgh Plate Glass Co., Allegheny Steel Co., West Penn Steel Co., Penna. Salt Mfg. Co., Ford Motor Co.

Total value of yearly output of factories estimated at \$67,492,000 (1925.)

Special Information: Tarentum is on the Allegheny River, center of the rich Allegheny Valley industrial district, in the heart of Western Pennsylvania's great field of natural resources. Coal and gas in abundance, with an output in a 12-mile radius that is not exceeded anywhere in the soft coal district. Industries booming. \$4,000,000 addition to Pittsburgh Plate Glass Co. plant, completed, making it the company's largest plant in the world. 60% of all Pittsburgh Plate Glass products at this plant. Ford Motor Co. recently took over Allegheny Plate Glass Co. plant, and has added \$1,000,000 unit, with more additions planned. Ford Company has completed building model suburbs in Glassmere. New government dam one mile north of Tarentum is booming steamboat navigation in Allegheny Valley. Wages high, population in exceptionally fine financial circumstances. Over 70% of families own automobiles.

Residential Features: Tarentum is a borough of middle class residences, in only a few streets are tenement and crowded living quarters found. Average home two story structure, 20% of brick. Extreme heights district is the center of finest homes, colonial, bungalow types of brick and stucco.

Retail Shopping Section: Center of shopping district in Corbet street, between 3rd and 6th avenues. Nine business blocks, along Corbet street or south of it. Corbet street runs north and south to the river, with lower 4th, 5th and

Established 1904

The Valley Daily News

"The People's Paper"

TARENTUM, PA.

Brackenridge, Natrona, Creighton, Glassmere, Springdale

Serving 65,000 people in rich steel, plate glass, chemical and paper industrial district of the Lower Allegheny Valley. No other newspaper in field.

Ford Motor Co. erecting model town of \$8,000 homes, adjoining its plant.

Pittsburgh Plate Glass Co., 13 millions spent in local rebuilding program.

2 Steel Companies manufacturing automobile steel.

Second largest milk bottle factory in the world. Diversified industries—No slump season.

PENNSYLVANIA (Cont'd)

East 6th avenues crossing it and comprising the business blocks.

Trading Area: Five miles north and south along the Allegheny river and "Helghs" district. The West Penn trolley and cross town trolley provide accommodations.

Wholesale Houses: Miscellaneous lines; sand and gravel, 1; confectionery, 1; dairy products, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 21; commercial auto agencies, 8; automobile accessories, 32; automobile tire agencies, 32; bakers, 9; cigar stores and stands (including hotel stands), 12; delicatessen, 1; dressmakers, 50; druggists, 9; dry goods, 18; department stores, 9; electrical supplies, 7; florists, 3; fruits, 21; furniture, 8; garages (public), 28; grocers, 61 (chain, 29); hardware, 6; jewelry, 3; meat markets, 29; men's furnishings, 17; men's clothing, 32; merchant tailors, 10; milliners, 9; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 6; radio supplies, 12; restaurants (including hotels), 18; shoes, 13; sporting goods, 8; stationers, 22; women's apparel, 45.

Miscellaneous Data: Average temperature, 58 degrees; average number of rainy days per twelve months, 70; most pleasant months, June, July, August, Sept., Oct. Doctors (medical, 31), (dentists, 12), (osteopaths, 2); street car service; gas, natural; electric current, alternating and direct; number of wired houses, 6,293; water, soft.

See announcement page 244

TITUSVILLE, PA.

(Crawford County)

1920 Population, 8,432.

City and Suburban Estimate, 10,000. Most important cities and towns in this area are: Pleasantville (pop. 650); Hydetown (250); Centerville (200); Spartanburg (800).

Native Whites, 80%; **Negroes,** 2%; **Foreign Born,** 18%; **Industrial Workers,** 20%; **English Reading,** 95%; **Families,** 2,550.

Schools: Public Grade, 4; High, 1; Junior High, 1; Parochial, 2; Number of Pupils, 1,745.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 2; Methodist, 4; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 3.

Banks: National, 1; State, 2; Total Resources, \$11,296,629; Savings Bank Deposits Total, \$4,887,089.

Theatres: Legitimate, 1; Moving Pictures, 1. Total number of seats, 2,050.

Location: Titusville is situated in the extreme eastern part of Crawford County, about 100 miles north of Pittsburgh, and 50 miles southeast of Erie, and is served by Pennsylvania and New York Central Railroads.

Principal Industries: Iron, steel and oil.

Manufacturing Establishments: 15. The Titusville Iron Works Co., Titusville Oil Works, The American Radiator Co., Titusville Dairy Products Co., American Oil Works, The Cyclops Steel Co., The Schatt & Morgan Cutlery Co., Titusville Forge Co., Crew Levick Co., Oil Creek Refining Co. Total value of yearly output of factories estimated at \$22,600,000.

Special Information: Titusville is the birthplace of the oil industry and a considerable quantity of high grade Pennsylvania crude oil is still produced in the region roundabout.

Residential Features: No tenement section; large majority of residents own their own homes, which are of substantial type. There are also many handsome residences. Titusville being credited with 30 millionaires.

Retail Shopping Section: Spring St., 2 blocks west, 1 block east; Diamond St., 1 block east; Franklin St., 1 block north, 2 blocks south; Central Ave., 2 blocks west, 2 blocks east, and a few outlying sections with grocery, meat and other small shops.

Trading Area: Extends about 15 miles in all directions.

Wholesale Houses: Groceries, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial auto agencies, 7; automobile accessories, 17; automobile tire agencies, 15; bakers, 8; cigar stores and stands (including hotel stands), 13; confectioners (including hotel stands), 5; delicatessen, 1; dressmakers, 18; druggists, 5; dry goods, 6; department stores, 2; electrical supplies, 2; florists, 2; fruits, 41 (chain, 8); hardware, 4; jewelry, 5; meat markets, 14 (chain, 1); men's furnishings, 9; men's clothing, 9; merchant tailors, 3; milliners, 8; opticians, 1; photographers, 2; pianos (and miscellaneous musical instruments), 3; restaurants (including hotels), 20; shoes, 7; sporting goods, 2; stationers, 8; women's apparel, 9.

Miscellaneous Data: Doctors (medical, 13), (osteopaths, 1); gas, natural; electric current, alternating; water, soft.

TYRONE, PA.

(Blair County)

1920 Population, 9,084 (1925 est., 10,500).

City and Suburban Estimate, 15,000.

Native Whites, 90%; **Negroes,** 2%; **Foreign Born,** 8%; **Industrial Workers,** 10%; **English Reading,** 97%.

Schools: Public Grade, 3; High 1; Parochial, 1; Number of Pupils, 2,200.

Churches: Baptist, 1; Episcopal, 1; Methodist, 4; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 2.

Banks: National, 8; Total Resources, \$5,500,000. Savings Banks Deposits Total, \$2,000,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 2,165.

Location: On main line P. R. R., midway between Harrisburg and Pittsburgh. Junction point. Junction point of L. P. T. Tyrone & Clearfield; Bald Eagle branches of P. R. R. open up coal and coke regions of Cambria and Clearfield counties. Direct connections north, south, east and west; 50 passenger, 200 freight trains daily. Trolley connection with neighboring towns. Bus lines. State highways. To nearest large city, by railroad, 1/2 hour; by trolley, 45 minutes; by auto, 1/2 hour.

Principal Industries: Paper, shirts, drugs, boiler and foundry works, railroad shops, heaters, planing mills.

Manufacturing Establishments: 16. Leading firms: W. Va. Pulp & Paper Co., Reader Bros. Boiler & Heater Works, J. C. Stine Foundry, Wilson Chemical & Mfg. Co., Barr Mfg. Co., F. D. Beyer Planing Mill and Rhodes Planing Mill.

Special Information: On Wm. Penn Highway and Horseshoe Trail. Mineral resources, shale, gneiss, rock, limestone, clay and sands. Wholesale center. Annual postal receipts \$259,080; gross receipts, \$1,448,001.91; 36 out and 36 incoming mails daily.

Residential Features: Residential section mainly one-family houses, private houses predominating. Labor and capital blend to the highest degree, which accounts for practically the entire town being composed of attractive and well kept residences.

Retail Shopping Section: Five blocks on 10th, 4 blocks on Penn Ave. Convenient to bus, trolley and steam lines. Neighborhood stores.

Trading Area: 30 miles north and south and 10 miles east and west, trolley and bus connection.

Wholesale Houses: Groceries, 2; meats, 1; fruits, 2; hardware, 2; Miscellaneous lines, drugs, coffee, tea, sugar.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 14; commercial auto agencies, 5; automobile accessories, 10; automobile tire agencies, 7; bakers, 3; cigar stores and stands (including hotel stands), 22; confectioners (including hotel stands), 9; delicatessen, 2; dressmakers, 20; druggists, 8; dry goods, 8; department stores, 6; electrical supplies, 3; florists, 2; fruits, 11; furniture, 3; furriers, 1; garages (public), 10; grocers, 32 (chain, 10); hardware, 4; jewelry, 4; meat markets, 12; men's furnishings, 9; men's clothing, 9; merchant tailors, 8; milliners, 6; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 19; shoes, 6; sporting goods, 2; stationers, 3; women's apparel, 6.

Miscellaneous Data: Most pleasant months: June, July, Aug., Sept., Oct. Doctors (medical, 8), (dentists, 5), (osteopaths, 2); street car service; gas, artificial; electric current, alternating; water, soft.

UNIONTOWN, PA.

(Fayette County)

1920 Population, 15,692.

City and Suburban Estimate, 35,000.

Native Whites, 69%; **Negroes,** 17.6%; **Foreign Born,** 13.4%; **Industrial Workers,** 40%; **English Reading,** 90%; **Families,** 5,229.

Schools: Public Grade, 7; High, 1; Parochial, 2; Number of Pupils, 6,522.

Churches: Baptist, 1; Episcopal, 1; Hebrew, 2; Methodist, 1; Presbyterian, 3; Roman Catholic, 2; Miscellaneous, 10.

Banks: National, 3; State, 4; Total Resources, \$27,000,000. Savings Bank Deposits Total, \$4,200,000.

Theatres: Legitimate, 2; Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 8,000.

Location: P. R.R., B. & O., and West Penn. Ry. Co.

Principal Industries: Coal mining, coke, radiators and enamel ware, lumber and brick.

Manufacturing Establishments: 1. Leading firms: Richmond Radiator Co.

Special Information: Located on National Pike and surrounded by rich coal fields. Heavy tourist traffic and active chamber of commerce and active merchants club.

Wholesale Houses: Groceries, 2; meats, 3; fruits, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 14; commercial auto agencies, 4; automobile accessories, 22; automobile tire agencies, 10; bakers, 3; cigar stores and stands (including hotel stands), 25; confectioners (including hotel stands), 40; delicatessen, 2; dressmakers, 3; druggists, 5; dry goods, 4; department stores, 2; electrical supplies, 10; florists, 4; fruits, 20; furniture, 7; garages (public), 14; grocers, 25; hardware, 6; jewelry, 4; meat markets, 8; men's furnishings, 6; men's clothing, 4; merchant tailors, 10; milliners, 3; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 4; radio supplies, 3; restaurants (including hotels), 14; shoes, 6; sporting goods, 2; stationers, 2; women's apparel, 4.

WARREN, PA.

(Warren County)

1920 Population, 14,272.

City and Suburban Estimate, 20,000. Most important cities and towns in this area are: Sheffield (pop. 2,500); Youngsville (3,000); Tidouate (2,000); Kane (7,500).

Native Whites, 90%; **Foreign Born,** 10%; **Industrial Workers,** 25%; **English Reading,** 95%; **Families,** 3,500.

Schools: Public Grade, 6; High, 1; Parochial, 1. Number of Pupils, 3,200.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 4; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, Lutheran, 2; Brethren, 1; Nazarene, 1; Evangelical, 2.

Banks: National, 3; State, 2. Capital, Surplus, and Undivided Profits (all banks), \$3,734,090; Total Deposits (all banks), \$22,322,000; Total Resources (all banks), \$26,056,090; Total Savings Banks Deposits, \$18,683,286; Total Bank Clearings (12 months, 1925) \$40,348,837.

Theatres: Legitimate, 1; Moving Pictures, 1; Vaudeville, 1. Total number of seats, 2,200.

Location: On Allegheny River, 160 miles above Pittsburgh; on main line of Philadelphia and Erie Division of Pennsylvania; D. A. V. branch New York Central; Buffalo and Allegheny Valley division of Pennsylvania. Trolley service to Jamestown, N. Y., and Sheffield, Pa. Hourly bus service to Youngsville, Pa., and Sugargrove, Pa. To nearest large city, by trolley, 1 1/4 hours; by auto, 45 minutes.

Principal Industries: Petroleum refining, furniture manufacture, sheet metal construction, axe and tool manufacture; patent medicine manufacture, chemical manufacture, car repair shops, mail order houses.

Manufacturing Establishments: 90. Struthers & Wells Co., Warren Axe & Tool Co., New Process Co., Pisco Co., Conewango Furniture Co., Warren Furniture Co., Crescent Furniture Co., 9 independent oil refiners. Total value of yearly output of factories estimated at \$20,000,000.

Special Information: Warren has eleven independent petroleum refiners, and, being located in the center of Pennsylvania oil fields, is one of the largest producers of petroleum products in the United States. Is also a center for the manufacture of high grade furniture.

Residential Features: More than 75 per cent of the people own their own homes, which are mainly one-family dwellings. There are no tenements and no "poor" section. A number of residents of the city have made fortunes in oil and lumber, some of these owning homes valued at upwards of \$100,000.

Retail Shopping Section: Extends from Poplar St. on Pennsylvania Ave., 12 blocks east to Carver St.; 2 blocks on Liberty St. from Pennsylvania Ave. to Market St., and 1 block on Hickory Street, from Pennsylvania Ave. to Third Ave.

Trading Area: Extends north 16 miles to New York State Line; west 16 miles, south 20 miles and east 20 miles. The towns in the trading area being connected to Warren by trolley lines, bus lines and hard surfaced roads.

Wholesale Houses: Groceries, 2; meats, 1; fruits, 2; hardware, 1; Miscellaneous lines, 2 bread and bakers' goods, 2 candy, 2 soft drinks, 2 cigars, 1 ice cream.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 14; commercial auto agencies, 7; automobile accessories, 9; automobile tire agencies, 9; bakers, 6; cigar stores and stands (including hotels), 14 (chain, 1); confectioners (including hotel stands), 17 (chain, 1); delicatessen, 1; dressmakers, 16; druggists, 6 (chain, 2); dry goods, 7; department stores, 1; electrical supplies, 3; florists, 5; fruits, 4; furniture, 6 (chain, 1); furriers, 1; garages (public), 7; grocers, 47 (chain, 14); hardware, 5; jewelry, 7; meat markets, 15; men's furnishings, 8; men's clothing, 8; merchant tailors, 7; milliners, 8; opticians, 6; photographers, 6; pianos (and miscellaneous musical instruments), 3; radio supplies, 4; restaurants (including hotels), 16; shoes, 6; sporting goods, 3; stationers, 2; women's apparel, 7.

Miscellaneous Data: Average temperature, 47 degrees; most pleasant months, June to October. Doctors (medical, 26); (dentists, 14); (osteopaths, 2); street car service; gas, natural; number of meters, 3,500; electric current, alternating; number of wired houses, 4,500; water, hard; number of automobile registrations, 2,500.

WASHINGTON, PA.

(Washington County)

1920 Population, 21,480.

City and Suburban Estimate, 46,000.

Native Whites, 80%; **Negroes,** 15%; **Foreign Born,** 5%; **Industrial Workers,** 15%; **English Reading,** 92%; **Families,** 6,137.

Schools: Pupils—Public Grade, 3,700; High, 700; Junior High, 200; Parochial, 230; Number of Pupils, 5,420.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 3; Presbyterian, 5; Roman Catholic, 2; Miscellaneous, 2.

Banks: National, 3; State, 3; Total Resources, \$29,000,000. Savings Bank Deposits Total, \$7,000,000.

Theatres: Legitimate, 2; Moving Pictures, 6; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 5,000.

Location: On Penna. and B. & O., Waynesburg and Washington connecting railroad between Penna. and B. & O. Buses connect counties of Washington and Greene, and trolleys with

Pittsburgh, 32 miles distant. To nearest city (Pittsburgh), by railroad, 1 hour; by trolley, 1 1/4 hours; by auto, 1 1/4 hours.

Principal Industries: Glass jars, tableware, cathedral glass, woven wire glass, window glass (7 glass factories), tinplate.

Manufacturing Establishments, 26. Leading firms: Hazel-Atlas Glass Co., Highland Glass Co., Sidway-Topliff Co., Duncan-Miller Glass Co., Washington Tin Plate Co., Tyler Tube & Pipe Co., Pittsburgh Sheet Glass Co. Total value of yearly output of factories estimated at \$45,000,000.

Special Information: One of the largest glass manufacturing centers in the country. Large toy factory. Two large coal mines in city limits. The George Washington Hotel, costing \$2,000,000, is owned by 960 community stockholders. New \$750,000 hospital.

Residential Features: 90% homes owned, private houses predominating. Several very fine residences ranging from \$75,000 to \$500,000.

Retail Shopping Section: Main and Chestnut Sts., 6 blocks each.

Trading Area: 25 miles in each direction, covered by buses, trolley, railroads and improved highways.

Wholesale Houses: Groceries, 2; meats, 1; fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 18; commercial auto agencies, 6; automobile accessories, 14; automobile tire agencies, 8; bakers, 10; cigar stores and stands (including hotel stands), 8 (chain, 1); confectioners (including hotel stands), 22; delicatessen, 3; dressmakers, 18; druggists, 14 (chain, 1); dry goods, 10; department stores, 1; electrical supplies, 3; florists, 3; fruits, 20; furniture, 5; furriers, 3; garages (public), 3; grocers, 70 (chain, 30); hardware, 5; jewelry, 5 meat markets, 20; men's furnishings, 6; men's clothing, 13; merchant tailors, 4; milliners, 7; opticians, 3; photographers, 4; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; restaurants (including hotels), 10; shoes, 7; sporting goods, 3; stationers, 4; women's apparel, 8.

Miscellaneous Data: Average temperature, 50 degrees; average number of rainy days per twelve months, 60; most pleasant months, May, June, Sept., Oct. Doctors (medical, 30); (dentists, 7); (osteopaths, 4); number of wired houses, 3,600; street car service; gas, natural; electric current, alternating; water, hard.

WAYNESBORO, PA.

(Franklin County)

1920 Population, 9,720.

City and Suburban Estimate, 20,000.

Native Whites, 98%; **Negroes,** 1.5%; **Foreign Born,** 0.5%; **Industrial Workers,** 35%; **English Reading,** 98%; **Families,** 2,400.

Schools: Public Grade, 33; High, 1; Junior High, 2; Parochial, 1. Number of Pupils, 2,150.

Churches: Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Lutheran, 1; Trinity Reformed, 1; St. Paul Reformed, 1; Reformed Mennonite, 1; Otterbein U. B., 1; A. M. E., 1; First U. B., 1; First Brethren, 1; Church of Christ, 1; Church of the Brethren, 1; Assemblies of God, 1; Gospel Hall, 1.

Banks: National, 2; State, 1; Total Resources, \$11,500,000. Savings Bank Deposits Total, \$8,400,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 2,500.

Location: In southern Pennsylvania 52 miles southwest of Harrisburg (State Capital) near Maryland line, in the Cumberland Valley. Is served by Penn. R.R. and Western Maryland Ry. Has excellent trolley service on line of Potomac-Edison Co. System of electric buses operates over suburban trade territory. To nearest large city, by railroad, 3 1/2 hours; by auto, 3 hours.

Principal Industries: Manufacture ice making and refrigerating machinery, grinders, bolt cutters, nut threading machines, tractors, threshers, sawmills, engines (traction and portable), vises, electric program clocks, garage equipment, nut facing machines, nut locks, engine bronzes, journal bearings, self-opening die heads, collapsible taps, pipe nipples, card index machines, automatic phonographs, reamers, underwear, rayon, men's clothing, hosiery.

Manufacturing Establishments, 38. Leading firms: Frick Co., Landis Tool Co., Emerson-Brantingham Co., Landis Machine Co., Bostwick-Lyon Bronze Co., Victor Tool Co., Wayne Tool Mfg. Co., Waynesboro Knitting Co. Total value of yearly output of factories estimated at \$14,000,000.

Special Information: Waynesboro is the center of a rich agricultural, fruit-growing and dairying section. Is buying center for Blue Ridge Summit and Pen Mar Summer Resorts, where there are numerous large hotels and boarding houses. Town has no foreign population. Majority of workmen own their homes.

Residential Features: Residence section made up wholly of private homes, with no tenement sections. New and restricted residence section now growing.

Retail Shopping Section: Extends over four blocks on main business street. Business section is extending also to four blocks on two streets intersecting the main business street.

Trading Area: Extends 10 miles north, south, east and west, and includes a number of smaller towns. Greencastle, Pa., with population of about 2,500, and Mont Alto are included in this territory. On special trade days buyers are brought to Waynesboro from an area much more extensive.

Continued on page 246

PENNSYLVANIA (Cont'd)

Waynesboro (cont'd)

Wholesale Houses: Groceries, 1; fruits, 8; Miscellaneous lines, 1 tobacco and cigars.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 17; commercial auto agencies, 10; automobile accessories, 10; automobile tire agencies, 12; bakers, 2; cigar stores and stands (including hotels), 20 (chain, 1); confectioners (including hotel stands), 10; dressmakers, 10; druggists, 5; dry goods, 7; department stores, 4; electrical supplies, 6; florists, 3; fruits, 5; furniture, 4; furriers, 1; garages (public), 15; grocers, 30 (chain, 4); hardware, 4; jewelry, 4; meat markets, 10; men's furnishings, 8; men's clothing, 6; merchant tailors, 5; milliners, 6; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 6; restaurants (including hotels), 12; shoes, 12; sporting goods, 2; stationers, 3; women's apparel, 6.

Miscellaneous Data: Average temperature, 62 degrees; average number of rainy days per twelve months, 75; most pleasant months, May, June, Sept., Oct. Doctors (medical, 14); (dentists, 6); (osteopaths, 1); street car service; gas, artificial; electric current, alternating; number of wired houses, 2,600; water, soft.

WEST CHESTER, PA.

(Chester County)

1920 Population, 11,717.

City and Suburban Population, 13,400. Most important cities and towns in this area are: Downingtown (pop. 4,024); Malvern (1,286); Kennett Sq. (2,398).

Native Whites, 77%; Negroes, 20%; Foreign Born, 3%; Industrial Workers, 18%; English Reading, 98%; Families, 3,600.

Schools: Public Grade, 4; High, 1; Parochial, 1. Number of Pupils, 2,827.

Churches: Baptist, 3; Christian Science, 1; Episcopal, 2; Hebrew, 1; Methodist, 3; Presbyterian, 3; Roman Catholic, 1; Miscellaneous, 5.

Banks: National, 2; State, 3; Total Resources, \$12,000,000. Total Bank Deposits, \$8,500,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 5. Total number of seats, 4,000.

Location: In southeastern section of Chester Co. on P. R.R., 22 miles west of Philadelphia, Rapid transit connection with Philadelphia, Coatesville, Kennett Square, with lines connecting elsewhere. Bus lines to Wilmington, Pottstown, Chester, Norristown, etc. P. R.R. branch connecting with main line at Frazer. To nearest large city (Phila.), by railroad, 1 hour; by trolley, 1½ hours; by auto, 1 hour.

Principal Industries: Wheels, cream separators, milking machines, shipping tags, air compressors, nurseries, crayon.

Manufacturing Establishments, 12. Leading firms: Hoopes Bros. & Darlington Spoke and Wheel Works, Sharples Separator Co., Schramm Co., gasoline engines; Denney Tag Co., Keystone Tag Co., Lucas Tag, Sharples Milk Co., Hoopes Bros. & Thomas, Morris Nursery Co., Brandywine Nurseries, National Crayon Co. Combined value of farm and shop products in Chester Co. in 1920 was \$140,211,301. Total value of yearly output of West Chester, estimated at \$7,000,000.

Special Information: State Normal, Darlington Seminary, St. Aloysius Academy. One of the richest agricultural counties in the United States.

Residential Features: Private homes predominate. Number of apartment houses recently erected. Many retired persons make their homes here. Several fine building sites which surround the town are being developed.

Retail Shopping Section: Four blocks on Gay and Market Sts., which run parallel; two or more on Walnut, High and Church Sts., crossing Gay and Market.

Trading Area: 10 miles north, south, east and west. Excellent trolley and bus service and good roads bring many shoppers to town.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 14; commercial auto agencies, 3; automobile accessories, 12; automobile tire agencies, 2; bakers, 6; cigar stores and stands (including hotels), 15 (chain, 1); confectioners (including hotel stands), 12; dressmakers, 10; druggists, 8 (chain, 1); dry goods, 6; department stores, 1; electrical supplies, 3; florists, 3; fruits, 7; furniture, 4; furriers, 1; garages (public), 11; grocers, 46 (chain, 10); hardware, 3; jewelry, 6; meat markets, 10 (chain, 2); men's furnishings, 8; men's clothing, 7; merchant tailors, 8; milliners, 9; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 18; shoes, 6; sporting goods, 4; stationers, 3; women's apparel, 4.

Miscellaneous Data: Average temperature, 52.7 degrees; average number of rainy days per twelve months, 55; most pleasant months, April, May, June, Sept., Oct. Doctors (medical, 22); (dentists, 12); (osteopaths, 3); gas, artificial; electric current, alternating; number of wired houses, 2,500; water, soft.

WILLIAMSPORT, PA.

(Lycoming County)

1920 Population, 36,198 (1926 est. 43,151).

City and Suburban Estimate, 50,000. Most important cities and towns in this area are: Lock Haven (pop. 8,557); Jersey Shore (6,103); Muncy (2,054); Montgomery (1,798); Kingsville (1,577).

Native Whites, 91.2%; Negroes, 2.5%; Foreign Born, 6.3%; Families, 10,000.

Schools: Public Grade, 15; High, 1; Junior High, 1; Parochial, 2. Number of Pupils, 8,805. (Dickinson Seminary).

Churches: Baptist, 7; Christian Science, 1; Congregational, 1; Episcopal, 5; Hebrew, 2; Methodist, 12; Presbyterian, 5; Roman Catholic, 5; Miscellaneous, 24.

Banks: National, 4; State, 5. Capital, Surplus, and Undivided Profits (all banks), \$7,560,102; Total Deposits (all banks), \$22,238,207; Total Resources (all banks), \$36,703,104; Total Bank Clearings (12 months, 1925), \$62,228,995.

Theatres: Legitimate, 1; Moving Pictures, 6; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 8,400.

Location: In Central Penna. on west branch of Susquehanna River. P. R.R., N. Y. C., Reading & Susquehanna and N. Y. Ry. Fine state roads radiate in all directions, including Susquehanna Trail and Horseshoe Trail. Bus service makes Williamsport easily reached.

Principal Industries: Motors, boilers, valves, hydrants, steel rails, sole leather, rubber footwear, sand paper, wire rope, broad silk, furniture, veneer doors, hardwood flooring, glue, crepe paper, paper boxes, wood working machinery, picture frames, etc.

Manufacturing Establishments, 80. Leading firms: Lycoming Mfg. Co., Darling Valve Co., Sweet Steel Co., Lycoming Rubber Co., Williamsport Wire Rope Co., W. D. Crooks Sons, Crooks Dittmar Co., C. A. Reed & Co., Williamsport Paper Box Co., U. S. Sand Paper Company, National Silk Dyeing Co., John N. Stearns & Co., Hermance Machine Co., E. Keeler Co., L. M. Castner Co., Keystone Friction Hinge Co., Armour Leather Co.

Special Information: Great diversity of industries, making business very uniform and depression in business seldom experienced.

Residential Features: Mainly one- and two-family houses, majority of people own their own houses.

Retail Shopping Section: Three blocks east on 3rd St. from Market Square and 3 blocks west from Market Square on West 3rd St. Four blocks west from Market St. on West 4th St. Intersecting 3rd and 4th Sts. the retail section runs for 3 blocks on both Pine and Market Sts.

Trading Area: Extends 25 miles west, 30 north, east and south. Some trade from greater distances because of fine roads and good train service.

Wholesale Houses: Groceries, 4; meats, 1; fruits, 1; hardware, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 24; automobile accessories, 11; automobile tire agencies, 14; bakers, 20; cigar stores and

stands (including hotels), 27 (chain, 1); confectioners (including hotel stands), 55; delicatessens, 1; dressmakers, 29; druggists, 24; dry goods, 17; department stores, 2; electrical supplies, 9; florists, 9; fruits, 9; furniture, 20; furriers, 3; garages (public), 38; grocers, 184 (chain, 21); hardware, 9; jewelry, 18; meat markets, 35 (chain, 2); men's furnishings, 10; men's clothing, 24; merchant tailors, 8; milliners, 18; opticians, 2; photographers, 9; pianos (and miscellaneous musical instruments), 11; restaurants (including hotels), 61 (chain, 1); shoes, 20; sporting goods, 8; stationers, 10; women's apparel, 13.

Miscellaneous Data: Doctors (medical, 48); (dentists, 34); (osteopaths, 4); street car service; gas, artificial; number of meters, 9,000; electric current, alternating; number of wired houses, 10,000; water, soft.

See announcement columns 1 and 2

WILKES-BARRE, PA.

(Luzerne County)

1920 Population, 73,833 (1925 school census 83,445).

City and Suburban Estimate, 250,000 (22 surrounding towns and mining boroughs). Most important cities and towns in this area are: Nanticoke (pop. 21,000); Plymouth (17,400); Kingston (16,700).

Native Whites, 79.5%; Negroes, .8%; Foreign Born, 19.7%; Industrial Workers, 24%; English Reading, 80%.

Schools: Pupils—Public Grade, 15,000; High, 3,500; Parochial, 5,000; Private Schools, 1,500. Total Number of Pupils, 25,000.

Churches: Baptist, 6; Christian Science, 1; Congregational, 2; Episcopal, 3; Hebrew, 7; Methodist, 13; Presbyterian, 8; Roman Catholic, 20; Miscellaneous, 10.

Theatres: Legitimate, 1; Moving Pictures, 16; Vaudeville, 3; Burlesque, 1; Miscellaneous (Auditoriums, etc.), 2.

Location: On east bank of Susquehanna River. To nearest large city (Philadelphia), by railroad, 4½ hours; by auto, 5 hours.

Principal Industries: Anthracite mining gives 85% of wealth. Third largest silk throwing and weaving center in country. Iron works, locomotives, cement machinery, axles, lace mills, railroad shops, chocolate works, wire rope, etc.

Manufacturing Establishments: Leading firms: Lehigh Valley Coal Co., Lehigh & Wilkes-Barre Coal Co., Susquehanna Coal Co. and a number of independents, including Kingston Coal Co., Vulcan Iron Works, Sheldon Axle & Spring Co., Planters Nut & Chocolate Co., Hazard Mfg. Co., General Cigar Co., Wales Adding Machine Co., Wilkes-Barre Lace Co., Hess Goldsmith Silk Co.

Special Information: Junction point between eastern and mid-western markets. Seldom affected by depression on account of diversified

interests. Wilkes-Barre is the actual centre of the anthracite (coal) region; 50,000 men and boys are employed. General Cigar Co., one of the largest in the world, employs 13,000 girls.

Residential Features: A city of beautiful homes, with scientific playground system and acres of parks surrounding residential sections.

Retail Shopping Section: 115 miles of trolley track throughout Wilkes-Barre and suburbs, 155,000 people in one-fare limit, 250,000 within two-fare limit. Adequate bus lines.

Trading Area: Total retail zone 485,000 people. Within wholesale zone 1,423,695.

Wholesale Houses: Groceries, 24; meats, 10; fruits, 21; hardware, 7; dry goods, 7.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 50; automobile accessories, 60; automobile tire agencies, 16; bakers, 38; cigar stores and stands (including hotels), 61 (chain, 4); confectioners (including hotel stands), 111; delicatessens, 10; druggists, 52 (chain, 5); dry goods, 35; department stores, 15; electrical supplies, 18; florists, 12; fruits, 27; furniture, 24; furriers, 7; garages (public), 43; grocers, 368 (chain, 91); hardware, 17; jewelry, 32; meat markets, 108 (chain, 4); men's furnishings, 25; merchant tailors, 64; milliners, 23; opticians, 16; photographers, 10; pianos (and miscellaneous musical instruments), 12; radio supplies, 4; restaurants (including hotels), 66; shoes, 27; sporting goods, 5; stationers, 4.

Miscellaneous Data: Average temperature, 60 degrees; average number of rainy days per twelve months, 55; most pleasant months, April, May, June, July, Aug., Sept. Doctors (medical, 245); (dentists, 140); (osteopaths, 118); gas, artificial; number of gas meters, 7,400; electric current, alternating and direct; number of wired houses, 14,600; water, soft.

YORK, PA.

(York County)

1920 Population, 47,512.

City and Suburban Estimate, 144,520. Most important cities and towns in this area are: Hanover (pop. 8,500); Red Lion (5,000).

Native Whites, 93.7%; Negroes, 2.8%; Foreign Born, 3.5%; Industrial Workers, Women, 29.3%; Men, 70.7%; Families, 11,692.

Schools: Public Grade, 24; High, 1; Parochial, 5. Number of Pupils, 8,398.

Churches: Baptist, 6; Christian Science, 1; Episcopal, 2; Hebrew, 4; Methodist, 6; Presbyterian, 5; Roman Catholic, 4; Miscellaneous, 54.

Banks: National, 8; State, 6; Total Resources, \$39,674,967; Savings Bank Deposits Total, \$15,370,838; Total Bank Clearings (1924-25), \$96,189,000.

Theatres: Legitimate, 1; Moving Pictures, 5; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 5,450.

In York as Elsewhere

What Local Advertisers Do

is the best guide to national advertisers in sizing up any city.

THE YORK DISPATCH

prints each day the most local retail store advertisements. Many of these advertisements are exclusive. They get best results because, "In York most everyone reads the Dispatch."

You can get best results by concentrating in the paper "most everyone" reads—

THE YORK DISPATCH

YORK, PA.

York's Only Evening Paper

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(EVENING)

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THE ONLY DAILY PAPERS COVERING
LYCOMING COUNTY and
NORTHERN—CENTRAL—PENNSYLVANIA

Thorough Coverage in a Rich
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J. P. McKINNEY & SON,

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NEW YORK

CHICAGO

SAN FRANCISCO

Market Surveys of PENNSYLVANIA, MANILA, P. I. and RHODE ISLAND

PENNSYLVANIA (Cont'd)

Location: On P. R.R., M. & P. R.R., and the W. M. R.R. At intersection of Lincoln Highway and Susquehanna Trail, which cross at right angles in Centre Square. Interurban railway line to Dallastown (7 miles), Wrightsville (11), York Haven (10), Dover (7) and Hanover (18). Bus lines to Gettysburg, East Berlin, Shrewsbury and East Westport.

Principal Industries: York has nine of the largest industrial plants that lead all others in volume of production in ice-making and refrigerating machinery, bank safes and vaults, water turbines, artificial teeth, wall paper, roofing paper, pretzels, commercial auto bodies and tire chains. Also agricultural machinery, pianos, hosiery, silk, furniture, pottery products, stained glass windows, lime, wire cloth, heating systems, candy, cement.

Manufacturing Establishments, 255. Leading firms: York Mfg. Co., York Safe & Lock Co., S. Morgan Smith Co., Dental Supply Co., Certainted Products Corp., York Wall Paper Co., York Pretzel Baking Co., Martin-Parry Corp., American Chain Co.; 21,000 people work in York, with a payroll of \$21,000,000.

Total value of yearly output of factories estimated at \$87,000,000.

Special Information: York county 14th in value of production in the entire U. S. Four city markets, farmers bring and sell produce themselves.

Residential Features: Practically all one-family houses, large proportion owned. Very few apartments. Residential sections in three parts of city. No foreign section.

Retail Shopping Section: From Center Square west on Market St. 4 blocks; east on Market 2 blocks; 2 blocks north and south on George St. All trolley lines cross and transfer at Centre Square. Neighborhood groceries throughout city. No other important retail centres in city. Retail sections in West York and North York, adjoining boroughs usually considered in Greater York.

Trading Area: Covers roughly York County, 12 miles east, 10 miles north, 20 south and 14 miles to eastern limits of Adams Co., including indefinite portion of northern Maryland. Southwest corner includes Hanover, a town of 8,000, which is a small trading center whose people buy greatly in York. Area covered by electric lines and buses, radiating from York, and bus systems on main roads.

Wholesale Houses: Groceries, 6; fruits, 3; hardware, 4; dry goods, 3; miscellaneous lines, shoes, 1; confectioners, 4.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 21; commercial auto. agencies, 12; automobile accessories, 12; automobile tire agencies, 50; bakers, 11; cigar stores and stands (including hotels), 47; confectioners (including hotel stands), 24; delicatessen, 8; dressmakers, 75; druggists, 18; dry goods, 9; department stores, 4; electrical supplies, 18; florists, 7; fruits, 10; furniture, 30; furriers, 10; garages (public), 64; grocers, 180; hardware, 10; jewelry, 18; meat markets, 45; men's furnishings and men's clothing, 22; merchant tailors, 7; milliners, 19; opticians, 24; photographers, 8; pianos (and miscellaneous musical instruments), 7; radio supplies, 8; restaurants (including hotels), 37; shoes, 20; sporting goods, 6; stationers, 9; women's apparel, 21.

Miscellaneous Data: Street car service; gas, artificial; electric current, alternating and direct; water, soft.

See announcement page 246 columns 3 and 4

and slippers, Manila hemp rope, sugar, alcohol, cigars and cigarettes, candies, etc.

Manufacturing Establishments, 8,354. Leading firms, Campina Gral. de Tabacos de Filadelfia, Xchanster & Co., U. S. Shoe Co., Atlanta Gulf & Pacific Co., Insular Lumber Co., Cadwallader Gibson Co., Smith, Bell & Co., W. F. Stevenson & Co., Johnson & Pickett Rope Co., Philippine Refining Corporation, etc. Total value of yearly output of factories estimated at \$356,004,433.

Special Information: Center of Philippine commerce and principal seaport. Distributing center for Orient. More than one-half population of the earth live within a radius of 1,700 miles of Manila and more than three-quarters within a radius of 3,500 miles. Fine harbor and one of the finest piers in the world. Ample docking facilities.

Residential Features: Many fine residences. Congested districts thickly populated. Many wealthy Filipinos and Chinese have fine homes, ranging in value from \$50,000 to \$200,000. Few Americans and Europeans consider themselves permanent enough to warrant their investing in fine homes.

Retail Shopping Section: Widely scattered. Escolta is main retail street. Rasario is Chinese retail street. About 90% of retail business in hands of Chinese.

Trading Area: People come from all parts of Islands. Retail trading area probably includes points in Luzon along railroads and near-by points not on railroad but reached by bus lines.

KIND OF BUSINESS

	No. of privilege tax receipts at Manila
Merchants and manufacturers	10,317
Peddlers of merchandise	2,016
Common carriers	3,467
Contractors, warehousemen, proprietors of dockyards, and persons selling light, heat or power, as well as persons engaged in conducting telephone or telegraph lines, or exchange, and proprietors of steam laundries and of shops for the construction and repair of bicycles or vehicles of any kind, and keepers of hotels and restaurants	3,167
Tobacco dealers	3,504
Opticians and dental surgeons	118
Photographers, engravers and professional appraisers or connoisseurs of tobacco and other domestic or foreign products	83

Standard Surveys
of
RHODE ISLAND

ARCTIC, R. I.

(Including West Warwick)
(Providence County)

1920 Population, (est.) 4,500 (1925 est. 20,000 for Pawtucket Valley).

Churches: Baptist, 3; Congregational, 1; Episcopal, 3; Methodist, 3; Roman Catholic, 7.

Banks: National, 1.

Theatres: Moving Pictures, 2. Total number of seats, about 3,500.

Location: Between Providence and Willimantic and between Providence and Hope. New York, New Haven & Hartford Railroad, two branches—one Providence and Hope, one Providence and Willimantic. The latter is one of the direct routes Boston to New York through Providence.

Principal Industries: Cotton manufacturing.

Manufacturing Establishments: Many mills. Leading firms: B. B. & R. Knight, Inc., Crompton Mills, Goddard Mills, Hope & Phenix, Coventry Cotton Mills, Warwick Mills, Livingston Worsted Co.

Special Information: Arctic is the center of several prosperous mill towns, so closely connected that it is hard to define the boundary lines of any of them. It is the shopping center of these towns. It is one of the state's four big textile centers.

Residential Features: There are some splendid residential sections in this community. Near shore resorts. Near Providence. On direct line to New York and Boston. Around several large factories there are well managed mill settlements.

Retail Shopping Section: About ¼ mile on Washington, Main and Allen Streets.

Trading Area: Radius from 18 to 20 miles.

Wholesale Houses: Trade is served by Providence.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 17; commercial auto. agencies, 9; automobile accessories, 1; automobile tire agencies, 8; bakers, 7; cigar stores and stands (including hotels), 14; confectioners (including hotel stands), 19; dressmakers, 13; druggists, 9; dry goods, 9; department stores, 1; electrical supplies, 4; florists, 2; fruits, 8; furniture, 5; furriers, 4; garages (public), 12; grocers, 32; hardware, 7; jewelry, 7; meat markets, 17; men's furnishings, 7; men's clothing, 7; merchant tailors, 5; milliners, 10; opticians, 3; photo-

graphers, 3; pianos (and miscellaneous musical instruments), 5; radio supplies, 4; restaurants (including hotels), 7; shoes, 12; sporting goods, 3; stationers, 7; women's apparel, 6.

NEWPORT, R. I.

(Newport County)

1920 Population, 30,255.

City and Suburban Estimate, 50,000.

Native Whites, 74.8%; Negroes, 7%; Foreign Born, 18.2%; Industrial Workers, 6.5%; English Reading, 95%; Families, 6,800.

Schools: Public Grade, 13; High, 2; Parochial, 3; Number of Pupils, 6,300.

Churches: Baptist, 4; Christian Science, 1; Congregational, 2; Episcopal, 4; Hebrew, 2; Methodist, 3; Presbyterian, 1; Roman Catholic, 3; Miscellaneous, 4.

Banks: National, 3; State, 3; Total Resources (all banks), \$30,000,000. Savings Bank Deposits Total, \$17,783,854.

Theatres: Moving Pictures, 4; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 14. Total number of seats, 8,200.

Location: At entrance to Narragansett Bay, N. Y., N. H. & H. R.R. Co. and New England S.S. Co., the former giving direct and quick transportation facilities with Boston, and the latter overnight transportation facilities with New York City. Nearest larger city is 50 minutes by auto, 1 hour by bus, and 50 minutes by railroad.

Principal Industries: Torpedo manufacture (Government), chewing gum, cigars, cartoning machinery.

Manufacturing Establishments, 6. Leading firms: U. S. Naval Torpedo Station, New England Steamship Co., repair shops, Apple Gum Corp., American Cigar Co., Carton Machinery Corp. Total value of yearly output of factories estimated at \$600,000,000.

Special Information: Newport is favored by a practically unlimited anchorage in deep and perfectly sheltered harbor. It is not a manufacturing city, but because of its natural beauties and healthful climate it is the summer headquarters for many of the wealthiest families in the country.

Residential Features: Mostly one-family houses. Private homes predominate. One of the finest private residential sections in the world is located in the southeastern part of the city.

Retail Shopping Section: Extends along Thames St. and about half the length of Broadway, with a small section on Bellevue Ave. There are several smaller "neighborhood" sections with the usual grocery, confectionery, meat and small shops.

Trading Area: Extends about three miles west and east and about eight miles north.

Wholesale Houses: Groceries, 1; meats, 2; Miscellaneous lines, confectionery, 1; tobacco, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 19; commercial automobile agencies, 6; automobile accessories, 52; automobile tire agencies, 15; bakers, 13; cigar stores and stands (including hotels), 45; delicatessen, 12; dressmakers, 47; druggists, 16 (chain, 1); dry goods, 21; department stores, 5; electrical supplies, 15; florists, 16; fruits, 105; furniture, 19; furriers, 6; garages (public), 35; grocers, 134 (chain, 17); hardware, 12; jewelry, 12; meat markets, 61; men's furnishings, 16; men's clothing, 17; merchant tailors, 38; milliners, 17; opticians, 5; photographers, 11; pianos (and miscellaneous musical instruments), 5; radio supplies, 12; restaurants (including hotels), 45 (chain, 1); shoes, 18; sporting goods, 10; stationers, 12; women's apparel, 83.

Miscellaneous Data: Average temperature, 49.5 degrees; average number of rainy days per twelve months, 80; most pleasant months, May, July, Aug., Sept., Oct. Doctors (medical, 30); (dentists, 28); (osteopaths, 2); number of wired

houses, 5,500; motor bus service; gas, artificial; number of meters, 6,500; electric current, alternating; water, soft.

See announcement column 3

PAWTUCKET, R. I.

(INCLUDING CENTRAL FALLS)

(Providence County)

1920 Population, 64,248 (1925 est., 74,956). Central Falls, 24,174. (1925 est., 25,403).

City and Suburban Estimate, 150,000. Most important cities and towns in this area are: Attleboro, North Attleboro, Lincoln, Cumberland.

Native Whites, 66.7%; Negroes, 0.5%; Foreign Born, 32.7%; Families (both cities), 21,628.

Schools: Public Grade, 21; High, 1; Junior High, 1; Parochial, 6; Number of Pupils, 8,743.

Churches: Baptist, 5; Congregational, 6; Episcopal, 4; Hebrew, 1; Methodist, 3; Roman Catholic, 14; Miscellaneous, 11.

Banks: State, 3; Savings Bank, 1; Morris Plan, 1.

Theatres: Legitimate, 1; Moving Pictures, 5; Miscellaneous (Auditoriums, etc.), 18.

Location: New York, New Haven & Hartford R.R. Co., Blackstone Valley Transportation Co. Trolley lines from the entire territory come to a point on Main St. Square. Nearest larger city is 15 minutes by auto, 25 minutes by trolley, and 15 minutes by railroad.

Principal Industries: Textile industry, cotton machinery, bolts and nuts, machinery, weaving, gymnasium apparatus.

Manufacturing Establishments: Leading firms: J. & P. Coats, Inc., Manville-Jenks Co., Royal Weaving Co., Lorraine Mfg. Co., Sayles Finishing Plants, Narragansett Machine Co., Wm. H. Haskell Mfg. Co., Phillips Wire Co., Potter & Johnston, Seckonk Lace Co., Phillips-Jones Corp.

Special Information: This section is notably one of the large cotton textile centers. However, it is not dependent on this alone, as about 40% of the manufacturing is in other lines. As a result of this diversification of industries, business conditions in this city are generally good.

Residential Features: Largely two and three-family houses with a very few apartment houses. In a few sections only do one-family houses and cottages predominate. Pawtucket is a typical industrial city.

Retail Shopping Section: Extends from Main Street Square, which is the trolley transfer, centering out in both directions on Main St., No. Main St., East Ave., and Broad St., making a total of about 15 blocks. The larger stores are concentrated in space of about six blocks.

Continued on page 248

Fifteen Times a
Year
Editor & Publisher

includes in its service

LINAGE
TABLES

that are universally recognized as standard, quoted as authoritative, and used as a basis for space buying.

No Agency

No National Advertiser

No Newspaper Office

should be without these fresh, complete, authentic, absolutely invaluable compilations.

And mighty few of either are trying to do without them

Newport
Daily News
Established 1846The Summer
Capital's Largest
Newspaper

Newport, Rhode Island

Standard Survey
of
MANILA, PHILIPPINE IS.MANILA,
PHILIPPINE ISLANDS

1920 Population, 1918 Census, 285,306. 1924 (estimated), 300,000.

City and Suburban Estimate, 350,000.

Native Filipinos, 71%; Chinese, 21%; American and European, 8%; Industrial Workers, 20%; English Reading, 25%; Families, 56,780.

Schools: Public Grade, 95; High, 4; Junior High, none; Private Schools, 137; Catholic, 84; Protestant, 8; Non-Sectarian, 45.

Churches: Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 4; Presbyterian, 4; Roman Catholic, 50.

Banks: 9. Total Resources, \$250,000,000.

Theatres: Moving Pictures, 45; Vaudeville, 2. Total number of seats, 15,000.

Location: On the island of Luzon. Manila Bay at mouth of Pasig River. Steamship lines to all parts of Islands. Foreign steamers to and from all parts of world. Good auto roads throughout Luzon. Many auto bus lines. Manila Railroad Co. lines reach important points in Luzon, fed by auto bus lines.

Principal Industries: Rice milling. Hand embroidery, coconut oil and allied products, shoes

RHODE ISLAND (Cont'd)**Pawtucket (cont'd)**

Trading Area: Extends to the west to include No. Providence, 4 miles, 7 miles to the north as far as Manville in Rhode Island, and 15 miles to the northeast to Plainville in Massachusetts, including 11 miles to the city of Attleboro and the towns of North and South Attleboro, in Mass., and 2 miles to the east to include Seekonk.

Wholesale Houses: Groceries, 2; meats, 3; hardware, 1; Miscellaneous lines, 2; confectionery, 1; tobacco, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 23; commercial automobile agencies, 5; automobile accessories, 23; automobile tire agencies, 17; bakers, 50; cigar stores and stands, 16 (chain, 2); confectioners, 21; delicatessen, 5; dressmakers, 111; druggists, 61 (chain, 3); electrical dry goods, 60; department stores, 5; electrical supplies, 11; florists, 12; fruits, 18; furniture, 41; furriers, 3; garages (public), 4; grocers and meat markets, 319 (chain, 75); hardware, 17; jewelry, 16; men's furnishings, 13; men's clothing, 8; tailors, 57; milliners, 37; opticians, 5; photographers, 17; pianos (and miscellaneous musical instruments), 6; radio supplies, 11; restaurants (including hotels), 68 (chain, 1); shoes, 27; sporting goods, 1; stationers, 2; women's apparel, 13.

Miscellaneous Data: Average temperature, 50 degrees; average number of rainy days per twelve month, 126; most pleasant months, August, September, October. Doctors (medical, 65); dentists, 53; osteopaths, 2; number of wired houses, 20,000; street car service; gas, artificial; electric current, alternating; water, hard.

See announcement below

PROVIDENCE, R. I.
(Providence County)

1920 Population, 237,595. (1925—267,918.) City and Suburban Estimate, 575,000. Most important cities and towns in this area are: Pawtucket (pop. 69,760); Central Falls (25,403); Woonsocket (49,681); Cranston (35,471).

Natives Whites, 68.2%; **Negroes,** 2.4%; **Foreign Born,** 29.4%; **Industrial Workers,** 24%; **English Reading,** 89.1%; **Families,** 56,302.

Schools: Public Grade, 127; High, 4; Junior High, 1; Parochial, 14; Number of Pupils, 44,557.

Churches: Baptist, 21; Christian Science, 2; Congregational, 9; Episcopal, 15; Hebrew, 10; Methodist, 13; Presbyterian, 4; Roman Catholic, 27; Miscellaneous, 32.

Banks: National 6; Trust Companies, 4; Savings Banks, 4; State Banks, 3; Total Resources, \$422,710,507. Total savings deposits, \$197,630.

917. The Providence bank clearings for the year 1925 were \$717,576,500.

Theatres: Legitimate, 2; Moving Pictures, 16; Vaudeville, 2; Burlesque, 1; Miscellaneous (Auditoriums, etc.), 6. Total number of seats, 32,000.

Location: On main line of N. Y. N. H. & H. R. R. Also the following steamship lines: Providence Line to New York; Colonial Line to New York; Bay State Line to New York; Merchants' and Miners' Transportation Co. to Norfolk, Va., and Providence Block Island Packet Line. Fabre Line to Naples; oil vessels from Port Arthur, Port Lopo, Tampico and Port Neches, Texas. Isthmian and Argonaut Lines from Pacific lumber ports to largest city in state. Nearest larger city is Boston—2 hours by railroad.

Principal Industries: Manufacturing of cotton, woolen and silk goods. Large jewelry manufacturing city. Knit goods and rubber manufacturing, bleaching and dyeing. Manufacturing of soap, notions and novelties. Manufacturing of mill machinery and supplies. Over 350 jewelry manufacturing plants. Metal trades products.

Manufacturing Establishments: 1,274. Leading firms: Gorham Mfg. Co., Brown & Sharpe Mfg. Co., B. B. & R. Knight Co., United States Rubber Co., American Woollen Co., Atlantic Mills, Wanskuck Co., American Screw Co., Joslin Mfg. Co., George E. Boyden & Son, General Fire Extng. Co., Ostby & Barton, Nicholson File Co., United States Finishing Co., Universal Winding Co., American Silk Spinning Co., Davol Rubber Co. Total value of yearly output of factories estimated at over \$675,425,000.

Special Information: Second largest city in New England. Large oil distributing port. 1,089,688 tons of oil entered port in 1925. Total tonnage that entered port in 1925, 3,412,847 tons. Gorham Mfg. Co., one of the largest sterling silverware concerns in the country. Value of Providence jewelry output over \$37,000,000. Total value of worsted goods output, \$148,648,000. Over 300 trains arrive at and depart from Union Station every day. State Pier 600 ft. by 120 ft. with housing shed 400 by 110 ft. 1925 street and office building program exceeded all former records by several million dollars.

Residential Features: Very few large apartment houses. Great majority of homes are one and two-family houses.

Retail Shopping Section: West from College Hill, Westminster, Weybosset, Washington and Fountain Sts. and intersecting streets to Cathedral Square and Franklin St., about nine blocks; south on Broad St. for five blocks. Exchange Place, Suburban, Edgewood, Pawtucket, Cranston, East Side, Mount Pleasant, Olneyville, East Providence and South Providence.

Trading Area: Within 25 miles radius. Greatest part of Rhode Island's population is within 15 mile radius. While the population of Providence, according to 1925 census, is but 267,918,

Continued on page 249

No advertising list for Massachusetts and Rhode Island is complete without

THE WOONSOCKET CALL

WOONSOCKET, R. I.

—the only English newspaper published in Northern Rhode Island.

The Woonsocket Call covers virtually 100% of the families in Woonsocket and in addition covers a 15-mile trading area, embracing 110,000 potential buyers of advertised products.

Circulation Approximately 15,000

"The Home Paper of Its Territory"

National Advertising Representatives

GILMAN, NICOLL & RUTHMAN

New York

Chicago

Boston

San Francisco

The Pawtucket Times

During the first six months of 1926 printed more advertising than two of the three Providence evening newspapers combined.

20.4% More Local Linage
Than two papers COMBINED.

14.7% More Total Linage
Than two papers COMBINED.

18.6% More Classified Linage
Than two papers COMBINED.

40.3% More National Linage
Than the stronger of the two

	Total Linage	National Linage	Local Linage	Classified Linage
Pawtucket Times.....	5,144,572	797,394	3,941,989	405,189
Providence News.....	2,485,776	568,270	1,695,740	221,766
Providence Tribune.....	1,997,304	299,888	1,577,698	119,718

Above Figures from Editor & Publisher's Semi-Annual Tabulation of Linage Records

Leading Providence Merchants who place more lineage in The Pawtucket Times than in any Providence newspaper, with one exception, know the high purchasing power of its readers.

The Pawtucket Times

Net Paid Circulation—
For the Month of October, 1926.

27,671

National Representatives: GILMAN, NICOLL & RUTHMAN, New York, Boston, Chicago, San Francisco

RHODE ISLAND (Cont'd)

Providence (cont'd)

merchants figure that 575,000 people live within their trading area.

Wholesale Houses: Grocers, 23; meats, 24; fruits, 22; hardware, 4; dry goods, 11; miscellaneous lines, drug, 5; shoes, 8; jewelry, 43; confectionery, 11.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 53; commercial auto. agencies, 15; automobile accessories, 71; automobile tire agencies, 43; bakers, 151; cigar stores and stands (including hotels), 58 (chain, 9); confectioners (including hotel stands), 80; delicatessen, 35; dressmakers, 364; druggists, 208 (chain, 11); dry goods, 133; department stores, 5; electrical supplies, 92; florists, 61; fruits, 45; furniture, 95; furriers, 29; garages (public), 138; grocers, 1,283 (chain, 140); hardware, 45; jewelry, 56; meat markets, 110; men's furnishings, 60; men's clothing, 12; merchant tailors, 285; milliners, 110; opticians, 18; photographers, 40; pianos (and miscellaneous musical instruments), 29; radio supplies, 81; restaurants (including hotels), 313 (chain, 7); shoes, 82; sporting goods, 11; stationers, 16; women's apparel, 70.

Miscellaneous Data. Average temperature, 52 degrees; average number of rainy days per twelve months, 124; most pleasant months, April to Nov.; doctors (medical, 423); (dentists, 198); osteopaths, 31; number of wired houses, 49,952; street car service; gas, artificial; number of meters, 71,415; electric current, alternating; water, hard.

See announcement columns 3 and 4

WESTERLY, R. I.

(Washington County)

1920 Population, 9,952 (1925, 15,000).

City and Suburban Estimate, 42,906.

Native Whites, 74%; **Negroes,** 1%; **Foreign Born,** 25%; **Industrial Workers,** 25%; **English Reading,** 85%; **Families,** 1,500.

Schools: Public Grade, 9; High, 1; Parochial, 1. **Number of Pupils,** 2,800.

Churches: Baptist, 6; Congregational, 1; Episcopal, 1; Methodist, 1; Roman Catholic, 2; Seventh Day Adventist, 1.

Banks: State, 2; Total Resources, \$13,000.00.

Theatres: Legitimate, 1; Moving Pictures, 2. Total number of seats, 2,210.

Location: On Shore Line Division of N. Y., N. H. & H. R.R.

Principal Industries: Granite, printing presses, webbing and elastic fabrics, cotton cloth, felt woolen, thread, macaroni, silk, florists.

Residential Features: One- and two-family houses and a few mill tenements.

Retail Shopping Section: One and one-half miles on Broad, High, Main and Canal Sts., in Rhode Island, and Mechanic and West Broad Sts. on Connecticut side of state line.

Trading Area: About 10 miles (including Pawtucket, Conn.).

Wholesale Houses: Groceries, 1; meats, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 16; commercial auto. agencies, 8; automobile accessories, 8; automobile tire agencies, 18; bakers, 12; cigar stores and stands (including hotels), 22; confectioners (including hotel stands), 8; delicatessen, 2; dressmakers, 46; druggists, 8; dry goods, 5; department stores, 2; electrical supplies, 2; florists, 6; fruits, 3; furniture, 7; furriers, 2; garages (public), 9; grocers, 38; hardware, 5; jewelry, 6; meat markets, 14; men's furnishings, 8; men's clothing, 8; merchant tailors, 8; milliners, 6; opticians, 2; photographers, 4; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 7; shoes, 9; sporting goods, 3; stationers, 3; women's apparel, 9.

WOONSOCKET, R. I.

(Providence County)

1920 Population, 43,490 (1925 est. 49,681).

City and Suburban Estimate, 90,000.

Native Whites, 31,738; **Negroes,** 38; **Foreign Born,** 17,872; **all others,** 33; **Families** (approximately, 1925), 11,000.

Schools: Public Grade, 20; High, 1; Parochial, 7. **Number of Pupils,** 11,000.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 2; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 10; Miscellaneous, 9.

Banks: National 2; State, 8; Total Resources, \$5,500,000. Savings Bank Deposits Total, \$83,000,000.

Theatres: Moving Pictures, 4; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 8; Total number of seats, 8,000.

Location: Woonsocket is 39 miles southwest of Providence, Mass., and 16 miles north of Providence, R. I., at a point on the Blackstone River where is situated the famous Woonsocket Falls. There are three electric roads and two steam roads (Providence-Worcester division and Boston-Pascoag branch of N. Y., N. H. & H. E. R.). Convenient trucking facilities to Boston, Worcester, Providence and Pawtucket. Trolleys and motor buses to Providence, Worcester and all suburban points. Nearest larger city (Providence) is 40 minutes by auto, 45 minutes by trolley, and 1/2 hour by railroad.

Principal Industries: Textiles and Appliances; 125 mills, manufacturing woolen and worsted yarns by French, Belgian and Bradford processes. Numerous mills make cotton, woolen, worsted, plush and corduroy piecegoods. Silks, satins, underwear, bathing suits, handkerchiefs, narrow fabrics, machines, top rolls, shuttles, fiber spools, paper tubes, combs, presses, wool carbonizing, dyeing, bleaching and finishing, rubber shoes, washing wringers, rubber rolls, special order machinery, aeroplane motors, brushes, candy, castings, cigars, sheet metal products, wagons and paper boxes.

Manufacturing Establishments: 175. Leading firms: United States Rubber Co., Manville-Jenckes Co., American Wringer Co., Woonsocket Machine and Press Co., Taft-Pierce Manufacturing Co., Guerin Mills, Lawton Spinning Co., Nyanza Mills, Lafayette Worsted, French Worsted, Dunn Worsted, Barnal Worsted, Perseverance Worsted, Woonsocket Worsted, Lipit Woolen Co., Verdun Worsted, Desurmont Worsted, Masarel Worsted, Andrews Mills, Branch River Combing Company, and others. Total value of yearly output of factories estimated at \$100,000,000.

Residential Features: Especially attractive and wealthy residential sections include Harris Avenue, Blackstone, Prospect and Winter Streets; Oakley, Woodland, Glen and Meadow Roads, in the fourth ward; Elm Street and the Wood Avenue section in the fifth ward; South Main, Providence and adjacent streets in the second ward, and various sections of the first ward. The Fairmount district of Woonsocket and the Union Village district in adjacent North Smithfield, also contain fine residences.

Retail Shopping Section: Extends along Main Street from Young Square to Monument Square, and includes many stores in the latter section. Also, it extends along Front Street, North Main Street, and South Main Street. There are many stores in the Bernon, Fairmount, Hamlet, Millerville and Cass Avenue districts. The social district is almost a second city in itself, with many fine stores of all kinds.

Trading Area: Extends approximately 15 miles north, east, south and west.

Wholesale Houses: Grocers, 4; meats, 5; fruits, 2; Miscellaneous, 5.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 21; automobile accessories, 33; automobile tire agencies, 10; bakers, 7 wholesale, 18 retail; cigar stores and stands (including hotels), 40 (chain, 4); confectioners (including hotel stands), 60; dressmakers, 48; druggists, 29; dry goods, 31; department stores, 9; electrical supplies, 19; florists, 9; fruits, 18; furniture, 21; furriers, 5; garages (public), 22; grocers, 226 (chain, 29), 3 wholesale; hardware, 9; jewelry, 13; meat markets, 30; men's furnishings, 20; men's clothing, 20; merchant tailors, 2; tailors, 32; milliners, 25; opticians, 9; photographers, 10; pianos (and miscellaneous musical instruments), 15; radio supplies, 16; restaurants, 49; shoes, 27; sporting goods, 6; stationers, 7; women's apparel, 21.

Miscellaneous Data: Average temperature, 78 degrees; average number of rainy days per twelve months, 65; most pleasant months, June to November; doctors (medical, 33); (dentists, 28); (osteopaths, 5); number of wired houses, 11,689; street car service; gas, artificial; number of meters, 11,603; electric current, alternating; water, soft; number of automobile registrations, 5,000.

See announcement page 248 top of columns 3 and 4

New England's Second Largest Market

Rhode Island Resources

The total resources of Rhode Island Banks for the year ending June 30, 1926, were \$531,992,356.10. This represents a gain of \$23,667,115.06 over the previous year.

Savings accounts in Rhode Island banks for the year ending June 30, 1926, amounted to \$299,116,707.83, an increase of \$20,274,317.88 over the previous year.

This prosperous and responsive market offers excellent sales opportunities to advertisers who use

The Providence Journal

and

The Evening Bulletin

Circulation **108,809** Net Paid

Providence Journal Company

Providence, R. I.

Representatives

CHAS. H. EDDY CO. R. J. BIDWELL COMPANY
Boston New York Chicago Los Angeles San Francisco Seattle

EDITOR & PUBLISHER

should be on the desk of every Newspaper and Advertising man fifty-two weeks of the year. Its many valuable features and articles make every issue an unrivalled Service Book which no Space Buyer, Editor, Advertising Manager or Circulation Manager can afford to be without.

Don't Fail to Avail Yourself of This Splendid Service During 1927

SUBSCRIBE NOW

Domestic \$4.00. Canada \$4.50.
Foreign \$5.00

SOUTH CAROLINA Daily Newspaper Markets in Standard Surveys

ANDERSON, S. C. (Anderson County)

1920 Population, 10,570.
City and Suburban Estimate, 25,000.
Native Whites, 65%; Negroes, 35%; Industrial Workers, 40%; English Reading, 98%; Families, 2,600.

Schools: Public Grade, 8; High, 2; Number of Pupils, 5,000.

Churches: Baptist, 4; Congregational, 1; Episcopal, 1; Methodist, 4; Presbyterian, 2; Roman Catholic, 1; A. R. P., 1.

Banks: National, 2; Loan & Industrial, 1; Total Resources, \$6,000,000.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 3,000.

Location: Anderson is situated in the northwest part of South Carolina in the Piedmont section on Blue Ridge Railway, (southern) C. & W. C. Railway, (A. C. L.), Piedmont & Northern Ry., (electric), Southern Railway. Nearest larger city (Greenville), 2 hours by trolley; 2 hours by railroad.

Principal Industries: Textile industry in and around city; county is agricultural with average cotton crop of 80,000 bales. Manufacturing cotton cloth, cotton seed oil products, cement products, spring beds and mattresses, hosiery, horse collars, tents, awning, non-sinkable bathing suits, flannels, woollens, mops, towels, net laundry bags, etc.

Manufacturing Establishments: 50. Leading firms: Anderson Cotton Mill (cloth), Gluck Mills, Equinox Mills, Riverside Mfg. Co., Orr Cotton Mill, Conneross Mill (asbestos yarn mill now making mops), Anderson Bagging & Tie Co., Southern Concrete Products Co., Johnson Vault Co., Anderson Hosiery Mill, Appleton Mfg. Co., Ladassie Corp., Toxaway Mills, Townsend Mills, Southern Public Utilities Co. Total value of yearly output of factories estimated at \$27,000,000 (county).

Special Information: Anderson is the geographical and business center of Anderson County; 640 square miles, 76,000 population. It is at the foot of the Blue Ridge mountain chain, in the famous Piedmont section. It enjoys a mild even climate the year round, a winter average of 44 degrees and summer average of 76 degrees. Anderson has a street railway and is served by Southern Public Utilities Co., with ample hydro-electric power. Is on Bankhead Highway, direct route from east to Florida, and other important through highways.

Residential Features: Greatest portion of its city streets paved and well kept. Mostly one-family houses. Two apartment houses.

Retail Shopping Section: Plaza Square and the following described territory. North Main st., from Whitner north 5 blocks; McDuffie Street, 12 blocks total. South Main from Whitner South, 6 blocks; east and west; Whitner Street, 7 blocks; Benson Street, 8 blocks; Earle Street, 5 blocks; Orr Street, 3 blocks; Church Street, 5 blocks; Market Street, 3 blocks. Department stores and fashionable shops center and front on Plaza.

Trading Area: Area is Anderson county and small territory beyond. North 30 miles to Pickens and Easley; east 35 miles to Lavonia, Ga., Hartwell, Ga., Elberton, Ga.; south to Iva, 17 miles; southeast to due west, 27 miles. East to Anderson county line, past Belton 10 miles to river, 17 miles.

Wholesale Houses: Grocers, 8; meats, 3; fruits, 1; hardware, 2; dry goods, 1; Miscellaneous lines, 10.

Number of Retail Outlets for Nationally Advertised Products: (county figures) Passenger automobile agencies, 33; automobile accessories, 30; bakers, 2; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 4; druggists, 25; dry goods, 26; department stores, 5; electrical supplies, 8; florists, 2; fruits, 4; furniture, 7; grocers, 130 (chain, 2); hardware, 18; jewelry, 10; meat markets, 60 (chain, 4); men's furnishings, 20; men's clothing, 15; merchant tailors, 4; milliners, 5; opticians, 3; photographers, 6; pianos (and miscellaneous musical instruments), 3; radio supplies, 9; restaurants (including hotels), 6 (chain, 1); shoes, 4; sporting goods, 2; stationers, 2; women's apparel, 4.

Miscellaneous Data: Average temperature, 62 degrees; most pleasant months, Mar., Apr., May, June, Oct., Nov. Doctors (medical, 30); (dentists, 14); (osteopaths, 1); street car service; gas, artificial; number of meters, 800; electric current, alternating; water, soft.

CHARLESTON, S. C. (Charleston County)

1920 Population, 67,957. (1926, 74,100.)
City and Suburban Estimate, 116,048. Most important cities and towns in this area are: Columbia (pop. 35,000); Orangeburg (10,000); Sumerville (2,500); Walterboro (2,500).

Native Whites, 49.2%; Negroes, 47.6%; Foreign Born, 3.2%; Families, 17,900.

Schools: Public Grade, 9; High, 3; Parochial, 5; Number of Pupils, High, 1,427; Grade, 21,750. Colleges: The Citadel of S. C., S. C. Medical College, Ashley Hall, Porter Military Academy, averaging 1,300 students.

Churches: Baptist, 19; Christian Science, 1; Congregational, 2; Episcopal, 22; Hebrew, 4; Methodist, 27; Presbyterian, 9; Roman Catholic, 7; Miscellaneous, 10.

Banks: National, 3; State, 5; Capital, Surplus, and Undivided Profits (all banks) \$3,000,000; Total Resources (all banks) \$54,000,000; Total Savings Banks Deposits, \$43,850,000; Total Bank Clearings (12 months) \$132,823,778.19.

Theatres: Legitimate, 2; Moving Pictures, 5; Total number of seats, 7,500. New theatre being erected will open this Fall with a seating capacity of 2,500.

Location: On Atlantic coast at conjunction of Ashley and Cooper Rivers, seven and one-half miles from the open sea, served by Clyde Line and Baltimore Carolina Co. coastal steamers and having freighters to Europe, South America and the Pacific. Served by Southern Ry. direct route to Cincinnati and the west and by Atlantic Coast Line and Seaboard Air Line R. R. Directly on fine highways for motor travel.

Principal Industries: Fertilizer (commercial); gasoline and oils, bakeries, cotton presses, candy, lumber, agriculture, bedding baking powder, paint. Textile Asbestos (General Asbestos and Rubber Co.), cigar manufacturing, cotton and jute textiles, oil refining, agriculture.

Manufacturing Establishments: 153. Leading firms: (fertilizer) Planters Fertilizer & Phosphate Co., V.-C. Chemical Co., Read Phosphate Co., Etiwan Fertilizer Co. (Asbestos), General Asbestos & Rubber Co., Standard Oil Co. (Charleston refinery), Gulf Refining, Sinclair Refining, Texas Oil Co., Leland Moore Paint & Oil Co., Charleston Bagging Mfg. Co. Total value of yearly output of factories estimated at \$60,000,000.

Residential Features: Mostly one family with two family houses becoming more popular. Two very exclusive residential sections in southern section "Battery" and Hampton Park Terrace. Houses in former section average in value \$25,000 to \$40,000. Elsewhere over city \$7,000 to \$15,000.

Retail Shopping Section: King Street from Broad to Spring Streets, with a few stores on cross streets, but near King Street. There are neighborhood grocery, drug, fruit and meat stores all over the city.

Trading Area: Approximately fifty (50) miles radius.

Wholesale Houses: Groceries, 12; meats, 5; fruits, 10; hardware, 4; dry goods, 5; Miscellaneous lines, coal, 4; lumber, 10; shoes, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 13; commercial auto agencies, 2; automobile accessories, 52; automobile tire agencies, 55; bakers, 29; cigar stores and stands (including hotels), 23; druggists, 39, (chain, 2); dry goods, 25; department stores, 8; electrical supplies, 8; florists, 6; fruits, 59; furniture, 21; furriers, 1; garages (public), 2; grocers, 264 (chain, 5); hardware, 6; jewelry, 20; meat markets, 66 (chain, 23); men's furnishings, 4; men's clothing, 44; merchant tailors, 11; milliners, 31; opticians, 5; photographers, 11; pianos (and miscellaneous musical instruments), 5; radio supplies, 6; restaurants (including hotels), 55 (chain, 4); shoes, 26; sporting goods, 3; stationers, 12; women's apparel, 9.

Miscellaneous Data: Doctors (medical, 86); (dentists, 48); (osteopaths, 2); street car service; gas, artificial; number of meters, 8,700; electric current, A. C. and D. C.; number of wired houses, 9,000; number of automobile registrations, 9,000; water, hard.

COLUMBIA, S. C. (Richland County)

1920 Population, 37,524.

City and Suburban Estimate, 55,000 (A B C Census Trade Territory, 275,000).

Native Whites, 65%; Negroes, 34%; Foreign Born, 1%; Industrial Workers, 40%; English Reading, 88.9%; Families, 8,651.

Schools: Public Grade, 11; High, 2; Junior High, 2; Parochial, 2. Number of Pupils, 8,300.

Churches: Baptist, 20; Christian Science, 1; Congregational, 1; Episcopal, 9; Hebrew, 2; Methodist, 19; Presbyterian, 8; Roman Catholic, 2; Miscellaneous, 10.

Banks: National, 4; State, 3; Total Resources, \$29,177,904.26. Total Deposits, \$21,588,911.

Theatres: Legitimate, 1; Moving Pictures, 6; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 5. Total number of seats, 6,000.

Location: On Congaree River, served by Southern, Atlantic Coast Line, Seaboard Air Line, and Columbia, Newberry and L. railroads. Bus lines to 6 directions—Columbia being geographical center of the state it is easy to reach any section.

Principal Industries: Center of rich agricultural district. Cotton and cotton oil mills, fertilizer factories, machine shops, lumber manufacturing, granite quarries, brick manufacturing, tool handles, store fixtures, hair cloth, auto accessories.

Manufacturing Establishments: 150. Leading firms: Pacific Mills, Hoffman Lumber Co., Richland Shale Products Co., Columbia Clay Co., American Agricultural Chemical Co., Weston & Brooker, Swift & Co., Oil Mills, Columbia Lumber & Manufacturing Co., Columbia Mills, Harris Mfg. Co. Total value of yearly output of factories estimated at \$45,000,000.

Residential Features: Mostly private houses. One of the most exclusive residential sections in this part of state. 10 high-class apartment houses. Several suburban developments.

Retail Shopping Section: Main Street, between State Capitol and Jefferson Hotel. This is the principal retail district; also Assembly Street from Gervais to Taylor Street. Sumter Street from Lady to Blanding. There are about 10 neighborhood districts with the usual food stores.

Trading Area: Extends over a 50 mile radius with no competition. Population of area, 500,000.

Wholesale Houses: Groceries, 18; meats, 3; fruits, 5; hardware, 2; dry goods, 3; Miscellaneous lines, tobacco, 3; candy, 2; coffee, 4.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 32; commercial auto agencies, 6; automobile accessories, 29; automobile tire agencies, 16; bakers, 8; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 11; delicatessen, 3; dressmakers, 20; druggists, 38; dry goods, 28; department stores, 6; electrical supplies, 7; florists, 10; fruits, 8; furniture, 15; furriers, 3; garages (public), 15; grocers, 310; hardware, 8; jewelry, 13; meat markets, 42; men's furnishings, 18; men's clothing, 13; merchant tailors, 14; milliners, 10; opticians, 9; photographers, 9; pianos (and miscellaneous musical instruments), 3; radio supplies, 4; restaurants (including hotels), 42; shoes, 22; sporting goods, 4; stationers, 3; women's apparel, 8.

GREENVILLE, S. C. (Greenville County)

1920 Population, 23,127. (1925, est. 27,311.)

City and Suburban Estimate, 64,500 including chain of cotton mills around the city. Most important cities and towns in this area are: Anderson (pop. 10,570); Greer (3,000); Pelzer (6,675); Laurens (4,629).

Native Whites, 80%; Negroes, 20%; Foreign Born, less than 1%; Industrial Workers, 12,500.

Schools: Public Grade, 16; High, 2; Parochial, 1; Number of Pupils, 6,918.

Churches: Baptist, 15; Christian Science, 1; Congregational, 1 (colored); Episcopal, 4; Hebrew, 1; Methodist, 13; Presbyterian, 5; Roman Catholic, 1; Miscellaneous, 10.

Banks: National, 4; State, 5; Capital, Surplus, and Undivided Profits (all banks) \$3,119,139.04; Total Deposits (all banks) \$17,512,109.25; Total Resources (all banks) \$23,738,000; Total Bank Clearings (12 months, 1925) \$108,000,000.

Theatres: Legitimate, 2; Moving Pictures, 5; Vaudeville, 1; Miscellaneous (Auditoriums, etc.) 2.

Location: In the Piedmont section of South Carolina on the main line of the Southern Railway from Washington to Atlanta, also served by the Charleston & Western Carolina, the Piedmont & Northern, the Columbia branch of the Southern. Excellent bus service to surrounding territory and to resorts in the nearby Blue Ridge Mountains. Nearest larger city is 8 hours by auto and 4 hours by railroad.

Principal Industries: Cotton manufacturing, bleaching and finishing fine goods and domestics, cottonseed oil mills, cigar factory, woodworking plants, peanut products, including peanut butter and candy, mayonnaise, meat packing plant, textile machinery plants, underwear factory, concrete pipes, veneer plant, plush mill, silk mill.

Manufacturing Establishments: About 35. Leading firms: The Woodside Cotton Mill, Duke Mayonnaise Company, The Union Bleachery. Total value of yearly output of factories estimated at \$40,000,000.

Special Information: Greenville is within a night's ride of any point in the Southeast, and is the commercial center of the northwestern section of South Carolina. Its altitude of 1,040 feet makes its climate delightful all the year 'round.

Residential Features: A city of home owners, very few apartment houses. Homes of the bungalow type predominate in suburban sections, but many large modern residences, and shade trees make city very attractive. No tenement districts, and colored sections consist of small houses. The adjacent cotton mills provide employees with attractive bungalows.

Retail Shopping Section: Extends for 12 blocks on Main Street and Pendleton Street, two blocks each, east and west on North Street, east and west on Coffee Street, each and west on Washington Street, east and west on McBee Avenue, Laurens Street, and Court Street. There are many neighborhood grocery stores and other small establishments.

Trading Area: We have a retail trading area of 35 miles or more.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto agencies, 1; automobile accessories, 7; automobile tire agencies, 5; bakers, 4; cigar stores and stands (including hotels), 39; confectioners (including hotel stands), 172; delicatessen, 2; dressmakers, 17; druggists, 16, (chain, 6); dry goods, 17; department stores, 6; electrical supplies, 6; florists, 3; fruits, 128; furniture, 9; garages (public), 14; grocers, 72, (chain, 8); hardware, 6; jewelry, 3; meat markets, 14; men's furnishings, 13; men's clothing, 15; merchant tailors, 4; milliners, 10; opticians, 8; photographers, 4; pianos (and miscellaneous musical instruments), 3; radio supplies, 7; restaurants (including hotels), 18; shoes, 7; sporting goods, 4; stationers, 2; women's apparel, 16.

Miscellaneous Data: Average temperature, 56 degrees; average number of rainy days per

twelve months, 125; most pleasant months, April, May, October, November. Doctors (medical, 75); (dentists, 20); (osteopaths, 2); street car service; gas, artificial; number of meters, 2,400; electric current, direct; number of wired houses, 7,000; water, soft.

GREENWOOD, S. C. (Greenwood County)

1920 Population, 8,703 (1926 est. 12,000.)

City and Suburban Estimate, 15,900.

Native Whites, 70%; Negroes, 30%; Industrial Workers, 60%; English Reading, 100%; Families, 2,700.

Schools: Public Grade, 7; High, 1; Junior High, 1; Number of pupils (all schools) 6,000 (including female and male college).

Churches: Baptist, 3; Episcopal, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 1; State, 3; Savings Deposits, Total \$2,500,000; Capital, Surplus, and undivided Profits (all banks), \$700,000; Total Deposits (all banks), \$4,500,000; Total Resources (all banks), \$6,000,000.

Theatres: Moving Picture, 3; Miscellaneous (auditoriums, etc.) 1; Total number of seats, 3,000.

Location: Seaboard Air Line Ry., Southern R.R., Charleston and Western Carolina R.R., Piedmont & Northern R.R. These four railways radiate in seven directions; another R.R. in prospect; nine highways; motor bus service. To nearest large city by railroad, 2 hours; by automobile, 2 hours; by trolley, 2 hours.

Principal Industries: Cotton mills, ice plants, silk hosiery mills, marble works, lumber mills, warehouses, foundry and machine shops, creamery.

Manufacturing Establishments: 35. Leading firms: Greenwood Cotton Mills, Greenwood Creamery, Grendel Mills, Panola Mills, Greenwood Hosiery Mills.

Special Information: One of the best distributing points; no unions; all English-speaking labor; no strikes. Abundant and cheap hydro-electric power. Pure water, fine sanitation. County health unit.

Residential Features: Wide paved streets, cement sidewalks, beautiful lawns, splendid shade trees and abundance of beautiful flowers. Houses all modern with up-to-date conveniences.

Retail Shopping Section: Main Street, 5 blocks; Maxwell Avenue, 3 blocks; Waller Avenue, 2 blocks; Rush Avenue, 2 blocks.

Trading Area: Radius of 35 miles.

Wholesale Houses: Groceries, 4; fruits, 3; hardware, 1; confectionery, 1. Miscellaneous lines, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial auto agencies, 2; automobile accessories, 6; automobile tire agencies, 8; bakers, 2; cigar stores and stands (including hotels), 14; confectioners (including hotel stands), 10; dressmakers, 7; druggists, 7; dry goods, 1; department stores, 10; electrical supplies, 2; florists, 1; fruits, 5; furniture, 5; garages (public), 7; grocers, 21 (chain, 1); hardware, 3; jewelry, 3; meat markets, 7; men's clothing, 4; merchant tailors, 3; milliners, 5; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 5; shoes, 2; sporting goods, 2; stationers, 1; women's apparel, 1.

Miscellaneous Data: Most pleasant months, April, May, June, Sept., Oct., Nov. Doctors (medical, 9); (dentists, 6); (osteopaths, 1); electric current, alternating; water, hard.

ROCK HILL, S. C. (York County)

1920 Population, 8,809.

City and Suburban Estimate, 15,000. Most important cities and towns in this area are: Rock Hill (pop. 15,000); York (3,000); Fort Mill (2,500); Great Falls (3,500).

Native Whites, 11,000; Negroes, 4,000; English Reading, 100%.

Schools: Public Grade, 5; High, 2. Winthrop College, State College for Women, enrollment, 4,700.

Churches: Baptist, 3; Episcopal, 1; Methodist, 4; Presbyterian, 2; Associate Reformed Presbyterian, 1; Roman Catholic, 1.

Banks: National, 2; State, 1; Total Resources, \$6,000,000.

Theatres: Moving Pictures, 2.

Location: On Southern R.R. (2 branches).

Principal Industries: 10 cotton mills and allied industries.

Residential Features: 150 new homes in the past year. Largely home owning class in town. In mill sections houses owned by mills.

Retail Shopping Section: Main Street, Trade Street, Caldwell Street, Hampton Street.

Trading Area: 25 miles.

Wholesale Houses: Groceries, 3; fruits, 1; hardware, 1.

Guide to Newspaper Markets of SOUTH CAROLINA and SOUTH DAKOTA

SOUTH CAROLINA (Cont'd)

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto agencies, 1; automobile accessories, 8; automobile tire agencies, 7; bakers, 1; cigar stores and stands (including hotels), 13; confectioners (including hotel stands), 7; delicatessen, 1; dressmakers, 5; druggists, 10; dry goods, 16; department stores, 5; electrical supplies, 1; florists, 2; fruits, 2; furniture, 6; garages (public), 3; grocers, 52 (chain, 2); hardware, 4; jewelry, 5; meat markets, 11; men's furnishings, 8; men's clothing, 8; merchant tailors, 2; milliners, 4; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 4; radio supplies, 3; restaurants (including hotels), 10; shoes, 5; sporting goods, 4; stationers, 2; women's apparel, 2.

Miscellaneous Data: Doctors (medical, 17); (dentists, 8); gas, artificial; number of meters, 900; electric current, alternating; number of wired houses, 1,600; water, soft.

SPARTANBURG, S. C. (Spartanburg County)

1920 Population, 22,638.

City and Suburban Estimate, 42,000. Most important cities and towns in this area are: Rutherfordton, N. C. (pop. 4,500); Gaffney, S. C. (5,000); Union, S. C. (6,000); Greer, S. C. (3,000).

Native Whites, 70.7%; Negroes, 29.1%; Foreign Born, 0.2%; Industrial Workers, 26%; English Reading, 98%; Families, 7,000.

Schools: Public Schools, 7; High, 1; Business Colleges, 3; Textile Industrial Institute, S. C., Institute for Deaf and Blind and Wofford College for men and Converse College for women. Grammar and High School enrollment, 8,800 and Wofford and Converse, 926.

Churches: Baptist, 15; Christian Science, 1; Episcopal, 4; Hebrew, 1; Methodist, 16; Presbyterian, 4; Roman Catholic, 1; Miscellaneous, 10.

Banks: National, 4; State, 5; Capital, (all banks) \$2,136,800; Total Resources (all banks) \$20,000,000; Total Savings Banks Deposits, \$11,000,000; Total Bank Clearings (12 months, 1925) \$194,669,106.

Theatres: Roadshows and Vaudeville, 2; Moving Pictures, 5; High School Auditorium, seats 900; Converse College Auditorium, 2,600, and Montgomery Theatre, 1,500.

Location: Northwestern part of South Carolina, top of Piedmont Plateau and within sight of the Blue Ridge Mts. Distances—mail hours to New York, 19:43; New Orleans, 21:25; Norfolk, 18:35; Charleston, 11:55; Jacksonville, 15:10; and Atlanta, 5:30, is served by Southern (main line double-tracked from Washington to Atlanta); Southern; Cincinnati-Charleston, C. C. and O.; C. and W. C. (A. C. L.) and Piedmont and Northern Railways. Electric street railways. Excellent bus service in city and to all outside points.

Principal Industries: Textile manufacturing, farming, railway repair shops, loom, reed and houses, 7,000; water, soft. works, lumber and fertilizer plants, broom works, oils, flour and grist mills, bread and cake bakeries, candy, drug, leather and harness, cement pipe and cigar industries, creosoting plant, mattresses and springs.

Manufacturing Establishments: Southern railway repair shops, Andrews Looms, Reed and Harness Works, Geiffuss Bakery, Becker's Bakery, P. S. Minus, cement pipe; Spartan Grain and Mills Co., Beaumont, Arkwright, Spartan, Crescent Star Hosiery, Saxon textile mills, Piedmont and Standard Iron and Steel Works, Pickens Roofing Co., Piedmont Cigar & Mfg. Co., Spartanburg Underwear Mill; Hygeia Ice and Fuel Co., Hallet Ice and Coal Co.; Muckenfuss Mfg. Co., Spartanburg Fertilizer Co., Spartanburg Bedding Co., Taylor-Colquitt Co., creosoting plant. Total value of products manufactured annually about \$60,000,000.

Residential Features: Mostly all one family houses; eight apartment houses with one to six room apartments. Latest in construction and comfort.

Retail Shopping Section: Extends from intersection of Main and Church sts. (heart of business section) five blocks on East Main st.; four blocks West Main st.; four North Church st.; three South Church st.; six blocks Liberty st. (parallel with Church); five blocks, Broad, two Commerce, five Wofford, which parallels Main st.; several outlying sections and also around textile mills general merchandise stores.

Trading Area: From 40 to 45 miles in all directions except west, which is 23 miles.

Wholesale Houses: Groceries, 12; meats, 3; hardware, 4; dry goods, 2; candy, 4; cigars, 8; drugs, 1; electrical supplies, 3; furniture, 1; drugs, 2; fruits and produce, 3.

Number of Retail Outlets for Nationally Advertised Products: Automobiles, 14; commercial

auto trucks, 8; auto accessories, 8; auto tires, 10; cigar stores and stands (including hotels), 80 (chain, 1); confectioners, 180; drug stores, 14 plant, peanut products, including peanut butter plies, 10; florists, 3; fruits, 130; furniture, 14; grocers, 180 (chain, 3); hardware, 8; jewelry, 10; garages (public), 18; meat markets, 26; men's furnishings, 18; men's clothing, 15; merchant tailors, 4; milliners, 8; opticians, 10; photographers, 8; pianos (and miscellaneous musical instruments), 5; radio supplies, 10; restaurants, (including hotels), 19; shoes, 9; sporting goods, 6; stationers, 8; women's apparel, 18; printing, 5.

Miscellaneous Data: Average temperature, 60.4 twelve months, 60; most pleasant months, Mar. 1st to Nov. 1st. Doctors (medical, 44); (dentists, 17); (osteopaths, 5); street car service; gas, artificial; number of meters, 2,133; electric current, alternating; number of wired houses, 78%; water, soft.

SUMTER, S. C. (Sumter County)

1920 Population, 9,508.

City and Suburban Estimate, 13,000. Most important cities and towns in this area are: Pinewood (pop. 400); Mayesville (850); Wedgefield (275).

Native Whites, 59%; Negroes, 40%; Foreign Born, 1%; Industrial Workers, 8%; English Reading, 100%; Families, 2,000.

Schools: Public Grade, 3 W., 2 N., High, 2 W., 1 N., Parochial, 1 W., 2 N.; Number of Pupils, 4,097.

Churches: Baptist, 3 W., 6 N., Christian Science, 1; Episcopal, 1 W., 1 N.; Hebrew, 1; Methodist, 2 W., 4 N.; Presbyterian, 1 W., 2 N., Roman Catholic, 1.

Banks: National, 4; State, 1; Capital, Surplus, and Undivided Profits (all banks) \$1,541,423; Total Deposits (all banks) \$5,609,307; Total Resources (all banks) \$9,000,000; Total Savings Banks Deposits, \$3,601,667.

Theatres: Legitimate, 1; Moving Pictures, 3; Total number of seats, 1,721.

Location: In the upper coastal plains. On the A. O. L. Ry., Atlanta and Birmingham Div.; Southern Ry. and Seaboard Air Line and N. W. of S. C. Have nine lines radiating to several eastern points and principal seaports in southeast.

Principal Industries: Lumber, hardwood, veneer, caskets, top and panel manufacturing, wardrobe garment hangers, radio receiving sets, saw mill machinery, machine die castings, canned goods, butter, ice cream, sash, door, flooring, blinds, cotton oil, cigars, cotton trousseurs, fertilizer, flour, feed, meal, face brick, automatic sewer flushers, hardwood dimension materials.

Manufacturing Establishments: 60. Leading firms, Korn Co., C. L. Williams Veneer Co., Sumter Brick Works, Sumter Machinery Co., Witherspoon Bros. & Co., London Mills, Sumter Radio Mfg. Corp., Sumter Veneer Cabinet Co., Sumter Planing Mills, Sumter Packing Co. (Cannery), 2 creameries.

Special Information: One of the leading pine and hardwood lumber centers in the Southeast. Its R.R. Service and system of ten diverging hard surface highways makes it an excellent distributing point. Industrial survey by Lockwood, Green & Co., industrial engineers, develop the fact that there is a surplus of female labor for industries. The retail and wholesale trade territory is unusually large for a city of its size.

Residential Features: Practically all individual homes. Limited section devoted to homes for laboring classes. Negroes segregated. City mostly paved, sanitary and storm sewage. Parks, playgrounds, bathing and picnic resorts, country club and easily accessible to seashore and mountain resorts.

Retail Shopping Section: Main street (4 blocks), Liberty street (3 blocks), Liberty and Main intersection is center of city. Retail district is split in center by intersection of these streets.

Trading Area: The normal retail trade territory is roughly a radius of 20 to 25 miles. Considerable volume of business comes from points as far as 35 to 40 miles distant.

Wholesale Houses: Groceries, 7; meats, 1; fruits, 1; hardware, 1; Miscellaneous Lines, drugs, 1; mill supplies, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; automobile accessories, 8; automobile tire agencies, 8; bakers, 1; cigar stores and stands (including hotels), 2; confectioners (including hotel stands), 3; druggists, 15; dry goods, 4; department stores, 2; electrical supplies, 2; florists, 2; fruits, 2; furniture, 4; garages (public), 6; grocers, 20 (chain, 2); hardware, 3; jewelry, 3; meat markets, 10; men's furnishings, 2; merchant tailors, 2; milliners, 4; opticians, 1; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 5; shoes, 2; sporting goods, 2; stationers, 2; women's apparel, 3.

Miscellaneous Data: Doctors (medical, 12); (dentists, 5); (osteopaths, 1); gas, artificial; electric current, alternating; water, soft.

Standard Surveys of SOUTH DAKOTA

ABERDEEN, S. DAK.

(Brown County)

1920 Population, 14,537.

Native Whites, in 1920 12,335; Negroes, 21; Foreign Born, 2,171; Industrial Workers, 700; English Reading, 98.6%; Families, 3,239.

Schools: Public Grade, 6; High, 1; Junior High, 1; Parochial, 2. Number of Pupils, 5,000.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 10.

Theatres: Legitimate, 1; Moving Pictures, 5; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1. Capacity, 400.

Location: Aberdeen is county seat of Brown County. Situated in famous James River Valley, 707 miles from Chicago, 380 miles from Duluth, 286 miles from the Twin Cities, 265 miles from Sioux City, 183 miles from Sioux Falls, 107 miles west of the Minn. State Line, 98 miles east of Missouri River, 185 miles from Fargo, and 35 miles north of N. Dakota state line. Four trunk lines serve Aberdeen—C. M. & St. P., C. & N. W., Gt. Northern and M. & St. L., with 9 lines radius in all directions. On transcontinental line of C. M. & St. L. It is an important division point of that road where 700 people are employed with annual payroll of \$1,125,000. 22 passenger trains daily give Aberdeen connections with important points north, south, east and west. Aberdeen is on the famous Yellowstone Trail, which extends from Plymouth Rock to Puget Sound. It is also on the Sunshine Highway from Canada to the Gulf. These two highways give Aberdeen tourist travel of approximately 60,000 every year.

Principal Industries: Candy factory, railroad shops, publishing, 6 creameries, metal products, road machinery, jobbing groceries, fruits, hardware, drugs, bakeries, 3 ice cream factories, farm machinery, automobile accessories.

Manufacturing Establishments: 57. Leading firms: Milwaukee R.R. shops, Ward-Owsley Candy Factory, Gilbert Mfg. Co. (road machinery). Total value of yearly output of factories estimated at \$6,055,139 in 1919.

Special Information: Location and railroad facilities makes it a center (trading) for the northern half of So. Dakota. In 1922 Brown County produced 2,710,000 bu. of matured corn. The same year there were 2,995,000 lbs. of butter manufactured in Brown County.

Residential Features: Private homes predominate. 15 miles of paved streets. Fine residential section.

Retail Shopping Section: Main Street principal business street, especially for about 15 to 20 blocks, from the Milwaukee depot on Railroad Ave. and Main St. to the M. & S. L. depot on Main St. and 12th Ave. All along this distance, particularly from R.R. Ave. to about 7th Ave. there are stores and shops in the cross avenues for 1 or 2 blocks east and west.

Trading Area: 100 miles in all directions. Auto trails from all directions make travel easy.

Wholesale Houses: Groceries, 2; meats, 2; fruits, 3; hardware, 1; Miscellaneous Lines, approx. 60.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 14; automobile accessories, 17; automobile tire agencies, 12; bakers, 9; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 13; delicatessen, 2; dressmakers, 1 (school); druggists, 8; dry goods, 9; department stores, 4; electrical supplies, 5; florists, 3; fruits, 55; furniture, 5; furriers, 2; garages (public), 10; grocers, 55; hardware, 6; jewelry, 4; meat markets, 38; men's furnishings, 12; men's clothing, 11; merchant tailors, 6; milliners, 6; opticians, 4; photographers, 5; pianos (and miscellaneous musical instruments), 5; radio supplies, 2; restaurants (including hotels), 30; shoes, 7; sporting goods, 10; stationers, 6; women's apparel, 8 (including dept. stores).

DEADWOOD, S. DAK.

(Lawrence County)

1920 Population, 2,408.

City and Suburban Estimate, 75,000.

Native Whites, 85%; Negroes, 1%; Foreign Born, 14%.

Schools: Public Grade, 3; High, 1; Parochial, 1; Number of Pupils, 425.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Roman Catholic, 1.

Banks: National 1; Total Resources, \$1,175,000. Savings Bank Deposits Total, \$1,228,346.

Theatres: Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 6—City Auditorium, Masonic Auditorium, Elks Auditorium, Odd Fellows, Eagles, Firemen.

Location: Terminal of Chicago & Northwestern and Chicago, Burlington & Quincy Railroads. In the heart of the Black Hills of South Dakota. More than 3,500 gold miners and gold millmen are employed in the county at from \$4.50 to \$7.00 per day.

Principal Industries: Principal industries are gold mining and milling, with rich agricultural district surrounding; a Mecca for tourists. Total value of yearly output of mines and mills, \$7,000,000.

Special Information: \$25,000 spent in building modern tourists camp with community house.

Residential Features: Mostly one-family houses.

Retail Shopping Section: Main Street for four blocks, side streets one block each way.

Trading Area: Extends over entire Black Hills district, 100 miles north to North Dakota line and into eastern Wyoming and Montana.

Wholesale Houses: Grocers, 3; meats, 1; fruits, 2; Miscellaneous Lines: fruits, 2; candy, 1; ice cream, 2; butter, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial automobile agencies, 3; automobile accessories, 7; automobile tire agencies, 7; bakers, 3; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 2; druggists, 2; dry goods, 3; department stores, 2; electrical supplies, 1; florists, 1; fruits, 2; furniture, 2; garages (public), 6; grocers, 8; hardware, 2; jewelry, 3; meat markets, 4; men's furnishings, 5; merchant tailors, 2; milliners, 3; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; restaurants (including hotels), 6; shoes, 7; sporting goods, 1; stationers, 3; women's apparel, 4.

Miscellaneous Data: Doctors (medical, 3); (dentists, 2); (osteopaths, 1); electric current, D. C.; water, hard.

HURON, S. DAK.

(Beadle County)

1920 Population, 8,310 (1926 State Census, 13,000).

City and Suburban Estimate, (40 to 50 miles) 95,000.

Native Whites, 85%; Foreign Born, 15%; Industrial Workers, 50%; English Reading, 90%; Families, 2,881.

Schools: Public Grade, 8; High, 1; Junior High, 1. Number of Pupils, 2,229.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 1; State, 1; Total Resources, \$3,145,168.51 (as per call, Sept. 28, 1925). Deposits total for Huron, \$2,900,000; for Beadle County, 6 1/2 millions.

Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 2—one seats 2,300. Total number of seats, 3,600—4,000.

Location: Chicago Northwestern, Great Northern. Most accessible city in South Dakota. Five railroad avenues out and in. Excellent mail service. Nearest larger city 5 hours distant by automobile and 6 hours by railroad.

Principal Industries: Armour Packing Co., Swift & Co., Northwestern Public Service, Star Sash & Door, Huron Wholesale Grocery, Moira, Colton & Co., Division Office of Chicago & Northwestern, State Headquarters of Standard Oil of Indiana, Reese Elevators, Scruby Mills, Mayflower Flour Mills, Huron Mills. Number of factories, 36. Annual production (est.) \$20,000,000. Annual wages \$800,000.

Special Information: Location of Huron College, Presbyterian Endowment, 1 1/2 million, enrollment, 450. Seat of South Dakota State Fair. Best day's attendance, 79,000; average, 60,000 per day for week.

Residential Features: Mostly one-family houses.

Retail Shopping Section: 3 blocks on 3rd St. and 4 blocks on Dakota Ave., 2 blocks on 4th St., 2 blocks on Wisconsin Ave., 3 blocks on 2nd St.

Trading Area: 30 miles south and southwest, 60 miles west, 35 miles northwest and north 40 miles northeast and east.

Wholesale Houses: Groceries, 3; meats, 8; fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 14; commercial auto. agencies, 5; automobile accessories, 15; automobile tire agencies, 5; bakers, 3; cigar stores and stands (including hotels), 22 (chain, 1); confectioners (including hotel stands), 14; delicatessen, 6; dressmakers, 6; druggists, 4; dry goods, 4; department stores, 3; electrical supplies, 7; florists, 1; fruits, 3; furniture, 2; furriers, 1; garages (public), 9; grocers, 25; hardware, 3; jewelry, 4; meat markets, 3; men's furnishings, 6; men's clothing, 5; merchant tailors, 4; milliners, 4; opticians, 5; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 7; restaurants (including hotels), 13; shoes, 4; sporting goods, 3; stationers, 6; women's apparel, 7.

Miscellaneous Data: Number of wired houses, 2,900; gas, artificial; electric current, alternating; water, soft.

SOUTH DAKOTA (Cont'd)**LEAD, S. DAK.****(Lawrence County)**

1920 Population, 5,013 (1925 est. 6,810).

City and Suburban Estimate, 8,000.

Schools: Public Grade, 5; High, 1; Parochial, 1; Number of Pupils, 1,600.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Roman Catholic, 1; Miscellaneous—Augustana Lutheran, Bethel, Lutheran, 1.

Banks: National, 1; State, 1; Total Resources, \$3,286,224.13.

Theatres: Legitimate, 1; Moving Pictures, 2. Total number of seats, 1,500.

Location: Northern Black Hills. Rich valleys for farming and stockraising. C. & N. W. Ry. and C. B. & Q. Ry. lines serve the city and community. Besides, auto truck service. To nearest larger city is 20 hours by auto and 18 hours by railroad.

Principal Industries: Gold mining. The Homestake mine is the largest free milling gold mine in the world and employs about 2,500 men. Also valuable farmlands in valleys. Extensive dairying and stockraising.

Special Information: Lead is located in one of the scenic beauty spots of the Black Hills, and therefore attracts large numbers of tourists throughout the summer season.

Retail Shopping Section: Covers not only Lead but several smaller mining camps and agricultural communities. Also numerous tourists' camps.

Trading Area: Twenty-five miles to the west and twenty miles north and east.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; automobile accessories, 5; automobile tire agencies, 5; bakers, 3; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 7; dressmakers, 3; druggists, 2; dry goods, 3; department stores, 2; electrical supplies, 2; florists, 1; fruits, 7; furniture, 2; garages (public), 6; grocers, 10; hardware, 3; jewelry, 4; meat markets, 5; men's furnishings, 5; men's clothing, 5; merchant tailors, 2; milliners, 2; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 6; shoes, 4; sporting goods, 6; stationers, 3; women's apparel, 5.

Miscellaneous Data: Most pleasant months, summer; doctors (medical, 7); dentists, 4; electric current, alternating; number of wired houses, 1,500; alternating; water, soft.

MADISON, S. DAK.**(Lake County)**

1920 Population, 4,144 (1925 est. 4,320).

City and Suburban Estimate, 6,000.

Native Whites, 95%; Foreign Born, 5%; Industrial Workers, 2%; English Reading, 100%; Families, 1,000.

Schools: Public Grade, 8; High, 4; Junior High, 2; Number of Pupils, 1,200. Eastern State Teachers College, enrollment, 450.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Norwegian, 1; Lutheran, 1; German Lutheran, 1.

Banks: National, 1; State, 2; Total Resources, \$2,000,000.

Theatres: Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 1,500.

Location: C. M. and St. P. Ry. Nearest larger city is 2 hours distant by automobile, and 2 hours by railroad.

Principal Industries: Agriculture, creamery, noseguard factory.

Manufacturing Establishments: 2.

Residential Features: Mostly one-family houses.

Retail Shopping Section: Egan Ave. 4 blocks, Center St. 2 blocks.

Trading Area: Radius of 20 to 35 miles.

Wholesale Houses: Groceries, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; automobile accessories, 6; automobile tire agencies, 4; bakers, 2; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 4; delicatessen, 2; dressmakers, 2; druggists, 4 (chain, 1); dry goods, 5; department stores, 4; electrical supplies, 1; florists, 2; fruits, 4; furniture, 3; garages (public), 2; grocers, 14 (chain, 2); hardware, 3; jewelry, 3; meat markets, 3; men's furnishings, 4; men's clothing, 4; merchant tailors, 1; milliners, 2; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 7; shoes, 4; sporting goods, 2; stationers, 4; women's apparel, 4.

MITCHELL, S. DAK.**(Davison County)**

1920 Population, 8,478. (1925, est. 10,301.)

City and Suburban Estimate, 65,000.

Native Whites, 90%; Foreign Born 10%; English Reading, 98%; Families, 2,000.

Schools: Public Grade, 5; High, 1; Junior

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 8.

Banks: National, 1; State, 1; Total Resources, \$4,850,949.77; Savings Bank Deposits Total, \$2,919,960.

Theatres: Legitimate, 1; Moving Pictures, 3; Corn Palace Auditorium. Total number of seats, 6,500.

Location: Division point on Chicago, Milwaukee & St. Paul R. R. Western terminus of Chicago, Omaha & St. Paul R. R.

Principal Industries: No particular industries. Big agricultural trading center.

Special Information: Location of city makes it the retail trading center for an area, extending 100 miles west, 50 miles north, 65 miles south and 50 miles east.

Residential Features: Mostly one and two-family houses, a very large percentage owned by the occupants.

Retail Shopping Section: Extends four blocks on Main Street, two blocks east on East Third Avenue, two blocks on Lawler Street, one block east and west on Second Avenue and on First Avenue.

Trading Area: 100 miles west, 50 miles north, and east, and 65 miles south. Other seasonal business comes from the west up to 250 to 300 miles because Mitchell is the nearest large town. Good roads and the large auto ownership also contributes to the bringing up of trade from long distances.

Wholesale Houses: Groceries, 2; fruits, 2; Miscellaneous lines—automobile accessories.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; automobile accessories, 3; automobile tire agencies, 7; bakers, 4; cigar stores and stands (including hotels), 6; confectioners (including hotel stands), 4; delicatessen, 1; dressmakers, 5; druggists, 5; dry goods, 6; department stores, 3; electrical supplies, 3; florists, 2; fruits, 5; furniture, 2; furriers, 1; garages (public), 15; grocers, 32 (chain, 3); hardware, 4; jewelry, 4; meat markets, 10; men's furnishings, 8; men's clothing, 9; merchant tailors, 5; milliners, 7; opticians, 4; photographers, 6; pianos (and miscellaneous musical instruments), 3; radio supplies, 3; restaurants (including hotels), 14 (chain, 2); shoes, 6; sporting goods, 2; stationers, 3; women's apparel, 3.

Miscellaneous Data: Doctors (medical, 18); dentists, 10; (osteopaths, 3); gas, artificial; number of meters, 1,513; electric current, D. C.; number of wired houses, 2,317; water, hard.

PIERRE, S. DAK.**(Hughes County)**

1920 Population, 3,200 (1925 est. 3,667).

City and Suburban Estimate, 3,500.

Native Whites, 95%; Negroes, .009%; Foreign Born, .4991%; Industrial Workers, 5%; English Reading, 100%; Families, 500 (estimated).

Schools: Public Grade, 735; High, 287. Total number of seats, 2,500.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Roman Catholic, 1.

Banks: National, 2; State, 1; Total Resources, \$3,750,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1 (4 lodge halls). Total number of seats, 12,000.

Location: Exact center of South Dakota, on C. & N. W. Ry., on north bank of Missouri River. Is on Black and Yellow Trail. Fine graveled road from Chicago to Yellowstone Park. Is capital city of State. Nearest larger city is 1 hour by auto and 1½ hours by railroad. Free state wagon bridge over Missouri River.

Principal Industries: Farming and cattle country. State Capitol, and railroad have largest payroll. No large manufacturing concerns.

Residential Features: Mostly small houses. No big, modern apartment houses. Considerable building this year of small cottages, twenty new homes, costing about \$5,000 to \$8,000 each.

Retail Shopping Section: Pierre Street, four blocks; Dakota Avenue, three blocks; Capital Avenue, two blocks.

Trading Area: 90 miles radius.

Wholesale Houses: Groceries, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial automobile agencies, 6; automobile accessories, 8; automobile tire agencies, 9; bakers, 2; cigar stores and stands (including hotels), 17; confectioners (including hotel stands), 5; dressmakers, 4; druggists, 3; dry goods, 4; department stores, 3; electrical supplies, 4; florists, 1; fruits, 7; furniture, 2; garages (public), 5; grocers, 6; hardware, 4; jewelry, 2; meat markets, 2; men's furnishings, 4; men's clothing, 4; milliners, 2; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 3; restaurants (including hotels), 9; shoes, 4; sporting goods, 4; stationers, 3; women's apparel, 4.

Miscellaneous Data: Average temperature, 75 degrees; average number of rainy days per twelve months, 30; most pleasant months, April, May, June, July, Sept., Oct., November. Doctors (medical, 4), (dentists, 2), (osteopaths, 1); gas, natural; electric current, alternating; water, soft.

RAPID CITY, S. DAK.**(Pennington County)**

1920 Population, 5,777 (1926, est. 7,800).

City and Suburban Estimate, 50,000. Most important cities and towns in this area are: Deadwood (pop. 2,000); Lead (5,500); Hot Springs (2,800).

Native Whites, 95%; Foreign Born, 5%; Industrial Workers, 25%; English Reading, 99%; Families, 1,600.

Schools: Public Grade, 5; High, 1; Junior High, 1; Parochial, 1; State School of Mines, and State Indian School; Number of Pupils, 2,819.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 10.

Banks: National, 1; State, 1; Capital, Surplus, and Undivided Profits (all banks), \$413,045.; Total Deposits (all banks), \$4,357,515.; Total Resources (all banks), \$4,737,934.; Total Bank Clearings (12 months, 1925), \$15,400,000.

Theatres: Legitimate, 1; Moving Pictures, 3; Total number of seats, 2,500.

Location: Railroads enter Rapid City from five directions: C. M. & St. P. from Chicago; two, C. & N. W. lines from Chicago via Omaha and Twin Cities; locally owned Black Hills & Western line connects Rapid City with the Burlington—south, east, west, and northwest. Is the junction of two main state highways and of all railroads entering the Black Hills from the East. County highways, 3; state highways, 4; national highways, 5. Nearest larger city, 12 hours by auto or railroad.

Principal Industries: Diversified group of industries. These include mining, lumbering, packing, alfalfa seed distribution, hay shipping, cement and stucco mills, stock shipping and dairying, flour milling, cattle and sheep raising.

Residential Features: Principally one-family houses, generally first class. Twelve apartment houses. Residential districts uniformly attractive. Out of the 1,500 homes in Rapid City, 80% are owned by the occupants, and not more than 50% of these carry any encumbrance.

Retail Shopping Section: Twelve lineal blocks of retail section.

Trading Area: Fifty to 75 miles east; 60 miles west; 30 miles north, and a fan-shaped territory up to 125 miles of inland territory northeast. People come from much greater distances, up to 150 miles southeast, and from all towns within a radius of 100 miles.

Wholesale Houses: Groceries, 2; meats, 1; fruits, 2; hardware, 1; tires, 2; lumber, 5; mineral products, 1; oil, 8; biscuits, 2; machinery, 2; automobile distributors, 7.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial automobile agencies, 3; automobile accessories, 10; automobile tire agencies, 25; bakers, 2; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 4; delicatessen, 1; druggists, 5; dry goods, 2; department stores, 3; electrical supplies, 4; florists, 2; fruits, 1; furniture, 4; garages (public), 8; grocers, 30; hardware, 3; jewelry, 3; meat markets, 10; men's furnishings, 6; men's clothing, 6; merchant tailors, 3; milliners, 5; opticians, 6; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 9; restaurants (including hotels), 11; shoes, 5; sporting goods, 5; stationers, 1; women's apparel, 4.

Miscellaneous Data: Average temperature, 46.02 degrees; average number of rainy days per twelve months, 90; most pleasant months, May 1 to Nov. 1, Dec., Feb., and March. Doctors (medical, 8); dentists, 8; (osteopaths, 8); gas, artificial; number of meters, 700; electric current, alternating; number of wired houses, 1,850; water, soft (mountain spring); number of automobile registrations, 1,964.

SIoux FALLS, S. DAK.**(Minnehaha County)**

1920 Population, 25,202 (1926, est. 30,145).

City and Suburban Estimate, 230,000. Most important cities and towns in this area are: Brookings, S. D. (pop. 3,924); Madison, S. D. (4,144); Pipestone, Minn. (3,325); Luverne, Minn. (2,782).

Native Whites, 88%; Negroes, .003%; Foreign Born, 12%; Families, 7,800.

Schools: Public Grade, 15; High, 1; Parochial, 1; Colleges, 4; Commercial, 2; Number of Pupils, 7,100.

Churches: Adventist, 1; Baptist, 4; Christian, Science, 1; Christian, 1; Christian Reform, 1; Congregational, 1; Episcopal, 2; Evangelical, 1; Hebrew, 2; Lutheran, 4; Methodist, 3; Presbyterian, 2; Roman Catholic, 2; Miscellaneous, 9.

Banks: National, 3; State, 1; Capital, Surplus, and Undivided Profits (all banks), \$970,906.00; Total Deposits (all banks), \$11,509,669.00; Total Resources (all banks), \$12,530,575.43; Total Savings Banks Deposits \$12,646,159.00; Total Bank Clearings (12 months, 1925), \$61,037,892.64.

Theatres: Legitimate, 2; Moving Pictures, 5; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 7,000.

Location: Eastern South Dakota, on Sioux River. Served by Great Northern; Rock Island; Chicago, Milwaukee & St. Paul; Illinois Central, and Northwestern Rys. Four of these lines furnish direct service from Chicago and eastern supply centers, and three connect directly with western lake ports. Nearest larger city is 9 hours by auto, 10 hours by railroad.

Principal Industries: Jobbing, distributing point (especially for farm implements), meat packing, educational center, stock yards, stone quarries and gravel pits.

Manufacturing Establishments: 73. Leading firms: John Morrell Co., Farley-Loether Co., Sioux Falls Metal Culvert Co., Crescent Creamery Co., Wisconsin Granite Co., Manchester Biscuit Co., Sioux Falls Paper Co., John W. Tuthill Lumber Co. Total 1,834 wage earners. Total value of yearly output of factories estimated at \$27,000,000.

Residential Features: Large number of large, beautiful homes. Mostly one and two-family houses. Limited section devoted to workmen's homes.

Retail Shopping Section: Phillips and Main Avenues from 6th to 12th Streets; Dakota Avenue from 8th to 11th Streets; two blocks on 6th and 7th Streets, and three blocks of 8th, 9th, 10th, 11th and 12th Streets.

Trading Area: 75-mile radius.

Wholesale Houses: Groceries, 5; meats, 1; fruits, 5; hardware, 1; Miscellaneous lines—confectionery, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 18; commercial automobile agencies, 5; automobile accessories, 7; automobile tire agencies, 23; bakers, 9; cigar stores and stands (including hotels), 9 (chain, 2); confectioners (including hotel stands), 17; delicatessen, 3; dressmakers, 12; druggists, 16; dry goods, 6; department stores, 5; electric supplies, 7; florists, 3; fruits, 5; furniture, 5; furriers, 3; garages (public), 16; grocers, 108 (chain, 2); hardware, 6; jewelry, 8; meat markets, 13; men's furnishings, 4; men's clothing, 5; merchant tailors, 5; milliners, 9; opticians, 6; photographers, 6; pianos (and miscellaneous musical instruments), 8; radio supplies, 8; restaurants (including hotels), 15; shoes, 11; sporting goods, 3; stationers, 5; women's apparel, 10.

Miscellaneous Data: Average temperature, 45 degrees; average number of rainy days per twelve months, 60; most pleasant months, May, June, September, October. Doctors (medical, 33); dentists, 35; (osteopaths, 8); street car service; gas, artificial; number of meters, 6,700; electric current, alternating; wired houses, 5,800; water, hard.

YANKTON, S. DAK.**(Yankton County)**

1920 Population, 5,024 (1925, est. 5,530).

City and Suburban Estimate, 20,000.

Native Whites, 70%; Negroes, 2%; Foreign Born, 28%; Industrial Workers, 20%; English Reading, 98%; Families, 1,150.

Schools: Public Grade, 5; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 1,375.

Churches: Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Roman Catholic, 1; Miscellaneous, 5.

Banks: National, 2; State, 3; Capital, Surplus, and Undivided Profits (all banks), \$501,197.57; Total Deposits (all banks), \$2,587,042.; Total Resources (all banks), \$3,671,147.; Total Savings Banks Deposits, \$1,020,141.; Total Bank Clearings (12 months, 1925), \$10,946,762.

Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 16,500.

Location: C. M. & St. P., C. & N. W., Great Northern. Located on the Missouri River, over which the Meridian Highway Bridge has been completed at a cost of \$1,300,000 financed largely by local enterprise. Furnished bus and truck service to Nebraska towns.

Principal Industries: Agricultural products, creamery and dairy industries, poultry products, large nursery and greenhouse enterprises, automobile and machinery supplies, printing.

Manufacturing Establishments: 16. Leading firms: Repalee Marble Works, Sanitary Dairy, Keating Creamery, Binder Ice Cream Factory, J. T. Coxhead Cabinet Works, Yankton Printing Co. Total value of yearly output of factories estimated at \$2,500,000.

Residential Features: Private houses predominate. Attractive residential section opened to north of city recently.

Retail Shopping Section: Third Street, seven blocks; Broadway, two blocks; Cedar, one block; Walnut, two blocks; Douglas Avenue, two blocks; Capitol, two blocks.

Trading Area: About 25 miles in all directions, with probably half the people trading here from 75 miles in each direction.

Wholesale Houses: Groceries, 1; meats, 1; fruits, 1; Miscellaneous lines: seeds, bakeries, cigars, ice cream, school supplies.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial automobile agencies, 4; automobile accessories, 12; automobile tire agencies, 15; bakers, 2; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 24; dressmakers, 14; druggists, 4; dry goods, 8; department stores, 4; electrical supplies, 12; florists, 1; fruits, 20; furniture, 4; furriers, 4; garages (public), 9; grocers, 16; hardware, 4; jewelry, 3; meat markets, 6; men's furnishings, 6; men's clothing, 6; merchant tailors, 2; milliners, 4; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 15; shoes, 6; sporting goods, 2; stationers, 10; women's apparel, 6.

Miscellaneous Data: Doctors (medical, 12); dentists, 8; (osteopaths, 2); gas, artificial; number of meters, 740; electric current, alternating; number of wired houses, 975; water, hard.

Newspaper Markets of TENNESSEE

BRISTOL, TENN.

(Sullivan County)

1920 Population, (including Bristol, Va.), 14,776.

City and Suburban Estimate, 22,500.

Native Whites, 85.9%; Negroes, 13.5%; Foreign Born, 0.6%; Industrial Workers, 28%; English Reading, 76%; Families, 3,621.

Schools: Public Grade, 10; High, 2; Junior High, 2; Number of Pupils, 5,630.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 7; Presbyterian, 3; Roman Catholic, 1; Miscellaneous, 13.

Banks: National, 2; State, 5; Total Resources, \$12,000,000. Savings Bank Deposits Total, \$7,500,000.

Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 1,800 in auditorium.

Location: On the Southern Railway, and the Norfolk & Western Railway. Bus service to Bluefield, W. Va.; Radford, Va.; Goldfield, Johnson City and Kingsport, Tenn., and the surrounding towns within a radius of 75 miles.

Principal Industries: Paper, leather, lumber, iron, hosiery, clothing, furniture, drugs, and various manufactures.

Manufacturing Establishments: 57. Leading firms: Lincoln Furniture Mfg. Co., Columbia Paper Co., Shieren & Co., Enterprise Wheel Corp., S. E. Massengill Drug Co., Bristol Door & Lumber Co., Bristol Stove and Foundry Co., Central Glass Co., Dominion Veneer Co.

Residential Features: A majority of the people own their homes, with gardens which contribute to their enjoyment. Residential sections have mostly an altitude of 2,000 feet.

Retail Shopping Section: Extends from passenger and freight station west, for about 15 blocks on State Street. There are quite a number of stores, both retail and wholesale, on the streets crossing State, such as: Lee, Moore, Fourth, Fifth, Sixth, and Commonwealth. Also small groceries, etc., in outlying districts.

Trading Area: Has about a 50-mile radius, including the Virginia coal fields, 80 miles distant. Trading territory embraces southwest Virginia; eastern Tennessee and Western North Carolina, and to some extent eastern Kentucky and West Virginia.

Wholesale Houses: Groceries, 7; meats, 1; fruits, 3; hardware, 2; dry goods, 2; Miscellaneous lines: 54 wholesale houses, all lines of jobbing represented.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial auto agencies, 7; automobile accessories, 28; automobile tire agencies, 18; bakers, 2; cigar stores and stands (including hotels), 35; confectioners (including hotel stands), 35; delicatessen, 1; dressmakers, 10; druggists, 5; dry goods, 22; department stores, 3; electrical supplies, 10; florists, 2; fruits, 18; furniture, 7; furriers, 3; garages (public), 8; grocers, 121; hardware, 3; jewelry, 3; meat markets, 12; men's furnishings, 18; men's clothing, 18; merchant tailors, 3; milliners, 2; opticians, 2; photographers, 4; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 18; shoes, 8; sporting goods, 3; stationers, 1; women's apparel, 22.

CLARKSVILLE, TENN.

(Montgomery County)

1920 Population, 8,110.

City and Suburban Estimate, 10,000.

Native Whites, 64%; Negroes, 36%; English Reading, 80%.

Schools: Public Grade, 2; High, 2; Parochial, 1; Number of Pupils, 2,000.

Churches: Baptist, 3; Christian, 2; Episcopal, 1; Methodist, 4; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 2.

Banks: National, 2; State, 3; Total Resources (all banks), \$5,000,000.; Savings Bank Deposits Total \$610,000.

Theatres: Legitimate, 1; Moving Pictures, 2.

Location: Confluence of Cumberland and Red Rivers—north bank of Cumberland and south bank of Red—Cumberland River transportation up to Nashville, Tenn., and points beyond—down to Paducah, Ky., St. Louis, New Orleans. Served by L. & N. R.R. main line and two branches, Mineral and Clarksville and Princeton. Also served by Tenn. Central with connections with Illinois Central at Hopkinsville. Nearest larger city 2½ hours by auto or railroad.

Principal Industries: Dark leaf tobacco market. Tobacco, snuff, cigars, nicotine, flour, corn shellers, iron, lumber, staves, hogsheds.

Manufacturing Establishments: Leading firms: American Snuff Mfg. Co., American Cigar Co., Dunlop Mill Co., A. H. Patch, (mfg. corn shellers), Red River Iron Co., Nicotine Production Corp., (tobacco by-products, insecticides, etc.), Mason & Hughes, (pants and overalls), Edgar Orgain & Sons (tobacco).

Special Information: Shipped 26,000 bbls. tobacco last year. Leaf tobacco, 1924, received on Associated floors, 9,000,000 lbs.; on Independent floors, 14,472,800 lbs.; bought at barns, 5,000,000 lbs.; Total, 28,472,800 lbs. Total tobacco receipts this year will approximate 30,000,000 lbs. Quality above average. Price will probably average 14 to 16 cents per lb. Some individual fine crops 30 to 52 cents.

Residential Features: Mostly one and two family houses. Private homes predominate.

Retail Shopping Section: Extends three blocks on Franklin and three blocks on cross section known as Third street. Several adjoining business sections on First, Second, Commerce, Main and Legion Streets. A number of outlying neighborhood sections.

Trading Area: Extends for probably 40 miles radius, covering Montgomery, Robertson, Chatam, Stewart, Dickson, Houston, Humphreys and Benton counties in Tennessee, and Christian, Todd, Logan, and Muhlenburg Counties in Kentucky.

Wholesale Houses: Groceries, 3; hardware, 1; Miscellaneous lines, hogsheds and staves.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; automobile accessories, 7; automobile tire agencies, 7; bakers, 3; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 15; dressmakers, 12; druggists, 6; dry goods, 5; department stores, 1; electrical supplies, 3; florists, 3; fruits, 10; furniture, 4; garages (public), 3; grocers, 40; hardware, 6; jewelry, 3; meat markets, 6; men's furnishings, 5; men's clothing, 5; merchant tailors, 1; milliners, 3; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 2; restaurants (including hotels), 15; shoes, 6; sporting goods, 3; stationers, 4; women's apparel, 2.

Miscellaneous Data: Average temperature, 58.22 degrees; average number of rainy days per twelve months, 126; most pleasant months, Apr., May, June, Oct., Nov. Doctors (medical, 17), (dentists, 7), (osteopaths, 1); street car service; gas, artificial; electric current, alternating; number of wired houses, 1,800; water, medium.

CHATTANOOGA, TENN.

(Hamilton County)

1920 Population, 57,895 (1925 est., 136,464).

City and Suburban Estimate, 125,748. Most important cities and towns in this area are: Cleveland, Dayton, Dalton, Rome, So. Pittsburg.

Native Whites, 71%; Negroes, 27%; Foreign Born, 2%; Industrial Workers, 18%; English Reading, 84%; Families, 32,000.

Schools: Public Grade, 23; High, 7; Junior High, 2; Parochial, 1; Number of Pupils, 21,456.

Churches: Baptist, 20; Adventists, 2; Christian Science, 2; Congregational, 3; Episcopal, 4; Hebrew, 3; Methodist, 37; Presbyterian, 13; Roman Catholic, 1; Miscellaneous, 12.

Banks: National, 2; State, 10; Capital, Surplus, and Undivided Profits (all banks), \$9,425,952.; Total Deposits (all banks), \$46,384,734.; Total Resources (all banks), \$60,000,000.; Total Savings Banks Deposits, \$43,273,336.; Total Bank Clearings (12 months, 1925), \$373,405,137.

Theatres: Legitimate, 1; Moving Picture, 10; Miscellaneous (Auditoriums, etc.), Total number of seats, 15,173.

Location: On Tennessee River, open to through navigation. Served by nine trunk lines. Southern Railway, Central of Georgia, C. N. O. & T., P. N. C. & St. L., A. G. S., and T. A. G. Four bus lines operate in 100-mile radius. Nearest larger city is 4½ hours by auto or railroad.

Principal Industries: Hosiery, boilers, mercerized products, woolen goods, plows, saw mill machinery, oil well machinery, gas ranges, shovels, automobile wrecking cars, clay, cedar chests, undertaking goods, fire hydrants, valves, paper box boards, patent medicines, refrigerators, gas tips, steel alloys, inside finishings for buildings, mine drills, mouldings, ratchet drills, wire-bound boxes, sewer pipe, candy, logging machinery, malleable, gray iron and steel castings. Capital invested \$124,146,000.

Manufacturing Establishments: 378. Leading firms: United Hosiery Mills, Walsh & Wiener Boiler Works, Chattanooga Plow Co., Lucey Mfg. Co., Ross-Mehan Foundries, Dixie Portland Cement Co., Signal Mountain Portland Cement Co., Tenn. Furniture Corp., Chattanooga Stamping & Enameling Co., U. S. Cast Iron Pipe & Fdry. Co., Chattanooga Medicine Co., Thatcher Medicine Co., Dixie Mercerizing Co., Standard Processing Co. Total value of yearly output of factories estimated at \$151,601,000.

Special Information: Location of the city makes it one of the distributing points of the South, served as it is by transportation on the Tennessee River and by nine trunk lines. Fine for manufacturing because of proximity to unlimited coal fields, and unlimited current furnished by three hydro-electric plants of the Tennessee Electric Co. Big wholesale and distributing center.

Residential Features: Mostly a city of home owners; houses constructed in last few years are of bungalow type; average in price \$6,000 to \$9,000. Fine residential district in the

Continued on page 254

Down Here* We Are All Space Buyers

Most of our residents down here in the Chattanooga part of the sunny Tennessee are space buyers—buying liberal tracts for home sites in the wide open spaces of our lovely mountains.

The city is surrounded by Mission Ridge with its 12 miles of government boulevard, Lookout Mountain and Signal Mountain, each 25 minutes from the city's humming industry, over wide concrete mountain highways—giving the people a choice among many lofty peaks for the building of homes.

Somehow in this lovely mountain country people don't go in much for apartments or fifty-foot lots. They get enough space to have a real home, flowers, and a garden if they want it.

All in all, the home life in our mountain suburbs down here is quite different from the picture you get in the North and East. And this is true regarding the circulation of the city's leading paper, The Chattanooga News.

Any agency man or space buyer, in selecting a list of papers, should get the picture of the life of the South and particularly in the Chattanooga section.

Chattanooga is a charming community, with home-in-the-evening characteristics that are almost old-fashioned. It wouldn't be sufficient for The Chattanooga News to have its standing contingent solely upon the fact that it leads the other paper in circulation, general advertising and almost every classification of advertising. That alone wouldn't be enough. The bigger thing is that The News is the Chattanooga paper with the authority—the paper that is believed in; that bespeaks the soul of the community.

*Chattanooga.

THE CHATTANOOGA NEWS

George F. Milton, President and Editor

Walter C. Johnson, Vice-President and General Manager

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TENNESSEE (Cont'd)

Chattanooga (cont'd)

South on Lookout and Signal Mountains, and Missionary Ridge; reached by convenient trolley lines or by automobile on paved roads, homes averaging in price \$6,000 to \$25,000 and more. About twenty new subdivisions now under way east of Missionary Ridge.

Retail Shopping Section: On Market St. from Fourth to Main, 11 blocks, and on parallel street—Chestnut, Broad, Cherry, Walnut, and Georgia Ave., for about five blocks on each. Also Main St. for five blocks. There are eight outlying business sections, with a number of smaller neighborhood sections with the usual grocery, confectionery and other shops.

Trading Area: Extends twenty-five miles in all directions. Good business secured by Chattanooga merchants from sections fifty miles distant, and farther, due to fine bus service and convenient railroad schedules.

Wholesale Houses: Groceries, 8; meats, 6; fruits, 9; hardware, 4; dry goods, 7; Miscellaneous Lines: steel, 9; cigars, 4; novelties, 6; confectionery, 4; toys, 1; shoes, 1; paper, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 27; commercial automobile agencies, 5; automobile accessories, 9; automobile tire agencies, 15; bakers, 16; cigar stores and stands (including hotels), 16; confectioners (including hotel stands), 43; delicatessen, 3; dressmakers, 10; druggists, 69 (chain, 1); dry goods, 59; department stores, 5; electrical supplies, 5; florists, 9; fruits, 11; furniture, 44; furriers, 2; garages (public), 13; grocers, 13 (chain, 108); hardware, 12; jewelry, 18; meat markets, 57 (chain, 1); men's furnishings, 4; men's clothing, 32; merchant tailors, 23; milliners, 19; opticians, 8; photographers, 14; pianos (and miscellaneous musical instruments), 12; radio supplies, 10; restaurants (including hotels), 40; shoes, 25; sporting goods, 6; stationers, 5; women's apparel, 16.

Miscellaneous Data: Average temperature, 57.6 degrees; average number of rainy days per twelve months, 80; most pleasant months, April to December, inclusive. Doctors (medical, 155); (dentists, 63); (osteopaths, 5); street car service; gas, artificial; number of meters, 7,000; electric current, alternating and direct; number of wired houses, 25,493; water, soft; number of automobile registrations, 11,212.

See announcements pages 253 and 254

CLEVELAND, TENN.

(Bradley County)

1920 Population, 6,522.

City and Suburban Estimate, 8,000.

Native Whites, 75%; Negroes, 24%; Foreign Born, 1%; Industrial Workers, 40%; English Reading, 90%; Families, 2,000.

Schools: Public Grade, 5; High, 1; Junior High, 1; Parochial, 1.

Churches: Baptist, 1; Christian Science, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 5.

Banks: National, 1; State, 2; Total Resources, \$3,000,000.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 1,500.

Location: On trunk line of Southern Railway, and nine miles from trunk line of L. & N. E.R. Thirty miles from Chattanooga, Tenn., a connecting line with a number of railroads. Shipping facilities excellent and railroad service good. Spur tracks numerous, and sites for new spurs available.

Principal Industries: Stoves, hosiery, chairs, flour, coffins, woolens, etc.

Manufacturing Establishments: 26. Leading firms: Hardwick Stove Co., Cleveland Woolen Mills, Cleveland Chair Factory, Cleveland Coffin Co., Knox Hosiery Mills, Dixie Foundry Co., Weiss Hosiery Mills, Cleveland Milling Co., Benderson & Lusk, (lumber products).

Special Information: Cleveland has cheap electric power, skilled and contented labor in abundance, ample railroad facilities, good healthy climate, and cheap living costs.

Residential Features: Mostly one, and two family houses. Workmen's tenements virtually all located in one section of the city. All important streets are paved with hard surface. Good private residential section, with sufficient lots available for new homes. Percentage of home owners is very large.

Retail Shopping Section: On Ocoee St., 3 blocks; Edwards, 3 blocks; Church, 3 blocks; 30th, 31st, and 32nd, 3 blocks each.

Trading Area: Extends 25 miles to the north, 25 to east, 25 to west, and 12 to 15 to the south.

Wholesale Houses: Groceries, 4.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial auto. agencies, 5; automobile accessories, 10; automobile tire agencies, 10; bakers, 3; cigar stores and stands (including hotels), 20; dressmakers, 6; druggists, 5; dry goods, 6; department stores, 1; electrical supplies, 2; florists, 1; furniture, 3; garages (public), 3; grocers, 20; hardware, 4; jewelry, 4; meat markets, 5; men's furnishings, 8; men's clothing, 8; milliners, 2; opticians, 4; photographers, 1; pianos (and miscellaneous musical instruments), 1; restaurants (including hotels), 6; shoes, 1; sporting goods, 1; women's apparel, 4.

COLUMBIA, TENN.

(Maury County)

1920 Population, 5,526.

City and Suburban, 10,000.

Schools: Public Grade, 3; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 2,000.

Native Whites, 63%; Negroes, 37%; Industrial Workers, 22%; English Reading, 83%; Families, 1,411.

Schools: 7; Number of Pupils, 1,201.

Churches: 8.

Banks: 5; Total Resources, \$4,420,000.

Theatres: 2; Total number of seats, 2,500.

Residential Features: Mostly one family houses.

Retail Shopping Section: About six blocks.

Trading Area: Has a radius of 25 miles.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 17; commercial auto. agencies, 7; automobile accessories, 10; automobile tire agencies, 12; bakers, 2; cigar stores and stands (including hotels), 3; confectioners (including hotel stands), 7; dressmakers, 10; druggists, 12; dry goods, 5; electrical supplies, 3; florists, 2; fruits, 4; furniture, 3; garages (public), 9; grocers, 33; hardware, 3; jewelry, 3; meat markets, 11; men's furnishings, 3; men's clothing, 8; merchant tailors, 3; milliners, 5; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 8; shoes, 3; sporting goods, 2; stationers, 1; women's apparel, 3.

GREENEVILLE, TENN.

(Greene County)

1920 Population, 3,775.

City and Suburban Estimate, 6,750.

Native Whites, 87.5%; Negroes, 12.5%; Industrial Workers, 23%; English Reading, 91%; Families, 1,315.

Schools: 3; Number of pupils, 831.

Churches: 12.

Banks: 7; Total Resources, \$4,200,000.

Theatres: 2; Total number of seats, 1,200.

Residential Features: Mostly one family houses.

Retail Shopping Section: Six blocks.

Trading Area: About 60 mile radius.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 7; automobile accessories, 8; automobile tire agencies, 14; bakers, 1; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 3; dressmakers, 8; druggists, 4; dry goods, 6; electrical supplies, 4; florists, 1; fruits, 8; furniture, 2; garages (public), 8; grocers, 24; hardware, 5; jewelry, 2; meat markets, 5; men's furnishings, 5; men's clothing, 5; merchant tailors, 3; milliners, 6; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 4; restaurants (including hotels), 5; shoes, 6; sporting goods, 2; stationers, 1; women's apparel, 5.

JACKSON, TENN.

(Madison County)

1920 Population, 18,860 (1926 est. 25,000).

City and Suburban Estimate, 33,000. Most important cities and towns in this area are: Bemis (pop. 2,500); Henderson, (2,700); Humboldt (3,100); Trenton (4,300).

Native Whites, 75%; Negroes, 25%; Industrial Workers, 15%.

Schools: Public Grade, 7; High, 2; Junior High, 1; Parochial, 1; Number of Pupils, 4,600.

Churches: Baptist, 6; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 4; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 2.

Banks: National, 4; state, 1; Savings Bank Deposits Total, \$9,000,000.

Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 3,000.

Location: Jackson in Madison County in the center of West Tennessee. Served by Illinois Central, Mobile & Ohio, Nashville, Chattanooga & St. Louis, Gulf Mobile & Northern, and Birmingham & Northwestern.

Principal Industries: Hardwood products, railroad shops, lumber, cotton products, iron and steel, furniture, church and bank fixtures, machinery supplies, cotton seed products, printing.

Manufacturing Establishments: 44. Leading firms: Piggly-Wiggly Corp., Ashby Veneer, Bears Ice & Coal Co., Bemis Cotton Mill, Bedna Young Lumber Co., Budde-Weiss Mfg. Co., W. H. Coleman Co., Hashew & Co., Heathcock, Rush Mch. Co., Lawrence Mill & Elevator Co., Long Brick Yard, Madison Mattress Co., Model Mill Co., Motor Wheel Corp., Southern Eng. Works, Wood-Mosaic Co. and Preister Hosiery Mill.

Residential Features: Majority citizens own their homes. Seat of Union University, Lambuth College, Lane College, and several business schools. Fifteen miles of paved streets, good sewerage, and high elevation.

Retail Shopping Section: Clean and modern business section which is not confined to one street. Stores for the most part are well arranged, carry excellent stocks.

Trading Area: Fifty miles in every direction, encompassing a population of 250,000 which is accessible by five railroads, three national highways, and numerous laterals.

Continued on page 255

Established 1869

The Chattanooga Times

DAILY—SUNDAY

The only morning and only Sunday newspaper published in Chattanooga



All advertising contracts are based on a
Guaranteed Net Paid Circulation
of the present daily average
exceeding

30,000

The largest paid circulation, we are informed, of any newspaper, morning or evening, published in East Tennessee

The average net paid daily circulation for September 1926 was

31,817



The JOHN BUDD COMPANY
National Advertising Representatives

TENNESSEE (Cont'd)

Jackson (cont'd)

Wholesale Houses: Groceries, 8; meats, 1; fruits, 2; dry goods, 1; Miscellaneous lines, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 14; commercial auto. agencies, 3; automobile accessories, 10; automobile tire agencies, 8; bakers, 5; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 8; delicatessens, 5; dressmakers, 20; druggists, 14; dry goods, 17; department stores, 6; electrical supplies, 3; florists, 5; fruits, 2; furniture, 10; furriers, 1; garages (public), 5; grocers, 72 (chain, 7); hardware, 4; jewelry, 8; meat markets, 23; men's furnishings, 5; milliners, 14; opticians, 9; photographers, 3; pianos (and miscellaneous musical instruments), 7; radio supplies, 3; restaurants (including hotels), 13; shoes, 13; stationers, 2; women's apparel, 9.

Miscellaneous Data: Doctors (medical, 35); (dentists, 11); (osteopaths, 4); street car service; gas, artificial; number of meters, 1,837; electric current, alternating; number of wired houses, 3,600; water, soft.

JOHNSON CITY, TENN.

(Washington County)

1920 Population, 12,442. (Official City Census 1925, 23,845).

City and Suburban Estimate, 14,000. (1920); 25,000. (1924). Most important cities and towns in this area are: Kingsport (pop. 5,000); Elizabethton (3,500); Erwin (3,500); Jonesboro (1,000).

Native Whites, 86.6%; Negroes, 12.8%; Foreign Born, 0.6%; English Reading, 90%.

Schools: Public Grade, 9; High, 2; Junior High, 1; Number of Pupils, 5,800.

Churches: Baptist, 7; Episcopal, 1; Methodist, 6; Presbyterian, 5; Roman Catholic, 1; Church of Christ, 3; Miscellaneous, 9.

Banks: National, 3; State, 2; Total Resources, \$8,750,000; Savings Bank Deposits Total, \$1,600,000; Total Deposits (all banks) \$7,000,000; Total Bank Clearings (12 months, 1925), \$225,000,000.

Theatres: Legitimate, 4; Moving Pictures, 2; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 4,900.

Location: Southern Railway; East Tenn. and Western, North Carolina R.R.; Carolina, Clinchfield & Ohio R.R. On Southern main line, east and west, 20 hours to New York. C. O. & O. R.R., north and south, Ohio River to seaboard. E. T. & W. N. C. R.R. is a feeder through the mountains.

Principal Industries: Flour, flooring, interior trim, brick, chairs, hosiery, silk yarn, Rayon, cement products, building material, cigar box lumber, boxes, auto floor boards, foundry products, drugs, velvets, velours and corduroys, furniture, bobbins, tobacco (warehouse and packing), novelties.

Manufacturing Establishments: Model Mill Co., Johnson City Shale Brick Co., Empire Chair Co., Tennessee Silk Mill, Harris Mfg. Co., Tennessee Box Co., American Cigar Box Co., Cranberry Blast Furnace, M.-B. Chemical Co., American Tanning Co., Guinn Mfg. Co., American Bimberg Co., Gloria Textile Co., Jordan Mfg. Co., Smith Chemical Co. Total value of yearly output of factories estimated at \$9,000,000.

Residential Features: Temperature 30 to 80. Excellent water and moderate rainfall. Many fine apartment houses. Large high-class residential section, also extensive colonies in mountains nearby.

Retail Shopping Section: Main street, 4 blocks; Market street, Roan to Boone, 4 blocks; Roan from Market to Jobe, 3 blocks; Spring from Main to Joan, 1 block; Buffalo from Main to Ashe, 3 blocks; Boone from Maine to Kine, 2 blocks; Fountain Square, 4 blocks, (one each side).

Trading Area: East 75 miles, west 65 miles, north 125 miles, south 100 miles.

Wholesale Houses: Candy, 3; groceries, 4; fruits, 3; hardware, 3; meats, 1; dry goods, 2; Miscellaneous lines, 30; shoes, ice cream, harness, implements, feeds, produce, etc.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; automobile accessories, 13; automobile tire agencies, 17; bakers, 3; cigar stores and stands (including hotels), 29 (chain, 1); confectioners (including hotel stands), 25; delicatessens, 3; dressmakers, 14; druggists, 8 (chain, 2); dry goods, 11; department stores, 6; electrical supplies, 3; florists, 4; fruits, 5; furniture, 8; garages (public), 16; grocers 112 (chain, 11); hardware, 4; jewelry, 6; meat markets, 19 (chain, 6); men's furnishings, 17; men's clothing, 17; merchant tailors, 3; milliners, 2; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 4; radio supplies, 3; restaurants (including hotels), 20 (chain, 3); shoes, 20; sporting goods, 5; stationers, 2; women's apparel, 18.

Miscellaneous Data: Doctors (medical, 22); (dentists, 14); (osteopaths, 3); street car service; gas, artificial; number of meters, 3,600; electric current, alternating; number of wired houses, 3,700; number of automobile registrations, 2,200 (in city); water, soft.

KINGSPORT, TENN.

(Sullivan County)

1920 Population, 5,692 (1926, est. 12,000).

City and Suburban Estimate, 21,000.

Native Whites, 80%; Negroes, 19%; Foreign Born, 1%; Industrial Workers, 50%; English Reading, 90%; Families, 2,150.

Schools: Public Grade, 6; High, 2; Junior High, 1; Number of Pupils, 2,293.

Churches: Baptist, 2; Episcopal, 1; Methodist, 3; Presbyterian, 3; Miscellaneous, 3.

Banks: National, 1; State, 2; Total Resources (all banks), \$3,500,000. Savings Bank Deposits Total, \$100,000.

Theatres: Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 3,400.

Location: On Clinchfield Railroad, three-mile connection with Southern Railway. Bus passenger and freight service on improved roads to Johnson City, Tenn., Knoxville, Tenn., Bristol, Tenn., Gate City, Va., Rogersville, Tenn., and all smaller towns within fifty miles of the city. Nearest larger town (Knoxville) is 4 hours distant by automobile, and 5 hours by railroad.

Principal Industries: Leather, tanning extract, harness, cement, hosiery, books, cloth, flour, lumber, brick, tile, wood alcohol, commercial charcoal, acetone, iron, glass, pulp, paper, stone quarries, brooms, burley tobacco market, cheese, canning, book cloth. Other smaller industries as wood working, ice cream, ice, etc.

Manufacturing Establishments: Leading firms: The Mead Fibre Company, Tennessee Eastman Corporation, Kingsport Press, Clinchfield Portland Cement Corp., Kingsport Brick Co., Kingsport Extract Corp., Slip-Not Belting Corp., Kingsport Mfg. Co., Kingsport Foundry & Machine Works, Borden Mills, Inc., Kingsport Hosiery Mills, Kingsport Flour Mills, Hensley & Gibson, Corning Glass Works, Holliston Mills. Total value of yearly output of factories estimated at \$20,000,000.

Special Information: The number of employees in Kingsport's plants number 3,800 and the annual payroll of these plants totals \$5,200,000. Kingsport Press has capacity of 90,000 average sized books or novels per day. The Eastman Kodak Company's southern plant is located here. Over \$3,000,000. worth of wood is used yearly by the various industries in the city.

Residential Features: Mostly one family houses. Large subdivisions ranging from 50 to 200 houses have been built in various sections of the city by the various industries and sold to the employees of the plants on payments ranging over 11 years which amounts to no more than rent.

Retail Shopping Section: Four blocks on Main Street, two blocks on Broad Street, three blocks on Market Street, two blocks on Shelby Street, two blocks on Cherokee Street, two blocks on Sullivan Street, one block on Boone Street.

Trading Area: Sixteen miles to the east. About twenty miles to the south: Thirty-five miles to the west, and about twenty miles to the north. All connected by good roads and regular bus service.

Wholesale Houses: Groceries, 2; meats, 1; fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial automobile agencies, 2; automobile accessories, 2; automobile tire agencies (where tires are sold), 12; bakers, 1; cigar stores and stands (including hotels), 42; confectioners (including hotel stands), 4; delicatessens, 1; dressmakers, 4; druggists, 6; dry goods, 11; department stores, 5; electrical supplies, 2; florists, 1; fruits, 8; furniture, 5; garages (public), 10; grocers, 28 (chain, 2); hardware, 2; jewelry, 2; meat markets, 6; men's furnishings, 4; men's clothing, 8; merchant tailors, 2; milliners, 3; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 14; shoes, 4; sporting goods, 2; stationers, 1; women's apparel, 5.

Miscellaneous Data: Doctors (medical, 11); (dentists, 4). No street car service; no gas; electric current, alternating; water, soft.

KNOXVILLE, TENN.

(Knox County)

1920 Population, 77,818.

City and Suburban Estimate, 129,672. Most important cities and towns in this area are: Harriman (pop. 6,000); Lenoir City (5,000); Morristown (7,000); Newport (4,000).

Native Whites, 84.3%; Negroes, 14.4%; Foreign Born, 1.3%; Industrial Workers, 42%; English Reading, 100%; Families, 14,494.

Schools: Public Grade, 42; High, 2; Junior High, 3; Parochial, 3; Number of Pupils, 19,719. Bond Issue \$2,500,000. being spent for increased schools.

Churches: Baptist, 40; Christian Science, 1; Episcopal, 2; Hebrew, 2; Methodist, 47; Presbyterian, 15; Roman Catholic, 2; Miscellaneous, 16.

Banks: National, 5; State, 2; Capital, Surplus, and Undivided Profits (all banks), \$5,541,034; Total Deposits (all banks), \$40,226,632; Total Resources (all banks), \$48,908,460; Total Savings Banks Deposits, \$20,897,942; Total Bank Clearings (12 months, 1925), \$162,921,478.

Theatres: Legitimate, 2; Moving Pictures, 7; Miscellaneous (Auditoriums, etc.), 4; Total number of seats, 6,000.

Location: On the Tennessee River; served by the Southern Railway, L. & N. Railway, and Knoxville & Carolina Railway. Railroad lines radiate in nine directions. Halfway between

Chicago and Miami. Halfway between Mississippi River and Atlantic Ocean. Halfway between New York and New Orleans. Over 45,000,000 people live within 500 miles radius. Excellent motor bus service to all nearby points. Nearest large city is 6 hours by auto or railroad.

Principal Industries: Textile mills and clothing factories, iron, steel, and brass-working plants, furniture and lumber, Tennessee marble quarries and finishing mills; other miscellaneous industries; 45,000,000 tons coal mined annually within 75 miles of Knoxville.

Manufacturing Establishments: 278. Leading firms: Brookside Mills, Southern Railway Shops, Standard Knitting Mills, Appalachian Mills, Knoxville Iron Co., The Fulton Co., Sanford-Day Iron Works, Knoxville Knitting Mills, Knoxville Table & Chair Co., C. B. Atkin Co., Cherokee Spinning Co., Knoxville Cotton Mills, Appalachian Marble Co., Gray-Knox Marble Co., Tennessee Producers Marble Co., Knox Porcelain Co., Southern Extract Co., Tate Mfg. Co., J. Allen Smith & Co.

Special Information: Bank Debts for 1925 were \$389,163,682; Post Office receipts for 1925 were \$630,655,28; Building permits for 1925 were \$6,329,396; New \$2,500,000 water plant started in 1925.

Residential Features: Private homes predominate. Of the 20,000 homes in Knoxville, 41.3 per cent are owned by the occupants. Homes in the best residential section average in value approximately, \$35,000. Homes in the medium residential section range in value from \$5,000 to \$15,000.

Retail Shopping Section: Extends from Gay Street and Magnolia Avenue, south 9 blocks to the corner of Gay Street and Main Avenue, also from the corner of Wall and Market Streets, south three blocks to the corner of Church and Market. There are five prominent cross streets with many retail stores, which connect the two main trading arteries. Excepting for a number of outlying drug and grocery stores the major portion of the retail stores are restricted to the above mentioned territory.

Trading Area: About 50 miles in each direction. Much business, however, is secured from greater distances.

Wholesale Houses: Groceries, 13; meats, 7; fruits, 4; hardware, 2; dry goods, 5; Miscellaneous lines, 5; wholesale shoe houses.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 21; commercial auto. agencies, 18; automobile accessories, 6; automobile tire agencies, 26; bakers, 11; cigar stores and stands (including hotels), 20 (chain, 3); confectioners (including hotel stands), 102; delicatessens, 3; dressmakers, 14; druggists, 49 (chain, 9); dry goods, 48; department stores, 10; electrical supplies, 33; florists, 7; furniture, 43; furriers, 1; garages (public), 22; grocers, 478 (chain, 5); hardware, 2.

Continued on page 256

Reserve Space Now in the EDITOR & PUBLISHER International Year Book Number

for 1927

to be published

JANUARY 29
Forms Close January 20

Newspaper Publishers, Feature Syndicates and Equipment Manufacturers should not fail to use striking advertisements in this valuable issue.

Regular Rates Apply.

THE FREE PRESS

Starts the day

IN KNOXVILLE

TENNESSEE (Cont'd)**Knoxville (cont'd)**

ware, 13; jewelry, 13; meat markets, 53; men's furnishings, 6; men's clothing, 57; merchant tailors, 24; milliners, 14; opticians, 16; photographers, 10; pianos (and miscellaneous musical instruments), 8; radio supplies, 5; restaurants (including hotels), 26; shoes, 20; sporting goods, 3; stationers, 26; women's apparel, 23.

Miscellaneous Data: Average temperature, 58 degrees; average number of rainy days per twelve months, 111; most pleasant months, April, May, June, Oct., Nov., Dec. Doctors, (medical, 100); (dentists, 60); (osteopaths, 10); street car service; gas, artificial; number of meters, 8,287; electric current, alternating; water, soft.

See announcements page 255

MEMPHIS, TENN.**(Shelby County)**

1920 Population, 162,351.

City and Suburban Estimate, 221,000. Most important cities and towns in this area are: Jackson, Tenn., (pop. 30,000); Helena, Ark., (20,000); Greenwood, Miss., (10,000); Clarksdale, Miss., (10,000).

Native Whites, 61%; **Negroes,** 36%; **Foreign Born,** 3%; **Industrial Workers,** 16%; **English Reading,** 99%; **Families,** 45,369.

Schools: Public Grade, 40; High, 3; Parochial, 20. Number of Pupils, 32,764.

Churches: Baptist, 30; Christian Science, 2; Congregational, 2; Episcopal, 8; Hebrew, 5; Methodist, 20; Presbyterian, 18; Roman Catholic, 11; Miscellaneous, 12.

Banks: National, 1; State, 12; Total Resources, \$115,000,000. **Savings Bank Deposits** Total, \$100,000,000.

Theatres: Legitimate, 2; Moving Pictures, 16; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 30,000.

Location: Ten railroad systems converge at Memphis. Missouri Pacific, St. Louis Southwestern, Chicago, Rock Island & Pacific, St. Louis & San Francisco, Illinois Central, Yazoo & Mississippi Valley, Southern, Louisville & Nashville, Nashville, Chattanooga & St. Louis, Mobile & Ohio.

Principal Industries: Woodworking and cotton seed oil, mixed feeds, cereals, automobiles and bodies, iron and steel, lumber and cotton.

Manufacturing Establishments: 400. **Leading firms:** Buckeye Cotton Oil Co., Dixie Cotton Oil Co., Kelsey Wheel Co., Ford Motor Co., Fisher Bodies Corp., Virginia Bridge Iron Co. Total value of yearly output of factories estimated at

\$180,000,000. **American Snuff Co., E. L. Bruce & Co., Gayoso Lumber Co.**

Special Information: Broad streets, splendid park system; 1,342.05 acres of parks and playgrounds, good educational institutions, \$2,000,000 river and rail terminal, \$1,500,000 auditorium, 12,500 seating capacity.

Residential Features: Most of homes for one and two families with bungalows type predominating. Great increase in recent years in number of apartment buildings. Several districts for working people and several for negroes. Best residence district in eastern and northeastern sections of the city.

Retail Shopping Section: Main, Second, and Third streets. Main street, 16 blocks; Second street, 5 blocks; Third street, 2 blocks; Beale street, 6 blocks; Madison street, 4 blocks. There are other shopping sections one to four miles from business sections.

Trading Area: Sixty-nine miles west into Arkansas, north into Tennessee, east into Tennessee and south into Mississippi. Good train service in all directions. Good roads contribute to the city's position as marketing and shopping center. Three steamboat lines and numerous bus lines.

Wholesale Houses: Groceries, 22; meats, 9; fruits, 10; hardware, 5; dry goods, 12.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 45; automobile accessories, 36; automobile tire agencies, 25; bakers, 38; cigar stores and stands (including hotels), 30; confectioners (including hotel stands), 46; delicatessen, 10; druggists, 161 (chain, 6); dry goods, 132; department stores, 4; electrical supplies, 30; florists, 12; fruits, 21; furniture, 75; furriers, 8; garages (public), 40; grocers, 700 (chain, 160); hardware, 30; jewelry, 39; meat markets, 100; men's furnishings, 20; men's clothing, 20; merchant tailors, 87; milliners, 20; opticians, 16; photographers, 17; pianos (and miscellaneous musical instruments), 15; radio supplies, 15; restaurants (including hotels), 270; shoes, 46; sporting goods, 6; stationers, 10; women's apparel, 25.

Miscellaneous Data: Doctors (medical, 300); (dentists, 130); street car service; gas, artificial; number of meters, 30,000; electric current, A.C., D.C.; number of wired houses, 38,000; water, hard and soft.

MORRISTOWN, TENN.**(Hamblen County)**

1920 Population, 5,875.

City and Suburban Estimate, 9,000 to 10,000.

Native Whites, 75%; **Negroes,** 25%; **Industrial Workers,** 20%; **English Reading,** 90%; **Families,** 1,250.

Churches: Baptist, 4; Episcopal, 1; Methodist, 3; Presbyterian, 1; Miscellaneous, 3.

Banks: National, 2; State, 1; Total Re-

sources, \$5,000,000; **Savings Bank Deposits** Total \$100,000.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 3; Total number of seats, 2,500.

Location: On main line of Southern Railway from Washington to New Orleans, and western terminus of the Carolina division of the Southern R.R.; 42 miles east of Knoxville, and 90 miles northwest of Asheville. Excellent bus service to all outlying districts.

Principal Industries: Poultry growing and shipping, pork packing, wagon manufacturing, furniture, knitting mills.

Manufacturing Establishments: 35. **Leading firms:** Morristown Produce & Ice Co., Taubell-Scott Co., Carver Wagon Works, Morristown Chair Co., Taylor Table Co., Haskew Mfg. Co., Morristown Packing Co., S. M. Holsinger Co., Hamblen County Creamery Co., Davis Tyler Canning Co. Total value of yearly output of factories estimated at \$7,500,000.

Special Information: Large poultry and egg market; junction point of railway and highways between north, south, east, and west. A large wholesale center.

Residential Features: Mostly one-family houses, a limited section of industrial workers' homes, miles of paved streets, beautiful shade trees.

Retail Shopping Section: Extends four blocks on Main street, with small stores in outlying district.

Trading Area: Covers 15 miles to the east, 25 south, 20 north, and 18 west. Some business is secured from greater distances.

Wholesale Houses: Groceries, 4; meats, 2; fruits, 2; hardware, 2; dry goods, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; automobile accessories, 10; automobile tire agencies, 10; bakers, 1; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 5; delicatessen, 1; dressmakers, 15; druggists, 3; dry goods, 8; electrical supplies, 2; florists, 1; fruits, 1; furniture, 3; furriers, 1; garages (public), 6; grocers, 48; hardware, 3; jewelry, 3; meat markets, 4; men's furnishings, 5; men's clothing, 5; merchant tailors, 2; milliners, 6; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 4; restaurants (including hotels), 7; shoes, 6; sporting goods, 6; stationers, 4; women's apparel, 8.

NASHVILLE, TENN.**(Davidson County)**

1920 Population, 118,342.

City and Suburban Estimate, 140,000.

Native Whites, 67.9%; **Negroes,** 30.1%; **Foreign Born,** 2%; **Families,** 30,220.

Schools: Public Grade, 39; High, 2; Number of Pupils, 23,000.

Churches: Baptist, 24; Christian Science, 2; Congregational, 2; Episcopal, 7; Methodist, 51; Presbyterian, 9; Roman Catholic, 6; Miscellaneous, 95.

Banks: National, 5; State, 9.

Theatres: Legitimate, 2; Moving Pictures, 11; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1.

Location: L. & N. R. R., N. C. & St. L. R. R., T. O. R. R., Cumberland River Steamboat Lines.

Principal Industries: Shoe factory, stove foundry, coffee roasters, self raising flour mill, cement plant, fibre silk plant, paper box factories.

Special Information: One of largest hardwood flooring markets in the country. One of the largest manufacturing points in south. Grinds great quantity of wheat. Publishes many religious periodicals. Inland barge manufacturing plant. Produces 90 per cent of coffee cans used in the South.

Residential Features: Most of apartments in this section, no factories, no tenement sections.

Retail Shopping Section: Cumberland River, east boundary; Broad street, south; Cedar street, north; 14th avenue; west (except auto row).

Trading Area: Radius of 65 miles. Auto lines in every direction for 30 miles, two interurban lines.

Wholesale Houses: Groceries, 19; meats, 9; fruits, 9; hardware, 7; dry goods, 12; Miscellaneous lines: candy, 10; cigars, 5; shoes, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 21; commercial auto. agencies, 10; automobile accessories, 100; automobile tire agencies, 50; bakers, 23; cigar stores and stands (including hotels), 100; confectioners (including hotel stands), 30; dressmakers, 44; druggists, 86; dry goods, 75; department stores, 4; electrical supplies, 14; florists, 10; fruits, 25; furniture, 47; furriers, 3; garages (public), 35; grocers, 650; hardware, 11; jewelry, 36; meat markets, 121; men's furnishings, 12; men's clothing, 52; merchant tailors, 56; milliners, 18; opticians, 15; photographers, 17; pianos (and miscellaneous musical instruments), 7; radio supplies, 10; restaurants (including hotels), 217; shoes, 29; sporting goods, 4; stationers, 14; women's apparel, 26.

See announcement below.

Complete Index

on Pages

304, 305, 306 and 307

1876

Nashville Banner

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Guide to Daily Newspaper Markets of TEXAS

ABILENE, TEXAS

(Taylor County)

1920 Population, 10,274.
City and Suburban Estimate, 25,000.
Native Whites, 98%; Negroes, 2%; Industrial Workers, 10%; English Reading, 100%.
Schools: Public Grade, 6; High, 1; Number of Pupils, 4,420.
Churches: Baptist, 5; Christian Science, 1; Episcopal, 1; Methodist, 3; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 3.
Banks: National, 2; State, 2; Total Resources, \$8,000,000. Savings Bank Deposits Total, \$1,000,000.
Theatres: Moving Pictures, 6; Vaudeville, 1; Total number of seats, 4,000.

Location: Texas & Pacific Ry., Wichita Valley Ry. Co., Abilene & Southern Ry. Co. To nearest large city by railroad, 6 hours; by auto, 8 hours.

Principal Industries: Grain elevator, gins, oil mill, cotton compress, broom factory, printing, auto springs, planing mills and railroad shops. Wholesale center.

Special Information: Three denominational colleges with a daily attendance of 2,500 students. A wholesale, retail and financial center for a hundred mile radius.

Residential Features: Principally a city of homes. Civic improvement attracts well-to-do families throughout this section, which is fast developing from a ranch country with large tracts into an agricultural section. Natural gas.

Retail Shopping Section: Ten blocks on Pine and Chestnut Streets with business houses extending a block in each direction from each of these streets.

Trading Area: Wholesale area extends for many miles. Strictly retail from 25 to 50 miles in each direction, with considerable additional retail trade from a much farther distance as the largest stores and varieties are carried here. Some retail shopping is not uncommon for a distance of 200 miles.

Wholesale Houses: Groceries, 6; meats, 4; fruits, 3; hardware, 1; auto accessories, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 24; commercial auto. agencies, 10; automobile accessories, 25; automobile tire agencies, 20; bakers, 7; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 12; delicatessen, 3; dressmakers, 7; druggists, 16; dry goods, 12; department stores, 4; electrical supplies, 6; florists, 4; fruits, 6; furniture, 6; garages (public), 20; grocers, 84 (chain, 2); hardware, 5; jewelry, 5; meat markets, 14; men's furnishings, 15; men's clothing, 12; merchant tailors, 1; milliners, 12; opticians, 6; photographers, 6; pianos (and miscellaneous musical instruments), 3; radio supplies, 6; restaurants (including hotels), 36; shoes, 20; sporting goods, 5; stationers, 4; women's apparel, 8.

Miscellaneous Data: Average temperature, 63 degrees; average number of rainy days per twelve months, 66; most pleasant months, April, May, June, Oct. Doctors (medical, 37); (dentists, 10); (osteopaths, 3); number of wired houses, 4,246; street car service; gas, natural; electric current, alternating; water, hard.

AMARILLO, TEXAS

(Potter County)

1920 Population, 15,494 (1926, est. 40,000).
City and Suburban Estimate, 72,000. Most important cities and towns in this area are: Panhandle, (pop. 10,000); Borger, (10,000); Canyon, (1,750); Claude, (800); Vega, (250).

Native Whites, 95%; Negroes, 2%; Foreign Born, 3%; Industrial Workers, 15%; English Reading, 98%; Families, est. 8,888.

Schools: Public Grade, 12; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 6,122.

Churches: Baptist, 6; Christian Science, 1; Episcopal, 1; Methodist, 4; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 7.

Banks: National, 3; State, 2; Capital, Surplus, and Undivided Profits (all banks), \$1,123,480; Total Deposits (all banks), \$21,236,275; Total Resources (all banks), \$29,483,711.

Theatres: Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 3; Total number of seats, 6,200.

Location: In Northwest Texas at intersection of Rock Island, Santa Fe and Fort Worth & Denver Railways. Direct connection with Chicago, Kansas City, Denver, Los Angeles, El Paso, Memphis, North Texas and Texas Gulf ports. Seven rail outlets. Bus lines to all surrounding towns.

Principal Industries: Railroad shops, zinc smelter, flour mill, creamery, oil refinery, leather goods, sheet metal products, candy, ice, brick and tile, oil development.

Manufacturing Establishments: 44. Leading firms: U. S. Zinc Co., Great West Mills, Mistletoe Creamery, Amarillo Refining Co., J. E. Bryant Co. (candy manufacturing). Total value of yearly output of factories estimated at \$15,000,000.

Special Information: City is distributing center for territory 300 miles square; 64 wholesale houses, yearly business \$60,000,000. Large natural gas field in the near vicinity. Fuel cost

to industry is equivalent to coal at \$1.00 per ton. Direct rail connection with principal cities of the West. Amarillo is located on the edge of the Panhandle oil and gas field, (35x60 miles in area). At this time there are 207 producing wells and 592 drilling.

Residential Features: Mostly well-built one-family homes, many brick; 15 miles paved in main residential district; natural gas in addition to usual public utilities. Water 85% pure.

Retail Shopping Section: Polk Street, 3rd to 9th; Taylor Street, 3rd to 8th; average of two blocks on each of intervening numbered streets. Neighborhood groceries in residence sections. Few suburban drug stores.

Trading Area: Absolute trade area averages 27 miles in all directions.

Wholesale Houses: Groceries, 5; meats, 4; fruits, 7; hardware, 2; dry goods, 2; miscellaneous lines, farm implements, 14; auto accessories, 7; auto tires, 9; miscellaneous, 26.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial auto. agencies, 7; automobile accessories, 29; automobile tire agencies, 21; bakers, 6; cigar stores and stands (including hotels), 45; confectioners (including hotel stands), 19; delicatessen, 2; dressmakers, 8; druggists, 33; dry goods, 17; department stores, 3; electrical supplies, 6; florists, 3; fruits, 5; furniture, 13; garages (public), 20; grocers, 130 (chain, 3); hardware, 5; jewelry, 13; meat markets, 78; men's furnishings, 16; men's clothing, 16; merchant tailors, 6; milliners, 12; opticians, 9; photographers, 6; pianos (and miscellaneous musical instruments), 3; radio supplies, 3; restaurants (including hotels), 53; shoes, 19; sporting goods, 6; stationers, 4; women's apparel, 22.

Miscellaneous Data: Moderate temperature; winter mean average 43 degrees, summer 69 degrees. Doctors (medical, 39); (dentists, 22); (osteopaths, 5); street car service; gas, natural; number of meters, 6,176; electric current, A.C.; number of automobile registrations, 8,207; water, soft.

ATHENS, TEXAS

(Henderson County)

1920 Population, 3,176.

City and Suburban Estimate, 4,500.

Native Whites, 75%; Negroes, 25%; Industrial Workers, 8%; English Reading, 100%; Families, 1,500 (estimated).

Schools: Public Grade, 2; High, 2. Number of Pupils, 1,357.

Churches: Baptist, 2; Methodist, 2; Presbyterian, 1. Miscellaneous, 2.

Banks: National, 2; State, 1; Total Resources (all banks), \$2,672,436.33.

Theatres: Moving Pictures, 1. Total number of seats, 600.

Location: In the heart of eastern Texas. Served by St. L. S. W. and T. & N. O. branch of Southern Pacific. Bus service to Dallas and other leading cities; 8 passenger trains daily. Direct freight route from St. Louis, Dallas and New Orleans. To nearest large city by railroad, 2 hours; by auto, 1½ hours.

Principal Industries: Brick, building tile, pottery and clay products, auto batteries, printing, mattresses, poultry dressing plant.

Manufacturing Establishments, 8. Leading firms: Athens Brick & Tile Co., Athens Pottery Co., Dixie Battery Co., Hugh Drane Co. Annual output: \$1,300,000.

Special Information: Large shippers of peaches, watermelons, hogs, cattle, poultry, only pea processing plant in south. Henderson county produces great amount of hogs. Two large lignite mines in county. \$5,000,000. electrical plant just completed. Athens has a 70-acre city park and municipal golf course. All business streets paved. Paving of eleven residential streets now going on.

Residential Features: Private homes predominate, mainly owned. Some of the finest homes for a city of its size in the state.

Retail Shopping Section: Extends from Public Square, which forms heart of the business section, two blocks north, one block south, one block east and one block west. Neighborhood groceries in south and west sections.

Trading Area: Extends 25 miles north, south, east and west. Good trade from adjoining counties except from the East. Automobile roads in all directions.

Wholesale Houses: Groceries, 2; poultry, 1; automobile tires, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; automobile accessories, 8; automobile tire agencies, 7; bakers, 1; confectioners (including hotel stands), 2; dressmakers, 1; druggists, 5; dry goods, 9; department stores, 3; electrical supplies, 1; florists, 1; furniture, 2; garages (public), 6; grocers, 18; hardware, 2; jewelry, 3; meat markets, 4; men's furnishings, 3; milliners, 1; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 1; restaurants (including hotels), 10; women's apparel, 2.

Miscellaneous Data: Average temperature, 72 degrees; average number of rainy days per twelve months, 25; most pleasant months, April, May, Oct., Nov., Dec. Doctors (medical, 7); (dentists, 3); number of wired houses, 832; electric current, alternating; water, soft.

AUSTIN, TEXAS

(Travis County)

1920 Population, 34,876 (1926, est. 55,728).

City and Suburban Estimate, 60,000. Most important cities and towns in this area are: San Marcos (pop. 5,500); Bastrop (2,000); Georgetown (4,000); Taylor (7,500); Fredericksburg (4,000).

Native Whites, 90%; Negroes, 5%; Foreign Born, 5%; Industrial Workers, 1,300; English Reading, 94%; Families, 9,430.

Schools: Public Grade, 18; High, 1; Junior High, 1; Parochial, 21. Number of Pupils, 8,076.

Churches: Baptist, 7; Christian Science, 1; Congregational, 1; Episcopal, 3; Hebrew, 1; Methodist, 5; Presbyterian, 6; Roman Catholic, 4; Miscellaneous, 42.

Banks: National, 3; State, 3; Total deposits (all banks), \$19,346,375. Total resources (all banks), \$24,191,038. Total Bank Clearings (12 months, June, 1926), \$105,349,233.

Theatres: Legitimate, 1; Moving Pictures, 5; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 4,000.

Location: On Colorado River 155 miles northwest of Houston. On Houston & Texas Central Ry., M. K. & T. Ry., I. & G. N. Ry., 85 miles from San Antonio. Motor bus lines in every direction.

Principal Industries: Furniture, chili factory, printing, foundries, machine shops, ice factories, fruit and meat canning, compresses, brick factories, auto body and furniture factory.

Manufacturing Establishments: 112. Leading firms: Walker Properties, Elgin-Butler Brick Works, Woodward Body Works and Quality Mills. Annual output, \$7,121,000.

Special Information: Texas State University has annual enrollment of 8,000.

Residential Features: Private homes predominate, large percentage owned. Sections devoted to Mexican and Negro laborers.

Retail Shopping Section: Extends from State Capitol to First Street on Congress, 10 solid blocks of business houses. Business locations over area of 3 to 12 blocks on 1st to 10th Streets, included. Suburban business section in University neighborhood of 8 blocks, including bank, barbers, candy, drugs, etc. Numerous outlying residential sections.

Trading Area: Extends as far as 40 to 50 miles. Daily train and trolley service. Bus lines and I. G. N. motor car service serve as transportation for trading population to come to Austin. Good roads inducement to auto trading class to come to this city.

Wholesale Houses: Groceries, 4; meats, 3; fruits, 2; hardware, 3; dry goods, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 2; commercial auto. agencies, 10; automobile accessories, 18; automobile tire agencies, 18; bakers, 15; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 40; dressmakers, 40; druggists, 33; dry goods, 25; department stores, 4; electrical supplies, 7; florists, 8; fruits, 36; furniture, 18; furriers, 1; garages (public), 34; grocers, 207 (chain, 12); hardware, 5; jewelry, 12; meat markets, 53; men's furnishings, 8; men's clothing, 25; merchant tailors, 1; milliners, 9; opticians, 5; photographers, 9; pianos (and miscellaneous musical instruments), 6; radio supplies, 1; restaurants (including hotels), 73; shoes, 13; sporting goods, 3; stationers, 6; women's apparel, 8.

Miscellaneous Data: Doctors (medical, 72); (dentists, 25); osteopaths, 5; street car service; gas, artificial; number of meters, 5,609; electric current, alternating; number of wired houses, 8,576; water, hard; average temperature, 67.5 degrees; most pleasant months, April, May, November and December; number of telephones, 8,888.

BALLINGER, TEXAS

(Runnels County)

1920 Population, 2,767. (1926 est. 4,831).

City and Suburban Estimate, 20,000.

Native Whites, 85%; Negroes, 10%; Foreign Born, 5%; English Reading, 95%; Families, 900.

Schools: Public Grade 850 pupils; High, 250 pupils. Number of pupils, 1,100.

Churches: Baptist, membership 400; Episcopal, membership 40; Methodist, membership 400; Presbyterian, membership 350; Roman Catholic, membership, 120; Miscellaneous, membership, 300.

Banks: National, 1; State, 2; Total Resources (all banks), \$3,000,000; Savings Bank Deposits, Total \$1,500,000.

Theatres: Moving Pictures, 2; Total number of seats, 800.

Location: On Santa Fe, and the Abilene & Southern Rys. To nearest larger city by railroad, 10 hours; by automobile, 8 hours.

Principal Industries: Cottonseed oil, poultry dressing and eggs.

Manufacturing Establishments: Leading firms: Creasy-Rotary Files Co. (gin saw filers), Ballinger Poultry & Egg Co.

Special Information: Ballinger is a growing cotton market. County will produce this year over 100,000 bales, a large part of which comes to this market.

Residential Features: About 1,000 houses; few apartments.

Retail Shopping Section: Hutchins Avenue, about 8 blocks; 8th Street, 4 blocks.

Trading Area: Eighteen miles in each direction. On special occasions Ballinger's trade covers a territory of 50 miles.

Wholesale Houses: Groceries, 4; fruits, 1; miscellaneous lines, poultry, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial auto. agencies, 6; automobile accessories, 13; automobile tire agencies, 13; bakers, 2; cigar stores and stands (including hotels), 21; confectioners (including hotel stands), 8; delicatessen, 2; dressmakers, 8; druggists, 4; dry goods, 11; department stores, 1; electrical supplies, 3; fruits, 4; furniture, 2; garages (public), 14; grocers, 12; hardware, 3; jewelry, 2; meat markets, 3; men's furnishings, 2; men's clothing, 13; merchant tailors, 5; milliners, 5; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 8; shoes, 8; sporting goods, 3; stationers, 1; women's apparel, 8.

Miscellaneous Data: Average temperature, 70 degrees; average number of rainy days per twelve months, 60; most pleasant months, April, May, June, Sept., Oct., Nov. Doctors (medical, 10); (dentists, 3); (osteopaths, 4); number of wired houses, 860; electric current, alternating; water, hard.

BRENNHAM, TEXAS

(Washington County)

1920 Population, 5,066. (1925 est. 6,125).

City and Suburban Estimate, 6,546.

Native Whites, 45%; Negroes, 45%; Foreign Born, 10%; Industrial Workers, 22%; English Reading, 95%; Families, 1,233.

Schools: Public Grade, 3; High, 2; Parochial, 1; Number of Pupils, 650.

Churches: Baptist, 5; Episcopal, 1; Hebrew, 1; Methodist, 5; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 2; State, 1; Private, 1; Total Resources (all banks), \$5,000,000; Savings Bank Deposits, Total \$2,000,000.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 1,200.

Location: One hundred twenty-six miles north of Galveston on main line of Gulf, Colorado and Santa Fe Railway. On Austin branch of the Houston and Texas Central Railway. Concrete roads afford splendid jitney service east and west. Through refrigerator service on Santa Fe affords splendid service for truck shipments. To nearest large city by railroad, 3 hours; by automobile, 3½ hours.

Principal Industries: 15. Cottonseed oil mill, cotton mill, creamery, ice cream, foundry, machine shops, gas light and electric plant, printing, chicken hatchery, two cotton gins, planing mill.

Manufacturing Establishments: 7. Leading firms: Brenham Compress, Oil & Mfg. Co. Total value of yearly output of factories estimated at \$1,846,000.

Special Information: Splendid distributing point for wholesale grocers; one of the best cotton markets in the state; long noted for the excellent staple of cotton produced in this section. Educational system consists of a splendid system of public schools and Blinn Memorial College.

Residential Features: Residential section of the whites consists of mainly one-family houses (cottages and bungalows). During the past two years apartment houses and apartments in the business section of the city have sprung up. Most homes owned by occupants. Negro homes mostly one, two and three rooms of the cheapest construction, located at the edge of city.

Retail Shopping Section: Main section surrounding the Court House Square. Business section as a whole very compact. Very few neighborhood stores. Business firms mostly old established—many over 50 years in business, solid, substantial and conservative.

Trading Area: Trading area within a radius of 30 miles. Surrounding territory is mostly a farming community, peopled by farmers owning their own farms and thrifty and prosperous.

Wholesale Houses: Groceries, 4; fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 3; automobile accessories, 5; automobile tire agencies, 7; bakers, 3; cigar stores and stands (including hotels), 21; confectioners (including hotel stands), 8; delicatessen, 1; dressmakers, 19; druggists, 4; dry goods, 12; department stores, 3; electrical supplies, 1; florists, 2; fruits, 12; furniture, 3; garages (public), 8; grocers, 2 (chain, 1); hardware, 4; jewelry, 3; men's furnishings, 7; men's clothing, 6; merchant tailors, 2; milliners, 5; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 7; shoes, 11; sporting goods, 4; stationers, 2; women's apparel, 4.

Miscellaneous Data: Average temperature, 6 degrees; average number of rainy days per twelve months, 55; most pleasant months, March, April, May, Oct. Doctors (medical, 8) (dentists, 7); number of wired houses, 934; gas, artificial; electric current, alternating; water, hard.

TEXAS (Cont'd)

BEAUMONT, TEXAS
(Jefferson County)

1920 Population, 40,422. (1926 est. 60,500).

City and Suburban Estimate, 175,920. Most important cities and towns in this area are: Port Arthur, Tex. (pop. 35,000); Orange, Tex. (11,000); Silsbee, Tex. (3,500); Sour Lake. (2,500); Lake Charles, La. (18,000).

Native Whites, 70%; Negroes, 25%; Foreign Born, 5%; Industrial Workers, 60%; English Reading, 98%; Families, 11,225.

Schools: Public Grade, 23; High, 3; Junior High, 3; Parochial, 2; Junior College, 1; Business Schools, 2; Number of Pupils, 11,225.

Churches: Baptist, 5; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 2; Methodist, 3; Presbyterian, 2; Roman Catholic, 3; Miscellaneous, 5; Christian, 3.

Banks: National, 4; State, 1. Capital, Surplus, and Undivided Profits (all banks), \$2,389,081; Total Deposits (all banks), \$16,613,202; Total Resources (all banks), \$19,164,625; Total Bank Clearings (12 months, 1925), \$72,708,191.

Theatres: Legitimate, 1; Moving Pictures, 4; Vaudeville, 1. Total number of seats, 5,000.

Location: On Neches River, 30 ft. channel to Gulf of Mexico, 27th seaport in United States. Has 4 railway systems: Santa Fe, Southern Pacific, Missouri Pacific Lines, Kansas City Southern Railway; 13 railway outlets; 11 steamship lines to all parts of the world, and coastwise trade. Interurban to Port Arthur. To nearest large city by railroad, 3 hours; by automobile, 4 hours.

Principal Industries: Oil refining, lumbering, rice, milling, iron manufacturing, shipbuilding, hardwood manufacturing, woodworking plants.

Manufacturing Establishments: 83. Leading firms: Magnolia Oil Refinery, Pennsylvania Car Co., Petroleum Iron Works Co., Pennsylvania Shipbuilding Co., Boykin Machine Co., Beaumont Iron Works, John Dollinger, Oil City Brass Works, Pyramid Concrete Tile Co.

Special Information: Beaumont is the center of one of the largest oil refining areas in the country. Over 16,000 men are employed in six refineries located in and within 20 miles of Beaumont. Southwestern headquarters for the yellow pine lumber industry. Over 20,000 men employed in the Texas and Louisiana sawmills. In June of 1926, the famous Spindle Top Oil Field, which is located within one-half mile of the city limits of Beaumont, was revived and is now producing from 75,000 to 85,000 barrels of oil daily. Spindle Top Oil Field now ranks as one of the largest producing oil fields

in the coastal section of either Texas or Louisiana.

Residential Features: Most of the homes are one-family houses on lots 50 ft. wide. About 55% of the people own their homes. Very few apartment houses. No tenements.

Retail Shopping Section: Three retail streets—Pearl, Orleans and Crockett. Pearl and Orleans extend from river for 12 blocks. Crockett extends from Tevis Street for 10 blocks.

Trading Area: Extends 40 miles west, 100 miles east, 125 miles northeast, 100 miles north, 30 miles south. People travel from Leesville, La., to Beaumont to do their retail shopping. They travel from Remlig on the north and from Sabine on the south.

Wholesale Houses: Groceries, 5; meats, 7; fruits and produce, 5; hardware, 3; dry goods, 1; drugs, 1; miscellaneous, 34.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 18; commercial auto. agencies, 5; automobile accessories, 80; automobile tire agencies, 14; bakers, 9; cigar stores and stands (including hotels), 54 (chain, 2); confectioneries (including hotel stands), 10; delicatessens, 13; druggists, 34; dry goods, 8; department stores, 7; electrical supplies, 17; florists, 10; furniture, 15; furriers, 2; garages (public), 12; grocers, 155 (chain, 8); hardware, 5; jewelry, 16; meat markets, 139 (chain, 6); men's furnishing and clothing, 8; merchant tailors, 7; milliners, 7; opticians, 5; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 7; restaurants (including hotels), 48 (chain, 3); shoes, 12; sporting goods, 4; stationers, 4; women's apparel, 5.

Miscellaneous Data: Average temperature, 68 degrees; average number of rainy days per twelve months, 81; most pleasant months, April, May, June, Sept., Oct. Doctors (medical, 52); (dentists, 40); (osteopaths, 2); number of wired houses, 10,000; street car service; gas, artificial; number of meters, 7,058; electric current, alternating and direct; water, medium.

See announcement below

BONHAM, TEXAS
(Fannin County)

1920 Population, 6,008.

Native Whites, 85%; Negroes, 14%; Foreign Born, 1%; Industrial Workers, 300; English Reading, 99%.

Schools: Public Grade, 3; High, 1.

Churches: Baptist, 2; Episcopal, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 1, not active; Miscellaneous, 2.

Banks: National, 1; State, 2; Total Resources, \$2,000,000.

Theatres: Moving Pictures, 2.

Location: Tex. & Pac., and D. B. & N. O. R.Rs.

Principal Industries: Cotton mill, cottonseed oil mill, mattress factory, gasoline pump manufactory, farming truck and fruit raising, dairying.

Manufacturing Establishments: Leading firms: Gasoline Pump Mfg. Co. and Mattress Mfg. Co.

Residential Features: Many beautiful homes, many of which are brick. Much pride is taken in beautifying homes especially on paved street sections. Streets are marked and houses numbered. City mail delivery.

Retail Shopping Section: Main square and streets, leading north and south for two blocks.

Trading Area: 15 to 20 miles surrounding.

Wholesale Houses: Groceries, 1; fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 4; commercial auto. agencies, 2; automobile accessories, 1; automobile tire agencies, 6 or 8; bakers, 1; confectioners (including hotel stands), 5; druggists, 3; dry goods, 6; electrical supplies, 2; florists, 1; fruits, 2; furniture, 3; garages (public), 5; grocers, 10; hardware, 4; jewelry, 2; meat markets, 4; men's furnishings, 2; men's clothing, 2; merchant tailors, 2; milliners, 4; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 4; shoes, 1; sporting goods, 1; stationers, 1; women's apparel, 1.

BROWNSVILLE, TEXAS
(Cameron County)

1920 Population, 11,791. (1925, est. 16,500).

City and Suburban Estimate, 22,000 to 24,000; includes Matamoros, Mexico, across the Rio Grande from Brownsville. Trading area population, 90,000.

Native White, 67.5%; Negroes, 0.1%; Foreign Born, 32.4%; English Reading, 60%; Families, 3,000.

Schools: Public Grade, 5; High, 1; Junior High, 1; Parochial, 4; Number of Pupils, 3,987.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 2; Roman Catholic, 3.

Banks: National, 3; State, 1; Total Resources (all banks), \$8,500,000; Total Deposits (all banks), \$6,500,000.

Theatres: Moving Pictures, 4. (Equipped for legitimate, or vaudeville, 2).

Location: Extreme southern terminus of the Missouri Pacific R.R. System Eastern terminus of the National railway lines of Mexico. Assured southern terminus of the Southern Pacific System now building; 26 miles from

Point Isabel, on Gulf of Mexico. To nearest large city (San Antonio) by railroad, 12 hours; by automobile, 16 hours.

Principal Industries: Agriculture (including winter-grown truck), citrus fruits, cotton, corn; winter and summer tourist resort.

Manufacturing Establishments: Three factories for manufacture of hats from palm leaf straw; factory for manufacture of work and other common shirts, work trousers, khaki jackets, etc., employing fifty women; cottonseed oil mill; brick and hollow and drain tile plant representing investment of \$150,000; broom factory; mattress factory; ice factory; 5 soda water bottling establishments. Total value of yearly output of factories estimated at \$1,000,000.

Special Information: Brownsville is a Summer and Winter resort, and is one of the largest cities in what is known as the "Lower Rio Grande Valley of Texas," which has become important as a winter truck and citrus fruit section; truck shipments in past two seasons, 16,000 carloads per season.

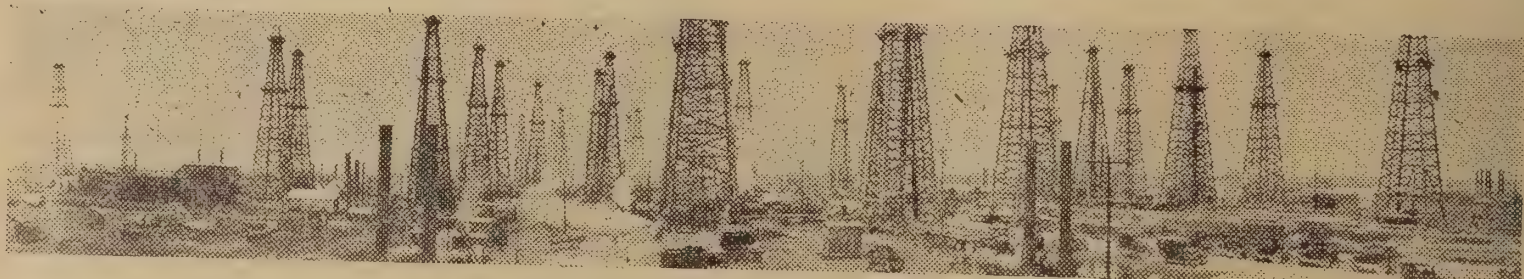
Retail Shopping Section: Includes 5 blocks on Elizabeth (principal business street); 3 on Washington; 2 on Levee (one side); 3 on 11th; 5 on 12th; 2 on 13th. Many grocery and other small stores in residential sections.

Trading Area: Extends north 50 miles to Raymondville; north and west 65 miles to Mission; across Rio Grande to Matamoros, and extends from 50 to 75 miles west of Matamoros. Bus lines operate over concrete highway between Brownsville and Mission, and by parallel railroad. Trading area includes Matamoros on account of its inhabitants virtually doing all their wholesale and retail buying in Brownsville.

Wholesale Houses: Groceries, 5; meats, 4; fruits, 2; dry goods, 2; iron and steel, and allied lines, 1; drugs, 1; cigars, 1; National Biscuit Co.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9 (chain, 1); commercial autos, 4; automobile accessories, 7; automobile tires, 10; bakers, 6; cigar stores and stands (including hotels), 6; confectioners, 5; dressmakers, 23; druggists, 7; dry goods, 15; electrical supplies, 3; florists, 3; fruits, 40 (including stalls in city market); furniture, 4; garages (public), 5; grocers, 18 (chain, 2); hardware, 5; jewelry, 4; meat markets, 10 (all in city market); men's furnishings, 5; milliners, 4; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 4; restaurants (including hotel cafes), 8; sporting goods, 2; stationers, 1; women's apparel, 7; curio stores, 2.

Miscellaneous Data: Average temperature, 73 degrees; average number of rainy days per twelve months, 65; most pleasant months, Jan., Feb., March, April, July, Aug., Sept., Oct. Doctors (medical, 13; dentists, 4); (osteopaths, 2); number of wired houses, 1,875; electric current, alternating; water, soft.



Spindle Top Oil Field Beaumont Texas Now Producing Nearly $\frac{1}{4}$ of All Crude Oil Production in Texas

FAMOUS SPINDLE TOP OILFIELD REVIVED

The famous Spindle Top Oilfield, within one-half mile of the city limits of Beaumont, which began its production in 1901, was revived in the early part of 1926.

This famous oilfield is now producing nearly 100,000 barrels of crude oil daily, or nearly one-fourth of all of the crude oil produced in Texas.

There are ten other oilfields in the Beaumont Trade Territory, producing 188,985 barrels of crude oil daily.

MILLIONS IN PAY-ROLLS

The Beaumont Trade Territory is an industrial territory with millions in pay-rolls paid monthly every month for twelve months. The oil refining industry has a monthly pay-roll of \$3,800,000.00. The lumber industry has a monthly pay-roll of \$1,200,000.00. The iron industry has an annual pay-roll of \$1,000,000.00.

The Beaumont Trade Territory is covered by the Beaumont Enterprise and the Beaumont Journal.

The S. C. Beckwith Special Agency Sole National Representatives

New York
Chicago
St. Louis
Atlanta

BEAUMONT ENTERPRISE
AND
THE BEAUMONT JOURNAL

San Francisco
Los Angeles
Kansas City
Detroit
Philadelphia

TEXAS (Cont'd)

BROWNWOOD, TEXAS

(Brown County)

1920 Population, 8,223. (1926 est. 14,000).

Most important cities and towns in trading area are: Coleman (pop. 4,500); Comanche, (4,000); Brady (3,500); Goldthwaite (1,400).

Native Whites, 90%; Negroes, 9%; Foreign Born, 1%; Industrial Workers, 20%; English Reading, 100%.

Schools: Public Grade, 6; High, 1; Junior High, 1; Number of Pupils, 2,400.

Churches: Baptist, 5; Episcopal, 1; Methodist, 5; Presbyterian, 2; Roman Catholic, 1; Private, 1; Miscellaneous, 1.

Banks: National, 3; State, 1; Total Resources (all banks), \$4,118,519.56; Savings Bank Deposits Total (all banks), \$3,411,300.

Theatres: Moving Pictures, 4; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 5; Total number of seats, 8,600.

Location: Gulf, Colorado & Santa Fe Ry., and the Fort Worth & Rio Grande Ry. (The G. C. & S. F. is part of the Santa Fe system on the main route from New Orleans to California. The F. W. & R. G. is part of the Frisco system.) To nearest large city by railroad, 6 hours; by automobile, 6 hours.

Principal Industries: Flour, cotton gins, rock crushers, candy and pecan products, brick, women's clothing, printing, mattress factories, woodwork plants, cotton oil, gasoline refineries, petroleum production, shale products, cream products, cigars.

Manufacturing Establishments: 27. Leading firms: Walker-Smith Co., Brooke Ramey, Brownwood Cotton Oil Mill, Brownwood Brick & Tile Co., Alamo Mfg. Co.

Special Information: Two class A colleges, Howard Payne College and the Daniel Baker College. Annual enrollment for both colleges, 1,500.

Residential Features: Principally private residences—many apartment houses. About 2,500 residences.

Retail Shopping Section: Extending from Court Square south on East Broadway and West Broadway to Center Avenue and Fisk Avenue, intersecting streets, Baker, Lee, South Broadway, North Broadway, Adams. Outlying sections have usual neighborhood stores, etc.

Trading Area: Around fifty miles each side.

Wholesale Houses: Groceries, 4; meats, 2; fruits, 2; hardware, 3; dry goods, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 6; automobile accessories, 12; automobile tire agencies, 11; bakers, 4; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 8; delicatessen, 1; dressmakers, 3; druggists, 10 (chain, 5); dry goods, 14; department stores, 3; electrical supplies, 3; florists, 2; fruits, 3; furniture, 6; garages (public), 3; grocers, 100 (chain 2); hardware, 7; jewelry, 3; meat markets, 6; men's furnishings, 6; men's clothing, 6; merchant tailors, 5; milliners, 3; opticians, 4; photographers, 5; pianos (and miscellaneous musical instruments), 4; radio supplies, 1; restaurants (including hotels), 15; shoes, 5; sporting goods, 2; stationers, 2; women's apparel, 7.

Miscellaneous Data: Average temperature, 67 degrees; average number of rainy days per twelve months, 10; most pleasant months, April, May, June, Sept., Oct. Doctors (medical, 35); (dentists, 12); (osteopaths, 3); number of wired houses, 2,400; gas, natural; electric current, alternating and direct; water, soft.

BRYAN, TEXAS

(Brazos County)

1920 Population, 6,307 (1926, est. 8,500).

City and Suburban Estimate, 12,000.

Native Whites, 45%; Negroes, 30%; Foreign Born, 25%; Industrial Workers, 20%; English Reading, 50%; Families, 2,300.

Schools: Public Grade, 3; High, 2; Parochial, 1. Number of Pupils, 2,400.

Churches: Baptist, 2; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 2; Miscellaneous, 1.

Banks: National, 2; State, 1. Total Resources, \$4,379,712.21.

Theatres: Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 9,800.

Location: Houston & Texas Central R.R. (Southern Pacific), International & Great Northern R.R. Interurban line to College Station—five miles.

Principal Industries: Ice and bottling; laundry, cotton gins, general merchandise, oil mills.

Manufacturing Establishments: 3. Leading firms: Bryan Fertilizer Co., Stephon Ice Box Co., Western Public Service Co. Total value of yearly output of factories estimated at \$1,500,000.

Special Information: Rich cotton farming district, Brazos River bottom nearby, and trade territory covers Brazos and parts of three other counties.

Residential Features: Fine residences of wealthy citizens for small community are features, but for most part ordinary frame one- and two-story houses.

Retail Shopping Section: Main Street $\frac{1}{4}$ -mile long, extending between two railways. Retail section beginning to occupy parallel street to west—also the intersecting ones.

Trading Area: Extends to west and south 20 miles in heavy cotton producing section, and to north and west of well populated district of small farmers, 20 to 30 miles.

Wholesale Houses: Groceries, 2; hardware, 1; miscellaneous lines, 1; ice, 1; cottonseed oil, coke.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; automobile accessories, 8; automobile tire agencies, 10; bakers, 3; cigar stores and stands (including hotels), 4; confectioners (including hotel stands), 6; delicatessen, 2; dressmakers, 5; druggists, 7; dry goods, 14; department stores, 2; electrical supplies, 2; florists, 1; fruits, 2; furniture, 3; garages (public), 8; grocers, 22; hardware, 4; jewelry, 2; meat markets, 6; men's furnishings, 7; men's clothing, 11; merchant tailors, 2; milliners, 2; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 1; restaurants (including hotels), 8; shoes, 2; sporting goods, 1; stationers, 1; women's apparel, 3.

CISCO, TEXAS

(Eastland County)

1920 Population, 7,422 (1926, est. 10,214).

Native Whites, 90%; Negroes, 5%; Foreign Born, 5%; Industrial Workers, 15%; English Reading, 99%; Families, 2,500.

Schools: Public Grade, 4; High, 1; Junior High, 1; Number of Pupils, 2,400.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

Banks: Private, 1; State, 1; National, 1. Total Resources, \$2,000,000.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 1,700.

Location: Texas & Pacific R.R., M. K. & T. R. R., Cisco & Northeastern R. R.

Principal Industries: Oil and gas, nitroglycerin plants, oil well supplies. Headquarters for the larger oil companies.

Manufacturing Establishments: Several small plants. Mattress, candy, ice, etc.

Special Information: Cisco is the home city of the North Central Texas Oil Fields. It has just completed a large reinforced concrete hollow-tile dam, costing \$1,250,000. Cisco is noted for its paved streets, good water and all modern improvements, and its lake is fast becoming a pleasure resort for all west Texas. A state fish hatchery is located here, also a state game-propagation farm.

Residential Features: Modern homes 75% owned by occupants. Best residential section on west side of city.

Retail Shopping Section: About 8 blocks. Business section (shopping) confined mostly to Main Street about 6 blocks.

Trading Area: Extends about 30 miles in each direction, on account of hard surfaced road leading from Cisco, north, east, south and west.

Wholesale Houses: Groceries, 3; meats, 1; fruits, 1; miscellaneous lines, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto. agencies, 4; automobile accessories, 3; automobile tire agencies, 2; bakers, 3; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 2; delicatessen, 1; dressmakers, 10; druggists, 6; dry goods, 5; department stores, 3; electrical supplies, 1; florists, 2; fruits, 1; furniture, 1; garages (public), 15; grocers, 20; hardware, 3; jewelry, 1; meat markets, 2; men's furnishings, 2; men's clothing, 6; merchant tailors, 1; milliners, 5; opticians, 1; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 1; restaurants (including hotels), 25; sporting goods, 1; women's apparel, 2.

See announcement below

Cisco Daily News

and

Thursday American

Published in Cisco, the Home Town of the Richest Oil Belt of West Texas.

Reach this great market of wealthy buyers by using our 2,000 circulation daily in this city of 10,000.

CLEBURNE, TEXAS

(Johnson County)

1920 Population, 12,820 (1926, est. 16,000).

Native Whites, 97%; Negroes, 3%; English Reading, 95%; Families, 4,500.

Schools: Public Grade, 4; High, 1; Junior High, 1; Parochial, 1. Number of Pupils, 3,300.

Churches: Baptist, 5; Christian Science, 1; Episcopal, 1; Methodist, 6; Presbyterian, 3; Roman Catholic, 1; Miscellaneous, First Christian, Central Church of Christ, Church of God in Christ, Pentecostal Holiness.

Banks: National, 1; State, 1.

Theatres: Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 6,500.

Location: Cleburne is located in north central Texas, with the Santa Fe Railroad running four ways out of Cleburne; also served by the Trinity & Brazos Valley; thirty miles from Fort Worth and fifty miles from Dallas, and connected with hourly interurban service, bus lines and good roads.

Principal Industries: Agricultural products especially the raising of cotton, also dairy, poultry, fruit and vegetable products; Cleburne is noted for her pure-bred Jersey cattle, as well as beef cattle.

Manufacturing Establishments: 8. Leading firms: Starling's Creamery, manufacturing butter, ice cream and cream products; Cleburne Broom Factory, Cleburne Ice & Cold Storage, Coca Cola Bottling Works, Cleburne Mattress Factory, Palace of Sweets (candy).

Special Information: Cleburne, present approximate population, 20,000; county seat of Johnson County, whose area is 464,000 acres, of which 85% is under cultivation; Johnson County last year raised 50,000 bales of cotton; over a hundred thousand dollars' worth of dressed turkeys were shipped from Cleburne. Cleburne has an excellent school system, pure artesian water, excellent railroad facilities, natural gas, cheap electrical power and splendid roads; and has modern homes and fine churches.

Residential Features: Majority of people in Cleburne own their own homes, however, we have all the rent houses needed, which are moderately priced in rent; most of houses are one-family houses, from four to eight rooms. Special section devoted to the negroes.

Retail Shopping Section: Extends from the Court House, which is in the center of our business district, about four blocks down each street leading from the Court House, which are North Main Street, South Main Street, West Chambers, East Chambers, West Henderson, East Henderson, North Caddo, South Caddo.

Trading Area: Extends about 15 miles north, thirty east, fifty south and seventy-five west.

Wholesale Houses: Groceries, 4; lumber companies, 4.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; automobile accessories, 16; automobile tire agencies, 9; bakers, 3; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 5; dressmakers, 5; druggists, 9; dry goods, 10; department stores, 7; electrical supplies, 5; florists, 2; fruits, 20; furniture, 5; garages (public), 10; grocers, 75; hardware, 3; jewelry, 3; meat markets, 8; men's furnishings, 4; men's clothing, 9; merchant tailors, 2; milliners, 10; opticians, 3; photographers, 4; pianos (and miscellaneous musical instruments), 5; radio supplies, 11; restaurants (including hotels), 10; shoes, 15; sporting goods, 4; stationers, 10; women's apparel, 12.

Miscellaneous Data: Average number of rainy days per twelve months, 100; most pleasant months, April, May, Oct., Nov. Doctors (medical, 21); (dentists, 6); (osteopaths, 1); gas, natural; electric current, alternating and direct; water, soft.

CORPUS CHRISTI, TEXAS

(Nueces County)

1920 Population, 10,522 (1926, est. 20,000).

City and Suburban Estimate, 40,000. Most important cities and towns in this area are: Robstown (pop. 4,000); Sinton (3,200); Kingsville (7,500); Taft (2,500).

Native Whites, 75%; Negroes, 5%; Foreign Born, 20%; Industrial Workers, 2%; English Reading, 75%; Families, 5,000.

Schools: Public Grade, 8; High, 1; Parochial, 2.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 3; Miscellaneous, 4.

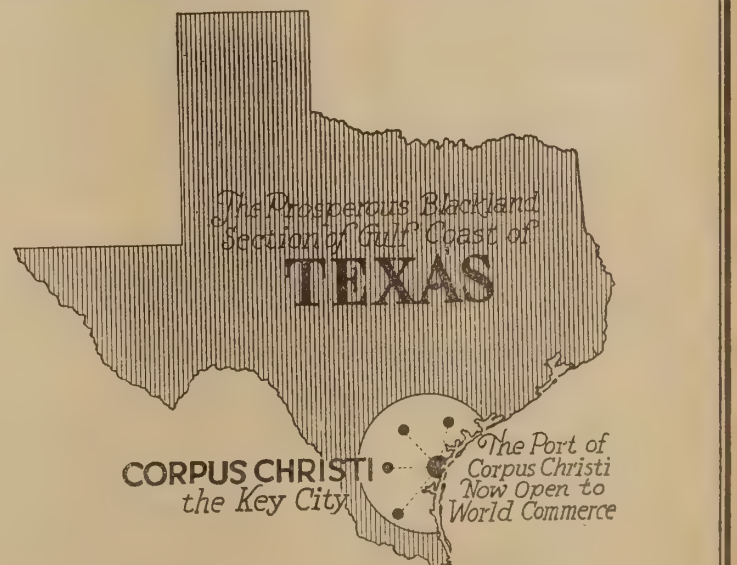
Banks: National, 3; State, 1. Total Resources, \$10,000,000; Savings Bank Deposits Total, \$1,000,000.

Theatres: Moving Pictures, 7. Total number of seats, 2,800.

Location: West shore of Corpus Christi Bay off the Gulf of Mexico. Served by the Missouri Pacific, Texas-Mexican, Southern Pacific and the San Antonio Uvalde and Gulf Railways. Bus service to San Antonio, Kingsville, and Rio Grande Valley points. To nearest large city by railroad, 6 hours; by auto, 5 hours.

Principal Industries: At present strictly agricultural. Nueces County produced 100,000 bales (estimated) of staple cotton this year, about one-third of the normal crop, despite a general drought that prevailed in the central, and northern part of the state. This country has had the highest yield per acre of any section of the cotton belt for the last 10-year period.

Continued on page 260



CORPUS CHRISTI is the key city to Texas' most prosperous trade territory—the territory served by the Caller.

THERE is great promise of extraordinarily good business in this section this year, which means increasingly great opportunities through advertising in the

Corpus Christi Caller

Member A. B. C.

TEXAS (Cont'd)

Corpus Christi (cont'd)

Manufacturing Establishments: 6. Leading firms Mistletoe Creamery, Falfurrias Creamery, Dixon Sprayer Co., Corpus Christi Oil Mill, Lone Star Ice Factory, Gulf Coast Power & Ice Co., Corpus Christi Foundry.

Special Information: Terminal for three railways: Port facilities benefiting states as far west as Arizona, and north to the Dakotas. Abundance of cheap labor, and municipally owned gas field supplying industry with 6-cent fuel at city limits. Two million acres Victoria clay, and Victoria loam farm lands within a radius of 50 miles of Corpus Christi. Summer and winter resort, with all-year-round bathing and fishing.

Residential Features: Mostly families, with limited section for homes of laboring class occupying smaller dwellings. First-class deep-water port, with safe and adequate harbor, which will be completed in May, 1926.

Retail Shopping Section: Six blocks on Chaparral Street, 6 blocks on Mesquite Street, 4 blocks on Leopard Street, 3 blocks on Peoples Street, 2 blocks on Seatzel Street, 2 blocks on Starr Street.

Trading Area: Forty miles north, 30 miles northeast, 40 miles south, and 40 miles west. Bay lies due east of city.

Wholesale Houses: Groceries, 9; meats, 2; fruits, 3; hardware, 1; Miscellaneous lines, 3 grain, 1 ice cream.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial auto. agencies, 4; automobile accessories, 8; automobile tire agencies, 7; bakers, 9; cigar stores and stands (including hotels), 15 (chain, 2); confectioners (including hotel stands), 12; delicatessen, 4; druggists, 11; dry goods, 20; department stores, 6; electrical supplies, 5; florists, 4; fruits, 15; furniture, 6; garages (public), 12; grocers, 54 (chain, 4); hardware, 4; jewelry, 3; meat markets, 12; men's furnishings, 7; men's clothing, 9; merchant tailors, 4; milliners, 9; opticians, 5; photographers, 5; pianos (and miscellaneous musical instruments), 7; radio supplies, 5; restaurants (including hotels), 20; shoes, 1; sporting goods, 2; stationers, 3; women's apparel, 9.

Miscellaneous Data: Average temperature, 70.6 degrees; most pleasant months, nearly all. Doctors (medical, 16); (dentists, 9); (osteopaths, 2); number of wired houses, 1,100; street car service; gas, natural; electric current, alternating; water, hard.

See announcement page 259 columns 3 and 4

COMMERCE, TEXAS

(Hunt County)

1920 Population, 3,842 (1925, est. 6,000).

City and Suburban Estimate, 40,000.

Native Whites, 95%; Negroes, 5%; Industrial Workers, 15%; English Reading, 100%; Families, 1,000.

Schools: Public Grade, 5; High, 2; Junior High, 1; Number of Pupils, 1,200. State Teachers' College with annual enrollment of more than 3,000.

Churches: Baptist, 2; Christian, 2; Episcopal, 1; Methodist, 3; Presbyterian, 1; Roman Catholic, 1.

Banks: National, 3; State, 1. Total Resources, \$1,000,000.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), two high school auditoriums and two auditoriums at State College. Total number of seats, 2,500.

Location: On St. Louis Southwestern (Cotton Belt), and Texas Midland Railroads, with five railroad outlets. Has three freight divisions of the St. L. S. W. Ry. and roundhouse and shops. Through freight is received from St. Louis in two days and from Dallas in one day. To nearest large city by railroad, 1 hour; by auto, 1 hour.

Principal Industries: 15. Cottonseed oil mill, railroad shops, cotton gins (4), flour mills, ice factory, bottling and ice cream factory, planing mill, paper mill.

Manufacturing Establishments: Leading firms: Commerce Cotton Seed Oil Co., Commerce Ice Co., Lone Star Paper Mills, Thomas Grain & Coal Co. (Milled stock and poultry feeds.)

Special Information: Is located at division of black land cotton, corn and grain belt on the west, and light soil fruit and vegetable region on east. Country is thickly settled by farmers. Is noted as a school town, the biennial appropriation for the State College here being more than \$500,000. Is 74 miles from Dallas with an asphalt and concrete paved road all the way. Also has paved road outlets north and east. Is noted for modern homes and paved streets.

Residential Features: Owing to the school and railroad population there are quite a number of apartment houses and boarding houses.

Retail Shopping Section: Main Street, 2 blocks; Alamo Street, 2 blocks; Washington Street, 2 blocks.

Trading Area: A radius of ten miles is regarded by the merchants here as available trade territory, and they advertise to cover this area.

Wholesale Houses: Groceries, 1; fruits, 1; miscellaneous lines; feed and grain, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 4; commercial auto. agencies, 3; automobile accessories, 5; automobile tire agencies, 15; bakers, 1; cigar stores and stands (including hotels), 46; confectioners (including ho-

tel stands), 18; dressmakers, 4; druggists, 5; dry goods, 6; department stores, 3; electrical supplies, 4; florists, 1; fruits, 3; furniture, 3; garages (public), 6; grocers, 21; hardware, 4; jewelry, 2; meat markets, 5; men's furnishings, 3; men's clothing, 5; merchant tailors, 2; milliners, 5; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 4; restaurants (including hotels), 12; shoes, 8; sporting goods, 3; stationers, 10; women's apparel, 9.

Miscellaneous Data: Average temperature, 65 degrees; average number of rainy days per twelve months, 30; most pleasant months, April, May, June, Sept., Oct., Nov. Doctors (medical, 9); (dentists, 4); (osteopaths, 1); number of wired houses, 800; electric current, alternating; water, soft; gas, natural.

CORSICANA, TEXAS

(Navarro County)

1920 Population, 11,356. (Since recent gusher oil field has been opened population has increased to 22,000.)

City and Suburban Estimate: Population in oil field and suburban sections about 26,000.

Native Whites, 85%; Negroes, 15%; Industrial Workers, 4,000; English Reading, 90%; Families, about 5,000.

Schools: Public Grade, 5; High, 1; Junior High, 1. Number of Pupils, 4,700.

Churches: Baptist, 3; Christian Science, 1; Episcopal, 1; Hebrew, 2; Methodist, 4; Presbyterian, 4; Roman Catholic, 1; Miscellaneous, 10.

Banks: National, 3; State, 2. Total Resources, \$17,000,000. Savings Bank Deposits Total, \$15,000,000.

Theatres: Legitimate, 2; Moving Pictures, 5; Vaudeville, 1. Total number of seats, 5,000.

Location: Southern Pacific, St. Louis Southwestern, Trinity and Brazos Valley Rys., Hillsboro branch, Interurban Texas Electric Co. To nearest large city by railroad, 2½ hours; by trolley, 2½ hours; by auto, 3 hours.

Principal Industries: Oil refineries, cotton mills, cotton oil mills, big machine shops, oil well machinery manufacturers, road graders, candy factory, broom factory, fruit cake factory, brick plants, cotton warehouses and compressors, wholesale center with large oil well supply houses, planing mills, and many smaller industries. Center of large agricultural district.

Manufacturing Establishments: Leading firms: American Well & Prospecting Co., Magnolia Petroleum Co., Corsicana Oil & Refining Co., Corsicana Cotton Mills, Southland Cotton Oil Co., Navarro Cotton Oil Co., De Luxe Fruit Cake Factory, Frick Ice Cream Co., Corsicana Ice & Utilities Co. Total value of yearly output of factories estimated at \$25,000,000.

Special Information: Corsicana is so located in the black land belt that it is an important agricultural center, and having an almost unlimited trading territory, has developed into a wholesale and jobbing center, there being located here at the present time forty-seven wholesale houses, groceries, hardware, tinware, poultry, oil products, oil well machinery, supplies, etc., cotton products, cotton oil products. It is located in Navarro County which is the second largest cotton county in Texas, sixth largest county in individual farm owners, eighth largest county in population, and third richest county in Texas due to its extended gusher oil field—greatest daily production reaching over 425,000 barrels. Estimated cotton crops for 1925, 80,000 bales.

Residential Features: Corsicana is a city of homes, churches and religious environments, together with being a good school town, there are now being completed five new public school buildings, with a new \$400,000 high school to take care of the growing attendance. With a municipal lake large enough to accommodate a city three times its size, Corsicana has sufficient fresh water for all purposes, industrial and otherwise, with plenty left for the beautification of lawns, flowers, etc., thereby making the city one of flowers and trees.

Retail Shopping Section: Corsicana being centrally located and seventy miles distant from any larger trading district, makes it an ideal trading center. With forty miles of pavement, 300 miles piked roads and ample railroad and motor car service, together with hourly interurban service, makes transportation easy and available for retail shoppers. With several large department stores, attractive cafes and daily amusements, the shoppers are well cared for.

Trading Area: The trading area of Corsicana is almost unlimited to the east and south, with larger cities seventy miles north and west dividing the trade about half way.

Wholesale Houses: Groceries, 7; meats, 3; fruits, 2; hardware, 1; dry goods, 2; miscellaneous lines, oil well supplies, 32.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 2; automobile accessories, 3; automobile tire agencies, 2; bakers, 2; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 5; delicatessen, 1; dressmakers, 9; druggists, 11; dry goods, 12; department stores, 6; electrical supplies, 3; florists, 2; fruits, 4; furniture, 7; garages (public), 7; grocers, 49 (chain, 7); hardware, 5; jewelry, 3; meat markets, 14; men's furnishings, 5; men's clothing, 7; merchant tailors, 3; milliners, 4; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 3; restaurants (including hotels), 9; shoes, 5, sporting goods, 3; stationers, 2; women's apparel, 5.

Miscellaneous Data: Average temperature, 75 degrees; average number of rainy days per twelve months, 60; most pleasant months, April, May, June, Oct., Nov., Dec. Doctors

(medical, 30); (dentists, 9); (osteopaths, 2); number of wired houses, 5,000; street car service; gas, natural; electric current, alternating; water, soft.

CUERO, TEXAS

(De Witt County)

1920 Population, 3,671.

City and Suburban Estimate, 5,800. Most important cities and towns in this area are: Victoria (pop. 5,900); Yoakum (6,100); Yorktown (2,500); Westhoff (1,000).

Native Whites, 65%; Negroes, 20%; Foreign Born, 15%; Industrial Workers, 3%; English Reading, 85%; Families, 1,000.

Schools: Public Grade, 4; High, 1; Parochial, 1. Number of Pupils, 1,350.

Churches: Lutheran, 1; Baptist, 2; Congregational, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 2.

Banks: National, 1; Private, 1; State, 1. Total Resources, \$3,000,000. Total deposits estimated, \$2,600,000.

Theatres: Legitimate, 1; Moving Pictures, 2. Total number of seats, 1,400.

Location: On Guadalupe River, 60 miles from sea coast, in south central Texas in the center of a fertile farming, dairy stock and poultry production territory. Situated about half way between Houston and San Antonio at the intersection of the San Antonio & Aransas Pass, and the Southern Pacific R.R.s., and on four designated State and Federal highways. Motor bus service to neighboring cities.

Principal Industries: Cotton cloth, cottonseed products; dressed turkeys and poultry, poultry and stock feeds. Important inland concentration point for south Texas cotton. Home of Mid-West utilities, dam and power company, supplying light and power for Cuero and three neighbor cities. To nearest large city by railroad, 3 hours; by auto, 4 hours.

Manufacturing Establishments: 15. Leading firms: Guadalupe Valley Cotton Mills, Cuero Cotton Oil & Mfg. Co., Crescent Valley Creamery, Cerney Garment Mfg. Co., Washington Gray Co., Witte Feed & Grain Co., R. O. Flick, Buchel Milling Co., Cuero Compress & Warehouse Co.

Special Information: Location makes city market center for large and fertile territory. Jobbing center for groceries, pecans, fruits and produce, hardware, seed implements and gin machinery. Home of large cotton compress. Large shipping point for dressed turkeys. Internationally known for its famous "Turkey Trots." City of attractive homes.

Residential Features: 75% of residents own their own homes. City of beautiful homes and wide streets bordered by huge live oak trees. Well kept lawns. Eighteen miles of paved streets.

Retail Shopping Section: Extends six blocks on Main Street and four blocks on Esplanade, the two principal streets. Two blocks each on Church and Railroad Streets, which parallel Main, and two blocks on Gonzales, which runs parallel with Esplanade.

Trading Area: Extends about 15 miles north, 35 miles west, 30 miles south and 18 miles east. Some business from points even further away because of modern stores and stocks and city's reputation as cotton and poultry market.

Wholesale Houses: Groceries, 1; meats, 2; fruits, 1; hardware, 1; dry goods, 1; miscellaneous lines; machinery, 1; feed, 1; seed, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 4; automobile accessories, 4; automobile tire agencies, 12; bakers, 4; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 12; delicatessen, 4; dressmakers, about 10; druggists, 5; dry goods, 16; department stores, 4; electrical supplies, 3; florists, 1; fruits, 4; furniture, 2; garages (public), 15; grocers, 15 (chain, 1); hardware, 3; jewelry, 4; meat markets, 8; men's furnishings, 1; exclusive; men's clothing, 8; merchant tailors, 5; milliners, 7; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 9; shoes, 8; supply goods, 2; stationers, 1; women's apparel, 12. Only two exclusive women's shops.

Miscellaneous Data: Average temperature, 72 degrees; average number of rainy days per twelve months, 36; most pleasant months, April, May, June, Sept., Oct., Nov. Doctors (medical, 16); (dentists, 3); number of wired houses, 1,050; electric current, alternating; water, soft.

DALLAS, TEXAS

(Dallas County)

1920 Population, 158,976 (1926, est. 201,038).

City and Suburban Estimate, 300,000. Most important cities and towns in this area are: Denton (pop. 9,116); McKinney (7,688); Sherman (16,380); Denison (17,065); Greenville (14,204).

Native Whites, 79.3%; Negroes, 15.2%; Foreign Born, 5.5%; Industrial Workers, 5.2%; English Reading, 96.8%; Families, 45,000.

Schools: Public Grade, 45; High, 6; Private, 80; Universities, 3. Number of Pupils, 43,825.

Churches: Baptist, 22; Christian Science, 2; Congregational, 6; Episcopal, 5; Hebrew, 8; Methodist, 19; Presbyterian, 11; Roman Catholic, 9; Miscellaneous, 22.

Banks: National, 8; State, 8; Capital, Surplus, and Undivided Profits (all banks) \$15,700,000; Total Deposits (all banks) \$143,130,347; Total Resources (all banks) \$176,872,476; Total Bank Clearings (12 months, 1925) \$2,556,829,920.

More Advertising and Circulation
Records Broken by

THE DALLAS DISPATCH

CIRCULATION GAINS ONE YEAR

Carrier circulation gain	34%
Total circulation gain	18%
National advertising gain first eight months....	34%
Total advertising gain	6.8%

Out of the total circulation of the Dallas Dispatch practically 90% is confined to the City of Dallas and immediate suburbs.

Whenever there is a worthwhile effort for something that is good for Dallas, The Dispatch leads it and usually wins it.

No other Dallas paper duplicates The Dispatch circulation in a primary way.

Any advertising campaign to properly cover Dallas, Texas and be successful should and must include

THE DALLAS DISPATCH

E. M. BURKE, Inc.

National Advertising Representative

New York

Dallas

Atlanta

Chicago

TEXAS (Cont'd)

Theatres: Legitimate, 3; Moving Pictures, 25; Vaudeville, 3; Burlesque, 2; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 29,500.

Location: Dallas is located on the Trinity River in the northern portion of Texas. Served by the following interurban lines: Waco, Sherman, Fort Worth, Terrell, Denison, Waxahachie, Corsicana and Denton. The following trunk steam lines also serve Dallas: M. K. & T. H. & T. C., Rock Island, T. & N. O., Santa Fe, Southern Pacific, Texas & Pacific, Frisco, St. Louis Southwestern, Trinity & Brazos Valley and Ft. Worth & Denver. To nearest larger city (Kansas City) by railroad, 12 hours.

Principal Industries: Petroleum products, cottonseed products, iron and steel, cement, clothing, flour, mixed feeds, bakery products, furniture, packing house products, paints, building materials, cigars, candy, trunks, sporting goods, engraving, architectural stone, automobile accessories, ice cream, jewelry, tents and awnings, tools, show-cases and toys. The leading industry is cotton raising.

Manufacturing Establishments: Leading firms: Procter & Gamble, Ford Motor Co., Dallas Textile Mills, Dallas Wire Works, Texas Kean Kola Co., Trinity Portland Cement Co., Texas Portland Cement Co., Simms Oil Co., Oriental Oil Co., Miller Mfg. Co., National Macaroni Co., Ralston's Mfg. Co., Southern Steel Co., Standard Fixture Co., Standard Sanitary Mfg. Co., Thrift Packing Co., Lone Star Bed Mfg. Co., Daltex Spring Bed Mfg. Co., Pollock Trunk Mfg. Co., Schoelkopf Co., and Padgett Bros. 705 factories in 1925 produced merchandise worth \$161,120,725.

Special Information: Location and transportation facilities make Dallas the market and distributing point for the Southwest. Dallas holds a high place in the manufacture of guns, saddlery, harness and leather goods. Dallas finances one-third the Texas cotton crop, which is one-fourth the cotton crop of the entire U. S. Dallas is one of the largest inland cotton markets in the South. Much of the oil of the U. S. is produced within a radius of 150 miles of Dallas. This city is one of the first fifteen jobbing centers of the United States. The last figures available show Dallas manufactured one-half the cotton gin machinery sold in the United States. 61,500 telephone installations.

Residential Features: Dallas has 50,000 homes. Two of the finest residential sections to the southwest are located in Dallas, Highland Park, and Munger Place. Homes in these two sections will average between \$30,000 and \$40,000 each. There are numerous medium class additions to the city. All sections of Dallas have direct street car service to the business district.

Retail Shopping Section: Retail business is located principally on the following streets: Pacific, Elm, Main, Commerce, from Houston to H. & T. C. Ry.; on Jackson from Market to Pershing Square, and on Young, from the Union Terminal Station, to Harwood Street. These streets are about 24 blocks long in the business section, while the cross streets are six blocks. Dallas also has twenty-five or thirty small business districts, with the usual drug stores, groceries and small shops.

Trading Area: Dallas has a weekly trading radius of 150 miles in the rich black land farming belt of Texas. Within the 100-mile radius of Dallas there are 1,998,673 people, according to the 1920 census. Residents of this section have excellent facilities for coming to Dallas to do their buying and shopping. The steam railroads, interurbans, and good automobile highways make it easy for them to reach Dallas in a very short time and at small expense.

Wholesale Houses: Groceries, 11; meats, 15; fruits, 13; hardware, 5; dry goods, 11.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 106; automobile accessories, 210; bakers, 30; cigar stores and stands (including hotels), 28; confectioners (including hotel stands), 35; delicatessen, 10; dressmakers, 6; druggists, 285; dry goods, 30; department stores, 8; electrical supplies, 62; florists, 16; fruits, 68; furniture, 62; furriers, 18; garages (public), 100; grocers, 954; hardware, 16; jewelry, 20; meat markets, 100; men's furnishings, 12; men's clothing, 12; merchant tailors, 69; milliners, 26; opticians, 16; photographers, 22; pianos (and miscellaneous musical instruments), 15; radio supplies, 5; restaurants (including hotels), 97; shoes, 24; sporting goods, 8; stationers, 13; women's apparel, 40.

Miscellaneous Data: Average temperature, 64 degrees; most pleasant months, April, May, June, Sept., Oct. Doctors (medical, 455); (dentists, 133); (osteopaths, 22); number of meter connections, 55,000; street car service; gas, natural; electric current, alternating; water, soft; number of wired houses, 64,150.

See announcements pages 260 and 261

DENISON, TEXAS

(Grayson County)

1920 Population, 17,065 (1925 est. 22,000).

City and Suburban Estimate, 27,000.

Native Whites, 79.3%; Negroes, 17.9%; Foreign Born, 2.8%; Industrial Workers, 25%; English Reading, 98.9%; Families, 4,404.

Schools: Public Grade, 9; High, 2; Parochial, 2. Number of Pupils, 5,338.

Churches: Baptist, 7; Christian Science, 1; Episcopal, 1; Methodist, 7; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 6.

Banks: National, 3; State, 1. Total Deposits (all banks) \$2,862,841; Total Resources (all banks) \$5,117,000; Total Savings Banks Deposits \$195,776.

Theatres: Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 3,850.

Location: Denison, the gate city to North Texas is located in Grayson County in the fertile Red River valley. On M. K. & T., T. & P., M. O. & G., Southern Pacific, and "Frisco" R.Rs. Electric lines to central Texas points. Bus service to Oklahoma and Texas points. Seven marked auto trails through city and three bridges across Red River lead into city. Terminal point for four steam and one electric line.

Principal Industries: Railroad shops, textile mill, coffee roasting, peanuts and pecans, mattresses, overalls, woodwork and cabinet work, nursery stock, greenhouses, flour mills, poultry and cow feeds, ice, ice cream, candy and soda water. Rich farming lands in every direction. Truck farming, fruit, cotton, corn and small grains principal crops.

Manufacturing Establishments: 34. Leading firms: Denison Cotton Mills, Barnhart Mercantile Co., Waples-Platter Grocer Co., Denison Mattress factory, Knaur Grain Co., M. K. & T. R. R. car mfg. plant. Barrow-Johnson Overall Company.

Special Information: Wholesale center for groceries, bank and store fixtures, hardware, poultry and eggs, barber supplies, nursery stock, packing house products. Largest mail distribution point in this district. M. K. & T. freight terminal just west of the city is among the largest west of Mississippi River, with a capacity of 5,000 cars daily and 75 miles of track. Total rail terminal trackage exceeds 100 miles. Heavy tourist travel through city, due to marked highways, free tourist park, and general location.

Residential Features: Largely industrial employs, many of whom own their homes. In the northwest central portion, private homes of business men predominate. The extreme northwest portion near the new M. K. & T. Ry. terminals are being built up with homes for employees of the railway.

Retail Shopping Section: Extends West along Main Street from Union Station six blocks, and along the avenues north and south of Main Street for two blocks in each direction. Some business on Woodward Street north of Main, and also on Chestnut Street, south of Main. There is also a section in the southwest section, called "Sugar Bottom," where there are a couple of blocks devoted to business. There are retail grocers and markets in all sections of town.

Trading Area: Covers a radius of about twenty-five miles, though business is secured from greater distances because of the good roads, and the railroad and interurban service.

Wholesale Houses: Groceries, 2; meats, 2; fruits, 1; hardware, 1; dry goods, 1; miscellaneous lines; nursery stock, 1; barber supplies, 1; poultry and eggs, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto, agencies, 2; automobile accessories, 5; automobile tire agencies, 5; bakers, 4; cigar stores and stands (including hotels), 75; confectioners (including hotel stands), 25; delicatessen, 1; dressmakers, 3; druggists, 10; dry goods, 7; department stores, 2; electrical supplies, 4; florists, 3; fruits, 6; furniture, 8; furriers, 1; garages (public), 15; grocers, 75; hardware, 2; jewelry, 3; meat markets, 11; men's furnishings, 5; men's clothing, 5; merchant tailors, 3; milliners, 6; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 5; restaurants (including hotels), 7; shoes, 7; sporting goods, 2; stationers, 1; women's apparel, 3.

DENTON, TEXAS

(Denton County)

1920 Population, 7,626 (1925 est. 9,647).

City and Suburban Estimate, 40,000. Most important cities and towns in this area are: Pilot Point (pop. 1,400); Sanger, (1,200); Lewisville (1,480); Aubrey (500).

Native Whites, 93%; Negroes, 5%; Foreign Born, 2%; Industrial Workers, 5%; English Reading, 99½%; Families, 1,950.

Schools: Public Grade, 5; High, 1; Junior High, 1. Number of Pupils, 2,475.

Churches: Baptist, 5; Christian Science, 1; Episcopal, 1; Methodist, 3; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 3; State, 1. Capital, Surplus, and Undivided Profits (all banks) \$403,210; Total Deposits (all banks) \$2,072,281; Total Resources (all banks) \$2,945,669.

Theatres: Moving Pictures, 3. Total number of seats, 1,500.

Location: Served by M. K. & T. and T. & P. Railroads and Dallas-Denton Interurban. Good bus service to suburban points. In center of Denton County, leading producer of wheat in Texas. Four designated state highways leading out of city. To nearest large city by railroad, 1 hour; by trolley, 1½ hours; by auto, 1½ hours.

Principal Industries: Flour milling, brick manufacturing, pottery making.

Manufacturing Establishments: Leading firms: Alliance Milling Co., Denton Milling Co., Acme Brick Co., Daugherty Art Pottery.

Special Information: Denton is a college town, having the College of Industrial Arts, a noted college, of the first class, for women. Annual enrollment about 2,500. North Texas State Teachers' College, with annual enrollment of 4,500. Also has a large high school.

Residential Features: Private homes ranging in value from \$3,000 to \$15,000. Large boarding houses for students, near both colleges. Average homes a credit to the town.

Retail Shopping Section: Public Square and for one block west on Hickory and Oak Streets, two blocks north on Locust Street, two blocks south on Locust Street, three blocks east on Hickory, one block east on Oak Street. Several neighborhood groceries.

Trading Area: Extends about twenty miles in each direction.

Wholesale Houses: Groceries, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; automobile accessories, 3; automobile tire agencies, 7; bakers, 2; cigar stores and stands (including hotels), confectioners (including hotel stands), 3; dressmakers, 10; druggists, 10; dry goods, 8; electrical supplies, 3; florists, 3; furniture, 5; garages (public), 8; grocers, 33 (chain, 4); hardware, 3; jewelry, 3; meat markets, 9; men's furnishings, 1; milliners, 5; opticians, 3; photographers, 5; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 9; shoes, 1; sporting goods, 1; women's apparel, 4.

Miscellaneous Data: Average temperature, 65 degrees; most pleasant months, March, April, May, June, Oct., Nov. Doctors (medical, 20); (dentists, 6); (osteopaths, 2); number of wired houses, 1,849; street bus service; gas, natural; electric current, alternating; water, soft.

EL PASO, TEXAS

1920 Population, 77,560 (1925 est. 100,000).

City and Suburban Estimate, 250,000.

Native Whites, 54.7%; Negroes, 1.7%; Foreign Born, 43.6%; English Reading, 57%; Families, 20,985; Spanish Speaking, 57%.

Schools: Public Grade, 21; High, 1; Junior High, 3; Parochial, 10; Number of Pupils, 19,000; Number of Parochial pupils, 4,000; Total Number of pupils, 23,000.

Churches: Baptist, 5; Christian Science, 3; Congregational, 2; Episcopal, 2; Hebrew, 3; Methodist, 11; Presbyterian, 8; Roman Catholic, 12; Miscellaneous, 12.

Banks: National, 3; Resources, (all banks), \$25,501,507.18; State, 1; \$3,613,880.07; Savings Bank Deposits, Total \$6,861,102.32; Total Resources (all banks), \$35,976,590.57.

Theatres: Legitimate, 1; Moving Pictures, 14; Motion Picture and Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 4. Total number of seats, 25,000.

Location: Extreme western point of Texas on the Rio Grande. Served by the Southern Pacific Railway System; Atchison, Topeka & Santa Fe, Texas & Pacific, National Railways of Mexico, and the Mexico Northwestern R.R. Bus service to all nearby points.

Principal Industries: Gold, silver, copper, lead, cement, brick and tile, flour, sawmill, railroad shops, sash and doors, automobile repairing machine shops, dairying, cottonseed oil and by-products, cotton textile mill, overalls, oil refineries, food products.

Manufacturing Establishments: 208. Leading firms: El Paso Smelting Works, El Paso Gas Co., El Paso Electric Railway Co., El Paso Milling Co., El Paso Packing Co., El Paso Refining Co., Southwestern Portland Cement Co., International Brick Co., Atlas Brick Co., El Paso Brick Co., El Paso Cotton Mill, Hayman Krupp Clothing Co., Globe Flour Mills, Peyton Packing Co., Hicks, Haywood Co. Total value of yearly output of factories estimated at \$20,000,000.

Special Information: El Paso is the gateway to Mexico on the south; to New Mexico, Arizona and California on the west. It is in the center of the great "Rio Grande Project." The water stored by the Elephant Butte Dam being used at present to irrigate 120,000 acres of fertile land in the Rio Grande Valley, and another 100,000 acres yet to be put under irrigation. One of the largest custom smelters in the world is located here, as is also a woodworking factory with a capacity of a trainload of finished products daily. Fort Bliss, the largest U. S. A. cavalry post is located here. A wholesale center for a large area in Northern Mexico. El Paso has \$1,753.00 average income per family per annum. The tax department lists 12,371 pleasure cars and 2,564 commercial cars. The total business by manufacturers, jobbers and other dealers is \$25,000,000 in trade territory. Crops in valley this year exceed \$15,000,000, two-thirds in cotton.

Residential Features: Mostly one-family houses, though there are many splendid apartment houses. Private homes predominate. Practically all of the residences are built with brick, cement, stone, stucco or deep adobe walls. There are 14,989 individually, of these about 200 are apartment houses containing 2,400 apartments.

Retail Shopping Section: Bounded on north by Franklin Street, on the west by Santa Fe Street, on the south by Second Street and on the east by Campbell Street. It runs seven blocks east and west and six blocks north and south. There are two outlying business districts and several "neighborhood" sections with the usual grocery, confectionery, drugs, meat markets, etc.

Trading Area: Extends approximately 250 miles in each direction. Jobbers do a good business over a much larger area.

Continued on page 262

Index to surveys and advertisements will be found on pages 304, 305, 306 and 307.

THE DALLAS TIMES HERALD DOMINATES

In

The Greatest Market in Texas

—Dallas and the Dallas Retail Trade Territory (75 miles)

In this Population Center-Wealth Center of the Southwest, The Dallas Times Herald is

First

In Local Circulation

In Home Delivered Circulation

In Local Advertising

In Total Advertising (For Six Consecutive years)

In News Service and Special Features:

Only Dallas Paper with the Day ASSOCIATED PRESS News Service

Philadelphia Public Ledger News Service

The Dallas Times Herald "First in Dallas"

THE S. C. BECKWITH Special Agency

National Representatives

New York—Chicago Detroit—St. Louis
Kansas City—Atlanta
Los Angeles—San Francisco

TEXAS (Cont'd)

El Paso (cont'd)

Wholesale Houses: Groceries, 12; meats, 6; fruits, 3; hardware, 3; dry goods, 3; drugs, 1; seeds, 7; cigars and tobacco, 5; building supplies, 6.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile dealers, 23; commercial truck dealers, 1; automobile accessories, 15; automobile tire agencies, 28; bakers, 25; cigar stores and stands (including hotels), 29; confectioners (including hotel stands), 51; dairy products, 13; dressmakers, 20; druggists, 58; dry goods, 42; department stores, 4; electrical supplies, 11; florists, 6; fruits, 28; furniture, 44; furriers, 4; garages (public), 37; grocers, 595; hardware, 12; jewelry, 26; meat markets, 81; men's furnishings, 18; men's clothing, 18; merchant tailors, 3; milliners, 11; opticians, 6; photographers, 17; pianos (and miscellaneous musical instruments), 7; radio supplies, 15; restaurants (including hotels), 121; shoes, 22; sporting goods, 6; stationers, 4; women's apparel, 3.

FORT WORTH, TEXAS

(Tarrant County)

1920 Population, 106,482. Census Bureau credit for population in areas annexed in 1922 and 1924, 26,738. Present estimate, 186,344.

City and Suburban Estimate, 240,000.

Native Whites, 80%; Negroes, 14%; Foreign Born, 6%; Industrial Workers, 22%; English Reading, 96.1%; Families, 41,567.

Schools: Public Grade, 43; High, 5; Junior High, 5; Parochial, 5; Number of Pupils, 32,000.

Churches: Baptist, 28; Christian, 8; Christian Science, 4; Congregational, 1; Episcopal, 4; Hebrew, 2; Methodist, 22; Presbyterian, 13; Roman Catholic, 5; Miscellaneous, 83.

Banks: National, 6; State, 1; Total Resources, \$94,000,000; Savings Deposits, \$9,500,000.

Theatres: Vaudeville, 3; Moving Pictures, 18; Burlesque, 2; Miscellaneous (Auditoriums, 5). Total number of seats, 23,500.

Location: At junction of West Fork and Clear Fork of Trinity River, in north central Texas.

Transportation: Twelve trunk line railroads with 19 outlets; 2 interurban lines; 8 bus lines. Steam railroads are Texas & Pacific, Santa Fe, Rock Island, Frisco, Cotton Belt, Fort Worth & Denver; Texas & New Orleans, Fort Worth & Rio Grande, International Great Northern, Trinity & Brazos Valley, Missouri, Kansas & Texas, Houston & Texas Central. Interurbans: Fort Worth and Dallas and Fort Worth and Cleburne. Headquarters of U. S. Railway Mail Service for 11th District. Municipal air field, air mail service to Chicago and New York.

Principal Industries: Meat packing, petroleum refining, railroad shops, foundries and machine shops, printing and publishing, flour and feed milling, cottonseed oil mills, creameries, garment factories, cotton mill, cement plant, furniture factories, canning plants, candy factories, macaroni plant, steel mill, windmill and well machinery plant, drilling tool plants, helium gas plant.

Manufacturing Establishments: 416. Leading firms: Armour & Co., Swift & Co., Fort Worth Packing Co., Trinity Portland Cement Co., Gulf Refining Co., Magnolia Petroleum Co., Transcontinental Oil Co., Pierce Oil Corp., Texas Pacific Coal & Oil Co., White Eagle Refining Co., Star Producing & Refining Co., U. S. Helium Gas Plant, Fort Worth Power & Light Co., Texas & Pacific railroad shops, Rock Island shops, Frisco shops, I. G. N. shops, Cotton Belt shops, Fort Worth & Denver shops, Bewley Mills, Burrus Mills, Ralston Purina Mills, Universal Mills, Riverside Cotton Oil Mill, Mutual Cotton Oil Mill, Traders Oil Mill, Fort Worth Cotton Oil Mill, Axtell Co., Worth Mills, Bunker Printing Products Co., Stafford Lowdon Co., Texas Steel Co., Fort Worth Steel & Machinery Co., King Candy Co., Pangburn Co., Justin Boot & Shoe Co., Bent Concrete Pipe Co., Fort Worth Macaroni Co., Hub Furniture Co., Wanles Platter Grocery Co. (canning plant), Southwestern Cooperage Co., Williamson Dickie Co., Kingsberry Mfg. Co., Monning Rose Co., Jenkins Mfg. Co., Fort Worth Well Machinery & Supply Co.

Special Information: Large railroad center. Only primary grain market in the South with 9,500,000 bushels elevator capacity; largest cattle market and packing center in the South. One of the largest refining points in the United States with plants representing more than \$10,000,000 investment. Trade territory in West Texas has increased in population more than 500,000 in last five years and now has population of more than 2,000,000. Fort Worth is one of the great oil centers of the world and more than \$12,000,000 worth of oil is produced each month in her trade territory. This area also has an average cotton production of more than \$250,000,000 annually. Natural gas from 15 distinct fields, fuel oil from seven local refineries and bituminous coal mined within a radius of 50 miles are in competition in the Fort Worth market, giving it one of the cheapest and most stable fuel markets in the country. Bond issues totalling \$10,000,000 were voted in 1925 and 1926 to extend streets, water and sewer facilities demanded by the rapid growth. For the first six months of 1926 building permits exceeded \$10,000,000.

Residential Features: Fort Worth has a large percentage of home owners. There are 32 parks covering more than 3,300 acres. Lake Worth, owned by the city, is located six miles north-

west. It is 14 miles long and two miles wide. A municipal bathing beach is maintained and boating and fishing are excellent. The city has well organized health and recreation departments. In 1926 new homes were being completed at the rate of 350 per month and many new attractive residence districts were being opened.

Retail Shopping Section: Main retail business section is composed of Main, Houston, Commerce and Throckmorton Streets, 18 blocks in length; North Main, 20 blocks; South Main, 12 blocks; East Front, 8 blocks; Jennings Avenue, 8 blocks, and all cross streets from 5 to 8 blocks. Several important suburban centers are developing rapidly.

Trading Area: Extends 15 miles east and 50 miles north, west and south. A large volume of intermittent business is received from all parts of West Texas and the Panhandle from distances as far as 500 miles. This is made possible by the splendid system of highways centering in Fort Worth, the excellent railroad service and the 8 bus lines with the most modern equipment which reach practically all parts of West Texas. Trading area population, 2,000,000.

Wholesale Houses: Groceries, 7; fruits, 14; produce, 12; meats, 14; hardware, 4; drugs, 4; dry goods, 3; garments, 7; grain, 37; cotton, 16; oil field supplies, 44; plumbers supplies, 3; mill and gin supplies, 6; lumber, 8; miscellaneous, 72.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 70; commercial auto. agencies, 12; automobile accessories, 204; automobile tire agencies, 51; bakers, 38; cigar stores and stands (including hotels), 40 (chain, 5); confectioners (including hotel stands), 106; delicatessen, 40; dressmakers, 53; druggists, 150 (chain, 11); dry goods, 38; department stores, 5; electrical supplies, 14; florists, 24; fruits, 97; furniture, 64; furriers, 3; garages (public), 142; grocers, 650 (chain, 54); hardware, 22; jewelry, 42; meat markets, 274 (chain, 17); men's furnishings, 32; men's clothing, 44; merchant tailors, 62; milliners, 24; opticians, 12; photographers, 20; pianos (and miscellaneous musical instruments), 11; radio supplies, 12; restaurants (including hotels), 340; shoes, 112; sporting goods, 5; stationers, 5; women's apparel, 8.

Miscellaneous Data: Average temperature, 65 degrees; average number of rainy days per 12 months, 76; most pleasant months, April, May, June, Oct., Nov., Dec. Doctors (medical, 174), (dentists, 68), (osteopaths, 7); street car service; gas, natural; number of meters, 31,500; electric current, alternating, and direct; number of wired houses, 31,000; water, soft.

See announcement columns 3 and 4

GAINESVILLE, TEXAS

(Cooke County)

1920 Population, 8,648.

City and Suburban Estimate, 10,000.

Native Whites, 85%; Negroes, 15%; Industrial Workers, 20%; English Reading, 100%; Families, 2,000.

Schools: Public Grade, 5; High, 1; Junior High, 1; Parochial, 1. Number of Pupils, 1,800.

Churches: Baptist, 5; Christian Science, 2; Episcopal, 1; Methodist, 3; Presbyterian, 3; Roman Catholic, 1; Disciple of Christ, 3; Miscellaneous, 6.

Banks: National, 2; State, 1; Total Resources, \$2,585,573.77. Savings Bank Deposits Total, \$105,000.

Theatres: Legitimate, 1; Moving Pictures, 3. Total number of seats, 2,100.

Location: On main line of Gulf, Colorado & Santa Fe, and branch of M. K. & T. R.R. Two National Highways six miles from Southern Oklahoma line. Excellent motor truck service and passenger car lines. To nearest large city by railroad, 3 hours; by auto, 3 hours.

Principal Industries: Oil refinery; casing head gasoline plant, flour mill, cottonseed oil mill, brick plant, iron foundry, ice plant, bottling works, mattress factories, work clothing factory, electric cut-off switch factory, automobile oil filter factory, ice cream factory, cotton gins, saddleries, monumental works, cotton compress, cigar factory, gravel beds, produce houses, 4; producing oil wells, railroad shops.

Manufacturing Establishments: 8. Leading firms: Producers Oil Refining Co., North Texas Gas Co. refinery, Gainesville Brick Co., Crystal Bottling Works, Crystal Ice Cream Co., Gainesville Ice Co., Blanchard Garment Mfg. Co., Whaley Mill & Elevator Co. Total value of yearly output of factories estimated at \$2,000,000.

Special Information: An inexhaustible supply of pure artesian water; State Training School for Girls; public sanitary camp ground; municipal swimming pool; 2 country clubs; 155-piece boys' band; boy scout camp and swimming pool; 100,000 trees of all varieties. City and county free library and museum.

Residential Features: Mostly one and two-story types of buildings; 75% private homes; no zoning.

Retail Shopping Section: Extends from Court House Square east, 8 blocks on California; north on Commerce, 4 blocks; on Dixon north 3 blocks; on California west 3 blocks; on Dixon south 1 block. Business houses on all four sides of Court House Square. Number of suburban stores.

Trading Area: An area of about 35 miles in every direction.

Continued on page 263

A LUSTY BABY!

The new combination of the Fort Worth Star Telegram and Fort Worth Record grows by leaps and bounds.

April 1, 1926

115,000 Daily; 120,000 Sunday

Sunday, October 3, 1926

129,407

Wednesday, October 6, 1926

132,422

and the same rate prevails

Another proof of
DOMINANCE IN THE GREAT
WEST TEXAS TRADE
TERRITORY

Greater Net Paid Circulation than
any three other papers combined
in this territory.

The market and the medium for
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FORT WORTH STAR-TELEGRAM
(EVENING)

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(MORNING)

FORT WORTH STAR-TELEGRAM
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(SUNDAY)

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AUDIT BUREAU OF CIRCULATIONS

AMON G. CARTER
President and Publisher

A. L. SHUMAN
Vice-President and Adv. Director

TEXAS (Cont'd)

Gainesville (cont'd)

Wholesale Houses: Groceries, 3; fruits, 2; miscellaneous lines: drugs, 1; candy, 1; ice cream, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 17; commercial auto. agencies, 17; automobile accessories, 22; automobile tire agencies, 22; bakers, 2; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 7; dressmakers, 10; druggists, 7; dry goods, 8; department stores, 4; electrical supplies, 3; florists, 1; fruits, 2; furniture, 4; garages (public), 6; grocers, 62 (chain, 2); hardware, 7; jewelry, 4; meat markets, 8; men's furnishings, 4; men's clothing, 4; merchant tailors, 1; milliners, 7; opticians, 5; photographers, 3; pianos (and miscellaneous musical instruments), 1; radio supplies, 4; restaurants (including hotels), 20; shoes, 2; sporting goods, 3; stationers, 2; women's apparel, 1.

Miscellaneous Data: Average temperature, 81 degrees; average number of rainy days per twelve months, 40; most pleasant months, April, May, June, Oct., Nov., Dec. Doctors (medical, 17); (dentists, 5); (osteopaths, 1); number of wired houses, 1,623; gas, natural; electric current, alternating; water, soft.

GALVESTON, TEXAS

(Galveston County)

1920 Population, 44,255. (1926, est. 55,320.)

City and Suburban Estimate, 65,275. Most important cities and towns in this area are: Texas City (pop. 4,500); Alvin (2,000); Angleton (1,200); Dickinson (1,000).

Native Whites, 62%; Negroes, 22.3%; Foreign Born, 15.7%; English Reading, 88.5%; Families, 10,638.

Schools: Public Grade, 9; High, 2; Parochial, 7; Number of Pupils, 10,000.

Churches: Baptist, 3; Christian Science, 1; Episcopal, 3; Hebrew, 3; Methodist, 11; Presbyterian, 3; Roman Catholic, 8; Miscellaneous, 13.

Banks: National 4. Total Resources (all banks), \$40,000,000; Total Savings Banks Deposits, \$10,850,000; Total Bank Clearings (12 months 1925), \$1,756,938,000. Four private banks.

Theatres: Legitimate, 1; Moving Pictures, 10; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 4. Total number of seats, 8,000.

Location: On Galveston Island. Has large harbor on Gulf Coast with berthing space for 100 ocean-going vessels. Potential dock frontage 15 miles. Served by Southern Pacific, Santa Fe, M. K. & T., Missouri Pacific Lines, Houston-Galveston Interurban trunk lines, etc. To nearest large city by railroad, 1½ hours; by trolley, 1 hour and 40 minutes; by auto, 2 hours.

Principal Industries: Marine iron works and ship repairing, package rice mill, flour mill, soft drinks, coffee roasting, printing and binding, meat packing, cotton mill.

Manufacturing Establishments: 118. Texas Star Flour Mills, Southern Beverage Co., Seaboard Rice Mills, Clark & Courts, Galveston Dry Dock Co., McDonough Iron Works, Texas Consumers Co., Rosenthal Packing Co., Texas Carnegie Steel Association, Galvez Cotton Mill.

Special Information: Galveston is one of the leading cotton ports of the world. Summer and Winter resort attracting thousands annually, principally from Southwestern states, but increasing materially in tourists by automobile from all parts of the country. Potential industrial center with all advantages of cheap labor and power, good sites and nearness to centers of production of raw materials and advantage of cheap water rates. Home office of one of the largest Life Insurance Companies in the South.

Residential Features: Forty-five per cent of homes owned. Individual prosperity. Houses compactly built with all modern conveniences. Plenty of homes provided for industrial and wharf workers. Three or four sections of city confined to better residences. Streets practically all are paved.

Retail Shopping Section: Included between 19th and 27th Streets and Avenues C and F. Neighborhood groceries, drug stores, etc., are predominant. Small retail section on beach front, largely drug stores and restaurants.

Trading Area: City is located on an island and retail area is confined to section less than 40 miles at points, but extending 200 miles at other points. Some of the largest wholesale houses of state are located here and in one instance one of the largest in the South.

Wholesale Houses: Groceries, 15; meats, 6; fruits, 4; hardware, 3; dry goods, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; automobile accessories, 15; automobile tire agencies, 14; bakers, 19; cigar stores and stands (including hotels), 70 (chain, 1); confectioners (including hotel stands), 35; delicatessen, 2; dressmakers, 37; druggists, 23; dry goods, 16; department stores, 5; electrical supplies, 8; florists, 7; fruits, 12; furniture, 21; garages (public), 11; grocers, 199 (chain, 6); hardware, 7; jewelry, 14; meat markets, 75 (chain, 1); men's furnishings, 14; merchant tailors, 23; milliners, 9; opticians, 4; photographers, 9; pianos (and miscellaneous musical instruments), 3; radio supplies, 2; restaurants (including hotels), 146; shoes, 16; sporting goods, 5; stationers, 9; women's apparel, 9.

Miscellaneous Data: Average temperature, 87 degrees; average number of rainy days per 12 months, 35; most pleasant months, April, May, Sept., Oct., Nov., Dec. Doctors (medical, 100), (dentists, 47), (osteopaths, 2); street car service; gas artificial; number of meters, 7,877; electric current, alternating and direct; number of wired houses, 10,346; water, soft.

See announcement columns 3 and 4

GILMER, TEXAS

(Upshur County)

1920 Population, 2,268. (Est. 2,500.)

City and Suburban Estimate, 3,000.

Native Whites, 90%; Negroes, 10%; Industrial Workers, 1%; English Reading, 100%; Families, 500.

Schools: Public Grade, 2; High, 1.

Churches: Baptist, 1; Methodist, 1; Miscellaneous: Christian, 1.

Banks: National, 2; State, 1; Total Resources, \$1,300,000.

Theatres: Moving Pictures, 1. Total number of seats, 500.

Location: On Jefferson Highway (Winnipeg to New Orleans), and on Cotton Belt R.R. (main line, St. Louis to Waco). To nearest larger city (Shreveport, La.) by auto, 4 hours.

Principal Industries: Agriculture, lumbering, oil mill (cottonseed), ice plant, bottling works, shingle mill, box factory. Farming includes cotton, sweet potatoes, peanuts, citrus, fruits, peaches, figs, melons, etc.

Special Information: Upshur County has a population of about 25,000. Gilmer is in the geographical center of the county and is its chief trading center as well. More than half the cotton raised in the county is sold in Gilmer; 90% of the people depend upon the prosperity of the farmers, as this is primarily an agricultural community, and known as the "Garden Spot of Texas," as anything grown in Texas, except oranges and grape fruits, can be grown, and are grown, abundantly here.

Residential Features: Most people are home owners. There is not a single apartment house, but houses owned by the occupant predominate, and while there are houses that are in the \$15,000 to \$20,000 cost class, the average is the brick or frame cottage so prevalent in Texas.

Retail Shopping Section: Extends on streets running into the Square. 75% of the stores are built around the Square, which is the location of the County Court House.

Trading Area: Roads lead to Gilmer from every community and settlement in the county and its trade area extends for a distance of about 10 miles around Gilmer—in some cases as much as 15 miles, from the more remote parts of the county.

Wholesale Houses: Groceries, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 4; automobile accessories, 7; automobile tire agencies, 7; bakers, 1; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 8; dressmakers, 4; druggists, 7; dry goods, 14; department stores, 2; electrical supplies, 1; florists, 1; furniture, 3; garages (public), 4; grocers, 12; hardware, 3; jewelry, 1; meat markets, 3; men's clothing, 1; merchant tailors, 2; milliners, 5; opticians, 1; photographers, 1; radio supplies, 2; restaurants (including hotels), 7; shoes, 1.

Miscellaneous Data: Average temperature, 75 degrees; average number of rainy days per 12 months, 50; most pleasant months, April, May, June, Sept., Oct., Nov., Dec.; doctors (medical, 6); (dentists, 3); electric current, alternating; water, soft.

GONZALES, TEXAS

(Gonzales County)

1920 Population, 3,128.

City and Suburban Estimate, 5,500.

Native Whites, 70%; Negroes, 20%; Foreign Born, 10%; Industrial Workers, 5%; English Reading, 75%.

Schools: Public Grade, 6; High, 1; Number of Pupils, 1,500.

Churches: Baptist, 1; Episcopal, 1; Lutheran, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 7.

Banks: National, 1; State, 1; Total Deposits, \$950,476; Total Resources, \$1,728,629; Private, 1; with Total Resources of \$750,000; B. & L. Assn., 1.

Theatres: Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 4. Total number of seats, 2,200.

Location: Located on Galveston, Harrisburg and San Antonio Railway and San Antonio and Anansas Pass Railway. Bus service to San Antonio, Austin, Cuero, Yoakum, Houston, San Marcos, and other points in all directions.

Principal Industries: Cotton duck, building and face brick. Large cement products manufacturing. Large commercial chicken hatchery. Cotton oil manufacturing.

Manufacturing Establishments: 22. Leading firms: Gonzales Cotton Mills, The Continental Hatcheries, Sunset Brick & Tile Co., Gonzales Cement Works, Gonzales Cotton Oil & Mfg. Co., and Gonzales Box Veneer Co.

Special Information: Located at the junction of the Old Spanish Trail and Middle Buster Highway giving improved highways from four directions of the compass. At the confluence of the Guadalupe and San Marcos Rivers, giving great waterpower possibilities. In the

heart of a rich agricultural district; greatest poultry center in southwest Texas. Home of the finest pecans.

Residential Features: All private homes, no tenements.

Retail Shopping Section: Principally around two main plazas of the city.

Trading Area: About 20 miles north, east and west, and about 30 miles south.

Wholesale Houses: Groceries, 3; meats, 2; fruits, 2; hardware, 1; miscellaneous lines: poultry and eggs, baby chicks, produce and pecans, confectionery.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial auto. agencies, 3; automobile accessories, 10; automobile tire agencies, 10; bakers, 3; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 6; dressmakers, 4; druggists, 3; dry goods, 6; fruits, 3; furniture, 3; garages (public), 7; grocers, 25; hardware, 5; jewelry, 4; meat markets, 7; men's furnishings, 7; men's clothing, 7; merchant tailors, 2; milliners, 4; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 15; shoes, 7; sporting goods, 2; stationers, 3; women's apparel, 5.

Miscellaneous Data: Doctors (medical, 7); (dentists, 3); (osteopaths, 1); electric current, direct; water, soft.

GREENVILLE, TEXAS

(Hunt County)

1920 Population, 12,884.

Native Whites, 80%; Negroes, 18%; Foreign Born, 2%; English Reading, 100%.

Schools: Public Grade, 4; High, 1; Junior High, 1; Number of Pupils, 2,750.

Churches: Baptist, 4; Christian Science, 1; Episcopal, 1; Methodist, 4; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 2.

Banks: National, 2; State, 2.

Theatres: Moving Pictures, 2.

Location: M. K. T., St. Louis Southwestern, L. R. & N., Texas Midland Railroads. To nearest larger city (Dallas) by railroad, 2 hours; by auto, 2 hours.

Principal Industries: Cotton raising.

Manufacturing Establishments: 44. Leading firms: Greenville Compress Company, Texas Refining Co., Greenville Mill & Elevator Co.

Special Information: Elevation 548, nine railway outlets; motor freight and passenger lines, 8; Junior Sectarian colleges, 2; state improved highways, 8. Ample electric Power and Lignite Fuel for manufacturing purposes. 34 miles paved streets. Center of North and East Texas Agricultural and Horticultural

section, the light and black soil sections. A leading distributing point for north and northeast Texas. County seat of Hunt County, Texas.

Residential Features: Greenville is a city of 4,000 homes, with many fine residences.

Retail Shopping Section: Embraces 50 blocks, distributed throughout 25 streets.

Trading Area: 40 miles in each direction.

Wholesale Houses: Groceries, 5; meats, 1; fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Delicatessen, 1; druggists, 10; dry goods, 14; department stores, 4; electrical supplies, 11; florists, 2; fruits, 1; furniture, 10; garages (public), 9; grocers, 51 (chain, 2); hardware, 6; jewelry, 3; meat markets, 4; men's furniture, 3; men's clothing, 3; merchant tailors, 4; milliners, 10; opticians, 5; photographers, 4; pianos (and miscellaneous musical instruments), 3; radio supplies, 6; restaurants (including hotels), 25; shoes, 2; sporting goods, 2; stationers, 2; women's apparel, 3.

Miscellaneous Data: Average temperature, 80 degrees; most pleasant months, May and June; doctors (dentists, 9), (osteopaths, 2); number of wired houses, 3,047; bus service; gas, artificial; electric current, alternating; water, soft.

HILLSBORO, TEXAS

(Hill County)

1920 Population, 6,952. (1926, est. 10,000.)

City and Suburban Estimate, 12,000. Most important cities and towns in this area are: Itasca (pop. 1,559); Whitney (1,011); Abbott (500); Malone (488).

Native Whites, 95%; Negroes, 4%; Foreign Born, 1%; Industrial Workers, 10%; English Reading, 99%; Families, 1,750.

Schools: Public Grade, 6; High, 1; Junior High, 1; Junior College, 1; Number of Pupils, 2,900.

Churches: Baptist, 5; Christian Science, 1; Episcopal, 1; Methodist, 3; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 3; Christian, 1; Church of Christ, 1; Lazarus, 1.

Banks: National, 2; State, 1; Trust Co., 1. Capital, Surplus and Undivided Profits (all banks), \$623,076; Total Deposits (all banks), \$1,869,405; Total Resources (all banks), \$2,953,089.

Theatres: Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 1,600.

Location: Hillsboro is located a little east of the center of the State. Served by M. K. & T. Ry., St. Louis & Southwestern Ry., Trin-

Continued on page 264

GALVESTON-

A Rich Market

On November 6, 1926, Babson's Statistical Organization, the most influential and reputable firm of its kind in existence, announced that following a careful survey of the country, Galveston, Texas, has been chosen as the best city in the country at the present time and announces that Galveston presents the most fertile sales field in the United States and will repay extra sales pressure.

Mr. Babson states, "a study of these statistics indicates that Galveston will do about 20 per cent larger business this November than in November, 1925, and that Galveston, therefore, represents the most fertile field in the United States today, and is classed as the best business city in the country. Extra pressure in Galveston means increased sales with additional sales expense."

The GALVESTON NEWS (Morning and Sunday), and the GALVESTON TRIBUNE (Evening), the only daily newspapers published in Galveston, completely cover the rich and responsive Galveston field.

The advertising rate is 10 cents per line flat daily and covers advertising in both papers, as space is not sold in either paper separately. Where an advertiser uses the Sunday NEWS with the Evening TRIBUNE, instead of one of the weekday issues of the NEWS, the rate is 11 cents per line flat. Advertising may appear in both publications on the same day or in the evening of one day and the morning of the next.

The GALVESTON NEWS was established in 1842—84 years ago, —and the GALVESTON TRIBUNE was established in 1880—46 years ago.

The GALVESTON NEWS-TRIBUNE Merchandising and Promotion Department is at your service.

THE JOHN BUDD COMPANY

National Advertising Representatives

New York Chicago St. Louis Atlanta
San Francisco Los Angeles Portland

TEXAS (Cont'd)

Hillsboro (cont'd)

ity & Brazos Valley Ry., and the Texas Electric Railway Interurban, also by a system of good roads, four of which are State highways and two are improved with hard surface entirely through the county. To nearest larger city by railroad (Ft. Worth), 2 hours; by auto (Dallas), 3 hours; by auto (Waco), 1 hour.

Principal Industries: Farming, cottonseed oil and cake, cotton duck and Osnaburg, advertising novelties.

Manufacturing Establishments: 5. Leading firms: Hillsboro Cotton Mills, Hill County Cotton Oil Co., Exporters & Traders Compress & Warehouse Co., Texas Novelty Advertising Co., Monarch Foundry & Machine Co., Hillsboro Candy Factory, Hillsboro Ice Co.

Special Information: The location of the city of the main state highways and trunk line railroads places it among the prominent cities of the state, and the improvement of the highways bespeaks its public enterprise. The character of its business houses and institutions are evidence of its importance as a trade center. The establishment of a Junior College in connection with the school system places it in the front rank as an educational community.

Residential Features: Houses are mainly one and two-story structures tending toward modern features. Private houses predominate. A great deal of pride is manifested in keeping of private homes. 75% of citizens own homes.

Retail Shopping Section: Embraces all of the Public Square, 3 blocks on E. Elm Street, 3 on S. Waco Street, 3 on W. Elm Street, and 2 each on N. Waco and E. Franklin. 1 on W. Franklin, 1 on S. Covington. Two community neighborhoods in which minor supplies are sold, with quite a number of retail stores in other parts of the city.

Trading Area: Extends about twenty miles in all directions, while some business is secured from distances up to thirty miles. The interurban and excellent county roads provide means for transportation which increases business from a distance.

Wholesale Houses: Groceries, 3; Miscellaneous lines, produce, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; automobile accessories, 12; automobile tire agencies, 13; bakers, 3; cigar stores and stands (including hotels), 11 (chain, 1); confectioners (including hotel stands), 15; dressmakers, 7; druggists, 5; dry goods, 11; department stores, 3; electrical supplies, 3; florists, 2; fruits, 4; furniture, 4; garages (public), 9; grocers, 45 (chain, 1); hardware, 4; jewelry, 5; meat markets, 3; men's furnishings, 1; men's clothing, 1; merchant tailors, 1; milliners, 3; opticians, 5; photographers, 2; pianos (and miscellaneous musical instruments), 4; radio supplies, 3; restaurants (including hotels), 11; shoes, 1; women's apparel, 2.

Miscellaneous Data: Average temperature, 68 degrees; average number of rainy days per 12 months, 65; most pleasant months, April, May, June, Sept., Oct., Nov. Doctors (medical, 14), (dentists, 4), (osteopaths, 1); gas, natural; number of meters, 1,400; electric current, alternating and direct; number of wired houses, 1,500; water, soft; interurban trolley service.

HOUSTON, TEXAS

(Harris County)

1920 Population, 138,276 (1926 est., 250,300).

City and Suburban Estimate, 300,000. Most important cities and towns in this area are: Humble (pop. 4,500); Alvin (1,900); Goose Creek (7,000); Harrisburg (1,451); Crosby (600).

Native Whites, 76.3%; Negroes, 16.5%; Foreign Born, 7.2%; Industrial Workers, 22%; English Reading, 95%; Families, 33,392 in 1922 (Present est., 43,000).

Schools: Public Grade, 59; High, 7; Junior High, 7; Parochial, 14. Number of Pupils, 35,434.

Churches: Baptist, 15; Christian Science, 3; Congregational, 2; Episcopal, 8; Hebrew, 5; Methodist, 47; Presbyterian, 19; Roman Catholic, 12; Miscellaneous, 66.

Banks: National, 11; State, 5. Capital, Surplus and Undivided Profits (all banks), \$18,486,348; Total Deposits (all banks), \$132,338,502; Total Resources (all banks), \$153,906,484; Total Savings Banks Deposits, \$24,671,862; Total Bank Clearings (12 months, 1925), \$1,806,271,842.

Theatres: Legitimate, 1; Moving Pictures, 24; Vaudeville, 2; Burlesque, 2; Miscellaneous (Auditoriums, etc.), 4. Total number of seats, 32,000.

Location: Houston is located 50 miles from natural deep water and 25 miles from the head of Galveston Bay on the Houston ship channel. This is an artificial waterway, with a depth of 30 feet and bottom width of 150 feet. With terminals, which are owned by the Port District, it has cost over \$20,000,000. To nearest large city, by railroad, 2 hours; by trolley, 1½ hours; by auto, 2 hours.

Principal Industries: Petroleum refining, vegetable oil pressing and refining, cottonseed products, car wheel foundries, rice milling, oil well machinery and supplies, press cloth, bagging factories, cement and fertilizer, iron and brass foundries, machine shops, packing house products, locomotive repair plants, flour mills, textile mills, railroad shops, candy, overalls, ice cream, boilers and tanks.

Manufacturing Establishments: 400. Leading firms: Sinclair Oil & Refining Co., Texas Com-

pany, Humble Oil Co., Texas Chemical Co., American Maid Flour Mills, Texas Portland Cement Co., Houston Packing Co., Cheek-Neal Coffee Co., Texas Creamery Co., Houston Textile Co.

Special Information: Houston claims to be one of the largest inland cotton markets in the U. S., and the second cotton port, handling one-fifth of the American cotton crop. About one-seventh of all American oil is controlled by companies with head offices in Houston. Houston is one of the largest wool and lumber markets in the Southwest.

Residential Features: Houston is primarily a city of one and two-family houses. More than 75% of its people live in one-family houses. There are practically no tenement districts. Apartments are mostly four or six-family size. Residences in the best section average from \$8,000 to \$20,000 in value. Ordinary houses, \$4,000 to \$7,000.

Retail Shopping Section: Main Street, running north and south from 100 to 1,400 blocks, inclusive; Fannin and San Jacinto Streets, east of Main and Travis and Milam Streets, east of Main from 100 to 1,100 blocks, inclusive.

Trading Area: Extends about 40 to 45 miles north, west and south, possibly a little farther along the Interurban Line east.

Wholesale Houses: Groceries, 10; meats, 7; fruits, 33; hardware, 8; dry goods, 7; Miscellaneous lines: shoes, 2; tires, 9; bottles, 2; general merchandise, 1; grain, 16; confectionery, 6; tobacco, 5; bakers, 6; drugs, 3; ice, 10.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 39; commercial auto. agencies, 18; automobile accessories, 54; automobile tire agencies, 51; bakers, 60; cigar stores and stands (including hotels), 43 (chain, 9); confectioners (including hotel stands), 573; delicatessen, 14; dressmakers, 227; druggists, 176 (chain, 11); dry goods, 64; department stores, 5; electrical supplies, 17; florists, 40; fruits, 89; furniture, 68; furriers, 4; garages (public), 63; grocers, 889 (chain, 67); hardware, 17; jewelry, 35; meat markets, 68; men's furnishings, 22; men's clothing, 52; merchant tailors, 27; milliners, 23; opticians, 12; photographers, 37; pianos (and miscellaneous musical instruments), 19; radio supplies, 24; restaurants (including hotels), 419; shoes, 37; sporting goods, 9; stationers, 7; women's apparel, 17.

Miscellaneous Data: Average temperature, 69 degrees; average number of rainy days per 12 months, 101; most pleasant months, March, April, Oct., Nov. Doctors (medical, 263), (dentists, 120), (osteopaths, 11); number of wired houses, 40,230; street car service; gas, natural; number of meters, 30,864; electric current, alternating; water, hard.

See announcements page 265 and columns 3 and 4 this page

JACKSONVILLE, TEXAS

(Cherokee County)

1920 Population, 3,723.

City and Suburban Estimate, 6,000.

Native Whites, 75%; Negroes, 25%; Industrial Workers, 15%; English Reading, 90%; Families, 1,200.

Schools: Public Grade, 4; High, 1; Junior College, 2; Number of Pupils, 1,800.

Churches: Baptist, 2 (white).

Banks: National, 1; State, 2; Total Resources, \$2,500,000.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), four school auditoriums. Total number of seats, 4,000.

Location: On Missouri Pacific, Southern Pacific, and Cotton Belt R.R.s. Largest shipping point in Texas for tomatoes (551 carloads in 1925, with a total of 900 cars originating within 8 miles of town, out of total of 1,900 cars in Texas). Also large peach shipping point, about 100 cars this year. 10,000 bales of cotton this year. To nearest larger city (Dallas) by railroad, 6 hours; by auto, 6 hours.

Principal Industries: Three box and crate factories; two lumber and planing mills; cotton compress; ice factory; creamery; railroad repair shops.

Residential Features: About 1,000 residences, mostly frame houses, ranging from cheapest, to some costing \$25,000. Probably a dozen apartment houses. Four to the house.

Retail Shopping Section: On Commerce Street, 5 blocks; Main, 5 blocks; Bolton, 2 blocks; and Rusk, 1 block.

Trading Area: 15 to 20 miles in each direction.

Wholesale Houses: Groceries, 4; fruits, 1. Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto. agencies, 3; automobile accessories, 4; automobile tire agencies, 5; bakers, 2; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 12; delicatessen, 5; dressmakers, 12; druggists, 5; dry goods, 12; electrical supplies, 2; florists, 1; fruits, 6; furniture, 4; garages (public), 15; grocers, 15; hardware, 4; jewelry, 4; meat markets, 6; men's furnishings, 10; men's clothing, 10; merchant tailors, 8; milliners, 6; opticians, 4; photographers, 1; radio supplies, 4; restaurants (including hotels), 10; shoes, 10; sporting goods, 4; stationers, 4; women's apparel, 12.

Miscellaneous Data: Average temperature, 45 degrees; average number of rainy days per twelve months, 30; most pleasant months, April, May, June, Sept., Oct.; doctors (medical, 12), (dentists, 4); number of wired houses, 600; electric current, alternating; water, soft.

LAMPASAS, TEXAS

(Lampasas County)

1920 Population, 2,107.

City and Suburban Estimate, 3,500.

Native Whites, 90%; Negroes, 10%; English Reading, 100%.

Schools: Public Grade, 2; High, 1; Number of Pupils, 850.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 1.

Banks: National, 2; Private, 1; Total Resources, \$1,500,000.

Theatres: Legitimate, 1; Moving Pictures, 2. Total number of seats, 1,500.

Location: In center of Texas on G. C. & S. F. Railway and Southern Pacific.

Principal Industries: Farming and stock raising.

Manufacturing Establishments: Large shipping point for wool mohair, pecans, turkeys, chickens, sheep and cattle.

Residential Features: Large percentage own their own homes.

Trading Area: 25 to 40 miles in each direction.

Wholesale Houses: Groceries, 4; produce, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial auto. agencies, 4; automobile accessories, 12; automobile tire agencies, 12; bakers, 1; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 6; dressmakers, 5; druggists, 3; dry goods, 5; department stores, 2; electrical supplies, 3; florists, 1; furniture, 2; furriers, 1; garages (public), 10; grocers, 5; hardware, 3; jewelry, 2; meat markets, 3; men's furnishings, 3; merchant tailors, 5; milliners, 3; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 4; restaurants (including hotels), 9; shoes, 5; sporting goods, 3; stationers, 3; women's apparel, 5.

Miscellaneous Data: Gas, artificial; water, soft.

LAREDO, TEXAS

(Webb County)

1920 Population, 22,710.

City and Suburban Estimate, 35,000.

Native Whites, 46.5%; Negroes, 0.2%; Foreign Born, 53.3%; Industrial Workers, 40%; English Reading, 75%; Families, 6,100.

Schools: Public Grade, 9; High, 1; Junior High, 1; Parochial, 3. Number of Pupils, 7,500.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 3; Miscellaneous, 2.

Banks: National, 2; State, 2. Total Resources, \$10,000,000; Savings Bank Deposits Total, \$500,000.

Theatres: Legitimate, 3; Moving Pictures, 5. Total number of seats, 3,000.

Location: North bank of Rio Grande; served by International & Great Northern Ry., Texas-Mexican Ry., and Rio Grande & Eagle Pass Ry. Excellent bus service between Laredo and San Antonio over Meridian Highway to all parts of the state; also bus service from Laredo to Corpus Christi. To nearest large city, by railroad, 6 hours; by auto, 5 hours.

Principal Industries: Crude oil refining, Laredo brick, railroad shops, printing; numerous miscellaneous factories, such as ice, bakeries, rope and twine, planing mills, concrete materials, cotton gins, garment factory, Mexican products, cotton-seed oil mill.

Manufacturing Establishments: About 100. Leading firms: Texas-Mexican Oil Refining Co., Laredo Brick Co., S. N. Johnson Brick Co., Farmer's Gin Co., Miskro Refining Co.

Special Information: Laredo is a natural and one of the most important gateways for all commercial trade relations with Mexico. Also for passenger traffic and for the movement of cheap labor. Laredo's import and export movement between Mexico and the United States represents fifty million dollars' worth of commodities annually, ranking second to New York in trade relations with Mexico. Laredo is a producing territory for the famous Bermuda-Texas onions, spinach, and other winter truck growing crops. The movement is represented by 1,500 cars of onions, 1,200 cars of spinach, 1,000 cars of cabbage, carrots and other miscellaneous crops.

Residential Features: Mostly one-family houses; private homes predominate. One of the finest residential sections is known as the Heights, being the eastern portion of the city.

Retail Shopping Section: Extends from Market Square, which constitutes the heart of the business section for a depth of two or three blocks each way around the square. Extends also toward the Federal buildings and hotels, six or eight business blocks intervening between the Federal Building Square and Market Square. Street railway centers at Market Square, and radiates through the business district to the residential sections.

Trading Area: Includes Nueva Laredo in the State of Tamaulipas, across the Rio Grande. This also is a city of about 15,000. Surrounding territory is largely ranch and stockmen's country for a radius of 60 to 80 miles along the Rio Grande, both north and south, on the American side.

Continued on page 266

To cover this
Houston Market
you will want to use

THE HOUSTON CHRONICLE

In addition to covering the city of Houston as no other newspaper can, The Chronicle will take your story out into the wealthy Houston Trading Territory with its population of 2,198,885, and its annual buying power of \$3,499,184,810.00, reaching an average of one out of every 6.3 families in this area.

THE HOUSTON CHRONICLE

HOUSTON, TEXAS

Intelligent Co-Operation Is a Part of Our Service

Concentrated Circulation

Offers

"FOOD FOR THOUGHT"

You, Mr. Advertiser, would not use a newspaper whose circulation was scattered throughout the world if you were introducing your products to the *American* market. Neither should you use a newspaper whose circulation is scattered throughout Texas and other adjoining states if you wish to cover the *Houston* Market.

The Houston Post-Dispatch offers you a circulation of 61,600 daily and 67,953 Sunday (October average), all of which is concentrated in the *Houston Territory*—that is, within the 150 mile radius of Houston. This is truly "food for thought."

We proudly publish below our advertising lineage record for the first ten months of 1926 and 1925—

	1926	1925	GAIN
Local	6,219,234	4,971,652	1,247,582
National	1,592,752	1,293,992	298,760
Classified	2,207,030	1,675,590	531,440
Totals	10,019,016	7,941,234	2,077,782

➡ 2,077,782 LINES GAINED ←

In first ten months of 1926 as compared with 1,305,308 lines gained in entire year of 1925 over 1924. Here is a record that's hard to beat—and offers more "food for thought"

The Houston Post-Dispatch is the only paper in South Texas owning and operating a Radio Broadcasting Station—KPRC, a 750-watt station broadcasting on 296.9 meters.

To Thoroughly Cover the Houston Market You Should Use the

Houston Post-Dispatch

Owners and Operators of Radio Station KPRC

R. S. STERLING, Chairman of Board

W. P. HOBBY, Pres.

C. C. MAES, Gen. Mgr.

R. J. MEEKER, National Advertising Manager

THE S. C. BECKWITH SPECIAL AGENCY

National Representatives

New York
Kansas City

Chicago
St. Louis

Detroit
Atlanta

Los Angeles
San Francisco

TEXAS (Cont'd)

Laredo (cont'd)

Wholesale Houses: Groceries, 6; meats, 5; fruits, 5; hardware, 1; dry goods, 6; miscellaneous lines, 12.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial auto. agencies, 5; automobile accessories, 10; automobile tire agencies, 10; bakers, 3; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 3; delicatessen, 1; dressmakers, 5; druggists, 10; dry goods, 10; department stores, 2; electrical supplies, 1; florists, 1; fruits, 10; furniture, 5; furriers, 1; garages (public), 10; grocers, 30 (chain, 1); hardware, 3; jewelry, 3; meat markets, 15; men's furnishings, 3; men's clothing, 2; merchant tailors, 3; milliners, 2; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 1; restaurants (including hotels), 5; shoes, 5; sporting goods, 1; stationers, 3; women's apparel, 7.

Miscellaneous Data: Most pleasant months, April, June, July, Nov.; street car service; gas, natural; number of meters, 4,105; electric current, alternating and direct; water, hard.

LUBBOCK, TEX.

(Lubbock County)

1920 Population, 4,051 (1926 est. 16,500).

City and Suburban Estimate, 35,150.

Native Whites, 96%; Negroes, 2%; Foreign Born, 2%; English Reading, 98.5%; Families, 4,221.

Schools: Public Grade, 12; High, 1; Number of Pupils, 4,367; Number of Teachers, 122. Texas Technical College, opened Oct. 1, 1925; enrollment, Oct., 1926, 1,351 students.

Churches: 11.

Banks: National, 3. Capital, Surplus, and Undivided Profits June 30, 1926 (all banks), \$875,000; Total Deposits (all banks), \$5,180,000; Total Resources (all banks), \$2,475,000; Postal Receipts (12 months, 1925), \$77,182.42; Building Permits (to Oct., 1926), \$1,308,550.

Theatres: 6; Total number of seats, 3,600.

Location: Lubbock is situated on the Double Mountain Fork of the Brazos River, 110 miles south of Amarillo. Is on the main line of the A. T. & S. F. R.R., and junction point for 4 branches of that line.

Principal Industries: Cotton growing, 8 cotton gins, 2 compresses, cotton oil mill, stock raising, corn and other grains, alfalfa, vegetables, berries, fruit, large ice mfg. plant.

Special Information: The Santa Fe has just completed new line west to border of New Mexico, opening up new towns and trade territory. Ft. W. & D. C. Ry. under contract to build line from Childress to Lubbock. City has 2 cotton compresses, costing \$150,000, and \$200,000, respectively; oil mill, costing \$260,000. Cotton crop census (U. S. 1919-20), figures for Lubbock County: acreage, 35,476; yield, 17,603 bales; bales per acre, 0.49. Has municipally-owned light, sewer and water systems, commission-manager form of government, 138 blocks paved, \$50,000 bonds voted for additional paving.

Residential Features: Lubbock is called "The Hub City of the Plains," has mostly one-family houses, a city of homes, no tenements (agricultural community), wide streets.

Trading Area: Extends over a 25-mile radius. Six state highways, 18 auto passenger stage lines, and 163 freight trucks augment railroad service and give trade outlets to surrounding territory having a population of over 185,000.

Wholesale Houses: Groceries, 1; meats, 1.

Number of Retail Outlets for Nationally Advertised Products: passenger automobile agencies, 5; commercial automobile agencies, 2; automobile accessories, 7; automobile tire agencies, 4; bakers, 2; cigar stores and stands (including hotels), 6; confectioners (including hotel stands), 6; delicatessen, 2; dressmakers, 2; druggists, 5; dry goods, 4; department stores, 2; electrical supplies, 4; florists, 2; fruits, 2; furniture, 2; garages (public), 5; grocers, 15; hardware, 3; jewelry, 3 meat markets, 3; men's furnishings, 5; men's clothing, 5; merchant tailors, 1; milliners, 4; opticians, 3; photographers, 4; pianos (and miscellaneous musical instruments), 1; radio supplies, 4; total restaurants (including hotels), 8 (chain, 1); shoes, 3; sporting goods, 1; stationers, 2; women's apparel, 2.

See announcement columns 3 and 4

LUFKIN, TEXAS

(Angelina County)

1920 Population, 4,878 (1924, 6,500).

Native Whites, 80%; Negroes, 19%; Foreign Born, 1%; Industrial Workers, 25%; English Reading, 98%; Families, 1,200.

Schools: Public Grade, 6; High, 1; Number of Pupils, 2,400.

Churches: Baptist, 2; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 2.

Banks: National, 1; State, 2; Total Resources, \$2,500,000; Savings Bank Deposits Total, \$87,000.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 2,000.

Location: On main line of Houston East and West Texas Railway at the intersection of Lufkin Branch of St. Louis Southwestern. Also terminus of 3 branch lines and on direct highway between Shreveport and Houston where 5 hard surfaced roads meet.

Principal Industries: Four lumber mills, manufacturing pine and numerous hard wood mills that aggregate capacity of 600,000 feet per day. Foundry and machine shop, railroad shops, wagon works, special gin machinery, chemical plant, veneering plant, brick factory, chair and handle factory, 2 printing plants.

Manufacturing Establishments: 3. Lumber Manufacturing, Martin Wagon Works, Foundry and Machine Shops are shipping products to all parts of the United States and some foreign ports.

Special Information: Lufkin is located in the timber belt of the south and makes it a desirable location for the manufacture of furniture and other wood products. One of the largest distributing points in east Texas. Inbound and outbound car load traffic amount to more than 22,000 cars per annum.

Residential Features: Business portion of city covers about 25 blocks in the center of a tract of land covering 4 square miles. The residence portion surrounds this central business portion and is built up largely with well constructed bungalows and two story frame structures. Very few rent homes in town; mostly owned.

Retail Shopping Section: Located largely on three principal streets, one of which lies at right angle to the other two, with a number of prominent stores being located on what is known as the square.

Trading Area: The trade territory reaches out on the rail lines 50 miles or more, while the highways bring in rural patronage up to 25 miles.

Wholesale Houses: Groceries, 3; meats, 1; fruits, 1; miscellaneous lines; Hay and grain, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto. agencies, 2; automobile accessories, 8; automobile tire agencies, 8; bakers, 2; cigar stores and stands (including hotels), 7; confectioners (including hotel stands), 6; druggists, 5; dry goods, 9; department stores, 2; electrical supplies, 5; florists, 1; fruits, 3; furniture, 4; garages (public), 6; grocers, 40; hardware, 2; jewelry, 3; meat markets, 4; men's furnishings, 6; men's clothing, 6; merchant tailors, 2; milliners, 5; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 1; restaurants (including hotels), 10; shoes, 7; stationers, 3; women's apparel, 7; sporting goods, 2; dressmakers, 6.

McALLEN, TEXAS

(Hidalgo County)

1920 Population: 5,331.

City and Suburban Estimate, 10,000.

Native Whites, 60%; Foreign Born, 20%; English Reading, 70%.

Schools: Public Grade, 4; High, 1; Parochial, 2; Number of Pupils, 1,500.

Churches: Baptist, 1; Christian Science, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1.

Banks: National, 1; State, 1; Total Resources, \$1,500,000.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 3.

Location: On Rio Grande River seven miles from Mexico, and 60 miles from mouth of river. On Gulf Coast Ry. in what is known as Rio Grande Valley. Franchises and arrangements made for second railway. The county of Hidalgo has more American farmers than any county in the state. McAllen largest city in upper valley.

Principal Industries: No manufacturing. Citrus fruit, grapefruit, oranges, lemons, etc.

Special Information: McAllen—the trading center of the valley—14 years old and just beginning to build rapidly. Big Baptist University going this Fall. Never freezes, tropical climate, gulf breeze, 60 miles from Gulf of Mexico.

Residential Features: Mostly all houses owned by residents. Many people from colder climates build homes and live here. A winter resort. City homes average approximately \$4,000.

Retail Shopping Section: Extends along railroad and down Main Street about five blocks and on all side streets for a block or two.

Trading Area: Includes entire Rio Grande Valley, 25 miles wide and 60 miles long.

Wholesale Houses: Groceries, 3; hardware, 1; dry goods, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; automobile accessories, 15; automobile tire agencies, 10; bakers, 2; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 4; delicatessen, 2; dressmakers, 6; druggists, 6; dry goods, 7; department stores, 2; electrical supplies, 2; florists, 1; fruits, 6; furniture, 3; garages (public), 12; grocers, 7 (chain, 2); hardware, 4; jewelry, 3; meat markets, 5; men's furnishings, 2; men's clothing, 2; merchant tailors, 6; milliners, 3; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 2; restaurants (including hotels), 6; shoes, 2; sporting goods, 2; stationers, 3; women's apparel, 4.

Miscellaneous Data: Most pleasant months, Dec., Jan., Feb., March. Doctors (medical, 6); (dentists, 3), (osteopaths, 2); electric current, alternating; water, soft.

McKINNEY, TEXAS

(Collin County)

1920 Population, 6,877.

City and Suburban Estimate, 11,000.

Native Whites, 95%; Negroes, 4%; Foreign Born, 1%; English Reading, 95%; Families, usual per cent.

Schools: Public Grade, 4; High, 1; Junior High, 1.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 5.

Banks: National, 2; State, 1; Total Resources, \$8,000,000.

Theatres: Moving Pictures, 2; Total number of seats, 2,000.

Location: Located in northeast Texas, on Southern Pacific, L. R. & N., and Texas Electric.

Principal Industries: Cotton oil mill, ice plant, cotton mill, flour mills.

Manufacturing Establishments: 10. Texas Cotton Mills.

Special Information: Specially adapted for the manufacture of anything made of cotton or cotton products.

Residential Features: Well built, principally one and two story frame houses and brick veneer residences. Average in value from \$2,000 to \$15,000.

Retail Shopping Section: The square and one or two blocks in each direction off the square.

Trading Area: Radius 5 to 15 miles.

Wholesale Houses: Groceries, 3; meats, 1; fruits, 1; hardware, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 5; automobile accessories, 3; automobile tire agencies, 2; bakers, 3; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 12; delicatessen, 1; dressmakers, 6; druggists, 5; dry goods, 7; department stores, 3; electrical supplies, 2; florists, 3; fruits, 2; furniture, 3; garages (public), 5; grocers, 30; hardware, 4; jewelry, 2; meat markets, 5; men's furnishings, 2; men's clothing, 2; merchant tailors, 6; milliners, 5; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 10; shoes, 5; sporting goods, 2; stationers, 1; women's apparel, 1.

MARSHALL, TEXAS

(Harrison County)

1920 Population, 14,271 (1926 est., 16,490).

City and Suburban Estimate, 18,540. Most important cities and towns in this area are: Jefferson (pop. 3,700); Longview (5,000); Carthage (3,000).

Native Whites, 60%; Negroes, 39%; Foreign Born, 1%; Industrial Workers, 21%; English Reading, 98%; Families, 3,243.

Schools: Public Grade, 8; High, 2; Parochial, 2. Number of Pupils, 3,950.

Churches: Baptist, 3; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 4; Presbyterian, 2; Roman Catholic, 1.

Banks: National, 2; State, 2. Total Deposits (all banks), \$5,250,000; Total Resources (all banks), \$6,238,000; Total Savings Banks Deposits, \$1,105,410; Total Bank Clearings (12 months, 1925), \$52,000,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 1. Total number of seats, 1,585.

Location: About center of Harrison County, northeast Texas; served by Texas & Pacific Railroad east, west, and north. Excellent bus service east into Louisiana and west to main cities of northeast Texas.

Principal Industries: Lumber, baskets and crates, brick, pottery, car wheels and castings, candy, heavy trailers for trucks, machinery supplies, printing, railroad shops. Darco (a clarifier manufactured from lignite coal, mainly used for clarifying sugar).

Manufacturing Establishments: Leading firms: Texas & Pacific Railroad (shops), Marshall Car Wheel & Foundry Co., Marshall Mfg. Co., Marshall Brick Co., Marshall Pottery Co., Marshall Candy Co., Huntsberger Coffee Co., Taylor Lumber Co., S. R. Burnett Lumber Co., French Wheel & Body Works, the Darco Corp. (subsidiary of Du Pont Powder Co., of Wilmington, Del.), Turney Lumber Co. Total value of yearly output of factories estimated at \$9,000,000; estimated total annual payroll \$6,000,000.

Special Information: Is on Jefferson, Dixie Overland, and East Texas Highways. Almost exact center of the four southwestern states, Oklahoma, Arkansas, Louisiana and Texas. Cheapest natural gas for industrial purposes in the southwest at 7 cents per thousand. Marshall is surrounded by an unlimited supply of iron ore. Other natural resources found in commercial quantities near Marshall are lignite, silica sand, ochre, second growth pine, shale, fire and brick clays.

Residential Features: Mostly one-family houses; more than 50% occupied by owners.

Retail Shopping Section: Extends from Public Square, which forms heart of business section and terminal for three city trolley lines and bus lines, 1 block south, 3 blocks east and west, 3 blocks north. The usual suburban groceries, etc.

Trading Area: Extends 20 miles east; 15 miles south and north; 20 miles west.

Wholesale Houses: Groceries, 4; meats, 2; fruits, 2; hardware, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 3; automobile accessories, 10; automobile tire agencies, 15; bakers, 2; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 2; delicatessen, 1; dressmakers, 3; druggists, 7; dry goods, 7; department stores, 4; electrical supplies, 3; florists, 1; fruits, 2; furniture, 5; garages (public), 10; grocers, 116; hardware, 3; jewelry, 3; meat markets, 12; men's furnishings, 2; men's clothing, 2; merchant tailors, 1; milliners, 3; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 3; restaurants (including hotels), 8; shoes, 1; sporting goods, 3; stationers, 1; women's apparel, 5.

Miscellaneous Data: Doctors (medical, 22), (dentists, 11); bus service; gas, natural; number of meters, 3,400; electric current, alternating and direct; number of wired houses, 3,100; water, hard.

See announcement below

MEXIA, TEXAS

(Limestone County)

1920 Population, 3,482. (1923) Official Census, 10,621.

City and Suburban Estimate, 12,000. Most important cities and towns in this area are: Groesbeck (pop. 3,500); Kosse (1,500); Thornton (1,000); Wortham (4,000); Teague (3,500).

Native Whites, 80%; Negroes, 15%; Foreign Born, 5%; English Reading, 80%; Families, 2,500.

Schools: Public Grade, 5; High, 2; Number of Pupils, 3,000.

Churches: Baptist, 2; Christian Science, 1; Methodist, 3; Presbyterian, 2; Roman Catholic, 1.

Banks: National, 2; State, 1. Capital, Surplus, and Undivided Profits (all banks), \$428,000.

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Daily Circulation in Excess of 8,500
Morning and Evening05 per line
Sunday Edition05 per line

Representatives: Texas Daily Press League
Dallas, New York, Chicago, Kansas City

TEXAS (Cont'd)

\$45.54; Total Deposits (all banks), \$4,496,000; Total Resources (all banks), \$5,272,514.10.

Theatres: Legitimate, 1; Moving Pictures, 3; Total number of seats, 3,000.

Location: Mexia is 30 miles east of the center of population in Texas. On main line of the Houston & Texas Central, the central division of the Southern Pacific Railway. Also on the Texas & Brazos Valley Ry. Connected by stage line with Waco, Corsicana, and Teague.

Principal Industries: Oil, agriculture, printing, machinery supplies, railroad shops.

Manufacturing Establishments: 15. Leading firms: Texas Glove factory, Baxter Candy Co., Munger Oil & Cotton Co., Mexia Brick Plant, Mexia Planing Mill, Wear Candy Co., Anderson Ice Cream Co., Federal Machine & Supply Co., Radley's Mattress Factory, American Supply Co., Mexia Textile Mills.

Special Information: Mexia is known as the "Hub of the State's greatest oil field," being within only a few miles of the Mexia oil field. Richland field, Currie and Powell fields. Mexia is also the shopping center for a vast area of the finest farming section of the state. Large crude oil-producing center; home of great oil tank farms and oil companies. Mexia produces on an average of 50,000 bales of cotton per year; home of fine cattle, horses and hogs; growing poultry business; new \$500,000 cotton mill; brick plant; cotton oil mills; cotton compress; best equipped cotton gin in the world; power plant furnishing power for central Texas towns. Ninety-nine blocks of paving completed or under construction; \$1,500,000 being spent on paving roads leading into Mexia. Fine corn and other feed crops and a 60,000 bale cotton crop. Estimated weekly payroll \$70,000.

Residential Features: Mostly one and two-family houses. Limited section devoted to oil-field workers' shacks. One fine residential section with homes averaging around \$10,000.

Retail Shopping Section: Extends from Central Avenue on Commerce Street to Kaufman Street, a distance of 6 blocks; then west from Central Ave. to Pure Oil Building, a distance of 6 blocks. Parallel to Commerce Street are Main and Palestine Streets, which are business blocks for 4 blocks each. Running north and south are Central Avenue, Sherman, McKinney and Paris Streets, with shopping districts of three blocks each.

Trading Area: The shopping center of about 30 miles in each direction, covering a vast area of fine agricultural lands, also numerous oil fields.

Connected by bus with Waco, 50 miles; Corsicana, 30 miles; Teague, 12 miles; Coolidge, 12 miles; Tehuacana, 6 miles.

Wholesale Houses: Brick, 1; cloth, 1; cotton seed oil, 1; coffee, 1; dairies, 1; flowers, 1; groceries, 3; lumber, 6; marble and granite, 1; Oil pipe lines and oil, 27; oil-field supply houses, 10; plumber supplies, 1; produce, 2; soda water, 2; vegetables, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 13; commercial auto. agencies, 6; automobile accessories, 19; automobile tire agencies, 16; bakers, 4; cigar stores and stands (including hotels), 12; men's clothing, 16; cloaks & suits, 2; confectioners (including hotel stands), 7; delicatessen, 2; dressmakers, 3; druggists, 8; dry goods, 20; department stores, 4; electrical supplies, 3; florists, 3; furniture, 5; garages (public), 21; grocers, 47 (chain, 2); hardware, 4; hats & caps, 13; jewelry, 2; meat markets, 14; men's furnishings, 2; merchant tailors, 7; milliners, 5; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; restaurants (including hotels), 9; shoes, 1; sporting goods, 4; stationers, 2.

Miscellaneous Data: Doctors (medical, 14); (dentists, 4); gas, natural; number of meters, 1,700; electric current, alternating; number of wired houses, 1,539; number of automobile registrations, 8,000 (in County); water, hard.

NACOGDOCHES, TEXAS

(Nacogdoches County)

1920 Population, 3,546 (1925 est. 5,500). City and Suburban Estimate, 8,500.

Native Whites, 75%; Negroes, 20%; Foreign Born, 5%; English Reading, 85%; Families, 1,600.

Schools: Public Grade, 3; High, 1; Number of Pupils, 2,200.

Churches: Baptist, 1; Episcopal, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 1.

Banks: National, 1; State, 1; Total Resources (all banks), \$2,421,473; Savings Bank Deposits (all banks), \$2,025,795.

Theatres: Moving Pictures, 3; Total number of seats, 1,500.

Location: On Southern Pacific Lines traversing Eastern Texas—parts of system known as Houston East & West Texas R.R., Texas & New Orleans R.R. and a small line running across east Texas headed for Alexandria, La., known as the Nacogdoches & Southeastern.

Manufacturing Establishments: 39. Leading firms: Frost-Johnson Lumber Co., T. M. Hooks Lumber Co., J. W. Williams Lumber Co., Nacogdoches Oil Mill, Yuba Refining Co., Nacogdoches Compress Co., Southern Ice & Utilities Co., Nacogdoches Mattress Factory, Candy factory, Mahdeen Hair Tonic Co., Farming and stock raising.

Special Information: Nacogdoches is the largest little city between Beaumont & Dallas, and between Houston and Shreveport. It is

the junction of 2 railroads and there is more traffic created here than in any two towns along the line between Houston and Shreveport and Beaumont and Dallas.

Residential Features: Mostly private residences, with one and two story tenant houses. Lately a great many houses of 4 to 30 rooms have been built in the suburbs for the students attending the new state school. This school is a State Teacher's College.

Retail Shopping Section: Surrounds the Square, with the government building in the center, and branching off on Main, Fredonia, Church and North Streets.

Trading Area: Covers the entire county of Nacogdoches and draws from the adjoining counties of San Augustine, Angelina, Cherokee, Rusk and Shelby.

Wholesale Houses: Groceries, 2; meats, 1; hardware, 1; dry goods, 2; miscellaneous lines, candy, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto. agencies, 3; automobile accessories, 6; automobile tire agencies, 10; bakers, 2; cigar stores and stands (including hotels), 6; confectioners (including hotel stands), 4; dressmakers, 30; druggists, 3; dry goods, 9; department stores, 2; electrical supplies, 1; florists, 1; fruits, 2; furniture, 3; garages (public), 9; grocers, 56; hardware, 3; jewelry, 3; meat markets, 7; men's furnishings, 6; men's clothing, 6; merchant tailors, 2; milliners, 3; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 4; restaurants (including hotels), 13; shoes, 1; sporting goods, 3; stationers, 3; women's apparel, 5.

NAVASOTA, TEXAS

(Grimes County)

1920 Population, 5,060.

Native Whites, 60%; Negroes, 35%; Foreign Born, 5%; English Reading, 95%; Families, 1,500.

Schools: Public Grade, 2; High, 2. Number of Pupils, 1,150.

Churches: Baptist, 4; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 1.

Banks: National, 2. Total Resources, \$1,552,096.

Theatres: Moving Pictures, 2.

Location: On I. & G. N. R.R., Southern Pacific, Santa Fe.

Principal Industries: Hoop and barrel factory, cotton seed oil mill, coopeage and bottling works.

Special Information: This town is especially located for wholesale supplies.

Residential Features: Mostly five and six-room houses, occupied by owner.

Retail Shopping Section: Ten blocks of business houses.

Trading Area: Extends over the whole county and 25 miles in all directions.

Wholesale Houses: Groceries, 2; fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 4; commercial auto. agencies, 12; automobile accessories, 15; automobile tire agencies, 14; bakers, 2; cigar stores and stands (including hotels), 6; confectioners (including hotel stands), 1; delicatessen, 6; dressmakers, 2; druggists, 5; dry goods, 9; electrical supplies, 2; florists, 1; fruits, 3; furniture, 3; garages (public), 8; grocers, 8; hardware, 2; jewelry, 2; meat markets, 2; merchant tailors, 2; milliners, 4; opticians, 1; photographers, 1; restaurants (including hotels), 8; shoes, 1; stationers, 1.

ORANGE, TEXAS

(Orange County)

1920 Population, 9,212.

City and Suburban Estimate, 15,000.

Native Whites, 85%; Negroes, 10%; Foreign Born, 5%; Industrial Workers, 20%; English Reading, 98%; Families, 3,000.

Schools: Public Grade, 3; High, 2; Parochial, 1. Number of Pupils, 2,400.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 1.

Banks: National, 2; State, 1; Total Resources, \$7,000,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 3,000.

Location: On west bank of Sabine River, 40 miles from the Gulf. Served by Orange & Northwestern R.R. (Gulf Coast Lines) and So. Pac Co. Steamship service direct with principal ports of the world.

Principal Industries: Saw mill, creosoting plant, iron and steel fabricating plant, iron foundry, railway car building plant, box factory, machine shops, etc., ship yards, rice, mill.

Manufacturing Establishments: 9. Leading firms: The Lutchter & Moore Lbr. Co., The Texas Creosoting Co., The Yellow Pine Paper Mill Co., The Orange Car & Steel Co., The Orange Rice Mill Co., Orange Foundry Co., Orange Box Mfg. Co., Orange Ice, Light & Water Co., The E. Z. Opener Bag Co. Annual output, \$10,000,000.

Special Information: Orange is a deep sea port with one of the best fresh water harbors on the Gulf especially adapted to the exporta-

tion of lumber, rice, naval stores, and especially adapted on account of its location and facilities for manufacturing industries, particularly those requiring hardwood lumber. Fine churches, schools and hospitals, as well as large oil fields.

Residential Features: Principally one family houses, private homes predominating.

Retail Shopping Section: Fifth Street from Green to Border, three blocks. Front Street from Third to Eighth Street, five blocks. Small grocery stores scattered throughout the city.

Trading Area: Extends about 60 miles north, 20 miles west and 70 miles east and northeast.

Wholesale Houses: Groceries, 2; hardware, 2. Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial auto. agencies, 5; automobile accessories, 10; automobile tire agencies, 10; bakers, 5; cigar stores and stands (including hotels), 50; confectioners (including hotel stands), 10; delicatessen, 1; dressmakers, 15; druggists, 7; dry goods, 2; department stores, 1; electrical supplies, 2; florists, 1; fruits, 10; furniture, 2; furriers, 1; garages (public), 5; grocers, 35; hardware, 3; jewelry, 4; meat markets, 35; men's furnishings, 4; men's clothing, 4; merchant tailors, 4; milliners, 2; opticians, 3; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 20; shoes, 1; sporting goods, 3; stationers, 1.

PALESTINE, TEXAS

(Anderson County)

1920 Population, 11,039.

City and Suburban Estimate, 15,000.

Native Whites, 80%; Negroes, 17%; Foreign Born, 3%; Industrial Workers, 3,500; English Reading, 80%; Families, 3,600.

Schools: Public Grade, 8; High, 2; Junior High, 1; Parochial, 1.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 1; Christian, 1; Roman Catholic, 1.

Banks: National, 3; State, 1; Total Resources, \$5,000,000.

Theatres: Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 2,000.

Location: International and Great North. R.R. and the Southern Pacific. I. G. N. is an intra state railway entering into Mexico via Laredo from St. Louis. The S. P. is a Texas State leased railway.

Principal Industries: Cotton oil mill, furniture factory, candy factory, salt plant, coal mines, ice factory, fertilizer plant, printing and railroad shops, I. & G. N. headquarters, agriculture, cotton, cucumbers, poultry, watermelons, vegetables.

Special Information: Palestine, Texas, is similar to Palestine of the Biblical lands; here is religion, and it is unquestionably the Garden of Eden of the Western Hemisphere, for there is farm land fertile, coal, oil, gas and other minerals under the surface that but need development, including iron and clays. The surface will raise anything for its climate; frequent rainfall and good streams; good shipping point via railways; nearly three million dollars being expended on good roads now under construction. On Farrier Highway and Lone Star Highway.

Residential Features: Mostly one- and two-family homes; many duplex apartment houses due to large transient population, being a railroad town; also large frame apartment houses. Private homes predominate. Values not unreasonable. City has slow but steady and sure growth.

Retail Shopping Section: Business section estimated at 50 blocks; suburban grocers do very good business. Paved streets with grocer's delivery service; also delivery service from majority of stores. Business and principal residential streets all paved. Excellent water, sewer and fire system. Government post office building is center of town; half-million dollar new court house.

Trading Area: Extends throughout the county. Intermittent business is secured from towns on edge of adjoining counties with 30 to 50 miles radius. This trade is both by train and dirt roads kept in passable condition as an inducement to motorists.

Wholesale Houses: Groceries, 5; meats, 1; fruits, 1; hardware, 4.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; automobile accessories, 25; automobile tire agencies, 25; bakers, 2; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 6; delicatessen, 1; druggists, 9; dry goods, 12; department stores, 5; electrical supplies, 2; florists, 3; fruits, 4; furniture, 4; garages (public), 8; grocers, 70; hardware, 4; jewelry, 2; meat markets, 70; men's furnishings, 15; men's clothing, 15; merchant tailors, 6; milliners, 9; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; restaurants (including hotels), 6; sporting goods, 5; stationers, 3; women's apparel, 13.

PARIS, TEXAS

(Lamar County)

1920 Population, 15,040 (1925 est. 23,000).

Schools: Public Grade, 8; High, 2; Parochial, 2.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 3; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 3; State, 2.

Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 3; Total number of seats, 2,000.

Location: Seventeen miles from Oklahoma border; served by the Frisco, Santa Fe, Texas Midland, Paris & Mt. Pleasant and Texas & Pacific. Bus service in every direction. Frisco-Santa Fe terminal and shops of the P. & M. P. To nearest large city by railroad, 4 hours; by auto, 4 hours.

Principal Industries: Furniture factory, box factory, crate factory, iron foundry, handle factory, printing, overalls, flour, cottonseed products, candy.

Manufacturing Establishments: 35. Leading firms: Rogers-Wade Furniture Co., Miller Mfg. Co., Hamman Box Factory, Cummer Mfg. Co., Ames Shovel & Tool Co., Bennett Printing Co., North Texas Iron Foundry, Southern Ice & Utility Co., Texas Power & Light Co., Paris Milling Co., Lamar Cotton Oil Co., Southland Cotton Oil Co., Paris Compress & Warehouse Co., Paris Candy Co., Saunders Candy Co.

Special Information: Municipal water plant; cost \$900,000. Capacity of 4 billion gallons of water in lake; reserve supply of 1 billion gallons; municipally owned abattoir; biggest compress in this end of state; three gins; highways from north to south and east to west junction here; hard surface in all directions. There are grouped here many specialists for treatments of various sorts—dentists, oculists, optometrists—doctors of several cults for the reason that people come from all this section for the treatments. This also adds to the trade area. Three large hospitals.

Residential Features: One- and two-family homes. Thirty apartment houses in city. Two principal residential streets. Civic center in which are located six churches, one of which cost \$300,000. Others very handsome and well equipped. New post office; junior college; high school; new county-city hospital to be built; sanitarium which draws people from all southern Oklahoma as well as northeast Texas.

Retail Shopping Section: Concentrated about Plaza, where street carlines converge and meet bus line; Lamar, Bonham, Grand Avenue and Clarksville Streets run east and west; about six business blocks on each; Main, 14th, 15th, 16th, 17th, 18th, 19th, 20th, 21st, 22nd run north and south. Varying number of business blocks, but an average of about three. About thirty grocery and feed stores scattered in the residential section.

Trading Area: Extends about 25 miles to the east; 20 miles to the west; 20 miles to the south and 30 miles to the north. Good highways leading in each direction, with interlacing dirt roads that are fair. Many cars are owned and there is an especially good rural route distribution—thirty-seven in the trading area.

Wholesale Houses: Groceries, 3; meats, 3; fruits, 1; hardware, 1; Miscellaneous lines, 5.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 6; automobile accessories, 15; automobile tire agencies, 30; bakers, 3; cigar stores and stands (including hotels), 150; confectioners (including hotel stands), 75; delicatessen, 1; dressmakers, 30; druggists, 7; dry goods, 10; department stores, 3; electrical supplies, 6; florists, 3; fruits, 50; furniture, 7; garages (public), 18; grocers, 40 (chain, 1); hardware, 4; jewelry, 2; meat markets, 12; men's furnishings, 6; men's clothing, 6; merchant tailors, 2; milliners, 6; opticians, 10; photographers, 4; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; restaurants (including hotels), 10; shoes, 12; sporting goods, 6; stationers, 2; women's apparel, 12.

Miscellaneous Data: Street car service; gas, natural; electric current, alternating and direct; water, soft.

PORT ARTHUR, TEXAS

(Jefferson County)

1920 Population, 22,251; (1924) 42,618.

City and Suburban Estimate, 30,000; (1924) 55,000.

Native Whites, 75%; Negroes, 20%; Foreign Born, 5%; Industrial Workers, 65%; English Reading, 90%; Families, 8,000.

Schools: Public Grade, 5; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 8,700.

Churches: Baptist, 3; Christian Science, 1; Congregational, 2; Episcopal, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 13.

Banks: National, 2; State, 1; Total Resources, \$10,000,000; Savings Bank Deposits Total, \$1,000,000.

Theatres: Legitimate, 1; Moving Pictures, 10; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 6; Total number of seats, 4,000.

Location: S. E. Jefferson County on Port Arthur ship canal, 19 miles from the Gulf of Mexico. On Kansas City South R.R., Southern Pacific and Interurban from Beaumont to Port Arthur. To nearest large city by railroad, 1 hour; by trolley, 1 hour; by auto, 1 hour.

Principal Industries: Refineries, Gulf Co., The Texas Co., The Atlantic Oil Prod. Co., Humphries Co.; shipbuilding, railroad shops, planing mills, bottling works, cigar factory, asphalt plant, box factory, ice plant, sulphur plant.

Manufacturing Establishments: 25. Leading firms: Gulf Refining Co., The Texas Co., Port Arthur Planing Mill Co., McEwan Shipbuilding Co., Pekin Coopeage Co., Port Arthur Ice Co., G. & H. Mattress Co., Milk Products Co., Southern Acid & Sulphur Co.

Special Information: The population has doubled in the last four years. Has one of the finest school systems in the South, representing an investment of about \$7,000,000. The fifth port of America. Ranks fifth in volume of building permits in state in 1923. Assessed valuation of property in school district more than \$80,000,000. Has a payroll of \$25,000,000 annually. One

Continued on page 268

TEXAS (Cont'd)

Port Arthur (cont'd)

of the oil refining centers of the world. Home of one of the largest refineries in the country.

Residential Features: One- and two-family houses. Section devoted to workingmen's tenements. Noted for beautiful homes. Better homes cost on average of \$10,000.

Retail Shopping Section: Proctor Street, 8 blocks; Houston Avenue, 7 blocks; Fifth Street, 6 blocks; Austin, Ft. Worth, Dallas and Beaumont Avenues, 5 blocks.

Trading Area: Extends about ten miles to north and west, and twenty miles to the south. Trolley and bus service.

Wholesale Houses: Groceries, 4; meats, 1; fruits, 4; miscellaneous lines, 8.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; automobile accessories, 15; automobile tire agencies, 8; bakers, 10; cigar stores and stands (including hotels), 40; confectioners (including hotel stands), 15; dressmakers, 8; druggists, 35; dry goods, 50; department stores, 5; electrical supplies, 8; florists, 2; fruits, 10; furniture, 8; garages (public), 40; grocers, 350 (chain, 4); hardware, 6; jewelry, 10; meat markets, 20; men's furnishings, 20; merchant tailors, 5; milliners, 7; opticians, 4; photographers, 4; pianos (and miscellaneous musical instruments), 3; radio supplies, 2; restaurants (including hotels), 20; shoes, 5; sporting goods, 4; stationers, 3.

Miscellaneous Data: Average temperature, 67 degrees; average number of rainy days per 12 months, 100; most pleasant months: April, May, June, Sept., Oct. Doctors (medical, 34); (dentists, 20), (osteopaths, 5); number of wired houses, 7,300; street car service; gas, artificial; number of meters, 3,500; electric current, alternating; water, soft.

RANGER, TEXAS

(Eastland County)

1920 Population, 16,205.

City and Suburban Estimate, 20,000.

Native Whites, 95%; Negroes, 3%; Foreign Born, 2%; Industrial Workers, 50%; English Reading, 10%; Families, 6,000.

Schools: Public Grade, 5; High, 1; Parochial, 1; Number of Pupils, 3,000.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: State, 2; Total Resources, \$1,200,000.

Theatres: Legitimate, 2; Moving Pictures, 1; Vaudeville, 1; Total number of seats, 2,000.

Location: Located on main line T. P. R.R. and W. F. R. & F. W. R.R. and on main line Bankhead Highway. T. P. R.R. connects with all main roads at Fort Worth and El Paso. General offices W. F. R. & F. W. R.R. located here. This road connects with M. K. & T. and Frisco at Dublin. To nearest large city by railroad, 2½ hours; by auto, 4 hours.

Principal Industries: Casing head gasoline manufacturing; oil production and refining; crushed stone; brick, flour, railroad shop.

Manufacturing Establishments: 15. Leading firms: Hagaman Refining Co., Oil Cities Electric Co., Lone Star Gas Co., T. P. Coal & Oil Co., Prairie Oil & Gas Co., Southern Ice Co., Texas Pipe Line Co., Thurber Earthen Products Co., Southern Gasoline Co., Arab Gasoline Co.

Special Information: Located in heart of Texas' greatest oil and gas fields; adjacent to widely developed soft coal fields; over 5,000,000 gals. of gasoline shipped from Ranger each month.

Residential Features: Mostly one-family homes—large number of private homes.

Retail Shopping Section: Business section of city covers about 30 blocks, which are paved with brick.

Trading Area: Extends about 20 miles in all directions.

Wholesale Houses: Groceries, 3; meats, 2; fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial automobile agencies, 4; automobile accessories, 5; automobile tire agencies, 10; bakers, 3; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 5; delicatessen, 2; dressmakers, 3; druggists, 6; dry goods, 5; department stores, 3; electrical supplies, 2; florists, 1; fruits, 10; furniture, 6; garages (public), 10; grocers, 40; hardware, 1; jewelry, 2; meat markets, 12; men's furnishings, 2; men's clothing, 4; merchant tailors, 6; milliners, 2; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 15; shoes, 10; sporting goods, 2; stationers, 2; women's apparel, 1.

Miscellaneous Data: Most pleasant months: April to September; doctors (medical, 13), (dentists, 4), (osteopaths, 1); number of wired houses, 1,000; gas, natural; electric current, direct; water, hard.

SAN ANGELO, TEXAS

(Tom Green County)

1920 Population, 10,050 (1925 est. 16,775).

City and Suburban Estimate, 18,500.

Native Whites, 80%; Negroes, 4%; Foreign Born, 7%; English Reading, 90%; Families, 2,600.

Schools: Public Grade, 6; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 3,232.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Methodist, 3; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 5.

Banks: National, 3; State, 1; Total Resources, \$9,599,948; Bank Deposits Total, \$7,032,574.05.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 2,500.

Location: On main line of Kansas City, Mexico and Orient and branch of the Santa Fe. Three branch lines of the Santa Fe run out of here to surrounding territory. To nearest large city by railroad, 13 hours; by auto, 10 hours.

Principal Industries: Livestock, sheep cattle, cotton, alfalfa, oil production, refining and distribution, wool concentration point, 8 million pounds wool and 1 million pounds of mohair shipped annually. Flour mill, mattress factory, 2 packing-houses, foundries.

Manufacturing Establishments: 21. Leading firms: San Angelo Cotton Seed Oil Mill, Big Lake Oil Co. (gasoline plants), West Texas Elevator & Grain Co., Western Gin Co., San Angelo Foundry & Machine Co.

Special Information: Location of the city makes it the banking, marketing and wholesale center of great section of Texas. Health resort, mineral springs, winter resort, large primary wool and mohair market. Distributing center for the great Marathon Fold oil fields.

Residential Features: City beautifully situated at confluence of the three Concho Rivers which run through the main part of the city. Homes of all types found in small cities, but many beautiful building sites along the river are occupied by homes costing from \$15,000 to \$40,000.

Retail Shopping Section: Extends along Chadbourne Street from Santa Fe Station on north to Orient on south, a distance of one mile, and on Beauregard and Concho Avenues, two intersecting streets.

Trading Area: Extends 175 miles south, 115 west, 50 north and 45 east. These distances may seem gross exaggerations to Easterners, but in a state like Texas distance gets little consideration. A hundred miles here is like twenty in the Middlewest.

Wholesale Houses: Groceries, 7; meats, 3; fruits, 1; hardware, 3; dry goods, 1; Miscellaneous lines: sash and doors, 1; tires, 2; jewelry, 1; drugs, 2; paint, 1; oil, 7.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 20; commercial auto. agencies, 1; automobile accessories, 41; automobile tire agencies, etc., 4; bakers, 4; cigar stores and stands (including hotels), 53; confectioners (including hotel stands), 16; delicatessen, 3; dressmakers, 5; druggists, 9; dry goods, 10; department stores, 6; electrical supplies, 3; florists, 4; fruits, 8; furniture, 9; garages (public), 16; grocers, 67 (chain, 3); hardware, 6; jewelry, 5; meat markets, 21 (chain, 3); men's furnishings and men's clothing, 2; merchant tailors, 5; milliners, 8; opticians, 5; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; restaurants (including hotels), 16; shoes, 14; sporting goods, 3; stationers, 5; women's apparel, 5.

Miscellaneous Data: Average temperature, 76 degrees; average number of rainy days per twelve months, 40; most pleasant months, March, April, May, Sept., Oct., Nov. Doctors (medical, 31); (dentists, 8); (osteopaths, 1); number of wired houses, 2,118; gas, artificial; electric current, alternating; water, medium.

SAN ANTONIO, TEXAS

(Bexar County)

1920 Population, 161,379 (1926 est. 225,000).

City and Suburban Estimate, 260,000 (total in county, 500,000). Most important cities and towns in this area: Dallas (pop. 200,000); Houston (138,276); Ft. Worth (159,000); El Paso (109,000).

Native Whites, 76%; Negroes, 8%; Foreign Born, 16%; Industrial Workers, 7%; English Reading, 80%; Families, 45,506.

Schools: Public Grade, 49; Private, 37; High, 2; Junior High, 7.

Churches: Baptist, 17; Presbyterian, 12; Episcopal, 4; Christian Science, 2; Christian, 4; Lutheran, 4; Evangelical, 3; Church of Christ, 2; Unitarian, 1; Nazarene, 1; Congregational, 1; Methodist, 17; Catholic, 17; Jewish, 3; Total, 88.

Banks: National, 8; State and Trust, 10. Capital, Surplus and Undivided Profits (all banks), \$10,708,000; Total Deposits (all banks), \$68,556,000; Total Resources (all banks), \$77,042,781; Total Bank Clearings (12 months, 1925), \$463,720,565.

Theatres: Legitimate, 1; Moving Pictures, 22; Vaudeville, 2; New Municipal Auditorium seats 6,000. Total number of seats, 80,765.

Location: About 100 miles south of geographical center of the state. Served by Southern Pacific, Missouri Pacific, M. K. & T., San Antonio & Aransas Pass, San Antonio, Uvalde & Gulf, Artesian Belt Ry. The nearest large city by railroad, 7½ hours; by auto, 9 hours.

Principal Industries: Iron and steel shops, flour milling, oil and oil refining, railroad offices and shops, cigar making, saddlery and harness making, cottonseed oil refining, sash, door and mill works, food and candy manufacturing, work clothes, riding breeches and leggings, women's and children's ready-to-wear boys' clothing, leather novelties.

Manufacturing Establishments: 715. Leading firms: Alamo Iron Works, San Antonio Machine & Supply Co., Pioneer Mills, Finck Cigar Co., Gebhardt Chilli Powder Co., Grayburg Oil

Continued on page 269

The Newspapers You Need Are The Newspapers That Best Circulate Your Advertising

The SAN ANTONIO EXPRESS and the SAN ANTONIO EVENING NEWS, with their combined circulations covering San Antonio with a population of 225,000, and the surrounding trade territory in Southwest Texas, with a population of 1,000,000, constitute one of the best selling fields in Texas for national advertising.

Statement for the six months ending September 30, 1926, shows these figures:

EXPRESS and EVENING NEWS	
daily six months in 1926	74,851
Same period in 1925	68,655
Sunday EXPRESS six months in 1926	58,166
Same period in 1925	57,476

The term, "San Antonio trade territory" is synonymous with EXPRESS territory and the EVENING NEWS is San Antonio's popular and most read afternoon paper.

*Over a Million and a Quarter Lines Sold
For First Nine Months of 1926*

Great as was the volume of advertising in the SAN ANTONIO EXPRESS and the SAN ANTONIO EVENING NEWS during the first nine months in 1925, the increase in the first nine months in 1926 shows how firmly these newspapers are fixed in the minds and judgments of advertisers, carrying a lineage far greater than any other newspapers in Texas.

The Record

First nine months in 1926...	14,320,061	lines
First nine months in 1925...	13,060,433	lines
Gain	1,259,628	lines
1925	17,692,575	lines
1924	16,774,932	lines
1923	15,703,227	lines
1922	14,702,360	lines
1921	14,609,087	lines

San Antonio Express.
Every Morning and Sunday
SAN ANTONIO EVENING NEWS
Every Evening - Except Sunday

The fact that these two newspapers rigidly exclude from their columns advertising that is considered at all questionable, gives their readers confidence in advertisements that are printed.

*Two Distinct and Separate Newspapers
Of Almost Non Duplicating Circulation*

THE JOHN BUDD COMPANY

National Advertising Representatives

New York Chicago St. Louis Atlanta San Francisco
Los Angeles Portland

TEXAS (Cont'd)

San Antonio (cont'd)

Co., San Antonio Drug Co., Straus-Frank Co., Steves Sash & Door Co., Duerler Mfg. Co., Jennens Mfg. Co., Delaware Punch Co., Liberty Mills, Foulds Milling Co.

Special Information: San Antonio is one of the largest army and aviation centers in the U. S. San Antonio is a scenic and historic city, dating back more than 200 years. Noted winter and summer tourist city, especially winter; 190 buses connect all outlying towns with San Antonio on convenient schedules. Wholesale center for territory 500 miles east to west and south to Mexico. Noted for a dozen private schools and colleges. Art and music center, and unusually wide diversification of crops prevails. Here is natural gas, oil, lignite, artesian water in abundance, 100,000 acres irrigated. Great cattle, sheep and goat country. San Antonio employs over 22,000 workers regularly in manufacturing industries.

Residential Features: One-family houses predominate. Close-in apartments and flats cater to transients and tourists. Miles of modern homes in bungalow and stucco two-story type have been constructed since the war. All roofs painted and everything modern, with much attention given to landscaping. Average value, \$6,500.

Retail Shopping Section: Includes about 60 blocks reaching from Flores on the north to Alamo Plaza on the south and extending north along Houston, Commerce and Travis streets. Running east and west, on Flores, Main avenue, Soledad, St. Marys, Navarro, Jefferson, Broadway and Alamo Plaza. Four principal neighborhood retail centers are worthy of attention and special consideration by manufacturers and retail sections also in West Commerce and West Houston streets. East Commerce street from Alamo Place to 3 blocks beyond the Southern Pacific station; also Flores street for about a mile north and south of Commerce street.

Trading Area: Wholesale trading area covers 160 counties which are worked intensively by salesmen traveling out of San Antonio, covering an area of 150,000 sq. miles with over 2,250,000 population. Retail daily and weekly shopping area extends out 75 miles north and east and 160 miles south and west and the entire territory is served by convenient trains and motor bus lines operating 150 buses on schedule. Wonderful hard surface roads radiate in all directions. It rarely freezes in San Antonio, so automobiles can easily be used 12 months in the year.

Wholesale Houses: Groceries, 12; meat, 13; fruits, 16; hardware, 4; dry goods, 14; drugs, 5; miscellaneous lines, 117.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 30; commercial auto. agencies, 9; automobile tire agencies, 92; automobile accessories, 124; bakers, 40; cigar stores and stands (including hotels), 1,290 (chain, 2); confectioners (including hotel stands), 81; delicatessens, 25; dressmakers, 125; druggists, 127 (chain, 8); dry goods, 74; department stores, 13; electrical supplies, 21; florists, 15; fruits, 75; furriers, 3; garages (public), 118; grocers, 500 (chain, 31); hardware, 32; jewelry, 38; meat markets, 145; men's furnishings, 81; men's clothing, 44; merchant tailors, 20; milliners, 20; opticians, 25; photographers, 25; pianos (and miscellaneous musical instruments), 10; radio supplies, 21; restaurants (including hotels), 294 (chain, 2); shoes, 76; sporting goods, 16; stationers, 9; women's apparel, 31.

Miscellaneous Data: Average temperature, 69 degrees; average number of rainy days per 12 months, 20; most pleasant months, Oct., Nov., Dec., Jan., Feb. (The Texas open championship golf tournament is held in February). March, April, May. Doctors (medical, 230); dentists, 102; osteopaths, 11; street car service; gas, natural; number of meters, 33,015; electric current, alternating and direct; water, hard; number of automobile registrations, 7,465.

See announcement page 268

SAN BENITO, TEXAS

(Cameron County)

1920 Population, 5,070. (1926 est. 7,500.)

City and Suburban Estimate, 15,000. Most important cities and towns in this area are: San Benito, Rio Hondo, Los Indios (included in the 15,000 population).

Schools: Public Grade, 3; High, 1; Junior High, 1; Parochial, 1. Number of Pupils, (all schools), 1,500.

Churches: Baptist, 3; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 4.

Banks: State, 2; Savings department in one of state banks; Savings Deposits Total, \$14,836.96; Capital, Surplus and Undivided Profits (all banks), \$2,750,000; Total Resources (all banks), \$1,810,726.65; Total Bank Clearings (12 months), about 30 to 40 millions in 1925.

Theatres: Moving Pictures, 3; Total number of seats, 2,200.

Location: Gulf Coast Lines of Missouri Pacific System and San Benito & Rio Grande Valley R.R., headquarters of the latter which has a system of lines honeycombing the farming territory surrounding. Nearest larger city, 11 hours by automobile, 11 hours by railroad, San Antonio, Tex.

Principal Industries: Citrus fruit, fall, winter, spring and summer truck, cotton, corn and

other agricultural growing, ginning, box and crate factory, dairying, canning.

Manufacturing Establishments: Leading firms: Valley Box & Crate Factory, Schmidt Canning Co. Total value of yearly output of factories estimated at \$2,000,000.

Special Information: Headquarters for one of the largest single lift irrigation systems in the world (68,000 acres); headquarters of Valley Electric & Ice Co., supplying electric power to 19 cities and towns, main plant here with 13,000 horsepower capacity. Yearly ginnings here are 20,000 to 25,000 bales.

Residential Features: About 1,500 to 1,600 residences; about 12 apartment houses.

Retail Shopping Section: Sam Houston Boulevard, 4; Robertson Street, 5; Miscellaneous, 10.

Trading Area: 10 miles from north; 8 miles from south; 12 miles from east; 6 miles from west.

Wholesale Houses: Groceries, 2; fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial auto agencies, 2; automobile accessories, 10; automobile tire agencies, 10; bakers, 4; cigar stores and stands (including hotels), 25; confectioners (including hotel stands), 6; dressmakers, 3; druggists, 3; dry goods, 5; electrical supplies, 3; florists, 1; fruits, 1; furniture, 3; garages (public), 4; grocers, 5; hardware, 3; jewelry, 2; meat markets, 3; men's furnishings, 5; men's clothing, 5; merchant tailors, 2; milliners, 3; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 6; shoes, 4; sporting goods, 4; stationers, 2; women's apparel, 5.

Miscellaneous Data: Average temperature, 70 degrees; average number of rainy days, 25; most pleasant months, Oct. to June, inclusive. Doctors (medical, 6); dentists, 2; osteopaths, 1; electric current, alternating; number wired houses, 1,200; water, hard.

SHERMAN, TEXAS

(Grayson County)

1920 Population, 15,031.

City and Suburban Estimates, 25,000. Most important cities and towns in this area are: Whitesboro (pop. 1,800); Whitewright (1,666); Van Alstyne (1,588); Denison (17,065).

Native Whites, 90%; **Negroes,** 7%; **Foreign Born,** 3%; **Industrial Workers,** 17%; **English Reading,** 99%; **Families,** 5,000.

Schools: Public Grade, 6; High, 1; Junior High, 1; Parochial, 4; Number of Pupils, 4,500.

Churches: Baptist, 10; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 7; Presbyterian, 4; Christian, 2; Roman Catholic, 1; Miscellaneous, 2.

Banks: National, 2; State, 1; Total Deposits (all banks), \$6,136,851; Total Resources (all banks), \$9,355,667.

Theatres: Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 3; Total number of seats, 1,600.

Location: In northern part of the state, on intersection of four important highways: highway 5, Jefferson, King of Trails, Red Star Route. Served by Texas & Pacific, H. & T. C., M. K. & T., Cotton Belt R.R.s. Frisco & Texas Electric Co.

Principal Industries: Manufacturing, agriculture and livestock.

Manufacturing Establishments: 50. Leading firms: A. R. G. Candy Co., Chapman Milling Co., Diamond Mill & Elevator Co., G. B. R. Smith Milling Co., Pant Milling Co., Hardwicke-Etter Co., Interstate Cotton Oil Refining Co., Pool Mfg. Co., Sherman Mfg. Co., Texas Nursery Co., Washington Iron Works, Buffalo Refining Co., Coca-Cola Bottling Works. Sherman claims to manufacture as much or more than any southwestern city of her size, and is 5th largest manufacturing city in Texas.

Special Information: The high location, and fine artesian water make Sherman a healthy city, and her educational and cultural advantages, supported by her large manufacturing and wholesale business, constitute an unusually well-balanced city, and an ideal place in which to live and rear a family. Sherman's six splendid colleges and private schools have given her the name of the "Athens of Texas." Two of these colleges are among the best in the South.

Residential Features: Sherman has a number of paved streets, and many beautiful homes, and apartment houses. Several large additions have been built with fine residences and parks, also addition for workmen's homes.

Retail Shopping Section: Extends north, south, east, and west of the court house, which is the center of the business district.

Trading Area: Sherman, the county seat of Grayson County, has a large trade from the nearby towns.

Wholesale Houses: Grocers, 2; meats, 2; fruits, 3; hardware, 4; furniture, 3; miscellaneous, 20.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 13; commercial auto. agencies, 7; automobile accessories, 25; automobile tire agencies, 20; bakers, 4; cigar stores and stands (including hotels), 15; dressmakers, 15; druggists, 9; dry goods, 14; department stores, 12; electrical supplies, 8; florists, 4; fruits, 5; furniture, 8; furriers, 8; garages (public), 20; grocers, 95 (chain, 30); hardware, 4; jewelry, 6; meat markets, 20; men's furnishings, 14; men's clothing, 9; merchant tailors, 7; milliners, 14; opticians, 5; photographers, 4; pianos (and miscellaneous musical instruments), 8; radio supplies, 4; restaurants (including hotels), 50; shoes, 12;

sporting goods, 6; stationers, 14; women's apparel, 13.

Miscellaneous Data: Doctors (medical, 20), (dentists, 7), (osteopaths, 2); street car service; gas, natural; number of meters, 3,800; electric current, alternating current; number of wired houses, 5,000; water, soft; number of telephones, 3,153.

SULPHUR SPRINGS, TEXAS

(Hopkins County)

1920 Population, 5,558.

City and Suburban Estimate, 8,000.

Native Whites, 85%; **Negroes,** 8.5%; **Foreign Born** 6.5%; **Industrial Workers,** 2%; **English Reading,** 95%; **Families,** 1,600.

Schools: Public Grade, 4; High, 1; Junior High, 1; Number of Pupils, 2,000.

Churches: Baptist, 2; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Christian, 1.

Banks: National, 2; State, 2; Total Resources, \$2,000,000.

Theatres: Moving Pictures, 2.

Location: St. Louis & S. W. R.R. and L. R. & N. of Texas, Bankhead National Highway, Jefferson National Highway.

Principal Industries: Wholesale ice and refrigeration, cotton seed oil, compress, poultry dressing and shipping, potato curing, lignite brick, cotton seed oil, ice, bottling works. Total value of yearly output of factories, \$2,000,000.

Special Information: Agriculture is the principal industry; there are 5,500 farms in county. Average size farm is 83 acres.

Residential Features: All streets in residential section paved. Private homes predominate.

Wholesale Houses: Groceries, 4; fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; men's furnishings, 3; men's clothing, 2; merchant tailors, 4; milliners, 5; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 5; shoes, 4; sporting goods, 1; stationers, 1.

SWEETWATER, TEXAS

(Nolan County)

1920 Population, 4,307 (1926 est. 8,000.)

City and Suburban Estimate, 25,000. Most important cities and towns in this area are: Roscoe (pop. 2,500); Colorado (5,000); Rotan (2,500); Roby (2,000).

Native Whites, 70%; **Negroes,** 15%; **Foreign Born,** 15%; **Industrial Workers,** 20%; **English Reading,** 100%; **Families,** 1,000.

Schools: Public Grade, 4; High, 1.

Churches: Baptist, 2; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 5.

Banks: National, 2; State, 1; Total Deposits, \$2,912,775; Total Resources, \$3,394,986.

Theatres: Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 5; Total number of seats, 4,800.

Location: On Texas Pacific, Santa Fe, Kansas City, Mexico & Orient railways in the midst of a fertile agricultural section that produces large quantities of cotton and where the boll weevil is unknown. Rail facilities make it an ideal wholesale distributing point for a section of Texas larger than most states. Ideal winter resort.

Principal Industries: Manufacture, gypsum products, cottonseed products, agriculture, railroad shops, cotton ginning.

Manufacturing Establishments: 35. Leading firms: United States Gypsum Co., Sweetwater Cotton Oil Co., Santa Fe Railroad shops, Western Compress, Pioneer Planing Mill, Sweetwater Sash & Door Co. Total value of yearly product estimated at \$5,000,000.

Special Information: Location of town with reference to existing rail facilities make it an ideal distributing center for the most rapidly growing community in the entire southwest. Million dollar plant of United States Gypsum Co. put into operation May 1, 1924. Much building and other development at this time. Discovery of oil and development of oil field is bringing rapid growth to city.

Residential Features: Mostly one family houses with a number of high class apartments. Home owners principally; very few rented houses.

Retail Shopping Section: Extends from public square, three and four blocks in each direction.

Trading Area: Extends 35 miles west, 40 miles north, 20 miles east, 40 miles south. This is retail trade. Wholesale trade extends 200 miles in some lines.

Wholesale Houses: Automobile accessories, 1; auto tires, 2; groceries, 5; meats, 1; fruits, 2; hardware, 1; dry goods, 1; Miscellaneous lines, 5.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial auto. agencies, 3; automobile accessories, 10; automobile tire agencies, 10; bakers, 2; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 12; dressmakers, 3; druggists, 10; dry goods, 9; department stores, 4; electrical supplies, 4; florists, 1; fruits, 2; furniture, 3; garages (public), 15; grocers, 82 (chain, 3); hardware, 3; jewelry, 3; meat markets, 5;

men's furnishings, 5; men's clothing, 12; merchant tailors, 3; milliners, 5; opticians, 4; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 6; restaurants (including hotels), 11; shoes, 7; sporting goods, 3; stationers, 3; women's apparel, 6.

Miscellaneous Data: Doctors (medical, 10); (dentists, 5); electric current, alternating; number of automobile registrations, nearly 3,000; water, soft.

TERRELL, TEXAS

(Kaufman County)

1920 Population, 8,349. (1926 est. 10,000.)

City and Suburban Estimate, 55,000. Most important cities and towns in this area are: Kaufmann (pop. 2,500); Elmo (400); Willis Point (3,000); Quinlan (1,800).

Native Whites, 75%; **Negroes,** 25%; **Industrial Workers,** 20%; **English Reading,** 100%; **Families,** 2,000.

Schools: Public Grade, 12; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 2,300.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 5.

Banks: National, 3; Total Resources, \$7,200,000. Savings Bank Deposits Total, \$1,750,000.

Theatres: Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 2,500.

Location: Intersection of Texas Midland and Texas & Pacific railroads. Terminal of Texas Interurban from Dallas. On Dixie Highway. To nearest large city by railroad, 1½ hours; by trolley 1 hour and 20 minutes; by auto, 1½ hours.

Principal Industries: Cotton raising tributary, with oil mill, seven gins in city.

Manufacturing Establishments: Miller Mfg. Co., Overalls and Shirts; Terrell Broom factory. Ice cream factory, candy factory, 2 bottling plants, flour mill, grain elevator.

Special Information: Twenty-one miles of concrete road on D. H. through Terrell. A bus line with \$150,000 capital operating 16 to 28 passenger de-lux cars, extends 75 miles east of Terrell. Has modern depot.

Residential Features: Private homes ascendant; in south section is a tenement district for negro laborers. These homes are modest in value. North Texas Hospital for the Insane with 2,200 patients is located here; 250 employees.

Retail Shopping Section: Main shopping center on Moore Avenue which is the heart of the shopping district. Many outlying suburban stores.

Trading Area: Covers a radius of 30 miles. Some trade accrues from jitney service extending 75 miles, and from Interurban, 30 miles.

Wholesale Houses: Groceries, 3; meats, 5; fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial auto. agencies, 5; automobile accessories, 10; automobile tire agencies, 25; bakers, 5; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 26; delicatessens, 3; dressmakers, 12; druggists, 8; dry goods, 26 (chain, 2); department stores, 5; electrical supplies, 6; florists, 3; fruit stores, 5; furniture, 7; garages (public), 33; fruits, 5; hardware, 4; hardware, 5; jewelry, grocers, 56 (chain, 4); hardware, 5; jewelry, 5; meat markets, 11; men's furnishings, 5; men's clothing, 12; merchant tailors, 8; milliners, 6; opticians, 5; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 3; restaurants (including hotels), 15; shoes, 2; sporting goods, 1; women's apparel, 4.

Miscellaneous Data: Average temperature, 80 degrees; most pleasant months, April, May, June, Sept., Oct., Nov. Doctors (medical, 12), (dentists, 7), (osteopaths, 2); gas, natural; number of meters, 1,012; electric current, alternating; number of wired houses, 2,000; water, hard.

TYLER, TEXAS

(Smith County)

1920 Population, 12,085 (1923, New City Directory, 16,078.)

City and Suburban Estimate, 20,000; Smith County, 48,000.

Native Whites, 74%; **Negroes,** 23%; **Foreign Born,** 3%; **English Reading,** 72%; **Families,** 5,000.

Schools: Public Grade, 5; High, 2; Junior High, 1; Parochial, 2; Number of Pupils, 1,200.

Churches: Baptist, 4; Christian Science, 1; Episcopal, 1; Hebrew, 2; Methodist, 4; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, Christian Churches, 2; Lutheran, 1.

Banks: National, 1; State, 2; Total Resources, \$750,000.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), High School Auditorium. Total number of seats, 1,000.

Location: Central East Texas served by St. Louis Southwestern Ry., I. & G. N. Ry. and Lufkin Branch of the St. L. & S. W. Ry. Also served by Texas-Mexico Branch of Bankhead Highway, Dixie Highway, Jim Hogg Highway, Woodrow Wilson, Stone Fort & Hourly Bus Service to all towns within a radius of 100 miles of Tyler.

Principal Industries: Long-Hargrove Mfg. Co. (Overalls); Marcey-Lee Mfg. Co., (Dress-

Continued on page 270

TEXAS (Cont'd)

Tyler (cont'd)

es); Tyler Potato Chip Factory, Woldert Peanut Factory, Tyler Mattress Factory, Tyler Canning & Pickling Co., Tyler Candy Factory, Ward Crate & Box Factory, Jensen Veneer Company, Tyler Fertilizer Plant, Auto Truck Body Factory, Jewell Battery Company.

Manufacturing Establishments: Leading firms: Long-Hargrove Mfg. Co., and Woldert Peanut Products Co., Tyler Mattress Factory.

Special Information: Location of Tyler makes it the financial and jobbing center of the Eastern part of the State. Also located in the heart of the berry, truck and fruit region of Texas.

Residential Features: One- and two-family houses. Private homes predominate. Excellent private residential sections surround the city. Homes average in value \$8,000 in the entire city. Private residential section, \$20,000 and above.

Retail Shopping Section: Extends all four sides of Public Square and for two blocks on each street radiating from Public Square. There are fifty outlying retail suburban business houses, usually grocery, confectionery, meat and small shops.

Trading Area: Extends 40 miles north, 35 miles south, 40 miles west, 40 miles east. Intermittent business is secured from people living 75 miles distance because of bus service.

Wholesale Houses: Groceries, 3; meats, 2; fruits, 4; hardware, 2; Miscellaneous lines, 5.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial auto. agencies, 6; automobile accessories, 18; automobile tire agencies, 18; bakers, 4; cigar stores and stands (including hotels), 25; confectioners (including hotel stands), 30; delicatessen, 10; dressmakers, 8; druggists, 8; dry goods, 30; department stores, 12; electrical supplies, 7; florists, 3; fruits, 40; furniture, 8; furriers, 1; garages (public), 20; grocers, 100; hardware, 6; jewelry, 5; meat markets, 16; men's furnishings, 35; men's clothing, 35; merchant tailors, 2; milliners, 15; opticians, 6; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; restaurants (including hotels), 22; shoes, 35; sporting goods, 3; stationers, 9; women's apparel, 12.

WACO, TEXAS

(McLennan County)

1920 Population, 38,500 (1926 est. 60,000).

City and Suburban Estimate, 90,000. Most important cities and towns in this area are: Mart (pop. 3,500); Marlin (4,300); Hillsboro (6,900); Temple (11,000).

Native Whites, 75.3%; **Negroes,** 20.1%; **Foreign Born,** 4.6%; **Industrial Workers,** 6%; **English Reading,** 69.6%; **Families** 8,011 (1920 Census).

Schools: Public Grade, 15; High, 2; Junior High, 2; Parochial, 1; Number of Pupils, 10,376.

Churches: Baptist, 22; Christian Science, 1; Episcopal, 1; Hebrew, 2; Methodist, 11; Presbyterian, 4; Roman Catholic, 1; Miscellaneous, 13.

Banks: National, 5; State, 1; Private, 2; Capital, Surplus and Undivided Profits (all banks), \$3,597,000; Total Deposits (all banks), \$14,572,000; Total Resources (all banks), \$22,513,000; Total Bank Clearings (12 months, 1925), \$114,924,078.

Theatres: Legitimate, 1; Moving Pictures, 11; Vaudeville, 1.

Location: M. K. & T. Ry. of Texas, St. L. S. W., Southern Pacific R.R., Santa Fe R.R., S. A. & A. P., I. G. N., Texas Electric—making 12 steam and electric outlets. To nearest large city by railroad, 2½ hours; by trolley, 3½ hours; by auto, 4 hours.

Principal Industries: Textile mills, work clothing, tents and awnings, shoe dressing, flour, wood working establishments.

Manufacturing Establishments: 150. Leading firms: C. R. Miller Mfg. Co., Waco Sash & Door Co.

Residential Features: 12 parks. Many beautiful, substantial homes, numerous 4 to 6 room homes.

Retail Shopping Section: On Austin Street from Third to Twelfth Streets; Third to Eighth Streets, and Franklin Street.

Trading Area: A radius of 25 to 40 miles.

Wholesale Houses: Groceries, 5; meats, 3; fruits, 4; hardware, 2; dry goods, 2; Miscellaneous lines: 35—drugs, auto accessories, etc.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 13; automobile accessories, 6; automobile tire agencies, 22; bakers, 8; cigar stores and stands (including hotel stands), 12; confectioners (including hotel stands), 35; dressmakers, 27; druggists, 35 (chain, 3); dry goods, 21; department stores, 4; electrical supplies, 5; florists, 4; fruits, 10; furniture, 23; furriers, 3; garages (public), 10; grocers, 301 (chain, 7); hardware, 11; jewelry, 12; meat markets 76 (chain, 1); men's furnishings, 12; men's clothing, 9; merchant tailors, 12; milliners, 11; opticians, 7; photographers, 8; pianos (and miscellaneous musical instruments), 3; radio supplies, 5; restaurants (including hotels), 91; shoes, 16; sporting goods, 2; stationers, 4; women's apparel, 9.

Miscellaneous Data: Average temperature, 67 degrees; average number of rainy days per twelve months, 49; most pleasant months, March, April, May, Sept., Oct., Nov. Doctors (medical, 92); (dentists, 36); (osteopaths, 5); number of wired houses, 11,000; street car service; gas, natural; number of meters, 9,500; electric current, alternating; water, hard.

WAXAHACHIE, TEXAS

(Ellis County)

1920 Population, 7,958.

City and Suburban Estimate, 20,000. Most important cities and towns in this area are: Midlothian (pop. 3,500); Italy (3,000); Forrester (500); Maypearl (1,000).

Native Whites, 84%; **Negroes,** 15%; **Foreign Born,** 1%; **Industrial Workers,** 5%; **English Reading,** 100%; **Families,** 1,550.

Schools: Public Grade, 4; High, 2; Number of Pupils, 3,000.

Churches: Baptist, 2; Christian 2; Episcopal, 1; Methodist, 1; Presbyterian, 2; Roman Catholic, 1.

Banks: National, 2; State, 1; Capital, Surplus, and Undivided Profits (all banks), \$805,766; Total Deposits (all banks), \$1,162,030; Total Resources (all banks), \$4,682,284.

Theatres: Moving Pictures, 2; Total number of seats, 650.

Location: Thirty-two miles south of Dallas, 45 miles southeast of Ft. Worth, served by M. K. & T., Southern Pacific, T. & B. V. R.R., Texas Electric Ry.

Principal Industries: Cotton duck, cotton seed products, hosiery, medicine and toilet goods, candy, overalls, and brooms.

Manufacturing Establishments: 30. Leading firms: Waxahachie Cotton Mills, Southland Cotton Oil Co., Planters Cotton Oil Co., Waxahachie Medicine Co., Ellis County Hosiery Mill. Total value of yearly output of factories estimated at \$500,000.

Special Information: County seat of one of the greatest cotton producing counties in United States. Home of Trinity University—only college of the Presbyterian Church in Texas.

Residential Features: Homes are mostly comfortable bungalows or two-story brick residences.

Retail Shopping Section: Principally around four sides of the main square, on which is the Court House, and extending from one to three blocks in every direction from Square.

Trading Area: About 10 miles in all directions.

Wholesale Houses: Groceries, 3; meats, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 12; automobile accessories, 12; automobile tire agencies, 15; bakers, 2; confectioners (including hotel stands), 1; dressmakers, 5; druggists, 8; dry goods, 10; department stores, 4; electrical supplies, 4; florists, 2; furniture, 4; garages (public), 5; grocers, 20, (chain, 3); hardware, 5; jewelry, 4; meat markets, 4; men's furnishings, 2; men's clothing, 10; milliners, 4; opticians, 5; photographers, 3; pianos (and miscellaneous musical instruments), 1; radio supplies, 2; restaurants (including hotels), 5; shoes, 11; sporting goods, 2; stationers, 10; women's apparel, 12.

Miscellaneous Data: Doctors, (medical, 10), (dentists, 5), (osteopaths, 2); street car service; gas, natural; number of meters, 1,125; electric current, alternating; number of wired houses, 1,625; water, soft.

WICHITA FALLS, TEXAS

(Wichita County)

1920 Population, 40,079.

City and Suburban Estimate, 58,023.

Native Whites, 90.1%; **Negroes,** 4%; **Foreign Born,** 5.9%; **Industrial Workers,** 8%; **English Reading,** 98.4%; **Families,** 12,000.

Schools: Public Grade, 12; High, 1; Junior High, 2; Junior College, 1; Parochial, 7; Number of Pupils, 8,315.

Churches: Baptist, 5; Christian Science, 1; Episcopal, 1; Hebrew, 2; Methodist, 5; Presbyterian, 4; Roman Catholic, 1; Miscellaneous, 8.

Banks: National, 3; State, 1; Trust Company, 1; Total Resources, \$4,218,000.

Theatres: Legitimate, 2; Moving Pictures, 5. Total number of seats, 8,000.

Location: On Wichita River in northwest Texas. Served by Ft. Worth & Denver Ry., M. K. & T. (Missouri, Kansas & Texas); Wichita Falls & Oklahoma, Wichita Falls & Northwest, Wichita Valley, and Wichita Falls & Southern. This gives seven outlets into the rich agricultural and oil regions of northwest Texas, and southern Oklahoma. The advantage in freight rates over other cities due to the Texas Common Point, makes this an ideal distributing center. Stage line service to surrounding points. To nearest large city by railroad, 4 hours; by auto, 5 hours.

Principal Industries: Refineries, motor trucks, fruit jars, window glass, brick and tile, railroad and machine shops, flour, poultry stock beds, printing, tank oil wells, tool supply mfrs.

Manufacturing Establishments: 125. Leading firms: Texhoma Oil & Refining Co., American Refinery, Panhandle Refinery, Wichita Motors, Ball Bros. Fruit Jar Co., Wichita Falls Window Glass Co., Wichita Mill & Elevator, Wichita Falls Brick & Tile Co. Total value

of yearly output of factories estimated at \$24,169,241.

Special Information: Oil center of north Texas and wholesale and distributing point of a territory of over 700,000 people. Recently completed Wichita irrigation project which will provide water to irrigate 150,000 acres of rich valley land. There are 18 refineries in immediate territory.

Residential Features: Mostly five and six room bungalows. Many beautiful and expensive homes scattered throughout the best residential sections.

Retail Shopping Section: Extends from Sixth Street to Tenth on Ohio, Indiana and Scott Avenues. A number of small neighborhood sections, with groceries, drug stores, meats, etc.

Trading Area: Extends about five miles in all directions with much business from greater distances because of good highways and bus service.

Wholesale Houses: Groceries, 4; meats, 3; fruits, 5; hardware, 5; Miscellaneous lines, 35.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial auto. agencies, 5; automobile accessories, 25; automobile tire agencies, 25; bakers, 9; cigar stores and stands (including hotels), 20 (chain, 1); confectioners (including hotel stands), 43; delicatessen, 4; dressmakers, 40; druggists, 25 (chain, 8); dry goods, 7; department stores, 6; electrical supplies, 4; florists, 3; fruits, 25; furniture, 7; furriers, 6; garages (public), 23; grocers, 150 (chain, 10); hardware, 5; jewelry, 6; meat markets, 48; men's furnishings, 15; men's clothing, 17; merchant tailors, 15; milliners, 14; opticians, 5; photographers, 6; pianos (and miscellaneous musical instruments), 5; radio supplies, 6; restaurants (including hotels), 95; shoes, 16; sporting goods, 4; stationers, 5; women's apparel, 15.

Miscellaneous Data: Average temperature, 65 degrees; average number of rainy days per twelve months, 48; most pleasant months, April, May, Oct., Nov., Dec. Doctors (medical, 60); (dentists, 23); (osteopaths, 3); number of wired houses, 10,800; street car service; gas, natural; electric current, alternating; water, hard.

See announcement below

YOAKUM, TEXAS

(De Witt County)

1920 Population, 6,184.

City and Suburban Estimate, 12,300. Most important cities and towns in this area are: Cuero (pop. 3,000); Shiner (1,800); Hallettsville (1,800); Sweet Home (300); Hochheim (200).

Native Whites, 73%; **Negroes,** 15%; **Foreign Born,** 12%; **Industrial Workers,** 40%; **English Reading,** 90%; **Families,** 1,750.

School: Public Grade, 6; High, 2; Parochial, 1; Number of Pupils, 1,761.

Churches: Baptist, 2; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Christian, 2; Miscellaneous, 3.

Banks: National, 1; State, 2; Resources, \$2,947,000.

Theatres: Legitimate, 1; Moving Pictures, 2. Total number of seats, 1,000.

Location: Midway between Houston and San Antonio on S. A. & A. P. Ry., which makes direct connections with ports at Houston and Port Aransas and a direct line to the lower Rio Grande Valley.

Principal Industries: Railway terminal and shops, tannery, marble works, flour mills, business college, home office of three fire insurance companies, commercial job printing plant, wholesale groceries, wholesale meats, wholesale produce and fruits.

Manufacturing Establishments: Southern Marble & Stone Co., Texas Hide & Leather Co., Bagging & Tie Co., Yoakum Candy Co., Bankers Printing Co., Yoakum Mill & Elevator Co., Yoakum Broom Factory.

Residential Features: Mostly one-family houses. Small section devoted to working-men's tenements. Private homes predominate. Fine acreage residential section west of city. Homes in that section average \$5,000.

Retail Shopping Section: Extends from intersection of Lott Street and Grand Avenue 3 blocks north on Lott Street, 1 block east on Grand Avenue, 3 blocks south on Lott Street, 2 blocks west on Grand Avenue. Irving Street 1 block west and parallel with Lott Street is also a business street for four blocks.

Trading Area: Extends about 20 miles west, 15 miles south, 25 miles north and 15 miles east.

Wholesale Houses: Groceries, 2; meats, 1; fruits, 2; miscellaneous lines, confectionery, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial auto. agencies, 3; automobile accessories, 10; automobile tire agencies, 15; bakers, 3; cigar stores and stands (including hotels), 11; confectioners (including hotel stands), 7; druggists, 7; dry goods, 8; department stores, 2; electrical supplies, 2; fruits, 6; furniture, 4; garages (public), 8; grocers, 38, (chain, 4); hardware, 3; jewelry, 3; meat markets, 6; men's furnishings, 7; men's clothing, 11; merchant tailors, 2; milliners, 4; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; restaurants (including hotels), 10.

Miscellaneous Data: Electric current, alternating; water, soft.

The Man Who Might Do!

With competition keen in most every newspaper field, the changing of executives is one of the biggest problems that a publisher must face. When a vacancy occurs there is always the man who "might do" at hand, but in justice to his newspaper the keen publisher looks up a number of available men before making a decision. A source of information with up-to-the minute facts is the Classified page of

EDITOR & PUBLISHER

Standard Surveys of Newspaper Markets of UTAH and VERMONT

LOGAN CITY, UTAH (Cache County)

1920 Population, 9,439.
City and Suburban Estimate, 12,500.
Native White, 86%; Foreign Born, 14%; English Reading, 99%; Families, 3,000.
Schools: Public Grade, 10; High, 3; Junior High, 1; Parochial, 1. Number of Pupils, 5,200.
Churches: Christian Science, 1; Episcopal, 1; Methodist, 1; Roman Catholic, 1; Miscellaneous, Church of the Latter Day Saints (Mormon), 12.
Banks: National, 1; State, 2. Total Resources, \$7,000,000; Savings Banks Deposits Total, \$3,500,000.
Theatres: Legitimate, 2; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 6. Total number of seats, 10,000.
Location: On the Oregon Short Line R.R., and the Utah-Idaho Railway Co. (electric). East line connects with all the principal cities in the county, and with Preston, Idaho. Nearest large city 3 hours distant.

Principal Industries: Sugar, dairying, pea canning, knitting factories, candy manufacturing, brick and tile, flour. Logan City has 5 sugar factories, 2 condensed milk factories, and a large pea-canning factory.

Manufacturing Establishments: Amalgamated Sugar Co., Sego Milk Co., Borden's Condensed Milk Co., Union Knitting Mills, Cache Knitting Mills, Logan Knitting Factory, Fonesbeck Knitting Works, Thatcher Mill & Elevator Co., Gessell Pressed Brick Co., Blue Bird Candy Co., W. F. Jensen Candy Co. Annual output of manufactured products valued at \$7,500,000.

Special Information: The output of the pea-canning factory will total 240,000 cases this year.

Residential Features: Logan is principally a school town, there being the State Agricultural College and an excellent high school. It is a city of homes where not only permanent residents live, but many from the farming sections adjacent come in and make their winter home in Logan City for school purposes.

Retail Shopping Section: Main Street is the main shopping section, with a great many business houses located on Center and First North Streets. There are a great many small retail groceries and other small stores located throughout the residential section.

Trading Area: Extends 20 miles north, 15 south, 8 west, with a population of about 28,000.

Wholesale Houses: Groceries, 1; candy, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 3; automobile accessories, 12; automobile tire agencies, 10; bakers, 3; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 4; dressmakers, 2; druggists, 4; dry goods, 6; department stores, 2; electrical supplies, 3; florists, 3; fruits, 4; furniture, 3; garages (public), 8; grocers, 34; hardware, 4; jewelry, 3; laundries, 2; meat markets, 7; men's furnishings, 7; men's clothing, 7; merchant tailors, 4; milliners, 4; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 2; restaurants (including hotels), 7; shoes, 2; sporting goods, 2; stationers, 3; women's apparel, 10.

Miscellaneous Data: Average temperature, 47 degrees; average number of rainy days per twelve months, 75; most pleasant months, May, June, July, August, Sept. Doctors (medical, 10), (dentists, 8), (osteopaths, 2); street car service; electric current, alternating; number of wired houses, nearly all; water, hard.

See announcement column 4

OGDEN, UTAH (Weber County)

1920 Population, 32,804 (1926, est. 40,000).
City and Suburban Estimate, 70,000.
Native Whites, 84%; Negroes, 1%; Foreign Born, 15%; Industrial Workers, 10%; English Reading, 97%; Families, 7,803.
Schools: Public Grade, 11; High, 1; Junior High, 4; Parochial, 2; Number of Pupils, 10,412; Junior College, 1.
Churches: Baptist, 2; Christian Science, 1; Congregational, 2; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 1; Church of the Latter Day Saints (Mormon), 18; Miscellaneous, 6.
Banks: National, 2; State, 2; Total Resources, \$23,000,000. Savings Bank Deposits Total, \$12,507,000.
Theatres: Moving Pictures, 6; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 7,000.

Location: Ogden is situated in northeastern Utah in the valley of Great Salt Lake. On main lines of the Union Pacific, Oregon Short Line, Southern Pacific, and the Denver, Rio Grande & Western Railroads. Served also by the Bamberger Electric Railway to Salt Lake City, and the Utah-Idaho Central to Northern Utah, and Southern Idaho. Nearest large city, 1½ hours by auto; 1½ hours by trolley; 1½ hours by train.

Principal Industries: Flour milling, packing houses, sugar, candy, canners, cans, knitting factories, coffee, railroad shops, overall factories, box factories, stock yard.

Manufacturing Establishments: 75. Leading firms: American Can Co. of Utah, Sperry Flour Co., Globe Grain & Milling Co., Amalgamated Sugar Co., Shuppe-Williams Candy Co., American Packing & Provision Co., Becker Products Co., Ogden-Utah Knitting Co., John Scovcroft & Sons Co., Utah Canning Co., Utah Packing Corp., Van Allen Canning Co., National Packing Corp. Annual output valued at \$30,000,000.

Special Information: Ogden is a railroad, manufacturing, and wholesale center for a large area, including northern Utah, part of eastern Nevada southern Idaho, and western Wyoming. Because of its location it is a tourist center. Its local scenic wonders being part of this general western attraction. Is headquarters for 27 canning factories.

Residential Features: One-family homes predominate, but with a number of two-family, and modern apartment houses. A large percentage own their homes, average value about \$6,000.

Retail Shopping Section: From 22d to 26th Street on Washington Avenue; Washington Avenue to Wall Avenue on 25th Street (3 blocks); Washington to Lincoln Avenue, on 24th Street (2 blocks). Some shops on other streets paralleling Washington Avenue, and on cross streets.

Trading Area: Extends 25 miles in all directions: South to Kaysville, Utah; east to Evansville, Wyo.; north to Malad, Idaho; west to Montello, Nev.

Wholesale Houses: Groceries, 3; meats, 2; fruits, 3; hardware, 2; dry goods, 2; miscellaneous lines: furniture, 2; auto tires, 1; crockery, 1; paper, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 23; commercial auto. agencies, 2; automobile accessories, 8; automobile tire agencies, 15; bakers, 8; cigar stores and stands (including hotels), 20 (chain, 2); confectioners (including hotel stands), 30; delicatessen, 5; dressmakers, 12; druggists, 17 (chain, 3); dry goods, 8; department stores, 4; electrical supplies, 5; florists, 9; fruits, 5; furniture, 12; furriers, 2; garages (public), 8; grocers, 137 (chain, 6); hardware, 7; jewelry, 10; meat markets, 47 (chain, 6); men's furnishings, 10; men's clothing, 25; merchant tailors, 20; milliners, 17; opticians, 5; photographers, 6; pianos (and miscellaneous musical instruments), 4; radio supplies, 12; restaurants (including hotels), 59; shoes, 16; sporting goods, 7; stationers, 4; women's apparel, 17.

Miscellaneous Data: Average temperature 56 degrees; average number of rainy days per twelve months, 62; most pleasant months, May, June, July, August, September, October. Doctors (medical, 42), (dentists, 36), (osteopaths, 2); street car service; gas, artificial; electric current, alternating and direct; number of wired houses, 9,500; water, medium.

PROVO, UTAH (Utah County)

1920 Population, 10,303.

City and Suburban Estimate, 40,792 within radius of 20 miles of city. Most important cities and towns in this area are: Springville (pop. 5,000); Spanish Fork (5,000); Eureka (4,000); Lehi (3,600); American Fork (3,500).

Native Whites, 80.7%; Foreign Born, 10.3%; Industrial Workers, 15%; English Reading, 100%; Families, 2,130.

Schools: Public Grade, 4; High, 1; Junior High, 1; and 1 University. Number of pupils, 5,250.

Churches: Christian Science, 1; Congregational, 1; Episcopal, 1; Roman Catholic, 1; Miscellaneous, 15 L. D. S. (Mormon).

Banks: State, 4.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 2,500.

Location: 48 miles south, southeast of Salt Lake City in Utah's richest valley. Served by the Union Pacific, Denver and Rio Grand Western, and the Salt Lake and Utah railroad (interurban). Auto bus connection with points east, west and south.

Principal Industries: Iron and railroad shops, cast iron pipe foundry, machinery supplies, bricks, candy, woolen goods.

Manufacturing Establishments: 50. Leading firms, Columbia Steel Corporation, Provo Foundry and Machine Company, Utah Valley Gas and Coke Company, Startup Candy Company, Knight Woolen Mills, Smoot Lumber Company, National Packing Company, Provo Brick & Tile Company, Republic Ceresote Company, Pacific States Cast Iron Pipe Company. Total value of yearly output of factories estimated at \$7,500,000.

Special Information: Provo is located at the junction of the railroads tapping the large coal and iron fields of Utah. It is also an educational center, the large Young University of the L. D. S. church being located here with students coming from the entire inter-mountain country. Appropriation of a million dollars has been made by Congress for the reclamation of lands adjoining the Utah lake, less than three miles from Provo.

Residential Features: Majority of homes are for one family only. Three apartment houses and no tenement district. More than 80 per cent of residents own their own homes. Most homes average a cost of about \$4,000. Many new homes built due to the increased industrial

activities of the plants of the Columbia Steel Corporation.

Retail Shopping Section: Includes eight blocks in the heart of the city. Smaller grocery stores are scattered in various parts of the city.

Trading Area: Extends all over Utah county, covering a distance of about 25 miles north and 30 miles south of Provo. All travel north or south must pass through Provo due to the mountains east of the city and the lake west of the city. Residents of the higher Wasatch valley, 20 miles northeast, also patronize Provo stores, as do also the residents of the Tintic mining district, about 40 miles southwest from here.

Wholesale Houses: Groceries, 2; meats, 2; fruits, 2; dry goods, 1; miscellaneous lines, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial auto. agencies, 7; automobile accessories, 12; automobile tire agencies, 15; bakers, 3; cigar stores and stands (including hotels), 6; confectioners (including hotel stands), 8; delicatessen, 2; dressmakers, 10; druggists, 5; dry goods, 7; department stores, 5; electrical supplies, 4; florists, 5; fruits, 20; furniture, 5; garages (public), 7; grocers, 35 (chain, 3); hardware, 3; jewelry, 3; meat markets, 12 (chain, 2); men's furnishings, 6; men's clothing, 6; merchant tailors, 3; milliners, 4; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 4; radio supplies, 4; restaurants (including hotels), 9; shoes, 12; sporting goods, 2; stationers, 3; women's apparel, 9.

Miscellaneous Data: Doctors (medical, 18), (dentists, 11), (osteopaths, 1); gas, artificial; number of meters, 2,225; electric current, alternating; number of wired houses, 4,008.

SALT LAKE CITY, UTAH (Salt Lake County)

1920 Population, 118,110 (1925 est. 130,948).
City and Suburban Estimate, 155,000.

Native Whites, 81.5%; Negroes, 0.5%; Foreign Born, 18%; Industrial Workers, 35%; English Reading, 89%; Families, 27,880.

Schools: Public Grade, 31; High, 2; Junior High, 7; Parochial, 4; Academies, 1; Orphanage, 5; Number of Pupils, 31,170.

Churches: Baptist, 9; Christian Science, 2; Church of the Latter Day Saints (Mormon Temple and Tabernacle), Congregational, 4; Episcopal, 8; Hebrew, 3; Methodist, 7; Presbyterian, 3; Roman Catholic, 8; Miscellaneous, 73; including 51 ward meeting houses of Latter Day Saints.

Banks: National, 4; State, 3; Savings Banks, 2; Trust Co., 4; Federal Reserve, 1; Total Resources, \$93,247,074.57. Savings Bank Deposits Total, \$33,706,574.24.

Theatres: Legitimate, 2; Moving Pictures, 10; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 19,700.

Location: In the valley of Great Salt Lake, 15 miles east of southern end of the lake, and in the north central part of the state. Served by the Union Pacific, Southern Pacific, Denver & Rio Grande Western, and the Salt Lake & Los Angeles R.R.s, also by the Bamberger and Salt Lake, and the Utah-Idaho electric lines. Nearest large city 1 hour, 10 minutes by auto, 1 hour, 20 minutes by trolley or train.

Principal Industries: Copper, gold, and silver mining and smelting, agricultural, manufacturing knit goods, clothing, sugar, candy, butter and cheese, bakery products, canned fruits and vegetables, railroad shops, jobbing center, center of big coal and iron deposits, printing.

Manufacturing Establishments: (In city), 138. Leading firms: Salt Lake Iron & Steel Co., McDonald Candy Co., Sweet Candy Co., Ford Motor (assembling), Inland Crystal Salt Co., Cudahy Packing Co., Purdy Biscuit Co., National Biscuit Co., Utah Oil Refining Co., Pyke-Duehl Co., Baldwin Radio Corp., Portland Cement Co. of Utah, Mutual Creamery Co., Nelson-Ricks Creamery, Salt Lake Pressed Brick Co., Utah Gas & Coke Co., Utah-Idaho Sugar Co. Annual output \$270,000,000.

Special Information: Center of big coal and iron production, first pig iron from Utah ore being shipped May, 1924; headquarters of beet sugar producing area of Utah and Idaho. Fort Douglas, U. S. Army Station, is just outside of the city limits.

Residential Features: Large percentage of families own homes. Comparatively few poor people. Fine residential section to east, southeast, and northeast of city.

Retail Shopping Section: Extends from Tabernacle (South Temple Square), south on Main to South 4th Street, and covering four of Salt Lake's regular 600 ft. blocks and paralleled by State Street on east, and South West Temple Street on west, both of which combine retail and wholesale business.

Trading Area: Extends 88 miles north, 50 south, 40 west, mountain range on east. Excellent trolley and auto bus service brings a big amount of retail business from much longer distances, viz.: southern Idaho, western Wyoming and eastern Nevada. Distance means much less here than in the East. A drive of 150 to 250 miles is a small matter to the rancher, or small town resident. Salt Lake's retail trading area is almost as large as the wholesale area.

Wholesale Houses: Groceries, 8; meats, 10; fruits, 12; hardware, 3; dry goods, 4; miscellaneous lines, shoes, 2; bakers' supplies, 2;

drugs, 3; electric, 8; auto. supplies, 4; cigars and tobacco, 11; packing houses, 7. (51 factory branches.)

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 32; commercial auto agencies, 12; automobile accessories, 67; automobile tire agencies, 36; bakers, 36; cigar stores and stands (including hotels), 90 (chain, 11); confectioners (including hotel stands), 238; delicatessen, 38; dressmakers, 61; druggists, 62 (chain, 6); dry goods, 60; department stores, 6; electrical supplies, 21; florists, 12; fruits, 39; furniture, 18; furriers, 7; garages (public), 29; grocers, 423 (chain, 8); hardware, 7; jewelry, 57; meat markets, 170 (chain, 6); men's furnishings, 39; men's clothing, 26; merchant tailors, 27; milliners, 71; opticians, 18; photographers, 22; pianos (and miscellaneous musical instruments), 7; radio supplies, 4; restaurants (including hotels), 66; shoes, 33; sporting goods, 4; stationers, 5; women's apparel, 22.

Miscellaneous Data: Average temperature 56 degrees; average number of rainy days per twelve months, 50; most pleasant months, May, June, July, September, October. Doctors (medical, 229), (dentists, 148), (osteopaths, 10); street car service; gas, artificial; electric current, alternating; number of wired houses, 21,250; water, hard.

Standard Surveys of VERMONT

BARRE, VT.

(Washington County)

1920 Population, 10,008.

Native Whites, 67%; Foreign Born, 33%; Industrial Workers, 75%; Families, 2,419.

Schools: Public Grade, 8; High, 1; Number of Pupils, 2,400.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 1.

Banks: National, 1; State, 3; Capital, Surplus, and Undivided Profits (all banks), \$11,018,117.54; Total Resources, \$11,000,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Total number of seats, 2,500.

Location: Barre is six miles southeast of Montpelier, the capital of Vermont, and is served by the Central Vermont, the Montpelier & Wells River, and the Barre & Chelsea R.R.s. It is 48 miles southeast of Burlington, the largest city in the state. Direct railroad connection with Montpelier and with Burlington situated on Lake Champlain. To nearest large city, two hours by auto; to Montpelier, by railroad, 10 minutes.

Principal Industries: Granite quarrying and manufacturing. Granite tools and machinery, knitting mills.

Manufacturing Establishments: 175. Leading firms: Jones Bros. (granite plant), Marr & Gordon, Barclay Bros. (granite plants). Annual output valued at \$8,449,931.

Special Information: Barre ranks second industrially in the state, and is the center for producing monumental granite, hence the name "Granite Center of the World." Forty-seven per cent of the monumental granite of the U. S. is produced here, and the annual output is over 1,500,000 cubic feet.

Residential Features: Mostly one and two-family houses, private homes predominating. No limited section devoted to workmen's tenements. Finest residential section located in the eastern part of the city.

Retail Shopping Section: Extends along both sides of Main Street for 5 blocks on the right
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VERMONT (Cont'd)

Barre (cont'd)

side, and 3 blocks on the left. Several smaller neighboring sections.

Trading Area: Extends 10 miles north; and about the same distance in other directions into the country towns. Trolley connection north for 6 miles.

Wholesale Houses: Groceries, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial auto. agencies, 11; automobile accessories, 13; bakers, 6; cigar stores and stands (including hotels), 6; confectioners (including hotel stands), 25; dressmakers, 20; druggists, 5; dry goods, 10; department stores, 3; electrical supplies, 5; florists, 1; fruits, 10; furniture, 6; furriers, 3; garages (public), 15; grocers, 47 (chain, 3); hardware, 3; jewelry, 8; meat markets, 9; men's furnishings, 8; men's clothing, 8; merchant tailors, 6; milliners, 12; opticians, 5; photographers, 4; pianos (and miscellaneous musical instruments), 3; radio supplies, 3; restaurants, 6 (including hotels), 15; shoes, 15; sporting goods, 5; stationers, 3; women's apparel, 10.

Miscellaneous Data: Most pleasant months, May and Nov. Doctors (medical, 15); (dentists, 6); (osteopaths, 3); street car service; gas, artificial; electric current, alternating; water, hard.

BENNINGTON, VT.

(Bennington County)

1920 Population, 7,230 (1926 est. 9,982).

City and Suburban Estimate, 21,750.

Native Whites, 91%; Foreign Born, 9%; Industrial Workers, 30%; English Reading, 97%; Families, 2,471.

Schools: Public Grade, 4; High, 1; Junior High, 1; Parochial, 2. Number of Pupils, 1,988.

Churches: Baptist, 2; Christian Science, 1; Congregational, 3; Episcopal, 1; Hebrew, 1; Methodist, 2; Roman Catholic, 3.

Banks: National, 3; State, 1; Total Resources (all banks), \$8,000,000; Savings Bank Deposits Total, \$5,250,000; Total Deposits (all banks), \$7,000,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 4,000.

Location: On Rutland Railroad, in southern Vermont.

Principal Industries: Knit underwear, wool goods, paper, furniture, wood novelties, toys, stockings, waists, wrappers, knitting machinery, needles, collars, cuffs, sheetings, china clay, ochre, lumber.

Manufacturing Establishments: 32. Leading firms: Holden Leonard Co., Allen A., H. C. White Co., H. E. Bradford Co., H. T. Cushman Co., Bennington Wax Paper Co., George Rockwood Co., Bennington Hosiery Co., Bottum & Torrance Co., E. Z. Waist Co.

Special Information: Prosperous small city with such a diversity of manufacturing that business is always good. Average wages high. Popular summer resort. Annual industrial payroll, \$6,840,000. Bennington has immense apple orchards, with an annual output valued at \$12,000,000.

Residential Features: Town of well-to-do business, professional and working people. Homes owned by occupants. Poverty unknown.

Retail Shopping Section: On Main Street, 12 blocks; North Street, 8 blocks.

Trading Area: Consists of the 16 southwestern towns in Vermont. Bennington is the only market town and trading center for the people of these towns.

Wholesale Houses: Groceries, 1; fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial automobile agencies, 4; automobile accessories, 8; automobile tire agencies, 10; bakers, 3; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 4; delicatessen, 2; dressmakers, 12; druggists, 4; dry goods, 6; department stores, 3; electrical supplies, 6; florists, 2; fruits, 3; furniture, 2; furriers, 1; garages (public), 6; grocers, 55 (chain, 3); hardware, 3; jewelry, 4; meat markets, 8 (chain, 1); men's furnishings, 3; men's clothing, 8; merchant tailors, 6; milliners, 7; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 5; restaurants (including hotels), 8; shoes, 8; sporting goods, 2; stationers, 3; women's apparel, 12.

Miscellaneous Data: Doctors (medical, 15), (dentists, 5), (osteopaths, 1); street car service; gas, artificial; electric current, alternating; water, soft.

BRATTLEBORO, VT.

(Windham County)

1920 Population, 7,324. Present est. 10,200.

City and Suburban Estimate, 30,000.

Native Whites, 90%; Foreign Born, 10%; Industrial Workers, 35%; English Reading, 95%; Families, 2,200.

Schools: Public Grade, 6; High, 1; Parochial, 1. Number of Pupils, 1,571.

Churches: Baptist, 2; Christian Science, 1; Congregational, 2; Episcopal, 1; Methodist, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 2; State, 3. Total Resources (all banks), \$20,000,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Total number of seats, 2,500.

Location: Brattleboro is on the main line of the Boston & Maine R.R., 60 miles north of Springfield, Mass. Northern terminus of the New London division of the Central Vermont R.R., and southern terminus of the West River division of that line. Two hours by auto, or railroad from Springfield, Mass.

Principal Industries: Pipe and reed organs, chairs, wooden toys, overalls, granite memorials, fine cotton goods.

Manufacturing Establishments: 27. Leading firms: Estey Organ Co., Presbry-Leland Granite Co., Fort Dummer Mills, White River Chair Co. Annual output, \$40,000,000.

Special Information: Home of large pipe organ factory. Large tax list. Highest per capita savings deposits, \$1,008.

Residential Features: Composed almost wholly of one- and two-family houses; large proportion owned by occupants. Limited industrial district.

Retail Shopping Section: Extends 4 blocks on Main Street, and adjoining sections of Flat, Elliot, High, and Canal Streets.

Trading Area: Covers all of Windham County, Vt., and adjoining sections of Cheshire Co., N. H., and Franklin Co., Mass. Persons come to Brattleboro from a radius of 25 to 30 miles to trade.

Wholesale Houses: Groceries, 1; meats, 1; fruits, 2; miscellaneous lines: shoes, 1; flour and grain, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial automobile agencies, 8; automobile accessories, 15; automobile tire agencies, 8; bakers, 3; cigar stores and stands (including hotels), 4 (chain, 1); confectioners (including hotel stands), 10; delicatessen, 2; dressmakers, 8; druggists, 5; dry goods, 4; department stores, 4; electrical supplies, 4; florists, 3; fruits, 6; furniture, 2; garages (public), 8; grocers, 26 (chain, 6); hardware, 4; jewelry, 3; meat markets, 8; men's furnishings, 6; men's clothing, 6; merchant tailors, 3; milliners, 5; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 6; restaurant (including hotels), 8; shoes, 5; sporting goods, 2; stationers, 5; women's apparel, 6.

Miscellaneous Data: Doctors (medical, 15), (dentists, 6), (osteopaths, 2); gas, artificial; electric current, alternating and direct; number of wired houses, 2,000; water, soft.

BURLINGTON, VT.

(Chittenden County)

1920 Population, 22,779 (1926, 26,000).

City and Suburban Estimate, 55,000.

Native Whites, 82%; Foreign Born, 18%; Industrial Workers, 12%; English Reading, 90%; Families, 5,241.

Schools: Public Grade, 8; High, 3; Junior High, 1; Parochial, 2.

Churches: Baptist, 1; Christian Science, 1; Congregational, 2; Episcopal, 2; Hebrew, 2; Methodist, 1; Roman Catholic, 3; Miscellaneous, 3.

Banks: National, 2; Trust Companies, 3; Capital, \$1,140,000; Surplus, \$4,464,581; Total Deposits (all banks), \$43,282,204.62; Total Resources (all banks), \$50,349,566.70; Total Savings Banks Deposits, \$28,421,942.61; Total Trust Companies' Resources, \$11,741,618.19.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1.

Location: Burlington is situated on Lake Champlain, 35 miles N. W. of Montpelier; served by the Central Vermont, and the Rutland R.R.s., also by the Champlain Transportation Co. To Boston by railroad, 8 hours; by auto, 10 hours.

Principal Industries: Woolen goods, cotton goods, confectionery, evaporators, brush fibres, refrigerators, shade rollers, overalls, food products, brooms, dyes, blinds, boxes, maple products, bobbins, screens and lime.

Special Information: There are 6,880 stationers in local telephone exchanges.

Manufacturing Establishments: American Woolen Co., Wells & Richardson, Porter Screen Co., Crystal Confectionery Co., branch of Queen City Cotton Co., E. B. & A. C. Whiting Co., O. L. Hinds Co., Venetian Blind Co., W. D. G. Crane Co., Vermont Spool & Bobbin Co. Annual output of manufactured products valued at \$20,000,000.

Residential Features: Burlington is ideally located on a hill above Lake Champlain. Many fine residences, with large percentage of homes owned by occupants, and few apartment houses.

Retail Shopping Section: Centered about Church, St. Paul, Main, College, Cherry, and Bank Streets. North Street contains growing section of smaller stores.

Trading Area: Extends about 35 miles. This area contains a population of about 60,000.

Wholesale Houses: Groceries, 4; meats, 5; fruits, 2; hardware, 3; dry goods, 2; miscellaneous lines: confectioners, 3; tobacco, 3; electrical, 1; automobile accessories, 3; lumber, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 18; commercial automobile agencies, 7; automobile accessories, 9; automobile tire agencies, 20; bakers, 14; cigar stores and stands (including hotels), 28; confectioners (including hotel stands), 30; delicatessen, 1; dressmakers, 68; druggists, 15 (chain, 1); dry goods, 26; department stores, 10; electrical supplies, 5; florists, 3; fruits, 20; furniture, 5; furriers, 2; grocers, 120 (chain, 6); hardware, 4; jewelry, 8; meat markets, 22; men's furnishings, 6; men's clothing, 6; merchant tailors, 3; milliners, 14; opticians, 5; photographers, 10; pianos (and miscellaneous musical instruments), 4; radio sup-

plies, 4; restaurants (including hotels), 23; shoes, 15; sporting goods, 2; stationers, 2; women's apparel, 12.

Miscellaneous Data: Most pleasant months, May to October. Doctors (medical, 56); (dentists, 25); (osteopaths, 4); street car service; gas, artificial; electric current, alternating; number of wired houses, 5,400; water, soft.

MONTPELIER, VT.

(Washington County)

1920 Population, 7,125 (1925 est. 8,755).

City and Suburban Estimate, 12,000.

Native Whites, 85%; Foreign Born, 15%; Industrial Workers, 28%; English Reading, 93%; Families, 1,500.

Schools: Public Grade, 5; High, 1; Primary, 1; Parochial, 1; Catholic High, 1. Number of Pupils, 1,300.

Churches: 8.

Banks: 4. Total Resources, \$20,000,000.

Theatres: 1. Total number of seats, 950.

Location: Montpelier is situated on the Wisconsin River, and is the capital of the state; is 35 miles ESE. of Burlington, and 6 miles NW. of Barre. Is served by the Montpelier & Wells River R.R., and the Central Vermont R.R. To nearest large city by railroad, 30 minutes; by trolley, 30 minutes; by auto, 15 minutes.

Principal Industries: Sawmills, traveling derricks, woodworking and granite, flour, leather, machinery.

Special Information: Large wholesale grain center, and headquarters for several insurance companies. Extensive granite interests are located in Montpelier.

Residential Features: Mostly one-family houses.

Retail Shopping Section: Extends 7 blocks on State, East State, Main, and Langdon Sts.

Trading Area: Covers a radius of about 8 miles.

Wholesale Houses: Groceries, 1; meats, 1; hardware, 2; miscellaneous lines: bakery, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto agencies, 6; automobile accessories, 10; automobile tire agencies, 14; bakers, 5; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 5; dressmakers, 14; druggists, 4; dry goods, 5; department stores, 1; electrical supplies, 3; florists, 2; fruits, 3; furniture, 2; furriers, 5; garages (public), 9; grocers, 23 (chain, 4); hardware, 4; jewelry, 3; meat markets, 11; men's furnishings, 7; men's clothing, 7; merchant tailors, 6; milliners, 12; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 5; shoes, 6; sporting goods, 2; stationers, 3; women's apparel, 5.

Miscellaneous Data: Most pleasant months, May to October. Doctors (medical, 16); (dentists, 5); (osteopaths, 2); street car service; gas, artificial; electric current, alternating; water, hard.

RUTLAND, VT.

(Rutland County)

1920 Population, 14,954.

City and Suburban Estimate, 56,000.

Native Whites, 90%; Foreign Born, 10%; Industrial Workers, 30%; English Reading, 97%; Families, 3,630.

Schools: Public Grade, 12; High, 1; Junior High, 1; Parochial, 2. Number of Pupils, 2,850.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Roman Catholic, 3; Miscellaneous, 3.

Banks: National, 4; State, 2; Savings Bank Deposits Total, \$15,500,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 7; Total number of seats, 6,500.

Location: Rutland R.R. (3 lines), D. & H. Co. (2 lines). Bus service in all directions.

Principal Industries: Marble, R.R. equipment, scales, machinery.

Manufacturing Establishments: Howe scale Co., Rutland R. R. C., F. R. Patch Mfg. Co., Lincoln Iron Works.

Special Information: Situated midway of the southern range of the Green Mountains, is a manufacturing, railroad, dairying, mercantile and industrial center.

Residential Features: Mostly one and two-story, either single or double family houses. New addition in eastern part of city rapidly building up.

Retail Shopping Section: Mostly situated on Merchants Row, West Wales and Center streets. Few small stores scattered over other sections of the city.

Trading Area: Center of trade within radius of 40 miles, several large villages within this territory.

Wholesale Houses: Groceries, 2; meats, 2; fruits, 3; hardware, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto agencies, 10; automobile accessories, 9; automobile tire agencies, 12; bakers, 7; cigar stores and stands (including hotels), 25; confectioners (including hotel stands), 12; dressmakers, 27; druggists, 7; dry goods, 5; department stores, 4; electrical supplies, 5; fruits, 8; furniture, 7; furriers, 2; garages (public), 10; grocers, 61; hardware, 8; jewelry, 4; meat markets, 9; men's furnishings,

6; men's clothing, 6; merchant tailors, 4; milliners, 6; opticians, 4; photographers, 5; pianos (and miscellaneous musical instruments), 4; radio supplies, 3; restaurants (including hotels), 12; shoes, 12; sporting goods, 4; stationers, 3; women's apparel, 5.

Miscellaneous Data: Most pleasant months, May to October. Doctors (medical, 20); (dentists, 13); (osteopaths, 2); no street car service; gas, artificial; electric current, alternating; water, hard.

ST. ALBANS, VT.

(Franklin County)

1920 Population, 7,588.

City and Suburban Estimate, 15,500.

Native Whites, 95%; Negroes, .01%; Foreign Born, 5%; Industrial Workers, 65%; English Reading, 85%; French, 15%; Families, 2,660.

Schools: Public Grade, 4; High, 1; Parochial, 3.

Churches: Baptist, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Roman Catholic, 2; Miscellaneous, 1.

Banks: National, 1; Trust Companies, 2; Total Resources, \$5,297,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1.

Location: County seat of Franklin County, 59 miles northwest of Montpelier. On Central Vt. R.R. and location of that railroad's headquarters shops. Nearest larger city 1½ hours distant by auto and railroad.

Principal Industries: Clothing, marble, lime, canning, railroad shops, iron foundry, sugar, machinery, publishing, cigars, large creameries, feed and grain works.

Manufacturing Establishments: 11. Leading firms: Willard Mfg. Co., (clothing), St. Albans Grain Co., Missisquoi Lime Co., Foundry Mfg. Co., The Alba Corporation, Farmers Cooperative Creamery, H. P. Hood & Sons (creameries), Green Mountain Packing Co. (canned goods), H. A. Dowling (cigars).

Retail Shopping Section: Main St., 6 blocks; Lave St., 3 blocks; Messenger St., 1 block.

Trading Area: Extends in a radius of 20 miles.

Wholesale Houses: Meats, 2; fruits, 1; hardware, 2; dry goods, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial auto agencies, 1; automobile accessories, 7; automobile tire agencies, 5; bakers, 2; cigar stores and stands (including hotels), 11; confectioners (including hotel stands), 12; dressmakers, 5; druggists, 4; dry goods, 6; department stores, 2; electrical supplies, 3; florists, 1; fruits, 24; furniture, 3; furriers, 2; garages (public), 10; grocers, 21 (chain, 3); hardware, 3; jewelry, 3; meat markets, 9; men's furnishings, 6; men's clothing, 6; merchant tailors, 3; milliners, 5; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; restaurants (including hotels), 9; shoes, 5; sporting goods, 3; stationers, 2; women's apparel, 4.

Miscellaneous Data: Average temperature, 48 degrees; average number of rainy days per 12 months, 130; most pleasant months, June to November. Doctors (medical, 14); (dentists, 4); (osteopaths, 2); gas, artificial; electric current, alternating; number of wired houses, 2,100; water, soft.

ST. JOHNSBURY, VT.

(Caledonia County)

1920 Population, 7,164.

City and Suburban Estimate, 50,000. Most important cities and towns in this area are: Newport (pop. 4,976); Barton (3,862); Orleans (3,506); Danville (1,494).

Native Whites, 75%; Foreign Born, 25%; Industrial Workers, 25%; English Reading, 90%; Families, 1,817.

Schools: Public Grade, 16; High, 1; Junior High, 1; Parochial, 1. Number of Pupils, 900.

Churches: Baptist, 1; Christian Science, 1; Congregational, 2; Episcopal, 1; Hebrew, 1; Methodist, 2; Roman Catholic, 2; Miscellaneous, 3.

Banks: National, 2; State, 2; Capital, Surplus, and Undivided Profits (1926, all banks) \$1,661,153.02; Total Deposits (all banks) \$14,072,526; Total Resources (all banks) \$15,361,296.97; Total Savings Banks Deposits \$8,191,111.79; Average Monthly Total Retail Sales (all lines), \$150,000.

Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 3,000.

Location: Situated at the junction of the Passumpsic and Moose Rivers (tributaries of the Connecticut River), and 34 miles NE. of Montpelier. On the Boston & Maine, St. Johnsbury & Lake Champlain, and the Maine Central R. Rs., north, east, south and west, making the town an important trading center. Nearest larger city, 2 hours distant by auto or railroad.

Principal Industries: Scales, maple sugar, marble monument works, toys, bobbins, railroad repair work, wood boxes, hardwood flooring, iron and brass foundry, hoe factory, machine repairing, dairy products, condensed milk, agricultural implements, building finishing, cement construction, confectionery, grist mills, paper mills.

Manufacturing Establishments: 20. Leading firm: Fairbanks Scale Co.

Special Information: The plant of the nationally-known platform scale of the Fairbanks Scale Co., employing 1,500 men, is located at

Standard Surveys of Newspaper Markets of VERMONT and VIRGINIA

VERMONT (Cont'd)

St. Johnsbury. It has also one of the largest plants for the manufacture of maple sugar in the country. St. Johnsbury is the center of a large and prosperous industrial, lumbering, and dairying section; is the western gateway to the White Mountains, and eastern gateway to the Green Mountains. Also main tourist thoroughfare between Boston and New York, and Montreal and Quebec.

Residential Features: Mostly one, and two family homes, largely owned by occupants. Beautiful residential district. Town-manager form of government is progressive and effective in maintaining one of the finest residential communities in New England.

Retail Shopping Section: Is divided into upper, and lower towns, with business street connecting the two. One hotel and railroad station in down-town section. Second largest hotel is in uptown section.

Trading Area: Extends 50 miles north to Canadian border, 25 miles south to Woodsville, 25 miles east to Whitefield, and 40 miles west to Morrisville. Large farm trading area, fine roads, and good railroad service.

Wholesale Houses: Groceries, 4; meats, 2; fruits, 5; hardware, 3; dry goods, 3; miscellaneous lines, 20.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial automobile agencies, 12; automobile accessories, 20; automobile tire agencies, 20; bakers, 4; cigar stores and stands (including hotels), 4 (chain, 1); confectioners (including hotel stands), 6; delicatessen, 2; dressmakers, 12; druggists, 6 (chain, 1); dry goods, 4; department stores, 3; electrical supplies, 4; florists, 2; fruits, 6; furniture, 4; furriers, 4; garages (public), 15; grocers, 22 (chain, 3); hardware, 6; jewelry, 3; meat markets, 14; men's furnishings, 9; men's clothing, 9; merchant tailors, 2; milliners, 5; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 3; restaurants (including hotels), 8; shoes, 8; sporting goods, 2; stationers, 4; women's apparel, 4.

Miscellaneous Data: Average temperature, 55 degrees; most pleasant months, June, July, Aug., Sept., Oct. Doctors (medical, 20); (dentists, 9); (osteopaths, 3); gas, artificial; electric current, alternating; number of wired houses, 2,200; number of automobile registrations, 528; water, soft.

Standard Surveys of VIRGINIA

ALEXANDRIA, VA.

(Independent City: Adjoining Arlington and Fairfax Counties)

1920 Population, 18,060.

City and Suburban Estimate, 25,000.

Native Whites, 74.2%; **Negroes,** 22.8%; **Foreign Born,** 3%.

Schools: 9. **Number of Pupils,** 2,300.

Banks: 4; **Total Resources (all banks),** \$9,500,000.

Theatres: 5. **Total number of seats,** 6,000.

Residential Features: Mostly one-family houses.

Trading Area: Radius 10 miles.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial automobile agencies, 2; automobile accessories, 20; automobile tire agencies, 30; bakers, 4; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 15; delicatessen, 2; dressmakers, 12; druggists, 9; dry goods, 4; department stores, 2; electrical supplies, 3; florists, 4; fruits, 10; furniture, 6; garages (public), 12; grocers, 63; hardware, 6; jewelry, 5; meat markets, 15; men's furnishings, 15; men's clothing, 12; merchant tailors, 9; milliners, 7; opticians, 3; photographers, 6; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 16; shoes, 18; sporting goods, 2; stationers, 2; women's apparel, 6.

CHARLOTTESVILLE, VA.

(Albemarle County)

1920 Population, 10,683. (1925 est. 11,211.)

City and Suburban Estimate, 43,000.

Native Whites, 71.4%; **Negroes,** 27.6%; **Foreign Born,** 1.0%; **Industrial Workers,** 15%; **English Reading,** 96%; **Families,** 2,516.

Schools: Public Grade, 3; High, 1; Colored Primary and High, 1; Parochial, 1. **Number of Pupils,** 3,100. **University of Virginia,** 2,000 students in winter and 2,500 in summer.

Churches: Baptist, 10; Christian Science, 1; Episcopal, 3; Hebrew, 1; Methodist, 4; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 3; **Total Resources (all banks),** \$12,500,000; **Savings Bank Deposits Total,** \$500,000.

Theatres: Legitimate, 2; **Moving Pictures,** 2; **Miscellaneous (Auditoriums, etc.),** 2. **Total number of seats,** 10,000.

Location: Geographical center of Virginia. Served by the Chesapeake & Ohio and Southern Railways. Fair rates and first class facilities for shipment. A satisfied public. Excellent bus service to historic points—The University of Virginia, Monticello, Ash Lawn, Montpelier, etc.

Principal Industries: Woolen mills, silk mills, lumber mills, flour and corn mills, dye mills, extract companies, publishers and printers, and railroad shops, electric fuse guard, boys' clothing, dye works, brick, lumber, bottling works, basket factory, underwear factory.

Manufacturing Establishments: 32. **Leading firms:** Charlottesville Woolen Mills, Charlottesville Ice Co., Monticello Textiles, Inc., Michie Publishing Co., S. & R. Silk Mills, Virginia Public Service Corp. **Total value of yearly output of factories estimated at** \$20,000,000.

Special Information: Seat of the University of Virginia, with 2,000 students. Notable historic features. Splendid scenery, Blue Ridge Sanatorium, noted health resort. Charlottesville has one of the largest law-book publishing houses in the South. The fruit-crop alone of Albemarle County amounts to more than \$750,000 annually.

Residential Features: Mostly one and two-family houses: 600 to 2,500 feet above sea level.

Retail Shopping Section: About eight blocks in the center of city.

Trading Area: Thirty miles, supplying 60,000 population through 200 or more country stores and direct sales.

Wholesale Houses: Groceries, 3; meats, 2; fruits, 2; hardware, 1; Miscellaneous lines, 6; wool and silk, etc.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 20; commercial automobile agencies, 4; automobile accessories, 10; automobile tire agencies, 20; bakers, 6; cigar stores and stands (including hotels), 100; confectioners (including hotel stands), 50; dressmakers, 5; druggists, 10; dry goods, 20; department stores, 6; electrical supplies, 5; florists, 3; fruits, 20; furniture, 4; garages (public), 6; grocers, 100; hardware, 4; jewelry, 3; meat markets, 12; men's furnishings, 18; men's clothing, 18; merchant tailors, 3; milliners, 4; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 20; shoes, 8; sporting goods, 5; stationers, 5; women's apparel, 18.

CLIFTON FORGE, VA.

(Alleghany County)

1920 Population, 6,164.

City and Suburban Estimate, 13,000.

Native Whites, 82%; **Negroes,** 17%; **Foreign Born,** 0.25%; **Industrial Workers,** 50%; **English Reading,** 100%; **Families,** 1,224.

Schools: Public Grade, 3; High, 2; **Number of Pupils,** 1,506.

Churches: Baptist, 3; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Disciples, 1.

Banks: National, 2; **Total Resources (all banks),** \$4,100,000; **Savings Bank Deposits Total,** \$2,370,000.

Theatres: Legitimate, 1; **Moving Pictures,** 1; **Vaudeville,** 1; **Combined,** 1. **Total number of seats,** 625.

Location: Terminal of three divisions of C. & O. Ry. Bus lines east, west and south.

Principal Industries: C. & O. repair shops, second largest on system, employing 1,300 men.

Manufacturing Establishments: 4. All small.

Special Information: Center of iron belt of Virginia, near coal mines. Cheap power furnished by a super-power system. City has mostly high-priced laborers, ranking second in per capita income taxpayers in Virginia.

Residential Features: Nearly all one-family houses, mostly owned. No tenements.

Retail Shopping Section: 5 blocks on Main St., 3 on Ridgeway St. and 2 on Commercial.

Trading Area: Extends 6 miles west, and about 20 north, south and east.

Wholesale Houses: Groceries, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial automobile agencies, 7; automobile accessories, 9; automobile tire agencies, 9; bakers, 1; cigar stores and stands (including hotels), 45; confectioners (including hotel stands), 15; delicatessen, 1; druggists, 3; dry goods, 10; department stores, 4; electrical supplies, 3; florists, 1; furniture, 3; garages (public), 6; grocers, 20; hardware, 3; jewelry, 2; meat markets, 5; men's furnishings, 3; men's clothing, 3; merchant tailors, 2; milliners, 3; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 4; radio supplies, 4; restaurants (including hotels), 6; shoes, 14; sporting goods, 4; stationers, 2; women's apparel, 9.

COVINGTON, VA.

(Alleghany County)

1920 Population, 5,623 (1925 est. 6,500).

City and Suburban Estimate, 9,000.

Native Whites, 83%; **Negroes,** 15%; **Foreign Born,** 2%; **Industrial Workers,** 85%; **English Reading,** 100%; **Families,** 1,150.

Schools: Public Grade, 2; High, 1; **Number of Pupils,** 1,190.

Churches: Baptist, 3; Episcopal, 1; Methodist, 4; Presbyterian, 2; Roman Catholic, 1; Disciples of Christ, 1.

Banks: National, 2; State, 1; **Total Resources,** \$4,000,000; **Savings Bank Deposits,** \$3,000,000.

Theatres: Legitimate, 2; **Moving Pictures,** 2; **Miscellaneous (Auditoriums, etc.),** 2. **Total number of seats,** 2,000.

Location: On the C. & O. Ry. main line. Good bus line to Clifton Forge, Hot Springs and White Sulphur Springs. Midland train through heart of city.

Principal Industries: Paper making, pulp products, machine shops, road building machinery, silk mill, brick yards, iron, flour, lumber mills.

Manufacturing Establishments: 15; West Va. Pulp & Paper Co., Robeson Process, West Va. Pulp Products Co., Covington Silk Mills, Covington Machine Shops, Low Moor Iron Co. of Va., Alleghany Brick Co., McAllister & Bell Flour Mills, Alleghany Milling Co., E. M. Nettleton & Co., and Bates Bag Co. **Annual output** \$30,000,000.

Special Information: Situated in the heart of coal and iron section. Low assessment of property and satisfied workers; 800 automobiles in city proper; 22 miles from White Sulphur Springs and 18 miles from Hot Springs.

Residential Features: Mostly one-family homes owned by occupants.

Retail Shopping Section: Extends from Maple Ave. and Sixth St. to Main and Bridge Sts.; 5 blocks. Also many outlying stores.

Trading Area: Eight miles north, east, south and west.

Wholesale Houses: Groceries, 1; fruits, 1; confectionery, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial automobile agencies, 8; automobile accessories, 8; automobile tire agencies, 8; bakers, 2; cigar stores and stands (including hotels), 45; confectioners (including hotel stands), 45; dressmakers, 3; druggists, 5; dry goods, 8; department stores, 4; electrical supplies, 2; florists, 1; fruits, 45; furniture, 4; garages (public), 8; grocers, 52 (chain, 2); hardware, 3; jewelry, 3; meat markets, 8; men's furnishings, 12; men's clothing, 12; merchant tailors, 2; milliners, 4; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 3; radio supplies, 6; restaurants (including hotels), 8; shoes, 16; sporting goods, 4; stationers, 2; women's apparel, 16.

Miscellaneous Data: Doctors (medical, 8); (dentists, 5); electric current, alternating; number of wired houses, 1,200; water, hard.

DANVILLE, VA.

(Pittsylvania County)

1920 Population, 21,539.

City and Suburban Estimate, 65,000.

Native Whites, 83%; **Negroes,** 15%; **Foreign Born,** 2%; **Industrial Workers,** 30%; **English Reading,** 90%; **Families,** 6,000.

Schools: Public Grade, 8; High, 2. **Number of Pupils,** 4,000.

Churches: Baptist, 6; Christian Science, 1; Hebrew, 2; Presbyterian, 4; Roman Catholic, 1; Episcopal, 1; Methodist, 4; Miscellaneous, 5.

Banks: National, 2; State, 3. **Total Resources (all banks),** \$15,000,000.

Theatres: Legitimate, 1; **Moving Pictures,** 3; **Vaudeville,** 1; **Miscellaneous (Auditoriums, etc.),** 2. **Total number of seats,** 9,000.

Locations: On the Dan River in Pittsylvania County, Va. Main lines Southern Ry., Richmond & Danville and Danville & Western R.R.s. 3 miles from North Carolina line. Established bus lines to point in both states; 238 miles from Washington, 140 miles southwest from Richmond, 200 miles west from Norfolk. Nearest large city (Richmond), 5½ hours by railroad; 5 hours by automobile.

Principal Industries: Tobacco culture, re-handling and manufacture; textile manufacturing, furniture, elevators, machinery, railroad shops, hosiery, clothing and overalls, silk; 14,882 wage earners with annual payroll of \$11,948,382.

Manufacturing Establishments: 26. **Riverside & Dan River Cotton Mills,** cotton fabrics, chambrays, sheetings; **Westbrook Elevator Co.,** passenger elevators; **Boatwright Furniture Co.,** Danville Lumber & Mfg. Co., Danville Knitting Mills, Dan Silk Mills, Dan Valley Flour Mills. **Annual output** \$44,315,000, second in state.

Special Information: Over 5,000 vehicles licensed in city and county. In heart of the famous Piedmont region, good roads in every direction, large tourist travel to and from southern points. City owns electric light and power, water and gas plants, appraised in excess of city's bonded indebtedness. Bright tobacco sales total 40,000,000 lbs. annually with value of \$8,500,000.

Residential Features: Mostly one-family houses with yards and gardens, few two-family houses; ten new apartment houses. Beautiful residential districts, asphalt paving, wide streets.

Retail Shopping Section: 6 blocks lower Main Street, 3 blocks Patton Street; 4 blocks North Main Street, 4 blocks Union Street, 4 blocks Jraghead Street. Groceries scattered throughout the residential districts. Suburban village of Schoolfield has 2 blocks retail stores.

Trading Area: Extends 30 miles north, east, south and west. Convenient local train schedules and bus lines established between Danville and Chatham, Martinsville, South Boston, Leakesville-Spray, Reidsville, Greensboro and Durham.

Wholesale Houses: Groceries, 6; meats, 4; fruits, 3; hardware, 1; dry goods, 2; miscellaneous lines, 5.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial automobile agencies, 5; automobile accessories, 15; automobile tire agencies, 10; bakers, 4; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 6; delicatessen, 2; dressmakers, 32; druggists, 17; dry goods, 8; department stores, 7; electrical supplies, 4; florists, 3; fruits, 4; furniture, 5; garages (public), 15; grocers, 124; hardware, 8; jewelry, 4; meat markets, 6; men's furnishings, 10; men's clothing, 10; merchant tailors, 6; milliners, 6; opticians, 4; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 2; restaurants (including hotels), 15; shoes, 5; sporting goods, 3; stationers, 2; women's apparel, 9.

Miscellaneous Data: Average temperature, 58 degrees; average number of rainy days per 12 months, 65; most pleasant months, March, April, May, June, Sept., Oct., Nov., Dec. Doctors (medical, 44); (dentists, 13); (osteopaths, 2); number of wired houses, 4,500; has street car service; gas, artificial; electric current, alternating; water, soft.

FREDERICKSBURG, VA.

(Spotsylvania County)

1920 Population, 5,882 (1925 est. 6,647).

City and Suburban Estimate, 10,000.

Native Whites, 75%; **Negroes,** 23%; **Foreign Born,** 2%; **Families,** 1,500.

Schools: Public Grade, 2; High, 2. **Number of Pupils,** 1,750. **State Teachers' College.**

Churches: Baptist, 1; Christian Science, 1; Episcopal, 2; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 1.

Banks: National, 2; State, 2. **Capital, Surplus and Undivided Profits (all banks),** \$650,000; **Total Deposits (all banks),** \$5,000,000; **Total Resources (all banks),** \$6,000,000.

Theatres: Legitimate, 1; **Moving Pictures,** 1; **Miscellaneous (Auditoriums, etc.),** 1. **Total number of seats,** 1,200.

Location: Head of tidewater on Rappahannock. Boat service from Baltimore and Norfolk. Served by Richmond, Fredericksburg and Potomac, Atlantic Coast Line, Seaboard Air Line, Piedmont, Fredericksburg and Potomac Railroads. Bus service extends 60 miles over 3 separate routes. City located midway between Richmond and Washington, 60 miles from each, one and a half hours by train.

Principal Industries: Lumber, clothing, metal egg crates, silk spinning, flour and grain mills, woodworking, shoe manufacturing, excelsior.

Manufacturing Establishments: 15. **G. & H. Mfg. Co.,** clothing; **Washington Woolen Mills Co.,** clothing; **Morganstern & Co.,** clothing; **Metal Egg Crate Co.,** Farmers' Creamery Co., dairy products; **Klots Throwing Co.,** silk spinning. **Annual output,** \$3,000,000.

Special Information: Fredericksburg is situated in rich agricultural section, on main highway between north and south.

Residential Features: Beautiful residential city. Negroes in restricted area. Few apartments, but mostly all private homes and large percentage owned. Wide, shaded streets.

Retail Shopping Section: From City Park 4 blocks on Commerce St., then to right 4 blocks on Main St. Numerous stores and business houses in other sections.

Trading Area: Extends 60 miles to east on each side of Rappahannock River. Average 30 miles in other directions. Good roads to all points.

Wholesale Houses: Groceries, 3; Dry Goods, 2; Miscellaneous Lines, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial automobile agencies, 4; automobile accessories, 12; automobile tire agencies, 15; bakers, 3; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 10; dressmakers, 10; druggists, 7; dry goods, 10; department stores, 5; electrical supplies, 4; florists, 1; fruits, 6; furniture, 3; furriers, 2; garages (public), 12; groceries, 36; hardware, 4; jewelry, 3; meat markets, 4; men's furnishings, 6; men's clothing, 6; merchant tailors, 2; milliners, 4; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 3; restaurants (including hotels), 22; shoes, 5; sporting goods, 4; stationers, 3; women's apparel, 7.

Miscellaneous Data: Doctors (medical, 13); (dentists, 9); gas, artificial; number of meters, 884; electric current, alternating; number of wired houses, 1,287; number of automobile registrations, 1,077; water, soft.

VIRGINIA (Cont'd)

HARRISONBURG, VA.

(Rockingham County)

1920 Population, 5,875.

City and Suburban Estimate, 35,000.

Native Whites, 85.9%; Negroes, 13.2%; Foreign Born, .9%; Industrial Workers, 15%; English Reading, 91.2%; Families, 1,520.

Schools: Public Grade, 4; High, 1; Junior High, 1. Number of Pupils, 1,600; State Teachers' College, 1,325 students.

Churches: Baptist, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Christian, 1; Lutheran, 1; Reformed, 1; Church of Brethren, 1; United Brethren, 1.

Banks: National, 3. Total Resources, \$6,000,000. Savings Bank Deposits Total, \$1,600,000.

Theatres: Moving Pictures, 1; Miscellaneous (Auditoriums, etc.). Total number of seats, 1,600.

Location: Southern, B. & O. and Chesapeake Western enter the city. Connection is made with main line of C. & O. at Staunton, 25 miles distant, and with the Norfolk & Western at Elkton, 18 miles distant. Competitive freights and through fast express to Northern cities. Splendid bus service to Winchester, Staunton and Elkton, Bridgewater, Broadway and Roanoke. Nearest larger city (Washington, D. C.) is 5 hours by automobile and 6 hours by railroad.

Principal Industries: Incubators, silk, shirts, farm implements, fertilizer, flour and feed, baby chicks, poultry products, ice cream, butter, cigars, building supplies, monuments, canned vegetables, meats and meat products, and children's shoes.

Manufacturing Establishments: 42. Leading firms: Newton Incubator Corp., Stehlil Silk Corp., Va. Shirt and Overall Co., City Produce Exchange, J. G. Haldeman & Bro., Imperial Ice Cream Co., Rockingham Milling Corp., P. Bradley & Sons, Central Chemical Co., Shenandoah Manufacturing Co., Mutual Milling & Supply Co., Harrisonburg Building & Supply Co., Shenandoah Shoe Co., Siler Brothers, M. L. Garber & Sons. Total value of yearly output of factories estimated at \$7,000,000.

Special Information: Located in the heart of the Shenandoah Valley on the National Highway (New York to Atlanta) and the Lee Highway (New York to San Francisco). Close to famous limestone caverns, Luray Grottoes, Massanutten, Endless, Shenandoah Caverns, Twenty miles from proposed Shenandoah National Park. Over 250,000 tourists pass through city annually. County seat of Rockingham County, which is a leading county in East in poultry products and second county in Virginia in dairy products and live stock.

Residential Features: Chiefly one-family dwellings, average value of which is about \$8,000. A few apartment houses in various parts of city.

Retail Shopping Section: Extends from Court Square, which is center of city, along North Main Street, 4 blocks; along South Main Street, 2 blocks; along East Market 1 block; along West Market, 2 blocks.

Trading Area: Retail trade from Woodstock, 37 miles; Luray, 33 miles; west to the West Virginia line, 12 miles; east to Elkton, 18 miles, and south to Staunton, 25 miles. Intermittent trade is drawn as far north as Winchester, Franklin, W. Va., east to Standardsville, and south to Lexington and Waynesboro. Good macadam roads in all directions.

Wholesale Houses: Groceries, 3; fruits, 1; hardware, 1; miscellaneous lines, cigars and tobacco, 1; auto supplies, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial automobile agencies, 5; automobile accessories, 7; automobile tire agencies, 3; bakers, 3; cigar stores and stands (including hotels), 4; confectioners (including hotel stands), 3; delicatessen, 1; dressmakers, 3; druggists, 5; dry goods, 2; department stores, 6; electrical supplies, 3; florists, 1; fruits, 1; furniture, 3; garages (public), 8; grocers, 35 (chain, 3); hardware, 3; jewelry, 4; meat markets, 7; men's furnishings, 3; men's clothing, 3; merchant tailors, 2; milliners, 2; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 4; radio supplies, 5; restaurants (including hotels), 10; shoes, 4; stationers, 2; women's apparel, 1.

Miscellaneous Data: Average temperature, 53.4 degrees; average number of rainy days per 12 months, 104; most pleasant months, May, June, Sept., Oct. Doctors (medical, 12); (dentists, 7); (osteopaths, 1); number of wired houses, 1,400; electric current, alternating; water, soft.

HOT SPRINGS, VA.

(Bath County)

1920 Population, 1,000.

Schools: Public Grade, 1; Number of Pupils, 312.

Banks: 1; Total Resources, \$597,500.

Theatres: 2; Total number of seats, 700.

Residential Features: Mostly one-family houses.

Trading Area: Radius, 5 miles.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 1; commercial automobile agencies, 1; automobile accessories, 1; automobile tire agencies, 5; cigar stores and stands (including hotels), 4; confectioners (including hotel stands),

6; dressmakers, 2; druggists, 2; dry goods, 8; electrical supplies, 2; florists, 1; fruits, 2; garages (public), 3; grocers, 5; hardware, 3; jewelry, 2; meat markets, 2; men's furnishings, 3; men's clothing, 3; merchant tailors, 2; milliners, 4; radio supplies, 1; restaurants (including hotels), 6; shoes, 3; sporting goods, 2; stationers, 1; women's apparel, 3.

LYNCHBURG, VA.

(Campbell County)

1920 Population, 30,070 (1923, est. 38,493). City and Suburban Estimate, 50,000.

Native Whites, 76%; Negroes, 23%; Foreign Born, 1%; Industrial Workers, 18%; English Reading, 85%; Families, 8,500.

Schools: Public Grade, 15; High, 1; Junior High, 2; Parochial, 2; Number of Pupils, 7,500.

Churches: Baptists, 23; Christian Science, 1; Episcopal, 3; Hebrew, 1; Methodist, 13; Presbyterian, 6; Roman Catholic, 1; Miscellaneous, 8.

Banks: National, 3; State, 6; Total Resources, \$30,000,000; Savings Bank Deposits Total, \$4,500,000.

Theatres: Legitimate, 1; Moving Pictures, 5; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 4. Total number of seats, 8,500.

Location: Situated in Central Virginia, Campbell County, south bank of James River, in what is known as Piedmont section. Served by three trunk lines, Southern, C. & O., Norfolk & Western. Bus lines into immediate trade territory. Nearest larger city, 2 hours by auto, 1 hour 40 minutes by railroad.

Principal Industries: Shoe manufacturing, textile mill, hosiery mill, rye extract, wagons and buggies, candy, cast iron pipe and pipe fittings, plows, overalls and garments, tobacco, tobacco machinery, phospho-soda, glass works, flour, furniture.

Manufacturing Establishments: 81. Leading firms: Craddock, Terry Co., Glemorgan Co., Lynchburg Foundry Co., John H. Heald Co., Thornhill Wagon Works, Harris Woodson Co., Consolidated Textile Co., Lynchburg Hosiery Mills, Old Dominion Garment Co., Old Dominion Box Co., C. B. Fleet Co., United Cigarette Machinery Co., Suhling & Co., Stalling & Co., Imperial Tobacco Co., Piedmont Flour Mills, Flout Mills. Total value of yearly output of factories estimated at \$75,000,000.

Special Information: Lynchburg is large shoe center, shipping annually over 400,000 cases. Has large wagon factory. Large bark extract plant. Large dark tobacco market, selling annually around 15,000,000 pounds. Manufactures 10,000,000 pounds of candy annually. City manager form of Government. Important educational center. Home of Randolph-Macon Women's College and Sweet Briar College. Fine boys' preparatory school. Co-educational college. Assessed valuation on property \$60,000,000. Bonded debt only 4% of assessed valuation. Center of big apple and peach growing belt.

Residential Features: Mostly one-family houses. Several fine apartment houses. Private homes predominate. Two large suburban areas being developed. Area within corporate limits 13.48 square miles. Approximately 8,000 dwellings in total area; 90 miles of streets, 57 miles of pavement. Building permits averaging \$800,000 annually.

Retail Shopping Section: Chief retail section included on Main St., running 6 blocks from 5th to 12th Sts. Three blocks on 12th St. Four blocks on 5th St. Four or five blocks on Church St. Four or five small outlying retail centers in residential and suburban areas. Scattering single stores over city, grocers, markets, etc.

Trading Areas: Lynchburg's immediate trade territory includes Campbell County, Bedford, Appomattox, Amherst and Nelson counties. Extends about 25 miles in all directions.

Wholesale Houses: Groceries, 8; meats, 1; hardware, 4; dry goods, 3; shoes, 14; caps and hats, 1; women's wear, 1; paper, 1; drugs, 2; brick, 1; tobacco, 3; woodenware, 1; china, 1; grain and feed, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial automobile agencies, 5; automobile accessories, 5; automobile tire agencies, 9; bakers, 6; cigar stores and stands (including hotels), 10 (chain, 1); confectioners (including hotel stands), 20; delicatessen, 2; dressmakers, 28; druggists, 26 (chain, 2); dry goods, 10; department stores, 5; electrical supplies, 5; florists, 4; fruits, 7; furniture, 15; garages (public), 15; grocers, 175 (chain, 9); hardware, 6; jewelry, 7; meat markets, 17; men's furnishings, 11; men's clothing, 12; merchant tailors, 14; milliners, 6; opticians, 4; photographers, 8; pianos (and miscellaneous musical instruments), 4; radio supplies, 3; restaurants (including hotels), 21; shoes, 14; sporting goods, 1; stationers, 2; women's apparel, 9.

Miscellaneous Data: Average temperature, 60 degrees; average number of rainy days per twelve months, 158; most pleasant months, autumn months; doctors (medical, 51); (dentists, 28); (osteopaths, 2); number of wired houses, 7,300; street car service; gas, artificial; electric current, both alternating and direct; water, soft.

NEWPORT NEWS, VA.

(Warwick County)

1920 Population, 35,596.

City and Suburban Estimate, 100,000. Most important cities and towns in this area are: Hampton (pop. 6,336); Phoebus (4,114); Hilton (1,800); Williamsburg (2,246).

Native Whites, 54.6%; Negroes, 39.5%; Foreign Born, 5.8%.

Schools: Public Grade, 9; High, 2; Parochial, 2. Number of Pupils, 6,200.

Churches: Baptist, 23; Christian Science, 1; Congregational, 5; Episcopal, 4; Hebrew, 2; Methodist, 8; Presbyterian, 4; Roman Catholic, 1; Miscellaneous, 16.

Banks: National, 2; State, 3. Capital, Surplus, and Undivided Profits (all banks) \$1,071,000; Total Deposits (all banks) \$12,600,000; Total Resources (all banks) \$14,673,000; Total Bank Clearings (12 months, 1925) \$99,075,000.

Theatres: Legitimate, 1; Moving Pictures, 6; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2.

Location: Chesapeake & Ohio Ry. Located on James River near mouth of Chesapeake Bay. 34 steamship lines, serving 50 ports, two river and harbor companies, 8 lines to American ports. Nearest large city 1½ hours by auto, and 1¼ hours by railroad.

Principal Industries. Drydocks, coal, piers, shirt factory, matting factory, mattress factory, auto body works furniture, shipping grain elevator, office furniture, screens, warehouses, storage, creamery, fish freezing plant, pickle works.

Manufacturing Establishments: 10. Newport News Shipbuilding & Dry Dock Co., Mason Body Works, Granby Phonograph and Furniture Co., Hampton Roads Creamery (Southern Dairies), Southern Shipyard, Warwick Machine Co., Jos. Wilde Matting Co., Madolene Pickle Works.

Special Information: The "harbor of a thousand ships," centrally located on Atlantic coast, an ideal shipping center, one of the largest independent railroad yards on eastern coast, 70 warehouses, containing 1,250,000 sq. ft. of space. C. & O. grain elevator with capacity of 1,000,000 bushels and capable of handling 6,000,000 bushels of grain per month. Municipal pier, 1,250 ft. long, 36 piers, wharves and docks, stock pens with capacity of 1,500 animals. Large ship-building and repair docks.

Residential Features: Large handsome residential section on outskirts of city. Mostly one and two story houses, large number of apartment houses for workers in various industries. Beautiful waterfront section devoted to residences. Rents reasonable, good housing facilities.

Retail Shopping Section: At least twenty blocks devoted to business houses on Washington, Jefferson and Chestnut Avenues, at least 15 blocks on streets between avenues. Numerous wholesale houses, ship chandlers, repair works, great farming and poultry sections, shipping wharves on outskirts. Large fish, oyster and crab industries and packing houses.

Trading Area: 25 miles north, 10 east, good bus service with paved roads, extending 75 miles.

Wholesale Houses: Groceries, 4; meats, 5; fruits, 4; hardware, 2; dry goods, 1; Miscellaneous lines, coal, 9; auto bodies, 1; tobacco, 2; paper, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; auto, accessories, 6; automobile tire agencies, 18; bakers, 12; cigar stores and stands (including hotels), 50 (chain, 1); confectioners (including hotel stands), 68; delicatessen and grocers, 172; dressmakers, 5; druggists, 28; dry goods, 6; department stores, 8; electrical supplies, 3; florists, 2; fruits, 5; furniture, 21; garages (public), 3; grocers, 172 (chain, 28); hardware, 12; jewelry, 6; meat markets, 11; men's furnishings, 24; men's clothing, 24; merchant tailors, 23; milliners, 3; opticians, 6; photographers, 6; pianos (and miscellaneous musical instruments), 6; radio supplies, 7; restaurants and lunch counters (including hotels), 50; shoes, 13; sporting goods, 2; stationers, 1; women's apparel, 17.

Miscellaneous Data: Average temperature, 65 degrees; average number of rainy days per twelve months, 50; most pleasant months, April, May, June, Sept., Oct. Doctors (medical, 40); (dentists, 18); (osteopaths, 2); street car service; gas, artificial; number of meters, 6,600; electric current, alternating; number of wired houses, 10,500; number of automobile registrations, 5,141; water, soft.

See announcement below

NORFOLK, VA.

(Norfolk County)

1920 Population, 115,777 (1926 est. 174,000).

City and Suburban Estimate, 350,000. Most important cities and towns in this area are: Portsmouth (pop. 60,000); South Norfolk.

Native Whites, 51%; Negroes, 34%; Foreign Born, 15%; Industrial Workers, 23,500; English Reading, 70%.

Schools: Public Grade, 36; High, 2; Junior High, 3; Parochial, 3; Number of Pupils, 24,500.

Churches: White Protestant, 86; Colored Protestant, 80; White Roman Catholic, 6; Colored Roman Catholic, 1; Greek Orthodox, 1; Jewish, 7.

Banks: National, 6; State, 12; Capital, Surplus, and Undivided Profits (all banks), \$36,536,823; Total Deposits (all banks), \$59,470,831; Total Resources (all banks), \$80,113,570; Total Bank Clearings (12 months, 1925), \$434,725,868.

Theatres: Legitimate, 1; Moving Pictures, 8; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 20,000.

Location: Centrally located on the Atlantic seaboard, on the Hampton Roads harbor. Steamship sailings to the principal ports of the globe. A. C. L. Ry., C. & O. Ry., N. & W. Ry., N. S. Ry., Penn. Ry., S. A. L. Ry., Southern Ry., Virginian Ry. 57 steamship lines.

Principal Industries: Lumber, fertilizer, coal, cotton, peanuts, trucking, exports and imports,

NEWPORT NEWS, VA.

An independent community with a population of approximately 35,000 people, and a trading area population of over 100,000.

Newport News, in spite of its fame as an export and import city, has a diversity of industry,—manufacturing steel freight cars, heavy machinery of all kinds, ship-building, from small power boats to the greatest men-of-war, men's and women's wear, furniture, mattresses, phonographs, various leather products, fertilizers, and canned sea food, besides various other smaller industries giving employment to a large number of contented men and women.

Situated on the famous harbor of Hampton Roads, at the mouth of the James River, on the Tidewater Peninsula of Virginia, it does not depend upon any other city for its business or support.

This prosperous and responsive field is served only by the DAILY PRESS and EVENING TIMES-HERALD—they are the only daily newspapers published in Newport News, and the five surrounding counties.

The circulation of the DAILY PRESS is 4,761 daily and 8,274 Sunday, and the EVENING TIMES-HERALD 7,835 daily.

Their combined circulation is 12,596 daily, and the rate is 5c per agate line space is not sold in either paper separately. Advertisers have the choice of using both papers on the same day, or the evening paper of one day and the morning paper of the next. Both newspapers are members of the A. B. C.

The DAILY PRESS and TIMES-HERALD completely cover Newport News and the surrounding towns and cities of that section. They are not reached by any other newspapers, and the Norfolk and Richmond papers have little or no circulation in Newport News.

Newport News retail merchants may buy largely from Norfolk, Richmond and Baltimore jobbers and wholesalers, but the retailer and consumer demand is in Newport News, where the goods are sold, and a demand for your product in Newport News can only be created through advertising in the DAILY PRESS and TIMES-HERALD. Do not overlook Newport News because the retail merchants buy through outside jobbers—the demand exists in Newport News.

We will be glad to make a canvass or survey of any product among the retailers if you desire a line on Newport News distribution.

THE JOHN BUDD COMPANY

National Advertising Representatives of Newspapers

9 East 37th Street	Tribune Tower	Chemical Building	Healey Building
NEW YORK	CHICAGO	ST. LOUIS	ATLANTA
Sharon Building	Chamber of Commerce Building	Security Building	
SAN FRANCISCO	LOS ANGELES	PORTLAND	

VIRGINIA (Cont'd)

shipping in all branches. Railroad and steamship terminals. Navy Yard and Naval Base.

Manufacturing Establishments: Large Lumber mills and woodworking plants of every description. Hardwoods and pines. Fertilizers and chemicals. Silk mills, peanut products. Cotton seed and peanut oils and vegetable lards. Ship building, foundries, boiler and machinery, tobacco, cigars, clothing, glass and about seven hundred miscellaneous plants of great variety.

Residential Features: Has Commission-Manager government. Wide smooth-paved streets. Beautiful residential city.

Retail Shopping Section: About 20 blocks in heart of city with several "neighborhood sections."

Trading Area: East, 23 miles; north, 20; west, 40; south, 60.

Wholesale Houses: Groceries, 27; meats, 14; fruits, 9; hardware, 1; dry goods, 8; Miscellaneous lines, 104.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 23; commercial auto. agencies, 10; automobile accessories, 24; automobile tire agencies, 20; bakers, 40; cigar stores and stands (including hotels), 35; confectioners (including hotel stands), 116; delicatessen, 12; dressmakers, 76; druggists, 140; dry goods, 47; department stores, 12; electrical supplies, 14; florists, 20; fruits, 41; furniture, 57; furriers, 3; garages (public), 14; grocers, 666 (chain, 100); hardware, 32; jewelry, 31; meat markets, 77; men's furnishings, 31; men's clothing, 62; merchant tailors, 46; milliners, 18; opticians, 10; photographers, 13; pianos (and miscellaneous musical instruments), 14; radio supplies, 4; restaurants (including hotels), 122; shoes, 36; sporting goods, 6; stationers, 9; women's apparel, 54.

Miscellaneous Data: Doctors (medical, 275); (dentists, 100); (osteopaths, 4); street car service; gas, artificial; number of meters, 13,074; electric current, alternating and direct; water, soft.

PETERSBURG, VA.

(Dinwiddie County)

1920 Population, 31,012 (1926 est. 36,400).

City and Suburban Estimate, 39,063.

Native Whites, 54.5%; **Negroes,** 43.9%; **Foreign Born,** 1.8%; **Industrial Workers,** 39.9%; **English Reading,** 88%; **Families,** 9,425.

Schools: Public Grade, 8; High, 3; Parochial, 1; Number of Pupils, 7,868.

Churches: Baptist, 20; Christian Science, 1; Episcopal, 9; Hebrew, 2; Methodist, 10; Presbyterian, 6; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 2; State, 5; Capital, Surplus, and Undivided Profits, (all banks) \$4,889,664; Total Deposits, (all banks) \$12,654,756; Total Resources, \$21,221,347; Total Savings Bank Deposits, \$5,637,022; Total Bank Clearings (12 months 1925), \$85,502,898.

Theatres: Legitimate, 1; Moving Pictures, 6; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 5,951.

Location: Petersburg is situated at the head of navigation on the Appomattox River, and is served by the Norfolk & Western, Seaboard Air Line and Atlantic Coast Line Rys., and Buxton's Steamship Line. Complete transportation facilities for reaching all domestic and foreign points. Improved highways, some paved, reach out in all directions. Nearest larger city is 50 minutes by auto; 1 hour and 15 minutes by trolley and 40 minutes by railroad.

Principal Industries: Trunks, valises and handbags, trunk hardware, agricultural implements, fountain pens, pencils, flavoring extracts, drugs, patent medicines, straw hats, shirts, trousers, harness, optical goods, boxes and shoos, machinery, candies, leather, bottle filling machines, brooms, cigars, cigarettes, smoking and chewing tobacco, fireworks, fertilizer, excelsior, mattresses, chemicals, corn meal, and flour.

Manufacturing Establishments: 87: Leading firms: Seward Trunk & Bag Co., Virginia Trunk & Bag Co., British-American Tobacco Co., Export Leaf Tobacco Co., MacLin-Zimmer-McGill Tobacco Co., J. H. MacLin Peanut Co., J. B. Worth Peanut Co., American Cigar Co., Twentieth Century Rayon Textiles, Inc. Total value of yearly output of factories estimated at \$62,000,000.

Special Information: Petersburg enjoys the City Manager Form of Government. An important trunk and bag manufacturing center. Petersburg is the market center of a large agricultural community, the main products being cotton, tobacco, peanuts, corn, wheat, hay, vegetables and sweet potatoes. Petersburg's educational facilities rank among the best in the South.

Residential Features: Petersburg offers unusual residential features in Walnut Hill and Colonial Heights; Walnut Hill within the city, and Colonial Heights just outside.

Retail Shopping Section: Sycamore St. extending north and south, seven blocks; Halifax St., seven blocks.

Trading Area: The trading area of Petersburg takes in the counties of Dinwiddie, Chesterfield, Prince George, Surrey and Sussex. They are all within a radius of fifty miles.

Wholesale Houses: Groceries, 11; fruits, 2; hardware, 4; dry goods, 2; Miscellaneous lines:

confectioners, 2; drugs, 1; hay, grain and feed, 6; lime and cement, 3; lumber, 7; peanuts, 5; clothing, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial auto. agencies, 7; automobile accessories, 10; automobile tire agencies, 17; bakers, 9; cigar stores and stands (including hotels), 22; confectioners (including hotel stands), 28; delicatessen, 1; dressmakers, 7; druggists, 18; dry goods, 7; department stores, 10; electrical supplies, 1; florists, 5; fruits, 5; furniture, 12; furriers, 1; garages (public), 15; grocers, 295 (chain, 19); hardware, 6; jewelry, 7; meat markets, 23; men's furnishings, 7; men's clothing, 15; merchant tailors, 14; milliners, 5; opticians, 2; photographers, 5; pianos (and miscellaneous musical instruments), 2; radio supplies, 6; restaurants (including hotels), 15; shoes, 13; sporting goods, 2; stationers, 2; women's apparel, 16.

Miscellaneous Data: Average temperature, 67 degrees; average number of rainy days per twelve months, 100; most pleasant months, April, May, June, Oct., Nov. Doctors (medical, 39); (dentists, 18); (osteopaths, 2); street car service; gas, artificial; electric current, alternating; water, soft.

PORTSMOUTH, VA.

(Norfolk County)

1920 Population, 54,387.

City and Suburban Estimate, 85,000.

Native Whites, 60%; **Negroes,** 30%; **Foreign Born,** 10%; **Industrial Workers,** 50%; **English Reading,** 98%; **Families,** 18,000.

Schools: Public Grade, 18; High, 8. Number of Pupils, 8,000.

Churches: Baptist, 34; Christian Science, 1; Congregational, 1; Episcopal, 5; Hebrew, 2; Methodist, 17; Presbyterian, 5; Roman Catholic, 1; Miscellaneous, 20.

Banks: National, 2; State, 5; Total Resources, \$30,000,000; Savings Bank Deposits Total, \$6,240,000.

Theatres: Legitimate, 2; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 6; Total number of seats, 9,000 approximately.

Location: On the south and west side of the Elizabeth River, and is a part of the Port of Hampton Roads. Four great trunk lines—the Penn., The Southern, the Atlantic Coast Line and the Seaboard Air Line. General office and shops of the Seaboard are located here. All railroads of the city and Norfolk are connected with the city by a belt line with a trackage of 36 miles, used by Norfolk and Western, Chesapeake & Ohio, Virginia and Norfolk Southern. Steamship lines operating from Portsmouth are Baltimore Steam Packet Co., Bennett's North Carolina Line, Buxton Line, Inc., Elizabeth City Boat Line, Inland Steamship Co., Old Dominion Steamship Co., Chesapeake Steamship Co., Chesapeake & Ohio.

Principal Industries: Vegetable oil, coffee, lumber products, creosoting, machine shops, railroad shops, seafoods, hosiery, government operations, fertilizer, shipbuilding, agricultural, hosiery, dyeing, lumber, cotton mills, truck packages, copper smelting, U. S. Navy Yard.

Manufacturing Establishments: Portsmouth Cotton Oil Refining Corp., The Dwinell-Wright Co., Parker Hosiery & Dye Mills, Inc., Baugh & Sons, Wyckoff Pipe and Creosoting Co., Norman Packing Co., Gowing-Veneer Company, Planters Mfg. Co., Norfolk Smelting Company, South Hill Mfg. Co., Va. Smelting Works, Cradock Mfg. Co., Churchland Mfg. Co., American Lumber Co., Berkley Box and Lumber Co., Southern Brass Works, Portsmouth Lumber Corp., American Brake Shoe Co., Southern Produce Exchange (Farmer's Grange), Southern Brake Shoe Co., Southgate Terminals (various industrial units), Atlantic Creosoting Corp. Total value of yearly output of factories estimated at \$100,000,000.

Special Information: Total expenditures at the navy yard for labor and material will be \$10,850,000. Cash paid to officers and men under training at the naval training station, of which 90 per cent is estimated to be spent locally, amounts to \$2,000,000.

Trading Area: Center of 300,000 population, 45 miles over new improved concrete highways.

Wholesale Houses: Groceries, 3; meats, 4; fruits, 1; hardware, 8; dry goods, 1; Miscellaneous lines: candy, 2; notions, 6.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial auto. agencies, 8; automobile accessories, 13; automobile tire agencies, 13; bakers, 10; cigar stores and stands (including hotels), 73 (chain, 1); confectioners (including hotel stands), 110; delicatessen, 3; dressmakers, 29; druggists, 28; department stores, 2; electrical supplies, 7; florists, 8; fruits, 18; furniture, 23; furriers, 1; garages (public), 6; grocers, 250 (chain, 18); hardware, 13; jewelry, 4; meat markets, 31; men's furnishings, 6; men's clothing, 15; merchant tailors, 20; milliners, 3; opticians, 8; photographers, 5; pianos (and miscellaneous musical instruments), 1; radio supplies, 12; restaurants (including hotels), 25; shoes, 9; sporting goods, 5; stationers, 1; women's apparel, 12.

Miscellaneous Data: Average temperature, 59.4 degrees; average number of rainy days per twelve months, 40; most pleasant months, practically all except Jan. and Feb., the two winter months. Doctors (medical, 21); (dentists, 12); (osteopaths, 2); number of wired houses, 8,800; street car service; gas, artificial; electric current, both alternating and direct; water, soft.

PULASKI, VA.

(Pulaski County)

1920 Population, 5,277 (1926 est. pop. 7,400).

City and Suburban Estimate, 11,000.

Native Whites, 91%; **Negroes,** 9%; **Industrial Workers,** 90%; **English Reading,** 100%.

Schools: Public Grade, 3; High, 1. Number of Pupils (all schools), 1,318.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1.

Banks: National, 2; Savings Deposits Total \$706,994.83; Capital, Surplus and Undivided profits, (all banks) \$429,902.15; Total Deposits (all banks) \$1,469,232; Total Resources, (all banks) \$2,394,578; Total bank clearings (12 months, 1925) \$36,000,000.

Theatres: Moving Pictures, 1. Total number of seats, 600.

Location: Norfolk & Western Ry., also branch of same railway affording only rail outlet of 3 counties. Nearest large city is 3 hours distant by automobile; 3 hours by railroad.

Principal Industries: Furniture, mirrors, veneer, pig iron, hosiery, chemicals, coal.

Manufacturing Establishments: 14. Pulaski Iron Co., Paul Knitting Mills, Pulaski Furniture Co., General Chemical Co. Total value of yearly output of factories estimated at \$6,000,000.

Special Information: Largest towns—Roanoke, 65 miles east; Bristol, 100 miles west. Altitude, 1,900 feet.

Residential Features: All one-family homes.

Retail Shopping Section: Main St., 3 blocks; Washington Ave., 3 blocks; Jefferson Ave., 3 blocks; Commerce St., 2 blocks; Valley St., 2 blocks.

Trading Area: North, 24 miles; south, 55 miles; east, 28 miles; west, 28 miles.

Wholesale Houses: Groceries, 3; meats, 1; hardware, 3; dry goods, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 2; automobile accessories, 14; automobile tire agencies, 8; bakers, 2; cigar stores and stands (including hotels), 2; druggists, 5; dry goods, 18; department stores, 3; electrical supplies, 2; furniture, 3; garages (public) 6; grocers, 21 (chain, 3); hardware, 4; jewelry, 2; meat markets, 4; men's furnishings, 6; men's clothing, 6; merchant tailors, 2; milliners, 3; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; restaurants (including hotels), 8; shoes, 13; sporting goods, 3; stationers, 4; women's apparel, 10.

Miscellaneous Data: Average temperature 54 degrees. Doctors (medical, 8); (dentists, 5); (osteopaths, 2); electric current, alternating; number of automobile registrations, 748; water, hard.

RICHMOND, VA.

(Henrico County)

1920 Population, 171,667 (1926 est. 191,000).

City and Suburban Estimate, 220,000.

Native Whites, 67%; **Negroes,** 31%; **Foreign Born,** 2%; **Industrial Workers,** 12%; **English Reading,** 99%; **Families,** 39,191.

Schools: Public Grade, 46; High, 3; Junior High, 6; Parochial, 14. Number of Pupils, 46,000.

Churches: Baptist, 87; Christian Science, 1; Episcopal, 22; Hebrew, 3; Methodist, 31; Presbyterian, 17; Roman Catholic, 11; Miscellaneous, 46.

Banks: National, 6; State, 21. Total Resources, \$181,112,521; Savings Bank Deposits Total, \$34,896,966.

Theatres: Legitimate, 1; Moving Pictures, 16; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 11,000.

Location: R. F. & P. Ry., A. C. L., Southern, C. & O., Seaboard Air Line and N. & W. Railroads. Eastern Steamship Co. Preferential freight rates due to water competition. Nearest large city, 4 hours by auto; 3 hours by railroad.

Principal Industries: Tobacco products, iron and steel, printing, bookbinding, American Loco. Works, flour, paper, woodworks. Industries unusually diversified.

Manufacturing Establishments: American Locomotive Works, P. Lorillard Co., Liggett & Myers Tobacco Co., C. F. Sauer Co., Ltd., Jenkins, Inc., Standard Paper Mfg. Co., Virginia-Carolina Chemical Co., Old Dominion Iron & Steel Co., Albemarle Paper Mfg. Co., Richmond Cedar Works, Southern Stove Works. Total value of yearly output of factories estimated at \$250,000,000.

Special Information: Fifth Federal Reserve Bank, railroad and commercial center, factories, many hospitals, wealthy and historical old families, wholesale center of this section of the south.

Residential Features: Home loving city, beautiful homes in western section. Suburban sections developing. Negro population practically all in one section. Attractive residential sections, 27% of residences owned by occupants. 35,000 homes, 190 apartments.

Retail Shopping Section: Main St., 6 blocks—Men's furnishings and stationers, Grace St., 11 blocks. Broad St., 13 blocks.

Trading Area: About 50 miles in every direction. Only city, except Petersburg, in this section of the state. Surrounded by large farming section which does all its principal buying here.

Wholesale Houses: Groceries, 24; meats, 15; fruits, 5; hardware, 4; dry goods, 4.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 43; commercial auto. agencies, 38; automobile accessories, 64; automobile tire agencies, 15; bakers, 44; cigar stores and stands (including hotels), 330; confectioners (including hotel stands), 290; delicatessen, 6; dressmakers, 112; druggists, 105; dry goods, 68; department stores, 16; electrical supplies, 19; florists, 13; fruits, 290; furniture, 83; furriers, 5; garages (public), 22; grocers, 848; hardware, 44; jewelry, 42; meat markets, 80; men's furnishings, 64; men's clothing, none; merchant tailors, 78; milliners, 23; opticians, 10; photographers, 19; pianos (and miscellaneous musical instruments), 13; radio supplies, 7; restaurants (including hotels), 85; shoes, 46; sporting goods, 9; stationers, 14; women's apparel, 23.

Miscellaneous Data: Average temperature, 67.6 degrees; average number of rainy days per twelve months, 102; most pleasant months, March, April, May, Oct., Nov., Dec. Doctors (medical, 343); (dentists, 111); (osteopaths, 7); number of wired houses, 27,500; street car service; gas, artificial; electric current, both alternating and direct; water, soft.

ROANOKE, VA.

(Roanoke County)

1920 Population, 50,842.

City and Suburban Estimate, 80,000.

Native Whites, 79.92%; **Negroes,** 18.35%; **Foreign Born,** 1.73%; **Industrial Workers,** 21.60%; **English Reading,** 97.67%; **Families,** 145,000.

Schools: Public Grade, 13; High, 1; Junior High, 3; Parochial, 2. Number of Pupils, 14,000.

Churches: Baptist, 8; Christian Science, 1; Episcopal, 3; Hebrew, 2; Methodist, 12; Presbyterian, 4; Roman Catholic, 2; Miscellaneous, 15.

Banks: Six commercial banks. Capital, Surplus, and Undivided Profits, (all banks) \$7,262,825; Total Deposits, (all banks) \$26,339,198; Total Resources, (all banks) \$37,357,211.

Theatres: Legitimate, 1; Moving Pictures, 5; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2; New \$1,500,000 theatre to be built. Total number of seats, 4,400.

Location: Central western part of the state between Blue Ridge and Allegheny Mountains. N. & W. main line, N. & W. Roanoke to Hagerstown Div., N. & W. Roanoke to Winston-Salem Div., Virginian Railway main line. Nearest larger city (Washington) 7 hours distant by auto and railroad.

Principal Industries: Railroad locomotive and car shops. Bridge and structural steel, artificial silk, foundries, flour and mill feed, cotton twine, packers' cans.

Manufacturing Establishments: 95: The Viscose Corporation, manufacturing artificial silk, Virginia Bridge & Iron Co., Norfolk & Western Railway Shops, Roanoke City Mills (flour and mill feed). Annual output, \$65,000,000; 18,000 employed workers.

Special Information: Roanoke is the gateway to the coal fields of Virginia and West Virginia and to Southwestern Virginia. A rich agricultural and stock growing section immediately surrounding the city. An excellent fruit growing section. Splendid street car service and other public utilities.

Residential Features: Mostly 1-family houses. The northwest, northeast and a part of the southeast sections are devoted to homes of working men. The southwest section including South Roanoke and Raleigh Court Ward, consist principally of the houses of business men.

Retail Shopping Section: On the south side of N. & W. main line from Randolph St. on the east to Roanoke St. on the west, a distance of 6 blocks: thence, south, taking in Salem Ave., Campbell Ave., Church St. to Franklin Road. There are several outlying business districts, notably, Northwest, Northeast, Southeast and Southwest, and these are being extended.

Trading Area: Extending west via N. & W. Ry. and turnpikes 40 miles to Radford and East Radford. North 25 miles by N. & W. and improved turnpike to Buchanan. South 25 miles by N. & W. Ry. and improved highway to Rocky Mount and Martinsville. East 25 miles to Bedford City by way of N. & W. Ry. and improved turnpike.

Wholesale Houses: Groceries, 6; meats, 5; fruits, 7; hardware, 3; dry goods, 4; drugs, 1; flour and feed, 6; biscuits and cakes, 2; tobacco and cigars, 1; paper, 2; glass, 1; seed and farm supplies, 3; shoes, 2; millinery, 2; candy and confectioners, 4.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 21; commercial auto. agencies, 12; automobile accessories, 20; automobile tire agencies, 21; bakers, 6; cigar stores and stands (including hotels), 15 (chain, 1); confectioners (including hotel stands), 20; dressmakers, 6; druggists, 33 (chain, 1); dry goods, 4; department stores, 5; electrical supplies, 4; florists, 4; fruits, 6; furniture, 13; furriers, 1; garages (public), 25; grocers, 166 (chain, 50); hardware, 5; jewelry, 14; meat markets, 14; men's furnishings, 29; men's clothing, 16; merchant tailors, 13; milliners, 11; opticians, 4; photographers, 6; pianos (and miscellaneous musical instruments), 4; radio supplies, 4; restaurants (including hotels), 20; shoes, 14; sporting goods, 3; stationers, 4; women's apparel, 12.

Miscellaneous Data: Average temperature, 57.15 degrees; average number of rainy days per twelve months, 98; most pleasant months, May, June, Sept., Oct., Nov. Doctors (medical, 84); (dentists, 44); (osteopaths, 5); street car service; gas, electric current, alternating; number of wired houses, 10,496; water, hard.

VIRGINIA and WASHINGTON Newspaper Markets in Standard Surveys

VIRGINIA (Cont'd)

STAUNTON, VA. (Augusta County)

1920 Population, 10,623 (1925 est. 12,500).

City and Suburban Estimate, 50,000. Most important cities and towns in this area are: Waynesboro (pop. 3,500); Mt. Sidney (300); Greenville (400).

Native Whites, 86.3%; Negroes, 13.2%; Foreign Born, 0.5%.

Schools: Public Grade, 3; High, 2; Parochial, 3. Number of Pupils, 2,550.

Churches: Baptist, 3; Episcopal, 2; Hebrew, 1; Methodist, 4; Presbyterian, 4; Roman Catholic, 1; Miscellaneous, 2.

Banks: National, 3; State, 3; Capital, Surplus, and Undivided Profits, (all banks) \$2,000,000; Total Deposits, (all banks) \$6,800,000; Total Resources, (all banks) \$8,500,000; Total Savings Bank Deposits, \$2,266,574.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 3,000.

Location: On main line of the C. & O. Ry. and branch line of B. & O.; on Lee Highway, Midland Trail, Atlantic and Pacific Highway. Fine hard surfaced highways. Excellent bus service to other valley cities. Bus line to Monterey, picturesque county seat of Highland County.

Principal Industries: Furniture, garments, overalls, printing, flour mills, wood working plants.

Manufacturing Establishments: Staunton and Augusta County, 17; Basic Furniture Co., Staunton Mfg. Co., Fulton Witz Co., White Star Flour Mills. Annual output, \$11,920,103.

Special Information: Principal trade in Staunton is the distribution of farmers' supplies with a trading population of about 100,000. There are 3,759 farms in Augusta County alone, with a total value of \$49,036,772. There are 12,000 acres in commercial orchards. Staunton's principal profession is education, as evidenced by 5 private educational institutions and 1 state school, also 1 of the largest private military academies in the south, one large Presbyterian preparatory school and college for young ladies, and an Episcopal diocesan school.

Residential Features: Mostly private homes. Large number own their homes. In the two exclusive residential sections, the average value of the homes is \$18,000. Estimated that 20% own their homes.

Retail Shopping Section: Four squares on Main St., 4 on Augusta St., 1 on New St., and 2 on Johnson St., 2 on Central Ave.

Trading Area: 50 miles west on C. & O. Ry. 25 miles east on same, 25 miles south and 18 miles north on B. & O. 50 miles northwest mostly on macadamized road, in which direction there is no railway.

Wholesale Houses: Groceries, 3; fruits, 3; hardware, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto. agencies, 4; automobile accessories, 13; automobile tire agencies, 16; bakers, 1; cigar stores and stands (including hotels), 7; confectioners (including hotel stands), 5; dressmakers, 6; druggists, 7; dry goods, 3; department stores, 5; electrical supplies, 3; florists, 2; fruits, 1; furniture, 3; garages (public), 7; grocers, 33; hardware, 3; jewelry, 5; meat markets, 5; men's furnishings, 6; men's clothing, 5; merchant tailors, 1; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 6; shoes, 2; sporting goods, 2; stationers, 2; women's apparel, 3.

Miscellaneous Data: Doctors (medical, 18); (dentists, 11); (osteopaths, 1); street car service; gas, artificial; number of meters, 1,200; electric current, alternating; number of wired houses, 1,633; number of automobile registrations, 1,500; water, soft.

SUFFOLK, VA.

(Nansemond County)

City and Suburban Estimate, 17,400.

Native Whites, 65%; Negroes, 35%; Foreign Born, .05%; Industrial Workers, 60%; English Reading, 99%; Families, 2,280.

Schools: Public Grade, 4; High, 1; Junior High, 1.

Churches: 20.

Banks: National, 1; State, 3; Total Deposits, \$8,045,000; Total Resources, \$11,806,000; Total Bank Clearings, \$49,320,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Academy of Music, Miscellaneous (Auditoriums etc.), 1.

Location: Norfolk & Western Rd., Southern Ry., Atlantic Coast Line R.R., Seaboard Air Line, Virginia Ry., Norfolk & Southern R.R. 42 passenger trains arrive and leave Suffolk every 24 hours.

Principal Industries: Cleaning, grading and shelling of peanuts. Salted nut and candy

manufacturers do about \$25,000,000 annually in this city. There are 14 plants and 16 storage warehouses to handle the peanut crop.

Manufacturing Establishments: Lumber mills, agricultural machine mfgs., candy factories, knitting mills, overall factories, barrel and box factories, ice plants, casket factory, cigar mfg., bottling works, cotton gins, wagon factory, oil mills, fertilizer plants, machine shops, brick yards, grist mill, packing houses, window and door screen factory, vinegar works.

Special Information: Largest peanut market in the world, doing a business of \$23,000,000 annually.

Residential Features: A city of homes. Fully 50% of the white population own their homes.

Trading Area: East 18 miles and about 50 miles west and south, and 20 miles north. Hard surfaced roads leading from all these sections.

Wholesale Houses: There are 12 wholesale houses.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto agencies, 8; automobile accessories, 12; automobile tire agencies, 15; bakers, 4; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 4; delicatessen, 1; druggists, 7; dry goods, 10; department stores, 4; electrical supplies, 3; florists, 1; fruits, 3; furniture, 5; garages (public), 9; grocers, 141; hardware, 5; jewelry, 4; meat markets, 20; men's furnishings, 16; men's clothing, 16; merchant tailors, 3; milliners, 4; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 17; shoes, 3; stationers, 4; women's apparel, 12.

Miscellaneous Data: Doctors (medical, 26); (dentists, 15); number of wired houses, 1,970; gas, artificial; water, soft.

WINCHESTER, VA.

(Frederick County)

1920 Population 6,883 (1926 est. 10,100).

City and Suburban Estimate, 25,000. Most important cities and towns in this area are: Berryville (pop. 1,500); Middletown (1,000); Strasburg (2,000).

Native Whites, 82%; Negroes, 16%; Foreign Born, 2%; Industrial Workers, 40%; English Reading, 99%; Families, 1,700 city; 3,700 city and suburban.

Schools: Public Grade, 10; High, 4; Number of Pupils, 1,800.

Churches: Baptists, 1; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 2; State, 2; Total Resources, \$8,000,000.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 2,000.

Location: In the famous Shenandoah Valley of Virginia, in the heart of the apple belt. Three railroads: B. & O., Penna. R.R. and Winchester & Western. The last named having opened a virgin country of minerals, magnesium and millions of feet of virgin timber. The apple industry in this section has grown to be one of the largest in the South. The Handley Schools are among the finest in the world, building having cost \$750,000 with an endowment fund of \$1,000,000.

Principal Industries: Virginia Woolen Co., 300 men. Lewis Jones Knitting Co., 100 employees. Winchester Woolen Mills.

Manufacturing Establishments: The beautiful location of this thriving little city makes it a haven for tourists and a brand new 100 room hotel, added to former hotel facilities, making it a wonderful stopping place, especially during the Apple Blossom Festival, which is held each year and when the town is flooded with people from all sections.

Residential Features: Town is composed of several residential sections, a business district and small home sections. The residential sections are among the finest in the state, being made up chiefly of retired farmers and fruit growers. The town as a whole consists of pretty and attractive homes, a great majority of the people owning their own.

Retail Shopping Section: North, Main, Piccadilly and Water St.

Trading Area: Extends 20 to 25 miles north, east, south and west, and in some cases as much as 50 miles.

Wholesale Houses: Groceries, 3; meats, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 4; automobile accessories, 15; automobile tire agencies, 16; bakers, 2; cigar stores and stands (including hotels), 11; confectioners (including hotel stands), 4; dressmakers, 5; druggists, 6; dry goods, 5; department stores, 3; electrical supplies, 3; florists, 1; fruits, 2; furniture, 2; garages (public), 5; grocers 56 (chain, 2); hardware, 4; jewelry, 4; meat markets, 7; men's furnishings, 3; men's clothing, 7; merchant tailors, 1; milliners, 5; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 8; shoes, 5; sporting goods, 2; stationers, 3; women's apparel, 6.

Miscellaneous Data: Doctors (medical, 18); (dentists, 6); gas, artificial; number of meters, 900; electric current, alternating; number of wired houses, 1,200; water, hard.

Standard Surveys

of WASHINGTON, D. C.

ABERDEEN, WASH.

(Grays Harbor County)

1920 Population, 15,337.

City and Suburban Estimate, 60,000.

Native Whites, 75%; Negroes, .001%; Foreign Born, 25%; Industrial Workers, 30%; English Reading, 80%; Families, 4,107.

Schools: Public Grade, 8; Parochial, 1.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 2; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 2; State, 4; Total Resources, \$15,500,000; Savings Banks, Deposits Total, \$3,900,000.

Theatres: Legitimate, 1; Moving Pictures, 5; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 7,500.

Location: On N. & P., Union Pacific and Milwaukee Railroads. Many steamship freight lines to Atlanta ports and Orient on which are operated large lumber carriers. Nearest large city is 4 hours distant by auto and 5½ hours by railroad.

Principal Industries: Lumber manufacturing, 12 saw mills, shingle mills, bucket and keg factories, door factories, veneer plants, wood-working factories, fruit and fish canneries.

Manufacturing Establishments: 44. Leading firms: Anderson Middleton Mills, and Logging Co.

Special Information: The trade center for all of prosperous surrounding territory. Center for thousands of tourists during summer.

Residential Features: Mostly houses of five and six rooms, very few old fashioned dwellings. Less than 100 workmen's shacks. Many fine homes have been and are being built.

Retail Shopping Section: Confined largely to two streets, one of which is given over to groceries, meat markets, etc. Second business street now being built as result of new bridge at main entrance recently completed. Complete change in business section certain during next few years.

Trading Area: 35 miles to east and 20 miles west, both sections being spotted with small towns. 20 miles north and south, farms only.

Wholesale Houses: Groceries, 2; meats, 3; fruits, 3; hardware, 2; logging and mill machinery.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 14; commercial auto. agencies, 2; automobile accessories, 2; automobile tire agencies, 20; bakers, 4; cigar stores and stands (including hotels), 46; confectioners (including hotel stands), 44; delicatessen, 1; dressmakers, 16; druggists, 15 (chain, 1); dry goods, 7; department stores, 4; electrical supplies, 3; florists, 3; fruits, 2; furniture, 4; furriers, 2; garages (public), 7; grocers, 45 (chain, 2); hardware, 3; jewelry, 5; meat markets, 17; men's furnishings, 11; men's clothing, 12; merchant tailors, 8; milliners, 3; opticians, 4; photographers, 6; pianos (and miscellaneous musical instruments), 4; radio supplies, 5; restaurants (including hotels), 30; shoes, 17; sporting goods, 3; stationers, 4; women's apparel, 3.

Miscellaneous Data: Average temperature 55 degrees; average number of rainy days per twelve months, 150; most pleasant months, June 1st to November 1st. Doctors (medical, 22); (dentists, 22); (osteopaths, 1); number of wired houses, 6,000; street car service; gas, artificial; electric current, alternating; water, soft.

BELLINGHAM, WASH.

(Whatcom County)

1920 Population, 25,585 (1926 est. 40,000.) Most important cities and towns in this area are: Lynden (pop. 2,100); Blaine (2,300); Ferndale (1,200); Sumas (1,200).

Native Whites, 79%; Foreign Born, 21%.

Schools: Public Grade, 12; High, 2; State Normal, 1; Parochial, 2; Total number of pupils, 9,700.

Churches: 43 Christian religious societies and organizations.

Banks: National, 4; State, 1; Capital, Surplus, and Undivided Profits, \$1,250,000; Total Deposits (all banks), \$12,000,000; Total Bank Clearings (12 months, 1925), \$24,205,013.

Theatres: Vaudeville, 1; Moving Pictures, 4. Location: On Bellingham Bay, one of the best harbors on the Pacific Ocean, also served by four trans-continental railroads—Gt. Northern, Northern Pacific, Chicago, Milwaukee & St. Paul, and Canadian Pacific.

Principal Industries: Lumber mills and manufacturers of lumber products, several of largest mills in Northwest located in trading area; headquarters of the Puget Sound salmon canning industry, and home of 12 packing corporations en-

gaged in Alaska Fisheries, operating fleet of steamers making this their home port and drawing their labor supply from this city; coal mining, Portland cements, poultry products, dairy products, beet sugar factory, paper and pulp mills.

Special Information: Center of extensive system of paved highways, covering Whatcom and Skagit counties. Every town of county is connected with every other town by a paved highway, and from Bellingham all the towns of Whatcom or Skagit County may be reached in an hour's drive over a paved road, and the Pacific Highway runs through it, which is all paved from Vancouver, B. C., to the California line, and lacks only few miles of being paved from Vancouver to the Mexican line.

Residential Features: Large per cent own their own homes. Mostly one- and two-family.

Retail Shopping Section: Has several retail shopping centers. Principal one comprises State, Cornwall and Holly Sts., extending around the bay for a distance of one and a half miles, with one to five blocks of their intersecting streets; the old town of Fairhaven, on Lake Whatcom, the Normal School district, etc.

Trading Area: All of Whatcom, Skagit and San Juan Counties, with a population of 165,000.

Wholesale Houses: Groceries, 3; hardware, 2; dry goods, 3; plumbing, 1; miscellaneous lines, drugs, 1; auto accessories, 1.

Number of Retail Outlets for Nationally Advertised Products: Bakers, 11; cigar stores and stands (including hotels), 22; confectioners (including hotel stands), 10; druggists, 13; dry goods, 7; department stores, 3; electrical supplies, 7; florists, 5; furniture, 6; furriers, 2; grocers, 84 (chain, 13); hardware, 7; meat markets, 19; men's clothing, 9; merchant tailors, 9; pianos (and miscellaneous musical instruments), 5; restaurants (including hotels), 19; shoes, 16.

(dentists, 32), (osteopaths, 5); street car service; gas, artificial; number of meters, 3,200; electric current, alternating and direct; number of wired houses, 8,876; water, soft.

See announcement page 277

BREMERTON, WASH.

(Kitsap County)

1920 Population, 9,918.

City and Suburban Estimate, 20,000.

Native Whites, 99%; Negroes, ¼ of 1%; Foreign Born, ¼ of 1%; Industrial Workers, 75%; English Reading, 100%; Families, 2,254.

Schools: Public Grade, 4; High, 1. Number of Pupils, 1,960.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, Seventh Day Adventist and Colored A. M. E.

Banks: National, 1; State, 2; Total Resources, \$3,500,000.

Theatres: Moving Pictures, 1; Vaudeville, 1. Total number of seats, 3,000.

Location: No railroads, but 18 miles by water from Seattle. Easy access to markets of city and transportation.

Principal Industries: United States Navy Yard. Farming of truck garden variety.

Special Information: Bremerton and Charleston, two distinct but nearby communities, have a population of approximately 15,000 and are part of a trading radius of 20,000 in the Navy Yard Bay district. Bremerton is the home port of the United States battle fleet, and employed in the Yard are 4,000 civilians.

Residential Features: Approximately 1,000 homes are in Bremerton-Charleston. There are twelve apartment houses capable of housing 500 people.

Retail Shopping Section: Pacific Avenue, 6 blocks; Front Street, 2 blocks; Second Street, 1 block; Burwell Avenue, 2 blocks; Fourth Street, 3 blocks; Fifth Street, 2 blocks; Naval Avenue, 1 block; Washington Avenue, 4 blocks.

Trading Area: Thirty-five miles.

Wholesale Houses: Groceries, 2; meats, 2; fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial auto. agencies, 2; automobile accessories, 4; automobile tire agencies, 6; bakers, 1; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 12; delicatessen, 2; dressmakers, 2; druggists, 4 (chain, 1); dry goods, 3; department stores, 3; electrical supplies, 4; florists, 2; fruits, 4; furniture, 3; garages (public), 3; grocers, 25 (chain, 3); hardware, 2; jewelry, 4; meat markets, 7 (chain, 3); men's furnishings, 4; men's clothing, 4; merchant tailors, 3; milliners, 2; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 1; radio supplies, 6; restaurants (including hotels), 12; shoes, 5; sporting goods, 2; stationers, 1; woman's apparel, 4.

Miscellaneous Data: Average temperature 70 degrees; average number of rainy days per twelve months, 75; most pleasant months, May, June, July, Aug., and Sept. Doctors (medical, 7); (dentists, 10); (osteopaths, 1); electric current, alternating; water, soft.

WASHINGTON (Cont'd)

CENTRALIA, WASH.

(Lewis County)

1920 Population, 7,549 (1926 est., 12,000).

City and Suburban Estimate, 18,000. Most important cities and towns in this area are: Chehalis (pop. 6,000); Tenino (1,000).

Native Whites, 95%; Foreign Born, 5%; Industrial Workers, 65%; English Reading, 97%; Families, 1,800.

Schools: Public Grade, 7; High, 1; Junior High, 1; Junior College, 1; Parochial, 1; Suburban, 3. Number of Pupils, 2,950.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 7.

Banks: State, 3. Capital, Surplus, and Undivided Profits (all banks) \$336,875; Total Deposits (all banks) \$2,758,832; Total Resources (all banks) \$3,113,379.

Theatres: Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 4,000.

Location: Midway between Seattle and Portland, 104 miles from each. Served by Nor. Pac., Great Northern, Union Pacific and Milwaukee Railroads. Excellent motor stage service north and south, east and west. Nearest larger city is 2 hours by auto and 1 1/2 hours by railroad.

Principal Industries: Lumber, poultry, and lignite coal.

Manufacturing Establishments: Eastern Ry. and Lumber Co., Lincoln Creek Lumber Co., Centralia Cross Arm Factory, Lumber Transit Co., Victory Coal Mine, Mendota Coal Co., Washington Coal Co., People's Fuel Co., Olympia Mine, Concrete Pipe Co., Centralia Iron Works, Genge Mfg. Co., Churchill Glove Mfg. Co., Polar Ice Cream Co., Pitts Mfg. Co. Annual output, mills and mines, \$5,000,000.

Special Information: Distributing railroad center for Grays Harbor, Willapa Harbor and eastern Lewis County. R.R. payroll, \$85,000 month. District shipped 5,500,000 dozen eggs in 1924. Fine strawberry crops.

Residential Features: Modern homes, mostly owned by occupants.

Retail Shopping Section: 10 blocks on Tower Ave. north and south, 3 blocks on Main; numerous family groceries in outskirts.

Trading Area: Come from 50 miles in all directions to trade, but exclusive area is probably confined to 20 mile circle. Center of about 50,000 population.

Wholesale Houses: Groceries, 2; meats, 4; fruits, 2; hardware, 1; tobacco and candy, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 5; automobile accessories, 3; automobile tire agencies, 2; bakers, 4; cigar stores and stands (including hotels), 11; confectioners (including hotel stands), 4; delicatessens, 1; dressmakers, 7; druggists, 6; dry goods, 3; department stores, 2; electrical supplies, 3; florists, 2; fruits, 4; furniture, 5; furriers, 1; garages (public), 14; grocers, 62 (chain, 2); hardware, 6; jewelry, 4; meat markets, 10 (chain, 2); men's furnishings, 5; men's clothing, 6; merchant tailors, 4; milliners, 3; opticians, 3; photographers, 4; pianos (and miscellaneous musical instruments), 6; radio supplies, 3; restaurants (including hotels), 22; shoes, 8; sporting goods, 5; stationers, 3; women's apparel, 19.

Miscellaneous Data: Average temperature, 46 degrees; average number of rainy days per twelve months, 193; most pleasant months, May, June, July, Aug. Sept. Doctors (medical, 12); (dentists, 8); (osteopaths, 3); number of wired houses, 3,150; street car service; gas, artificial; number of meters, 823; electric current, alternating; water, soft.

ELLENSBURG, WASH.

(Kittitas County)

1920 Population, 3,967.

City and Suburban Estimate, 6,000.

Native Whites, 85%; Negroes, 5%; Foreign Born, 10%; Industrial Workers, 25%; English Reading, 98%; Families, 1,250, city and suburbs.

Schools: Public Grade, 3; High, 1; Junior High, 1; Parochial, 1; State Normal, 3. Number of Pupils, 1,345. Normal, over 1,000.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 2; State, 1; Total Resources, \$3,050,772. Savings Bank Deposits Total, \$2,528,264.

Theatres: Legitimate, 1; Moving Pictures, 2. Total number of seats, 4,000.

Location: Ellensburg is located 125 miles east of Seattle and Tacoma, Washington, in irrigated section of northern Yakima Valley on main lines of Northern Pacific and Milwaukee Railroads. Railroad service is excellent. Fine automobile roads east and west to Pacific Coast and east and south. Much freight handled by trucks for shorter hauls. Five great auto highways pass through Ellensburg.

Principal Industries: Ellensburg is a Northern Pacific division point and railroad shops located here. Creameries, lumber, coal mining (near), farming, flour, mills, stock raising, hay and grain, wool, fruit, feed mills. Hay shipped

65,000 tons, consumed locally 30,000 tons. Bushels grain raised annually 500,000. Lumber output approximately 23,000,000 feet.

Manufacturing Establishments: 11. Leading firms: Ellensburg Lumber Co., Kittitas Lumber Co., Tjossem Flour Mills, Consolidated Creamery, Ellensburg Milling Co. This is not chiefly a manufacturing section. The real backing of Ellensburg is the dairying, agricultural and stock raising. Impossible to reduce to an accurate dollar and cent basis.

Special Information: Ellensburg is the buying center of an immensely rich and fertile irrigated section. Near Ellensburg are largest bituminous coal fields in the west, employing thousands of men the year round. Division point on N. P., payroll over \$1,000,000 annually.

Residential Features: Ellensburg is distinctively a city of comfortable homes; few apartments. Most of the occupants own their own homes. Average \$2,500; lowered by the number of inexpensive cottages and small bungalows.

Retail Shopping Section: The retail shopping district is practically included in a section of 9 blocks, between 3d and 6th Sts. north and south and Pine St., Pearl St. and Main St. east and west. Pearl is the main business street. Not only are all these streets paved, but the paving extends well into the residential district, there being over 12 miles of paving in city and suburbs.

Trading Area: From the north and northeast about 40 miles, including the large trade from the coal mining and lumber industrial section to the north. On the east a prosperous farm trade for about 15 miles and scattering trade for 40 or 50 miles. On the south the same for about 12 miles and west about 10 miles. The largest towns in this section of Washington, are Yakima, 40 miles southeast, and Wenatchee, 75 miles northeast. High mountain ranges completely enclose the valley.

Wholesale Houses: Fruits, 2; miscellaneous lines, lumber 2, flour 2, butter 2, ice cream 1, hay and grain 4.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 6; automobile accessories, 15; automobile tire agencies, 13; bakers, 3; cigar stores and stands (including hotel), 18; confectioners (including hotel stands), 12; dressmakers, 6; druggists, 4; dry goods, 4; electrical supplies, 2; florists, 2; furniture, 3; garages (public), 10; grocers, 8; hardware, 3; jewelry, 3; meat markets, 3; men's furnishings, 4; men's clothing, 6; merchant tailors, 3; milliners, 3; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 6; restaurants (including hotels), 9; shoes, 4; sporting goods, 4; stationers, 5; women's apparel, 6.

EVERETT, WASH.

(Snohomish County)

1920 Population, 27,744. (1926 est. 37,500.)

City and Suburban Estimate, 80,000.

Native Whites, 78%; Negroes, 1%; Foreign Born, 21%; Industrial Workers, 14%; English Reading, 90%; Families, 7,514.

Schools: Public Grade, 9; High, 1; Junior High, 2; Parochial, 5; Number of Pupils, 7,736.

Churches: Baptist, 4; Christian Science, 1; Congregational, 2; Episcopal, 1; Hebrew, 2; Methodist, 5; Presbyterian, 3; Roman Catholic, 2; Miscellaneous, 32.

Banks: National, 2; State, 3; Total Resources, \$17,316,065. Deposits Total, \$15,973,209.

Theatres: Legitimate, 1; Moving Pictures, 4; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 5,000.

Location: Everett holds very central location on Puget Sound, at the mouth of the Snohomish River, 33 miles north of Seattle. Here the Great Northern first reaches tidewater, and from the port of Everett is short shipping route across the Pacific. Nearest larger city is 1 1/4 hours distant by auto, trolley and railroad.

Principal Industries: Lumber, fruit, vegetables and fish canning, milk condensing, paper manufacturing, steel, shingles, brick, stoves, tannery, railroad shops and yards.

Manufacturing Establishments: 294. Leading firms: Three Weyerhaeuser Lumber Mills, Sumner Iron Works, Everett Fruit Products Co., Everett Pulp and Paper Mill, Clark-Nickerson, Robinson Mfg. Co., Washington Stove Works, Everett Steel Co., American Packing Co., Walton Lumber Co., Canyon Mill Co., Hulbert Mill Co., Clough-Hartley Co. Annual output \$50,000,000.

Special Information: 1 of every 7 people works in a mill or factory. Annual payroll estimated at \$15,000,000.

Residential Features: Mostly one and two-family houses. Limited section devoted to workmen's tenements. Private homes predominate. Homes in the best residential section average \$4,000 to \$15,000.

Retail Shopping Section: Extends from G. N. depot, Hewitt and Bond St., east 20 blocks, then north 4, south 3 blocks from Colby and Hewitt Ave., which forms the heart of business section and terminal for suburban trolley and bus lines. Several smaller neighborhood sections with usual stores.

Trading Area: Extends about 40 miles north and east and 15 miles to the south. Intermittent business from people living at greater distances because of fine trolley and bus service, made possible by Puget Sound Power & Light Co.

Wholesale Houses: Groceries, 2; meats, 3; fruits, 2; hardware, 1; cigars, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 16; commercial auto. agencies, 4; automo-

Continued on page 278

THE NEW \$350,000 HOME



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The Bellingham Reveille
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An era of unparalleled development is now
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dustries, completed and in process of
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sugar, wood pulp, paper products, port
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ing many millions of dollars, all within
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tributary to, the city of Bellingham.

Complete coverage of this important market
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THE HERALD AND THE REVEILLE
Bellingham, Wash.

WASHINGTON (Cont'd)

Everett (cont'd)

bible accessories, 23; automobile tire agencies, 13; bakers, 8; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 50; delicatessen, 10; dressmakers, 155; druggists, 12; dry goods, 10; department stores, 2; electrical supplies, 9; florists, 3; fruits, 48; furniture, 8; furriers, 2; garages (public), 45; grocers, 108 (chain, 6); hardware, 6; jewelry, 11; meat markets, 24; men's furnishings, 13; men's clothing, 10; merchant tailors, 10; milliners, 12; opticians, 6; photographers, 10; pianos (and miscellaneous musical instruments), 5; radio supplies, 10; restaurants (including hotels), 10; shoes, 11; sporting goods, 7; stationers, 2; women's apparel, 5.

Miscellaneous Data: Average temperature, 49 degrees; average number of rainy days per twelve months, 157; most pleasant months, April to September, inclusive. Doctors (medical, 42), (dentists, 30), (osteopaths, 6); number of wired houses, 6,500; street car service and motor bus service; gas, artificial; electric current, direct; water, soft.

HOQUIAM, WASH.

(Grays Harbor County)

1920 Population, 10,058.

City and Suburban Estimate, 14,000.

Native Whites, 90%; Negroes, .0017%; Foreign Born, 10%; Industrial Workers, 90%; English Reading, 80%; Families, 2,750.

Schools: Public Grade, 9; High, 1; Junior High, 1; Parochial, 1. Number of Pupils, 2,300.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 5.

Banks: National, 1; State, 1; Total Resources, \$5,763,914.48; Savings Banks Deposits Total, \$5,129,377.01.

Theatres: Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 3,000.

Location: On Gray's Harbor in southwest Washington. Connected with Alaska, the Orient, Australia and all important points by excellent steamship service. Service by Chicago, Milwaukee & St. Paul, Northern Pacific, Oregon-Washington, Union Pacific Railways. Very good bus service to western and central parts of the state. Nearest larger city is 3 hours by auto and 4 hours by railroad.

Principal Industries: Lumbering, salmon fishery, door manufacturing, piano boards, agriculture, bee-keeping, logging machinery. The only whaling station in the United States.

Manufacturing Establishments: 20. Leading firms: Eureka Cedar Lbr. & Shingle Co., Grays Harbor Lbr. Co., National Lumber & Box Co., North Bay Lbr. Co., North Western Lbr. Co., Posey Mfg. Co., E. K. Wood Lbr. Co., East Hoquiam Shingle Co., Robert Gray Shingle Co., American Door Mfg. Co., Home Building & Mfg. Co., Knox & Toombs, Arquette Products Co., Hoquiam Mfg. Co., Grays Harbor Veneer Co., Lamb Machine Co., Chilmen shipyards. Value annual output, \$20,000,000.

Special Information: Noted for production of lumber. Is a leader in lumber shipments with one million and a quarter feet of sawmill products in 1923. The 1924 production is in excess of 1,000,000,000 feet by water alone. Over 11,000 men are employed in the camps and mills. Payroll is \$17,000,000. There are 112 plants in the county, which have a daily capacity of 3,672,000 feet of lumber and 7,100,000 shingles. Log production is 6,000,000 feet per day. In 1923 the fisheries pack of canneries was estimated at \$1,000,000.

Residential Features: Mostly wooden, one-family houses. No special residential section. Section of town populated by foreign born. Not many apartment houses, and no tenement district.

Retail Shopping Section: Business section includes 8th St. Levee, I. J. K. 7th, Lincoln, Washington, Monroe, Simpson, Ontario, etc. Approximately 26 business blocks. Three small outlying business districts, with groceries, etc.

Trading Area: People from 50 miles north, Lake Quinalt, come to Hoquiam for supplies; also from 35 miles east, beaches and Indian Reservation.

Wholesale Houses: Groceries, 1; meats, 2; fruits, 3; hardware, 1; miscellaneous lines, logging equipment, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial auto agencies, 7; automobile accessories, 8; automobile tire agencies, 4; bakers, 3; cigar stores and stands (including hotels), 18; confectioners (including hotel stands), 15; delicatessen, 1; dressmakers, 7; druggists, 8; dry goods, 8; department stores, 6; electrical supplies, 8; florists, 3; fruits, 4; furniture, 9; garages (public), 11; grocers, 28 (chain, 2); hardware, 4; jewelry, 4; meat markets, 11; men's furnishing, 9; merchant tailors, 5; milliners, 3; opticians, 4; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 3; restaurants (including hotels), 11; shoes, 7; sporting goods, 4; stationers, 6; women's apparel, 12.

Miscellaneous Data: Average temperature, 58.5 degrees; average number of rainy days per 12 months, 180; most pleasant months, February to November, inclusive. Doctors (medical, 9); (dentists, 11); (osteopaths, 1); number of wired houses, 2,990; street car service; gas, artificial; electric current, alternating; water, soft.

KELSO, WASH.

(Cowlitz County)

1920 Population, 2,228. (1925 est. 10,000.)

City and Suburban Estimate, 33,000. Most important cities and towns in this area are: Kelso (pop. 10,000); Longview (10,000); Woodland (900); Kalama (1,500).

Native Whites, 75%; Negroes, 1%; Foreign Born, 24%; Industrial Workers, 50%; English Reading, 90%; Families, 2,000.

Schools: Public Grade, 4; High, 1; Junior High, 1.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 5.

Banks: National, 1; State, 1; Savings Bank Deposits Total, over \$1,000,000.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 2,550.

Location: On the Cowlitz River 3½ miles from the mouth, where it joins the Columbia River. Union Pacific, Nor. Pacific and Great Northern railroads. Served by steamship service with ports on Cowlitz River County seat of Cowlitz Co.

Principal Industries: Manufacturers of lumber products, shingle mills, canneries, can factory, smelt fishing, coal mines, lumbering, veneer plant.

Special Information: The town of Kelso joins the limits of Longview and to intents and purposes is one city. The Longview Public Service Co. operate a regular schedule of auto buses connecting Longview and Kelso business and residential sections.

Wholesale Houses: Groceries, 1; meats, 2; fruits, 2; miscellaneous lines, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto agencies, 3; automobile accessories, 5; automobile tire agencies, 5; bakers, 3; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 8; delicatessen, 1; dressmakers, 3; druggists, 6; dry goods, 4; department stores, 2; electrical supplies, 2; florists, 1; fruits, 3; furniture, 5; garages (public), 3; grocers, 12 (chain, 1); hardware, 5; jewelry, 4; meat markets, 7; men's furnishings, 8; men's clothing, 9; merchant tailors, 4; milliners, 2; opticians, 1; photographers, 4; pianos (and miscellaneous musical instruments), 3; radio supplies, 1; restaurants (including hotels), 10; shoes, 12; sporting goods, 6; stationers, 4; women's apparel, 6.

Miscellaneous Data: Doctors (medical, 4), (dentists, 4), (osteopaths, 2); street car service; electric current, alternating and direct; water, soft.

LONGVIEW, WASH.

(Cowlitz County)

1920 Population, 2,000 (1926, est. 9,000).

City and Suburban Estimate, 15,000. Most important cities and towns in this area are: Kelso (pop. 9,000); Kalama (1,000); Castle Rock, (1,200); Rainier (1,000).

Native Whites, 94%; Negroes, 1%; Foreign Born, 5%; Industrial Workers, 85%; English Reading, 90%; Families, 3,000.

Schools: Public Grade, 1; High, 1; Number of Pupils, 2,100.

Churches: Christian Science, 1; Miscellaneous, 2.

Banks: National, 1; State, 1; Total Resources, \$1,500,000.

Theatres: Moving Pictures, 1; Combination, 1.

Location: At confluence of Cowlitz and Columbia Rivers in Cowlitz Co. Connected by the Longview, Portland and Northern R.R. with the Nor. Pac., G. N. and U. P. systems. Service by steamship with port on Columbia River. Excellent stage service on Columbia River and Pacific Coast highways. Nearest larger city is 2 hours distant by auto and railroad.

Principal Industries: Lumber manufacture, straw paper manufacturing, creamery, paint, concrete pipe and brick, paper manufacturing.

Manufacturing Establishments: 4. Leading firms: Long-Bell Lumber Co., Weyerhaeuser Timber Co., Longview Concrete Pipe Co., Pacific Straw Paper and Board Co., Highland Dairy, Longview Fiber Co., mammoth paper mills under construction.

Special Information: Two of the largest lumber mills in the country are located here.

Residential Features: One-family houses predominate. Under zoning plan there are 4 residential sections, two having no restrictions, one requiring dwellings to cost \$1,000 or more and the other to cost \$3,000 or more. No business buildings allowed in these sections.

Retail Shopping Section: Main shopping section from Michigan Ave., down both sides of Commerce St. to Hemlock. Smaller sections located on Broadway, Hudson, 12th and 14th streets.

Trading Area: People from Kalama, Kelso, Castle Rock, Ostrander and Rainier, covering a radius of 12 miles, make this their shopping center. The newly opened road into Wahkiakum County will enable people forty miles away to shop here.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto agencies, 3; automobile accessories, 3; automobile tire agencies, 5; bakers, 2; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 3; delicatessen, 1; dressmakers, 3; druggists, 4; dry goods, 3; department stores, 1; electrical supplies, 2; florists, 2; furniture, 4; garages (public), 5; grocers, 12 (chain, 4); hard-

ware, 3; jewelry, 3; meat markets, 4; men's furnishings, 3; men's clothing, 3; merchant tailors, 2; milliners, 3; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 2; restaurants (including hotels), 7; shoes, 4; sporting goods, 5; stationers, 2; women's apparel, 4.

Miscellaneous Data: Average temperature, 53 degrees; average number of rainy days per 12 months, 120; most pleasant months, July, Aug., Sept. Doctors (medical, 10), (dentists, 8), (osteopaths, 2); bus service; electric current, alternating; number of wired houses, 2,900; water, hard.

MOUNT VERNON, WASH.

(Skagit County)

1920 Population, 3,341 (1925, est. 4,500).

City and Suburban Estimate, 16,000.

Native Whites, 90%; Foreign Born, 1%; Industrial Workers, 15%; English Reading, 90%; Families, 2,000.

Schools: Public Grade, 8; High, 4; Number of Pupils, 1,000.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 3; Total Resources, \$2,500,000.

Theatres: Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 3,000.

Location: On Puget Sound, midway between Seattle on the south and Vancouver, B. C., on the north. Bellingham 35 miles to the north, and Everett 40 miles to the south. Nearest larger city is 1 hour by auto and railroad; 45 minutes by trolley.

Principal Industries: Dairying, farming and seed raising.

Manufacturing Establishments: Three' milk condensers and one cannery.

Residential Features: Strictly a residential town. Private homes and all of the substantial variety. Beautiful homes, many costing \$15,000 to \$20,000. Average, \$7,000.

Retail Shopping Section: Business section covers about 3 blocks wide and 5 blocks long. Several outlying business sections.

Trading Area: Includes a radius of 12 miles. All paved roads and a population of 12,000 outlying.

Wholesale Houses: Meats, 2; fruits, 1; grocers, 1; produce, 1; eggs and poultry, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial automobile agencies, 6; automobile accessories, 8; automobile tire agencies, 12; bakers, 4; cigar stores and stands (including hotels), 47; confectioners (including hotel stands), 18; delicatessen, 5; dressmakers, 6; druggists, 4; dry goods, 4; department stores, 4; electrical supplies, 3; florists, 2; fruits, 2; furniture, 3; garages (public), 6; grocers, 13 (chain, 2); hardware, 5; jewelry, 3; meat markets, 4; men's furnishings, 10; men's clothing, 6; merchant tailors, 2; milliners, 3; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 1; restaurants (including hotels), 6; shoes, 10; sporting goods, 2; stationers, 2; women's apparel, 6.

Miscellaneous Data: Average temperature, 70 degrees; average number of rainy days per 12 months, 70; most pleasant months: May, June, July, Aug., Sept., Oct.; doctors (medical, 6); (dentists, 4); (osteopaths, 2); number of wired houses, 800; street car service; no gas; electric current, both alternating and direct; water, medium.

OLYMPIA, WASH.

(Thurston County)

1920 Population, 7,795 (1926, est. 14,717).

City and Suburban Estimate, 20,000. Most important cities and towns in this area are: Shelton (pop. 1,700); Tenino (900); Velm (400); Bucedo (800).

Native Whites, 99%; Negroes, less than 1%; Foreign Born, not over 1%; Industrial Workers, less than 10%; English Reading, 99%; Families, 2,500.

Schools: Public Grade, 5; High, 1; Parochial, 1; Number of Pupils, 3,367.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 8.

Banks: National, 2; State, 1; Loan Associations, 2; Capital, Surplus, and Undivided Profits (all banks), \$479,123; Total Deposits (all banks), \$5,925,533; Total Resources (all banks), \$6,414,233; Total Bank Clearings (12 months, 1925), \$15,012,932.

Theatres: Moving Pictures, 2; Vaudeville and Pictures, 2; Miscellaneous (Auditoriums, etc.), 4. Total number of seats, 5,500.

Location: On extreme southern tip of Puget Sound—navigable waters—freight by Sound boats. Ocean vessels load lumber in harbor. Union Pacific & No. Pacific Railways. Center of bus transportation for southwestern Washington, 25,000 people stop or transfer at Olympia on four main bus lines each month. Six bus lines in all. At intersection of Pacific Highway (paved from Canada to Mexico) and Olympic Highway Gateway to Olympic peninsula.

Principal Industries: Lumber mills, veneer mills, shingle mills, Will-Wire bathing suits, home of Olympia oyster industry, extracts and spices, fruit and vegetable cannery. Industrial

payroll, \$1,634,750; commercial payroll, \$2,505,000; state, city, county, etc., \$1,210,000; total payroll, \$5,349,750. Other miscellaneous, \$78,341; grand total, \$5,428,091.

Manufacturing Establishments: 43. Leading firms: Washington Veneer Co., Brenner Oyster Co., Olympia Oyster Co., Olympia Veneer Co., Olympia Cannery Co., Olympia Door Co., Olympia Knitting Mills, Tumwater Lumber Mills. Total value of yearly output of factories estimated at \$8,157,000.

Special Information: County seat of Thurston County. Capital of state, \$18,000,000 Capitol group now under construction; \$900,000 yearly payroll for capital employees. Center of territory with varied resources, including all branches of agriculture, stone quarries, coal mines, huge forests, dozens of lumber, shingle and tie mills, fishing and oyster raising, etc. Paved highways lead in four directions, making Olympia center of travel for southwest Washington. Intersection of Olympic and Pacific highways in center of business district, great highway traffic point.

Residential Features: No tenements or so-called poor sections—practically all one-family homes. Several high-class apartment houses—city 99% native born Americans. Homes average \$3,000 in valuation. Over 50% of homes owned by occupants (estimate Chamber of Commerce).

Retail Shopping Section: Extends from corner of Fourth and Capitol Way (intersection of Olympic and Pacific Highways), four blocks south on Capitol Way and two blocks north on Capitol Way; Third and Fourth Avenues nine blocks east and west (Water Street to East Bay Drive); Fifth and Sixth Avenues five blocks east and west (Water Street to Adams Street). Three neighborhood trading districts in south, east and west parts of city, also supply sections.

Trading Area: 16 miles south, 16 miles west and 12 miles east. Fine bus service brings purchasers from adjacent territories to purchase; 93 buses daily scheduled to arrive and depart on four main bus lines; 6 bus lines in all.

Wholesale Houses: Meats, 2; fruits, 1; hardware jobber, 1; candy and confectioners, 2; tobacco, 1; spices, soft drinks, etc., 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 17; automobile accessories, 30; automobile tire agencies, 15; bakers, 5; cigar stores and stands (including hotels), 21; confectioners (including hotel stands), 7; delicatessen, 1; dressmakers, 19; druggists, 7; dry goods, 4; department stores, 2; electrical supplies, 5; florists, 4; fruits, 2; furniture, 8; garages (public), 18; grocers, 40 (chain, 2); hardware, 7; jewelry, 6; meat markets, 10; men's furnishings, 3; men's clothing, 7; merchant tailors, 7; milliners, 4; opticians, 3; photographers, 4; pianos (and miscellaneous musical instruments), 4; radio supplies, 3; restaurants (including hotels), 17; shoes, 7; sporting goods, 3; stationers, 2; women's apparel, 6.

Miscellaneous Data: Doctors (medical, 14); (dentists, 10); (osteopaths, 3); street car service; gas, artificial; number of meters, 1,145; electric current, alternating; number of wired houses, 3,800; water, soft.

PORT ANGELES, WASH.

(Clallam County)

1920 Population, 5,351.

Native Whites, 98%; Foreign Born, 2%; Industrial Workers, 50%; English Reading, 95%; Families, 2,500.

Schools: Public Grade, 3; High, 1; Junior High, 1. Number of Pupils, 1,730.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 1; State, 1; Total Resources, \$3,000,000. Savings Bank Deposits Total, \$600,000.

Theatres: Moving Pictures, 3. Total number of seats, 1,700.

Location: C. M. & St. P. Ry., Puget Sound Navigation Co. Located on Straits of Juan de Fuca. Steamer service to Victoria and Seattle.

Principal Industries: Lumber and paper making and fishing, cooperage.

Manufacturing Establishments: 4. Leading firms: Puget Sound Mill & Timber Co., Washington Pulp & Paper Corporation, Crescent Boxboard, Port Angeles Cooperage Co. Annual output, \$9,000,000.

Special Information: This city is the outlet for one of the richest dairying districts in the state and also attracts tourists. Devilfish are caught quite extensively in the Straits within a few miles of the city and seal fishing is the main industry of Indians in the county.

Residential Features: Mostly one-family houses.

Retail Shopping Section: Extends along two main streets for two blocks, Front and Main Sts., and up Lincoln St. for two blocks.

Trading Area: Extends 72 miles west and 28 east. Fine graveled highways leading through the city from one extreme end of the county to the other bring people from outlying districts.

Wholesale Houses: Fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto agencies, 3; automobile accessories, 5; automobile tire agencies, 8; bakers, 3; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 10; dressmakers, 4; druggists, 6; dry goods, 3; department stores, 1; electrical supplies, 3; florists, 1; fruits, 10; furniture, 5; garages (public), 10; grocers, 18; hardware, 4;

WASHINGTON (Cont'd)

Jewelry, 2; meat markets, 5; men's furnishing, 4; men's clothing, 4; merchant tailors, 4; milliners, 5; opticians, 3; photographers, 1; pianos (and miscellaneous musical instruments), 3; radio supplies, 1; restaurants (including hotels), 9; shoes, 4; sporting goods, 2; stationers, 2; women's apparel, 4.

SEATTLE, WASH.

(King County)

1920 Population, 315,312.

City and Suburban Estimate, 436,863 (1926). Most important cities and towns in this area are: Everett (pop. 32,000), Tacoma (129,525), Puyallup (7,200), Auburn (4,200).

Native Whites, 75.5%; Negroes, 0.9%; Foreign Born, 23.6%; Wage Earners in Manufacturing, 5%; English Reading, 98.5%; Families, 73,940 (1926).

Schools: Public Grade, 84; High, 8. School census (June 30, 1926), 78,715.

Churches: Baptist, 19; Christian Science, 8 churches and 3 societies; Congregational, 21; Episcopal, 14; Hebrew, 4; Methodist, 34; Presbyterian, 20; Roman Catholic, 20; Miscellaneous, 45.

Banks: Total 29. National, 9; State, 5. Capital, Surplus and Undivided Profits (all banks), \$16,028,370; Total Deposits (all banks), \$197,129,441; Total Savings Banks Deposits, \$82,942,511; Total Bank Clearings (12 months, 1925), \$2,205,404,626.

Theatres: Legitimate, 2; Moving Pictures, 48; Vaudeville, 2; Burlesque, 1.

Location: On Puget Sound and on East Shore of Lake Washington. Served by C. M. & St. P.; Northern Pacific; Canadian Pacific; Great Northern; Oregon-Washington R.R.s., and 56 steamship lines, connecting Seattle with all parts of the world. Bus and interurban service to all principal towns in Western Washington. To nearest large city, 1 hour by auto, trolley and railroad. San Francisco is 3 days by auto.

Principal Industries: Lumber products, machinery and engines, furniture and wooden ware, canned food products, dairy products, fishing, milling.

Manufacturing Establishments: Approximately 1,000 (1923 census, 836). Fisher Flour Mills, Seattle Astoria Iron Works, Nettleton Lumber Company, Frye & Company, Carnation Milk Company. Total value of yearly output of factories estimated at \$275,000,000. (1923, \$155,000,000.)

Special Information: Location of Seattle makes it one of the chief shipping centers for all Alaskan and Oriental ports, while sale center for Washington and Alaska. Outlet for rich coal mines and cement mills.

Residential Features: Mostly one and two-family residences, no tenement or slum districts. Forty-six per cent of homes owned. Close proximity to lumber makes cost of building less than in most sections of the country. High class residential sections, located in several sections of city; average value of houses in these sections \$12,000.

Retail Shopping Section: Extends from Yesler Way for 10 blocks north to Pine Street, and from 1st Avenue to 5th Avenue. Four outlying business districts and 12 smaller neighborhood shopping centers.

Trading Area: Is area within radius of 32 miles of Seattle. Intermittent business is secured from people living at greater distances, because of network of motor buses and electric-interurban lines, also because Seattle is the metropolis of the Northwest.

Wholesale Houses: Groceries, 29; meat, 20; fruit, 18; hardware, 7; dry goods, 19; Miscellaneous lines: drugs, 7; lumber, 9.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 76; commercial automobile agencies, 6; automobile accessories, 78; automobile tire agencies, 89; bakers, 145; cigar stores and stands (including hotels), 174 (chain, 20); confectioners (including hotel stands), 191; delicatessen, 36; dressmakers, 216; druggists, 220 (chain, 15); dry goods, 99; department stores, 11; electrical supplies, 101; florists, 68; fruits, 57; furniture, 82; furriers, 27; garages (public), 232; grocers, 1,300 (chain, 15); hardware, 30; jewelry, 120; meat markets, 340; men's furnishings, 94; men's clothing, 15; merchant tailors, 261; milliners, 79; opticians, 30; photographers, 68; pianos (and miscellaneous musical instruments), 25; radio supplies, 40; restaurants (including hotels), 544; shoes, 76; sporting goods, 14; stationers, 16; women's apparel, 79.

Miscellaneous Data: Average temperature, 51.3 degrees; average number of rainy days per 12 months, 151; most pleasant months, May 1, to Oct. 1. Doctors (medical, 500), (dentists, 425), (osteopaths, 34); street car service; gas, artificial; number of meters, 61,000; electric current, alternating and direct; number of wired houses, 100,000; number of automobile registrations, 62,597; water, soft.

SPOKANE, WASH.

(Spokane County)

1920 Population, 104,431. (1926, est. 125,064).

City and Suburban Estimate, 350,000. Most important cities and towns in this area are: Walla Walla (pop. 18,027); Wenatchee (11,799); Coeur D'Alene (10,000); Wallace (3,500).

Native Whites, 82.9%; Negroes, .007%; Foreign Born, 17.1%; English Reading, 99%; Families, 34,229.

Schools: Number of Pupils, 31,226.

Churches: Methodist, 24; Presbyterian, 14; Catholic, 13; Lutheran, 13; Baptist, 12; Episcopal, 9; Congregational, 7; Hebrew, 8; Christian Science, 2; Miscellaneous, 61.

Banks: National, 5; State, 8; Trust Companies, 4; Federal Reserve Bank (branch), 1; Federal Farm Loan Bank, 1; Savings and Loan Societies, 5. Capital, Surplus and Undivided Profits (all banks), \$6,799,956; Total Deposits (all banks), \$56,067,991; Total Resources (all banks), \$62,867,847; Total Bank Clearings (12 months, 1925), \$612,905,640.

Theatres: Legitimate, 2; Vaudeville, 2; Moving Pictures, 11. Total seating capacity, 12,684.

Location: Spokane is located in the eastern part of Washington, with Seattle 313 miles west, Portland 368 miles southwest, and San Francisco 1,136 miles distant. Natural gateway between Pacific tidewater and a vast, rich interior, being served by five transcontinental railroad systems, and 12 branch lines. It stands at the only point for 200 miles north and south, at which railroads can cross the Rocky Mountains and reach the Columbia River Basin on a reasonable grade. Hub of large railroad mileage. G. N., N. P., C. M. & St. P., U. P., C. P. railroads. Nearest large city 16 hours by auto and 11 by railroad.

Manufacturing Establishments: 370, including Armour & Swift's western packing plants. Producing paper, meat products, furniture, confectionery, cement, lumber, poles, posts, paints, machinery and flour. Valuation of manufactured products, \$125,000,000.

Principal Industries: Agriculture, mining, lumbering and manufacturing. Spokane's annual wholesale business jumped from \$50,000,000 in 1918 to \$215,800,798 in 1925. In new wealth the Spokane country (200 mile radius) produces annually: Farm crops, live stock and wool, \$250,000,000; orchards, \$50,000,000; minerals, \$55,000,000; lumber, \$50,000,000, or one-tenth of the nation's wheat, one-fifth of its boxed apples, 40 per cent of the nation's lead, and one-third of its magnesite; 11,000,000 lbs. of wool, and ships annually 1,750,000,000 ft. of lumber.

Special Information: The Spokane country (150 miles radius of Spokane) has 522 cities and towns, 71 having populations of over 1,000; urban population 411,228; rural, 175,000; 12,000 miles of improved motor roads.

Residential Features: Spokane is a city of homes. No slums. Private homes predominate. Highly select residential district. Families, 34,229.

Retail Shopping Section: The retail trading area of Spokane extends approximately 150 miles in every direction; 128 passenger trains and 50 motor buses enter and leave the city daily serving a population of 586,000 consumers with a per family wealth of \$3,104 above the nation's average. Spokane's wholesale houses and jobbers serve even a larger area, or a field of approximately 1,500,000 people.

Wholesale Houses (Spokane City only): Grocers, 13; meats, 9; fruits, 12; hardware, 6; dry goods, 5; drugs, 2; tobacco, 8; lumber and building material, 65; paper and stationery, 4; paints, 4; jewelry, 9.

Number of Retail Outlets for Nationally Advertised Products (Spokane City only): Automobile accessories, 30; bakers, 31; cigar stores (including hotel stands), 32; confectioners (including hotel stands), 137; druggists, 56; dry goods, 17; department stores, 3; electrical supplies, 31; garages, 72; grocers, 426 (chain, 44); hardware, 25; jewelry, 47; men's furnishings and men's clothing, 74; restaurants (including hotels), 202; shoes, 29.

Miscellaneous Data: Average temperature, 48 degrees; average number of rainy days per 12 months, 115; most pleasant months, May 1 to Nov. 1. Doctors (medical, 177), (dentists, 112), (osteopaths, 20); street car service; gas, artificial; number of meters, 10,000; electric current, A.C.; number of wired houses, 32,000; number of automobile registrations, 121,101; water, hard.

TACOMA, WASH.

(Pierce County)

1920 Population, 96,965 (1926 est., 106,000).

City and Suburban Estimate, 160,000. Most important cities and towns in this area are: Olympia (pop. 12,000), Puyallup (8,000), Chehalis (8,000), Centralia (7,000).

Native Whites, 76.9%; Negroes, 14.8%; Foreign Born, 8.3%; Industrial Workers, 12.7%; Families, 27,745.

Schools: Public Grade, 40; High, 2; Junior High, 6; Parochial, 6. Number of Pupils, 28,996. Annie Wright Seminary and College of Puget Sound.

Churches: Baptist, 13; Christian Science, 6; Congregational, 8; Episcopal, 7; Hebrew, 2; Methodist, 28; Presbyterian, 14; Roman Catholic, 12; Miscellaneous, 44; Lutheran, 21.

Banks: National, 4; State, 4. Capital, Surplus and Undivided Profits (all banks), \$19,863,553.13; Total Deposits (all banks), \$35,784,898.82; Total Resources (all banks), \$129,054,493.29; Total Savings Banks Deposits, \$12,000,000; Total Bank Clearings (12 months), \$908,838,000.

Theatres: Legitimate, 1; Moving Pictures, 26; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 7. Total number of seats, 24,000. Outdoor stadium, 40,000 seats.

Location: On shores of Puget Sound. Served by four railroads, Great Northern; Northern Pacific; Chicago, Milwaukee and St. Paul, and Union Pacific, with direct connections with Southern Pacific and Canadian lines. 54 steam-

Continued on page 280

Tacoma

The Great Lumber Manufacturing City.

Tacoma is the second seaport of Puget Sound and one of the manufacturing centers of the Pacific Coast. Its factories number 579. In 1925 these factories employed 18,240 workers with an annual payroll of \$26,605,857. Tacoma's production of fir doors, wood columns and veneer is one of the largest in the country. It has 21 factories that manufactured more than \$4,000,000 worth of furniture last year. The Tacoma smelter is the largest on the West Coast. Flour mills annually export over 1,500,000 barrels. In lumber and allied industries, Tacoma carries the title, "Lumber Capital of America." Its mill capacity is over 5,000,000 feet every eight-hour shift or more than 1,500,000,000 feet per year. The value of the cut is estimated at \$33,000,000.

On the Pacific Coast civic pride runs high and local newspapers are widely read. National advertising in other communities does not cover effectively this prosperous territory unless placed in local papers.

Tacoma's trading territory lies within the flourishing southwestern section of Washington state. It contains 14 cities and towns whose combined jobbers and retailers number 140 and 2,439 respectively. This district is prosperous and progressive and is linked with Tacoma not only by railroad connections, but with an intricate system of 485 miles of paved highway, with excellent bus service in every direction, coupled with suburban, train, steamer and ferry service.

The News Tribune for many years has maintained a dominant lead in the newspaper field of Tacoma and Southwest Washington. Its city circulation (suburban and country excluded) is greater than the total circulation of the other evening newspaper. As a recognition by Tacoma merchants of this complete coverage of Tacoma and Southwest Washington, the volume of The News Tribune in six evenings a week has been greater than the combined totals of the other Tacoma newspapers. In 1925 The six-evenings-a-week News Tribune carried a total of 9,327,388 agate lines of paid advertising. The total advertising volume of the second paper was 4,918,513 agate lines. During the continuous and rapid increase in prosperity and population of this district, The Tacoma News Tribune has kept pace. In 1925 it gained 538,754 agate lines of advertising over the preceding year, more than twice the gain of all the other Tacoma newspapers combined.

The News Tribune is the recognized advertising medium for Tacoma and Southwest Washington. National advertisers cannot cover this territory by using space in other cities. They recognized this fact by buying 1,694,096 agate lines in The News Tribune to sell their products in 1925.

THE TACOMA NEWS TRIBUNE

EVERY EVENING EXCEPT SUNDAY

TRIBUNE PUBLISHING COMPANY

FRANK S. BAKER
President

CHARLES B. WELCH
Editor and Gen. Mgr.

ADVERTISING REPRESENTATIVES

DAVID J. RANDALL R. J. BIDWELL & CO. FORD PARSONS CO.
341 Fifth Avenue San Francisco and 360 No. Michigan Ave.
New York City Los Angeles Chicago, Illinois

WASHINGTON (Cont'd)

Tacoma (cont'd)

ship lines dock at Tacoma for ports of the world. Nearest large city is 1½ hours by auto and trolley; 2 hours by railroad.

Principal Industries: Lumber, mill work, sash and doors, boxes, veneer, wood pipe, wood columns, furniture, smelting, car wheels, candy, flour, meat and fish packing, ship building, food products, railroad shops.

Manufacturing Establishments. 579. Leading firms: Tacoma & St. Paul Lumber Co., Pacific Box Co., Northwestern Wooden Ware Co., P. S. Iron & Steel Works, Wheeler-Osgood Co., Griffin Wheel Co., American Wood Pipe Co., Cascade Paper Co., Carstens Packing Co., Gregory Furniture Co., Washington Parlor Furniture Co., Carmen Mfg. Co., Buflin Lumber Co., National Coconut Butter Co., Tacoma Smelting Co., Marine Products Co., Tacoma Grain Co., Albers Milling Co., Washington Column Co., Washington Handle Co., Oriole Candy Co., Tacoma Candy & Biscuit Co., Sperry Flour Co. Total yearly value of factory output, \$136,526,951. Annual payroll of factories, \$26,605,857.

Special Information: "The Lumber Capital of America"—Mill capacity, 5,000,000 ft. of lumber every eight-hour shift. Value of cut, \$33,000,000. Municipal power plant offers lowest power rate in the United States. Exports, 1925, 1,572,884 cargo tons; value \$84,987,340. Imports, 2,791,356 cargo tons; value, \$96,750,639. Grinds more flour than any city west of Minneapolis and Kansas City. Has 21 furniture factories. "The Grand Rapids of the West."

Residential Features: Tacomans own 54.65% of their homes and more than one-half of these are free from incumbrances. One and two-story houses predominate, principally wood construction. Northern part of city holds the finer residences, while on the lake sides, just outside the city limits, are to be found the more palatial homes.

Retail Shopping Section: Extends north and south on following streets: Pacific Avenue, Commerce Street, Broadway, St. Helen's Avenue, and Market Street, a distance of from 4 to 10 blocks, varying 4 to 10 blocks, with numerous small shops on the number streets running east and west. There are 6 outlying retail sections and several smaller neighborhood sections, with the usual grocery, market and notion stores.

Trading Area: Extends 10 miles north, 20 miles east, 40 miles south and 30 miles west. Intermittent business extends throughout southwestern Washington, owing to 450 miles of hard-surfaced (paved) highways, with excellent bus service in every direction, coupled with trains, interurban, steamer and ferry service.

Wholesale Houses: Groceries, 5; meats, 7; drugs, 1; fruits, 13; hardware, 5; dry goods, 1; leather goods, 2; Miscellaneous lines, 49.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 41; commercial auto. agencies, 21; automobile accessories, 98; automobile tire agencies, 12; bakers, 48; cigar stores and stands (including hotels), 65 (chain, 7); confectioners (including hotel stands), 139; delicatessen, 8; dressmakers, 59; druggists, 48 (chain, 10); dry goods, 26; department stores, 7; electrical supplies, 37; florists, 25; fruits, 35; furniture, 32; furriers, 5; garages (public), 64; grocers, 529 (chain, 42); hardware, 28; jewelry, 41; meat markets, 99 (chain, 12); men's furnishings, 47; men's clothing, 50; merchant tailors, 64; milliners, 30; opticians, 17; photographers, 17; pianos (and miscellaneous musical instruments), 17; radio supplies, 22; restaurants, 131; shoes, 35; sporting goods, 4; stationers, 10; women's apparel, 29.

Miscellaneous Data: Average temperature, 50.3 degrees; average number of rainy days per 12 months, 173; most pleasant months, June 1st to Nov. 1st. Doctors (medical, 128), (dentists, 99), (osteopaths, 11); number of wired houses, 27,748; street car service; gas, artificial; electric current, alternating and direct; water, soft.

See announcement page 279

VANCOUVER, WASH.

(Clark County)

1920 Population, 12,637.

City and Suburban Estimate, 17,400. Most important cities and towns in this area are: Camos (pop. 2,300), Ridgefield (900), La Center (300).

Native Whites, 88.2%; **Negroes,** 0.2%; **Foreign Born,** 11.6%; **Industrial Workers,** 5,126; **English Reading,** 92%; **Families,** 3,324.

Schools: Public Grade, 7; High, 1. Number of Pupils, 3,011.

Churches: 14.

Banks: 11. Capital, Surplus and Undivided Profits (all banks), \$450,000; Total Deposits (all banks), \$6,757,324.35; Total Resources (all banks), \$7,738,489.35.

Theatres: Moving Pictures, 3. Total number of seats, 1,950.

Location: This, the oldest and most historical city in the State of Washington, and second oldest in the Pacific Northwest, is located in southwest Washington, on the Columbia River, and is the gateway city to Washington from Oregon, California and other Southern States. Vancouver is the county seat of Clark County, its largest city and principal trading point.

Transportation: Served by four great transcontinental railways, Northern Pacific, Great Northern, O. W. R. & N., and the Spokane, Portland & Seattle. Vancouver lies at the

head of deep-water navigation on the Columbia River, one hundred miles from its mouth; it is thus served by vessels from the world's ports, as well as up-river navigation for several hundred miles.

Principal Industries: Its industrial activities consist mostly of modern paper and lumber mills, large veneer and panel plants, electric steel plant, logging truck plant, architectural terra cotta plant, sash and door and planing mills, iron foundry and machine plants, very extensive canneries of fruits and vegetables, woolen mills, packing plants, furniture factories, several creameries, and other smaller industries.

Payrolls: The annual industrial payroll of Vancouver is \$4,126,435. The annual mercantile payroll of Vancouver is \$1,267,148; The payroll of Vancouver is \$4,727,000. The total county payroll is over \$5,500,000. There are industrially employed in Vancouver 3,812 men and 1,314 women.

Residential Features: One and two-family houses; four large new apartment houses.

Retail Shopping Section: Extends on Main, Washington, and part of Broadway.

Trading Area: Extends 30 miles north along Columbia River.

Wholesale Houses: Tobacco, 1; confectionery, 1; dry goods, 1; prunes, 1; furniture, 1; drugs, 1; electrical equipment, 1; tires, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 16; commercial automobile agencies, 3; automobile accessories, 10; automobile tire agencies, 11; bakers, 2; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 6; dressmakers, 7; druggists, 6; dry goods, 6; department stores, 1; electrical supplies, 5; florists, 3; furniture, 5; garages (public), 12; grocers, 19; hardware, 4; jewelry, 5; meat markets, 8; men's furnishings, 3; men's clothing, 4; merchant tailors, 2; milliners, 4; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 1; restaurants (including hotels), 20; shoes, 3; sporting goods, 4; stationers, 2.

Miscellaneous Data: Doctors (medical, 11), (dentists, 10), (osteopaths, 5); gas, artificial; number of meters, 2,200; electric current, alternating; number of wired houses, 4,329; water, hard.

WALLA WALLA, WASH.

(Walla Walla County)

1920 Population, 15,503.

City and Suburban Estimate, 25,000; county, 32,000; trading radius, 45,000. Most important cities and towns in this area are: Pomeroy (pop. 2,000), Dayton (4,389), Watsburg (1,537), Pasco (2,083).

Native Whites, 86.8%; **Negroes,** 0.6%; **Foreign Born,** 12.6%; **English Reading,** 98.6%.

Schools: Public Grade, 6; High, 1; Parochial, 2. Number of Pupils, 6,048; Whitman College, 502.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 3; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 16.

Banks: National, 3; State, 2; Building and Loan Associations, 2; Trust Companies, 1. Total Bank Resources, \$11,962,022.25; Total Bank Deposits, \$10,139,013.36, of which \$3,698,700.84 is in savings accounts held by 6,015 people. The Building and Loan Associations have a total of 1,134 stockholders, whose savings total \$800,016.64.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 4. Total number of seats, 7,500.

Location: Union Pacific and Northern Pacific Railroads, Inland Empire Highway, with hard-surfaced road connecting Portland and Spokane, also main travelled highway between Seattle and Spokane. Bus service to principal points. Road program for past several years has made Walla Walla most accessible from large radius in southeastern Washington and northeastern Oregon. Interurban car line to Umapine, Milton and Freewater, Oregon, taps a rich fruit belt, vegetable, and hay producing section. Nearest larger city is 6 hours by auto and 9 hours by railroad.

Principal Industries: Wheat growing, vegetables, fruit, milling, harvester manufacturing, vinegar, candy, concrete products, meat products, creamery and dairy products, brick and lumber products.

Manufacturing Establishments: 66. Leading firms: Harris Mfg. Co., Walla Walla Meat and Cold Storage Co., Walla Walla Valley Dairy-men's Assn., Walla Walla Candy Co., Walla Walla Vinegar Co., Walla Walla Iron Works, Walla Walla Construction Co., Eureka Flour Mills, Whitehouse Crawford Co., Walla Walla Lumber Co., Olympic Club Co. and Walla Walla Mill Co., Concrete Pipe Co. Annual output, \$5,000,000.

Special Information: Walla Walla is location of Whitman College, with more than 500 students, while at College Place, just two miles west, is located the Walla Walla College, a Seventh Day Adventist School, from which pupils are drawn from all parts of the world. Walla Walla shipped following totals last year: wheat, \$13,312,527; orchard and vegetable products, \$4,000,000; alfalfa, \$604,455; dairy products and live stock, \$850,000.

Residential Features: Private homes predominate, large percentage owned; only 5 apartment houses in entire city. City has to the west large section of orchard and garden tracts, on which are located hundreds of modern homes with electric lights, telephones, artesian water and other conveniences.

Retail Shopping Section: 12 blocks on Main Street, 8 blocks on Alder Street, with intersecting streets. City has ten neighborhood grocery stores.

Trading Area: Radius of 35 miles. Excellent patronage because of her surfaced roads, excellent bus, interurban and train service. Includes Pasco, Pomeroy, Watsburg, Dayton, Prescott, in Washington; Milton, Freewater, Weston, Adams, Athena, Pendleton and Umapine, in Oregon.

Wholesale Houses: Groceries, 2; meats, 1; fruits, 4; hardware, 1; dry goods, 2; Miscellaneous lines, cigars, 2; candy, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial auto. agencies, 8; automobile accessories, 5; automobile tire agencies, 8; bakers, 7; cigar stores and stands (including hotels), 17; confectioners (including hotel stands), 10; dressmakers, 5; druggists, 9; dry goods, 8; department stores, 10; electrical supplies, 4; florists, 4; furniture, 7; garages (public), 22; grocers, 40 (chain, 3); hardware, 2; jewelry, 6; meat markets, 10; men's furnishings, 10; men's clothing, 10; merchant tailors, 6; milliners, 4; opticians, 5; photographers, 4; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 11; shoes, 5; sporting goods, 3; stationers, 2; women's apparel, 6.

Miscellaneous Data: Average temperature, summer, 71 degrees; winter, 35 degrees; growing season, 218 days; average number of rainy days per 12 months, 109; most pleasant months, May 1st to Nov. 1st. Doctors (medical, 34), (dentists, 22), (osteopaths, 6); number of wired houses, 3,886; gas, artificial; electric current, alternating; water, soft.

WENATCHEE, WASH.

(Chelan County)

1920 Population, 6,324 (1926 est., 10,000).

City and Suburban Estimate, 32,000. Most important cities and towns in this area are: Cashmere (pop. 1,500), Chelan (900), Okanogan (1,100), Omak (1,000).

Native Whites, 85%; **Negroes,** 2%; **Foreign Born,** 13%; **Industrial Workers,** 20%; **English Reading,** 97%; **Families (estimated),** 2,400.

Schools: Public Grade, 6; High, 1. Number of Pupils, 2,425.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 10.

Banks: National, 1; State, 3. Capital, Surplus and Undivided Profits (all banks), \$518,495.45; Total Deposits (all banks), \$5,197,497.06; Total Resources (all banks), \$5,815,992.51; Total Savings Banks Deposits, \$1,739,155.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 4. Total number of seats, 4,000.

Location: At the junction of Columbia and Wenatchee Rivers on the main line of Great Northern Ry., midway between Spokane and Seattle, 175 miles from both. Two branch lines, terminating at Wenatchee, make it a shipping point for north central Washington, consisting of 4 counties. Nearest larger city is 7 hours by auto or railroad.

Principal Industries: Apples and fruits, 1926 estimated shipments 14,000 carloads; flour milling, manufacturing of fruit boxes, orchard appliances, spray materials and lumber mills. One of the largest ice plants in the Pacific Northwest. Two nationally advertised fruit products.

Manufacturing Establishments: 12. Leading firms: Wenatchee Rex Spray Co., Wenatchee Milling Co., Wenatchee Packing Corp., Wenatchee Vinegar Co. Annual output, \$7,100,000.

Residential Features: Ninety per cent of the homes are modern, and 95% have electric light or gas connections and running water. Private homes predominate. On the outskirts of the city are many 5 and 10-acre orchard home tracts. Average home value, \$4,100.

Retail Shopping Section: Extends from Wenatchee Avenue west to Chelan Avenue, 3 blocks; south on Wenatchee Avenue, Chelan Avenue, Mission Street, 3 parallel streets, for a distance of 8 blocks.

Trading Area: Six miles south to the mountains, 50 miles east to Ephrata, 28 miles west to Leavenworth, 142 miles north to the Canadian border.

Wholesale Houses: Groceries, 1; meats, 3; fruits, 1; Miscellaneous lines, auto accessories, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 14; commercial auto. agencies, 4; automobile accessories, 3; automobile tire agencies, 15; bakers, 6; cigar stores and stands (including hotels), 6; confectioners (including hotel stands), 8; delicatessen, 3; druggists, 6; dry goods, 5; department stores, 3; electrical supplies, 3; florists, 2; furniture, 4; garages (public), 18; grocers, 25; hardware, 3; jewelry, 5; meat markets, 10; men's furnishings, 12; men's clothing, 8; merchant tailors, 4; milliners, 7; opticians, 4; photographers, 4; pianos (and miscellaneous musical instruments), 4; radio supplies, 8; restaurants (including hotels), 9; shoes, 9; sporting goods, 3; stationers, 2; women's apparel, 9.

Miscellaneous Data: Average temperature, 56 degrees; average number of rainy days per 12 months, 40; most pleasant months, April to December 1st. Doctors (medical, 22), (dentists, 10), (osteopaths, 2); number of wired houses, 2,350; gas, artificial; number of gas meters, 640; electric current, alternating; water, soft.

YAKIMA, WASH.

(Yakima County)

1920 Population, 18,539 (1925, Dept. of Commerce, Bureau of Census, 22,700).

City and Suburban Estimate (9-mile radius), 45,000.

Native Whites, 88%; **Negroes,** 1½%; **Foreign Born,** 10½%; **Industrial Workers,** 9.5%; **Heavy Agricultural Percentage;** **English Reading,** 95%; **Families,** 14,444 (County).

Schools: Public Grade, 10; High, 1; Junior High, 1; Parochial, 5. Number of Pupils, 5,233.

Churches: Baptist, 4; Christian Science, 1; Community, 1; Congregational, 1; Catholic, 2; Miscellaneous, 11. Total, 29.

Banks: National, 3; State, 1. Total Resources, \$11,792,184; Savings & Loan Associations, 2; Deposits, \$4,764,124.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 9,000.

Location: On main line Northern Pacific Railway, branch of Union Pacific, and Yakima Valley Transportation Company (electric). Two latter reach all leading fruit sections near city and branches extend to productive Naches and Moxee Valleys. Eleven bus lines to all towns within 60 miles, and auto freight line to all leading communities in county. Nearest larger city is 6½ hours by auto and 6 hours by railroad.

Principal Industries: Fruit products (14,500 cars of apples shipped in 1925), lumber, boxes and woodwork, meat products, flour and cereals, iron and structural steel, bakeries, ice, fruit harvesting, machinery, candy, dairy products, auto tops, bodies, and woodworking, printing, cement products, tents and awnings. Annual output, \$8,400,000. Payroll, \$2,400,000.

Manufacturing Establishments: 114. Leading firms: Cascade Lumber Co., Libby, McNeil & Libby, California Fruit Packing Co., Washington Delydrator, Yakima Sash & Box Co., Yakima Candy Co., Yakima Fruit Products Co., Miller Flour Mills, Speas Mfg. Co., Yakima Tent & Awning Co., Yakima Cement Products Co., Granger Clay Products Co., Gibson Packing Co., Fruit Appliance Co.

Special Information: Metropolis of Southeastern Washington. On Inland Empire Highway, 110 miles paved roads in county. Wholesale center for large area, 340,000 acres under irrigation, 300,000 additional irrigable acres. Sixth county in United States in value of agricultural products, nearly \$49,000,000 annually. Gateway to Mt. Rainier, 75 miles, and to Mt. Adams, 64 miles. Diverging point for tourist travel. 21,819 auto licenses in county in 1925.

Residential Features: Mostly 3- to 8-room dwellings, small sections near Cascade Mill and Canning Plant occupied by employees' cottages. Several modern apartment houses. Fine residences along Naches Avenue, an old part of the city, and many modern homes on high land in western section, ranging in value from \$5,000 to \$40,000.

Retail Shopping Section: Extends for 13 blocks on Yakima Avenue and for 2 blocks on either side on Front, First, Second and Third Streets, also for 3 blocks on Chestnut Street and A Street, paralleling Yakima Avenue. Five outlying business sections of 2 to 10 stores each.

Trading Area: Extends 8 miles north, 32 miles northwest, 21 miles west, 35 miles southwest, 60 miles southeast, and 10 miles east.

Wholesale Houses: Fruit, 50; groceries, 2; meats, 1; hardware, 1; plumbing, 1; tent and awning, 1; candy, 1; paint, 1; cigars and tobacco, 1; dry goods, 1; shoes, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobiles, 21; commercial autos, 5; automobile accessories, 22; automobile tires, 38; bakers, 8; cigar stores, 7; stands (including hotels), 27; confectioners (including hotel stands), 17; delicatessen, 5; dressmakers, 20; druggists, 13; dry goods, 9; department stores, 10; electrical supplies, 9; florists, 8; fruits, 2; furniture, 13; furriers, 1; garages, 42; grocers, 95 (chain, 8); hardware, 8; jewelry, 11; meat markets, 18; men's furnishings, 12; merchant tailors, 9; milliners, 4; oil companies, 8; opticians, 4; paints, 8; photographers, 10; pianos (and miscellaneous musical instruments), 7; plumbing, 10; radio supplies, 15; restaurants (including hotels), 45; shoes, 14; sporting goods, 10; stationers, 6.

Miscellaneous Data: Average temperature, 54 degrees; average number of rainy days a year, 60; most pleasant months, April, May, June, Sept., Oct., Nov. Doctors (medical, 46), (dentists, 39); (osteopaths, 6); number of wired houses, 5,900; street car service; gas, artificial; electric current, both alternating and direct; water, soft.

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and 307

Market Surveys of WEST VIRGINIA

BECKLEY, W. VA.

(Raleigh County)

1920 Population, 4,149 (1925 est., 7,054).
City and Suburban Estimate, 10,000.
Native Whites, 90%; Negroes, 2%; Foreign Born, 8%; Industrial Workers, 30%; English Reading, 95%; Families, 1,500.

Schools: Public Grade, 5; High, 1; Junior High, 1; Number of Pupils, 2,404.

Churches: Baptist, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, Christian, 1.

Banks: National, 2; State, 2; Total Resources, \$8,000,000.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 2,500.

Location: Chesapeake and Ohio, Virginian Railway. Nearest larger city is 2 hours distant by automobile, and 6 hours by railroad.

Principal Industries: Coal mining, manufacturing of mine supplies, wholesale grocers.

Manufacturing Establishments, 8. Leading firms: Warrel Mine Tie Co., Beckley Mch. & Elec. Co., Beckley Baking Co., Raleigh Foundry & Mch. Wks.

Special Information: Beckley is industrial and mining community. Surrounded by some 150 smaller towns or mining camps which trade in the city. These towns connected by paved roads, bus lines and railroads. Beckley is the residence of the merchants, officers and clerical departments of the coal companies and related businesses.

Residential Features: Well built and one-family houses, a considerable number owned by the occupants. About six apartments, approximately, 1,200 homes.

Retail Shopping Section: Main St., 2 blocks, Neville St., 8 blocks, Heber St., 4 blocks, Kanawha St., 4 blocks, Fayette St., 2 blocks.

Trading Area: 25 miles of closely connected smaller towns with total population in excess of 50,000 persons.

Wholesale Houses: Groceries, 1; fruits, 1; hardware, 3; dry goods, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 13; commercial auto. agencies, 3; automobile accessories, 5; automobile tire agencies, 6; bakers, 2; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 8; dressmakers, 3; druggists, 5 (chain, 1); dry goods, 10; department stores, 2; electrical supplies, 3; florists, 1; fruits, 3; furniture, 3; furriers, 1; garages (public), 2; grocers, 5 (chain, 1); hardware, 3; jewelry, 3; meat markets, 5; men's furnishings, 6; men's clothing, 6; merchant tailors, 3; milliners, 4; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 6; shoes, 2; sporting goods, 4; stationers, 1; women's apparel, 6.

Miscellaneous Data: Average temperature, 62 degrees; average number of rainy days per twelve months, 60; most pleasant months, May to Nov. Doctors (medical, 15), (dentists, 7); (osteopaths, 1); electric current, alternating; water, soft.

BLUEFIELD, W. VA.

(Mercer County)

1920 Population, 15,282.

U. S. Special Census 1925 Population, 23,329. City and Suburban Estimate, 35,000. Most important cities and towns in this area are: Princeton (pop. 6,224); Beckley (4,149); Welch (3,232); Keystone (1,839); Pocahontas (2,591).

Native Whites, 80.4%; Negroes, 17.8%; Foreign Born, 1.8%; Industrial Workers, 9.5%; English Reading, 96%; Families, 4,326.

Schools: Public Grade, 9 white, 5 colored; 3 Junior High; Number of Pupils, 5,303.

Churches: Baptist, 3; Episcopal, 1; Methodist, 3; Presbyterian, 2; Hebrew, 1; Roman Catholic, 1; Christian, 2; Miscellaneous, 2; Colored, 4; 8 Churches on Virginia side.

Banks: National, 4; State, 3; Total Resources, \$13,100,000; Savings Deposits Total, \$2,681,000; Total Deposits, \$9,590,000.

Theatres: Moving Pictures, 3; Total number of seats, 3,100.

Location: Southernmost point, West Virginia, on southeastern border, the city is located on Va.-W. Va. line, part of city in Va., and part in W. Va., 360 miles west of Norfolk, Va.; 321 miles east of Cincinnati, O.; 314 miles east of Columbus, O. Served by Norfolk and Western R. R. Through service by bus to Welch, W. Va.; Bristol, Tenn.; Beckley and Hinton, W. Va. Electric line connection, 30-minute service to Princeton, the county seat, and connection with Virginian Railway. Bus connects with C. & O. Railway at Hinton, W. V.

Principal Industries: Division shops, Norfolk and Western Railway, mine and car foundries, shirt factory, handkerchief factory, flooring plant, and machine shops; 5 woodworking plants, flour mill, 2 armature plants, ice cream manufacturing, 3 printing and 1 lithographing plant. Total value yearly output of factories estimated at \$3,000,000.

Special Information: Altitude, 2,612 feet. Delightful summer climate; located on lakes to Florida Highway and U. S. Route 21; strategic point for auto tourist to visit Appalachians.

Near resort district of the Virginias. Trading center for Pocahontas coal fields, both retail and wholesale.

Residential Features: Mostly 1-family homes; no tenements. High percentage home owners.

Retail Shopping Section: Five blocks from railway station, west on Princeton Ave. Two blocks on Bluefield Ave. and two blocks on Bland and Federal Sts., running south from Princeton Ave.

Trading Area: Extends 50 miles west, 24 miles east. Trading population, 210,000. All connected by bus lines, interurban lines and improved state roads.

Wholesale Houses: Auto accessories, 2; groceries, 5; confectionery, 2; meats, 3; produce, 3; hardware, 3; mine and mill supplies, 3; bottled soft drinks, 1; Miscellaneous lines, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 21; commercial automobiles, 7; automobile accessories, 24; automobile tire agencies, 28; bakeries, 4; cigar stores and stands (including hotels), 32; delicatessen, 2; dressmakers, 13; druggists, 14 white, 1 colored; dry goods, 8; department stores, 11; electrical supplies, 2; florists, 3; fruit stores, 4; furniture, 7; garages (public), 12; groceries, 70; hardware, 6; jewelry, 7; meat markets, 13; men's furnishings, 19; men's clothing, 19; merchant tailors, 5; milliners, 9; opticians, 4; photographers, 6; pianos (and miscellaneous musical instruments), 3; radio supplies, 4; restaurants (including hotels), 35; shoes, 13; sporting goods, 4; stationers, 3; women's apparel, 24.

Miscellaneous Data: Doctors (medical, 37); (dentists, 20); (osteopaths, 2); street car service; gas, artificial; number of meters, 1,540; electric current, alternating; number of wired houses, 5,257; number of automobile registrations, 2,600; water, hard.

CHARLESTON, W. VA.

(Kanawha County)

1920 Population, 39,608 (1926 est., 55,451).

City and Suburban Estimate, 323,325. Most important cities and towns in this area are: St. Albans (pop. 2,825); Beckley (4,149); Logan (2,998); Spencer (3,500).

Native Whites, 85.2%; Negroes, 11.4%; Foreign Born, 3.4%; English Reading, 85%; Families, 12,697.

Schools: Public Grade, 23; High, 1; Junior High, 3; Parochial, 2; Number of Pupils, 10,040.

Churches: Baptist, 4; Christian Science, 1; Episcopal, 2; Hebrew, 2; Methodist, 7; Presbyterian, 4; Roman Catholic, 2; Miscellaneous, 35.

Banks: National, 3; State, 9; Capital, Surplus and Undivided Profits (all banks), \$9,084,165; Total Deposits (all banks), \$37,811,699; Total Resources (all banks), \$54,206,989; Total Savings Banks Deposits, \$39,361,444; Total Bank Clearings (12 months, 1925), \$193,983,436.

Theatres: Legitimate, 1; Moving Pictures, 10; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 4. Total number of seats, 10,000.

Location: At confluence of Great Kanawha and Elk Rivers, with two-thirds of the population and three-fourths of the area of state within a radius of 100 miles. O. & O. N. Y. C. B. & O., K. & W. Va. and Virginia Ry. Steamboats to Ohio River. Bus service to eastern and western points of the state. Nearest larger city 2 hours by auto, and 1 hour and 50 minutes by railroad.

Principal Industries: Steel plants, chemical plants, metal working plants, electrical plants, glass plants, brick and clay, oil and gas and coal, paper and pulp plants, milling plants.

Manufacturing Establishments: 106. Leading firms: Libby-Owens Glass Plant, Owens Bottle Co., Kelley Ax and Tool Co., Ward Boiler Works, Kanawha Mfg. Co., Morgan Lumber & Mfg. Co., Du Pont Carbide & Carbon Chemical Corp., Viscose Co. Annual output, \$15,434,261.

Residential Features: Private homes predominate. Many large apartment houses. No tenements. Restricted residential section in suburbs.

Retail Shopping Section: Extends from Elk River to Broad St., about 10 squares, and from Kanawha River to the hill, about 10 squares, and 20 squares up Washington and 20 squares down Charlestown St., which is a part of Washington St. It extends down Virginia St. for distance of 10 squares. There are two outlying business sections and several small neighborhood sections with small shops.

Trading Area: 100 miles north, south and east, 50 miles west.

Wholesale Houses: Groceries, 4; meats, 5; fruits, 6; hardware, 6; dry goods, 4; Miscellaneous lines, milling, 3; shoes, 2; confectionery, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 13; bakers, 9; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 60; delicatessen, 4; dressmakers, 3; druggists, 50 (chain, 9); dry goods, 13; department stores, 12; electrical supplies, 8; florists, 3; fruits, 20; furniture, 14; furriers, 1; garages (public), 30; grocers, 250 (chain, 24); hardware, 23; jewelry, 10; meat markets, 20; men's furnishings, 11; men's clothing, 11; merchant tailors, 13; milliners, 8; opticians, 6; photographers, 12; pianos (and miscellaneous musical instruments), 5; radio supplies, 10; restaurants (including hotels), 25; shoes, 15; sporting goods, 5; stationers, 6; women's apparel, 10.

Continued on page 282

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WEST VIRGINIA (Cont'd)

Charleston (cont'd)

Miscellaneous Data: Average temperature, 60.2 degrees; average number of rainy days per 12 months, 60; most pleasant months: April, May, Oct., Nov.; doctors (medical, 117); (dentists, 65); (osteopaths, 5); number of wired houses, 10,000; street car service; gas, natural; electric current, alternating; water, soft.

See announcement page 281

CLARKSBURG, W. VA.

(Harrison County)

1920 Population, 27,869.

City and Suburban Estimate, 97,000 within 18 mile limit. Most important cities and towns in this area are: Shilston (pop. 2,500); Salem (3,200); Grafton, (8,100); Weston (8,000).

Native Whites, 88.5%; Negroes, 4.5%; Foreign Born, 7%; Industrial Workers, 25%; Families, 6,453.

Schools: Public Grade, 22; High, 4; Parochial, 2; Number of Pupils, 7,000.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 5; Miscellaneous, 26.

Banks: National, 3; State, 5; Capital, Surplus and Undivided Profits (all banks), \$3,600,000; Total Deposits (all banks), \$20,500,000; Total Resources (all banks), \$22,000,000; Total Savings Banks Deposits, \$10,100,000; Total Bank Clearings (12 months ending June 30, 1926), \$100,000,000.

Theatres: Legitimate, 2; Moving Pictures, 6; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 7,700.

Location: On main line of B. & O., 276 miles east of Cincinnati and 276 miles west of Washington. Branch lines radiate in all directions: The W. Va. Short Line operating to Wheeling and west, the W. Va. & Pittsburgh branch to Richwood, Charleston, and points south, while the Monongahela R. R. branch gives direct connection to Pittsburgh and the north and west. The Monongahela West Penn. Public Service Co. also operates a passenger and freight service over 65 miles of interurban lines to Fairmont, Weston and intermediate points with its terminal at Clarksburg. Bus service to adjoining towns.

Principal Industries: Coal, oil, gas, glass, pottery, tin plate, carbon electrodes, tin cans, glass moulds, caskets, toy marbles, boxes, macaroni, zinc spelter, brick, tile machinery, glass novelties, tables, kitchen cabinets, porch swings.

Manufacturing Establishments: 25. Leading firms: Weirton Steel Co., D. B. McNicol Pottery Co., National Carbon Co., Grasselli Chem. Co., Owens Bottle Co., Hazel-Atlas Glass Co., Akron Agate Co., Phelps Can Co., Pittsburgh Plate Glass Co., Clarksburg Glass Co., Rolland Glass Co., Lang & Crist Box and Lumber Co., Interstate Window Glass Co., West Virginia Macaroni Co., Imperial Ice Cream Co. Annual output valued at \$20,000,000.

Special Information: Coal is a big industry in Clarksburg. The value of coal produced in the Clarksburg district annually is \$14,000,000. In the northern W. Va. district, of which Clarksburg is the headquarters, \$87,500,000 is invested in coal properties and equipment, 28,500 men employed in 563 coal mines.

Residential Features: Majority one- and two-story houses, numerous workmen's houses. Several very fine residential sections where houses costing \$10,000 to \$50,000 are located.

Retail Shopping Section: Extends for 10 blocks on Main Street and about 8 blocks on Pike Street. Also five blocks on side streets crossing these main streets. Almost in the center of this trading area is an interurban electric station, which line stretches out over a trading area for 25 miles in several directions. Five outlying retail sections where are located small stores.

Trading Area: Extends within a radius of 50 miles and includes prosperous manufacturing, mining and farming territory. Trolley lines, bus lines and railroads provide adequate transportation facilities for the 150,000 people in the Clarksburg trading district.

Wholesale Houses: Groceries, 6; meats, 4; fruits, 3; hardware, 1; dry goods, 2; Miscellaneous lines, shoes, 1; confectionery, 2; drugs, 1; ice cream, 1; china and glassware, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 25; commercial automobile agencies, 6; automobile accessories, 15; automobile tire agencies, 10; bakers, 6; cigar stores and stands (including hotels), 12 (chain, 2); confectioners (including hotel stands), 28; delicatessens, 4; dressmakers, 20; druggists, 21; dry goods, 12; department stores, 6; electrical supplies, 10; florists, 3; fruits, 10; furniture, 10; furriers, 2; garages (public), 16; grocers, 192 (chain, 17); hardware, 12; jewelry, 11; meat markets, 15; men's furnishings, 15; men's clothing, 12; merchant tailors, 10; milliners, 12; opticians, 10; photographers, 7; pianos (and miscellaneous musical instruments), 5; radio supplies, 6; restaurants (including hotels), 35; shoes, 12; sporting goods, 3; stationers, 3; women's apparel, 16.

Miscellaneous Data: Doctors (medical, 84); (dentists, 41); (osteopaths, 4); street car service; gas, natural; electric current, alternating; number of wired houses, 7,040; number of automobile registrations, 5,901; water, hard.

ELKINS, W. VA.

(Randolph County)

1920 Population, 6,788.

City and Suburban Estimate, 9,588, including Leadsville district.

Native Whites, 90%; Negroes, 4%; Foreign Born, 6%; English Reading, 90%; Families, 2,000, includes Leadsville district.

Schools: Public Grade, 3; High, 1; Parochial, 1; Number of Pupils, 2,306.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 2.

Banks: National, 3; State, 1; Total Resources, \$4,800,000.

Theatres: Moving Pictures, 2. Total number of seats, 2,600.

Location: Located in a beautiful valley of the Allegheny Mountains. Elev., 2,000 feet. The B. & O. and the W. M. R. R. enter the city in three directions.

Principal Industries: Tanned leather, brick and tile, refrigerators and planing mill products, railroad shops, furniture, limestone and limestone products. Foundry and machine products.

Manufacturing Establishments: 12. Leading firms: Bishop Planing Mill, Elkins Brick Co., Elkins Refrigerator Co., Hardman Laboratory Co., Keystone Mfg. Co., Kistler Leather Co., Elkins Tannery, Wilkins Extract Works, Randolph Planing Mill.

Special Information: Elkins possesses natural advantages which up to the present have been little utilized. It is located within five miles of extensive coal fields near large clay deposits and in the midst of valuable hardwood forests.

Residential Features: Essentially a city of fine and comfortable homes. Very few apartment houses, and those built are only four-family type. Wide, well-paved streets.

Retail Shopping Section: Extends north to Fourth Street from the river and east from the railroad to Henry Avenue.

Trading Area: Wholesale houses ship within a radius of 75 miles. Retail stores do business within a radius of 35 miles.

Wholesale Houses: Groceries, 5; meats, 1; fruits, 1; hardware, 1; dry goods, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 22; commercial automobile agencies, 5; automobile accessories, 8; automobile tire agencies, 9; bakers, 2; cigar stores and stands (including hotels), 25; confectioners (including hotel stands), 15; dressmakers, 7; druggists, 4; dry goods, 5; department stores, 4; electrical supplies, 3; florist, 1; fruits, 2; furniture, 7; garages (public), 9; grocers, 25; hardware, 5; jewelry, 5; meat markets, 5; men's furnishings, 4; men's clothing, 7; merchant tailors, 3; milliners, 2; opticians, 2; photographers, 4; pianos (and miscellaneous musical instruments), 2; radio supplies, 1; restaurants (including hotels), 14; shoes, 8; sporting goods, 5; stationers, 4; women's apparel, 8.

FAIRMONT, W. VA.

(Marion County)

1920 Population, 17,851.

City and Suburban Estimate, 35,000.

Native Whites, 88%; Negroes, 7%; Foreign Born, 5%; Industrial Workers, 21%; English Reading, 95%; Families, 4,218.

Schools: Public Grade, 9; High, 2; Number of Pupils, 4,500.

Churches: Baptist, 5; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 10; Presbyterian, 2; Roman Catholic, 2; Miscellaneous, 6.

Banks: National, 2; State, 4; Total Resources, \$15,000,000.

Theatres: Moving Pictures, 3; Vaudeville, 1. Total number of seats, 2,200.

Location: On B. & O. R. R. and Monongahela R. R. Nearest larger city is 6 hours by auto, and 5 hours by railroad.

Principal Industries: Glass bottles, fiber board, building and paving brick, coke and by-products, mining machinery, ammonia, coal mining.

Residential Features: Mostly 1-family houses.

Retail Shopping Section: Seven blocks on Main Street and scattered stores on side streets.

Trading Area: Radius of 15 miles.

Wholesale Houses: Groceries, 4; meats, 1; fruits, 4; hardware, 1; Miscellaneous lines, furniture, 1; stationery, 1; confectioners, 4.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 39; commercial automobile agencies, 15; automobile accessories, 14; automobile tire agencies, 28; bakers, 6; cigar stores and stands (including hotels), 12 (chain, 2); confectioners (including hotel stands), 24; delicatessens, 2; dressmakers, 28; druggists, 12; dry goods, 4; department stores, 3; electrical supplies, 3; florists, 3; fruits, 6; furniture, 9; furriers, 3; garages (public), 14; grocers, 160 (chain, 6); hardware, 4; jewelry, 5; meat markets, 15; men's furnishings, 13; men's clothing, 16; merchant tailors, 4; milliners, 7; opticians, 2; photographers, 6; pianos (and miscellaneous musical instruments), 3; radio supplies, 2; restaurants (including hotels), 14; shoes, 10; sporting goods, 2; stationers, 5; women's apparel, 7.

Miscellaneous Data: Most pleasant months: autumn; doctors (medical, 45); (dentists, 28); (osteopaths, 4); street car service; gas, natural; number of meters, 7,000; electric current, both alternating and direct; number of wired houses, 4,700; water, soft; number of automobile registrations total about 5,000.

GRAFTON, W. VA.

(Taylor County)

1920 Population, 8,517.

City and Suburban Estimate, 15,000.

Native Whites, 86%; Negroes, 3%; Foreign Born, 11%; Industrial Workers, 75%; English Reading, 98%; Families, 3,200.

Schools: Public Grade, 8; High, 3; Parochial, 1; Number of Pupils, 4,693.

Churches: Baptist, 1; Congregational, 5; Episcopal, 1; Methodist, 3; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 1; State, 3; Total Resources, Banks and Loan Associations, \$6,477,751; Savings Bank Deposits Total, \$5,308,168.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 3,050.

Location: Junction point of main B. & O. line between Baltimore and Cincinnati, with original main line B. & O. between Baltimore and Wheeling, W. Va. One stem runs south to Elkins and Charleston, W. Va., and connections with Western Maryland R. R. and O. & O. R. R.

Principal Industries: B. & O. R. R. shops, glass, lumber, earthenware and mining.

Manufacturing Establishments: 17. Leading firms: Hazel-Atlas Glass Co., Carr China Co., Excelsior Mantel Co., Curry Lumber Co., Crystal Ice Co., Imperial Ice Cream Co., Hefner & Maysville Mining Machine Co., Exchange Mill Co.

Special Information: Location of city makes it a fine distributing center for greater part of West Virginia, possessing excellent railroad service. On main line B. & O. from New York to St. Louis and junction point for lines north to Pittsburgh and south to Charleston, W. Va., and great Kanawha coal fields. Is located in the center of the great coal fields of W. Va., and is county seat of Taylor County, having 40 coal mines and largest railroad shops west of Baltimore on B. & O., all now operating full time.

Residential Features: Mostly 1-family houses. Citizenship made up mostly of thrifty skilled workers such as mechanics, boiler-makers, plumbers, glass-workers, potters and business men who have built a fine residential section. Homes in city average \$9,000.

Retail Shopping Section: Is located in the heart of city. Extends three blocks entire length of Latrobe Street. Begins at Post Office on Main Street and extends east to B. & O. passenger station, taking in 8 blocks. Most of the leading retail stores, banks, jewelry stores and theatres are situated on Main and Latrobe Streets.

Trading Area: Extends about 22 miles east, 28 miles south, 16 miles west and 18 miles north. Has no trolley service to these points, but has excellent bus and passenger train service. Good trolley service in urban districts.

Wholesale Houses: Groceries, 2; meats, 1; fruits, 3; hardware, 1; dry goods, 2; candy, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 13; commercial automobile agencies, 3; automobile accessories, 6; automobile tire agencies, 7; bakers, 4; cigar stores and stands (including hotels), 21; confectioners (including hotel stands), 6; dressmakers, 6; druggists, 6; dry goods, 5; department stores, 3; electrical supplies, 5; florists, 2; fruits, 14; furniture, 5; garages (public), 10; grocers, 57; hardware, 6; jewelry, 4; meat markets, 7; men's furnishings, 9; men's clothing, 6; merchant tailors, 3; milliners, 6; opticians, 4; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 8; restaurants (including hotels), 15; shoes, 11; sporting goods, 3; stationers, 5; women's apparel, 7.

HUNTINGTON, W. VA.

(Cabell County)

1920 Population, 50,177.

City and Suburban Estimate, 75,000.

Native Whites, 89.1%; Negroes, 7.6%; Foreign Born, 3.3%; Industrial Workers, 30%; English Reading, 98%; Families, 13,000.

Schools: Public Grade, 18; High, 2; Junior High, 6; Parochial, 2. Number of Pupils, 17,699.

Churches: Baptist, 13; Christian Science, 3; Congregational, 1; Episcopal, 1; Hebrew, 2; Methodist, 17; Presbyterian, 3; Roman Catholic, 1; Miscellaneous, 19.

Banks: National, 2; State, 1; 6 independent banks; Total Resources, \$28,803,618.92.

Theatres: Legitimate, 1; Moving Pictures, 9; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 9. Total number of seats, 21,626.

Location: On the Ohio River 300 miles west of Pittsburgh. B. & O. C. & O., Virginian and N. & W. Excellent traction and bus service to southern part of Ohio, northwestern part of Ky. and southwestern part of W. Va.

Principal Industries: Products of iron, glass, clay and wood.

Manufacturing Establishments: 125. Leading firms: C. & O. Ry. Co., International Nickel Co., West Va. Glass Mfg. Co., Washington Mfg. Co., American Thermos Bottle Co., Huntington Tumbler Co., National Window Glass Mfg. Co., Minter Homes Corp., Perry-Norvell Co., H. R. Wyllie China Co., West Va. Rail Co., Nicholson-Kendle Furn. Co., Penn. Table Co., Armstrong Mfg. Co.

Residential Features: Mostly 1-family houses. Many handsome homes on the hills surrounding the city.

Retail Shopping Section: Extends from Third Avenue south 4 blocks and from 12th Street west 4 blocks. West Huntington has its shopping district and 20th Street and East Huntington as well.

Trading Area: 20 miles west, 10 miles east on the Ohio River, 75 miles back into coal mining district.

Wholesale Houses: Groceries, 8; meats, 4; fruits, 5; hardware, 5; dry goods, 5.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 66; commercial automobile agencies, 4; automobile accessories, 29; automobile tire agencies, 26; bakers, 16; cigar stores and stands (including hotels), 16; confectioners (including

hotel stands), 65; delicatessens, 1; dressmakers, 26; druggists, 40; dry goods, 11; department stores, 23; electrical supplies, 10; florists, 9; fruits, 5; furniture, 26; furriers, 2; garages (public), 54; grocers, 446; hardware, 16; jewelry, 14; meat markets, 23; men's furnishings, 16; merchant tailors, 2; milliners, 10; opticians, 3; photographers, 19; pianos (and miscellaneous musical instruments), 14; radio supplies, 5; restaurants (including hotels), 130; shoes, 17; sporting goods, 5; stationers, 3; women's apparel, 25.

KEYSER, W. VA.

(Mineral County)

1920 Population, 6,003.

City and Suburban Estimate, 14,000.

Native Whites, 93%; Negroes, 5%; Foreign Born, 2%; Industrial Workers, 28%; English Reading, 94%; Families, 1,961.

Schools: 5. Number of Pupils, 1,859.

Churches: 9.

Banks: 3; Total Resources, \$3,100,000.

Theatres: 2; Total number of seats, 1,125.

Residential Features: One-family houses.

Retail Shopping Section: Three blocks center of town.

Trading Area: 20-mile radius.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 13; commercial automobile agencies, 6; automobile accessories, 8; automobile tire agencies, 11; baker, 1; cigar stores and stands (including hotels), 2; confectioners (including hotel stands), 3; dressmakers, 15; druggists, 4; dry goods, 8; department stores, 2; electrical supplies, 2; florist, 1; fruits, 1; furniture, 3; garages (public), 9; grocers, 50; hardware, 4; jewelry, 3; meat markets, 6; men's furnishings, 3; men's clothing, 3; merchant tailors, 3; milliners, 4; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 1; restaurants (including hotels), 7; shoes, 2; sporting goods, 2; stationer, 1; women's apparel, 4.

MARTINSBURG, W. VA.

(Berkeley County)

1920 Population, 12,545 (1925, est. 15,735).

City and Suburban Estimate, 40,000.

Native Whites, 88%; Negroes, 8%; Foreign Born, 4%; Industrial Workers, 25%; English Reading, 95%; Families, 3,000.

Schools: Public Grade, 6; High, 1; Parochial, 1. Number of Pupils, 2,605.

Churches: Baptist, 2; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 14.

Banks: National, 2; State, 4; Total Resources, \$8,325,547.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 1. Total number of seats, 2,100.

Location: 75 miles from Washington on B. & O. and Pennsylvania Railroads. Nearest larger city 3 hours by auto, 2 hours by railroad.

Principal Industries: Hosiery, flour, garments, woollens, timber, knit goods, canning, quarrying, textile, car shops.

Manufacturing Establishments: 27. Total value of yearly output of factories estimated at \$13,750,000.

Special Information: 400,000 barrels of apples are shipped yearly.

Residential Features: One-family houses.

Retail Shopping Section: Total of about one mile on King, Queen, Burke and Martin Sts., and several good neighborhood sections.

Trading Area: Radius of about 25 miles.

Wholesale Houses: Groceries, 2; fruits, 3; miscellaneous lines; tobacco, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 16; commercial automobile agencies, 16; automobile accessories, 16; automobile tire agencies, 17; bakers, 3; cigar stores and stands (including hotels), 112; confectioners (including hotel stands), 12; delicatessens, 2; dressmakers, 18; druggists, 10; dry goods, 7; department stores, 5; electrical supplies, 3; florists, 3; fruits, 5; furniture, 5; furriers, 2; garages (public), 16; grocers, 89; hardware, 3; jewelry, 4; meat markets, 17; men's furnishings, 15; men's clothing, 15; merchant tailors, 12; milliners, 6; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 10; shoes, 9; sporting goods, 3; stationers, 3; women's apparel, 13.

Miscellaneous Data: Average temperature, 60 degrees; average number of rainy days per 12 months, 38; most pleasant months: April, May, June, Sept., Oct.; doctors (medical, 23); (dentists, 9); (osteopath, 1); number of wired houses, 2,800; gas, artificial; electric current, alternating; water, hard.

MORGANTOWN, W. VA.

(Monongalia County)

1920 Population, 12,127.

City and Suburban Estimate (1926), 75,000.

Native Whites, 87%; Negroes, 6%; Foreign Born, 7%; Industrial Workers, 45%; English Reading, 92%; Families, 6,100.

Schools: Public Grade, 9 White; High, 1 White, second high now building; Junior High, 1; Parochial, 1. Number of Pupils, 6,000 White; 98 colored. West Virginia University with 2,300 registrations and summer term with 950 students.

WEST VIRGINIA (Cont'd)

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 5.

Banks: National, 1; State, 5. Capital, Surplus and Undivided Profits (all banks), \$2,121,343; Total Deposits (all banks), \$8,930,638; Total Resources (all banks), \$12,797,549; Total Savings Banks Deposits, \$2,817,252; Total Bank Clearings (12 months, 1925), \$40,847,983.

Theatres: Legitimate, 2; Moving Pictures, 4, including legitimate; Vaudeville, 1; Burlesque, 1. Total number of seats, 5,368.

Location: Baltimore & Ohio and L. E. & M. (Monongahela)—owned by Penna., N. Y. C. and B. & O. Railroads. Monongahela River navigable and used for freighting. Eight auto bus routes. Nearest larger city, 4 hours by auto and 5 hours by railroad.

Principal Industries: Coal mining, glass factories, account transportation, natural gas, coal, limestone, glass, sand and shale. City is destined to become manufacturing center.

Manufacturing Establishments: Leading firms: Mississippi Glass Co., Economy Glass Co., Seneca Glass Co., Beaumont Glass Co., Pressed Prism Glass Co., American Sheet Tin Plate Co., Christman Machine & Foundry Co., Tryon Silk Mill, Dura Glass, U. S. Window Glass, Morgantown Brick, General Woodworking Co. Total value of yearly output of factories estimated at \$12,000,000.

Special Information: Natural gas, millions of tons of coal, rail and river transportation. In 1925 in Morgantown trading area 6,614 men were employed in coal industry, produced 8,338,038 tons of coal, and received in wages approximately \$10,500,000.

Residential Features: Mostly two-story houses. Brick predominates in construction. Four outlying sections of workingmen's frame homes. Many apartments in business section, mostly over business houses. W. Va. University adds greatly to the city as a cultural center.

Retail Shopping Section: High Street, 5 blocks; University Avenue, 1½ blocks; Pleasant Street, 3 blocks; Walnut Street, 3 blocks; Spruce Street, 2 blocks; High, University and Spruce parallel each other; Walnut and Pleasant parallel each other.

Trading Area: 10 miles south, 15 miles north, east and west.

Wholesale Houses: Groceries, 2; meats, 2; fruits, 2; hardware, 1; Miscellaneous lines, candy, 2; bottling, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 20; commercial auto. agencies, 10; automobile accessories, 33; automobile tire agencies, 33; bakers, 10; cigar stores and stands (including hotel stands), 15 (chain, 1); confectioners, 12; druggists, 12; dry goods, 6; department stores, 4; electrical supplies, 8; florists, 3; fruits, 14; furniture, 5; furriers, 1; garages (public), 14; grocers, 75 (chain, 5); hardware, 5; jewelry, 6; meat markets, 46; men's furnishings, 5; men's clothing, 14; merchant tailors, 8; milliners, 6; opticians, 4; photographers, 4; pianos (and miscellaneous musical instruments), 3; radio supplies, 9; restaurants (including hotels), 26; sporting goods, 4; stationers, 3; specialties not listed above, 4.

Miscellaneous Data: Average temperature, 56 degrees; average number of rainy days per twelve months, 108; most pleasant months, April, May, June, July, Aug., Sept. Doctors (medical, 41), (dentists, 17); (osteopaths, 2); street car service; gas, natural; number of meters, 6,290; electric current, alternating; number of wired houses, 5,000; water, soft.

MOUNDSVILLE, W. VA.**(Marshall County)**

1920 Population, 10,669.

City and Suburban Estimate, 15,000.

Native Whites, 85%; Negroes, 1%; Foreign Born, 14%; Industrial Workers, 40%; English Reading, 92%; Families, 2,700.

Schools: Public Grade, 5; High, 1; Junior High, 1 (in high building); Parochial, 1. Number of Pupils, 2,900.

Churches: Baptist, 1 White, 1 Colored; Episcopal, 1; Methodist, 2 White, 1 Colored; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, Greek Catholic, Russian or Polish Catholic.

Banks: National, 1; State, 4. **Theatres:** Moving Pictures, 2 (1 has standard stage). Total number of seats, 2,000.

Location: On Ohio River, where original line B. & O. R.R. building from Baltimore reached the river in 1852. Also, Ohio River Division of B. & O., which follows Ohio River to lower corner of W. Va. Steamboats to Pittsburgh, Cincinnati, Charleston and Zanesville. Electric railroad to Wheeling and northern river cities. Brick, concrete and macadam roads to interior points. Nearest larger city is ¼ hour distant by automobile; 1¼ hours by trolley, and ¾ hours by railroad.

Principal Industries: Table and gold deposit glassware, kitchen enamelware, building tile, spelter, acid, metal ceilings and roofing, wire fencing, coal, sand, trousers, shirts, oil, gas, stogies.

Manufacturing Establishments: Leading firms: Foster Glass Co., U. S. Stamping Co. (enamelware), United Zinc Smelting Corp., Suburban Brick Co., Kleeson Co. (trousers), Gordon Shirt Co., Seaman Stogie Co., Wheeling Metal & Mfg. Co., Leadclad Wire Co.

Special Information: Mammoth prehistoric mound in center of city. Have begun preliminary work on one of largest electric power plants for city's service.

Residential Features: Almost all families occupy single house, largely owned by occupants.

Retail Shopping Section: Lafayette Avenue, 7th to 10th Streets; 7th Street, Lafayette Avenue to Tomlinson Avenue; Jefferson Avenue, 5th to 2d Street; 2d Street, Jefferson Avenue to Grant Avenue.

Trading Area: 4 miles north, 15 miles northeast and east, 20 miles south, 3 miles west.

Wholesale Houses: Groceries, 2; fruits, 1; Miscellaneous lines, notions, 1; druggists' sundries, 1; barber supplies, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; automobile accessories, 21; automobile tire agencies, 21; bakers, 6; cigar stores and stands (including hotels), 6; confectioners (including hotel stands), 10; druggists, 4 (6 stores); dry goods, 5; electrical supplies, 2; florists, 1; fruits, 3; furniture, 2; garages (public), 6; grocers, 40 (chain, 6); hardware, 3; jewelry, 4; meat markets, 5; men's furnishings, 6; men's clothing, 4; merchant tailors, 1; milliners, 5; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 10; restaurants (including hotels), 12; shoes, 4; sporting goods, 2; stationers, 2; women's apparel, 4.

Miscellaneous Data: Most pleasant months, Spring and Fall. Doctors (medical, 14), (dentists, 6); number of wired houses, 1,700; gas, natural; electric current, alternating; water, hard.

PARKERSBURG, W. VA.**(Wood County)**

1920 Population, 20,050 (1923 est., 30,000).

City and Suburban Estimate, 45,000.

Native Whites, 94%; Negroes, 4%; Foreign Born, 2%; English Reading, 98%; Families, 6,000.

Schools: Public Grade, 13; High, 2; Junior High, 1; Parochial, 3. Number of Pupils, 5,727.

Churches: Baptist, 7; Christian Science, 1; Episcopal, 3; Hebrew, 1; Methodist, 16; Presbyterian, 2; Roman Catholic, 2; Miscellaneous, 8; Lutheran, 2.

Banks: National, 4; State, 4. Capital, Surplus and Undivided Profits (all banks), \$4,159,543; Total Deposits (all banks), \$18,387,233; Total Resources (all banks), \$24,561,414; Total Savings Banks Deposits, \$5,551,742.

Theatres: Legitimate, 1; Moving Pictures, 5; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 10,000.

Location: At the junction of the Ohio and Little Kanawha Rivers. Two main lines, B. & O. and Little Kanawha R.R. Boat lines to all ports of the Ohio. Connects with C. & O. at Huntington and Penna. System at Marietta. Nearest larger city is 5 hours by auto and 4 hours by railroad.

Principal Industries: Iron and steel, insulating plant, Vitrolite Co., glass works, oil well supplies, refinery, porcelain, electrical plant, shovel manufacturing company, manufacture and distributor of oil well supplies, silks, and rayon silk.

Manufacturing Establishments: 127. Leading firms: Parkersburg Iron & Steel Co., Baldwin Tool Works, General Porcelain Co., Vitrolite Mfg. Co., Donovan Boiler Works, Parkersburg Rig & Reel Co., Standard Oil Co., Seward Wire Co., Graham-Bumgardner Shoe Co., Viscose Co.

Special Information: Parkersburg is ideally located for both steam and water transportation. Also center of a network of improved highways for motor transportation.

Residential Features: Practically all private homes; a few ideal apartment houses; no tenements. Large percentage owned. Homes in unrestricted section average \$7,000.

Retail Shopping Section: From Second Street, extending eight blocks north on Market and Juliana Streets, with cross street about 4 blocks each. East on 7th Street for 12 blocks. Local business section for several blocks on St. Mary Avenue, North End and South Side. Usual local grocers and confectioners.

Trading Area: Parkersburg has a steady drawing trade of 25 miles in every direction, with scattered trade up to 50 miles up Little Kanawha River.

Wholesale Houses: Groceries, 4; meats, 3; fruits, 3; hardware, 3; dry goods, 2; Miscellaneous lines, fuel, 2; auto supplies, 3; shoes, 1; lumber, 10; confectionery, 4; furniture, 1; cigars and tobacco, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 22; commercial auto. agencies, 3; automobile accessories, 8; automobile tire agencies, 6; bakers, 8; cigar stores and stands (including hotel stands), 30 (chain, 1); confectioners (including hotel stands), 103; dressmakers, 50; druggists, 14; dry goods, 6; department stores, 4; electrical supplies, 8; florists, 2; fruits, 13; furniture, 16; furriers, 3; garages (public), 10; grocers, 150 (chain, 10); hardware, 5; jewelry, 11; meat markets, 25 (chain, 2); men's furnishings, 6; men's clothing, 17; merchant tailors, 9; milliners, 15; opticians, 7; photographers, 4; pianos (and miscellaneous musical instruments), 4; radio supplies, 5; restaurants (including hotels), 23 (chain, 2); shoes, 9; sporting goods, 1; stationers, 8; women's apparel, 8.

Miscellaneous Data: Average temperature, 54.2 degrees; average number of rainy days per twelve months, 145; most pleasant months,

April, May, Sept., Oct., Nov. Doctors (medical, 50); (dentists, 23); (osteopaths, 3); street car service; gas, natural; number of meters, 6,052; electric current, alternating; number of wired houses, approximately 6,000; water, hard; number of automobile registrations, approximately 3,000.

POINT PLEASANT, W. VA.**(Mason County)**

1920 Population, 3,059.

City and Suburban Estimate, 4,500.

Native Whites, 95%; Negroes, 4%; Foreign Born, ¼%; Industrial Workers, 30%; English Reading, 100%; Families, 1,100.

Schools: Public Grade, 3; High, 1. Number of Pupils, 786.

Churches: Baptist, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 2; Total Resources, approximately, \$2,500,000; three building and loan associations and one trust company.

Theatres: Legitimate, 1; Moving Pictures, 2; Total number of seats, 1,400.

Location: New York Central and B. & O. R. R. systems, with the Hocking Valley R. R. just across the Ohio River. Rail services east, west, north and south. City situated at the junction of the Kanawha and Ohio Rivers, giving water transportation north and south on the Ohio and to the interior of the state on the Kanawha River.

Principal Industries: Machinery, boats, barges and other floating craft, malleable castings, and children's play suits.

Manufacturing Establishments: 9. Leading firms: Marietta Mfg. Co., Reliance Mfg. Co., West Virginia Malleable Iron Co., and the Kanawha Dock Co. Total value of yearly output of factories estimated at \$5,000,000.

Residential Features: Mostly one-family residences. Very high percentage property owners.

Retail Shopping Section: Main Street from First Street to Sixth Street, and Sixth Street from Main to Vland.

Trading Area: Up the Ohio River about 20 miles, and down the Ohio River about 10 miles, and up the Kanawha River for about 12 or 15 miles.

Wholesale Houses: Groceries, 2; hardware, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 4; automobile accessories, 3; automobile tire agencies, 3; bakers, 2; cigar stores and stands (including hotel stands), 3; confectioners (including hotel stands), 3; dressmakers, 2; druggists, 3; dry goods, 4; department stores, 4; electrical supplies, 3; fruits, 1; furniture, 2; garages (public), 8; grocers, 18; hardware, 3; jewelry, 2; meat markets, 3; men's furnishings, 1; men's clothing, 2; milliners, 2; optician, 1; photographer, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 3; restaurants (including hotels), 4; shoes, 3; stationer, 1.

SISTERSVILLE, W. VA.**(Tyler County)**

1920 Population, 3,238.

City and Suburban Estimate, 20,000; 25-mile radius.

Native Whites, 94%; Negroes, 3%; Foreign Born, 3%; Industrial Workers, 30%; English Reading, 90%; Families, 4,153.

Schools: Public Grade, 1; High, 1; Junior High, 1. Number of Pupils, 800.

Churches: Baptist, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 1; State, 1; Total Resources, \$3,250,000; Savings Bank Deposits Total, \$998,591.84.

Theatres: Legitimate, 1; Moving Pictures, 1; Total number of seats, 1,200.

Location: On the Ohio River. B. & O., Ohio River packets. Bus service between Friendly and Sistersville; traction lines to Middlebourne (county seat) and New Martinsville (Wetzel, county seat). Nearest larger city is 2¼ hours by auto and 2 hours and 18 minutes by railroad.

Principal Industries: Oil and gas, gasoline, glass factory, printing and oil and gas well supply houses, machine shops.

Manufacturing Establishments: 4. Leading firms: Noll Wagon Works, J. B. Wilson Cigar Factory, Sooby Sheet Glass Co.

Residential Features: Mostly one- and two-story houses. Fine residential section in south end of the city. Valuation probably around \$1,000,000.

Retail Shopping Section: Wells Street is principal shopping center, while running parallel are Diamond and Charles which have a number of business houses.

Trading Area: Extends in all directions about 25 miles. Into Ohio as well as West Va., north and south down the river.

Wholesale Houses: Groceries, 1; fruits, 1; dry goods, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial automobile agencies, 2; automobile accessories, 5; automobile tire agencies, 2; baker, 1; cigar stores and stands (including hotels), 2; confectioners (including hotel stands), 5; dressmakers, 4; druggists, 3; dry goods, 5; department stores, 3; electrical supplies, 3; florist, 1; fruits, 4; furniture, 1; garages (public), 3; grocers, 11 (chain, 1); hardware, 2; jewelry, 2; meat markets, 3; men's furnishings, 2; men's clothing, 2; merchant tailor, 1; milliners, 2; optician, 1; photograph-

er, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 4; restaurants (including hotels), 3; shoes, 2; sporting goods, 2; stationer, 1; women's apparel, 4.

Miscellaneous Data: Average temperature, 55 degrees; average number of rainy days per 12 months, 132; most pleasant months: May, June, July, Aug., Sept., Oct.; doctors (medical, 4); (dentists, 2); number of wired houses, 600; street car service; gas, natural; electric current, alternating; water, soft.

WELCH, W. VA.**(McDowell County)**

1920 Population, 3,232. (Survey made in 1924 shows 5,922.)

City and Suburban Estimate, 15,000. (Estimate for county for 1925, 78,171.)

Native Whites, 80%; Negroes, 12%; Foreign Born, 8%; Industrial Workers, 10%; English Reading, 93%; Families, 1,193.

Schools: Public Grade, 1; High, 1; Junior High, 1. Number of Pupils, 992 in city; 5,873 in district; 20,863 in county.

Churches: Baptist, 1; Episcopal, 1; Hebrew, 1; Methodist (South), 1; Presbyterian (South), 1; Roman Catholic, 1; Miscellaneous, 1.

Banks: National, 2; State, 1; Total Resources, \$5,519,633.07.

Theatres: Legitimate, 1; Moving Pictures, 1; Miscellaneous (Auditorium, etc.), 1. Total number of seats, 1,850.

Location: Welch is on the main line of the Norfolk & Western R. R., 140 miles east of Huntington, and 138 miles west of Roanoke, Va. Located at junction of the Tug Fork branch of the N. & W. R. R. with the main line. On Tug River state highway. Seventeen passenger trains stop in city daily. Excellent bus service furnished by three bus lines. Four concrete highways lead out of city. To nearest large city by railroad, 2 hours; by auto, 2½ hours.

Principal Industries: Coal mining, timber, mine props, bottling works, potato flake factory. City is principally retail shopping center for surrounding mining communities.

Manufacturing Establishments: 6. Leading firms: Keystone Bottling Works, Bright & Davis Planing Mill, McDowell Armature Works.

Special Information: Welch is the largest city in the county. Headquarters of Tug River Coal Operators' Association. Center of famous Pocahontas "smokeless" coal field. County leads state in coal production, output in 1924 being 16,751,478 gross tons. City is near twelve large mining operations of the United States Coal & Coke Co. (a subsidiary of the U. S. Steel Corporation), and is also near two other mines belonging to Henry Ford. Location of the State Miners' Hospital, one of the most complete, up-to-date hospitals in the state. People of Welch are great consumers of package foodstuffs.

Residential Features: Because of topographical conditions (surrounded by mountains), available building sites are limited; consequently, city has unusual number of apartments for a city of its size. Ninety per cent of all buildings, business and residential, are of brick or stone. Electric ranges are the most-used type of stove in Welch. A great deal of stone masonry is a striking characteristic of the city.

Retail Shopping Section: Extends 6 blocks on McDowell Street, 6 blocks on Wyoming Street, 4 blocks on Elkhorn Street, 3 blocks on Railroad Street and 3 blocks on Bank Street. All business houses are of stone or brick construction.

Trading Area: Twenty miles in all directions. City is near center of county, with good roads leading out five ways, and with bus and railroad facilities. It is natural shopping center for practically all the adjacent counties, being the largest city in the county. Shopping center for part of Wyoming County and Tazewell County, Virginia.

Wholesale Houses: Groceries, 3; meats, 1; fruits, 2; hardware, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 22; commercial automobile agencies, 6; automobile accessories, 12; automobile tire agencies, 22; bakers, 3; cigar stores and stands (including hotels), 18 (chain, 1); confectioners (including hotel stands), 21; delicatessen, 4; dressmakers, 3; druggists, 5; dry goods, 8; department stores, 8; electrical supplies, 4; florists, 3; fruits, 3; furniture, 5; furriers, 2; garages (public), 10; grocers, 18 (chain, 4); hardware, 3; jewelry, 3; meat markets, 5; men's furnishings, 8; men's clothing, 8; merchant tailors, 4; milliners, 5; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 5; radio supplies, 5; restaurants (including hotels), 10; shoes, 14; sporting goods, 2; stationers, 5; women's apparel, 8.

Miscellaneous Data: Average temperature, 70 degrees; average number of rainy days per 12 months, 50; most pleasant months: May, June, Aug., Sept.; doctors (medical, 15); (dentists, 10); (osteopath, 1); number of wired houses, 1,051; bus service; electric current, alternating; water, hard.

WELLSBURG, W. VA.**(Brooke County)**

1920 Population, 4,918.

City and Suburban Estimate, 32,000.

Native Whites, 90%; Negroes, 3%; Foreign Born, 7%; Industrial Workers, 72%; English Reading, 85%.

Schools: Public Grade, 3; High, 1; Parochial, 1. Number of Pupils, 1,100.

Churches: Baptist, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 1 (Latter Day Saints).

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WEST VIRGINIA and WISCONSIN Markets in Standard Surveys

WEST VIRGINIA (Cont'd)

Wellsburg (cont'd)

Banks: National, 1; State, 1. Total Resources, \$2,800,000; Savings Banks Deposits Total, \$900,000.

Theatres: Moving Pictures, 2; Vaudeville, 1. Total number of seats, 1,015.

Location: Penna., main line between Pittsburgh and Wheeling; river packets also make deliveries here. Fast trolley service between Wheeling and Steubenville, and ample local trolley service. Nearest larger city is 2 hours by auto and 1½ hours by railroad.

Principal Industries: Coal, gas, paper bags, steel, rope, paper, glassware, tinware.

Manufacturing Establishments: 24. Leading firms: Eagle Mfg. Co., George & Sherrard Paper Co., Hammond Bag & Paper Co., Riverside Glass House, Erskine Glass Co., Pittsburgh-W. Va. Coal Co. Annual output, \$40,000,000.

Residential Features: There are 5,013 dwellings in Wellsburg and environs. The average American home is to be found here with about 25% above the average. Mostly self-owned.

Retail Shopping Section: Main and Charles Streets, 4th to 27th.

Trading Area: 15 square miles.

Wholesale Houses: Fruits, 1; Miscellaneous lines, tobacco, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 2; automobile accessories, 16; automobile tire agencies, 9; bakers, 2; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 11; delicatessen, 2; dressmakers, 3; druggists, 7; dry goods, 5; electrical supplies, 3; fruits, 4; furniture, 4; garages (public), 10; grocers, 47; hardware, 5; jewelry, 1; meat markets, 4; men's furnishings, 4; men's clothing, 8; merchant tailors, 3; milliners, 2; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 1; radio supplies, 6; restaurants (including hotels), 4; shoes, 6; sporting goods, 2; stationers, 2; women's apparel, 4.

Miscellaneous Data: Average temperature, 56 degrees; average number of rainy days per twelve months, 140; most pleasant months, June, Sept., and Oct. Doctors (medical, 5), (dentists, 4); (osteopaths, 3); street car service; gas, natural; electric current; alternating; number of wired houses, 2,164 in Wellsburg and environs; water, soft.

WHEELING, W. VA.

(Ohio County)

1920 Population, 56,208 (Jan. 1, 1926, est. 66,687).

City and Suburban Estimate, 250,000.

Native Whites, 90%; **Negroes,** 2%; **Foreign Born,** 8%; **Industrial Workers,** 30%; **English Reading,** 85%; **Families,** 16,981.

Schools: Public Grade, 26; High, 4; Parochial, 17; Commercial School, 1; Private Schools, 2. Number of Pupils, 15,614.

Churches: 51.

Banks: 16. Resources, \$68,776,381.

Theatres: Legitimate, 2; Motion Pictures, 18. Total number of seats, 9,500.

Location: On Ohio River, in northern part of state; served by Wheeling & Lake Erie, Pennsylvania and B. & O. Railroads. Nearest larger city is 2½ hours by auto, and 2 hours 10 minutes by railroad.

Principal Industries: Iron, steel, tin plate, glass, tobacco, pottery, enamel ware, stamping works, proprietary remedies, calico print works, packing houses, tanneries.

Special Information: Wheeling is located in the heart of a very large coal mining and steel making territory. By way of the Ohio River large shipments of all kinds are made to points south and west. Assessed valuation of real and personal property for 1925 was \$118,733,414. There are 13,696 dwellings in Wheeling.

Residential Features: Mostly one and two-family houses.

Retail Shopping Section: Shopping district extends about 8 blocks on the two principal streets and 2 blocks each way on side streets.

Trading Area: The trading area of Wheeling extends throughout the Ohio Valley to Bellaire, Martins Ferry, Steubenville, and other cities in Ohio and to Sistersville, Moundsville and Wellsburg in West Virginia and to points in Pennsylvania.

Wholesale Houses: Groceries, 11; meats, 9; fruits, 7; hardware, 5; dry goods, 3; tobacco, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 30; commercial auto. agencies, 12; automobile accessories, 40; automobile tire agencies, 25; bakers, 20; cigar stores and stands (including hotels), 39; confectioners (including hotel stands), 74; delicatessen, 6; dressmakers, 68; druggists, 31; dry goods, 23; department stores, 4; electrical supplies, 9; florists, 10; fruits, 13; furniture, 15; furriers, 5; garages (public), 42; grocers, 100; hardware, 15; jewelry, 16; meat markets, 25; men's furnishings, 20; men's clothing, 69; merchant tailors, 15; milliners, 24;

opticians, 9; photographers, 8; pianos (and miscellaneous musical instruments), 6; radio supplies, 7; restaurants (including hotels), 63; shoes, 24; sporting goods, 3; stationers, 5; women's apparel, 25.

Miscellaneous Data: Average temperature, 56 degrees; average number of rainy days per twelve months, 138; most pleasant months, May to Nov. inclusive. Doctors (medical, 101), (dentists, 30); (osteopaths, 5); street car service; gas, natural; electric current, alternating; number of wired houses, 12,073; water, hard.

WILLIAMSON, W. VA.

(Mingo County)

1920 Population, 8,819.

City and Suburban Estimate, 14,208. Most important cities and towns in this area are: Matewan (pop. 1,542); Kermit (1,024); Pikeville, Ky. (1,609).

Native Whites, 54%; **Negroes,** 6%; **Foreign Born,** 40%; **Industrial Workers,** 40%; **English Reading,** 90%; **Families,** 2,600.

Schools: Public Grade, 4; High, 2; Junior High, 1. Number of Pupils, 2,100.

Churches: Baptist, 2; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 2.

Banks: National, 2; State, 1; Total Resources, \$17,420,000; Savings Bank Deposits Total, \$2,384,000; Building & Loan Association Capital, \$100,000.

Theatres: Legitimate, 1; Moving Pictures, 1; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 6. Total number of seats, 5,000.

Location: Norfolk & Western Ry. Nearest larger city, 12 hours by auto and 8 hours by railroad.

Principal Industries: Coal mining section. Mines and maintenance of railway principal activities. Wholesale distributing center for Mingo, Wayne, Pike and Logan Counties.

Manufacturing Establishments: 8. Leading firms: Waugh Foundry, Williamson Tile Works, Mingo Lime & Lumber Co., West Virginia Armature Co. Total value of yearly output of factories estimated at \$10,000,000.

Special Information: Located in the heart of the famous billion-dollar coal field. Draws trade from territory for 50 miles. More than 100 coal mines within a radius of 25 miles of the city.

Residential Features: Mostly one-family homes. Outskirts of business section devoted to apartment houses of first class, peopled by families in professional and business class. Home average in value from \$5,000 to \$15,000. Suburban lots (where available), \$2,000 to \$5,000.

Retail Shopping Section: Begins in heart of city extending in all directions for four blocks. Two outlying business sections. East and West Williamson population of each suburb about 2,500.

Trading Area: Covers area of 50 miles in all directions. Center for three branch lines. Bus line service on all roads for 20 miles in each direction. Branch and main line roads in four directions.

Wholesale Houses: Groceries, 3; meats, 2; fruits, 1; hardware, 2; miscellaneous lines, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial automobile agencies, 2; automobile accessories, 15; automobile tire agencies, 15; bakers, 3; cigar stores and stands (including hotels), 25; confectioners (including hotel stands), 15; delicatessen, 5; dressmakers, 50; druggists, 5; dry goods, 18; department stores, 7; electrical supplies, 4; florist, 1; fruits, 25; furniture, 3; garages (public), 12; grocers, 40 (chain, 5); hardware, 2; jewelry, 3; meat markets, 8; men's furnishings, 6; men's clothing, 12; merchant tailors, 4; milliners, 10; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 6; restaurants (including hotels), 12; shoes, 30; sporting goods, 3; stationers, 6; women's apparel, 6.

Miscellaneous Data: Average temperature, 50 degrees; average number of rainy days per 12 months, 112; most pleasant months: April, May, June; doctors (medical, 10); (dentists, 6); (osteopaths, 3); electric current, alternating; number of wired houses, 1,876; gas, natural; number of meters, 1,976; water, soft.

Standard Surveys of WISCONSIN

ANTIGO, WIS.

(Langlade County)

1920 Population, 8,451.

City and Suburban Estimate (1926), 15,000. Most important cities and towns in this area are: Elcho (pop. 1,000); White Lake (1,200); Birmamwood (800); Mattson (1,100).

Native Whites, 80%; **Foreign Born,** 20%; **Industrial Workers,** 75%; **English Reading,** 90%; **Families,** Antigo, 2,000. Langlade County outside of city, 3,000.

Schools: Public Grade, 6; High, 1; Junior High, 1; Parochial, 3.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1;

Methodist, 1; Roman Catholic, 3; Seventh Day Adventist, 1; Lutheran, 2; Evangelical Ass'n., 1.

Banks: National, 2; State, 1. Capital, Surplus and Undivided Profits (all banks), \$500,000; Total Deposits (all banks), \$4,000,000; Total Resources (all banks), \$4,500,000.

Theatres: Legitimate, 1; Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 3,000.

Location: On the Chicago & Northwestern R.R., and a division point of that road.

Principal Industries: Interior finishing plants and other woodworking industries, sawmills, machine shops, canning factory, cheese factory and creameries, broom handle factory, railroad shops, printing, shoe lasts, flooring.

Manufacturing Establishments: 12. Leading firms: Faust Lumber Co., Antigo Bldg. & Supply Co., Antigo Canning Co., Langlade Lumber Co., Henshaw Lumber Co., Faust Duchac Lumber Co. and Supply Co., Antigo Mfg. Co., Kraft Cheese Co., Vulcan Last Co., Horner Flooring Co., Metcalfe Bros. Co., Langlade Co., Creamery Co.

Special Information: Antigo is in center of large hardwood belt, and the soil of surrounding territory is fertile. It is well located for a distributing center. It is one of the best dairy centers of the state.

Residential Features: With the exception of a few large homes, the smaller type of houses predominate. Most all families are home owners. The city is well laid out, has wide streets and good pavements.

Retail Shopping Section: Antigo has two principal business streets. Fifth Ave. business section runs 9 blocks. Superior St. runs 6 blocks. There are a few small grocery stores scattered in outlying sections.

Trading Area: Antigo has a wide trading area. The largest bulk comes from north, business coming as far as 75 miles. From the east about 40 miles. From west 20 miles and from south, 25 miles. Five bus lines operate out of here, bringing in people to trade from distance of 75 miles.

Wholesale Houses: Meats, 1; fruits, 1; confectionery, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; automobile accessories, 3; automobile tire agencies, 10; bakers, 4; cigar stores and stands (including hotels), 9; confectioners (including hotel stands), 4; delicatessen, 2; dressmakers, 2; druggists, 6; dry goods, 3; department stores, 3; electrical supplies, 2; florists, 1; fruits, 2; furniture, 2; furriers, 1; garages (public), 6; grocers, 11 (chain, 2); hardware, 5; jewelry, 2; meat markets, 5; men's furnishings, 4; merchant tailors, 2; milliners, 3; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 8; shoes, 4; sporting goods, 1; stationers, 1; women's apparel, 2.

Miscellaneous Data: Doctors (medical, 9), (dentists, 6); gas, natural; number of meters, 600; electric current, alternating; number of wired houses, 1,500; water, soft.

APPLETON, WIS.

(Outagamie County)

1920 Population, 19,561 (1925 Estimate, 23,000).

City and Suburban Estimate, 60,000.

Native Whites, 90%; **Foreign Born,** 10%; **Individual Workers,** 75%; **English Reading,** 95%; **Families,** 5,000.

Schools: Public Grade, 7; High, 1; Junior High, 2; Parochial, 5; Number of Pupils, 2,300.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 3; Miscellaneous, 9.

Banks: National, 2; State, 3; Total Resources, \$13,079,931.30. Savings Bank Deposits Total, \$3,337,372.95.

Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 5,100.

Location: On north shore of Fox River near Lake Winnebago. Served by C. & N. W. Ry., Soo Line, C. M. & St. P. Ry. River navigation, freighters and passenger boats. Excellent half hour interurban service with adjoining towns. Sixteen bus lines enter city. 1 hour by auto. from nearest large city and 1½ hours by trolley; 1 hour by railroad.

Principal Industries: Paper and paper products, mill machinery and paper mill accessories, wood products, knit goods, 4 knitting mills, farm machinery, wire works.

Manufacturing Establishments: Fox River Fiber & Paper Co., Interlake Pulp & Paper Co., Appleton Wire Works, Appleton Machine Co., J. J. Plank Co., Valley Iron Works, Appleton Superior Knitting Works, Zwicker Knitting Works, Eagle Mfg. Co., Appleton Fox Tractor Co., Wisconsin Wire Works, Standard Mfg. Co., Appleton Wood Products Co., Appleton Chair Co., Appleton Furniture & Toy Co., Kimberly-Clark Co.

Residential Features: One-family houses mostly. Private homes predominat. No undesirable residence sections. No slum district. Ranks high in home ownership. No shacks, practically all well built, or new homes. There were 200 built within the past year.

Retail Shopping Section: College Avenue, running east and west for about 2½ miles. East portion of College Avenue is exclusive residence section. College Avenue, the principal business street, is intersected by Appleton St., Oneida St. and Morrison St., which form the centrally located business district. There are six smaller "neighborhood" sections with the usual grocery, confectionery, meat and smaller shops.

Trading Area: Extends about six miles south, 20 miles east, 30 miles north, and 35 miles west. About 21 villages and cities are included in this area.

Wholesale Houses: Groceries, 2; meats, 3; fruits, 2; hardware, 1; candy and cookies, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 20; commercial auto. agencies, 8; automobile accessories, 32; automobile tire agencies, 32; bakers, 8; cigar stores and stands (including hotels), 6 (chain, 1); confectioners (including hotel stands), 10; delicatessen, 3; dressmakers, 18; druggists, 8; dry goods, 7; department stores, 1; electrical supplies, 5; florists, 3; fruits, 9; furniture, 4; furriers, 2; garages (public), 30; grocers, 55 (chain, 6); hardware, 8; jewelry, 8; meat markets, 12; men's furnishings, 12; men's clothing, 15; merchant tailors, 9; milliners, 10; opticians, 5; photographers, 5; pianos (and miscellaneous musical instruments), 4; radio supplies, 5; restaurants (including hotels), 8 (chain, 1); shoes, 8; sporting goods, 10; stationers, 2; women's apparel, 9.

Miscellaneous Data: Most pleasant months, June, Sept. and Oct. Doctors (medical, 30), (dentists, 18), (osteopaths, 2); street car service; gas, artificial; electric current, alternating; number of wired houses, 4,500; water, hard.

ASHLAND, WIS.

(Ashland County)

1920 Population, 11,834. (1926, est. 12,000.)

City and Suburban Estimate, 15,000. Most important cities and towns in this area are: Washburn (pop. 4,000); Iron River (800); Bayfield (1,441); Mellen (2,000).

Native Whites, 80%; **Foreign Born,** 20%; **Industrial Workers,** 30%; **English Reading,** 85%; **Families,** 3,000.

Schools: Public Grade, 5; High, 1; Parochial, 2; Number of Pupils, 600.

Churches: Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 2; Roman Catholic, 2; Lutheran, 5; Miscellaneous, 3.

Banks: National, 2; Total Resources, \$4,000,000.

Theatres: Moving Pictures, 2; Total number of seats, 1,500.

Location: On Chequamegon Bay, Lake Superior. Served by steamship lines, and by the Northern Pacific, Northwestern, Omaha and Soo Rys. Also bus service to points in northern Wisconsin.

Principal Industries: Pig iron foundries and shipments of iron ore to Lake Erie points from Gogebic range. Railroad center, dairy center, lumber.

Manufacturing Establishments: 20. Leading firms: Charcoal Iron Co., Schroeder Lumber Co., Scott Taylor Co., Bretting Mfg. Co., Clubine Co., Penokee Lumber Co.

Special Information: Has fine harbor on the Great Lakes, handling thousands of big boats each summer without the use of tugs. Ore and coal docks valued at six to eight million dollars. Ashland County has 1,079 farms, with a total crop area of 27,996 acres. The town claims to have largest boys' brass band and girl's guitar club (350 members) in the State. Good hotels, hospitals and tourist camps and recreation grounds.

Residential Features: Mostly one and two-story houses, no expensive residences.

Retail Shopping Section: Along Second Street about fifteen blocks. Small grocery, confectionery stores, and meat markets are scattered all over the city.

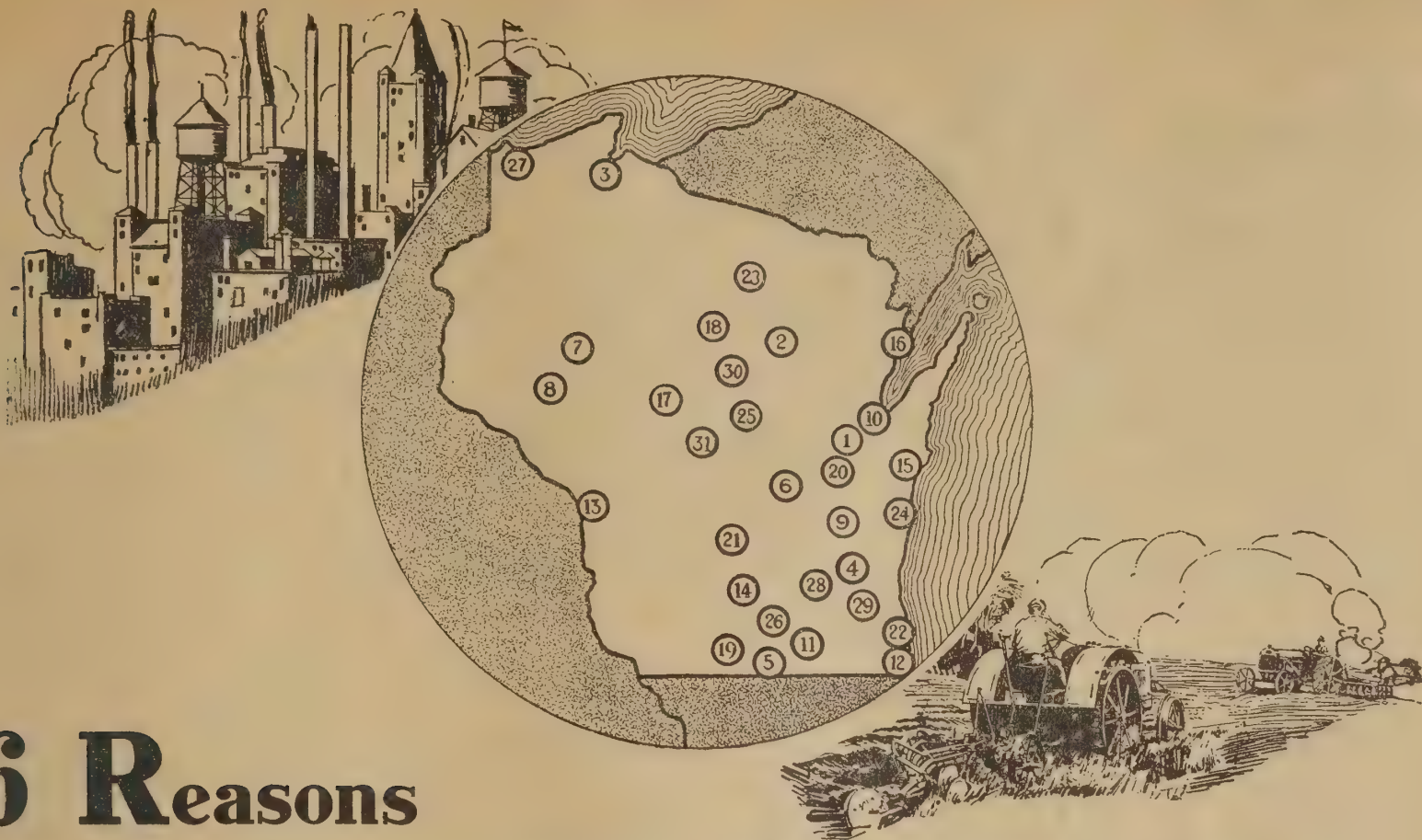
Trading Area: Twenty-five miles.

Wholesale Houses: Groceries, 2; meats, 2; fruits, 1; hardware, 1; candies, 1; flour, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto. agencies, 4; automobile accessories, 10; automobile tire agencies, 10; bakers, 4; cigar stores and stands (including hotels), 50; confectioners (including hotel stands), 60; delicatessen, 2; dressmakers, 10; druggists, 7; dry goods, 12; department stores, 3; electrical supplies, 4; florists, 1; fruits, 40; furniture, 5; garages (public), 5; grocers, 65; hardware, 5; jewelry, 4; meat markets, 8; men's furnishings, 6; men's clothing, 6; merchant tailors, 3; milliners, 3; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 16; sporting goods, 4; stationers, 4; women's apparel, 2.

Miscellaneous Data: Doctors (medical, 12), (dentists, 10), (osteopaths, 2); street car service; gas, artificial; meters, 1,382; electric current, alternating; number of wired houses, 1,900; number of automobile registrations, 790; water, soft.

DIVERSIFIED INDUSTRY—DAIRYING—AGRICULTURE—NATURAL RESOURCES



6 Reasons

Why You Should Use

Wisconsin Daily Newspapers

1. The gross income of the Wisconsin Farmer in 1925 was 390 million dollars. Monthly milk and cream checks made up about half of the amount. Hogs, potatoes, eggs and poultry, and small grains accounted for the balance. 1926 bids fair to equal 1925 in all respects.

2. Wisconsin's industries have a capital investment of 1 billion, 361 million dollars and rank eighth in the nation. Manufactured products annually total 1 billion, 846 million dollars, while an average of 317,000 people are employed in the state's 10,393 factories.

3. Natural resources contribute 10 million of dollars annually to Wisconsin's product score. There are 107 mines and quarries engaged in developing rich resource deposits, of which iron ore and granite are greatest. Wisconsin's production of these ranks 5th and 4th respectively among all of the states. Standing timber is valued in untold millions of dollars.

4. These 31 Regions of Wisconsin on the map above constitute terminals for economical distribution. Each region can be developed step by step with ease and rapidity. Distribution and advertising can go hand in hand. Logical, sane selling—and thoroughly read advertising in the daily newspaper of the region, win these markets.

5. The "home" newspaper of each one of these 31 important regions is necessary to the selling success of any manufacturer. Each newspaper blankets its own region as no other newspaper, magazine, or combination of newspapers or magazines can. The home newspaper brings your advertising message to not only 1 fireside out of 5 but of 5 out of 5 in its own region. One order and one check addressed to the Secretary covers the State!

6. In these 31 Wisconsin territories the national advertiser must use the paper of the region. The "national newspaper" has been wiped from the ranks in the last quarter century. Smaller city dailies and community newspapers have come into their own. In Wisconsin—particularly the "home town" daily newspaper has the preference!

A request addressed to H. H. Bliss, Secretary, Wisconsin Daily Newspaper League, Janesville, Wis., will bring complete information about this great advertising and merchandising unit of thirty-one live Wisconsin Dailies. Two hundred and fifty thousand total net paid circulation!

Wisconsin Daily Newspaper League,

1. Appleton Post-Crescent
2. Antigo Journal
3. Ashland Press
4. Beaver Dam Citizen
5. Beloit News
6. Berlin Journal
7. Chippewa Herald
8. Eau Claire Leader-Telegram
9. Fond du Lac Commonwealth-Reporter

10. Green Bay Press Gazette
11. Janesville Gazette
12. Kenosha News
13. LaCrosse Tribune & Leader Press
14. Wisconsin State Journal (Madison)
15. Manitowoc Herald News

16. Marinette Eagle-Star
17. Marshfield News
18. Merrill Herald
19. Monroe Times
20. Oshkosh Northwestern
21. Portage Register-Democrat
22. Racine Journal-News
23. Rhinelander News

24. Sheboygan Press
25. Stevens Point Journal
26. Stoughton Courier-Hub
27. Superior Telegram
28. Watertown Times
29. Waukesha Freeman
30. Wausau Record-Herald
31. Wisconsin Rapids Tribune

WISCONSIN (Cont'd)**BARABOO, WIS.****(Sauk County)**

1920 Population, 5,538.

Native Whites, 99%; Foreign Born, 1%; Industrial Workers, 70%; English Reading, 100%; Families, 1,250.

Schools: Public Grade, 3; High, 1; Junior High, 1; Parochial, 2.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Lutheran, 1; Evangelical, 1; Advent Christian, 1.

Banks: National, 1; State, 2; Total Resources, \$4,950,000. Savings Bank Deposits Total, \$584,975.92.

Theatres: Legitimate, 1; Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 1,300.

Location: Chicago & North Western R.R. Several bus and truck lines.

Principal Industries: Farming, woolen mill, creameries (2), wrench factory, wholesale groceries, bakeries (3), ice cream factories (2).

Manufacturing Establishments: Leading firms: Island Woolen Mills, McArthur Linen Mills, Janesville Clothing Co. (branch), Humane Station Works, General Refrigerator Car Repair Co., Olympia Candy Kitchen.

Special Information: The city is located near Devils Lake, State Park (a great summer resort), on main trails across country, bringing thousands of tourists to the city. Wisconsin Dells are near here.

Residential Features: Mostly one-family homes, with beautifully kept lawns.

Retail Shopping Section: Branching in all directions from the Court House Square. Twelve blocks of business houses. Trading area extends from the city about 15 miles in four directions. Many come from 30 miles away by auto and C. & N. W. R.R. service. Estimated 10,000 people trade in Baraboo. Trading area, 15 miles.

Wholesale Houses: Groceries, 1; fruits, 1; candy, 3; ice cream factories, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial auto. agencies, 6; automobile accessories, 8; automobile tire agencies, 10; bakers, 3; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 12; delicatessen, 1; dressmakers, 15; druggists, 4; dry goods, 12; department stores, 1; electrical supplies, 4; florists, 4; fruits, 3; furniture, 3; furriers, 1; garages (public), 7; grocers, 25 (chain, 2); hardware, 4; jewelry, 4; meat markets, 4; men's furnishings, 4; men's clothing, 4; merchant tailors, 3; milliners, 4; opticians, 4; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 3; restaurants (including hotels), 12; shoes, 3; sporting goods, 2; stationers, 4; notions, 2; women's apparel, 4.

Miscellaneous Data: Doctors (medical, 4), (dentists, 7), (osteopaths, 1); gas, artificial; number of meters, 1,306; electrical current, alternating; water, hard.

BEAVER DAM, WIS.**(Dodge County)**

1920 Population, 7,992.

City and Suburban Estimate, 8,500.

Native Whites, 70%; Foreign Born, 30%; Industrial Workers, 30%; English Reading, 85%; Families, 2,400.

Schools: Public Grade, 5; High, 1; Junior High, 1; Parochial, 4; Number of Pupils, 2,650.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 2; Methodist, 3; Presbyterian 2; Roman Catholic 3; Greek, 1; Lutheran, 2.

Banks: National, 2; State, 1; Total Resources, \$4,000,000; Savings Bank Deposits Total, \$875,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 3; Total number of seats, 2,800.

Location: On C. M. & St. P. Ry., Northern Division.

Principal Industries: Malleable iron, shoes, stockings, barn equipment, silo, ranges, overalls.

Manufacturing Establishments: 8. Leading firms: Western Malleables Co., Malleable Iron Range Co., Bear Brand Hosiery Co., Weyenberg Shoe Co.

Residential Features: Mostly individual residences, few flats, most homes are owned by occupants.

Retail Shopping Section: Two blocks on Front Street, two blocks on Spring, one on Center, all within four blocks of one another.

Trading Area: Extends within a radius of ten miles.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; automobile accessories, 10; automobile tire agencies, 12; bakers, 3; cigar stores and stands (including hotels), 9; confectioners (including hotel stands), 6; delicatessen, 1; dressmakers, 8; druggists, 3; dry goods, 6; department stores, 2; electrical supplies, 2; florists, 1; fruits, 7; furniture, 3; furriers, 4; garages (public), 9; grocers, 18; hardware, 3; jewelry, 4; meat markets, 7; men's furnishings, 6; men's clothing, 6; merchant tailors, 3; milliners, 3; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 6; restaurants (including hotels), 5; sporting goods, 1; stationers, 4; women's apparel, 6.

BELOIT, WIS.**(Rock County)**

1920 Population, 21,284. (1926 Est., 27,500.)

City and Suburban Estimate, 48,000. Most important cities and towns in this area are: Delavan, (pop. 3,016); Elkhorn, (2,022); Clinton, (1,114); Rockton (Ill.), (964).

Native Whites, 99%; Negroes, under 0.2%; Foreign Born, 0.8%; Industrial Workers, 40%; English Reading, 98%; Families, 6,000.

Schools: Public Grade, 10; High, 1; Junior High, 2; Number of Pupils, 5,000; College, 1; Number of Students enrolled, 500.

Churches: Baptist, 2; Christian Science, 1; Congregational, 3; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 4; Miscellaneous, 6.

Banks: National, 1; State, 3; Capital, Surplus, and Undivided Profits (all banks), \$1,223,542.48; Total Deposits (all banks), \$2,104,576.40; Total Resources (all banks), \$13,347,902.59; Total Savings Banks Deposits, \$4,350,809.27.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), F-M Auditorium; Cong. Ch. Auditorium. Total number of seats, 5,300.

Location: Division point on the C. M. & St. P. R. R. and on through line of C. & N. W. Ry. Rockford and Interurban Railway runs from Rockford through Beloit to Janesville. Four bus lines run through Beloit or make it their terminal point. Good paved roads lead to all larger cities, Rockford, Chicago, Milwaukee, Madison. Nearest large city is ¾ hour by automobile; one hour by trolley and 35 min. by railroad.

Principal Industries: Farm engines; light plants; woodworking machinery; refrigerating plants; shoes; knitted goods; gas engines; windmills, home waterplants, feed grinders, sawmill and planing machinery; washing machines, hosiery; work clothing; gloves, paint, disc-grinders; papermill machinery; auto-trailers; taps, dies; scales; paper and machine knives; patterns, castings, boxboard and other papermill products; showcases, concrete stone.

Manufacturing Establishments: More than 30; Leading firms: Fairbanks, Morse & Co.; P. B. Yates Machine Co.; Beloit Iron Works.

Special Information: Average per capita wealth \$1,850.00. Average household savings account \$600.00. Working conditions ideal. Living standards high. Excellent educational system. Well equipped playgrounds and parks. Large Public Library—Seat of Beloit College.

Residential Features: Most of the homes in Beloit are owned by the families living in them. There are about 6,000 homes within a radius of three miles from post office. The streets are well-kept, most of them paved and the homes attractive and good to look upon.

Retail Shopping Section: State Street, (3 blocks); E. Grand Avenue, (4 blocks); W. Grand Avenue, (4 blocks); Fourth Street, (2 blocks).

Trading Area: Covers a radius of about forty miles. Good paved roads lead to Beloit. Southern Rock County; southeastern Green County; northern Boone (Ill.), and Winnebago Counties; northwestern McHenry (Ill.) County, and all of Walworth County.

Wholesale Houses: Groceries, 1; candy jobber, 1; fruits, 1; Miscellaneous lines; Cigarettes, cookies, oleo, soft drinks, candies.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 14; commercial auto. agencies, 3; automobile accessories, 5; automobile tire agencies, 5; bakers, 5; cigar stores and stands (including hotels), 145 (chain, 1); confectioners (including hotel stands), 15; delicatessen, 2; dressmakers, 25; druggists, 12; dry goods, 6; department stores, 2; electrical supplies, 4; florists, 4; fruits, 12; furniture, 5; furriers, 1; grocers, 88 (chain, 8); hardware, 6; jewelry, 6; meat markets, 12; men's furnishings, 12; men's clothing, 12; merchant tailors, 3; milliners, 4; opticians, 7; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 7; restaurants (including hotels), 25; shoes, 6; sporting goods, 10; stationers, 2; women's apparel, 14.

Miscellaneous Data: Doctors (medical, 31); (dentists, 24); (osteopaths, 3); street car service; gas, artificial; number of meters, 5,232; electric current, alternating; number of wired houses, 5,300; number of automobile registrations, 500 (approx.); water, hard.

See announcement columns 3 and 4

BERLIN, WIS.**(Green Lake County)**

1920 Population, 4,400.

City and Suburban Estimate, 6,475.

Native Whites, 95%; Foreign Born, 5%; English Reading, 75%; Families, 1,000.

Schools: Public Grade, 2; High, 1; Junior High, 1; Parochial, 3; Number of Pupils, 225.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous; Lutheran, 2.

Banks: National, 1; State, 1; Total Resources, \$2,792,095.05; Savings Bank Deposits Total \$2,492,194.09.

Theatres: Moving Pictures, 2; Total number of seats, 800.

Location: On the C. M. & St. P. Railroad. Nearest large city is 45 minutes by automobile; 1 hour by trolley, and 1½ hours by railroad.

Principal Industries: Gloves, moccasins, evaporated and condensed milk canning, furs and fur coats, tanning and leather products, boots

and shoes, mittens, whips, building granite, potatoes and cranberries (leading crops are shipped in large quantities).

Manufacturing Establishments: 2; Leading firms: Berlin Chapman Co., Berlin Glove Company, Russell Glove Company, Russell Moccasin Company, Carnation Milk Products Company, Truesdall Fur Coat Company, Berlin Tanning and Manufacturing Company, Berlin Canning Company, Berlin Chapman Company.

Special Information: Near two attractive lakes, Green and Silver. Fine roads well paved leading into city.

Residential Features: Mostly all homes, with few apartment houses.

Retail Shopping Section: Four blocks; 8 streets.

Trading Area: 12 to 15 miles.

Wholesale Houses: Safford Produce Co., handling fruit, meat and groceries.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; automobile accessories, 8; automobile tire agencies, 4; bakers, 2; cigar stores and stands (including hotels), 18; confectioners (including hotel stands), 4; dressmakers, 23; druggists, 3 (chain, 1); dry goods, 4; department stores, 2; electrical supplies, 3; florists, 1; fruits, 5; furniture, 1; furriers, 1; garages (public), 10; grocers, 8 (chain, 2); hardware, 4; jewelry, 2; meat markets, 5; men's furnishings, 4; men's clothing, 4; merchant tailors, 1; milliners, 4; opticians, 1; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 4; shoes, 4; sporting goods, 3; stationers, 3; women's apparel, 2.

Miscellaneous Data: Average temperature, 50 degrees; most pleasant months, May to November. Doctors (medical, 4); (dentists, 5); (osteopaths, 1); gas, artificial; electric current, alternating; water, soft.

CHIPPEWA FALLS, WIS.**(Chippewa County)**

1920 Population, 9,130 (1925, est. 11,130).

City and Suburban Estimate, 14,000.

Native Whites, 100%; English Reading, 96%; Families, 2,262.

Schools: Public Grade, 5; High, 2; Junior High, 2; Parochial, 4. Number of Pupils, 2,000.

Churches: Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 2; Roman Catholic, 3; Miscellaneous, 7.

Banks: National, 2; State, 1.

Theatres: Moving Pictures, 2. Total number of seats, 1,222.

Location: Northwestern, Soo Line, Milwaukee, Interurban Buses, Truck Lines. Nearest large city, 30 minutes by automobile; 45 minutes by trolley and railroad.

Principal Industries: Shoe factories, sugar factory, canning factory, pump factory, tire factory, foundry, mattress factory, broom factory, trunk factory, bottling works, brewery, hydro-electric plant.

Manufacturing Establishments: Chippewa Springs Co., shoe factory, hydro-electric plant, sugar factory, canning factory, pump factory, broom factory.

Residential Features: Mostly 1-family houses. Retail Shopping Section: About 6 blocks center of city.

Trading Area: Twenty-two miles radius.

Wholesale Houses: Groceries, 2; fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial automobile agencies, 1; automobile accessories, 4; automobile tire agencies, 5; bakers, 4; cigar stores and stands (including hotels), 31; dressmakers, 8; druggists, 4 (chain, 2); dry goods, 4; department stores, 5; electrical supplies, 3; florists, 3; wholesale fruits, 1; furniture, 3; furrier, 1; garages (public), 11; grocers, 29 (chain, 3); hardware, 5; jewelry, 4; meat markets, 30; men's furnishings, 7; men's clothing, 7; merchant tailors, 5; milliners, 7; opticians, 7; photographers, 3; pianos (and miscellaneous musical instruments), 4; radio supplies, 4; restaurants (including hotels), 12; shoes, 10; sporting goods, 3; stationers, 2; women's apparel, 5.

Miscellaneous Data: Average temperature, 60 degrees. Usually most pleasant months: April, May, June, July, Aug., Sept., Oct., Nov.; doctors (medical, 15); (dentists, 8); (osteopaths, 3); street car service; gas, artificial; electric current, direct; water, soft.

EAU CLAIRE, WIS.**(Eau Claire County)**

1920 Population, 20,906.

City and Suburban Estimate, 100,000.

Native Whites, 95%; Foreign Born, 5%; Industrial Workers, 80%; English Reading, 100%; Families, 5,400.

Schools: Public Grade, 9; High, 1; Junior High, 1; Parochial, 4; Number of pupils, 4,963.

Churches: Baptist, 2; Christian Science, 1; Congregational, 2; Episcopal, 2; Hebrew, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 2; Miscellaneous, 7.

Banks: National, 2; State, 4; Total Resources \$9,624,125.05; Savings Bank Deposits, Total \$4,284,350.89.

Theatres: Legitimate, 2; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 7,200.

Location: On the C. & N. W., "Soo Line," C. M. & St. P.; 100 miles east of St. Paul; 300 from Chicago; central distributing point for northwestern Wisconsin; over 200 commercial

Beloit, Wisconsin

A prosperous growing city—Varied industries — Diversified farming — Population 27,000—Trade area 50,000—Efficiently served by its one daily paper,

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Net paid nearly 10,000—More readers in southern Rock county and Walworth county (according to A. B. C.) than any other paper in the field. Also covers southeastern Green county and northern Boone and Winnebago counties in Illinois—Producing excellent results for national, local and classified advertisers.

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WISCONSIN (Cont'd)

travelers make Eau Claire their headquarters. Nearest large city is St. Paul; 4 hours by automobile, and 3 hours by railroad.

Principal Industries: Tires and tubes, paper, furniture and refrigerators, packing house products, shoes, lumber and box shooks, saddlery, creameries, canning factories, steam cookers, railroad equipment, picking works.

Manufacturing Establishments: 87; Leading firm: Gillette Rubber Co., Della Paper & Pulp Co., Drummond Packing Co., Lange Canning Co., A. A. Cutter (shoes), N. W. Steel Co., (manufacturing national steam cooker), Della Lumber Co., J. H. Kaiser Lumber Co., Linderman Box Veneer Co., Eau Claire Box and Crating Co., Cold Storage Refrigerator Co., Pioneer Furniture Co., Phoenix Furniture Co.

Special Information: Eau Claire is the jobbing center of northwestern Wisconsin, having 48 trains daily. It is the commercial center for a radius of 100 miles and fast becoming the convention city of northwestern Wisconsin. Good labor market, good transportation facilities, and a ready market. The Eau Claire and Chippewa Rivers will permit the development of almost unlimited water power. Over 300 acres of parks, 152 miles of streets.

Residential Features: Approximately 5,105 single-family houses, and 8 apartment houses.

Retail Shopping Section: On Barstow Street, 12 blocks; River St., 7 blocks; South Dewey St., 5 blocks; Eau Claire St., 3 blocks; South Farwell St., 2 blocks; Galloway St., 2 blocks; Bellinger St., 4 blocks; Water St., 6 blocks; Gibson St., 2 blocks; Grand Ave., 3 blocks.

Trading Area: Extends 50 miles north, along line of C. N. W. Ry.; 50 miles east, along line of "Soo" Ry.; 30 miles southeast, along line of C. & N. W. Ry.; 20 miles south, via state trunk highways; 40 miles southwest, along line of O. M. St. P. Ry.; and 30 miles west, along line of C. & N. W., and "Soo" Rys.

Wholesale Houses: Groceries, 4; meats, 2; fruits, 2; hardware, 1; miscellaneous lines, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial auto. agencies, 11; automobile accessories, 15; automobile tire agencies, 9; bakers, 6; cigar stores and stands (including hotels), 9 (chain, 1); confectioners (including hotel stands), 8; dressmakers, 10; druggists, 10; (chain, 1); dry goods, 5; department stores, 5; electrical supplies, 5; florists, 4; fruits, 2; furniture, 5; furriers, 3; garages (public), 11; grocers, 66 (chain, 4); hardware, 6; jewelry, 4; meat markets, 20; men's furnishings, 12; men's clothing, 12; merchant tailors, 6; milliners, 13; opticians, 4; photographers, 4; pianos (and miscellaneous musical instruments), 2; radio supplies, 10; restaurants (including hotels), 14; shoes, 8; sporting goods, 7; stationers, 2; women's apparel, 9.

Miscellaneous Data: Temperature, 43 to 93 degrees; average precipitation, 32.87 inches; most pleasant months, May, June, Sept., Oct. Doctors (medical, 34); (dentists, 22); (osteopaths, 2); street car service; gas, artificial; electric current, alternating; number of wired houses, 5,000; water, soft.

FOND DU LAC, WIS.**(Fond du Lac County)**

1920 Population, 23,427. (1926, est. 31,650.) City and Suburban Estimate, 68,000.

Native Whites, 95%; **Negroes,** .1%; **Foreign Born,** 4.9%; **Industrial Workers,** 20%; **English Reading,** 95%; **Families,** 7,300.

Schools: Public Grade, 9; High, 1; Junior High, 2; Parochial, 2; Number of Pupils, 6,832.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Greek, 1; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 4; Miscellaneous, 5.

Banks: National, 2; State, 2; Total Resources, \$13,382,257.44; Savings Bank Deposits Total, \$5,722,478.66.

Theatres: Legitimate, 1; Moving Pictures, 4; Vaudeville, 3; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 6,000.

Location: On south shore of Lake Winnebago. Beginning of fertile Fox River Valley. Served by C. & N. W., Soo Line and St. Paul R. R. and Wisconsin power and light company inter-urban line. Bus lines connect it with surrounding cities on all sides. Some thirty buses in and out daily besides the over 60 passenger trains. Nearest large city 1½ hours by auto; 1½ hours by railroad or bus.

Principal Industries: Leather, refrigerators, cement blocks, lumber, candy, jewelry, gloves, shoes, tires, typewriters, caskets, wagons and sleighs, furniture, cheese factory equipment, railroad shops of the "Soo Line" and C. & N. W. R. R.

Manufacturing Establishments, 74. Leading firms: Fred Rueping Leather Co., Gurney Refrigerator Co., Sanitary Refrigerator Co., Menzies Shoe Co., Latex Tire Co., Demountable Typewriter Co., Fond du Lac Table Mfg. Co., Winnebago Furniture Co., Damrow Bros. Co. (cheese factory supplies), B. F. & H. L. Sweet Co., Moore & Galloway Lumber Co., Northern Casket Co. Total value of yearly output of factories estimated at 18 to 20 million dollars.

Special Information: Located in rich dairy district. Lake Winnebago is the largest lake entirely in one state in the Union and thousands of tourists visit Fond du Lac every summer. Highways 15 and 55 of the state road system lead through main street and form a continuous cement roadway from St. Louis on the south to the extreme end of Green Bay on the north, some 600 miles.

Residential Features: Mostly one-family residences. Growth has demanded the building of approximately 150 houses a year for past two years, and still building at the same rate.

Retail Shopping Section: Principally one street (Main) and extends a block off in east and west directions. Main shopping section is 10 blocks long. Neighborhood corners, including grocery, meats, and general stores are on a number of outlying corners.

Trading Area: About 10 miles north, on west shore of Lake Winnebago; 40 miles west, 30 miles south, and 20 miles east, with a north-eastern extension to 30 miles.

Wholesale Houses: Groceries, 2; fruits, 2; miscellaneous lines, 7.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 23; commercial automobile agencies, 16; automobile accessories, 9; automobile tire agencies, 5; bakers, 9; cigar stores and stands (including hotels), 8 (chain, 3); confectioners (including hotel stands), 9; dressmakers, 4; dress-makers, 20; druggists, 15; dry goods, 6; department stores, 11; electrical supplies, 6; florists, 3; fruits, 90; furniture, 6; furriers, 3; garages (public), 17; grocers, 94 (chain, 7); hardware, 7; jewelry, 7; meat markets, 32 (chain, 3); men's furnishings, 11; men's clothing, 13; merchant tailors, 5; milliners, 13; opticians, 4; photographers, 5; pianos (and miscellaneous musical instruments), 6; radio supplies, 12; restaurants (including hotels), 11; shoes, 14; sporting goods, 4; stationers, 3; women's apparel, 11.

Miscellaneous Data: Average temperature, 49 degrees; average number of rainy days per twelve months, 111; most pleasant months, May to Oct. Doctors (medical, 31); (dentists, 29); (osteopaths, 2); street-car and city bus service; gas, artificial; electric current, alternating; number of wired houses, 6,900; water, hard.

See announcement column 2

GREEN BAY, WIS.**(Brown County)**

1920 Population, 31,017.

City and Suburban Estimate, 74,000.

Native Whites, 88.2%; **Negroes,** 0.1%; **Foreign Born,** 11.5%; **Industrial Workers,** 20%; **English Reading,** 90%; **Families,** 7,200.

Schools: Public Grade, 14; High, 3; Parochial, 11. Number of Pupils, 6,400.

Churches: Baptist, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 3; Presbyterian, 2; Roman Catholic, 8; Lutheran, 5; Miscellaneous, 6.

Banks: National, 3; State, 8; Total Resources, \$17,190,000.

Theatres: Legitimate, 1; Moving Pictures, 4; Total number of seats, 3,400.

Location: Northeastern Wisconsin at mouth of Fox River on Green Bay. Four railway systems radiate from this point. Nearest large city, 5 hours by auto; 8 hours by trolley; 4 hours by railroad.

Principal Industries: Four paper mills, cranes, paper novelties, fisheries, dairy products, coal docks, railway shops, canned vegetables, shipyards, flour, lumber, grass rugs, foundries, index files, wagons, gloves, sash, doors and blinds.

Residential Features: Mostly one- and two-family houses.

Retail Shopping Section: About 18 blocks.

Trading Area: About 35 miles north and west, 15 miles south and 40 miles east to lake.

Wholesale Houses: Groceries, 5; meats, 5; hardware, 1; dry goods, 1; confectioners, 5; tobacco, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 27; commercial automobile agencies, 8; automobile accessories, 22; automobile tire agencies, 6; bakers, 11; cigar stores and stands (including hotels), 20 (chain, 1); confectioners (including hotel stands), 57; dressmakers, 49; druggists, 36; dry goods, 12; department stores, 4; electrical supplies, 13; florists, 2; fruits, 15; furniture, 8; furriers, 3; garages (public), 18; grocers, 135 (chain, 12); hardware, 13; jewelry, 12; meat markets, 45 (chain, 1); men's furnishings, 4; men's clothing, 20; merchant tailors, 4; milliners, 16; opticians, 3; photographers, 7; pianos (and miscellaneous musical instruments), 4; radio supplies, 16; restaurants (including ho-

tels), 34 (chain, 1); shoes, 26; sporting goods, 4; stationers, 4; women's apparel, 12.

Miscellaneous Data: Average temperature, 44 degrees; average number of rainy days per 12 months, 115; most pleasant months: June to Oct.; doctors (medical, 50); (dentists, 35); (osteopaths, 2); number of wired houses, 8,000; street car service; gas, artificial; electric current, alternating; water, hard.

KENOSHA, WIS.**(Kenosha County)**

1920 Population, 40,472 (1925, Gov't. est. 50,981).

City and Suburban Estimate, 65,000.

Native Whites, 68.3%; **Negroes,** .3%; **Foreign Born,** 31.4%; **Industrial Workers,** 27%; **English Reading,** 80%; **Families,** 9,200.

Schools: Public Grade, 17; High, 1; Junior High, 3; Parochial, 8; Number of Pupils, 10,163.

Churches: Baptist, 3; Christian Science, 1; Congregational, 1; Episcopal, 2; Hebrew, 1; Methodist, 2; Roman Catholic, 9; Miscellaneous, 14.

Banks: National, 3; State, 1; Capital, Surplus, and Undivided Profits (all banks), \$1,672,119.94; Total Deposits (all banks), \$16,633,128.76; Total Resources (all banks), \$18,692,749.49; Total Bank Clearings (12 months, 1925), \$52,648,199.32.

Theatres: Legitimate, 1; Moving Pictures, 7; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 4. Total number of seats, 5,050 (theatres only).

Location: On Lake Michigan midway between Milwaukee and Chicago. Served by Chicago Northwestern Railway, Chicago North Shore & Milwaukee Railway, Milwaukee, Racine & Kenosha electric line, and motor buses running north, south and west. Nearest large city is ½ hr. by auto or trolley, and 15 minutes by railroad.

Principal Industries: Fire apparatus, automobiles, machinery supplies, metal beds and furniture, wire rope, hosiery, underwear, plumbing supplies, brass rods, sheets, tubes and shapes, furniture, mattresses, bed springs, automobile and bicycle lamps, wagons, leather.

Manufacturing Establishments: 20. Leading firms: Simmons Co., Nash Motors, Allen Tannery, Allen Co., Cooper Underwear Co., American Brass Co., Frost Mfg. Co., Hannah's Mfg. Co., Bain Wagon Co., Vincent-Alward Co., MacWhyte Co., Hall Lamp Co., Wells Machine Co., Peter Pirsch & Sons' Co. Total value of yearly output of factories estimated at \$120,500,000.

Special Information: Very low death rate. Sixty-five per cent of Kenosha people own their own homes. Monthly payroll over \$2,000,000. Over 6,000 automobiles owned in the city. City manager form of government.

Residential Features: Mostly one, and two-family houses. Private homes predominate.

Retail Shopping Section: Main business section comprised of about 16 city blocks.

Trading Area: Extends about five miles north, thirty miles west, and ten miles south.

Wholesale Houses: Groceries, 3; meats, 2; fruits, 4; miscellaneous lines, tobacco, 2; confectioner, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial automobile agencies, 4; automobile accessories, 43; automobile tire agencies, 10; bakers, 16; cigar stores and stands (including hotels), 200; confectioners (including hotel stands), 275; delicatessen, 5; dressmakers, 22; druggists, 15; dry goods, 27; department stores, 8; electrical supplies, 14; florists, 5; fruits, 6; furniture, 11; furriers, 1; garages (public), 23; grocers, 145 (chain, 20); hardware, 10; jewelry, 10; meat markets, 70 (chain, 5); men's furnishings, 27; men's clothing, 19; merchant tailors, 20; milliners, 17; opticians, 6; photographers, 10; pianos (and miscellaneous musical instruments), 5; radio supplies, 27; restaurants (including hotels), 39; shoes, 26; sporting goods, 7; stationers, 7; women's apparel, 16.

Miscellaneous Data: Average temperature, 72 degrees; most pleasant months, Sept. and October. Doctors (medical, 45); (dentists, 25); (osteopaths, 3); street car service; gas, artificial; number of meters, 9,304; electric current, alternating; number of wired houses, 7,500; number of automobile registrations, 7,250 (approx.); water, hard (lake).

See announcement below

JANESVILLE, WIS.**(Rock County)**

1920 Population, 18,293 (1926 estimate, 22,100).

City and Suburban Estimate, 90,000. The most important cities and towns in this area are: Fort Atkinson (population 4,815; Whitewater (3,215); Delavan (3,016); Edgerton (2,688).

Native Whites, 83.6%; **Negroes,** .01%; **Foreign Born,** 16.3%; **Industrial Workers,** 20%; **English Reading,** 94%; **Families,** 4,300. German, Irish, and Norwegian are the predominating races of foreign born population. Percentage of illiterates, 0.9%.

Schools: Public Grade, 9; High, 1; Junior High, 1; Parochial, 3; Vocational, 1; County Normal School, 1; Business College, 1; Nurses Training School, 1; State School for the Blind, 1; Number of pupils, 4,239; Number of teachers, 176.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 6. Number of members, 9,625.

Banks: National, 2; State, 3; Capital, Surplus, and Undivided Profits (all banks), \$1,.

Continued on page 288

KENOSHA

Judged **BEST** city in Wisconsin in Better Cities Contest of State.

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WISCONSIN (Cont'd)

Janesville (cont'd)

486,298.26; Total Deposits (all banks), \$8,024,979.16; Total Resources (all banks), \$10,299,028.21.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 3; Total number of seats, 7,500.

Location: In the center of Rock County on the Rock River; geographical entrance to Wisconsin and Northwest Territory. Radiating point for five cross-state highways, all of concrete, out of Janesville through county. On O. M. & St. P. Ry., main line Chicago to Sioux Falls, also to Milwaukee, Madison, and points west. On C. & N. W. Ry., main line between Chicago, Minneapolis, St. Paul, and Duluth; also connections over this line for Madison, Fond du Lac, and points north. Rockford & Interurban electric line runs south through Beloit and Rockford, carrying passengers and freight, making connections for Chicago over other electric lines. Excellent bus service can be had from Janesville to strategic points within a 250 mile radius. On main line Chicago to Madison bus run. Nearest large city is Milwaukee, which is hours by auto, and railroad. Chicago is 3 1/2 hours by auto, and 3 hours by railroad.

Principal Industries: Automobile assembly, automobile body manufacture, fountain pens, coaster wagons, furniture, heavy machine tools, porch shades, spark plugs, portable conveyors, barb wire fencing, absorbent cotton, threads, sausage, woolens, ice cream and milk, pens and corn canners, shirts and overalls, farm tractors, cotton batting, string, bearings, auto specialties, paper boxes, beet sugar, store fixtures, corsets and brassiers, feed grinding, boiler works, beverages, underwear, monuments, candy, rye and buckwheat flours, brick works, foundry, tents and awnings, tobacco, sand and gravel, moulding sand, radio sets.

Manufacturing Establishments: 89. Leading firms: Chevrolet Motor Company, Fisher Body Corp., Parker Pen Co., Janesville Products Co., Hanson Furniture Co., Rock River Machine Co., Hough Shade Corp., Northern Conveyor Co., Janesville Fence & Post Co., Janesville Batting Mills, Janesville Thread Mills, Rock River Woolen Mills, Ackermite Bearing Co., Leachwood Co., Janesville Paper Box Co., Rock River Sugar Co., Gossard Corset Co., Lewis Knitting Co., Janesville Sand & Gravel Co. Total value of yearly output of these factories is estimated at \$48,000,000.

Special Information: Located in the heart of one of the richest dairying regions in the country. The value of dairy products, and general field crop raised in the Janesville territory totals over \$32,000,000. (1926). Great diversity of industry within city limits, and an annual industrial payroll that consistently has been over \$6,000,000. Rock County is the third county in the state in point of automobile registration, having over 12,600 passenger cars in 1926. The assessed valuation for Janesville in 1926 was \$29,000,000. In 1926 an industrial building program has been carried out totaling over \$1,120,000, and has been accompanied by a home building program which will reach \$750,000. A municipal auditorium was erected at a cost of \$140,000. General Motors Co.'s improvements and additions to their plants alone total over a half million dollars in Janesville in 1926. A private census showed over 3,648 wage earners of both sexes, actively employed on October 1st, 1926. Natural resources of Janesville consist principally of water power, sand and gravel and moulding sand.

Residential Features: The city has mostly one-family frame, brick, and stucco houses. There are about 12 apartment houses. The city has no tenement sections or segregated nationalities in cramped areas. It is termed "The Bower City," because of the wonderful trees within its limits. The average valuation per home is \$5,000.

Retail Shopping Section: Extends from Main Street and Milwaukee Streets, the geographical center of the city, 4 blocks south, on South Main St., 4 blocks north, on North Main St., 12 blocks west, on West Milwaukee St.; and 4 blocks east, on East Milwaukee St. From each intersection are the usual sprinkling of retail business houses. Court Street, one block south, parallel to Milwaukee St., is largely a business section. There are three outlying business districts, with the usual retail meat, grocery, and confectionery stores. N. B. The streets parallel to Main St. for 11 blocks west, and four blocks east, are business streets for the same length as Main St. Considerable development is going on in this district.

Trading Area: Extends 10 miles south, and 25 miles southeast, east to north, and west, and southwest. Much trade is secured from a 25-mile radius, and even from further distances, due to the wonderful roads and transportation facilities leading into Janesville. There are 41 towns in this section which consider Janesville as the center of their trading area.

Wholesale Houses: Groceries, 2; meats, 2; fruits, 1; hardware, 1; dry goods, 1; automobile supplies, 1; automobile tires, 2; candy and confections, 2; beverages, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 25; commercial automobile agencies, 12; automobile accessories, 26; automobile tire agencies, 14; bakers, 5; cigar stores and stands (including hotels), 13; confectioners (including hotel stands), 57; dressmakers, 14; druggists, 9 (chain, 1); dry goods, 9; department stores, 4; electrical supplies, 5; florists, 4; furniture, 4; garages (public), 29; grocers, 53 (chain, 7); hardware, 5; jewelry, 5; meat markets, 17 (chain, 1); men's furnishings, 11; men's clothing, 9; merchant tailors, 6; milliners, 9; opticians, 3; photographers, 5; pianos (and miscellaneous musical instruments), 4; radio supplies, 16; restaurants (including hotels), 24; shoes, 10;

sporting goods, 5; stationers, 2; women's apparel, 9.

Miscellaneous Data: Mean temperature, 50 degrees; extremes of temperature, 20 to 98 degrees; average yearly rainfall, 33 inches; most pleasant months: May, June, September, and October. Doctors (medical, 36); (dentists, 17); (osteopaths, 3); electric current, alternating and direct; number of wired houses, 5,100; number of industrial electric power users, 200; street car service, 3 1/4 miles single track; automobile registration (in city), 3,627; gas, artificial; number of gas meters, 4,000; number of industrial gas customers, 300; water, extremely hard (artesian).

LA CROSSE, WIS.

(La Crosse County)

1920 Population, 30,421 (1925 est., 31,363).

City and Suburban Estimate, 45,000.

Native Whites, 79%; Negroes, 1%; Foreign Born, 20%; Industrial Workers, 20%; English Reading, 95%; Families, 10,000.

Schools: Public Grade, 10; High, 1; Junior High, 2; Parochial, 5; Normal, 1; State Vocational, 1; Number of Pupils, 7,400.

Churches: Baptist, 4; Christian Science, 1; Congregational, 1; Episcopal, 2; Hebrew, 1; Methodist, 5; Presbyterian, 3; Roman Catholic, 9; Miscellaneous, 13.

Banks: National, 2; State, 4; Total Resources, \$15,824,378.30; Savings Bank Deposits Total \$5,473,162.08.

Theatres: Legitimate, 1; Moving Pictures, 5; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 6,000.

Location: On main lines of Chicago, Burlington, & Quincy; Chicago, Milwaukee & St. Paul, and the Chicago and Northwestern Railroads. On direct routes between Chicago, "Twin Cities" and Pacific Coast. On Mississippi River, with barge transportation of freight. Nearest large city is 7 hours distant by automobile, 5 hours by railroad.

Principal Industries: Rubber footwear, automobile gauges, lumber and mill-work, boots and shoes, candies and crackers, agricultural implements.

Manufacturing Establishments: 60. Leading firms: La Crosse Rubber Mills Co., National Gauge & Equipment Co., J. B. Funke & Co. (candies), La Crosse Garment Co. (house dresses, aprons, etc.), Wisconsin Pearl Button Co. Total value of yearly output of factories estimated at \$22,305,406.00.

Special Information: Situated in midst of prosperous dairy country. Trade area is a 45-mile radius, with trade population of 175,000. Scenic beauties of this region attract thousands of automobile tourists annually. Three transcontinental auto highways lead to La Crosse.

Residential Features: La Crosse is essentially a city of homes, there being a scant dozen apartment buildings, only one of which is large and important. There are about 7,000 houses in La Crosse, the majority of which are single family homes, only about ten per cent are duplex or double duplex type. Fully 60% of these homes are occupied by owners. Over 300 homes built in last two years.

Retail Shopping Section: Main St. from 2nd to 6th (4 blocks); Third St., from Main to Pearl (1 block); Fourth St., from State to Jay (3 blocks); Pearl St., from 2nd to 4th (2 blocks).

Trading Area: North to Black River Falls (32 miles); east to New Lisbon (65 miles); south to Prairie du Chien (60 miles); east to Spring Valley, Minn. (50 miles).

Wholesale Houses: Groceries, 3; meats, 4; fruits, 3; hardware, 2; dry goods, 2; miscellaneous lines: drugs, plumbing supplies, 5.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial automobile agencies, 7; automobile accessories, 3 exclusive; automobile tire agencies, 5; bakers, 5; total cigar stores and stands (including hotels), 9 (chain, 1); confectioners (including hotel stands), 43; delicatessen, 2; dressmakers, 35; druggists, 16 (chain, 1); dry goods, 16; department stores, 2; electrical supplies, 10; florists, 9; fruits, 1; furniture, 3; furriers, 3; garages (public), 12; grocers, 112 (chain, 3); hardware, 9; jewelry, 12; meat markets, 35 (chain, 1); men's furnishings, 15; men's clothing, 15; merchant tailors, 12; milliners, 14; opticians, 10; photographers, 9; pianos (and miscellaneous musical instruments), 4; radio supplies, 6; restaurants (including hotels), 40; shoes, 19; sporting goods, 5; stationers, 4; women's apparel, 14.

Miscellaneous Data: Average temperature, 46.1 degrees; average number of rainy days, 117; most pleasant months are: May, June, July, August, September, October and first part of November. Doctors (medical, 34); (dentists, 33); (osteopaths, 2); street car service; gas, artificial; electric current, alternating; number of wired houses, 6,500; water, hard.

MADISON, WIS.

(Dane County)

1920 Population, 38,378 (1926, est. 52,000).

City and Suburban Estimate, 60,000.

Native Whites, 86%; Negroes, .6%; Foreign Born, 13.4%; Industrial Workers, 11%; English Reading, 97%; Families, 10,213. (7,200 pupil population not included in census figures).

Schools: Public Grade, 15; High, 3; Junior High, 2; Parochial, 7; Number of Pupils, 9,102; University of Wisconsin, Number of Students, 7,200.

Churches: Baptist, 2; Christian Science, 2; Congregational, 3; Episcopal, 2; Hebrew, 1; Methodist, 8; Presbyterian, 4; Roman Catholic, 8; Miscellaneous, 19.

Banks: National, 2; State, 8; Total Resources, \$20,196,655; Trust Companies, 3.

Theatres: Legitimate, 1; Moving Pictures, 5;

Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 12,000.

Location: In south central Wisconsin on the "Four Lakes." Served by the Chicago and North Western, Chicago, Milwaukee & St. Paul, and the Illinois Central Railroads. Very good bus service in practically all directions. Motor truck service also in several directions. Nearest larger city 3 hrs. by auto or railroad.

Principal Industries: Machine tools, turret lathes, dry cell batteries (including radio batteries), flashlights, lubricators, hospital furniture, time-recording devices, chemicals, farm machinery, gas engines, shoes, drugs, candy, sugar, rennet extract, cheese color, ice cream and butter.

Manufacturing Establishments: 60. Leading firms: Gisholt Machine Co., Fuller & Johnson Mfg. Co., Burgess Battery Co., French Battery & Carbon Co., Madison-Kipp Lubricator Corp., Scanlan-Morris Co., Badger State Shoe Co., General Laboratories, Marshall Dairy Laboratory, Madison Plow Co., M. W. Keeley, Teckmeyer Candy Co., Madison Candy Mfg. Co., Kennedy Dairy Co., Mansfield Coughby Co., American Ice Cream Co. Total value of output of factories estimated at \$16,000,000.

Special Information: Madison is nearer the center of population in Wisconsin than any other city. In the heart of one of the richest dairy regions in America. An important battery center, one-tenth of the batteries and dry cells made in the country being made here.

Residential Features: Mostly one, and two-family houses. A few apartment houses, 14 having 10 or 12 apartments, and one having 34 apartments. Three very fine suburbs: Nakoma, Lakewood, Shorewood. A large percentage of the people own their own homes.

Retail Shopping Section: The streets around the Capitol Square, and State and King Sts. are the principal shopping districts, and terminal for street cars and bus lines from other cities. Pinckney St., 3 blocks; Main St., 4 blocks; Carroll St., 3 blocks; Milfill St., 3 blocks; State St., 6 blocks; King St., 2 blocks. There are five outlying retail business sections, and several smaller "neighborhood" sections with the usual grocery and meat shops.

Trading Area: The retail trade area takes in a 40-mile radius around the city; has a population of 305,000.

Wholesale Houses: Groceries, 4; meats, 2; fruits, 6; hardware, 1; dry goods, 1; miscellaneous lines, 15.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 25; commercial automobile agencies, 10; automobile accessories, 6; automobile tire agencies, 10; bakers, 24; cigar stores and stands (including hotels), 30; confectioners (including hotel stands), 31; delicatessen, 3; dressmakers, 60; druggists, 45; dry goods, 30; department stores, 5; electrical supplies, 15; florists, 5; fruits, 6; furniture, 6; furriers, 5; garages (public), 15; grocers, 125 (chain, 33); hardware, 16; jewelry, 12; meat markets, 48 (chain, 2); men's furnishings, 1; men's clothing, 23; merchant tailors, 24; milliners, 7; opticians, 5; photographers, 13; pianos (and miscellaneous musical instruments), 5; radio supplies, 6; restaurants (including hotels), 64; shoes, 22; sporting goods, 4; stationers, 3; women's apparel, 8.

Miscellaneous Data: Average temperature, 36 degrees; average number of rainy days per twelve months, 112; most pleasant months, June, July, Aug., Sept., Oct. Doctors (medical, 100); (dentists, 75); (osteopaths, 8); street car service; gas, artificial; electric current, alternating; number of wired houses, 13,686; water, hard.

MANITOWOC, WIS.

(Manitowoc County)

1920 Population, 17,354 (1925 est., 20,000).

City and Suburban Estimate, 60,000.

Native Whites, 87.1%; Negroes, .1%; Foreign Born, 12.8%; Industrial Workers, 53%; English Reading, 91%; Families, 4,176.

Schools: Public Grade, 9; High, 1; Junior High, 1; Parochial, 2.

Churches: Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 2; Roman Catholic, 3; Miscellaneous, 4.

Banks: National, 1; State, 3.

Theatres: Legitimate, 1; Moving Pictures, 4; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 8,000.

Location: On the west shore of Lake Michigan. Served by the Chicago & North Western Railway, "Soo Line," and by steamships to all Lake Michigan ports. The Goodrich & Hill steamboat lines and the Ann Arbor and Pere Marquette lines call daily. Excellent bus service to south, west, and northern part of the state.

Principal Industries: Manitowoc being a leading aluminum center has for its largest industry aluminum, next comes its large shipbuilding corporation, and another being the cement industry. Ranking in proportion are wood-working, furniture, and boiler works.

Manufacturing Establishments: 23. Leading firms: The Aluminum Goods Mfg. Co., The Manitowoc Shipbuilding Corp., Portland Cement Co., The Burger Boat Co., The American Seating Works, The Weisse Laboratory Furniture Co. Total value of yearly output of factories estimated at \$41,000,000.

Special Information: The excellent bus and train service of Manitowoc makes it the shopping center of a 30-mile radius.

Residential Features: Mostly one, and two-family homes. Manitowoc has no special residential features to speak of, all classes of people mingle and live in about the same sections. Private homes predominate.

Retail Shopping Section: Extends from 25th and Washington Ave. to 8th and Washington Ave. down to Buffalo St. North, which forms the heart of the business section. Washington and 8th Sts. are business streets of 15 blocks in

length. There are the usual smaller "neighborhood" sections with the usual grocery, confectionery, meat, and other small shops.

Trading Area: Extends about 30 miles west, 15 miles northeast, and 20 miles south. A large amount of business is secured from tourists that travel through this city 3 months of the year, viz. June, July and August. The city has provided excellent tourists parks where we have tourists camping and registering up to 55 per day. A large amount of business is secured from Two Rivers, 7 miles east of here.

Wholesale Houses: Groceries, 2; fruits, 1; hardware, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial automobile agencies, 3; automobile accessories, 6; automobile tire agencies, 9; bakers, 9; cigar stores and stands (including hotels), 26; confectioners (including hotel stands), 51; delicatessen, 2; druggists, 7; dry goods, 10; department stores, 8; electrical supplies, 5; florists, 4; fruits, 2; furniture, 5; garages (public), 21; grocers, 50; hardware, 8; jewelry, 4; meat markets, 16; men's furnishings, 8; men's clothing, 8; merchant tailors, 7; milliners, 5; opticians, 2; photographers, 3; pianos (including miscellaneous musical instruments), 6; radio supplies, 5; restaurants (including hotels), 8; shoes, 10; sporting goods, 7; stationers, 3; women's apparel, 8.

MARINETTE, WIS.

(Marinette County)

1920 Population, 13,610.

City and Suburban Estimate, 45,000.

Native Whites, 65%; Negroes, 1%; Foreign Born, 34%; Industrial Workers, 25%; English Reading, 95%; Families, 2,800.

Schools: Public Grade, 6; High, 1; Junior High, 1; Parochial, 8; Number of Pupils, 5,621.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 1; Hebrew, 2; Methodist, 5; Presbyterian, 1; Roman Catholic, 4; Miscellaneous, 4; Lutheran, 5.

Banks: National, 2; State, 2; Total Resources, \$6,450,000. Savings Bank Deposits Total, \$6,000,000.

Theatres: Legitimate, 1; Moving Pictures, 3. Total number of seats, 2,855.

Location: On deep water harbor on Green Bay, opening off Lake Michigan. Served by Chicago & Northwestern, Chicago, Milwaukee & St. Paul, Ann Arbor, and Wisconsin & Michigan R. Rs. In conjunction with the "Soo Line." Nearest larger city is 1 1/2 hours by auto, and 1 1/4 hours by railroad.

Principal Industries: Paper, lumber, and lumber products, pianos, cutlery specialties, gloves, excelsior, knitted goods, granite monuments, matches.

Manufacturing Establishments, 25. Leading firms: Sawyers Goodman Co., Marinette & Menominee Paper Co., Victory Bag & Paper Co., Marinette Knitting Mills, Boreal Mfg. Co., Pike River Granite Co., Kreiter Piano Co., Aerial Cutlery Co., Marinette Green Bay Mfg. Co. Total value of yearly output of factories estimated at \$7,000,000.

Special Information: Leading lumber manufacturing center in the state. Some of the greatest hardwood forests left standing in the Northwest are to be found within 50 miles of the city.

Residential Features: Mainly one and two-family houses. A few flats, but no tenements. Many beautiful residences are to be found throughout the city, principally on Riverside Ave., Marinette Ave., and State St.

Retail Shopping Section: Centers on Dunlap Square and extends up Main St. four blocks, and down Hall Ave. for 5, to 8 blocks. Small neighborhood stores distributed liberally throughout the city.

Trading Area: Extends approximately 20 miles south; 40 to 50 miles north, and northwest, and 25 to 30 miles west.

Wholesale Houses: Groceries, 1; dry goods, 1; butter, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; automobile accessories, 4; automobile tire agencies, 2; bakers, 4; cigar stores and stands (including hotels), 8 (chain, 1); confectioners (including hotel stands), 19; dressmakers, 35; druggists, 7; dry goods, 3; department stores, 2; electrical supplies, 3; florists, 2; fruits, 7; furniture, 3; furriers, 2; garages (public), 11; grocers, 43 (chain, 1); hardware, 3; jewelry, 6; meat markets, 16; men's furnishings, 6; men's clothing, 3; merchant tailors, 9; milliners, 6; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 10; shoes, 6; sporting goods, 3; stationers, 2; women's apparel, 4.

Miscellaneous Data: Average temperature, 44.4 degrees; average number of rainy day per twelve months, 105; most pleasant months, June, Oct., Nov. Doctors (medical, 10); (dentists, 12); (osteopaths, 1); street car service; gas, artificial; electric current, alternating; number of wired houses, 3,657; water, hard.

MARSHFIELD, WIS.

(Wood County)

1920 Population, 7,394. (1926 est. 8,100.)

City and Suburban Estimate, 20,000. Most important cities and towns in this area are: Stratford (pop. 1,000); Granton (500); Spence (1,000).

Native Whites, 95%; Foreign Born, 5%; Industrial Workers, 25%; English Reading, 99%; Families, 2,700.

Schools: Public Grade, 5; High, 2; Junior High, 1; Parochial, 3; Number of Pupils, 2,400.

Churches: Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 2; Lutheran, 3; Miscellaneous, 6.

WISCONSIN (Cont'd)

Banks: National, 2; State, 1; Capital, Surplus, and Undivided Profits (all banks), \$116,800; Total Deposits (all banks), \$4,409,244; Total Resources (all banks), \$5,526,358; Total Savings Banks Deposits, \$2,254,400; Total Bank Clearings (12 months, to July, 1, 1926), \$34,500,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 2,500.

Location: Geographic center on "Soo Line," Chicago & Northwestern, and Omaha railroads. Nearest larger city 8 hours by auto, and 6 hours by railroad.

Principal Industries: Cheese and butter, steel culverts and barn equipment, veneer and wood products, furniture and rough lumber, beds, mattresses, springs, etc.; cheese and butter tubs, canvas gloves, flour mills, rennet and dairy equipment, milk cans, lightning rods, cannery factory, pickle factory, two creameries.

Manufacturing Establishments, 25. Leading firms: Roddis Lumber Co., Upham Furniture Co., Fekers Bros., Mfg. Co., Blum Bros. Box Factory, Johnson Glove Co., M. Bedding Co., M. Milling Co., M. Mfg. Co., Kraft Bros. Cheese Co., Blodgett Cheese Co., Ripon Co., Puerner Creamery Co., Lakeshire Cheese Co., Marshfield Cabinet Works, Neichert Chemical Co., Marshfield Ivory Works.

Special Information: Large manufacturing and shipping point for cheese. Excellent railroad service on two concrete state highways, with total of 14 miles paved streets in city and 140 in county.

Residential Features: Mostly one-family houses with about 60% owning their own. Valuation of homes average about \$6,000.

Retail Shopping Section: Central Ave. for 16 blocks, with a few outlying grocery stores in outlying residential or industrial sections of city and for 14 blocks along Central Ave. business houses prevail for a block each way.

Trading Area: From 30 miles west, 40 miles north, 20 miles east and 20 miles south.

Wholesale Houses: Groceries, 1; fruits, 1; Miscellaneous Lines, butter, eggs, farm produce, foodstuffs, 1 each.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; automobile accessories, 12; automobile tire agencies, 12; bakers, 5; cigar stores and stands (including hotels), 50; confectioners (including hotel stands), 50; dressmakers, 15; druggists, 4; dry goods, 7; department stores, 6; electrical supplies, 3; florists, 1; fruits, 25; furniture, 3; garages (public), 20; grocers, 35 (chain, 1); hardware, 6; jewelry, 2; meat markets, 12; men's furnishings, 9; men's clothing, 9; merchant tailors, 4; milliners, 5; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 4; radio supplies, 2; restaurants (including hotels), 10; shoes, 2; sporting goods, 8; stationers, 4; women's apparel, 7.

Miscellaneous Data: Average temperature, 75 degrees; average number of rainy days per twelve months, 75; most pleasant months, May to Sept., inclusive. Doctors (medical, 15); (dentists, 8); gas, natural; number of meters, 600; electric current, alternating; number of wired houses, 1,000; automobile registrations, 1,162; water, hard.

MERRILL, WIS.

(Lincoln County)

1920 Population, 8,068. (1925 est. 10,500.)

Native Whites, 8,900; Foreign Born, 1,600; Industrial Workers, 85%; English Reading, 90%; Families, 1,525.

Schools: Public Grade, 5; High, 1; Junior High, 1; Parochial, 3; Number of Pupils, 2,000.

Churches: Baptist, 1; Congregational, 1; Episcopal, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 2; Miscellaneous, Lutheran, 4; Seventh Day Adventist, 1.

Banks: National, 1; State, 2; Total Resources, \$5,000,000. Savings Bank Deposits Total, \$2,000,000.

Theatres: Legitimate, 2; Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 3,000.

Location: C. M. & St. P. Ry. On Wisconsin River and Prairie River 18 miles north of C. & N. W. main line; 32 miles south of Bradley, important distribution point of "Soo" Line. Nearest larger city 1 hour by auto and 1 hour by railroad.

Principal Industries: Lumber, woodworking, paper, toys, candies, knit goods, pulp, electric power, machinery supplies, and condensed milk.

Manufacturing Establishments, 20. Leading firms: Stange Lumber Co., Kinsel Lumber Co., Merrill Woodware, Lincoln Box, Merrill Handle Co., Anson-Gilkey, Hurd, Heineman Lumber Co. and Grandfather Falls Co., Page Milk Co., Lincoln Canning Co. Total value of yearly output of factories estimated at \$30,000,000.

Special Information: Water power sites on the Wisconsin River, now being harmless, provide electric power. Merrill is situated in center of dairy and rich agricultural area.

Residential Features: Majority one-family homes and few two-home residences. Private homes predominate. Merrill has residential district that is noted throughout the Middle West for its natural scenic beauty. Magnificent homes.

Retail Shopping Sections: Eastern section extends from Park St. on Main St. to Blaine St. Western section of business district is enveloped in a triangle, as follows: Four blocks on Grand Ave., 5 blocks on West Main St., and 5 blocks

on State St. South and North Foster St. and West Main St. in the Sixth Ward.

Trading Area: Extends about 28 miles west, east and north. Intermittent business is secured from people living at a greater distance on account of the fine railroad and bus transportation service.

Wholesale Houses: Meats, 2; fruits, 1; ladies' garments, 1; knitting mills, 3; shoes, 1; confectionery, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 13; commercial auto. agencies, 7; automobile accessories, 18; automobile tire agencies, 20; bakers, 7; cigar stores and stands (including hotels), 38; confectioners (including hotel stands), 45; dressmakers, 20; druggists, 14; dry goods, 15; department stores, 5; electrical supplies, 2; florists, 1; furniture, 3; furriers, 2; garages (public), 14; grocers, 30 (chain, 2); hardware, 7; jewelry, 3; meat markets, 15; men's furnishings, 10; men's clothing, 12; merchant tailors, 4; milliners, 11; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 10; restaurants (including hotels), 15; shoes, 10; sporting goods, 7; stationers, 2; women's apparel, 12.

Miscellaneous Data: Average temperature, 60 degrees; average number of rainy days per twelve months, 53; most pleasant months, May, June, July, Sept., Oct., Nov. Doctors (medical, 15); (dentists, 10); (osteopaths, 2); bus service; gas, artificial; electric current, alternating; number of wired houses, 1,200; water soft.

MILWAUKEE, WIS.

(Milwaukee County)

1920 Population, 457,147 (January, 1926, est. 605,119).

City and Suburban: Most important cities and towns in trading area are: Madison (pop. 38,378); Racine (69,195); Kenosha (50,307).

Native Whites, 75.4%; Foreign Born, 24.1%; Negroes, 0.5%.

Schools: Public Grade, 79; High, 8; Parochial, Catholic, 47; Lutheran, 24; Non-sectarian, 5. Total registration, all schools, 113,667.

Churches: Adventist, 1; Baptist, 18; Catholic, 63; Christian, 2; Christian Science, 5; Congregational, 5; Episcopal, 13; Evangelical, 21; Greek, 3; Hebrew, 11; Italian, 1; Latter Day Saints, 2; Lutheran, 78; Lutheran Free, 1; Methodist Episcopal, 23; Methodist, Free, 2; Presbyterian, 17; Reformed, 3; Servian, 1; Spiritualistic, 6; Unitarian, 1; Miscellaneous, 14.

Banks: National, 8; State, 27; Mutual, 1. Savings Bank Deposits, \$68,926,964.81 (Jan. 1, 1926); Total Bank Deposits, \$246,221,954.03 (Jan. 1, 1926); Total Bank Clearings, for 1925, \$2,062,451,850.37.

Theatres: Legitimate, 3; Moving Picture, 71; Vaudeville, 3; Burlesque, 2; Halls, 80; Milwaukee Auditorium, seating 13,520 (7 halls).

Location: Chicago & Northwestern, Chicago & Milwaukee & St. Paul, Soo Line; Chicago & North Shore (electric). Steamboat Lines: Crosby Steamship Lines, Goodrich Transit Co., Peninsula & Northern Navigation Co., Pere Marquette Line, Wisconsin & Michigan Transportation Co. Freight and passenger service across lake and to Wisconsin points and to Chicago. Two car-ferry lines; Pere Marquette and Grand Trunk; daily service across lake throughout the year.

Located on Lake Michigan at the junction of the Milwaukee, Menomonee and Kinnickinnic Rivers, ideal for commercial purposes. Bus lines to all parts of state. Nearest larger city 4 hours by auto, 2½ hours by trolley, 2 hours by railroad.

Principal Industries: Machinery manufacturing, leather and tanning, soap, candy, cheese, paint, glass, motorcycle, auto parts, dairying, farming, trucks, utensils, doll vehicles, shoes, grain, textiles and hosiery.

Manufacturing Establishments, 1,657. Employees, 125,785. Value of Product, \$909,378,834. Leading firms: Allis-Chalmers Mfg. Co., Robert A. Johnston Co., Palmolive Co., Elmer's, Inc., Holeproof, Phoenix and Everwear Hosiery Companies, Pabst Corp., Bucyrus Co., Cutler-Hammer Co., Harley-Davidson Co., National Enameling & Stamping Co., Harnischfeger Corp.

Continued on page 290



THE Greater Milwaukee market, with a population exceeding 1,000,000, is one of the richest and most dependable markets in America. Milwaukee is first city in diversity of industry; Wisconsin is first state in value of dairy products. This fortunate combination of circumstances is responsible for a consistent high level of buying power.

To cover many other markets of equal size, two, three and sometimes even four papers are needed. In the Greater Milwaukee market thorough coverage is made possible through the use of a *single* newspaper—The Milwaukee Journal.

Concentrate in Wisconsin's Preferred Newspaper

More than one-half million Wisconsin people read The Milwaukee Journal. No other publication or possible combination of publications—at any price—affords the coverage of The Milwaukee Journal in this market.

Furthermore, Milwaukee Journal circulation is 100 per cent solid. Premiums have never been used by The Journal to attract new readers or to retain old subscribers.

For advertisers in all lines of business, every advertising dollar invested in The Milwaukee Journal sells a maximum volume of goods at the lowest possible cost per sale.

The Milwaukee JOURNAL
FIRST—by Merit

The Milwaukee Evening Leader

A world leader in cooperating with advertisers

Two hundred and fifty Milwaukee grocers and eighty-seven Milwaukee druggists are on the staff—but not on the payroll.

They are supporters of the Milwaukee Leader and its advertisers.

They will give their windows for display and the Leader will make installation.

Fifty thousand circulation and nearly all in the city.

Its readers believe in the paper—thousands of them read no other Milwaukee newspaper—and they supply their wants from Leader advertisers.

Some of the largest food advertisers are using the Leader and they are getting results.

The Leader does not offer nor sell bulk circulation with thousands of readers looking for jobs, but rather a home delivered circulation among a people who are able to buy.

For full particulars, address

FRALICK & BATES, INC.

New York, Chicago, San Francisco, and Los Angeles

WISCONSIN (Cont'd)

Milwaukee (cont'd)

Residential Features: Mostly single dwellings and duplex flats. More than 22,000 duplexes. Manufacturing districts well confined. Three fine suburbs, Wauwatosa, Shorewood and Whitefish Bay.

Retail Shopping Section: Extends about 20 blocks west from lake on Wisconsin Street and Grand Avenue and about six blocks north. There are three outlying shopping centers of next importance and approximately 27 smaller neighborhood shopping centers, as well as scattered neighborhood groups and small stores.

Trading Area: Thirty miles south, west and north. Less frequent but steady trade from all overstate and from Upper Michigan.

Wholesale Houses: Groceries, 26; meats, 23; fruits, 9; hardware, 8; dry goods, 17. Jobbers cover entire state and Upper Michigan.

Number of Retail Outlets for Nationally Advertised Products: Automobile dealers, 281; automobile accessories, 653; automobile tires, 75; bakers, 367; cigar stores and stands, 85 (chain, 14); confectioners, 256; dressmakers, 194; druggists, independent, 319 (chain, 32); dry goods, 294; department stores, 24; electrical supplies, 124; florists, 114; fruits, 107; furniture, 130; furriers, 54; grocers, independent, 1,733 (chain, 244); hardware, 141; jewelry, 109; meat markets, independent, 376 (chain, 25); men's furnishings, 108; merchant tailors, 432; milliners, 116; opticians, 15; photographers, 66; pianos (and miscellaneous musical instruments), 109; radio and supplies, 338; restaurants, 550 (chain, 13); shoes, 264; sporting goods, 24; stationers and office supplies, 95; women's apparel, 241.

Miscellaneous Data: Doctors (medical, 762); (dentists, 553); (osteopaths, 16); number of wired houses, 112,287; number of gas meters, 141,180; street car service; gas, artificial; electric current, alternating; water, hard.

See announcements page 289

MONROE, WIS.

(Green County)

1920 Population, 4,788.

City and Suburban Estimate, 10,000. Most important cities and towns in this area are: Brodhead (pop. 1,600); Juda (465); Monticello (477); New Glarus (981).

Native Whites, 75%; **Foreign Born,** 25%; **English Reading,** 95%; **Families,** 1,100.

Schools: Public Grade, 4; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 1,320. One Normal School.

Churches: Christian Science, 1; Methodist, 2; Roman Catholic, 1; Miscellaneous, Universalist, Union, Lutheran, United Brethren in Christ.

Banks: National, 1; State, 2. Capital, Surplus, and Undivided Profits (all banks), \$563,012; Total Deposits (all banks), \$4,901,834; Total Resources (all banks), \$5,577,046.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 2,100.

Location: Southern part of Green County, on the C. M. & St. Paul, and the Illinois Central R.R.s. Excellent bus service to Madison three times daily, to Janesville twice daily and to Freeport twice daily. Concrete roads east, west, north and south through Green County. State trunks highways 31, 20, 61, and 59, intersect in Monroe, county seat. Nearest larger city, 1 hour by auto, 1½ hours by railroad.

Principal Industries: Dairy. Borden's Condensed Plant, Blumer Products Co., Monroe Dairy Products Co., Monroe is the center of the Swiss cheese industry in the U. S., Green County producing \$7,418,491 in Swiss cheese, \$820,742 in Limburger and \$2,670,218 in brick, total \$12,406,135 in cheese production. Breeding of brown Swiss, Holstein cattle, and swine.

Manufacturing Establishments, 4. Leading firms, as above mentioned.

Special Information: Monroe is the county seat of Green County. It was originally settled by Swiss coming from the Alps region in Switzerland, in 1845.

Residential Features: Mostly one- and two-family homes. Private homes predominate. Fine residential district all directions from the public square, estimated value about \$6,000 each.

Retail Shopping Sections: Extends from Public Square (which forms heart of business section) one block each direction. There are two outlying business sections (retail) with the usual grocery, confectionery, meats and small shops. Also wholesale cheese storage cellars at C. M. & St. Paul Railway.

Trading Area: North 20 miles, east 16 miles, south 12 miles, west 10 to 15 miles. Very good trade is secured due to the concrete roads, and bus service passing through the smaller cities surrounding.

Wholesale Houses: Foreign type cheese, 8.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial automobile agencies, 2; automobile accessories, 15; automobile tire agencies, 20; bakers, 2; cigar stores and stands (including hotels), 22; confectioners (including hotel stands), 10; delicatessen, 1; dressmakers, 4; druggists, 4; dry goods, 4; department stores, 2; electrical supplies, 4; florists, 2; fruits, 10; furniture, 2; furriers, 1; garages (public), 6; grocers, 11 (chain, 2); hardware, 4; jewelry, 4; meat markets, 7; men's furnishing, 4; men's clothing, 4; merchant tailors, 3; milliners, 6; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 6; restaurants (including hotels), 8; shoes,

4; sporting goods, 4; stationers, 5; women's apparel, 8.

Miscellaneous Data: Average temperature, 50 degrees; average number of rainy days per twelve months, 95; most pleasant months, May to November. Doctors (medical, 8); (dentists, 6); (osteopaths, 2); gas, artificial; number of meters, 1,241; electric current, alternating; number of wired houses, 1,925; number of automobile registrations, 1,670; water, hard.

OSHKOSH, WIS.

(Winnebago County)

1920 Population, 33,162.

City and Suburban Estimate, 100,000.

Native Whites, 85%; **Foreign Born,** 15%; **Industrial Workers,** 23%; **English Reading,** 95%; **Families,** 8,650.

Schools: Public Grade, 11; High, -2; Junior High, 1; Parochial, 10. Number of Pupils, 7,091. State Normal.

Churches: Baptist, 2; Christian Science, 3; Congregational, 2; Episcopal, 4; Hebrew, 1; Methodist, 4; Presbyterian, 3; Roman Catholic, 6; Miscellaneous, Lutheran, 12.

Banks: National, 2; State, 2; Total Resources, \$15,809,298; one trust company; Savings Bank Deposits Total, \$12,754,901.

Theatres: Legitimate, 1; Moving Pictures, 4; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 5. Total number of seats, 6,000.

Location: Heart of the Fox River Valley direct water route to Great Lakes, via Green Bay. West shore of Lake Winnebago at mouth of Fox, served by Chicago & Northwestern, Soo Line, C. M. & St. Paul Ry. Entire Fox River Valley connected with Interurban Electric Service and bus lines as feeders to all the important points of state. Center of dairying industry; 31 passenger and 40 freight arrive and depart daily on steam lines. Nearest larger city, 3½ hours by auto; 3 hours by railroad.

Principal Industries: Metal, 1; 29 factories, including auto trucks, gas engines, boilers, farm lighting plants, concrete mixers, tools, castings of all sorts, washing machines, etc. Woodworking, 24 factories, including sashes, doors, blinds, millwork, automobile bodies, boxes, caskets, furniture, matches, toys, store and office fixtures, trunks, wagons, cisterns and tanks. Textile mills; a leather factory including shoes. Dairy products.

Manufacturing Establishments: 153. Leading firms: Diamond Match Co., Paine Lumber Co., Morgan Millwork Co., Oshkosh Overall Co., (B'Gosh), Waite Grass Carpet Co., Deltex Co., Oshkosh Four Wheel Drive, Gould Mfg. Co., The Buckstaff Co. (Caskets), The Leach Co., Oshkosh Trunk Co., C. A. Libby Co., J. L. Clark Mfg. Co., Fuller-Goldman Co., Giant Grip Mfg. Co., Oshkosh Wrapper Co., Universal Motor Co. Total value of yearly output of factories estimated at \$32,500,000.

Residential Features: Practically all one- and two-family houses, two blocks devoted to workmen's tenements. Private homes predominate. In a small town adjacent to Oshkosh, but depending on Oshkosh for its buying, is one of the finest residential sections in Central Wisconsin. This town has in the neighborhood of fifteen millionaires connected with the manufacture of paper; 62% of the residents in Oshkosh own their own homes.

Retail Shopping Section: Extends from City National Bank Building, which is in the heart of the shopping district and on the most important corner of Oshkosh, 14 blocks, and on Ceape, Otter, Wangoo, Washington, Church, Merritt, Algoma and High for several blocks each, the last-named streets crossing Main in the retail section; Oregon Street for 9 blocks on the south side of the river, and West Algoma for 4 blocks on the west side. Oshkosh also has the usual corner grocery and meat markets.

Trading Area: Extends within a radius of 47 miles north, west and south. Lake Winnebago on east for 14 miles to the north and 20 miles to the south. People come from 70 miles to the north for trading on account of the excellent train and bus service; 40 miles from the west on bus service.

Wholesale Houses: Groceries, 4; meats, 2; fruits, 3; miscellaneous lines, shoes, 1; notions, and paper, 1; confectionery, 4; paper, 1.

In Racine, Wis.

It's the

Racine Times-Call

Results—

Naturally determine the choice of an advertising medium.

In Racine it's a recognized fact that the Times-Call has the buying power.

National Representatives

CHAS. H. EDDY CO.

247 Park Ave., New York City
410 N. Michigan Ave., Chicago, Ill.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 16; commercial automobile agencies, 2; automobile accessories, 11; automobile tire agencies, 14; bakers, 14; cigar stores and stands (including hotels), 7 (chain, 2); confectioners (including hotel stands), 31; delicatessen, 2; dressmakers, 36; druggists, 13; dry goods, 5; department stores, 3; electrical supplies, 21; florists, 6; fruits, 6; furniture, 11; furriers, 3; garages (public), 23; grocers, 97 (chain, 7); hardware, 10; jewelry, 9; meat markets, 30; men's furnishings, 7; men's clothing, 7; merchant tailors, 8; milliners, 15; opticians, 3; photographers, 7; pianos (and miscellaneous musical instruments), 5; radio supplies, 11; restaurants (including hotels), 19 (chain, 1); shoes, 13; sporting goods, 6; stationers, 4; women's apparel, 10.

Miscellaneous Data: Most pleasant months: June, Sept. and Oct.; doctors (medical, 36); (dentists, 26); (osteopaths, 4); street car service; gas, artificial; electric current, alternating and direct; water, hard.

PORTAGE, WIS.

(Columbia County)

1920 Population, 5,582.

City and Suburban Estimate, 35,000. Most important cities and towns in this area are: Poyette (pop. 1,000); Rio (700); Kelbawer (1,200); Pardeeville (1,000).

Native Whites, 90%; **Foreign Born,** 10%; **Industrial Workers,** 10%; **English Reading,** 95%.

Schools: Public Grade, 5; High, 1; Parochial, 2.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1.

Banks: National, 1; State, 1. Capital, Surplus, and Undivided Profits (all banks), \$150,000; Total Deposits (all banks), \$2,000,000.

Theatres: Legitimate, 1; Moving Pictures, 1. Total number of seats, 1,000.

Location: On C. M. & St. P., and "Soo Line."

Principal Industries: Hosiery, shoes, underwear, metal.

Manufacturing Establishments, 5. Leading firms: Portage Hosiery Co., Portage Shoe Co., Freeland Tank Co., Underwear Co.

Special Information: The C. M. & St. P. Ry. main line shops are located in Portage. The headquarters and offices of this division has 525 employees living here, with a payroll of \$920,000 yearly.

Residential Features: Mostly one-family houses; private homes predominate.

Retail Shopping Section: On Dewitt and Cook Streets.

Trading Area: Comprises about 8 blocks. The city is favored with good roads extending from the city over all of Columbia County and reaching a population of 35,000.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; automobile accessories, 11; automobile tire agencies, 15; bakers, 4; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 6; delicatessen, 2; dressmakers, 8; druggists, 3; dry goods, 4; department stores, 2; electrical supplies, 2; florists, 2; fruits, 4; furniture, 2; garages (public), 10; grocers, 10 (chain, 3); hardware, 3; jewelry, 3; meat markets, 4; men's furnishings, 4; men's clothing, 4; merchant tailors, 6; milliners, 4; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 3; restaurants (including hotels), 3; shoes, 4; sporting goods, 3; stationers, 3; women's apparel, 4.

Miscellaneous Data: Most pleasant months, May, June and Oct. Doctors (medical, 10); (dentists, 8); (osteopaths, 2); gas, artificial; number of meters, 1,200; electric current, alternating; number of wired houses, 1,500; water, soft.

RACINE, WIS.

(Racine County)

1920 Population, 58,593. (1926 est. 70,312.)

City and Suburban Estimate, 100,000.

Native Whites, 73%; **Negroes,** 1%; **Foreign Born,** 26%; **Industrial Workers,** 57%; **English Reading,** 90%; **Families,** 15,211.

Schools: Public Grade, 11; School for the deaf, 1; School for the blind, 1; School for the subnormal, 1; Vocational school, 1; Business College, 1; Boys' college, 1; Catholic Academy, 1; High, 1; Junior High, 3; Parochial, 16; Number of Pupils, 13,000. Bonds authorized for two high schools.

Churches: Baptist, 6; Christian Science, 1; Congregational, 2; Episcopal, 5; Hebrew, 2; Methodist, 8; Presbyterian, 3; Roman Catholic, 11; Miscellaneous, 13; Lutheran, 17.

Banks: National, 2; State, 4; Total Resources, \$19,279,949.97. Savings Bank Deposits Total, \$7,740,990.88.

Theatres: Moving Pictures, 7; Legitimate, 1; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 12,000.

Location: On the west shore of Lake Michigan at mouth of Root River, served by the Chicago & Northwestern and the Chi. Mil. & St. Paul. Excellent interurban service. Two lines to Milwaukee and Chicago. Bus service to north, south and west. Nearest larger city 1 hour by auto, ½ hour by trolley and railroad.

Principal Industries: Automobiles and agricultural implements. Manufacture of malted

FIFTY YEARS OF LEADERSHIP

That's what the Journal-News means in the newspaper history of Racine and vicinity.

In these days of business casualties uninterrupted prestige for the space of two generations must necessarily have real merit back of it.

The October advertising totals tell the story of The Journal-News lead over the other Racine paper.

Total lineage for October, 1926

Journal-News	704,998 lines
Times-Call	469,518 lines

Journal-News lead for month of October	235,480 lines
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Both the last Audit and the Sept. 30th Publishers' statement show a steady widening of the gap between the two Racine papers, and today the Journal-News' lead in circulation over The Racine Times-Call is greater than ever before.

WISCONSIN (Cont'd)

milk, electrical devices, shoes, leather and leather products, camp furniture, automobile accessories, floor wax, large manufacturers of all kinds of castings. Total value of yearly output of factories estimated at \$125,000,000.

Manufacturing Establishments: Leading firms: Horlick's Malted Milk, Johnson's Floor Wax, Harvey Springs, Case T.-M. Co., Case Plow Co., Signal and Racine Shirts and Overalls. The Ajax Motor Co.

Special Information: Has excellent shipping facilities, both lake, steam and electric (bus lines all run through Racine). Ideal location on Lake Michigan, nearby lakes and resorts, fine transportation facilities.

Residential Features: Private homes predominate. Lake Shore roads south and north of city contain many beautiful homes.

Retail Shopping Section: Downtown (main district). Starts at Main and 6th, with four blocks on Main St., six blocks on 6th, also scattered business houses on 7th (six blocks) and side streets. State St. starts at Main and contains 15 blocks of business houses. Junction district—five blocks on Washington Ave. and one on Junction Ave. West Racine—Three blocks on Washington Ave. There are five other good sized neighborhood sections.

Trading Area: North, 20 miles; west, 30 miles.

Wholesale Houses: Groceries, 5; meats, 3; fruits, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 22; commercial automobile agencies, 7; automobile accessories, 20; automobile tire agencies, 25; bakers, 28; cigar stores and stands (including hotels), 162 (chain, 4); confectioners (including hotel stands), 38; delicatessen, 8; druggists, 33; dry goods, 26; department stores, 4; electrical supplies, 20; florists, 11; furniture, 18; furriers, 5; garages (public), 63; grocers, 155 (chain, 14); hardware, 17; jewelry, 14; meat markets, 74 (chain, 4); men's furnishings, 26; men's clothing, 23; merchant tailors, 12; milliners, 9; opticians, 4; photographers, 12; pianos (and miscellaneous musical instruments), 5; radio supplies, 10; restaurants (including hotels), 57; shoes, 25; sporting goods, 3; stationers, 4; women's apparel, 16.

Miscellaneous Data: Average temperature, 66.35 degrees; average number of rainy days per twelve months, 112; most pleasant months, May, June, July, August. Doctors (medical, 56); (dentists, 51); (osteopaths, 4); number of wired houses, 1,250; street car service; gas, natural, electric current, alternating; water, hard.

RHINELANDER, WIS.

(Oneida County)

1920 Population, 6,654.

City and Suburban Estimate, 9,600.

Native Whites, 80%; **Foreign Born,** 20%; **Industrial Workers,** 30%; **English Reading,** 90%; **Families,** 1,500.

Schools: Public Grade, 5; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 1,700.

Churches: Baptist, 1; Christian Science, 2; Congregational, 1; Episcopal, 1; Methodist, 1; Roman Catholic, 2; Miscellaneous, 3.

Banks: National, 2; State, 1; Capital, Surplus, and Undivided Profits (all banks), \$502,221; Total Deposits (all banks), \$2,750,000; Total Resources (all banks), \$3,204,464; Total Savings Banks Deposits, \$2,543,632.

Theatres: Moving Pictures, 2; Total number of seats, 1,400.

Location: On Soo Line, Chicago & North Western, Wisconsin River.

Principal Industries: Paper mill, lumber mills, refrigerator factory, napkin factory, boat factory, hardwood flooring factory, paper bag factory, veneer factory.

Manufacturing Establishments: 15. Leading firms: Rhinelander Paper Co., C. C. Collins Lbr. Co., Thunder Lake Lbr. Co., Wisconsin Veneer Co., Rhinelander Refrigerator Co., Daniels Mfg. Co., Glassine Bag & Specialty Co., Rhinelander Boat Co., Rhinelander Box & Lbr. Co. Annual output, \$9,500,000.

Special Information: Famous Wisconsin "Land O' Lakes Region." Water power, potato belt.

Residential Features: City of homes, fine shade trees, mostly one-family houses. Asphalt-paved streets.

Retail Shopping Section: Brown Street, 4 blocks (both sides); Stevens Street, 4 blocks (both sides); Davenport Street, 2½ blocks; King Street, 1 block; East River Street, 2 blocks; Thayer Street, 2 blocks.

Trading Area: 30 mile radius.

Wholesale Houses: Groceries, 2; fruits, 3; Miscellaneous Lines, potato warehouses, 8; grain, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial automobile agencies, 7; automobile accessories, 7; automobile tire agencies, 10; bakers, 7; cigar stores and stands (including hotels), 12 (chain, 2); confectioners (including hotel stands), 12; delicatessen, 3; dressmakers, 10; druggists, 4; dry goods, 4; electrical supplies, 4; florists, 2; fruits, 15; furniture, 2; garages (public), 12; grocers, 42 (chain, 1); hardware, 4; jewelry, 2; meat markets, 16 (chain, 1); men's furnishings, 6; men's clothing, 6; merchant tailors, 4; milliners, 5; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 10; restaurants (including hotels), 15; shoes, 10; sporting goods, 5; stationers, 6; women's apparel, 6.

Miscellaneous Data: Doctors (medical, 10); (dentists, 7); gas, artificial; electric current, alternating; water, soft.

SHEBOYGAN, WIS.

(Sheboygan County)

1920 Population, 30,955 (1926 est., 39,000).

City and Suburban Estimate, 200,000.

Native Whites, 73.3%; **Foreign Born,** 26.7%; **Industrial Workers,** 30%; **English Reading,** 90%; **Families,** 8,500.

Schools: Public Grade, 10; High, 1; Parochial, 8. Number of Pupils, 5,439.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 3; Methodist, 3; Presbyterian, 1; Roman Catholic, 4; Miscellaneous, 20.

Banks: National, 1; State, 3; Total Resources, approximately \$16,000,000; Savings Bank Deposits Total \$8,500,000.

Theatres: Legitimate, 1; Moving Pictures, 8; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 4,000.

Location: Located on the shores of Lake Michigan in Eastern Wisconsin, the county seat of Sheboygan County. Served by 2 lines of C. & N. W., the Milwaukee Northern Electric and Eastern Wis. Elec. and the steamships. The Milwaukee Northern has a fast parlor car service between here and Chicago. The Goodrich and West Ports steamship line operate daily between here and all ports on the great Lakes. This is the headquarters of the C. Reiss Coal Co. and immense coals unload here and coal is shipped to the entire Northwest. Nearest larger city 2 hours by trolley, railroad and auto.

Principal Industries: Enamel ware of all kinds, bath tubs, furniture and toy wagons, wood-working machinery, aluminum ware, harnesses and knitted products.

Manufacturing Establishments: 154. Leading firms: Vollrath Co., Northfield Co., Crocker Chair Co., Badger State Training Co., C. Reiss Coal Co., Allen A. Co., Northern Furniture Co., Phoenix Chair Co., American Chair Co., Sheboygan Chair Co., Lincoln Plywood Co., Frost Seating Co., Polar Ware Co., Kohler Co., located at Kohler, a suburb of Sheboygan. Total value of yearly output of factories estimated at \$75,000,000.

Residential Features: One family homes predominate in Sheboygan although there are some double flats. About 90% of the people of this city own their homes. Beautiful residential sections all over city.

Retail Shopping Section: Shopping district extends on 8th or Main Street from Indiana Ave., for 15 blocks, also 4 blocks on Pennsylvania Ave. 5 blocks on Michigan Ave., 5 blocks on Calumet Drive, 2 blocks on South 15th St., 4 blocks on South 12th St. There are also many neighborhood groceries and markets in various sections in the city.

Trading Area: Extends approximately 25 or 30 miles north, and from 30 to 40 miles west and 20 miles south of Sheboygan. Improved State and County Highways throughout this section leading to Sheboygan together with the bus and Interurban service.

Wholesale Houses: Groceries, 2; meats, 5; fruits, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 20; commercial automobile agencies, 2; automobile accessories, 6; automobile tire agencies, 20; bakers, 6; cigar stores and stands (including hotels), 12 (chain, 1); confectioners (including hotel stands), 11; delicatessen, 5; dressmakers, 50; druggists, 11; dry goods, 5; department stores, 4; electrical supplies, 7; florists, 3; fruits, 20; furniture, 8; furriers, 7; garages (public), 22; grocers, 70 (chain, 4); hardware, 7; jewelry, 5; meat markets, 36; men's furnishings, 11; merchant tailors, 4; milliners, 7; opticians, 5; photographers, 6; pianos (and miscellaneous musical instruments), 6; radio supplies, 10; restaurants (including hotels), 10; shoes, 9; sporting goods, 3; stationers, 6; women's apparel, 8.

Miscellaneous Data: Average number of rainy days per twelve months, 25; most pleasant months, June to Oct. Doctors (medical, 38); (dentists, 24); (osteopaths, 2); number of wired houses, 8,000; street car service; gas, artificial; electric current, alternating; water, hard.

See announcement columns 3 and 4

STEVENS POINT, WIS.

(Portage County)

1920 Population, 11,371.

City and Suburban Estimate, 38,000.

Native Whites, 85%; **Foreign Born,** 15%; **Industrial Workers,** 30%; **English Reading,** 95%; **Families,** 2,525.

Schools: Public Grade, 7; High, 1; Parochial, 4; Number of Pupils, 2,194. State Normal—Enrollment, 1,000.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 4; Miscellaneous, 2; Lutheran, 2.

Banks: National, 2; State, 1; Total Resources, \$4,795,759.27. Savings Bank Deposits Total, \$4,500,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 3; Total number of seats, 5,300.

Location: On Soo Line, Green Bay & Western State trunk highways, 10, 18, 54 and 66 with motor bus connections. Center of State, gateway to the great northern lake region. On Wisconsin River.

Principal Industries: Paper mfg., fishing tackle, lumber and building materials, toys, boxes, barn equipment, soft drinks, tanning, furniture and general woodworking.

Manufacturing Establishments: 39. Leading firms: Whiting-Plover Paper Co., Wisconsin

River Paper & Pulp Co., Joerna Bros. Furniture Co., Frost Fishing Tackle Mfg. Co., Weber Life-Like Fly Co., George W. Frost & Sons (fishing tackle), Vetter Mfg. Co. (building materials), Automatic Cradle Mfg. Co., Farmers' Barn Equipment Co., Stevens Point Box Co., Stevens Point Tanning Co. Total value of yearly output of factories estimated at \$30,000,000.

Special Information: Stevens Point is centrally located in its natural trading area, Portage County, of which it is the county seat and only city. Is center of vast hydro-electric power development and connected with a half-dozen such plants. A natural distributing center for central and northern Wisconsin. Has ample supply of underground spring water. Is large railroad center and division point on Soo Line, with 1,000 employees. Wisconsin Teachers' College with 779 students is located here. Junction point of U. S. Transcontinental Highways, Nos. 10 and 51.

Residential Features: Practically all one-family houses, a great majority occupied by owners. Paving, sewer, water and gas well distributed.

Retail Shopping Section: Main St., 3 blocks including Public Sq. Adjoining retail streets: Strong's Ave., 2 blocks; North 3rd St., 1 block; South 3rd St., 1 block; North 2nd St., 1 block; South 2nd St., 1 block. South side retail section adjacent to square takes in four blocks. Also numerous neighborhood stores.

Trading Area: Radius of 25 miles, connected by state maintained roads.

Wholesale Houses: Groceries, 1; meats, 1; fruits, 1; Miscellaneous lines, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial automobile agencies, 2; automobile accessories, 11; automobile tire agencies, 15; bakers, 5; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 9; delicatessen, 3; dressmakers, 8; druggists, 6; dry goods, 9; department stores, 3; electrical supplies, 2; florists, 2; fruits, 30; furniture, 5; furriers, 1; garages (public), 8; grocers, 58; hardware, 5; jewelry, 4; meat markets, 14; men's furnishings, 12; men's clothing, 15; merchant tailors, 4; milliners, 4; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; restaurants (including hotels), 11; shoes, 24; sporting goods, 4; stationers, 7; women's apparel, 11.

STOUGHTON, WIS.

(Dane County)

1920 Population, 5,101.

Native Whites, 4,997; **Negroes,** 4%; **Foreign Born,** 25%; **Industrial Workers,** 50%; **English Reading,** 90%; **Families,** 1,000.

Schools: Public Grade, 4; High, 1; Junior High, 1.

Churches: Baptist, 1; Christian Science, 1;

Congregational, 1; Methodist, 2; Roman Catholic, 1; Miscellaneous, 4; Norwegian, Lutheran.

Banks: National, 2; State, 1.

Theatres: Legitimate, 1; Moving Pictures, 1.

Location: Chicago, Milwaukee & St. Paul Ry.

Principal Industries: 2 wagon factories, condensary, shoe factory, warehouses, tobacco stemmery, electric water heater factory, mill-working, foundry, road machinery.

Manufacturing Establishments: 3. Leading firms: Stoughton Wagon Co., Moline Plow Co., Stoughton Shoe Mfg. Co.

Residential Features: One-family houses predominate. Few made over into two-family and a few flat bldgs. Private homes predominate. Average value of homes, \$5,000.

Retail Shopping Section: Mostly on Main St. for about 5 or 6 blocks. Few neighborhood grocery stores.

Wholesale Houses: Groceries, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; automobile accessories, 10; bakers, 2; cigar stores and stands (including hotels), 3; confectioners (including hotel stands), 2; druggists, 4; dry goods, 3; department stores, 2; electrical supplies, 4; florists, 1; fruits, 1; furniture, 3; garages (public), 8; grocers, 11; hardware, 4; jewelry, 3; meat markets, 4; men's furnishings, 4; men's clothing, 4; merchant tailors, 4; milliners, 4; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 3; restaurants (including hotels), 4; shoes, 4; women's apparel, 4.

WATERTOWN, WIS.

(Dodge and Jefferson Counties)

1920 Population, 9,299 (1925 est., 10,000).

Native Whites, 98%; **Foreign Born,** 1%; **English Reading,** 90%; **Families,** 2,564.

Schools: Public Grade, 3; High, 1; Parochial, 5; Number of Pupils, 2,300.

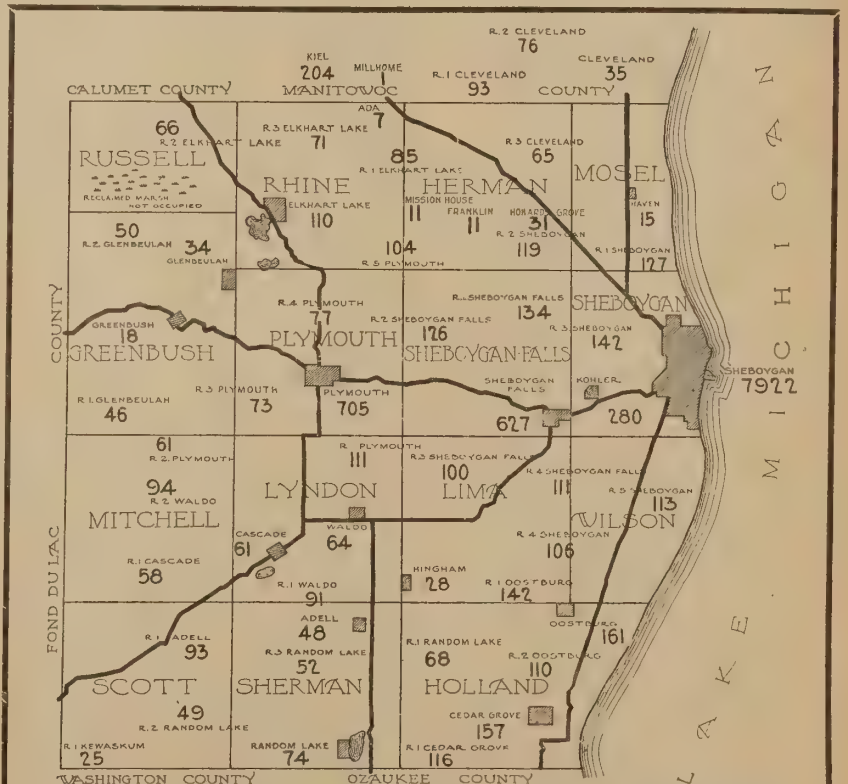
Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 2; Roman Catholic, 2; Miscellaneous, 5; Lutheran, 4.

Banks: National, 2; State, 2; Total Resources, \$4,250,000. Savings Bank Deposits Total, \$568,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), Total number of seats, 5,000.

Location: Chicago, Milwaukee & St. Paul Ry. Chicago North Western, Mil. Elec. Ry. and Light Co. On Highway 19, half way between Milwaukee and Madison. Situated on Rock River. Bus service in all directions. North and south on Highway 26. East and west on Highway 19.

Continued on page 292



THE SHEBOYGAN (Wis.) PRESS

COMPLETE COVERAGE

City Circulation..... 7,922

County Circulation..... 5,636

More Distant Circulation..... 987

Total Distribution..... 14,545

Represented by

THE ALLEN-KLAPP CO.,

INC.

Western Field

WEAVER-STEWART CO.,

INC.

Eastern Field

WISCONSIN (Cont'd)**Watertown (cont'd)**

Nearest city, 1½ hours by auto, 2 hours by trolley or railroad.

Principal Industries: Cutlery, table slides, paper boxes, shoes, flour, women's clothing, boilers, condensed milk, bricks, canned peas.

Manufacturing Establishments: 27. Leading firms: Village Blacksmiths Folks, G. B. Lewis, Beeware Supplies, Brandt, Dent Electric Fixtures, I. L. Henry Co., paper boxes, Brandt Automatic Cashier, Monarch Tractor Co., Wolf-ram Shoe Co., Walter Booth Shoe Co., Water-town Table Slide, Perfections Table Slide, Globe Milling Co., Bickett Rubber Produce Corp., Van Camp Packing Co., Jaeger Milling Co., Otto Biepfeld Co., Brewer-Stone Co., printing presses and glassine; Fleischman Mfg. Co., Water-town Canning Co., Jaeger Mfg. Co., sash and doors; Hartig Brewing Co., John Habegger Co., creameries and cheese factories; Kraft Cheese Co., Watertown Milk Producers Co-operative Ass'n.

Special Information: Very good shipping facilities. A monthly fair draws farmers for miles around.

Residential Features: One-family houses mostly. Private homes predominate. Some of the finest residential sections in this part of the state. The majority of the people own their own homes. Homes average in value \$7,000.

Retail Shopping Section: Extends from College Ave to Washington St., which forms the heart of business section, from east to west, 14 blocks. Several blocks from north to south with the usual groceries and markets.

Trading Area: Extends about fifty miles north, south, west. Intermittent business secured from people living a greater distance, because of good roads and our well stocked stores.

Wholesale Houses: Groceries, 1; hardware, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; commercial automobile agencies, 3; automobile accessories, 5; automobile tire agencies, 7; bakers, 7; cigar stores and stands (including hotels), 36 (chain, 1); confectioners (including hotel stands), 20; delicatessen, 5; dress-makers, 6; druggists, 5; dry goods, 5; department stores, 4; electrical supplies, 3; florists, 4; furniture, 5; grocers, 31 (chain, 3); hardware, 4; jewelry, 3; meat markets, 10 (chain, 1); men's furnishings, 2; men's clothing, 6; merchant tailors, 3; milliners, 6; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 5; restaurants (including hotels), 6; shoes, 7; sporting goods, 2; stationers, 1; women's apparel, 6.

Miscellaneous Data: Most pleasant months, Sept. and Oct. Doctors (medical, 13); (dentists, 10); (osteopaths, 2); number of wired houses, 2,374; gas, artificial; electric current, alternating; water, hard.

SUPERIOR, WIS.**(Douglas County)**

1920 Population, 39,674.

City and Suburban Estimate, 140,000. Most important cities and towns in this area are: Ashland (pop. 15,000); Rice Lake (5,000); Spooner (2,500); Rhinelander (7,000).

Native Whites, 71.5%; **Negroes,** .2%; **Foreign Born,** 28.3%; **Families,** 8,682.

Schools: Public Grade, 12; High, 2; Junior High, 5; Parochial, 8; Number of Pupils, 9,000.

Churches: Baptist, 2; Christian Science, 1; Congregational, 2; Episcopal, 3; Hebrew, 2; Methodist, 5; Presbyterian, 4; Roman Catholic, 10; Miscellaneous, 6; Lutheran, 15.

Banks: National, 2; State, 5; Total Deposits (all banks), \$10,372,104; Total Resources (all banks), \$11,072,890; Total Savings Banks Deposits, \$3,697,612.

Theatres: Moving Pictures, 4; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 6.

Location: Located at the head of Lake Superior, shipping point for the great Northwest, Great Northern, Northern Pacific, Chicago & Sault Ste. Marie, Duluth, South Shore & Atlantic, Canadian National Rys., Chicago & North Western, Lake Superior Terminal Ry., Northern Navigation Co. Nearest larger city, 15 minutes by auto; 30 minutes by trolley and 20 minutes by railroad.

Principal Industries: Chairs, briquets, marine and shipbuilding, linseed oil, salt. Railroad terminals and shops, coal docks, ore docks, grain elevators, flour mills, iron works, wind-mills, boxes, steel cars, linseed oil, and door-stops.

Manufacturing Establishments: A long list of varied lines, prominent in which will be found: Webster Mfg. Co., Scott Briquet Co., Superior Shipbuilding Co., Morton Salt Co., Spencer-Kellogg Co., Superior Door Stop Co.

Residential Features: Residential section largely one- and two-family houses. A restricted residential section on the river near the city's largest park.

Retail Shopping Section: Ten blocks on Tower Ave., between 5th and 15th Sts. Seven blocks on 5th St. between Lamborn Ave. and Tower Ave. Five outlying center and several neighborhood sections.

Trading Area: Twenty to twenty-five miles south, southeast and southwest. Intermittent shopping from a distance of 50 miles south as the roads are excellent and bus service maintained the largest part of the year.

Wholesale Houses: Groceries, 2; fruits, 2; confectionery, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 19; automobile tire agencies, 13; bakers, 19; cigar stores and stands (including hotels), 25; confectioners (including hotel stands), 15; delicatessen, 4; dressmakers, 25; druggists, 19; dry goods, 9; department stores, 6; electrical supplies, 5; florists, 3; fruits, 5; furniture, 10; furriers, 2; garages (public), 10; grocers, 125; hardware, 16; jewelry, 14; meat markets, 35; men's furnishings, 14; men's clothing, 10; merchant tailors, 16; milliners, 6; opticians, 5; photographers, 7; pianos (and miscellaneous musical instruments), 3; radio supplies, 4; restaurants (including hotels), 50; shoes, 15; sporting goods, 4; stationers, 2; women's apparel, 10.

Miscellaneous Data: Average temperature, 39 degrees; average number of rainy days per twelve months, 127; most pleasant months, July, August, September, October. Doctors (medical, 41); (dentists, 31); number of wired houses, 8,900; street car service; gas, artificial; number of meters, 6,200; electric current, both alternating and direct; water, soft; number of automobile registrations about 5,000.

See announcement columns 3 and 4

WAUKESHA, WIS.**(Waukesha County)**

1920 Population, 12,558 (1925 est., 14,125).

City and Suburban Estimate, 15,000.

Native Whites, 84.2%; **Negroes,** .9%; **Foreign Born,** 14.9%; **English Reading,** 10,500; **Families,** 3,200.

Schools: Public Grade, 6; High, 1; Junior High, 1; Vocational, 1; Parochial, 2; Number of Pupils, 3,250.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Lutheran, 2; Miscellaneous, 6.

Banks: National, 2; State, 1; Total Resources, \$6,500,000.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 3,600.

Location: On Little Fox River 19 miles west of Milwaukee. C. M. & St. P. Ry., C. & N. W. Ry., Soo Line Ry., Milwaukee Elec. Ry. Excellent shipping facilities. Waukesha is in the center of a successful dairy county. Nearest larger city, 45 minutes by auto or trolley; 35 minutes by railroad.

Principal Industries: Motor work, agricultural machinery, 2 aluminum works, malleable iron, brass foundry. Steel working mills, church furniture, bottling machinery, leather specialties, jelly powder. Aeroshade factory, Lux Fibre, iron foundry, malted milk, bottling works.

Manufacturing Establishments: 40. Leading firms: Motor Works, The Quality Aluminum Co., Wera Aluminum Works, White Rock Spring, Waukesha Silurian, and Bethesda Spring Bottling Works, Thompson Malted Milk, Samson Tractor, Aeroshade Co., Lux Fibre Co., Waukesha Foundry Co., Universal Milking Machine Co., Mastercraft Leather Goods Co., Waukesha Jelly Powder Co., Quality Aluminum Co.

Special Information: Waukesha has since 1868 been popular as a summer resort because of medicinal spring waters, but in the later years, manufacturing has become the more important feature. The dairy interests about Waukesha are very extensive and have been a source of greatly increased wealth during 15 years past.

Residential Features: Mainly single residences, a few flats with a tendency to larger flat buildings. Fine residential section.

Retail Shopping Section: On Main St. east and west, ½ mile; on Broadway, ¾ mile; on Madison St., 2 blocks. There are several outlying grocery stores, etc.

Trading Area: Extends about 12 miles in each direction and some trade is secured from greater distance.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; automobile accessories, 6; automobile tire agencies, 8; bakers, 7; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 10; delicatessen, 3; dress-makers, 19; druggists, 7; dry goods, 6; department stores, 2; electrical supplies, 7; florists, 2; fruits, 5; furniture, 3; garage (public), 7; grocers, 31 (chain, 4); hardware, 5; jewelry, 3; meat markets, 15; men's furnishings, 7; merchant tailors, 4; milliners, 6; opticians, 4; photographers, 4; pianos (and miscellaneous musical instruments), 2; radio supplies, 7; restaurants (including hotels), 15; shoes, 6; sporting goods, 2; women's apparel, 2.

Miscellaneous Data: Average temperature, 63 degrees; average number of rainy days per twelve months, 57; most pleasant months, May, June, July, Aug., Sept. Doctors (medical, 16); (dentists, 14); (osteopaths, 2); number of wired houses, 2,500; gas, artificial; electric current, alternating; water, hard.

WAUSAU, WIS.**(Marathon County)**

1920 Population, 18,661 (1925 est., 22,062).

City and Suburban Estimate, 60,000.

Native Whites, 60%; **Foreign Born,** 40%; **English Reading,** 90%; **Families,** 5,580.

Schools: Public Grade, 10; High, 1; Parochial, 5; Number of Pupils, 5,280.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 3; Lutheran, 7; Evangelical, 1; Universalist, 1; Miscellaneous, 10.

Banks: National, 2; State, 2; Total Resources, \$11,652,648.70. Savings Bank Deposits Total, \$4,246,076.58.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 3; Total number of seats, 2,700.

Location: In the heart of Wisconsin on the Wisconsin River, served by the C. & N. W. and C. M. & St. P. Rys. Also on two principal state highways. Nearest larger city (Milwaukee), 7 hours by auto or railroad.

Principal Industries: Lumber, granite, paper, veneer, shoes, electric motors, sash and doors, sand paper, electric power, etc.

Manufacturing Establishments: 60. Leading firms: Curtis & Yale Co., Marathon Paper Mills Co., Underwood Veneer Co., Marathon Shoe Co., Marathon Electric Co., Wausau Abrasive Co., Wisconsin Valley Electric Co., Menasha Paper & Carbon Co. Total value of yearly output of factories estimated at \$35,000,000.

Residential Features: Mostly one- and two-family houses. No tenement districts. About 75% home owners.

Retail Shopping Section: East Side extends from corner Forest St. and Grand Ave. west to Third St. north from Forest St. for 7 blocks to Franklin St. east and west for four blocks between these points. This is main business section. West side all of Clinton St., one block of First Ave., two blocks on Clarke St. There are four outlying smaller retail sections with the usual grocery, confectionery, meat and small shops.

Trading Area: Extends from 25 to 50 miles in all directions. Roads very fine. Wausau easily reached.

Wholesale Houses: Groceries, 3; meats, 1; fruits, 3; hardware, 1; plumbing, 1; autos, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 18; commercial automobile agencies, 9; automobile accessories, 25; automobile tire agencies, 7; bakers, 8; cigar stores and stands (including hotels), 2; confectioners (including hotel stands), 18; delicatessen, 2; dressmakers, 20; druggists, 9; dry goods, 8; department stores, 3; electrical supplies, 4; florists, 2; fruits, 2; furniture, 5; furriers, 1; garages (public), 20; grocers, 46 (chain, 4); hardware, 7; jewelry, 10; meat markets, 25; men's furnishings, 10; merchant tailors, 10; milliners, 8; opticians, 4; photographers, 5; pianos (and miscellaneous musical instruments), 4; radio supplies, 6; restaurants (including hotels), 7; shoes, 10; sporting goods, 6; stationers, 2; women's apparel, 6.

Miscellaneous Data: Average temperature, 41.3 degrees; average number of rainy days per twelve months, 80; most pleasant months, May, to Nov. 1st. Doctors (medical, 27), (dentists, 25), (osteopaths, 2); number of wired houses, 90%; street car service; gas, artificial; electric current, alternating; water, soft.

WISCONSIN RAPIDS, WIS.**(Wood County)**

1920 Population, 7,243 (1925 est., 9,000).

City and Suburban Estimate, 17,500.

Native Whites, 90%; **Foreign Born,** 10%; **Industrial Workers,** 65%; **English Reading,** 90%; **Families,** 2,000.

Schools: Public Grade, 5; High, 1; Junior High, 1; Parochial, 3; Number of Pupils, 1,743.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Roman Catholic, 2; Miscellaneous, Moravian, 2; Lutheran, 3.

Banks: National, 3; Total Resources, \$5,300,000; Savings Bank Deposits Total, \$4,000,000.

Theatres: Legitimate, 2; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Public; 2 School; Total number of seats, 2,500.

Location: Chicago, Milwaukee & St. Paul R.R., Soo Line, Northwestern Line, Green Bay & Western. Nearest larger city is 6 hours distant by automobile, and 6 hours by railroad.

Principal Industries: Paper Manufacturers of Bond, News Print, Wrapping Paper, and Wall Paper, Ice Machines, Parkway Clothes, Overalls, Ahldawagam Paper Products, Camp Stoves, Cheese Co., Processing Paints and Oil.

Manufacturing Establishments: 7. Leading firms: Consolidated Water Power and Paper Co., American Carbonic Machinery Co., Prentiss-Wabers Products Co., Sampson Canning Co., Ahldawagam Paper Products Co., Acme Cheese Co.

Residential Features: 2,550 residences; 10 apartment buildings all in down-town district.

Retail Shopping Section: Grand Ave., 1st and 2nd Sts., 4 blocks on Grand Ave., 4 blocks on 2nd Street, 3 blocks on 1st Street.

Trading Area: 25 miles North; 25 miles West; 35 miles South; 25 miles East.

Wholesale Houses: Groceries, 2; meats, 2; hardware, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 20; commercial automobile agencies, 6; automobile accessories, 6; automobile tire agencies, 5; bakers, 4; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 12; druggists, 6; dry goods, 6; department stores, 4; electrical supplies, 6; florists, 2; furniture, 2; garages (public), 13; grocers, 22 (chain, 2); hardware, 3; jewelry, 4; meat markets, 8; men's furnishings, 8; men's clothing, 8; merchant tailors, 5; milliners, 4; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 7; restaurants (including hotels), 8; shoes, 6; sporting goods, 3; women's apparel, 5.

Miscellaneous Data: Doctors (medical, 7); (dentists, 7); (osteopaths, 1); number of wired houses, 2,500; street car service; electric current, alternating; water, soft.

National Food Advertisers

in the

Superior Evening Telegram

Used 245,773 lines of Advertising
In the First Nine Months of 1926
50,000 More Lines than in the Same Period of 1925

They Know Advertising in the Telegram is

PROFITABLE

By Using the Telegram They Thoroughly Cover
Superior and
All the Towns of
Northern Wisconsin

These Advertisers Also Know That This

CANNOT BE DONE

By Any Other One Medium

They Have Found IT PAYS

So Will You.

The
Superior Evening Telegram
SUPERIOR, WISCONSIN

Note: The Superior Telegram and Duluth News Tribune combination for National Advertising gives the only complete coverage of Duluth and Superior, Northern Minnesota and Upper Wisconsin, the head of the Lakes Jobbing Territory.

Guide to Daily Newspaper Markets of WYOMING and CANADA

CASPER, WYO.

(Natrona County)

1920 Population, 11,447 (1925 est., 35,000).
City and Suburban, 50,000.

Native Whites, 78.3%; Negroes, 0.7%; Foreign Born, 21%.

Schools: Public Grade, 8; High, 2; Junior High, 1. Number of Pupils, 6,800.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 2; Presbyterian, 5; Roman Catholic, 1; Miscellaneous, German Lutheran, Swedish Lutheran, Adventist, Christian.

Banks: National, 4. Total Resources, \$15,750,000; Savings Bank Deposits Total, \$2,994,995. Two Trust Companies.

Theatres: Legitimate, 1; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 4,000.

Location: Chicago & Northwestern Ry. and Chicago, Burlington & Quincy Ry., also Wyoming North & South Ry. Bus service from Casper to Laramie, Midwest and Salt Creek, Sheridan, and to Rawlins, Wyo., and Casper to Denver. Nearest large city, 12 hours by auto and 14 hours by railroad.

Principal Industries: Oil refining, large gasoline refineries. Great daily output of gasoline. Center of oil producing section. Second largest wool market in the United States. Cattle center. Oil well supplies.

Manufacturing Establishments: 50. Leading firms: Standard Oil Co. (Ind.), The Texas Co., the White Eagle Refining Co. Value manufactured products annually \$200,000,000.

Special Information: Casper ships phenomenal tonnage of oil and gasoline daily. Casper's population has increased 160% in four years. Bank debts have increased 1,100% in six years. Annual payroll approximately \$12,000,000. Building permits, 1924, \$3,000,000. Heavy tonnage motor trucks are a prominent feature of Casper's street traffic.

Residential Features: Mostly one-family residences. Big colonies of summer homes in Casper mountains and foothills. Best residential sections all paved. (35 miles of paving). Model city plan developed by community extension. Homes in best residential sections cost from \$6,000 to \$125,000. Three prosperous suburbs.

Retail Shopping Section: Extends from Court House 4 blocks south on Center Street; Wolcott parallel to Center on east, 2 blocks; Durbin parallel to Wolcott, 2 blocks; David parallel to Center on west, 2 blocks; First Street (east and west), David to Durbin, 3 blocks; Second Street parallel to First; Ash to Grant, 8 blocks; Midwest Avenue parallel to Second; David to Durbin, 3 blocks; Fifth Street south of Midwest Avenue; Center to Durbin, 2 blocks; West First from Center to Elm, 3 blocks.

Trading Area: Forty-five miles north; 125 miles west; 35 miles south; 50 miles southwest; 50 miles east.

Wholesale Houses: Groceries, 4; meats, 1; fruits, 2; paper and woodware, 1; auto accessories, 3; Miscellaneous lines, furniture, 1; tobacco, 1; produce, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 28; commercial auto agencies, 4; automobile accessories, 14; automobile tire agencies, 20; bakers, 8; cigar stores and stands (including hotels), 30; confectioners (including hotel stands), 24; delicatessen, 3; dressmakers, 6; druggists, 10; dry goods, 8; department stores, 2; electrical supplies, 5; florists, 3; fruits, 7; furniture, 8; furriers, 3; garages (public), 20; grocers, 75 (chain, 3); hardware, 5; jewelry, 11; meat markets, 20; men's furnishings, 10; merchant tailors, 15; milliners, 10; opticians, 6; photographers, 9; pianos (and miscellaneous musical instruments), 2; radio supplies, 10; restaurants (including hotels), 44; shoes, 11; sporting goods, 6; stationers, 6; women's apparel, 9.

Miscellaneous Data: Most pleasant months, June, July, Aug., Sept. Doctors (medical, 30), (dentists, 21), (osteopaths, 2); gas, natural; electric current, alternating and direct; water, hard.

CHEYENNE, WYO.

(Laramie County)

1920 Population, 13,829.

City and Suburban Estimate, Laramie County, 18,948. (Cheyenne is State Capital.) Most important cities and towns in this area are: Pine Bluffs (pop. 800), Wheatland (1,400), Burns (500), Hillsdale (125).

Native Whites, 70%; Negroes, 3%; Foreign Born, 27%; Industrial Workers, 50%; English Reading, 85%; Families, approximate, 3,500.

Schools: Public Grade, 7; High, 1; Junior High, 1; Parochial, 1. Number of Pupils, 2,967.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 7.

Banks: National, 2. Capital, Surplus and Undivided Profits (all banks), \$922,905; Total Deposits (all banks) \$5,776,122; Total Resources (all banks), \$8,243,652; Total Savings Banks Deposits, \$1,539,480.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 3,660.

Location: Southeast portion of State and is served by the main line of the Union Pacific Railroad, by the C. B. & Q., and the Colorado & Southern.

Principal Industries: Railroad shops, cattle and sheep.

Manufacturing Establishments: Creamery, ice cream and like establishments; International Harvester Co., branch; M. A. Disbrow, manufacturer of doors and sash. Largest shops on the Union Pacific System furnish the industrial employment of the city.

Residential Features: Mostly one and two-family houses, with the south side composed of small semi-modern dwellings housing shop workers. The better residential districts have several apartment houses, but private homes predominate. Most of residences owned by occupants. Very little rented property.

Retail Shopping Section: Extends north from Union Pacific station on Capitol, Caray and Pioneer Avenues for 4 blocks, and intersecting streets (Fifteenth, Sixteenth, Seventeenth and Eighteenth), being business streets. South Cheyenne, reached by viaduct over the Union Pacific yards has a small business district. There are the usual scattered "neighborhood" groceries and markets.

Trading Area: Territory surrounding Cheyenne very thinly populated and devoted chiefly to cattle and sheep raising. Business dependent almost entirely on city population. Trade is drawn from distance of 50 miles in all directions.

Wholesale Houses: Groceries, 3; meats, 1; fruits, 2; hardware, 1; Miscellaneous lines, farm implements, 2; drug, 1; cigar and confectionery, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 24; commercial auto agencies, 5; automobile accessories, 6; automobile tire agencies, 8; bakers, 7; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 20; delicatessen, 2; dressmakers, 3; druggists, 9; dry goods, 4; electrical supplies, 3; florists, 6; fruits, 2; furniture, 4; garages (public), 13; grocers, 39 (chain, 5); hardware, 4; jewelry, 6; meat markets, 8 (chain, 2); men's clothing, 16; merchant tailors, 12; milliners, 3; opticians, 5; photographers, 5; pianos and miscellaneous musical instruments, 4; radio supplies, 4; restaurants (including hotels), 25; shoes, 11; sporting goods, 4; stationers, 3; women's apparel, 12.

Miscellaneous Data: Average number of rainy days per 12 months, 60; most pleasant months, June, July, Aug., Nov., Jan., Feb., March. Doctors (medical, 18), (dentists, 11), (osteopaths, 2); bus service; gas, natural; number of meters, 1,169; electric current, alternating; number of wired houses, 2,525; water, 7% hard.

LARAMIE, WYO.

(Albany County)

1920 Population, 6,301 (1925 State census, 9,566).

City and Suburban Estimate, 10,000.

Native Whites, all; English Reading, 98%; Families, 2,200.

Schools: Public Grade, 4; High, 1; Junior High, 1; Parochial, 2. Number of Pupils, 1,800.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 2; State, 1. Total Resources, \$5,601,300.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 2,200.

Location: On main line of Union Pacific Railroad, and Colorado, Wyoming and Eastern Railroad.

Principal Industries: Railroad shops, oil, plaster mills.

Manufacturing Establishments: 4. Leading firms: Standard Oil Co. (Ind.), Ohio Oil Co., Overland Cement & Plaster Co., Certainated Products Co.

Special Information: City valuation, \$8,700,000; annual payroll, \$7,000,000. Seat of University of Wyoming. Large Pacific Fruit Exchange Co. re-icing station on the Union Pacific System, valued at \$1,000,000.

Residential Features: Mostly one and two-story family houses. No workmen's tenements. Homes do not exceed \$3,000 in value generally.

Retail Shopping Section: Extends west from University Avenue on First, Second and Third Streets for five blocks. Few small stores in residence district.

Trading Area: Twenty-five miles west, forty miles north, ten miles south and east.

Wholesale Houses: Groceries, 3; meats, 1; fruits, 1; hardware, 2; Miscellaneous lines, creamery, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto agencies, 6; automobile accessories, 1; automobile tire agencies, 7; bakers, 2; cigar stores and stands (including hotels), 9; confectioners (including hotel stands), 3; dressmakers, 4; druggists, 4; dry goods, 3; department stores, 3; electrical supplies, 3; florists, 2; furniture, 3; garages (public), 8; gro-

cers, 13; hardware, 3; jewelry, 3; meat markets, 8; men's furnishings, 7; men's clothing, 6; merchant tailors, 3; milliners, 3; opticians, 2; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 9; shoes, 7; sporting goods, 1; stationers, 4; women's apparel, 4.

SHERIDAN, WYO.

(Sheridan County)

1920 Population, 9,175.

City and Suburban Estimate (immediate suburban), 12,000; (county), 15,314.

Native Whites, 96%; Negroes, 1%; Foreign Born, 3%; Industrial Workers, 10%; English Reading, 99%; Families, 3,000.

Schools: Public Grade, 6; High, 2; Parochial, 1. Number of Pupils, 2,184.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 2; State, 1.

Theatres: Miscellaneous (Auditorium, etc.), 3. Total number of seats, 1,850.

Location: At the extreme northeastern portion of Wyoming, at the base of the Big Horn Mountains, fed by Big Goose and Little Goose streams and Tongue River, and served by the Chicago, Burlington and Quincy R.R. (North and South R.R. from Miles City, Montana, to Casper, Wyoming, through Sheridan, as headquarters, now in process of completion). Adjoins the vast wheat fields of the Crow Indian Reservation to the north, and the famous oil fields on the south. Nearest larger city, 5 hours by auto and railroad.

Principal Industries: Center of rich coal mining section. Holly Sugar Corporation, Sugar refining, dairying, flour mining, stock raising, Burnington R.R. shops, printing and binding, headquarters for tourists on Custer Battlefield, curing plant, coal, irrigated lands, sheep, wool, and hogs.

Manufacturing Establishments: 6. Leading firms: Sheridan Wyoming Coal Co., Holly Sugar Corp., Denio Barr Milling & Grain Co., Sheridan Pressed Brick & Tile Co., Sheridan Iron Works, San-Dairy Creamery, Barrett Planing Mill, Otto F. Ernst, Saddlery, Jersey Creamery, Pallas Candy Co., Associated Apiaries, Sheridan Meat Co., Mills Co. (printers, binders), Sheridan Brewing Co., Sheridan Manufacturing Co., Beckton Roller Mills (stock and poultry feeds), Northern Seeds Co., B. T. Denebrink (cigars), Tanning Plant, Dutch Creek Milling Co.

Special Information: Sheridan is in the heart of fertile part of the state; is a growing city catering to manufacturing, stock raising and agricultural interests of this section. Bus service for mines in northwest Sheridan County, 15 miles in all.

Residential Features: Mostly one and two-family houses; several modern first-class apartment houses. Limited section in northeast portion of town for railroaders' quarters. Private homes predominate. Southern and western portion of Sheridan fast becoming fine residential portion, homes averaging from \$6,000 to \$12,000.

Retail Shopping Section: Seven solidly built-up blocks, flanked on either side by substantial department stores, banking institutions, apparel, drug, sporting goods, and utility concerns interspersed. On the outskirts are many groceries, aside from solid section 7 blocks north and south, and 3 blocks east and west. Restaurants, confectionery stores and theatres on Main Street, generally speaking; garages and auto service stations on "wing" streets running into central section to interurban lines.

Trading Areas: Draws from Johnson, Weston, Sheridan, Campbell and Crook Counties in Wyoming, and Big Horn and Custer Counties of Montana. Sheridan is the wholesale center for this great section, and cattlemen, ranchers, agriculturalists and adjoining business interests look to Sheridan.

Wholesale Houses: Auto accessories, 1; groceries, 6; meats, 1; fruits, 2; hardware, 3; dry goods, 1; Miscellaneous lines: 3 large wholesale oil and grease plants, 1 feed and grain, 1 foundry.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto agencies, 5; automobile accessories, 36; automobile tire agencies, 24; bakers, 6; cigar stores and stands (including hotels), 26; confectioners (including hotel stands), 31; delicatessen, 6; dressmakers, 5; druggists, 6; dry goods, 10; department stores, 3; electrical supplies, 15; florists, 2; fruits, 8; furniture, 8; furriers, 3; garages (public), 16; grocers, 37 (chain, 2); hardware, 5; jewelry, 5; meat markets, 13; men's furnishings, 10; men's clothing, 15; merchant tailors, 4; milliners, 12; opticians, 2; photographers, 4; pianos (and miscellaneous musical instruments), 4; radio supplies, 7; restaurants (including hotels), 12; shoes, 16; sporting goods, 9; stationers, 20; women's apparel, 15; beauty parlors, 6; cleaners and dyers, 6; dairies, 5; hotels, 9; lumber yards, 5; plumbers, 5; real estate and insurance offices, 14; taxicab services, 9; transfer and storage, 4.

Miscellaneous Data: Average temperature, 49 degrees; average number of rainy days per 12 months, 109; most pleasant months, May, June, July, Aug., Sept. Doctors (medical, 16), (dentists, 8), (osteopaths, 3); gas, artificial; electric current, alternating; number of wired houses, 2,500; water, soft; service, suburban and city bus.

Standard Surveys of CANADA

ALBERTA

CALGARY, ALBERTA, CAN.

1921 Population, 63,305 (1926, est. 64,905).

City and Suburban Estimate, 78,479.

Native Whites, Very small foreign population. Practically all English speaking whites, who read and write English.

Schools: Public Grade, 53; High, 5; Number of Pupils, 14,000.

Churches: Baptist, 10; Christian Science, 1; Congregational, 4; Episcopal, 13; Hebrew, 1; Methodist, 13; Presbyterian, 12; Roman Catholic, 6; Miscellaneous, Latter Day Saints, 1; 7th Day Adventist, 1; Lutheran, 8; Brethren, 2; Disciples, 1; Unitarians, 1; Pentecostal Church of the Nazarene, 1.

Banks: National, 12; (9 branches).

Theatres: Legitimate, 1; Moving Pictures, 5; Vaudeville, 1. Total number of seats, 7,735.

Location: Largest business center in Alberta, on main line of C. P. R. There are five separate lines of railways centering on Calgary, Calgary-Edmonton-Calgary-MacLeod, main line of C. P. R.,—Montreal to Vancouver, and two C. N. R. lines. Geographical and industrial center of Alberta. Main distributing point for Alberta. Over 1,000 commercial travelers make Calgary their headquarters. Calgary is largest city between Winnipeg and the Pacific Coast.

Principal Industries: Flour milling, malting, brewing, \$5,000,000 oil refinery, the largest oil refinery in Canada. Meat packing, lumbering, large center for dairying industry, exporting large shipments of butter, cheese, eggs and ice cream. The central shipping point for the Western Canada Grain Route. Prairie headquarters for Giant Spillers Milling interests. Wheat production in 1925 approximately 100,000,000 bushels. Is headquarters for the grain interests of Alberta, has large grain exchange and head offices of the Alberta Wheat Pool.

Residential Features: Mostly one-family houses, large proportion bungalow style. Small area devoted to workmen's houses, but most workmen own their own homes—in fact, in Calgary by far the largest number of homes are owned by the people who live in them. Homes in the better residential districts average in value from \$10,000 to \$30,000.

Retail Shopping Section: Eighth Avenue, 8 blocks; 7th Avenue, 6 blocks; First Street, 5 blocks. There are a number of outlying business sections forming small business communities of their own. In some cases these reach quite respectable proportions. During 1925 new shopping district created when the T. Eaton Co., Ltd., and the Hollingworth Co., of Winnipeg and Regina established branches at 8th Avenue and 2nd Street West. A general movement of important stores followed them.

Trading Area: One hundred miles north, south, east and west.

Wholesale Houses: Groceries, 6; meats, 3; fruits, 11; hardware, 7; dry goods, 12.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto agencies, 5; automobile accessories, 13; automobile tire agencies, 6; bakers, 34; cigar stores and stands (including hotels), 11; confectioners (including hotel stands), 53; dressmakers, 8; druggists, 32 (chain, 1); dry goods, 14; department stores, 2; electrical supplies, 14; florists, 5; fruits, 11; furniture, 10; furriers, 10; garages (public), 37; grocers, 162 (chain, 2); hardware, 11; jewelry, 11; meat markets, 79; men's furnishings, 10; men's clothing, 13; merchant tailors, 31; milliners, 10; opticians, 12; photographers, 11; pianos (and miscellaneous musical instruments), 9; radio supplies, 3; restaurants (including hotels), 39 (chain, 1); shoes, 22; sporting goods, 6; stationers, 5; women's apparel, 9.

Miscellaneous Data: Average temperature, 56 degrees; average number of rainy days per 12 months, 100; most pleasant months, July, Aug., Sept., Oct.; doctors (medical, 86), (dentists, 46), (osteopaths, 2); number of wired houses, 20,107; street car service; gas, natural; electrical current, alternating; water, hard.

EDMONTON, ALBERTA, CAN.

1921 Population, 58,821 (1925 est. 65,378).

City and Suburban Estimate: 150,000 in radius of 25 miles. Most important cities and towns in this area are: Red Deer (pop. 2,323); Camrose (1,895).

Industrial Workers, 4,316; Families, 13,250.

Schools: Public Grade, 49; High, 21; Junior High, 3; Number of Pupils, 12,784.

Churches: Baptist, 13; Christian Science, 1; Episcopal, 18; Hebrew, 1; Methodist, 16; Pres-

Continued on page 294

ALBERTA (Cont'd)

Edmonton (cont'd)

byterian, 19; Roman Catholic, 13; Miscellaneous, 34.

Banks: National, 15; Total Resources, Assets of Canadian Banks, \$2,633,776,000; Savings Bank Deposits Total, \$18,000,000 in Edmonton branches. Total Bank Clearings (12 months), \$238,358,281.25.

Theatres: Legitimate, 1; Moving Pictures, 7; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 10,000.

Location: On North Saskatchewan River, Canadian National Ry. System, Canadian Pacific Ry. Edmonton Dunvegan & B. C. Ry. and Alberta & Great Waterways Ry.

Principal Industries: Meat packing, flour milling, lumbering, coal mining, oil refining, clothing, butter making, brick making, R. R. shops, furs, auto accessories, cereal foods, biscuits, printing, canoe and small boats, sashes and doors, house furnaces, oils and greases, bread, jams, confectionery, sheet metal products, creosoting plant, fur garments, boxes (wood).

Manufacturing Establishments: 80. Leading firms: Swift Canadian, Ltd., P. Burns Co., Ltd., Norwood Foundry Co., Pavey Candy Co., McGavin's Ltd., Sheet Metal Products, Ltd., North-west Biscuit Co., Great West Garment Co., Emery & Co., Western Steel Products, W. H. Clark Co., D. R. Fraser Co., Alberta Motor Boat Co., Northern Box Co., Alberta Brick Co. Total value of yearly output of factories estimated at \$33,000,000.

Special Information: Edmonton's location makes it the Gateway to one-quarter of the area of Canada. Center of 50,000,000 acres of grazing, timber and mineral lands. Lies opposite lowest pass through the Rocky Mountains from prairies to the Pacific Ocean. Growing R. B. center, 1,600 railway employees live here. Seat of the Provincial University and educational center of the province.

Residential Features: Private homes predominate. Several well conducted and appointed apartment houses. City has excellent natural gas supply. Several excellent residential areas, bordering the high banks of Saskatchewan and public parks and ravines. Houses vary in value in good districts from \$4,000 to \$15,000.

Retail Shopping Section: Jasper Avenue, 101st Street for three blocks north of Jasper Avenue, Mamayo Avenue, Whyte Avenue, 124th Street, Norwood Boulevard.

Trading Area: Extends 120 miles east and west, southward 80 miles, and northward all the way to the Peace River, to the MacKenzie Valley and the Arctic Ocean.

Wholesale Houses: Groceries, 9; meats, 3; fruits, 6; hardware, 6; dry goods, 8; Miscellaneous lines, 50.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 16; automobile accessories, 12; automobile tire agencies, 9; bakers, 26; cigar stores and stands (including hotels), 46; confectioners (including hotel stands), 67; dressmakers, 25; druggists, 38; dry goods, 19; department stores, 5; electrical supplies, 35; florists, 15; fruits, 85; furniture, 15; furriers, 11; grocers, 182; hardware, 26; jewelry, 20; meat markets, 63; men's furnishings, 33; men's clothing, 24; merchant tailors, 29; milliners, 13; opticians, 9; photographers, 11; pianos (and miscellaneous musical instruments), 9; radio supplies, 4; restaurants (including hotels), 37; shoes, 26; sporting goods, 5; stationers, 18; women's apparel, 9.

LETHBRIDGE, ALBERTA, CAN.

1921 Population, 11,097 (1925 est. 13,100). City and Suburban Estimate, 70,000 (1923 figures). Most important cities and towns in this area are: Coleman (pop. 2,050); Cardston (1,975); Raymond (1,799); MacLeod (1,692).

Native Whites, 85%; Foreign Born, 15%; Industrial Workers, 25%; English Reading, 95%; Families, 2,623.

Schools: Public Grade, 8; High, 1; Parochial, 2; Number of Pupils, 2,500, approximate.

Churches: Baptist, 1; Christian Science, 1; Anglican, 2; Hebrew, 1; United Church of Canada, 3; Presbyterian, 1; Christian, 1; Roman Catholic, 2; Miscellaneous, 8.

Banks: National, 5.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 9. Total number of seats, 6,500.

Location: On Canadian Pacific Railway. Six lines branching out from city. Nearest large city, by auto, 6 hours; by railroads, 5 hours.

Principal Industries: Four large coal mines, cut stone works, foundries, flour mills, railway shops, sash and door factory, brewery.

Manufacturing Establishments: Leading firms: Ellison Milling Co., Leth Iron Works, Leth Sash and Door Factory, Columbia Macaroni Co., Lethbridge Breweries, Ltd. Total value of yearly output of factories, mines and agricultural products estimated at \$62,750,000.

Special Information: Commercial and distributing center, large and fertile farming district, with and without irrigation. District holds records for wheat and oat yield on 1,000 acres. Large exports of wool and alfalfa. Center of great live stock area, beet sugar. District wins many prizes for grain at international shows.

Residential Features: Fine park in center of city. City noted for artificial lake. Very pretty Western city with wide sidewalks, boulevards and beautiful shade trees, etc.

Retail Shopping Section: Retail shopping district surrounds Galt Gardens, beautiful artificial park.

Trading Area: Extends over radius of 60 miles, business also secured from mining towns through Crows' Nest Pass.

Wholesale Houses: Groceries, 3; meats, 2; fruits, 3; hardware, 2; dry goods, 1; Miscellaneous lines: Rubber goods, 3; tobacco, 1; candy, 1; shoes, 1; mining supplies, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 6; automobile accessories, 14; automobile tire agencies, 12; bakers, 7; cigar stores and stands (including hotels), 16; confectioners (including hotel stands), 10; dressmakers, 3; druggists, 6; dry goods, 6; department stores, 2; electrical supplies, 2; florists, 3; fruits, 10; furniture, 4; furriers, 2; garages (public), 12; grocers, 19; (chain, 1); hardware, 5; jewelry, 5; meat markets, 10 (chain, 3); men's furnishings, 9; men's clothing, 9; merchant tailors, 7; milliners, 7; opticians, 4; photographers, 4; pianos (and miscellaneous musical instruments), 2; radio supplies, 11; restaurants (including hotels), 10; shoes, 15; sporting goods, 3; stationers, 3; women's apparel, 10.

Miscellaneous Data: Average temperature, 41.1 degrees; average number of rainy days per 12 months, 80.2; most pleasant months, June, July, Aug., Sept.; doctors (medical, 12), (dentists, 9); number of wired houses, 2,350; street car service; gas, natural; electric current, alternating; water, hard.

MEDICINE HAT, ALBERTA, CAN.

1921 Population, 9,634.

City and Suburban Estimate, 8,000.

Native Whites, 90%; Foreign Born, 10%; Industrial Workers, 40%; English Reading, 90%; Families, 1,200.

Schools: Public Grade, 8; High, 4; Number of pupils, 2,503.

Churches: 13.

Banks: 6.

Theatres: 3; Total number of seats, 1,600.

Location: On South Saskatchewan 180 miles southeast of Calgary on C. P. R. R.

Principal Industries: Coal mining, flour mills, brick yards, bridge and iron works, potteries, tractors and farming.

Residential Features: Most one family houses.

Retail Shopping Section: On Second and Third Streets between railway and Fifth Avenue.

Trading Area: Radius 150 miles.

Wholesale Houses: Groceries, 2; meats, 2; fruits, 2; confectioners, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial automobile agencies, 2; automobile accessories, 11; automobile tire agencies, 5; bakers, 6; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 9; delicatessen, 4; dressmakers, 12; druggists, 7; dry goods, 4; department stores, 2; electrical supplies, 2; florists, 2; fruits, 3; furniture, 3; furriers, 2; garages (public), 8; grocers, 21; hardware, 6 jewelry, 5; meat markets, 8; men's furnishings, 6; men's clothing, 4; merchant tailors, 7; milliners, 3; opticians, 4; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 10; shoes, 8; sporting goods, 4; stationers, 4; women's apparel, 4.

BRITISH COLUMBIA

NELSON, BRITISH COLUMBIA, CAN.

1921 Population, 5,230.

City and Suburban Estimate, 30,000. Most important cities and towns in this area are: Trail (pop. 4,000); Roynland (1,500); Grand Forks (1,500); Cranbrook (3,500).

Native Whites, 93%; Foreign Born, 7%; English Reading, 99%; Families, 7,347.

Schools: Public Grade, 3; High, 1; Parochial, 1; Number of Pupils, 1,147.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 2; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 6.

Banks: National, 4; Savings Bank Deposits, Total, \$3,250,000, estimated.

Theatres: Legitimate, 1; Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 4. Total number of seats, 1,600.

Location: Nelson is located on the west arm of Kootenay Lake in West Kootenay Federal Electoral riding. It is served by the C. P., and the G. N. Railways, and the C. P. Ry. Steamship line. First class service to all points in district. Nearest larger Canadian city, 72 hours by automobile and 27 hours by railroad.

Principal Industries: Ironworks, jam factories, timber mills, smelter, ore reduction plants, mining, wood-working factories, breweries, railroad shops, wire works, electric power.

Manufacturing Establishments: Leading firms: Nelson Ironworks, McDonald Jam Co., W. W. Powell Lumber Mill. Consolidated Mining &

Smelting Co., T. H. Waters Clothes Pin Factory, Western Box & Shingle Co., Nelson Brewing Co., Kootenay Wire Works & Mattress Factory. Total value of yearly output of factories estimated at \$27,000,000.

Special Information: Largest city in interior of B. C. Has own hydro-electric power plant, street railway, gas works, water works, etc. Nelson is center of big agricultural, mining and working district. Is chiefly wholesale and retail center.

Residential Features: There are a few rooming houses and residential hotels, but practically whole population live in private homes, mostly owned by occupants. Homes average in value \$3,500.

Retail Shopping Section: Extends 6 blocks on Baker St., 2 blocks on Ward St., 2 blocks on Josephine St., 3 blocks on Vernon St., and a number of small neighborhood stores.

Trading Area: 26 miles west, 54 miles south, 25 miles east and about 40 miles north. This is for ordinary everyday trading. For some classes of goods, such as high grade ladies' wear, pianos, men's wear, shoes, etc., Nelson is the trading center of area averaging 148 miles in radius.

Wholesale Houses: Groceries, 4; meats, 3; fruits, 2; hardware, 2; dry goods, 2; Miscellaneous lines, confectionery, 2; tobacco, 5.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto. agencies, 6; automobile accessories, 10; automobile tire agencies, 9; bakers, 4; cigar stores and stands (including hotels), 8; confectioners (including hotel stands), 8; dressmakers, 6; druggists, 5; dry goods, 6; department stores, 1; electrical supplies, 6; florists, 2; fruits, 2; furniture, 3; garages (public), 6; grocers, 18 (chain 1); hardware, 3; jewelry, 3; meat markets, 4; men's furnishings, 4; men's clothing, 4; merchant tailors, 5; milliners, 6; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 5; restaurants (including hotels), 7; shoes, 5; sporting goods, 3; stationers, 7; women's apparel, 2.

Miscellaneous Data: Average temperature, 60 degrees; average number of rainy days per twelve months, 86; most pleasant months, June, July, Aug., Sept., Oct. Doctors (medical, 6); (dentists, 7); (osteopaths, 2); number of wired houses, all; street car service; gas, artificial; electric current, alternating; water, soft, (mountain water).

NANAIMO, BRITISH COLUMBIA, CAN.

1921 Population, 8,877.

City and Suburban Estimate, 15,000.

Native Whites, 90%; Foreign Born, 10%; Industrial Workers, 80%; English Reading, all; Families, 2,000.

Schools: Public Grade, 5; High, 1.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, Brethren, 1; Apostolic, 1.

Banks: Savings Bank Deposits, Bank of Commerce, Royal Bank of Nova Scotia, Bank of Montreal.

Theatres: Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 4,000.

Location: On island sheltered bay, on west side of Gulf of Georgia, 40 miles from Vancouver and Mainland mountains, from 100 miles Mt. Baker in Washington is visible. E. & N. Railway and C. P. R. steamships give regular service twice a day and more.

Principal Industries: Coal mining, lumber, fishing and agriculture.

Manufacturing Establishments: No factories to speak of. Coal and lumber shipped amounts to millions of dollars.

Special Information: Geographical position makes it natural distributing centre for Vancouver Island. Only two hours' steaming from Vancouver. Center of big coal mining industry, also lumber industry. Fourth city in the province.

Residential Features: City limits still same as at incorporation over fifty years ago. This area practically filled up with fair single family houses. No tenements. Lots average 68 x 152 and large percentage of workers own their houses.

Retail Shopping Section: Confined to Main St.—runs from water front through Commercial to head of Crescent.

Trading Area: Takes in Wellington and Nanose, 16 miles north, in which line is included Northfield and Brechin, East Wellington, 4 miles east. South Wellington and extension 4 miles south and the farming district between these last two points and Ladysmith.

Wholesale Houses: Groceries, 2; fruits, 2; Miscellaneous lines, tobacco, 2; grain and feed, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; automobile accessories, 10; automobile tire agencies, 10; bakers, 5; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 20; delicatessen, 10; dressmakers, 15; druggists, 4; dry goods, 12; department stores, 2; electrical supplies, 2; florists, 3; fruits, 2; furniture, 4; garages (public), 2; grocers, 25; hardware, 5; jewelry, 4; meat markets, 10; men's furnishings, 4; men's clothing, 4; merchant tailors, 3; milliners, 7; opticians, 4; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 10; shoes, 8; sporting goods, 2; stationers, 2; women's apparel, 8.

NEW WESTMINSTER, BRITISH COLUMBIA

1921 Population, 14,495. (1926 est. 16,000).

City and Suburban Estimate, 25,000.

Native Whites, 90%; Foreign Born, 10%; Industrial Workers, 35%; English Reading, 93%; Families, 4,500.

Schools: Public Grade, 6; High, 2; Parochial, 2; Number of pupils, 3,661.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 4; United, 5; Presbyterian, 5; Roman Catholic, 3; Miscellaneous, 3.

Banks: National, 5; Total Resources (all banks), \$1,988,732; Savings Bank Deposits, Total, \$848,497.

Theatres: Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 10. Total number of seats, 7,000.

Location: On the north bank of the Fraser River, 18 miles above its mouth at the Gulf of Georgia. Served by four transcontinental railroads: C. P. Ry., C. N. Ry., G. N. Ry., and N. P. Ry., and the B. C. electric interurban line. Local fresh-water harbor is freely used by a fast increasing number of ocean-going freighters in export trade. Ample deep water, 2 miles of improved harbor area dockage, many miles of unimproved trackage and water front marine ways, shipyards and many sites suitable for elevators.

Principal Industries: Lumbering, all branches, shipyards, mills, salmon and fruit canning, electric car shops, distillery.

Manufacturing Establishments: 30. Leading firms: Canada Western Lumber Co., Ltd. (one of the largest sawmills in Canada), Brunette Lumber Co., Timberland Lumber Co., Mohawk Lumber Co., Iowa Shingle Mill; Westminster Iron Works, Heaps Engineering Works, Leckie's Tannery, B. C. Distillery, Laminated Materials Co., Broder Fruit & Vegetable Cannery, B. C. Electric Ry Shops, Westminster Brewery, Swift-Canadian, Ltd., (packing house and abattoir), B. C. Box Factory, Western Marine Railway, Triangle Chemical Co., Kraft Cheese factory, Westminster Paper Mills, Canadian-Scottish Paper Mills.

Special Information: Location of city very favorable, as a manufacturing and distributing center. Four railway lines meet ocean-going ships, using fresh water harbor, open all the year. The city owns its own electric light, power and gravity water-works system and the valuable water frontage property of the improved harbor area, which is available on long term leases. Central point for motor trucks and stages serving the valley from Huntingdon, Haney, White Rock and Vancouver. City operates its own weekly market. Suburban areas offer many miles of trackage and water frontage beyond the improved harbor area. The greater part of the area in city limits is residential. The considerable monthly pay-roll is stabilized by the large staffs and numerous inmates of Gov't Institution such as B. C. Penitentiary and hospitals located here.

Residential Features: Mostly one-family houses, standard residence and business lots 60 x 132 ft. Most main streets are hard surfaced with storm sewers and cement walks. Private homes predominate, even the landlords in the small Chinatown are, many of them Chinese. The topography favors the city as a residential city, with a generally south and western aspect, but magnificent view all around, a picturesque setting in a country famed for its natural beauties.

Retail Shopping Section: Extends along the streets paralleling the river (Fraser) and for several blocks back along the intersecting streets which lead to the residential sections. North, east and west, small retail centers cater to suburban residents. The city being about 14 blocks north and south and 2 miles east and west.

Trading Area: Extends 30 to 40 miles east, 22 miles south, 20 miles west and 5 miles north. This area is chiefly agricultural and dotted with small towns and villages which are supplied from here via B. C. Ry. and motor truck and bus lines.

Wholesale Houses: Groceries, 1; meats, 2; fruits, 1; hardware, 3; Miscellaneous lines, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial auto. agencies, 5; automobile accessories, 15; automobile tire agencies, 1; bakers, 4; cigar stores and stands (including hotels), 40; confectioners (including hotel stands), 40; delicatessen, 10; dressmakers, 15; druggists, 8; dry goods, 6; department stores, 1; electrical supplies, 10; florists, 4; fruits, 30; furniture, 6; garages (public), 6; grocers, 40; hardware, 5; jewelry, 6; meat markets, 10; men's furnishing, 6; men's clothing, 6; merchant tailors, 7; milliners, 8; opticians, 3; photographers, 8; pianos (and miscellaneous musical instruments), 4; radio supplies, 5; restaurants (including hotels), 17; shoes, 6; sporting goods, 8; stationers, 2; women's apparel, 8.

PRINCE RUPERT, BRITISH COLUMBIA, CAN.

1921 Population, 6,393 (last census).

City and Suburban Estimate, 10,000.

Native Whites, 85%; Indians, 10%; Foreign Born, 5%; Industrial Workers, 50%; English Reading, 95%; Families, 2,200.

Schools: Public Grade, 5; High, 1; Number of pupils, 800.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 1.

BRITISH COLUMBIA (Cont'd)

Banks: National, 3.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 2,000.

Location: Pacific coast terminus of Canadian National Ry., situated 550 miles north of Vancouver and 40 miles south of the Alaskan boundary. It is 500 miles nearer the Orient than any other port on the Pacific Coast. Having a daily service of fast through passenger trains from the Atlantic coast with fast through freight service it is the controlling factor in the Canadian Yukon and Canadian Alaska trade.

Principal Industries: Fishing, lumbering and mining, cold storage and fish curing, shipbuilding and machinery shops, Canadian National dry dock and shipping. The district, for which Prince Rupert is the distributing point, produces 70% of the total gold, silver and copper mined in the Province of British Columbia. The Government-owned Elevator (capacity 1,250,000 bushels) has been leased by the Wheat-Pool, which is active in shipping wheat; The easy rail grading and the short haul from prairie to tidewater is proving a most economical rate. Prince Rupert Harbor is free from fog and ice the year round, and is full of shipping, waiting to load wheat for other world-ports.

Manufacturing Establishments: 15. Leading firms: Canadian Fish & Cold Storage Co., Rupert Marine Products, Laminated Wood Products (in course of building), Booth Fisheries Canada Co., Athin Fisheries, Ltd., Royal Fish Co., Pacific Fisheries, Big Bay Lumber Co., Georgetown Sawmill, Albert McCaffery, Imperial Oil, Canadian National Dry Dock, Skeena River Salmon Canneries, and Massett Timber Co., Massett Q. C. L. tributary to the city, Swift Canadian Co.

Special Information: Prince Rupert is the northern center for the fishing, lumber and mining industries. Fish curing plants, cold storage plant, ice making works, boat building, etc. The fishing industry has had a remarkable growth, due to the strategic position of Prince Rupert. It is the natural port of entry for fish products to the eastern markets. Industrial sites are available at fair rentals on the waterfront with cheap power, light, water, etc.

Residential Features: Mostly one-family residences and apartment blocks. Private homes predominate.

Retail Shopping Section: Extends from Fairview (a fine residential district) for 5 blocks on Third Avenue to McBride Street and on Second Avenue from the Post Office to McBride Street, paralleling Third Avenue. In addition, there are the usual neighborhoods with confectionery, meat, fruit stores, etc.

Trading Area: Extends about 80 miles north, south, west and 100 miles east, north to Stewart and Anyoc, south to Ocean Falls, east to Prince George, and west to Queen Charlotte Islands.

Wholesale Houses: Groceries, 3; meats, 3; fruits, 2; hardware, 2; dry goods, 1; Miscellaneous lines, shoes, 2; confectionery, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 3; commercial automobile agencies, 3; automobile accessories, 4; automobile tire agencies, 2; bakers, 3; cigar stores and stands (including hotel stands), 6; delicatessen, 3; dressmakers, 10; druggists, 2; dry goods, 4; department stores, 1; electrical supplies, 4; florists, 3; fruits, 6; furniture, 2; furriers, 2; garages (public), 5; grocers, 8; hardware, 4; jewelry, 2; meat markets, 3; men's furnishings, 5; men's clothing, 5; merchant tailors, 5; milliners, 3; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 3; restaurants (including hotels), 15; shoes, 5; sporting goods, 2; stationers, 2; women's apparel, 7.

Miscellaneous Data: Average temperature, 52 degrees; average number of rainy days per twelve months, 200; most pleasant months, June, July, Aug., (sometimes December); doctors (medical, 6); (dentists, 3); (osteopaths, 1); number of wired houses, 2,150; no street car service; no gas; electric current, alternating; water, soft.

VANCOUVER, BRITISH COLUMBIA, CAN.

1921 Population, 117,217. (1926 est. 151,123). City and Suburban Estimate, 278,000.

Native Whites, 50%; Orientals, 8%; British Born, 42%; Industrial Workers, 17%; English Reading, 92%; Families, 43,486.

Racial Origin: British, 80%; European, 9%; Asiatic, 8%; Others, 3%.

Schools: Public Grade, 95; (including suburbs); High, 15 (including suburbs); Parochial, 25; Number of Pupils: City, 21,746; Suburbs, 21,263.

Churches: Baptist, 8; Christian Science, 4; United Church of Canada, 53; Episcopal, 30; Hebrew, 2; Methodist, 4; Presbyterian, 22; Roman Catholic, 19; Miscellaneous, 22.

Banks: Dominion, 8 (52 branches in city).

Theatres: Legitimate, 2; Moving Pictures, 30; Vaudeville, 3; Burlesque, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 32,000.

Location: On the shores of Burrard Inlet, 6 miles north of mouth of Fraser River, Gulf of Georgia, Pacific Ocean. Served by eight rail-

roads and 40 deep sea regular S.S. lines giving 52 services. Western terminus of C. P. R., Canadian National, Great Northern, Northern Pacific, the C. M. & St. P. Ry., Union Pacific, Kettle Valley and P. G. E. Rys., also operate here. S. S. lines include C. P. R., Coastwise and Trans-Pacific, Can.-Aust. Royal Mail, Dollar S.S., Luckenbach S.S., C. S. A. Line, C. G. Trans-Atlantic, Gen'l S.S. Corp., Pac-European Line, Moore & McCormick Line, Admiral Line, etc. Nearest larger city 6 hours by auto and railroad.

Principal Industries: Lumber, including manufactured wood products and shingles, fish canning, fertilizer manufacturing, machinery supplies, sheet metal work, chemical laboratories, fruit canning plants, boat building, railroad shops, etc. Grain handling, sugar refining, oil refining, printing. Gross value of manufacturing, \$190,000,000; 41,000 employees with a payroll of \$63,000,000.

Manufacturing Establishments: 1,500. Leading firms: American Can Co., Vancouver Lumber Co., B. C. Mills Timber & Trading Co., Ltd., J. Hanbury Lumber Co., Dom. Cannery, B. C. Sugar Refry, Imperial Oil Co., Empress Mfg. Co.

Industrial figures (including railway and steamship lines, contracting firms, factories etc.) Total payroll for 1925—\$159,959,820. 83,122 employees of 4,138 firms reporting to The Workman's Compensation Board.

Special Information: Vancouver is distributing base for western Canada. Five years ago less than 1,000,000 bushels of western Canadian grain were shipped by this port. This year 53,000,000 bushels of grain are being exported. Where grain moves out, merchandise must move in, and Vancouver manufactures, wholesale houses, and miscellaneous business are now experiencing the greatest era of development ever known here. Grain is a profitable cargo and Vancouver is converging point for the entire ocean tonnage on the Pacific. Low water rates to Vancouver have definitely established this point as the wholesale distributing base for the western coast of Canada.

Residential Features: Vancouver's equable climate, due to the warm Japan Current, has attracted a great many retired business men from the eastern and prairie provinces to make their homes here. In the West-end, Kitsilano, Point Gray, Fairview and Shaughnessy Heights districts, homes are of a very high standard. Entirely one-family homes, although averaging from eight to ten rooms with 10 to 16-room residences in the Shaughnessy Heights district. Workingmen's district: South Vancouver, Grandview, Mt. Pleasant, contain substantial five and six-room homes—one family to a home. Residents' average value, \$8,000 to \$15,000. Workingmen's homes average \$3,000.

Retail Shopping Section: Extends in the center of the city from Main Street in the east, along Hastings Street westward to Granville, approximately one mile; thence south on Granville one mile. Within this triangular area is the retail shopping district, covering an area of 25 blocks. There are six main outlying retail business sections, and a large number of "neighborhood" stores of general nature in all residential districts excepting Shaughnessy Heights, which is exclusively residential.

Trading Area: Extends over the lower mainland of British Columbia, eastward as far as Chilliwack, 60 miles up the Fraser River. In the Fraser Valley, which extends from Vancouver to Chilliwack 60 miles, extensive mixed farming is carried on, practically half of the farmers visiting Vancouver at least once a week.

Wholesale Houses: Groceries, 14; meat, 11; fruits, 40; hardware, 12; dry goods, 24.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 36; automobile accessories, 50; automobile tire agencies, 24; bakers, 145; cigar stores and stands (including hotels), 78 (chain, 8); confectioners (including hotel stands), 530; delicatessen, 49; dressmakers, 137; druggists, 104 (chain, 26); dry goods, 138; department stores, 4; electrical supplies, 31; florists, 78; fruits (see confectionery); furniture, 48; furriers, 25; garages (public), 179; grocers, 638 (chain, 27); hardware, 62; jewelry, 94; meat markets, 266 (chain, 23); men's furnishing, 94; merchant tailors, 76; milliners, 45; opticians, 29; photographers, 51; pianos (and miscellaneous musical instruments), 43; radio supplies, 26; restaurants (including hotels), 247 (chain, 4); shoes, 77; sporting goods, 15; stationers, 54; women's apparel, 29.

Miscellaneous Data: Average temperature, 61 degrees; average number of rainy days per twelve months, 90; most pleasant months, May to September inclusive. Doctors (medical, 248); (dentists, 133); (osteopaths, 8); number of wired houses, 61,560; street car service; gas, artificial; electric current, alternating; water, soft.

VICTORIA, BRITISH COLUMBIA, CAN.

1920 Population, 38,727.

City and Suburban Estimate, 55,000.

Native Whites, 70%; Foreign Born, 30%; Industrial Workers, 7%; English Reading, 95%; Families, 10,073.

Schools: Public Grade, 5,900. Number of pupils, 5,863.

Churches: Baptist, 7; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1; Methodist, 15; Presbyterian, 10; Roman Catholic, 6; Miscellaneous, 30.

Banks: Chartered Banks, 7. Total Resources (all banks), \$105,755,654; Total Bank Clearings (12 months, 1924), \$108,146,581.

Theatres: Legitimate, 2; Moving Pictures, 7; Vaudeville, 1; Total number of seats, 6,036.

Location: On the Straits of Juan de Fuca, at southern extremity of Vancouver Island. Served by the Can. Pac., Esquimalt & Nanaimo, and Canadian National Rys. Steamship lines: Union S.S. Co., C. P. O. S., Admiral Line, Blue Funnel Line, Harrison Line, Royal Mail, Nippon Yusen Kaisha, Osaka Shosen, Kaisha, Holt Line.

Principal Industries: Lumber, shingles, boxes, paper, soap, paint, varnishes, oatmeal, oil refining, shipbuilding, ironwork, ship repair plants, foundries, sand and gravel, boiler making, stove making, breweries, mineral waters, cement, explosives, machinists, bricks, marble, sheet metal, dye works, laundries, phonographs, creameries, cooperage, roofing material, carriage works, upholstery, tents and awnings, mattresses, furniture, toys, fish canneries, fruit canneries, flour, rice, coffee and spices, manufacturing confectionery, jam, pickles, boat building, lime kilns, biscuits, seed growing, nurseries, electroplating, abrasive paper, ammonia, asphalt, automobile bodies, laundry blue, cider, cigars, fertilizers, fish meal, gas, harness and saddlery, hats, leather goods, logging machinery, mirrors, dressed stone.

Manufacturing Establishments: 150. Leading firms: W. J. Pendray & Sons, Yarrow, Limited; Sidney Rubber Roofing Co.; Canadian Puget Sound Lumber & Timber Co., Ltd.; Victoria Machinery Depot Co., Ltd., British Columbia Cement Co.; Hafner Machine Co. Total value of yearly output of factories estimated at \$15,822,037.

Residential Features: Houses mostly for one family. Private homes predominate.

Retail Shopping Section: Extends from C. P. R. Wharf, Belleville Street, twelve blocks on Government, Douglas and Blanchard Streets. There are two outlying business sections and several small suburban sections with the usual grocery, confectionery and meat shops.

Trading Area: Extends as far as Ladysmith, 59 miles north. Bus service and E. & N. Railway.

Wholesale Houses: Groceries, 6; meats, 2; fruits, 3; hardware, 3; dry goods, 6; Miscellaneous lines, confectionery, 4; druggists, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 20; automobile accessories, 6; automobile tire agencies, 5; bakers, 27; cigar stores and stands (including hotels), 23; confectioners (including hotel stands), 29; delicatessen, 2; dressmakers, 6; druggists, 25; dry goods, 19; department stores, 2; electrical supplies, 8; florists, 23; fruits, 7; furniture, 7; furriers, 1; grocers, 147; hardware, 6; jewelry, 10; meat markets, 38; men's furnishing, 10; men's clothing, 13; merchant tailors, 22; milliners, 6; opticians, 8; photographers, 18; pianos (and miscellaneous musical instruments), 6; radio supplies, 12; restaurants (including hotels), 62; shoes, 13; sporting goods, 3; stationers, 7; women's apparel, 7.

Miscellaneous Data: Doctors (medical, 42); (dentists, 41); (osteopaths, 1); street car service; gas, artificial; number of meters, 4,063; electric current, direct and alternating; number of wired houses, 16,316; number of automobile registrations, 6,237; water, soft.

MANITOBA

BRANDON, MANITOBA, CAN.

1921 Population, 15,397. (1926 est. 16,880).

City and Suburban Estimate, 25,000.

Native Whites, 80%; Foreign Born, 20%; English Reading, 90%.

Schools: Public Grade, 7; High, 1; Parochial 1; Number of Pupils, 3,600; (Brandon College, Brandon Institute (Indian), Brandon Normal and Wheat City (Business College).

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 3; Hebrew, 1; Methodist, 2; Presbyterian, 2; Roman Catholic, 1; Miscellaneous, 11.

Banks: National, 8 (Chartered and 1 Trust Company); Savings Bank Deposits, Total \$10,000,000.

Theatres: Moving Pictures, 2. Total number of seats, 1,200.

Location: 135 miles west of Winnipeg; C. P. Ry., C. N. Ry. and G. N. Ry.

Principal Industries: Grain growing, mixed farming manufacturing of flour, leather goods, harness, windmills, pumps, school desks, show cases, boxes, sash and doors, store fittings, lightning rods, ventilators, grain cleaners, fire engines and extinguishers.

Special Information: Headquarters for Agricultural Exhibit, Manitoba Winter Fair; Stock Show. The city attracts crowds to the Provincial Exhibition of Manitoba, held annually in Brandon.

Residential Features: Mostly one and two-family houses; private homes predominate. Wide streets and boulevards.

Retail Shopping Section: Along Rosser avenue from Sixth to Twelfth, and also on the cross streets and boulevards.

Trading Area: Brandon is the center of a rich and prosperous farming community in Western Canada, attracting trade from radius of 150 miles.

Wholesale Houses: Groceries, 3; meat, 1; fruits, 3; hardware, 1; miscellaneous lines, tobacco, china, glassware, seed books, shoes.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial auto. agencies, 6; automo-

bile accessories, 16; automobile tire agencies, 16; bakers, 5; cigar stores and stands (including hotels), 12; confectioners (including hotel stands), 15; delicatessen, 5; dressmakers, 17; druggists, 7; dry goods, 4; department stores, 2; electrical supplies, 4; florists, 1; fruits, 2; furniture, 4; furriers, 5; garages (public), 9; grocers, 50; hardware, 5; jewelry, 5; meat markets, 10; men's furnishings, 7; men's clothing, 2; merchant tailors, 4; milliners, 6; opticians, 5; photographers, 3; pianos (and miscellaneous musical instruments), 5; radio supplies, 5; restaurants (including hotels), 8; shoes, 7; sporting goods, 4; stationers, 5; women's apparel, 3.

PORTAGE LA PRAIRIE, MANITOBA, CAN.

1921 Population, 6,786. (1926, est. 7,000).

City and Suburban Estimate, 10,000.

Native Whites, 90%; Foreign Born, 10%; Industrial Workers, 15%; English Reading, 95%; Families, 1,800.

Schools: Public Grade, 4; High, 1; Number of Pupils, 1,200.

Churches: Protestant, 4; Roman Catholic, 2.

Banks: 4.

Theatres: 3. Total number of seats, 2,100.

Location: On main lines C. P. R.R. and C. N. R.R. (Grand Trunk Ry.). Is terminal of Midland Ry., connecting with Great Northern R.R.

Principal Industries: Flour mills, oatmeal mill, brick, gasoline engines, threshing machinery, steel bins, culverts and cisterns.

Residential Features: Mostly one-family houses.

Retail Shopping Section: One-half mile on Saskatchewan Avenue.

Trading Area: Radius of 30 miles.

Wholesale Houses: Groceries, 1; fruits, 1; tobacco, 1; candy, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; commercial auto agencies, 3; automobile accessories, 7; automobile tire agencies, 12; bakers, 4; cigar stores and stands (including hotels), 7; confectioners (including hotel stands), 6; dressmakers, 10; druggists, 3; dry goods, 4; department stores, 2; electrical supplies, 2; florists, 2; fruits, 2; furniture, 3; furriers, 3; garages (public), 6; grocers, 8; hardware, 4; jewelry, 4; meat markets, 4; men's furnishings, 4; men's clothing, 4; merchant tailors, 2; milliners, 3; opticians, 1; photographers, 1; pianos (and miscellaneous musical instruments), 3; radio supplies, 2; restaurants (including hotels), 6; shoes, 6; sporting goods, 5; stationers, 2; women's apparel, 4.

Miscellaneous Data: Doctors (medical, 8); (dentists, 4); (osteopaths, 1); (chiropractor, 1); electric current, alternating; water, hard.

WINNIPEG, MANITOBA, CAN.

1920 Population, 179,987. (1920 est. 187,125) With adjoining municipalities, 290,000.

City and Suburban Estimate, 290,000. Most important cities and towns in this area are: Brandon (pop. 15,397); Portage La Prairie (6,786); Selkirk (8,726); Yorkton (5,151).

Native Born, 53%; British Isles, 27.90%; other British Possessions, 0.30%; Europe, 14.81%; U. S., 8.90%; Industrial Workers, 12½%; English Reading, 95%; Families, 45,795.

Schools: Public Grade, 65; High, 3; Junior High, 10; Parochial, 20; Number of Pupils, 40,004 (Public Schools).

Churches: Baptist, 10; Christian Science, 2; Congregational, 2; Episcopal, 27; Hebrew, 15; Methodist, 26; Presbyterian, 23; Roman Catholic, 20; Miscellaneous 51.

Banks: Comparison not applicable in Canada. Average Bank Clearings, Winnipeg, \$9,641,225. daily. Number of banking offices in city 56.

Theatres: Legitimate, 2; Moving Pictures, 34; Vaudeville, 3; Miscellaneous (Auditoriums, etc.), 2; Total number of seats, 36,200.

Location: 350 miles west of Lake Superior, at the eastern edge of the Western Canadian Prairie Belt. Focal point for the Western Canadian Railway System. The railway concentration and distribution point for Western Canada. Principal mid-continental terminal of the Canadian Pacific and Canadian National Railway Systems connecting via Soo Lines, Great Northern and Northern Pacific Railways with Minneapolis, St. Paul, Duluth and Chicago.

Principal Industries: Railway shops, flour milling, printing, iron, steel and machinery supplies, wholesale distribution and mail order merchandise.

Manufacturing Establishments, 980. Oglvie Flour Mills Co., Ltd., Western Canada Flour Mills, Ltd., Canadian Pacific Railway Shops, Canadian National Railway Shops, G. F. Stephens & Co., Ltd. Total value of yearly output of factories estimated at \$149,500,000.

Special Information: The location of Winnipeg makes it the business metropolis of Western Canada, occupying the same relative position with respect to the Dominion of Canada as the city of Chicago occupies in the United States. Center for Western Canada agricultural, live stock, implements, publishing, Central Canada Mineral Belt development and fur trade. Winnipeg trading territory is enormous in area, large in population. Hydroelectric energy (250,000 horsepower available) used exclusively for industrial

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MANITOBA (Cont'd)

Winnipeg (cont'd)

power, lighting, and traction, for nearly all domestic purposes and to a considerable and increasing extent for domestic heating.

Residential Features: Mostly single family detached cottages. Tendency of building in later years to houses of more permanent character. Unusually large number of apartment houses and large proportion of apartment dwellers.

Retail Shopping Section: High-class retail shopping section, extends along Portage avenue, westward from Main street for eight blocks. Older retail district (including two leading department stores, three leading furniture stores, and one leading hardware store on Main street in what has become since the city's financial district) Main street north of C. P. R. for four blocks and Selkirk avenue, running westward therefrom 1½ miles, retail stores, for foreign residential districts. Six principal outlying retail business sections. Several hundred small neighborhood corner groceries, throughout the whole city.

Trading Area: Immediate local retail area confined to city and contiguous urban municipalities of within ten miles radius. Suburban business within a twenty-five mile radius, secured by rapid transit trolley connection on four lines. Wholesale distribution area for groceries, hardware, fruit and other quick moving job lines, includes roughly the Province of Manitoba.

Wholesale Houses: Groceries, 22; meats, 12; fruits, 10; hardware, 8; dry goods, 14; millinery, 5; church goods, 2; toys, 2; Oriental, 1; miscellaneous, 10; miscellaneous lines; agricultural implements, 22; saddlery, 3; biscuits, 1; confectionery, 6; boots and shoes, 22; drugs, 6; china, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 25; commercial auto agencies, 9; automobile accessories, 75; automobile tire agencies, 20; bakers, 45; cigar stores and stands (including hotels), 100; confectioners (including hotel stands), 215; druggists, 108; dry goods, 34; department stores, 8; electrical supplies, 34; florists, 24; furniture, 24; furriers, 47; garages (public), 60; grocers, 627; hardware, 39; jewelry, 55; meat markets, 167; men's furnishings and men's clothing, 26; merchant tailors, 196; milliners, 49; opticians, 23; photographers, 31; pianos (and miscellaneous musical instruments), 16; radio supplies, 9; restaurants (including hotels), 117; (53 restaurants); shoes, 30; sporting goods, 19; stationers, 6; women's apparel, 24.

Miscellaneous Data: Doctors (medical, 249; (dentists, 154); (osteopaths, 11); street car service; gas, artificial; number of meters, 20,272; electric current, alternating; number of wired houses, 35,000; number of automobile registrations, 50,385; water, soft.

NEW BRUNSWICK

FREDERICTON, N. B., CAN.

1921 Population, 8,114.

City and Suburban Estimate, 20,000.

Native Whites, 98%; Negroes, 1.9%; Foreign Born, 0.1%; Industrial Workers, 25%; English Reading, 100%; Families, 2,704.

Schools: Public Grade, 3; High, 1; Technical, 1.

Churches: Baptist, 2; Episcopal, 2; United Church of Canada, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, Reformed Baptist, 1.

Banks: National, 4 (chartered).

Theatres: Legitimate, 1; Moving Pictures, 2; Total number of seats, 2,100.

Location: Canadian National, Canadian Pacific, and Fredericton & Grand Lake Coal & Railway Co., and N. B. Coal & Ry. Co.; Steamers between Fredericton and St. John. Railways reach coal mines at Minto, N. B. Railways connect with two transcontinental railways and to United States. Nearest large city 3 hours by automobile and railroad.

Principal Industries: Cotton, boots and shoes, shoe packs and larrigans, saw mills, clay, brick and tile, concrete builders' blocks, drain pipes, job printing, canvas-covered canoes, motor boats.

Manufacturing Establishments: 17. Leading firms: Fraser Co., Ltd., Hart Boot & Shoe Co., Ltd., John Palmer Co. Ltd., Palmer-McLellan Shoe pack Co. Ltd., Canada Cottons, Ltd., M. Ryan & Son, Concrete Builders, Ltd., Chestnut Canoe Co. Total value of yearly output of factories estimated at \$2,820,952.

Special Information: Location of city makes it a distributing point for the Province. Railways and roads branch in all directions. Tri-weekly steamer to St. John, a winter port of Canada open all the year.

Residential Features: Mostly one-family houses. Private homes predominate. Nearly all streets well paved and lined with large elm trees.

Retail Shopping Section: Extends from St. John to Westmoreland Street, on Queen Street. Small shops distributed through many of streets in district to rear of Queen Street. Principal residential district in eastern part.

Trading Area: Extends from 8 miles to 33 miles. Railway service is adequate for business.

Wholesale Houses: Groceries, 4; hardware, 1.

Number of Retail Outlets for Nationally Ad-

vertised Products: Passenger automobile agencies, 5; automobile accessories, 5; automobile tire agencies, 5; bakers, 3; cigar stores and stands (including hotels), 5; confectioners (including hotels), 2; dressmakers, 4; druggists, 9; dry goods, 14; department stores, 2; electrical supplies, 4; florists, 2; fruits, 13; furniture, 2; furriers, 2; garages (public), 6; grocers, 13; hardware, 3; jewelry, 4; meat markets, 2; men's furnishings, 6; men's clothing, 7; merchant tailors, 4; milliners, 4; opticians, 3; photographers, 5; pianos (and miscellaneous musical instruments), 3; radio supplies, 3; restaurants (including hotels), 10; shoes, 5; sporting goods, 3; stationers, 2; women's apparel, 6.

Miscellaneous Data: Most pleasant months, May, June, July, Aug., Sept., Oct. Doctors (medical, 12); (dentists, 9); (osteopaths, 1); electric current, alternating; water, soft.

MONCTON, N. B., CAN.

1921 Population, 17,488. (1926 est. 21,000).

City and Suburban Estimate, 29,000. Most important cities and towns in this area are: Shediac (pop. 5,000); Sackville (3,500); Douchester (1,500); Hillsboro (1,700).

Native Whites, 98%; Foreign Born, 2%; Industrial Workers, 25%; English Reading, 95%; Families, 4,000.

Schools: Public Grade, 7; High, 2; Junior High, 1; Parochial, 2; Number of Pupils, 6,000.

Churches: Baptist, 3; Christian Science, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 2.

Banks: National, 6; Total Resources, \$125,000,000.

Theatres: Legitimate, 2; Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 4,500.

Location: On the Petitcodiac River, 93 miles northeast of St. John. Headquarters of Eastern Division Canadian National Ry. line running east, north, south and west, making ideal distribution point for the Maritime provinces.

Principal Industries: Workshops Canadian National Railways, stove foundry, wooden mills, underwear factory, biscuit factory, cap factory, wire fence factory, planing and woodworking, carriage factory, marble works, bottling works, barrel factory and machine works.

Manufacturing Establishments: 12. Leading firms: J. A. Marven, Ltd., Atlantic Underwear Co., Ltd., N. B. Wire Fence Co., J. A. Humphrey & Son, B. W. Lockhart, Ltd., Record Foundry, Havelock Mineral Spring Co. Total value of yearly output of factories estimated at \$5,000,000.

Residential Features: The city is noted for fine medium sized dwellings with well kept lawns, 65% of people own their homes. There are two well-kept parks in the city. 10 miles of paved streets and 37 miles of concrete sidewalks.

Retail Shopping Section: Main and St. George are the chief shopping streets, extending parallel the whole length of the city from east to west, with up-to-date departmental dry goods, hardware, grocery and specialty stores.

Trading Area: The center of a rich agricultural community with a trading radius of more than 40 miles with a good train service and good roads.

Wholesale Houses: Groceries, 3; meats, 2; hardware, 3; dry goods, 3; miscellaneous lines, boots and shoes, 3; mail order, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial auto agencies, 8; automobile accessories, 12; automobile tire agencies, 15; bakers, 5; cigar stores and stands (including hotels), 10; confectioners (including hotel stands), 12; delicatessen, 4; dressmakers, 10; druggists, 10; dry goods, 8; department stores, 4; electrical supplies, 6; florists, 4; fruits, 8; furniture, 4; furriers, 4; garages (public), 12; grocers, 70; hardware, 6; jewelry, 4; meat markets, 10; men's furnishings, 7; men's clothing, 7; merchant tailors, 8; milliners, 6; opticians, 4; photographers, 5; pianos (and miscellaneous musical instruments), 2; radio supplies, 4; restaurants (including hotels), 10; shoes, 8; sporting goods, 6; stationers, 5; women's apparel, 8.

SAINT JOHN, N. B., CAN.

1921 Population, 47,166.

City and Suburban Estimate, 61,218.

Native Whites, 42,464; Negroes, 226; Foreign Born, 15,821; English Reading, 58,521; Families, 14,630.

Schools: Public Grade Depts., 227; High Depts., 29; Parochial R. C. includes 75; Number of Pupils, 8,660. Vocational Schools: 24 Teachers, 535 Day Scholars, 1,500 night.

Churches: Baptist, 8; Christian Science, 1; Episcopal, 10; Hebrew, 2; United Church of Canada, 12; Presbyterian, 2; Roman Catholic, 7; Miscellaneous, 4.

Banks: National, 7. Total Bank Clearings, \$131,306,092 (12 months, 1925).

Theatres: Legitimate, 1; Moving Pictures, 7.

Location: At south of province—Canadian Pacific Railway and Canadian National Ry. provide the port with transcontinental connections. The steamship lines are Canadian Pacific Ocean Steamers, Canadian Government Merchant Marine, South African and New York Cuba Lines, Royal Mail Steam Packet, Anchor, Donaldson Line, Furness Line and Head Line.

Principal Industries: Dry dock, sugar refineries, brushes and wooden boxes, pulp and paper mill, two cotton mills, saw mills, brass foundry, cannery, packing plants.

Manufacturing Establishments: 150. Leading firms: Atlantic Sugar Refinery, T. S. Simms

Brush Factory, St. John Dry Dock Co., Wilson Box Co.

Residential Features: Mostly one and two-family houses.

Retail Shopping Section: King Street, Charlotte Street, Union Street, Main Street, Prince Edward Street, three blocks each.

Trading Area: Radius of about 20 miles.

Wholesale Houses: Groceries, 22; meats, 4; fruits, 6; hardware, 6; dry goods, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto agencies, 4; automobile accessories, 41; automobile tire agencies, 15; bakers, 16; cigar stores and stands (including hotels), 30; confectioners (including hotel stands), 20; dressmakers, 32; druggists, 45; dry goods, 32; department stores, 4; electrical supplies, 32; florists, 5; fruits, 11; furniture, 16; furriers, 5; garages (public), 23; grocers, 318; hardware, 18; jewelry, 17; meat markets, 43; men's furnishings, 6; men's clothing, 33; merchant tailors, 30; milliners, 13; opticians, 8; photographers, 5; pianos (and miscellaneous musical instruments), 7; radio supplies, 12; restaurants (including hotels), 38; shoes, 40; sporting goods, 4; stationers, 9; women's apparel, 15.

Miscellaneous Data: Average temperature, 39.5 degrees; average number of rainy days per twelve months, 158; most pleasant months, June, July, August, September, October; doctors (medical, 50); (dentists, 30); (osteopaths, 5) number of wired houses, 10,000; street car service; gas, artificial; electric current, alternating and direct; water, soft.

NOVA SCOTIA

AMHERST, N. S., CAN.

1921 Population, 9,998.

City and Suburban Estimate, 12,000.

Native Whites, 98%; Foreign Born, 2%; Industrial Workers, 26%; English Reading 99%; Families, 2,302.

Schools: Public Grade, 4; High, 1; Number of Pupils, 2,050.

Churches: Protestant, 8; Roman Catholic, 1. Banks: 3.

Theatres: Moving Pictures, 2. Total number of seats, 1,800.

Location: On Cumberland Bay, 83 miles southeast of Moncton. To nearest larger city by railroad, or auto, 2 hours.

Principal Industries: Shoe factory, tannery, iron foundry, car works, woollens.

Residential Features: One-family houses predominate.

Retail Shopping Section: About eight blocks.

Trading Area: About 20 miles.

Wholesale Houses: Groceries, 2; fruits, 1; confectioners, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial auto agencies, 4; automobile accessories, 10; automobile tire agencies, 13; bakers, 4; cigar stores and stands (including hotels), 4; confectioners (including hotel stands), 3; dressmakers, 8; druggists, 8; dry goods, 14; department stores, 1; electrical supplies, 2; florists, 1; fruits, 2; furniture, 2; furriers, 2; garages (public), 4; grocers, 20; hardware, 3; jewelry, 2; meat markets, 10; men's furnishings, 9; men's clothing, 10; merchant tailors, 4; milliners, 4; opticians, 2; photographers, 1; pianos (and miscellaneous musical instruments), 2; radio supplies, 1; restaurants (including hotels), 6; shoes, 5; sporting goods, 1; stationers, 1; women's apparel, 2.

Miscellaneous Data: Doctors (medical, 6; (dentists, 3); (osteopaths, 1); number of wired houses, 90%; electric current, alternating; water, soft.

GLACE BAY, NOVA SCOTIA

1921 Population, 19,000.

City and Suburban Estimate, 48,000. Most important cities and towns in this area are: Dominion (pop. 4,000); New Waterford (7,000); Louisbourg (3,000).

Native Whites, 82%; Negroes, 0.5%; Foreign Born, 17.5%; Industrial Workers, 60%; English Reading, 94%; Families, 5,642.

Schools: Public Grade, 58; High, 6; Junior High, 2; Parochial, 46; Number of Pupils, 6,276.

Churches: Baptist, 1; Episcopal, 1; Hebrew, 1; Methodist, 2; Presbyterian, 4; Roman Catholic, 6; Miscellaneous, 2.

Banks: State, 5.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 2,980.

Location: On northeast coast of Cape Breton Island on the Atlantic seaboard. It is the most easterly part of North America. Railways—Sydney & Louisbourg and Cape Breton Electric Railway to Sydney. To nearest larger city by railroad, or auto, 30 minutes; by trolley, 1 hour.

Principal Industries: Coal mining, fishing, farming.

Manufacturing Establishments: 12. Leading firms: Dominion Coal Co., Ltd.; Empire Steel Corporation; S. & L. Railway; Chappell Bros. Lumber Co. Total value of yearly output of factories, \$160,000,000.

Special Information: Glace Bay is headquarters for the Dominion Coal Company, Ltd., which operates 21 coal mines. One of the largest collieries in the country is located in

Glace Bay. Largest wireless station of the Marconi Company in Canada is located in Glace Bay. Fine deep-sea fishing ground is only twelve miles from Glace Bay harbor.

Residential Features: Mostly one and two-family houses. Section devoted to working-men's tenements at all collieries. Some very fine private residences.

Retail Shopping Section: Extends from Senator's Square, which forms heart of business section and terminal for suburban trolley for 10 blocks. Commercial Street, Main Street, Union Street, McKean Street are business streets for six to ten blocks each. There are six outlying retail business sections and several smaller "neighborhood" sections with the usual grocery, confectionery, meat and small shops.

Trading Area: Extends about fourteen miles west, south and east. Intermittent business is secured from people living at a greater distance because of the fine trolley and train service.

Wholesale Houses: Groceries, 6; meats, 4; fruits, 3; hardware, 2; dry goods, 4; miscellaneous lines: shoes, 1; confectioners, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 21; commercial automobile agencies, 6; automobile accessories, 12; automobile tire agencies, 32; bakers, 8; cigar stores and stands (including hotels), 18; confectioners (including hotel stands), 14; delicatessen, 2; dressmakers, 9; druggists, 6; dry goods, 24; department stores, 3; electrical supplies, 6; florists, 1; fruits, 10; furniture, 14; furriers, 5; garages (public), 16; grocers, 36; hardware, 8; jewelry, 9; meat markets, 22; men's furnishings, 14; men's clothing, 14; merchant tailors, 12; milliners, 6; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 6; restaurants (including hotels), 14; shoes, 12; sporting goods, 6; stationers, 8; women's apparel, 12.

Miscellaneous Data: Average temperature, 60 degrees; average number of rainy days per twelve months, 46; most pleasant months, June, July, Aug., Sept., Oct. Doctors (medical, 14; (dentists, 6); (osteopaths, 1); number of wired houses, 2,587; street car service; electric current, alternating; gas, natural and artificial; number of meters, 6,000; water, soft; number of automobile registrations about 900.

HALIFAX, NOVA SCOTIA

1921 Population, 58,372.

City and Suburban Estimate, 70,000.

Native Whites, 88%; Negroes, 2%; Foreign Born, 10%; Industrial Workers, 60%; English Reading, 94%; Families, 18,560.

Schools: Public Grade, 24; High, 3; Number of Pupils, 11,000.

Churches: Baptist, 5; Christian Science, 1; Episcopal, 9; Hebrew, 2; Methodist, 6; Presbyterian, 5; Roman Catholic, 7; Miscellaneous, 3. Banks: State, 5.

Theatres: Legitimate, 1; Moving Pictures, 5; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 5,250.

Location: Halifax City situated on west side of Halifax harbor. Commercial portion of the water front within 20 minutes' steaming of the Atlantic Ocean. Harbor accessible at all hours of the day or night. Rise and fall of tides, 4 to 6 feet. Canadian National Railway, Dominion & Atlantic Railway, Halifax & Eastern Railway. 32 lines of steamers make Halifax the terminal or port of call. Some of the largest in the north Atlantic trade.

Principal Industries: Shipbuilding plant (largest in Canada); sugar refinery—capacity, 2,400 bbls. daily; oil refinery works (Canada's largest); paint works; clothes factory; biscuit and confectionery works; fertilizer works; skate, nut and bolt works; rolling mills; corse works; machine works; sash and door factories; mineral water works, etc.

Manufacturing Establishments: About 80. Leading firms: Moirs, Ltd.; Brandram-Henderson, Ltd.; W. S. Schwartz & Sons; Halifax Shipyards, Inc.; Starr Mfg. Co., Ltd.; Imperial Oil Co., Ltd.; Clayton & Son; Acadia Sugar Refinery; Jack Fertilizer Co.; Guildford & Sons, Ltd. Total value of yearly output of factories, including fish, fish products, etc., \$25,000,000.

Special Information: Fine distributing center; largest city east of Quebec in Canada; exceptional for export trade; steamships connect with all parts of the world; port business increased 100% in last ten years; exceptional attractions for tourists—average summer temperature, 66 degrees; city has many historical attractions; sea fishing and bathing, lake fishing, also hunting.

Residential Features: Largely small dwellings, 81% owned by occupants. South West End of the city considered best living section, where there is a very high class and value of living houses. Three leading hotels: three family hotels and a number of second rate; eight family apartment houses. Living conditions good.

Retail Shopping Section: Barrington Street, 14 blocks of which are the principal shopping district; Granville Street, 4 blocks; Spring Garden Road, 6 blocks; Gottingen Street, 7 blocks. City is divided into three shopping districts—"Centre," "West End" and "North End." A large amount of wholesale and export trade is carried on on Water Street, fronting the harbor.

Trade Area: Within a radius of two miles of the "Grand Parade," situated in the heart of the city. All parts of the city are served by an efficient tram (electric) service. Motor car service extends about 12 miles from the city limits. Dartmouth, a town of 12,000 people, situated across the harbor, is served with a 15-minute ferry, and there are a number of suburban towns within a radius of 12 miles.

NOVA SCOTIA (Cont'd)

Wholesale Houses: Groceries, 10; meats, 5; fruits, 4; hardware, 7; dry goods, 2; miscellaneous lines: fish, 7; canneries, 4; tobacco, 3; plumbing, 2; clothing, 1; cordage, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 16; commercial automobile agencies, 5; automobile accessories, 21; automobile tire agencies, 5; bakers, 9; cigar stores and stands (including hotels), 28; confectioners (including hotel stands), 112; delicatessens, 5; dressmakers, 85; druggists, 39; dry goods, 34; department stores, 4; electrical supplies, 14; florists, 5; fruits, 34; furniture, 9; furriers, 8; garages (public), 22; grocers, 461; hardware, 25; jewelry, 18; meat markets, 51; men's furnishings, 19; men's clothing, 26; merchant tailors, 41; milliners, 24; opticians, 8; photographers, 13; pianos and miscellaneous musical instruments, 4; radio supplies, 6; restaurants (including hotels), 49; shoes, 36; sporting goods, 11; stationers, 13; women's apparel, 31.

See announcement columns 3 and 4

NEW GLASGOW, NOVA SCOTIA

1921 Population, 8,974.

City and Suburban Estimate, 90,000.

Native Whites, 97%; Negroes, 2%; Foreign Born, 1%; Industrial Workers, 75%; English Reading, 100%.

Schools: Public Grade, 3; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 2,500.

Churches: Baptist, 1; United Presbyterian, 3; Catholic, 1.

Banks: National, 3.

Theatres: Legitimate, 2; Moving Pictures, 1; Vaudeville, 1. Total number of seats, 1,400.

Principal Industries: Mines, steel works, car works.

Manufacturing Establishments: 6. Vineberg & Goodman.

Special Information: Industrial center; is connected by tram car with three other towns.

Residential Features: Many very fine residences.

Retail Shopping Section: Provost Street, Arhimedes Street.

Trading Area: Twenty miles in each direction.

Wholesale Houses: Groceries, 2; fruits, 1; hardware, 1; dry goods, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 3; commercial automobile agencies, 3; automobile accessories, 3; automobile tire agencies, 2; bakers, 4; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 3; dressmakers, 1; druggists, 4; dry goods, 8; department stores, 2; electrical supplies, 2; florists, 1; fruits, 5; furniture, 3; furriers, 1; garages (public), 1; grocers, 10; hardware, 3; jewelry, 4; meat markets, 6; men's furnishings, 4; men's clothing, 3; merchant tailors, 5; milliners, 2; opticians, 3; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio supplies, 2; restaurants (including hotels), 4; shoes, 4; sporting goods, 3; stationers, 3; women's apparel, 4.

Miscellaneous Data: Doctors (medical, 9); (dentists, 6); number of wired houses, 50%; street car service; electric current, alternating; water, soft.

SYDNEY, NOVA SCOTIA

1921 Population, 22,545.

City and Suburban Estimate, 75,000.

Native Whites, 75%; Foreign Born, 25%; Industrial Workers, 12%.

Schools: Public Grade, 7; High, 2; Parochial, 2; Number of Pupils, 4,610.

Churches: Baptist, 1; Episcopal, 3; Hebrew, 1; Methodist, 2; Presbyterian, 3; Roman Catholic, 2; Miscellaneous, 2.

Banks: National, 7.

Theatres: Legitimate, 1; Moving Pictures, 3. Total number of seats, 3,800.

Principal Industries: British Empire Steel Co., Dominion Coal Co., Tar & Chemical Co., Cross Fertilizer Co., J. F. Merchant & Sons, Atlantic Engineering Co., Sydney Foundry & Machine Works, Lunch's Ltd., Shaw & Mason, Ltd.; Iona Gypsum Co., Brookfield Ice Cream, Ltd.

Special Information: Rapidly increasing in importance as a great wholesale distributing center. Claims to have largest manufacturing concern in Canada—the British Empire Steel Corp. Sydney harbor is one of the finest in the country. East becoming a tourist center. Celebrated salmon fishing grounds nearby.

Residential Features: Contains a large number of handsome residences, including Moxham Castle, which is one of the most elaborate structures in the maritime provinces. Hundreds of workmen's homes. New residence districts being opened up. Westmount, situated directly across the harbor, is a rural district and summer resort and has about 100 summer cottages.

Retail Shopping Section: Main part on Charlotte Street, Townsend Street and Victoria Road. Number of smaller shopping sections.

Trading Area: Largely within a 20-mile radius.

Number of Retail Outlets for Nationally Advertised Products: Bakers, 4; confectioners (including hotel stands), 20; department stores, 2; furniture, 3; garages (public), 6; grocers, 16; hardware, 5; jewelry, 5; merchant tailors, 6; milliners, 6; photographers, 4; (pianos and miscellaneous musical instruments), 3; radio supplies, 2; restaurants (including hotels), 10; shoes, 6; sporting goods, 2; women's apparel, 3.

TRURO, NOVA SCOTIA

1921 Population, 7,562.

City and Suburban Estimate, 1921, Colchester County, 25,196. Most important cities and towns in this area are: Stewiacke (pop. 900); Shubenacadie (1,800); Londonderry (1,500); Great Valley (600).

Native Whites, 98%; Negroes, 2%; Industrial Workers, 25%; English Reading, all.

Schools: Public Grade, 33; High, 9; Number of Pupils, 1,868.

Churches: Baptist, 3 (1 Colored); Episcopal, 1; Presbyterian, 1; Roman Catholic, 1; United Church of Canada, 3.

Banks: 3.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 2. (Assembly halls in schools), 3. Total number of seats, 3,500.

Location: Junction point on Canadian National Railway; also terminal of Midland branch of Dominion Atlantic Railway. Several bus lines run from the towns to county sections. To nearest larger city 2½ hours by auto, 2 hours by railroad.

Principal Industries: Woolen underwear, hats and caps, shirts, printing, dairy products, railroad shops.

Manufacturing Establishments: 7. Leading firms, Stanfelds, Ltd.; Eastern Hat and Cap Co., Ltd.; News Pub. Co., Ltd.; Canada Creosoting Co., Ltd.; Borden Milk Co.; Eastern Shirts, Ltd.; Orange Crush Co., Ltd.

Special Information: Truro is an exceptionally well located distributing center, having railroads running in four directions.

Residential Features: Practically all dwellings are for single families; average value about \$3,000.

Retail Shopping Section: Inglis Street and Prince Street.

Trading Area: Covers a 30-mile radius.

Wholesale Houses: Groceries, 2; dry goods, 1; miscellaneous lines—jewelry, 1; fancy goods, 2; confectionery, 1; fruit, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 6; bakers, 3; cigar stores and stands (including hotels), 2; confectioners (including hotel stands), 6; druggists, 6; dry goods, 4; electrical supplies, 1; florists, 1; furniture, 1; garages (public), 10; grocers, 25; hardware, 5; jewelry, 4; meat markets, 4; men's furnishings, 7; men's clothing, 7; merchant tailors, 5; milliners, 4; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 6; restaurants (including hotels), 10; shoes, 7; sporting goods, 4; stationers, 3; women's apparel, 1.

Miscellaneous Data: Most pleasant month, September. Doctors (medical, 10), (dentists, 10); number of wired houses, 1,400; no street car service; no gas; electric current, alternating; water, soft; number of automobile registrations, 600.

ONTARIO

BELLEVILLE, ONTARIO CAN.

1921 Population, 12,206 (1925, est. 12,803).

City and Suburban Estimate, 46,627.

Native Whites, 99%; Foreign Born, 1%; Industrial Workers, 20%; English Reading, 99%; Families, 3,502.

Schools: 6. Number of Pupils, 2,666.

Churches: 10.

Banks: 7.

Theatres: 4. Total number of seats, 4,000.

Location: On Grand Trunk R. R., Canadian National R. R. and C. P. R. R. Nearest larger city, 3 hours by auto; 2 hours by railroad.

Principal Industries: Hardware, woolen goods, knit goods, paper, rolling mills, corsets, shirts, furniture, cheese, optical works, 3 foundries, baby food products. Large dairies in adjacent territory.

Residential Features: One-family structures.

Retail Shopping Section: About 1 mile long.

Trading Area: 20 miles north, 20 miles east, 20 miles west.

Wholesale Houses: Groceries, 1; meats, 1; confectioners, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial automobile agencies, 2; automobiles accessories, 7; automobile tire agencies, 10; bakers, 12; cigar stores and stands (including hotels), 12 (chain, 1); confectioners (including hotel stands), 8; dressmakers, 7; druggists, 8; dry goods, 5; department stores, 2; electrical supplies, 3; florists, 2; fruits, 3; furniture, 3; furriers, 3; garages (public), 9; grocers, 52 (chain 2); hardware, 3; jewelry, 4; meat markets, 17; men's furnishings, 5; men's clothing, 5; merchant tailors, 3; milliners, 8; opticians, 1; photographers, 3; pianos (and miscellaneous musical instruments), 2; radio

Continued on page 298

HALIFAX

The Gateway to Canada's Maritime Market—

HALIFAX cannot be regarded as a single city market. It draws from the entire Nova Scotia area of over a half million people whose per capita wealth is rated at \$1500.

This territory is a great agricultural, lumber, and mining district and one of the most important industrial centers in Canada. In this rich area, 28,342 people are employed in its 2,751 factories. They earn annually over \$32,000,000 in wages and produce \$170,000,000 worth of products. Among Nova Scotia's most important industries are fisheries and shipbuilding. Because of its importance as a trading center Halifax is a great wholesale and retail district. In the city proper are 27 wholesalers and 569 retailers ready to aid the national advertiser in distributing his product.

Leadership of The Herald and The Mail

The Halifax Herald and The Evening Mail are the two leading papers of Halifax that have been serving the public for over half a century. These papers, with a combined circulation of over 32,000 copies daily, enter the homes of the 13,000 families in Halifax besides reaching into the suburban and rural districts of Nova Scotia.

Nearly 75% of the people are British descent, 97% being native born and 94% of whom read English. The people of Nova Scotia are honest, straight forward and thrifty. With the wealth that this territory produces, which they share in, they are potential buyers of nationally advertised products.

Let us send you all the facts on Halifax—your market.

THE HALIFAX HERALD and THE EVENING MAIL

W. H. Dennis, Gen'l. Mgr.

A. W. Robb, Secy.

E. M. BURKE, INC.

Publishers' Representative

NEW YORK

ATLANTA

CHICAGO

ONTARIO (Cont'd)

Belleville (cont'd)

supplies, 4; restaurants (including hotels), 12; shoes, 5; sporting goods, 2; stationers, 2; women's apparel, 7.

Miscellaneous Data: Most pleasant months: April to November. Doctors (medical, 18; dentists, 10); (osteopaths, 1); no street car service; gas, artificial; electric current, alternating; water, hard.

BRANTFORD, ONTARIO, CAN.

1920 Population, 29,440. (1925 est. 27,410.) City and Suburban Estimate, 79,743. Most important cities and towns in this area are: Paris (pop. 4,846); Norwich (1,237); Hilsenburgh (3,147).

Native Whites, 98%; Negroes, 40; Foreign Born, 2,000; Industrial Workers, 10,000; English Reading, 99%; Families, 6,610.

Schools: Public Grades, 11; High, 1; Parochial, 3; Number of Pupils, 6,000.

Churches: Baptist, 6; Christian Science, 1; Episcopal, 4; Hebrew, 1; United Church of Canada, 12; Presbyterian, 2; Roman Catholic, 2; Miscellaneous, 12.

Banks: National, 10; State, 1. Bank Clearings for 1925 were \$50,714,486.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 4. Total number of seats, 4,200.

Location: 65 miles west of Toronto, 56 miles east of London, 30 miles north of Port Dover, 167 miles from Detroit, 80 miles from Buffalo and 515 miles from Chicago.

Principal Industries: Agricultural castings and implements, electrical goods, binder twine, paper mill machinery, planing mill machinery, saw mill machinery, stoves, radiators, refrigerators, utilities (household), wagons, roofing.

Manufacturing Establishments: 90. Leading firms: Adams Wagon Works, Ltd., Brantford Cordage Co., Brantford Roofing Co., Cockshutt Plow Co., Crown Electrical Mfg. Co., Goid, Shapley & Muir, Ltd., Ker & Goodwin Machinery Co., Kitchen Overall & Shirt Co., Massey-Harris Co., Pratt & Letchworth Co., Ltd., Ruddy Mfg. Co., Verity Plow Co., Watrous Engine Works, Ltd., Ham Bros.

Special Information: Establishments, 218; capital, \$57,282,530. Employees, 9,000. Salaries, \$11,162,826. Brant County, which surrounds the city of Brantford, is one of the leading agricultural counties in Canada. Motor vehicles registered in Brantford 1924, 2,753.

Retail Shopping Section: Centering off the Public Square, the retail shopping section extends east along Colborne Street, 7 city blocks. West along Colborne Street, 7 blocks. North along Market Street to Canadian National Railway depot, 9 blocks. Along Dalhousie Street, 6 blocks. Neighborhood stores in all localities.

Trading Area: 20 miles west, 30 miles south, 12 miles east, 12 miles north. Additional business is secured from people living at a greater distance on special occasions.

Wholesale Houses: Groceries, 2; meats, 1; fruits, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial auto. agencies, 15; automobile accessories, 10; automobile tire agencies, 10; bakers, 10; cigar stores and stands (including hotels), 24; confectioners (including hotel stands), 37; dressmakers, 21; druggists, 15; dry goods, 18; department stores, 18; electrical supplies, 6; florists, 12; fruits, 8; furniture, 13; furriers, 3; garages (public), 26; grocers, 106; hardware, 17; jewelry, 8; meat markets, 34; men's furnishings, 12; men's clothing, 11; merchant tailors, 19; milliners, 13; opticians, 8; photographers, 6; pianos (and miscellaneous musical instruments), 6; radio supplies, 8; restaurants (including hotels), 22; shoes, 12; sporting goods, 4; stationers, 5; women's apparel, 12.

BROCKVILLE, ONTARIO, CAN.

1921 Population, 10,040.

City and Suburban Estimate, 50,000.

Native Whites, 98%; Foreign Born, 2%; Industrial Workers, 68%; English Reading, 99%; Families, 2,400.

Schools: Public Grade, 5; Parochial, 1; Collegiate Institute, 1; Private School, 1; Seminary, 1; Number of Pupils, 3,450.

Churches: Baptist, 1; Episcopal, 3; United Church of Canada, 2; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 3.

Banks: National, 5; Savings Bank Deposits Total, \$2,500,000.

Theatres: Legitimate, 1; Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 3; Total number of seats, 3,000.

Location: The county seat of United Counties of Leeds and Grenville counties, situated on the St. Lawrence River, 205 miles east of Toronto and 125 miles west of Montreal. On main line of Canadian National Rys. with branch to Westport, and on Brockville-Ottawa line of the Canadian Pacific Ry. Bus lines to Ottawa, Gananoque, Prescott, Athens. Daily steamship service (in summer) to Montreal, Toronto and ferry to Morrisstown, N. Y., connecting there with N. Y. C. Lines. Nearest larger city, Ottawa, is 3 hours by auto and railroad.

Principal Industrial: Condensed milk, copper wire and cable, men's hats, hardware, forgings, fire extinguishers, milking machines, belting, gloves, railroad shops, cheese, patent medicines,

candy, biscuits, marine engines, grinding wheels, butter, dairying equipment, lumber.

Manufacturing Establishments: 25. Leading firms: Eugene F. Phillips Electrical Works, Wolthausen Hat Corp., Laing Produce & Storage Co., National Mfg. Co., Canada Foundries & Forgings, Ltd., Machinery & Foundries, Ltd., McArthur Belting, Ltd., Lion Grinding Wheels, Ltd., St. Lawrence Engine Co., Abbott, Grant Co., Burrell Mfg. Co.

Special Information: The town is the center of rich dairying section of Ontario and possesses excellent shipping facilities and a surplus of hydro electric power for manufacturing purposes.

Residential Features: Dwellings very largely detached and occupied by one family. The presence of the Thousand Islands in the near vicinity has created a large summer colony with attractive residences. The private residential section in the east is very generally admired. Attractive parks within the town limits and 29 islands in the St. Lawrence under lease by the town as camping places.

Retail Shopping Section: Extends east and west from Court House Avenue along King Street for a distance of ten blocks and also on Perth, Buell and Court House Avenue with isolated business houses in other parts of the town.

Trading Area: Extends about 25 miles north, east and west, embracing a well settled and prosperous agricultural community, specializing in dairying, and a number of small villages. There is also a large summer trade from the St. Lawrence River and lake resorts.

Wholesale Houses: Groceries, 1; fruits, 4; hardware, 2; miscellaneous lines, shoes, 1; confectioners, 2; ice cream, 2; cheese factory supplies, 1; coal, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial automobile agencies, 7; automobile accessories, 11; automobile tire agencies, 8; bakers, 6; cigar stores and stands (including hotel), 10; confectioners (including hotel stands), 7; dressmakers, 15; druggists, 7; dry goods, 3; department stores, 2; electrical supplies, 6; florists, 2; fruits, 4; furniture, 4; furriers, 3; garages (public), 10; grocers, 40 (chain, 2); hardware, 3; jewelry, 4; meat markets, 8 (chain, 1); men's furnishings, 11; men's clothing, 9; merchant tailors, 3; milliners, 5; opticians, 4; photographers, 4; pianos (and miscellaneous musical instruments), 2; radio supplies, 5; restaurants (including hotels), 10; shoes, 5; sporting goods, 2; stationers, 3; women's apparel, 5.

Miscellaneous Data: Most pleasant months, July, August and September. Doctors (medical, 14); (dentist, 6); number of wired houses, 2,550; no street car service; gas, artificial; number of meters, 2,001; electric current, alternating; water, soft.

CHATHAM, ONTARIO, CAN.

1921 Population, 13,256.

City and Suburban Estimate, 59,428.

Native Whites, 98%; Negroes, .02%; Foreign Born, 2%.

Schools: Public Grade, 3; High, 1; Parochial, 2; Vocational School, Business College; Number of Pupils, 3,322.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 2; Methodist, 2; Presbyterian, 4; Roman Catholic, 2; Miscellaneous, 13.

Banks: National, 6; Total Resources, \$148,959,212.09; Total Bank Clearings for 1925 were \$30,170,526.

Theatres: Moving Pictures, 2; Vaudeville, 1.

Location: On Thames River in county of Kent in southwestern peninsula of Ontario, Can. National, Can. Pac., M. C. P. M. and bus service to surrounding towns, also steamship to Detroit, Wabash Ry. and Chatham Wallaceburg & Lake Erie Elec. Ry. Nearest large city 2 hours by auto and 1 hour and 20 minutes by railroad.

Principal Industries: Automobiles, sugar refinery, pickle factory, men's overalls, canning, flour and woolen mills, engine boiler and machine works, foundries, textile factories, wheel works, spring and large wagon factories, furnaces, concrete products, milk and cream products, tobacco factories.

Manufacturing Establishments: Leading firms: Libby, McNeill & Libby, Dominion Sugar Co., International Harvester Co., Chatham Coach & Auto Works, Hayes Wheel Works of Canada, Dowsley Spring & Axle Works, Canadian Tobacco Products, Imperial Tobacco Co., and Canadian Leaf Tobacco Co.

Special Information: Chatham forms the hub of the rich agricultural country that is known as South Western Ontario. It is the center of the Ontario tobacco, bean, and corn districts, while to the south of the city lies a fruit belt. Head of navigation on the Thames River. 8,500 autos registered in the county.

Residential Features: Mostly one and two-family houses, private homes predominate.

Retail Shopping Section: King Street (main street), 6 blocks; Queen Street, 2 blocks, and St. Clair Street, 2 blocks.

Trading Area: 40 miles.

Wholesale Houses: Groceries, 1; meats, 1; fruits, 1; hardware, 1; Miscellaneous lines, farm produce, 2; tobacco, 1; lumber, 1; confectionery, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 13; commercial automobile agencies, 4; automobile accessories, 15; automobile tire agencies, 10; bakers, 9; cigar stores and stands (including hotels), 22; confectioners (including hotel stands), 13; dressmakers, 10; druggists, 10 (chain, 1); dry goods, 6; department stores, 1; electrical supplies, 5; florists, 9; fruits, 3; furniture, 5; furriers, 2; garages (public), 26; grocers, 39 (chain, 4); hardware, 6; jewelry, 6; meat markets, 18; men's furnishings, 8;

men's clothing, 11; merchant tailors, 9; milliners, 11; opticians, 5; photographers, 4; pianos (and miscellaneous musical instruments), 6; radio supplies, 5; restaurants (including hotels), 11; shoes, 8; sporting goods, 4; stationers, 11; women's apparel, 5.

Miscellaneous Data: Most pleasant months, Summer and early Fall. Doctors (medical, 16); (dentists, 7); suburban street car service; gas, natural; electric current, alternating; water, soft.

FORT WILLIAM, ONTARIO, CAN.

1921 Population, 20,541 (1926, est. 22,339).

Native Whites, 70%; Foreign Born, 30%; Industrial Workers, 50%; English Reading, 86%; Families, 5,000.

Schools: Public Grade, 8; Technical Collegiate Institute.

Churches: Baptist, 4; Christian Science, 1; Congregational, 1; Episcopal, 3; Hebrew, 1; United Church of Canada, 5; Presbyterian, 1; Roman Catholic, 5; Miscellaneous, 7.

Banks: 9.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 3.

Location: At the head of Lake Superior. Lake Terminus of Canadian Pacific Railway and Canadian National Railways. 426 miles east of Winnipeg Headquarters of Dominion Grain Board. Large grain shipping terminal which combined with sister city of Port Arthur has storage of 65,000,000 bushels. Nearest large city 20 hours by auto, 12 hours by railroad.

Special Information: The location of Fort William at the head of lake navigation makes it the national outlet for the western province of Manitoba, Saskatchewan and Alberta, and through this port is carried a large volume of package freight westbound while the product of the western provinces reach eastern market by the route. An abundance of pure water and cheap electrical power is available. Trunk auto road connects with Duluth—distance 204 miles.

Principal Industries: Grain elevator shipping and railway terminals. 350 miles of trackage. 26 miles of land enclosed harbor. Pulp and paper mills, starch and glucose, flour mills, feed mills, car wheels and pipe foundry, car works.

Residential Features: Mostly one and two-family houses. Private houses predominate. Total number of homes, 4,460.

Retail Shopping Section: Victoria Avenue, 5 blocks; May Street, 3 blocks; Simpson Street, 12 blocks. There is in addition a number of outlying business districts including "West Fort" besides "neighborhood" small grocery and other shops.

Trading Area: Owing to the isolated situation with respect to larger centers Fort William is the largest city between Toronto and Winnipeg, and enjoys a large district trade, villages scattered over a very large area looking to this city as the center of trade.

Wholesale Houses: Groceries, 3; meats, 9; fruits, 2; hardware, 2; miscellaneous lines, confectionery, 6; drugs, 1; tobacco, 1; flour and feed, 6.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial automobile agencies, 6; automobile accessories, 23; automobile tire agencies, 15; bakers, 8; cigar stores and stands (including hotels), 24; confectioners (including hotel stands), 24 (chain, 5); delicatessen, 5; dressmakers, 15; druggists, 13; dry goods, 16; department stores, 3; electrical supplies, 4; florists, 4; fruits, 2; furniture, 6; furriers, 4; garages (public), 10; grocers, 85; hardware, 7; jewelry, 6; meat markets, 26; men's furnishings and men's clothing, 18; merchant tailors, 8; milliners, 4; opticians, 4; photographers, 4; pianos (and miscellaneous musical instruments), 5; radio supplies, 10; restaurants (including hotels), 30; shoes, 20; sporting goods, 9; stationers, 6; women's apparel, 21.

Miscellaneous Data: Most pleasant months, June, July, August, Sept. Doctors (medical, 20); (dentists, 12); (osteopaths, 1); number of wired houses, 4,200; street car service; electric current, alternating and direct; water, soft.

GALT, ONTARIO, CAN.

1921 Population, 13,216.

British Native Whites, 98%; Foreign Born, 2%; Industrial Workers, 44%; English Reading, 100%; Families, 3,200.

Schools: Public Grade, 5; Parochial, R. C.; Number of Pupils, 2,865. Collegiate Institute and Technical Schools, 750 Pupils.

Churches: Baptist, 2; Christian Science, 1; Anglican Episcopal, 2; United Church of Canada, 3; Presbyterian, 3; Roman Catholic, 1; Miscellaneous, Lutheran, 1.

Banks: National, 6; Trust Co., 1.

Theatres: Legitimate, 1; Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 4; Total number of seats, 3,150.

Location: On the Grand River and Mill Creek. Served by Canadian Pacific Ry., Canadian Nat. Ry. (two branches), and Grand River and Lake Erie and Northern Electric Ry., 13 miles southeast of Kitchener and 25 miles northwest of Hamilton. Nearest larger city is 1 1/4 hours by auto, 2 hours by trolley, 1 hour by railroad.

Principal Industries: Iron and brass foundries, iron and wood-working machinery works, engine, boiler sheet metal and safe works, shoes, underwear, stove and tack factories, flour, saw, account books and cash registers, planing, silk and textile mills.

Manufacturing Establishments: 70. Leading firms: Babcock-Wilcox and Goldie-McCulloch Co., Ltd., Canada Machinery Corporation, Getty and

Scott, Ltd., Galt Brass Co., Ltd., R. McDougall Co., Ltd., Sheldons, Ltd., C. Turnbull Co., Galt Knitting Co., Riverside Silk Mills, Newlands & Co., Stauffer-Dobble, Ltd., McCaskey Systems, Ltd.

Special Information: Galt is a recognized center of the iron and steel industries and has also large textile and boot and shoe factories. It is distinctive for its large beautiful parks and for its attractive residential features.

Residential Features: Mostly detached and semi-detached houses of brick and stone construction. Very few frame houses. Most of the streets are paved or macadamized and have curbs and gutters. On the west side is an extensive residential section with ornamental lighting and underground wiring.

Retail Shopping Section: The retail section comprises a compact area of three or four blocks each way, as contrasted with the usual one street shopping district of similar size. The compactness makes all stores readily accessible and is a great convenience to shoppers especially those from out of town. The chief business streets are Main, Water, Ainslie and Dickson.

Trading Area: About 16 miles radius covering a thickly populated agricultural and industrial territory, well served by transportation facilities which make Galt the shopping center.

Wholesale Houses: Groceries, 1; fruits, 1; hardware, 1; Miscellaneous lines, tobacco, 2; confectionery, 4.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial automobile agencies, 6; automobile accessories, 13; automobile tire agencies, 9; bakers, 8; cigar stores and stands (including hotels), 11 (chain, 2); confectioners (including hotel stands), 18; delicatessen, 1; dressmakers, 10; druggists, 6; dry goods, 8; department stores, 3; electrical supplies, 8; florists, 4; fruits, 9; furniture, 4; furriers, 1; garages (public), 12; grocers, 44 (chain, 6); hardware, 5; jewelry, 4; meat markets, 12 (chain, 1); men's furnishings, 10; men's clothing, 11; merchant tailors, 4; milliners, 11; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 6; radio supplies, 5; restaurants (including hotels), 7 (chain, 1); shoes, 11; sporting goods, 2; stationers, 4; women's apparel, 9.

Miscellaneous Data: Average temperature, 45.5 degrees; average number of rainy days per twelve months, 50; most pleasant months, May to September. Doctors (medical, 10); (dentists, 8); (osteopaths, 4); number of wired houses, 3,200; street car service; gas, natural; electric current, alternating; water, both hard and soft.

GUELPH, ONTARIO, CAN.

1921 Population, 18,128 (1926, est. 19,230).

City and Suburban Estimate, 50,000. Most important cities and towns in this area are: Acton (pop. 2,100); Fergus (2,300); Elora (1,300); Hespeler (2,800).

Native Whites, 71%; Negroes, less than 100 persons; Foreign Born, 29%; Industrial Workers, 30%; English Reading, 93%; Families, 4,431.

Schools: Public Grade, 10; High, 1; Parochial, 3; Number of Pupils, 5,800.

Churches: Baptist, 1; United Church of Canada, 6; Episcopal, 3; Presbyterian, 2; Roman Catholic, 2; Miscellaneous, 8.

Banks: Dominion, 6; Total Resources, \$2,000,000; Savings Bank Deposits Total, no way of knowing, total included by all branches and carried at head office, in Montreal and Toronto.

Theatres: Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 4.

Location: Situated in the heart of southern Ontario, 49 miles west of Toronto, 28 miles from Hamilton, 78 miles from Niagara Falls, 182 miles from Detroit. Main line of Canadian National and C. P. R. Ry., 7 branch lines running out of Guelph. Also electric line between Guelph and Toronto. Excellent bus service. Nearest larger city is 1 1/4 hours by auto; 3 hours by trolley and 1 1/4 hours by railroad.

Principal Industries: Cast iron center of Ontario. Radiators, boilers, lawn mowers, etc., rubber footwear, rubber surgical supplies. Iron and steel tubing, malleable and cast iron fittings, stoves and furnaces, gasoline engines, pianos, agricultural implements, woolen and cotton yarns, carpets, worsted yarns, hats, sewing machines, linens, automobile bodies, buggies, malt products, leather goods, silk hosiery.

Manufacturing Establishments: 98. Leading firms: Taylor Forbes, Ltd., International Malleable Iron, Guelph Carpet Mills, Bell Piano Company, Gilson Mfg. Co., Northern Rubber Co., Guelph Stove Co., Griffin Foundry, Canada Diamalt Company, Limited, Biltmore Hat Co., Crowe Foundry Co., Page-Hisery Tubes, Ltd.

Special Information: The Ontario Agricultural College, established by the Ontario Government, over 1,310 students attended in 1925. The MacDonald Institute attached to the college offers courses in domestic science to prepare professional housekeepers and teachers of domestic science for public and high schools' teaching. More than 181 girls attend this college every year.

Complete Index to Surveys and Advertisements will be found on pages 304, 305, 306 and 307.

ONTARIO (Cont'd)

Residential Features: No tenement houses, no large apartment houses, mostly one and two family houses.

Retail Shopping Section: About one mile on Wyndham, Quebec, Carden, MacDonnell and Wilson Streets, also Italian center about one mile from heart of city.

Trading Area: Extends 50 miles north, 16 miles west, 20 miles east, 15 miles south. There is excellent train and trolley service, also bus service.

Wholesale Houses: Groceries, 2; meats, 1; fruits, 2; hardware, 1; miscellaneous lines, boots and shoes, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial automobile agencies, 8; automobile accessories, 35; automobile tire agencies, 20; bakers, 19; cigar stores and stands (including hotels), 24; confectioners (including hotel stands), 19; delicatessen, 3; dressmakers, 15; druggists, 10 (chain, 1); dry goods, 8; department stores, 5; electrical supplies, 7; florists, 4; fruits, 10; furniture, 3; furriers, 6; garages (public), 47; grocers, 70 (chain, 4); hardware, 6; jewelry, 8; meat markets, 20; men's furnishings, 9; men's clothing, 11; merchant tailors, 3; pianos (and miscellaneous musical instruments), 3; radio supplies, 6; restaurants (including hotels), 22; shoes, 8; sporting goods, 5; stationers, 6; women's apparel, 9.

Miscellaneous Data: Average temperature, 43.8 degrees; average number of rainy days per twelve months, 77; most pleasant months, May to October, inclusive. Doctors, (medical, 25); (dentists, 13); (osteopaths, 3); number of wired houses, 4,829; street car service; gas, artificial; electric current, both alternating and direct; water, hard; number of automobile registrations, 2,015.

HAMILTON, ONTARIO, CAN.

1921 Population, 114,151 (1926, est. 123,359).
City and Suburban Estimate: Tributary, 190,000. Most important cities and towns in this area are: Dunham (pop. 4,987); Burlington (2,709); Grimsby (2,004); Caledonia (1,223).

Native Whites, 85%; Negroes, 5%; Foreign Born, 10%; Industrial Workers, 26.68%; English Reading, Approx. 95%; Families, 30,870.

Schools: Public Grade, 14; 30 Public; Separate, 2; Technical, 1; Number of Pupils, 25,471; Private, 3; Business College, 2.

Churches: Baptist, 11; Christian Science, 2; Congregational, 3; Episcopal, 13 and 1 mission; Hebrew, 5; United Church of Canada, 15; Presbyterian, 15; Roman Catholic, 12; Miscellaneous, 38.

Banks: National, 10; Total Resources, assets of the banks with branches in Hamilton \$2,515,781,872; 1 Provincial Savings; Savings Bank Deposits Total, not available. 2 loan companies' assets \$8,530,706. Bank Clearings for 1925 were \$250,224,656.

Theatres: Legitimate, 2; Moving Pictures, 15; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 3; Total number of seats, 15,089.

Location: At the west end of Lake Ontario on Hamilton Bay. Served by the Canadian National Railway, the Canadian Pacific Railway and Toronto, Hamilton and Buffalo Railway through which we obtain direct communication freight service between Hamilton and Montreal, with the New York Central and the Michigan Central Lines. Canada Steamship Lines, Ltd., Kirkwood Line an irregular service to same points. An ocean steamer for Vancouver via Panama Canal. Excellent bus service also to many of these places.

Principal Industries: Iron and steel, electrical equipment, textiles, including cotton, knitting and woolen mills, electric power.

Manufacturing Establishments: 790. Leading firms: Steel Company of Canada, Ltd., Canadian Westinghouse Co., Ltd., International Harvester Co., of Canada, Ltd., Dominion Foundries & Steel Co., Ltd., Hamilton Cotton Co., Imperial Cotton Co., J. R. Moodie & Sons, Ltd., Zimmerman Reliance Co., Ltd., Mercury Mills, Ltd., Imperial Oil, Ltd., Hamilton By-Product Coke Co., Firestone Tire and Rubber Co., Libbey Owens Sheet Glass Co., Ltd. Total yearly value of output of factories estimated at \$100,280,151; industrial workers, 25,476.

Special Information: The city being served by the Dominion Power and Transmission Co., as well as the Provincial Hydro Electric Power Commission, is the center for cheap power which has resulted in it being selected by a large number of American concerns wherein to establish branch factories. Approximately 80 American industries situated here. Its shipping facilities close to the American border and connecting with all parts of Canada is an important factor.

Residential Features: Mostly single family homes, 361 apartment houses—1,879 apartments. Private homes predominate—over 61% being owned by the occupants. Number of houses, 27,621. Best residences situated in southwest and southeast of city. Large workmen's sections in easy reach of factory section which is situated principally in the northeast.

Retail Shopping Section: Extends from Public Square (which forms heart of business section and terminal for suburban trolley and bus lines) for 23 blocks on King east, 6 blocks on King west, 8 blocks on James north, 3 blocks on James south and 3 blocks on John south. There are 6 outlying retail business sections as well as a sprinkling of grocery, confectionery, meat and small shops throughout most of the city except in certain restricted areas.

Trading Area: 20 miles northeast, 30 miles northwest, 21 miles west, 44 miles southeast.

Wholesale Houses: Groceries, 6; meats, 5; fruits, 10; hardware, 5; dry goods, 10.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 20; commercial automobile agencies, 12; automobile accessories, 46; automobile tire agencies, 12; bakers, 48; cigar stores and stands (including hotels), 35; confectioners (including hotel stands), 150; delicatessen, 4; dressmakers, 34; druggists, 59; dry goods, 107; department stores, 9; electrical supplies, 51; florists, 27; fruits, 49; furniture, 34; furriers, 12; garages (public), 71; grocers, 378; hardware, 47; jewelry, 36; meat markets, 166; men's furnishings, 51; men's clothing, 34; merchant tailors, 54; milliners, 42; opticians, 19; photographers, 13; pianos (and miscellaneous musical instruments), 12; radio supplies, 11; restaurants (including hotels), 113; shoes, 69; sporting goods, 8; stationers, 51; women's apparel, 35.

Miscellaneous Data: Street car service; gas, artificial; number of meters, 25,000; electric current, alternating and direct; number of wired houses, 26,500; number of automobile registrations, 24,000; water, hard.

KINGSTON, ONTARIO, CAN.

1921 Population, 21,753.

City and Suburban Estimate, 25,000. Most important cities and towns in this area are: Gananoque (pop. 4,500); Napanee (5,000); Deseront (3,000).

Native Whites, 80%; Foreign Born, 20%; Industrial Workers, 20%; English Reading, 95%; Families, 5,600.

Schools: Public Grade, 12; High, 2; Parochial, 1; Number of Pupils, 4,200. Kingston is the home of Queen's University (registration 3,000), and the Royal Military College, the latter being the only military college in Canada.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 4; Hebrew, 1; United Church of Canada, 7; Presbyterian, 7; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 7; Private, 1.
Theatres: Legitimate, 1; Moving Pictures, 2; Total Number of Seats, 3,455.

Location: Kingston is located at the foot of Lake Ontario with the Junction of the Rideau and St. Lawrence Rivers. Transshipping point from lake steamers to river barges and deep water terminus. Port of call for all package freighters, for all St. Lawrence River ports and the head of the lakes. On C. P. R. and Canadian National Rys. Nearest larger city is 6 hours by auto and railroad.

Principal Industries: Locomotives, pianos, ships, tannery, woolens, silverware, picture frames, tiling.

Manufacturing Establishments: 16. Leading firms: Canadian Locomotive Co., Davis Tannery, Weber Piano Co., Frontenac Floor & Wall Tile Co., K.-D. Manufacturing Co., Collingwood Shipbuilding Co. Total value yearly output of factories estimated at \$10,819,000.

Special Information: Location of the city at the eastern end of Lake Ontario and the source of the St. Lawrence River makes it the meeting place of traffic between United States ports, Oswego, Cape Vincent for coal and other trades. There were over 300 auto trucks registered in 1925.

Residential Features: Mostly one-family houses; over 60% owning their own homes.

Retail Shopping Section: Extends from public square for eight blocks on Princess Street, Brock Street and four blocks on King, Wellington and Bagot Streets.

Trading Area: Twenty miles east to Gananoque; 25 miles west to Napanee and a radius of from ten to twenty miles north; mostly done by truck and automobile service.

Wholesale Houses: Groceries, 4; meats, 4; fruits, 4; hardware, 3; dry goods, 3; Miscellaneous lines, 2 shoes, 2 confectionery.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial automobile agencies, 10; automobile accessories, 15; automobile tire agencies, 15; bakers, 1 wholesale, 1 retail; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 22; delicatessen, 4; dressmakers, 68; druggists, 15; dry goods, 8; department stores, 3; electrical supplies, 5; florists, 6; fruits, 11; furniture, 5; furriers, 4; garages (public), 10; grocers, 75 (chain, 2); hardware, 13; jewelry, 6; meat markets, 25; men's furnishings, 15; men's clothing, 15; merchant tailors, 13; milliners, 7; opticians, 8; photographers, 6; pianos (and miscellaneous musical instruments), 4; radio supplies, 3; restaurants (including hotels), 10; shoes, 7; sporting goods, 4; stationers, 4; women's apparel, 7.

Miscellaneous Data: Average temperature, 60 degrees; average number of rainy days per twelve months, 75; most pleasant months, May 1st to Oct. 1st. Doctors (medical, 45); (dentists, 20); (osteopaths, 5); number of wired houses, 3,500; street car service; gas, artificial; electric current, alternating; water, hard.

KITCHENER, WATERLOO, ONTARIO, CAN.

1921 Population, 21,763 (1926, est. 28,000).

City and Suburban Estimate, 52,600.

Native Whites, 88%; Foreign Born, 12%; Industrial Workers, 35%; English Reading, 95%; Families, 5,567.

Schools: Public Grade, 6; High, 1; Parochial, 3; Number of Pupils, 5,458.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 1; Hebrew, 1;

Methodist, 2; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, Lutheran, 4; 11 others.

Banks: Dominion, 10; Trust Co., 1. Banks are branches of national institutions; Savings Bank Deposits Total, \$10,000,000; Bank Clearings for 1925 were \$49,210,000.

Theatres: Moving Pictures and Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 2. Total number of seats, 7,500, and 5,000 arena seats in hockey auditorium.

Location: Inland city, 62 miles west of Toronto, 110 miles east of Detroit. On main line of Can. Nat'l Rys. Toronto, Sarnia Division, C. P. R. branch (electric). Freight and hourly passenger service connecting with main line of C. P. R. at Galt. Waterloo is connected with Kitchener by Can. Nat. branch line and by street railway. Nearest largest city is 1½ hours by auto; 3 hours trolley and 3 hours by railroad.

Principal Industries: Rubber goods (tires and footwear), furniture, leather, collars, shirts, underwear.

Manufacturing Establishments: 137. Leading firms: Dominion Tire Co., Kaufman Rubber Co., Canadian Goodrich Rubber Co., Merchants Rubber Footwear Co., Canadian Consolidated Felt Co., Baetz, Krug, Hibner, Jacques Furniture, Forsyth Shirt Co., Cluett, Peabody Co., Total value of yearly output of factories estimated at \$45,000,000.

Special Information: 2,000 per capital output. The 1923 payroll was \$11,000,000. Building permits issued in 1923 were \$2,432,000.

Residential Features: Mostly detached single family homes in both towns. There is no apartment or congested district. Over 80% of the homes are owned by their occupants.

Retail Shopping Section: King Street, 9 blocks, extending from Water Street easterly to Cedar Street. The heart of this district is between Frederick Street (post office and city hall, street railway waiting room and bus terminal) westerly to Young Street, a distance of three blocks. These three blocks midway between the two terminal streets mentioned above. For half a block on each side of King Street the following interesting streets do retail business: Frederick, Benton, Queen, Ontario, Young.

Trading Area: Extends about twenty-five miles north, eight miles east and twenty miles west. In south it extends about seven miles.

Wholesale Houses: Groceries, 3; meats, 3; fruits, 2; hardware, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 42; automobile accessories, 6; automobile tire agencies, 12; bakers, 6; cigar stores and stands (including hotels), 35 (chain, 1); confectioners (including hotel stands), 19; delicatessen, 11; druggists, 11; dry goods, 19; department stores, 2; electrical supplies, 7; florists, 4; fruits, 5; furniture, 4; furriers, 4; garages (public), 14; grocers, 68 (chain, 6); hardware, 5; jewelry, 9; meat markets, 21; (chain, 1); men's furnishings, 15; men's clothing, 15; milliners, 10; opticians, 9; photographers, 5; pianos (and miscellaneous musical instruments), 22 (1 chain); shoes, 9; sporting goods, 4; stationers, 4; women's apparel, 10.

Miscellaneous Data: Most pleasant months, May, June, Sept., Oct. Doctors (medical, 28); (dentists, 18); (osteopaths, 4); number of wired houses, 4,980; street car service; gas, artificial; electric current, alternating; water, hard.

LONDON, ONTARIO, CAN.

1921 Population, 60,959 (1926, est. 65,000).

City and Suburban Estimate, 106,000. Most important cities and towns in this area are: Strathroy (pop. 2,691); Sarnia (14,877); Stratford (16,094); St. Thomas (16,026).

Native Whites, 89%; Negroes, 1%; Foreign Born, 10%; Industrial Workers, 20%; English Reading, 96%; Families, 15,148.

Schools: Public Grade, 23; High, 4; Junior High, Tech., Parochial, 9; Business College, 3; Normal School, 1; Number of Pupils, 12,682.

Churches: Baptist, 7; Christian Science, 1; Episcopal, 13; Hebrew, 1; Roman Catholic, 5; United Church of Canada, 18; Presbyterian, 4; Miscellaneous, 18.

Banks: 9; Total Resources, Loan & Savings Co., with head offices here. Savings Bank Deposits Total, not compiled.

Theatres: Legitimate, 1; Moving Pictures, 2; Vaudeville, 1; Burlesque, 1; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, theatres, about 7,000; other halls, 25,000.

Location: On the Thames River, 115 miles southwest of Toronto; 120 miles northeast of Detroit, Mich. Served by Canadian Pacific Ry. and Canadian National & London & Port Stanley Rys.

Principal Industries: Railroad shops, biscuit, tin and enamel ware, stove, breakfast foods, printing and lithographing, brick and tiles, boots, shoe factories, wire and iron works, cigar factories, hosiery mills, electric refrigerators.

Manufacturing Establishments: 464. Leading firms: McClary Mfg. Co., D. S. Perrin Co., McCormick Mfg. Co., Dennis Wire & Iron Works, Kellogg Corn Flakes, Brick Mfg. & Supply Co., Hobbs Glass Mfg. Co., C. S. Hyman & Co., Holeproof Hosiery, Penman's, Ltd., E. Leonard & Sons, London Concrete Co., Empire Brass Co., Kelvinator of Canada, Ltd., Scott McHall, Ltd.

Special Information: It is railroad divisional center of western Ontario and therefore a principal trading point. The home of University of Western Ontario; large wholesale center. 85% of the homes of London are owned by the people who occupy them.

Residential Features: Mostly private dwellings with a limited number of duplex houses

and apartments. The average value of each residence is about \$4,500.

Retail Shopping Section: Dundas, Richmond and Talbot, constitute the main shopping streets, in all about 20 blocks, streets crossing Dundas also to a small extent constitute the shopping district. The outlying districts have small shopping centers.

Trading Area: London is the shopping center for 51 miles north, east and west, 26 miles south to Lake Erie.

Wholesale Houses: Groceries, 6; meats, 8; fruits, 9; hardware, 6; dry goods, 12.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 11; automobile accessories, 10; automobile tire agencies, 10; bakers, 37; cigar stores and stands (including hotels), 50; confectioners (including hotel stands), 61; delicatessen, 1; dressmakers, 40; druggists, 28; dry goods, 44; department stores, 4; electrical supplies, 30; florists, 18; fruits, 28; furniture, 27; furriers, 9; grocers, 277; hardware, 15; jewelry, 19; meat markets, 65; men's furnishings, 27; merchant tailors, 20; milliners, 26; opticians, 9; photographers, 7; pianos (and miscellaneous musical instruments), 13; radio supplies, 17; restaurants (including hotels), 35; shoes, 25; commercial automobile agencies, 17; automobile sporting goods, 4; stationers, 11; women's apparel, 25.

Miscellaneous Data: Street car service; gas, artificial; number of meters, 12,314; electric current, alternating; number of meters, 17,794; water, hard; number of automobile registrations, 8,000.

NIAGARA FALLS, ONTARIO, CAN.

1921 Population, 14,764 (1925 assessor's est. 18,492).

City and Suburban Estimate, 26,000. Most important cities and towns in this area are: Chippawa (pop. 1,200); Stamford (800); St. Davids (200); Queenston (175).

Native Whites, 85%; Negroes, .003%; Foreign Born, 15%; Industrial Workers, 25%; English Reading, 94%; Families, 4,020.

Schools: Public Grade, 7; High, 2; Parochial, 1; Number of Pupils, 3,936.

Churches: Baptist, 2; Episcopal, 2; Hebrew, 1; United Church of Canada, 3; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 2.

Banks: Dominion, 10; branches; Total Resources, \$1,600,000,000.

Theatres: Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 7. Total number of seats, 8,000.

Location: Niagara River, Canadian National, C. P. R., Wabash, Pere Marquette, N. Y. C.-C. R., N. St. C. & T. Freight shipments by road and lake.

Principal Industries: Hydro-Electric Power, Electro Chemical.

Manufacturing Establishments: Hydro-Electric Power, Electro Chemical, American Cyanamid, Dominion Insulator Co., Dominion Chain Co., Ltd., Shredded Wheat Co., Onoda Community, Ltd., Burgess Battery Co., American Can Co., Dominion Suspender Co., Pollard Mfg. Co., Stamford Park Wine Co.

Special Information: Is center in Ontario for power production, cheap power is attracting electro-chemical industries.

Residential Features: Seventy-five per cent of homes are owned by the occupants. Few apartment houses but individual homes are favored. Houses average in value \$4,500.

Retail Shopping Section: Three shopping centers, north end, center and south. Few corner groceries and drug stores.

Trading Area: Extends ten miles all directions except Niagara River, Chippawa, Stamford and Queenston and St. Davids trade here.

Wholesale Houses: Groceries, 2; Miscellaneous lines, 3 lumber.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial automobile agencies, 2; automobile accessories, 11; automobile tire agencies, 11; bakers, 8; cigar stores and stands (including hotels), 5; confectioners (including hotel stands), 18; delicatessen, 2; dressmakers, 9; druggists, 17; dry goods, 7; department stores, 1; electrical supplies, 19; florists, 4; fruits, 16; furniture, 7; garages (public), 16; grocers 76 (chain, 3); hardware, 8; jewelry, 3; meat markets, 44; men's furnishings, 11; men's clothing, 2; merchant tailors, 2; milliners, 5; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 3; radio supplies, 7; restaurants (including hotels), 23; shoes, 7; sporting goods, 4; stationers, 7; women's apparel, 5.

Miscellaneous Data: Most pleasant months, June to Sept.; doctors (medical, 23), (dentists, 8); (osteopaths, 4); number of wired houses, 3,500; street car service; gas, natural; electric current, alternating; water, soft; number of automobile registrations, 2,932.

OTTAWA, ONTARIO, CAN.

1921 Population, 107,843. (1925 pop. 162,690.)

City and Suburban Estimate, 178,438. Ottawa 20% French Speaking; Hull 90% French Speaking.

Native Whites, 100%; English Reading, 85%; Families, 25,503.

Schools: Public Grade, 21; High, 3; Junior High Tech., 1; Parochial, 43; Number of Pupils, 29,154.

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ONTARIO (Cont'd)

Ottawa (cont'd)

Churches: Baptist, 9; Christian Science, 1; Episcopal, 19; Hebrew, 3; Presbyterian, 4; Roman Catholic, 17; United Churches, 21; Miscellaneous, 26.

Banks: Chartered National, 11; Branches, 43; Bank debits in 1925 aggregated \$2,019,304.868. Bank Clearings were \$328,862,264.

Theatres: Legitimate, 1; Moving Pictures, 9; Vaudeville, 3; Burlesque, 1; Miscellaneous (Auditoriums, etc.), 6; Total number of seats, 36,500.

Location: On the south bank of the Ottawa River, close to its confluence with the Rideau and Gatineau Rivers. Served by the C. P. R., C. N. R. and N. Y. C. Rys., freight and passenger river service both below and above Chaudiere Falls. The Rideau Canal cuts off the unnavigable parts of the Rideau River and connects Ottawa with the St. Lawrence River at Kingston. Street car services stretching to points 10 miles distant. Excellent motor bus service in every direction. Nearest larger city is 4 hours by auto and 3 hours by railroad.

Principal Industries: Manufactured lumber, pulp, paper, electric trolley cars, paint, bank notes, awnings, cement, washing machines, pianos, motor trucks, iron foundries, clothing, furniture, hats and caps, railroad shops, fibre ware, matches.

Manufacturing Establishments: 453. J. R. Booth, E. B. Eddy, Woods Mfg. Co., Ottawa Paint Works, Canadian Bank Note Co., Beach Foundry Co., Ltd.; Campbell Steel & Iron Works, J. H. Conner & Son, Ltd.; James Davidson Sons, Alexander Fleck, Ltd.; Grant Holden & Graham, Ltd.; Martin-Orme Piano Co., Ltd.; McAuliffe Davis Lumber Co., McFarland Douglas Ltd.; Mortimer Co., Ltd.; J. Oliver & Sons, Ltd., Ottawa Paper Box Co., Ltd. Total value of estimated yearly output of factories, \$65,000,000.

Special Information: Location of the city makes it the logical shopping and distributing center for the territory lying between the Ottawa and St. Lawrence Rivers and stretching from the Pembroke-Peterboro-Bellefleur Line eastward to Sherbrooke and eastern townships. Total number of auto licenses. Ottawa and Hull, 1926, 14,586.

Residential Features: There are 10,861 owners of homes, 16,436 tenants and 2,638 apartment suites. The general standard of living is very high.

Retail Shopping Section: Extends from post office down Rideau Street to the Rideau River along Sparks Street; west to Bank Street, 4 blocks; and up Bank to Gladstone Avenue, 20 blocks; Also a section catering to the French Canadian trade east of Rideau Street along Dalhousie and St. Patrick Streets. The following suburban areas within the city limits have their own retail business sections: Sandy Hill, The Glebe, Hintonburg, Somerset Street, Ottawa south, Ottawa seat and New Edinburgh. The largest market in Ontario is held on the Market Square three times a week.

Trading Area: Extends 50 miles in each direction.

Wholesale Houses: Groceries, 12; meats, 5; fruits, 14; hardware, 8; dry goods, 12; Miscellaneous lines, milliners, 8; electric supplies, 5; footwear, 8; druggists, 6; jewelry, 12.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, and commercial auto. agencies, 29; automobile accessories, 19; automobile tire agencies, 6; bakers, 33; cigar stores and stands (including hotels), 35; confectioners (including hotel stands), 142; delicatessen, 6; dressmakers, 36; druggists, 62; dry goods, 60; department stores, 8; electrical supplies, 27; florists, 11; fruits, 107; furniture, 33; furriers, 20; garages (public), 49; grocers, 459; hardware, 29; jewelry, 35; meat markets, 105; men's furnishings, 54; men's clothing, 40; merchant tailors, 15; milliners, 51; opticians, 16; photographers, 25; pianos (and miscellaneous musical instruments), 19; radio supplies, 25; restaurants (including hotels), 110; shoes, 63; sporting goods, 12; stationers, 34; women's apparel, 18.

Miscellaneous Data: Most pleasant months, May, June, Aug., Sept., Oct.; doctors (medical, 170); (dentists, 87); (osteopaths, 5); number of wired houses, 30,500; street car service; gas, artificial; electric current, both alternating and direct; water, soft.

OWEN SOUND, ONTARIO, CAN.

1921 Population, 12,190. (1926 assessor's returns, 12,340.)

City and Suburban Estimate, 60,000. Most important cities and towns in this area are: Meaford, (pop. 2,631); Winton, (1,726); Chesley, (1,708); Southampton, (1,537); Port Elgin, (1,291).

Native Whites, 93%; **Negroes,** 4%; **Foreign Born,** 3%; **English Reading,** 100%; **Families,** 2,500 (1,700 own their own homes).

Schools: Public Grade, 6; High, 1; Technical, 1; Business College, 1; Number of Pupils, 3,500.

Churches: Baptist, 1; United Church of Canada, 5; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 5; Anglican, 2.

Banks: National, 5.

Theatres: Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 1.

Location: On south shore of Georgian Bay, an arm of Lake Huron. Terminus of Canadian Pacific and Canadian National branch lines serving western Ontario, connecting the city with points south including Toronto, etc. C. P. R. steamers, Owen Sound Transportation Co.,

steamers, Dominion Transportation steamers and other lines operate to Georgian Bay and North Shore ports and head of lakes.

Principal Industries: Furniture, including chairs, tables, phonographs, refrigerators, woodenware, including skewers, baskets, tooth-picks; iron and steel, including stoves, marine supplies, machinery, cigars, printing, varnish, soft drinks, hosiery, leather, nails, wire, steel and malleable iron castings.

Manufacturing Establishments: 48. Leading firms: John Harrison & Sons Co., Ltd.; North American Bent Chair Co., Ltd.; North American Furniture Co., Ltd.; Keenan Woodenware Mfg. Co., Ltd.; Wm. Kennedy & Sons, Ltd.; Empire Stove & Furnace Co., Ltd.; Eureka Refrigerator Co., Ltd.; McQuay Tanning Co., Ltd.; National Table Co., Ltd.; Northern Bolt, Screw & Wire Co., Ltd.; National Grocers, Ltd. (confectionery plant). Total value of yearly output of factories estimated at \$7,003,000.

Special Information: Location of city especially adapted for both lake and land commerce. Million bushel modern terminal grain elevator located on harbor for transportation of grain from west. National deep-water harbor capable of handling any size steamer on the Great Lakes. Easily accessible by water to great forests and iron mines of the North Shore and is naturally a great woodworking and iron center.

Residential Features: Splendid substantial homes, mostly of brick construction and housing one family only. Frame or other less substantial buildings practically a minus quantity. Workmen's homes ideal.

Retail Shopping Section: Main retail business section situated on 2nd Avenue east and extends from middle of 6th and 7th Street block to middle of 10th-11th Street block, thus comprising four block all told. Other business streets of slightly less importance are 10th east from 1st Avenue to 3rd Avenue east and 9th Street from 1st Avenue to 3rd Avenue east and 8th Street from 1st Avenue to 4th Avenue east. Butcher and groceries scattered throughout city. Business section on east side of Sydenham River at mouth of which the city is situated.

Trading Area: Northern parts of counties of Grey and Bruce, 45 miles northwest, 30 miles west, 30 miles south and 30 miles east. Bus services and prevalence of motor cars makes intermittent trading district considerably greater.

Wholesale Houses: Groceries, 2; meats, 1; fruits, 1; hardware, 2; tobacco, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 13; commercial auto. agencies, 4; automobile accessories, 15; automobile tire agencies, 10; bakers, 5; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 15; delicatessen, 1; dressmakers, 8; druggists, 9; dry goods, 4; electrical supplies, 3; fruits, 8; furniture, 4; furriers, 3; grocers, 82 (chain, 2); hardware, 4; jewelry, 5; meat markets, 21; men's furnishings, 8; men's clothing, 8; merchant tailors, 6; milliners, 5; opticians, 5; photographers, 4; pianos (and miscellaneous musical instruments), 4; radio supplies, 5; restaurants (including hotels), 14; shoes, 6; stationers, 2; women's apparel, 9.

Miscellaneous Data: Doctors (medical, 14); (dentists, 13); (osteopaths, 3); gas, artificial; number of meters, 1,420; electric current, alternating and direct; number of wired houses, 2,900; number of automobile registrations, 1,292; water, hard.

PETERBOROUGH ONTARIO, CAN

1921 Population, 20,999. (1925, est. 21,726.)

City and Suburban Estimate, 29,000. Most important cities and towns in this area are: Lakefield, (pop. 1,200); Havelock, (1,500); Campbellford, (3,300).

Native Whites, 98%; **Foreign Born,** 2%; **Industrial Workers,** 4,900; **English Reading,** 100%; **Families,** 4,500.

Schools: Public Grade, 7; High, 2; Junior High, 2; Parochial, 4; Number of Pupils, 5,280.

Churches: Baptist, 2; Christian Science, 1; Congregational, 1; Episcopal, 4; Hebrew, 1; United Church of Canada, 7; Presbyterian, 1; Roman Catholic, 3.

Banks: Branch banks of the Royal Bank of Canada, Bank of Montreal, Bank of Toronto, Canadian Bank of Commerce, Bank of Nova Scotia, Dominion Bank.

Theatres: Legitimate, 1; Moving Pictures, 3.

Location: Seventy-five miles east of Toronto, 242 miles southwest of Montreal, on the Canadian National Railways, Midland division, and C. P. R. Situated on the Otonabee River, which is a part of the waterways forming the Trent Valley Canal System. To nearest larger city by railroad, 2 hours; by auto, 3 hours.

Principal Industries: Electrical machinery and appliances, cereal foods, carpets, dairy machinery, canoes, skiffs and motor boats, tents and awning, marble products, leather goods, yarn, woolsens and worsted goods, clocks, watches, gummed and coated paper, asbestos, locks, pulp mills and mining machinery, harness and saddlery, boots and shoes, lumber, steel ranges, agricultural machinery, sails, sporting goods, braid, woven labels, knitted goods, ready-cut houses.

Manufacturing Establishments: 48. General Electric Co., DeLaval Separator Co., Canadian Woolens, Quaker Oats, Nashua Paper, Brinton Carpet Co., Wm. Hamilton Ltd., Peterborough Canoe Co., Peter Hamilton Co., Canadian Canoe Co., Peterborough Cereal Ltd., Ontario Marble Co., Peterborough Lock Co., Western Clock Co., Canadian Parking Co., Adam Hall, Ltd., J. J. Turner & Sons, Canadian Aladdin Co., Otonabee Mills, B. F. Ackerman, Son & Co., Colonial Weaving Co., Peterborough Milk

Products, "Raybestos" of Canada, Ltd. Total value of yearly output of factories estimated at \$32,000,000.

Special Information: The city of Peterborough is the county seat of the county of Peterborough. Is the center of a very fine agricultural district, and has a variety of manufacturing concerns, which tend to keep the city steady. Has cheap hydro-electric power.

Residential Features: Mostly one-family houses, 90% brick. Peterborough is the gateway to the string of lakes in the northern part of the country. Sixty-five per cent of homes are owned by occupants. Fine homes with well kept lawns. Otonabee River flows through the center of the city. Attractive summer resorts nearby.

Retail Shopping Section: Extends from Murray Street, corner of Central Park to King Street on George Street, 4 blocks; from Hunter Street bridge to Aylmer Street on Hunter Street, 2 blocks; from Water Street to Aylmer Street on Simcoe Street, 2 blocks; from Water Street on Grand Trunk tracks on Charlotte Street, 3 blocks; from Brock Street to Charlotte Street on Water Street, 3 blocks. There are several outlying retail business sections with quite a number of merchants in the east, southwest and western part of the city.

Trading Area: Extends 30 miles southeast, 20 miles south, 15 miles west, 30 miles north, 30 miles east.

Wholesale Houses: Groceries, 3; meats, 1; fruits, 3; hardware, 2; dry goods, 1; Miscellaneous lines: dairy produce, 2; confectionery, 3; paper, 5.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto. agencies, 5; automobile accessories, 12; automobile tire agencies, 12; bakers, 13; cigar stores and stands (including hotels), 11; confectioners (including hotel stands), 10; dressmakers, 8; druggists, 14; dry goods, 14; department stores, 5; electrical supplies, 7; florists, 4; fruits, 20; furniture, 7; furriers, 4; garages (public), 12; grocers, 96 (chain, 2); hardware, 6; jewelry, 5; meat markets, 25 (chain, 1); men's furnishings, 8; men's clothing, 6; merchant tailors, 3; milliners, 8; opticians, 4; photographers, 4; pianos (and miscellaneous musical instruments), 6; radio supplies, 3; restaurants (including hotels), 20; shoes, 6; sporting goods, 1; stationers, 3; women's apparel, 2.

Miscellaneous Data: Average temperature, 12 degrees; average number of rainy days per twelve months, 140; most pleasant months, May to November; doctors (medical, 31); (dentists, 19); (osteopaths, 3); number of wired houses, 4,400; street car service; gas, artificial; electric current, alternating; water, medium.

PORT ARTHUR, ONTARIO, CAN.

1921 Population, 14,886. (1925, assessor's returns, 17,388.)

City and Suburban Estimate, 20,000.

Native Whites, 75%; **Foreign Born,** 25%; **Industrial Workers,** 65%; **English Reading,** 83%; **Families,** 3,500.

Schools: Public Grade, 9; High, 1; Roman Catholic 3. Number of Pupils, 3,925.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 4; Presbyterian, 1; Roman Catholic, 2; United, 3; Miscellaneous, 6.

Banks: National, 5; Total Resources, \$2,432,249,731.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 2,100.

Location: Midway across Canada, at the head of Great Lakes navigation. Canadian Pacific and Canadian National Transcontinental railways. C. P. Steamship lines. Northern Navigation Co. Canada Steamship lines to eastern Canadian ports and the Booth Line to Duluth. All grain shipments of the west pass through local elevators and westbound cargoes reshipped by rail here. To nearest larger city by railroad, ¼ hour; by trolley, ½ hour; by auto, ¼ hour.

Principal Industries: Forest products, pulpwood and paper and lumber, grain storage and grain handling, shipbuilding, paper machinery, boilers, Railroad shops, sheet metal works, wagons, etc.

Manufacturing Establishments: 8. Leading firms: Provincial Paper Mills, Thunder Bay Paper Co., Port Arthur Shipbuilding Co., Ltd., Woodside Bros. (foundry and machine shop), Holmes Bros. (sheet metal), Port Arthur Boiler Works, Whistle's Wagon Works, Ole Olson (sheet metal). Total value of output of factories, \$12,000,000.

Special Information: Raw materials shipped include: Grain, \$38,318,000, pulpwood, \$1,445,250. The location of the city at the head of Great Lakes navigation and on two transcontinental railways makes it the receiving port of westbound freight for transshipment.

Residential Features: Only two apartment houses, balance private homes.

Retail Shopping Section: Extends from central corner of Arthur and Cumberland, three blocks north and south on Cumberland, 2 blocks on Arthur Street. Two business blocks on Court Street, 3 blocks on Bay Street. Two on South Algoma Street and outlying retail centers reached by trolley belt line.

Trading Area: Extends 25 miles east and west and occasional business is secured within a radius of 80 miles through the medium of the local train service on C. P. R., C. N. R. and P. D. & W. Ry.

Wholesale Houses: Groceries, 2; meats, 3; fruits, 2; hardware, 1; Miscellaneous lines, 2.

Number of Retail Outlets for Nationally Ad-

vertised Products: Passenger automobile agencies, 6; commercial auto. agencies, 2; automobile accessories, 14; automobile tire agencies, 3; bakers, 11; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 45; delicatessen, 1; dressmakers, 12; druggists, 10; dry goods, 3; department stores, 2; electrical supplies, 5; florists, 2; fruits, 25; furniture, 2; furriers, 4; garages (public), 6; grocers, 43; hardware, 7; jewelry, 5; meat markets, 10; men's furnishings, 10; men's clothing, 13; merchant tailors, 4; milliners, 4; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 4; radio supplies, 4; restaurants (including hotels), 23; shoes, 8; sporting goods, 4; stationers, 9; women's apparel, 4.

Miscellaneous Data: Average temperature, 38.5 degrees; average number of rainy days per twelve months, 63; most pleasant months, June, July, Aug., Sept., Oct.; doctors (medical, 18); (dentists, 10); (osteopaths, 2); number of wired houses, 3,500; street car service; electric current, alternating; water, hard.

ST. CATHARINES, ONTARIO, CAN.

1921 Population, 19,881 (1926 pop. 22,376).

City and Suburban Estimate: 50,000. Most important cities and towns in this area are: Thorold (pop. 4,732); Merriton (2,590); Pt. Dalhousie (1,506); Niagara-On-The-Lake (1,852).

Native Whites, 85%; **Negroes,** 1%; **Foreign Born,** 14%; **Industrial Workers,** 30%; **English Reading,** 96%; **Families,** 4,880.

Schools: Public Grade, 13; High, 1; Junior High, 1; Parochial, 1; Number of Pupils, 300.

Churches: Baptist, 1; Christian Science, 1; Hebrew, 1; United Churches, 5; Presbyterian, 1; Roman Catholic, 3; Miscellaneous, 2.

Banks: National, 12; State, 1.

Theatres: Legitimate, 3; Moving Pictures, 2; Moving Pictures and Vaudeville, 1.

Location: On main line of Grand Trunk Railway between Niagara Falls and Detroit River; also on the Welland Canal connecting Lakes Erie and Ontario. Three miles from Lake Ontario, connected by steam and electric lines. 10 miles from the Niagara River. Is the center of the N. S. & T. R. electric lines, which connect St. Catharines with Merriton, Port Dalhousie, Port Weller, Niagara-on-the-Lake, Niagara Falls, Welland and Port Colborne. To nearest larger city by railroad, 45 minutes; by trolley, 50 minutes; by auto, 35 minutes.

Principal Industries: Mainly paper and metal trades—paper products from tissues to finished bond and as well ground and sulphite pulp in bulk, garden, logging and carpentering tools from a dozen factories; electrical equipment, including motors, meters, transformers, etc., auto parts and radiators. Textile trades represented by two haircloth factories; several large silk and woolen factories. Surrounding country intensively cultivated for small fruits, berries, etc.

Manufacturing Establishments: 100. Leading firms: Welland Vale Mfg. Co., Canadian Yale & Towne, Engineering & Machine Co., English Electric Co., J. H. Williams Co., McKinnon Industries, Pilkington Bros., A. Puccini & Co., Warren Bros., Monarch Knitting Co., St. Catharines Silk Mills, Metal Drawing Co., Packard Electric Co., Grout's Limited, Muffets Corp.

Special Information: Within a radius of 12 miles of St. Catharines are the great electric generating plants of the Hydro-Electric Power Commission of Ontario and the Dominion Power & Transmission Co. The great Chippewa Development, one of the greatest engineering feats in the world, is within eight miles of the city. First class sewerage system. Ample water supply from Lake Erie, gravity flow; pressure 90 lbs. Hydro-Electric System (municipally owned) and Lincoln Electric Light & Power Co. furnish lighting.

Residential Features: Mostly one-family homes; five apartment houses; the majority of homes are owned by occupants; major portion of homes are situated on beautiful residential streets.

Retail Shopping Section: Extends from Ontario Street square, seven blocks on St. Paul Street, one block on Ontario Street, one block on James Street, two blocks on James and one block on King Street. There are also several small neighborhood sections, with the usual groceries, drug stores, etc.

Trading Area: South, 22 miles; north, 5 miles; west, 18 miles; east, 12 miles.

Wholesale Houses: Groceries, 4; meats, 4; fruits, 3; Miscellaneous lines, confectionery, 3.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 13; commercial automobile agencies, 9; automobile accessories, 23; automobile tire agencies, 14; cigar stores and stands (including hotels), 14; confectioners (including hotel stands), 12; delicatessen, 3; druggists, 22; dry goods, 13; department stores, 4; electrical supplies, 12; florists, 8; fruits, 15; furniture, 14; furriers, 5; garages (public), 16; grocers, 82 (chain, 8); hardware, 9; jewelry, 9; meat markets, 19; men's furnishings, 20; men's clothing,

Syndicates, Special Services, Equipment Manufacturers, Supply Dealers should list their products on the Classified page.

ONTARIO (Cont'd)

28; merchant tailors, 22; milliners, 12; opticians, 9; photographers, 5; pianos (and miscellaneous musical instruments), 7; radio supplies, 7; restaurants (including hotels), 13; shoes, 17; sporting goods, 4; stationers, 7; women's apparel, 15.

Miscellaneous Data: Most pleasant months, April to November. Doctors (medical, 35); (dentists, 19); (osteopaths, 6); number of wired houses, 4,654; street car service; gas, natural; number of meters, 4,400; electric current, alternating; water, hard; number of automobile registrations, 6,090.

ST. THOMAS, ONTARIO, CAN.

1921 Population, 16,026.

City and Suburban Estimate, 20,327. Most important cities and towns in this area are: Aylmer (pop. 2,500); Tillsonburg (3,000); Rodney (900); West Lorne (700).

Native Whites, 99%; Foreign Born, 1%; English Reading, 99%; Families, 5,110.

Schools: Public Grade, 8; High, 1; Junior High, 1; Technical School, 1; Ladies' College; Parochial, 1; Number of Pupils, 8,740.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 3; Presbyterian, 1; Roman Catholic, 1; United, 3; Miscellaneous, 3.

Banks: Chartered, 10; Loan Company Banks, 2; Savings Bank Deposits Total, \$4,500,000.

Theatres: Moving Pictures, 3; Miscellaneous (Auditoriums, etc.), 1; Total number of seats, 2,500.

Location: Center of rich agricultural area on north shore Lake Erie, midway between Buffalo and Detroit. On main line of Michigan Central and in addition excellent transportation facilities provided by Wabash, Pere Marquette, Canadian Pacific, Canadian National and London & Port Stanley Electric Ry. Port Stanley eight miles south connected by electric line and good roads give port of entry for coal, wheat, etc.

Principal Industries: Large railway building and repair shops, brass foundry, knit goods, metal advertising signs, shoe factories, furnace and implement foundries, woodenware factories, flour and produce mills, brooms, tobacco.

Manufacturing Establishments: Leading firms: Canada Iron Foundries, St. Thomas Metal Signs, Nursery Shoe Co., Talbot Shoe Company, St. Thomas Brass Co., Nornworthy Foundry & Furnace Co., Empire Flour Mills, Ross Tobacco Co., Elgin Broom Works, St. Thomas Metallic Vault Co., Monarch Knitting Co.

Special Information: The exceptional transportation furnished by the six railways centering in St. Thomas whose lines radiate in all directions makes St. Thomas the natural shopping center of a wide area. The excellent roads of Elgin County are perhaps almost as important, there being 6,000 automobiles and trucks owned and operated in St. Thomas and the County of Elgin.

Residential Features: Houses are largely brick, all of good class and with many fine residences. No tenements and no slum section. 67% of workmen own their own homes.

Retail Shopping Section: Is located and consists of 13 blocks on Talbot Street, 3 on Ross Street and extensions on William, Elgin, Southwick, Hiawatha, Railway, St. Catharine.

Trading Area: Extends north indefinitely eight miles; east to Tillsonburg; west along north boundary of Elgin County to a point roughly in the neighborhood of Rodney; and includes all territory south between Tillsonburg and Rodney to the Lake Shore.

Wholesale Houses: Groceries, 2; fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 15; commercial automobile agencies, 3; automobile accessories, 31; automobile tire agencies, 20; bakers, 8; cigar stores and stands (including hotels), 21; confectioners (including hotel stands), 19; delicatessen, 1; dressmakers, 21; druggists, 10; dry goods, 7; department stores, 2; electrical supplies, 8; florists, 8; fruits, 63; furniture, 9; furriers, 4; garages (public), 13; grocers, 57; hardware, 7; jewelry, 8; meat markets, 23; men's furnishings, 12; men's clothing, 12; merchant tailors, 2; milliners, 8; opticians, 7; photographers, 2; pianos (and miscellaneous musical instruments), 2; radio supplies, 7; restaurants (including hotels), 20; shoes, 11; sporting goods, 4; stationers, 7; women's apparel, 6.

Miscellaneous Data: Doctors (medical, 25); (dentists, 14); (osteopaths, 1); bus service; gas, artificial; number of meters, 3,800; electric current, alternating; number of wired houses, 3,900; water, hard.

SARNIA, ONTARIO, CAN.

1921 Population, 14,887 (1926, est. 18,000).

City and Suburban Estimate, 18,500. Most important cities and towns in this area are: Forest, (pop. 1,427); Petrolia (2,700); Watford (1,100).

Native Whites, 90%; Foreign Born, 10%; Families, 3,963.

Schools: Public Grade, 10; High, 1; Parochial, 3; Number of Pupils, 3,700.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 2; Hebrew, 1; United Church of Canada, 5; Presbyterian, 1; Roman Catholic, 2; Miscellaneous, 5.

Banks: National, 6; State, 2; Total Resources, \$2,163,517,818.

Theatres: Legitimate, 1; Moving Pictures, 2. Total number of seats, 3,850.

Location: At the mouth of St. Clair River. Served by Canadian National railroad, Pere Marquette, Sarnia, Port Huron Ferry Co., bus lines to Petrolia, Forest and points along the river. Northern Navigation Co. steamers (passenger and freight) to Detroit, Sault Ste. Marie, Port Arthur, Port William, and intermediate points, making connections for Buffalo, Cleveland and lower lake ports. White Star line operates three boats daily in these directions. Shipments may be made also direct to British and Continental ports. Low commodity rates make Sarnia a splendid shipping point. Facilities for handling package freight, both for all-water and for rail and water routing are especially good for shipment. To nearest larger city by railroad, 2 hours; by auto, 2½ hours.

Principal Industries: Manufacturers of petroleum, including kerosene, gasolines, lubricating oils, fuel oils, grease, pitches, etc., stoves, auto castings, motor trucks, farm machinery, plumbing goods, salt. Dominion Alloy Steel Co. has large steel plant in Sarnia and shortly large grain elevators will be erected at Point Edward, a village some two miles from the city.

Manufacturing Establishments: 42. Leading firms: Dominion Alloy Steel Corporation, Mueller Mfg. Co., Imperial Oil, Ltd., Cleveland Sarnia Saw Mills, Doherty Mfg. Co., Goodison Thresher Co., Sarnia Bridge Co., Laidlaw Belton Lumber Co., Ltd., Dominion Salt Co., Holmes Foundry, Cunningham Furnace Co.

Special Information: Situated on the chain of Great Lakes it is possible to make water shipments to both home and foreign ports at low rates. Coal is brought in from the Lake Erie ports by boat and distributed from this port. Iron ore is brought in from Lake Michigan and Superior ports and shipped to the smelter works of the Steel Co. of Canada, Hamilton. Sarnia has become the center of the petroleum industry.

Residential Features: Housing conditions are excellent. For 1925 the building permits totalled \$725,698. A large majority of Sarnia homes owned by occupants. The London road is one of the fine residential sections of the city, the homes on it averaging about \$10,000.

Retail Shopping Section: The heart of the retail shopping district is on Christiana and Front Streets. Practically all the stores of the city are situated on these streets, being bordered by George and Davis Streets. Front and Christian Streets parallel the St. Clair river. There are several other small business sections which claim a considerable local trade.

Trade Area: Extends about 30 miles east and the same south. Splendid ferry service, railroad and bus service enable the people from greater distances to shop to an advantage in Sarnia.

Wholesale Houses: Groceries, 1; fruits, 3; hardware, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 13; commercial auto. agencies, 2; automobile accessories, 12; automobile tire agencies, 12; bakers, 11; cigar stores and stands (including hotels), 7; confectioners (including hotel stands), 23; delicatessen, 1; dressmakers, 1; druggists, 10 (chain, 1); dry goods, 8; department stores, 5; electrical supplies, 5; florists, 4; fruits, 66; furniture, 8; garages (public), 14; grocers, 74 (chain, 5); hardware, 4; jewelry, 5; meat markets, 16; men's furnishings, 11; men's clothing, 11; merchant tailors, 10; milliners, 4; opticians, 4; photographers, 3; pianos (and miscellaneous musical instruments), 6; radio supplies, 2; restaurants (including hotels), 14; shoes, 13; sporting goods, 2; stationers, 13; women's apparel, 5.

Miscellaneous Data: Average temperature, 46 degrees; average number of rainy days per twelve months, 50; most pleasant months, June, July, August, September. Doctors (medical, 20); (dentists, 15); (osteopaths, 1); number of wired houses, 4,200; street car service; gas, artificial; number of meters, 4,130; electric current, alternating; water, hard.

SAULT STE. MARIE, ONTARIO, CAN.

1921 Population, 21,092 (1926, est. 22,192).

City and Suburban Estimate, 26,000.

Native Whites, 90%; Foreign Born, 10%; Industrial Workers, 25%; English Reading, 95%; Families, 5,000.

Schools: Public Grade, 16; High, 1; Number of Pupils, 5,493.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 4; United Church of Canada, 3; Presbyterian, 8; Roman Catholic, 4; Miscellaneous, 4.

Theatres: Moving Pictures, 6; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 6. Total number of seats, 8,650.

Location: Situated on St. Marys river between Lakes Superior and Huron. An important calling point for Canadian Pacific steamships and Northern Navigation boats. Nearly every day one of these huge liners lies at the docks for two hours or more, during which time passengers have time to visit the city. On Canadian Pacific and Algoma Central Railways. The end of the Great Northern Highway from Halifax. The gateway into Canada for the Dixie Highway from Miami, Fla. Nearest large city is 14 hours by railroad.

Principal Industries: Steel rails, structural steel, pig iron, foundry products, pulp, paper, lumber and mill products, sulphite, brick tile, brewery products, railway shops, coking plant.

Manufacturing Establishments: Algoma Steel Co., Lake Superior Corp., Spanish River & Lake Superior Paper Co., Algoma Central Railway, Great Lakes Power Co., Northern Foundry Co.

Special Information: Industries in Sault Ste. Marie employ over 6,000 men with a yearly payroll of \$8,100,000. Capital invested in Sault Ste. Marie is over \$100,000,000.

Residential Features: Mostly one-family homes. No poor district.

Retail Shopping Section: Extends from Easterly and Queen Streets for 15 blocks. Several blocks of shopping district on Gore and Wellington Streets. Three outlying retail business sections; also several neighborhood sections.

Trading Area: Sixty miles radius.

Wholesale Houses: Groceries, 2; meats, 3; fruits, 3; hardware, 2; miscellaneous lines, dairy, 1; confectioners, 1; paper, 5; rubber footwear, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 9; commercial automobile agencies, 7; automobile accessories, 14; automobile tire agencies, 14; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 51; dressmakers, 9; druggists, 12; dry goods, 27; department stores, 7; electrical supplies, 9; florists, 7; fruits, 6; furniture, 8; furriers, 8; garages (public), 12; grocers, 59 (chain, 1); hardware, 12; jewelry, 8; meat markets, 28; men's furnishings, 25; men's clothing, 21; merchant tailors, 8; milliners, 10; opticians, 6; photographers, 5; pianos (and miscellaneous musical instruments), 6; radio supplies, 6; restaurants (including hotels), 18; shoes, 10; sporting goods, 9; stationers, 5; women's apparel, 14.

Miscellaneous Data: Average temperature, 39.2 degrees; average number of rainy days per twelve months, 159; most pleasant months, May to October. Doctors (medical, 26); (dentists, 11); (osteopaths, 1); street car service; gas, artificial; number of meters, 600; electric current, alternating; number of wired houses, 5,300; water, soft.

STRATFORD, ONTARIO, CAN.

1921 Population, 16,094 (1926, est. 18,500).

Most important cities and towns in trading area are: St. Mary's (pop. 4,000); Mitchell (1,800); Listowel (2,100); Goderich (4,000).

Native Whites, 98¼%; Negroes, ¼%; Foreign Born, 1%; Industrial Workers, 25%; English Reading, 99%; Families, 4,200.

Schools: Public Grade, 7; High, 1; Parochial, 3; Number of Pupils, 3,400.

Churches: Baptist, 2; Congregational, 1; Episcopal, 2; Methodist, 2; Presbyterian, 2; Roman Catholic, 2; Miscellaneous, 8.

Theatres: Legitimate, 1; Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 3; Total number of seats, 9,000.

Location: Divisional center of Canadian National Railways. From Stratford railways radiate in seven directions; to Toronto, 88 miles; to Owen Sound, 108 miles; to Goderich, 45 miles; to Sarnia, 81 miles; to London, 32 miles; to Port Dover, 63 miles; to Buffalo, 115 miles. City is about half-way between Sarnia and Toronto, and midway between Goderich and Port Dover. Nearest larger city is 2 hours by auto and 1½ hours by railroad.

Principal Industries: Canadian National Railways repair shops; furniture, textile.

Manufacturing Establishments: 47. Leading firms: McLagan Furniture Co., Kroehler Mfg. Co., Imperial Rattan Co., R. M. Ballantyne Co.

Special Information: Chief furniture manufacturing city in the Dominion. Fairly in center of western Ontario peninsula.

Residential Features: Practically all one-family houses. 85% of householders own their homes. No slum section. Essentially a workman's city.

Retail Shopping Section: Extends from city hall square which is in heart of city. Downie Street is in business section for four blocks; Wellington Street from Downie to St. Patrick Street, Ontario Street, from Court House to Waterloo Street.

Trading Area: Extends 45 miles west; 30 miles north; 14 miles east, 12 miles south. City easily accessible for automobile by reason of being on the Sarnia-Toronto highway which joined at Stratford with the Provincial highways from Goderich.

Wholesale House: Groceries, 3; fruits, 2; miscellaneous lines, harness and leather goods, 1; candy, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 17; commercial automobile agencies, 4; automobile accessories, 11; automobile tire agencies, 12; bakers, 7; cigar stores and stands (including hotels), 7 (chain, 1); confectioners (including hotel stands), 20; dressmakers, 14; druggists, 11 (chain, 3); dry goods, 11; department stores, 2; electrical supplies, 6; florists, 9; fruits, 5; furniture, 7; furriers, 4; garages (public), 14; grocers, 67 (chain, 3); hardware, 6; jewelry, 5; meat markets, 16; men's furnishings, 13; men's clothing, 12; merchant tailors, 14; milliners, 7; opticians, 5; photographers, 4; pianos (and miscellaneous musical instruments), 6; radio supplies, 4; restaurants (including hotels), 12; shoes, 11; sporting goods, 5; stationers, 4; women's apparel, 9.

Miscellaneous Data: Average temperature, 44.5 degrees; average number of rainy days per twelve months, 35; most pleasant months, August and September. Doctors (medical, 21); (dentists, 11); (osteopaths, 1); number of wired houses, 4,120; gas, artificial; number of meters, 500; electric current, alternating; water, hard; number of automobile registrations, 1,820.

TORONTO, CAN.

1921 Population, 521,893 (1926, est. 650,035).

City and Suburban Estimate, 740,236.

Native Whites, 92%; Foreign Born, 8%; Industrial Workers, 106,000; English Reading, 96%; Families, 127,000.

Schools: Public Grade, 103; Separate Schools, 38; High, 9; Technical, 2; Commercial, 2; Parochial, 37; Number of Pupils, 122,000.

Churches: Anglican, 66; Baptist, 65; Christian Science, 1; Congregational, 6; Episcopal, 65; Hebrew, 23; Presbyterian, 40; United Churches of Canada, 107; Roman Catholic, 39; Miscellaneous, 127.

Banks: 249; Total Resources, \$2,400,000,000.

Theatres: Legitimate, 3; Moving Pictures, 98; Vaudeville, 1; Burlesque, 1; Miscellaneous (Auditoriums, etc.), 22. Total number of seats, 150,000.

Location: On the north shore of the west end of Lake Ontario, served by the Canadian National and the Canadian Pacific Railways, and Canada Steamship Lines, connecting with all Lake ports, accessible to ocean-going freighters. To nearest large city by railroad, 55 minutes; by auto, 2 hours.

Principal Industries: Agricultural implements, iron and steel work, machinery, motor cars, tires, automobile accessories, men's and women's clothing, foodstuffs, medical supplies and drugs, carpets and rugs, electrical supplies, pianos and organs, printing, photographic supplies, brick and building materials, packing houses.

Manufacturing Establishments: 3,521. Leading firms: Massey Harris, Canada Foundry Co., Canadian General Electric, Durant Motors, Ford, Gutta Percha & Rubber, Ltd., Dunlop Rubber & Tire Co., Goodyear Rubber Co., Fisk Rubber Co., W. R. Johnston Co., Leishman Co., Lowndes Co., Christie Biscuit Mfg. Co., National Drug, United Drug, Toronto Carpet Mfg. Co., Mason & Risch, Heintzman Co., Nordheimer Canadian Kodak, Warwick Bros. & Rutter, Gage Bros., Copp Clark, Don Valley Brick Works, Canadian Packing Co., Swift Canadian Co., Gunns, Ltd., Harris Abbot Co. Total value of yearly output of factories estimated at \$588,-969,742.

Special Information: Toronto has the largest English speaking population of any city in Canada. It is spending at the present time \$35,000,000 on its waterfront to provide for ocean-going vessels. Is the home of Toronto University. An important financial center. Owns its own power plant at Niagara Falls, and owns and operates its own transportation system.

Residential Features: 64.8 of Toronto's houses are owned by present occupants. There are no frame dwellings. Detached residences prevail. Duplex houses come next; apartment houses last. There are 370 apartment houses. Average rentals are between \$50 and \$75 for houses. Average value of Toronto homes are between \$6,000 and \$9,000. The north and northwest and east sections of the city are better class residential sections, known "The Hill" and "Rosedale," while "Parkdale" in the southwest is better middle class.

Retail Shopping Section: Downtown section—Yonge and Queen Streets extending 20 blocks north and 4 blocks south; four blocks east and west of Yonge Street on King Street, Queen Street, Adelaide Street, Richmond Street, Temperance Street, and Dundas Street. In addition are the following streets solidly retail: King Street, three and one-quarter miles; Queen Street, seven and one-quarter miles; Dundas Street, seven and one-half miles; Bloor Street, four and one-quarter miles; College Street, two and one-half miles; Wallace Avenue, three-quarter mile; St. Clair Avenue, two and one-half miles; Wallace Avenue, three-quarter mile; Gerrard Street, two miles; Danforth Avenue, three and one-quarter miles; Kingston Rd., one mile; Parliament Street, one-mile; Yonge Street, five and one-half miles; Spadina Avenue, one mile; Bathurst Street, two and three-quarter miles; Ossington Avenue, one mile; Roncesvalles Avenue, one mile; Bloor Street in West Toronto, 2 miles. There are also a large number of corner stores off the main streets.

Trading Area: Within approximately a radius of 25 miles including New Toronto, Mimico, Long Branch, Port Credit and Oakville to the west; northwest to Islington, Cooksville, Brampton, Guelph; north to Aurora, Newmarket, Richmond Hill and King; east to Uxbridge, Unionville, Oshawa, Whitby, Bowmanville, Port Hope, etc. Four electric radials serve these districts.

Wholesale Houses: Groceries, 48; meats, 9; fruits, 47; hardware, 21; dry goods, 43; miscellaneous lines, 1,127 (wholesale houses and mfrs. agents).

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 77; commercial automobile agencies, 21; automobile accessories, 137; automobile tire agencies, 38; bakers, 172; cigar stores and stands (including hotels), 328 (chain, 68); confectioners (including hotel stands), 745; delicatessen, 34; dressmakers, 126; druggists, 285 (chain, 56); dry goods, 511; department stores, 3; electrical supplies, 208; florists, 146; fruits, 468; furniture, 128; furriers, 146; garages (public), 365; grocers, 1,965 (chain, 11); hardware, 354; jewelry, 191; meat markets, 623 (chain, 4); men's furnishings, 223; merchant tailors, 69; milliners, 245; opticians, 66; photographers, 95; pianos (and miscellaneous musical instruments), 99; radio supplies, 31; restaurants (including hotels), 241 (chain, 4); shoes, 344; sporting goods, 24; stationers, 245; women's apparel, 326.

Miscellaneous Data: Most pleasant months, April 1st to Nov. 1st; doctors (medical, 1,060); (dentists, 625); (osteopaths, 25); number of wired homes, 102,000; street car service; gas, artificial; electric current, alternating and direct; water, soft.

ONTARIO (Cont'd)

WINDSOR, ONTARIO, CAN.

1921 Population, 38,591, (1926 est. 64,000).

City and Suburban Estimate, 85,000. Most important cities and towns in this area are: Chatham (pop. 12,301); Amherstburg (2,769); Leamington (3,975); Kingsville (2,031).

Native Whites, 93%; Negroes, 2%; Foreign Born, 5%; Industrial Workers, 37%; English Reading, 98%; Families, 20,000.

Schools: Public Grade, 25; High, 2; Technical High, 1; Parochial, 4; Number of Pupils, 15,000.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 3; Hebrew, 2; Methodist, 4; Presbyterian, 4; Roman Catholic, 4; Miscellaneous, 13.

Banks: National, 27.

Theatres: Legitimate, 2; Moving Pictures, 6; Vaudeville, 4; Miscellaneous (Auditoriums, etc.), 15; Total number of seats, 23,000.

Location: In Essex County, Ontario, Canada. On Detroit River opposite American city of Detroit. Railways—Michigan Central, Canadian Pacific, Canadian National, Pere Marquette, Wabash—Steamship transportation to all Lake Erie and all upper Great Lake ports. Splendid bus service to all nearby towns in Essex County. Nearest larger city is Detroit, connected by ferry. Nearest larger city in Canada is 9 hours by auto and 6 hours by railroad.

Principal Industries: Automobiles, automobile parts and accessories, salt, pharmaceutical products, bed springs, fencing, paints, breakfast cereals, structural steel.

Manufacturing Establishments: 238. Leading firms: Ford Motor Co. of Canada, Ltd., General Motors, Godefredson Truck Corp., Kelsey Wheel Co., Canadian Salt Co., Frederick Stearns Co., Parke Davis Co., Fisher Body Co., Studebaker Corp., Canadian Products Co., Canadian Bridge Co., Walkerville Bridge Co., Berry Bros. (Paints), Canadian Postum Cereal Co., Standard Paint & Varnish Co., Dominion Paint Co., Bayer Co.

Special Information: Excellent transportation facilities to all parts of Canada by rail and boat.

Residential Features: Private homes predominate. Several two- and four-family homes and a few apartment blocks.

Retail Shopping Section: Quelling Avenue from Detroit River to Wyandotte Street, a distance of seven blocks; Sandwich Street, 4 blocks west of Quelling and six blocks east; Pitt Street, 2 blocks west and 4 blocks east; Chatham Street, 2 blocks west and 2 blocks east; London Street, 5 blocks west and one block east; Wyandotte Street, 20 blocks east of Quelling; Ottawa Street, 5 blocks; Drouillard Road, 4 blocks.

Trading Area: 30 miles south, 40 miles south-east, 55 miles east.

Wholesale Houses: Groceries, 4; meats, 3; fruits, 2; hardware, 2.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 16; commercial auto. agencies, 10; automobile accessories, 40; automobile tire agencies, 40; bakers, 21; cigar stores and stands (including hotels), 47; confectioners (including hotel stands), 46; delicatessen, 4; dressmakers, 21; druggists, 42 (chain, 3); dry goods, 27; department stores, 10; electrical supplies, 23; florists, 13; fruits, 34; furniture, 16; furriers, 5; garages (public), 40; grocers, 234 (chain, 4); hardware, 29; jewelry, 11; meat markets, 75; men's furnishings, 25; men's clothing, 25; merchant tailors, 23; milliners, 13; opticians, 14; photographers, 8; pianos (and miscellaneous musical instruments), 7; radio supplies, 21; restaurants (including hotels), 86 (chain, 5); shoes, 20; sporting goods, 7; stationers, 7; women's apparel, 9.

Miscellaneous Data: Most pleasant months, May, June, September; doctors (medical, 101), (dentists, 36); number of wired houses, 20,000; street car service; gas, natural; electric current alternating; water, soft.

WOODSTOCK, ONTARIO, CAN.

1921 Population, 9,935.

City and Suburban Estimate, 20,000.

Native Whites, 98%; Foreign Born, 2%; Industrial Workers, 50%; English Reading, 100%; Families, 2,500.

Schools: Public Grade, 5; High, 1; Parochial, 1; Number of Pupils, 2,200; Boy's College, 1.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 3; United Church of Canada, 4; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 4.

Banks: National, 5 Branches; Total Resources of all chartered banks represented by these 5 branches over \$80,000,000. Savings Bank Deposits Total \$4,000,000.

Theatres: Moving Pictures, 2; Miscellaneous (Auditoriums, etc.), 1. Total number of seats, 2,500.

Location: 79 miles southwest of Toronto, on the main lines of C. P. R. and C. N. R. systems. To nearest larger city by railroad, 1/2 hour; by auto, 1 hour.

Principal Industries: Furniture, stoves and furnaces, wagons, pianos, organs and photographs, knitted underwear, biscuits and confectionery, woodworking machinery, garden tools, farm implements, veneer goods, bent

wooden goods, fertilizer, stationary engines, fire engines and fire apparatus, textiles, printing, flour, concrete piping, powdered milk.

Manufacturing Establishments: 25. Leading firms: Canada Furniture Mfrs., Ltd., The Bain Wagon Co., Ltd., The Jas. Stewart Stove Mfg. Co., Ltd., Thomas Organ Co., Harvey Knitting Co., Ltd., Oxford Knitting Co., Ltd., Eureka Planter Co., Ltd., Hay & Co., Ltd., Crown Lumber Co., Wm. Stone Sons, Ltd., R. Whitlaw Co., Bickle Fire Engines, Ltd., Hosiers, Ltd., Woodstock Pipe Organ Builders, Ltd., Kennedy Car Liner & Bag Co., Kirsch Mfg. Co. Total value of yearly output of factories estimated at \$8,000,000.

Residential Features: Most are one-family houses. There are no "poor" sections. Many flower gardens, beautiful shade trees, etc. All streets are well lighted at night.

Retail Shopping Section: Extends for six blocks on Dundas Street east and west. There are two large department stores. In the east end is a separate shopping section, with stores of all kinds.

Trading Area: Extends about 15 miles in all directions. Serves residents of neighboring town of Ingersoll, ten miles away, being connected by radial line and provincial paved highway. Woodstock is the shopping center for the whole of Oxford County, with a population upwards of 45,000. Within a 25 mile radius are the towns of Tillsonburg, Norwich, and the villages of Hickson, Tavistock, Embro, Burgessville and several others.

Wholesale Houses: Groceries, 1; meats, 1; fruits, 2; hardware, 1; dry goods, 2; miscellaneous lines: confectioners, 2; shoes, 1.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 5; commercial auto. agencies, 5; automobile accessories, 8; automobile tire agencies, 9; bakers, 4; cigar stores and stands (including hotels), 4; confectioners (including hotel stands), 4; delicatessen, 1; dressmakers, 8; druggists, 5; dry goods, department stores, 2; electrical supplies, 6; florists, 6; fruits, 4; furniture, 3; furriers, 2; garages (public), 6; grocers, 22 (chain, 2); hardware, 6; jewelry, 5; meat markets, 6; men's furnishings, 5; men's clothing, 5; merchant tailors, 5; milliners, 5; opticians, 4; photographers, 2; restaurants (including hotels), 6; shoes, 6; sporting goods, 5; stationers, 5; women's apparel, 5.

Miscellaneous Data: Most pleasant months, June to September, inclusive. Doctors (medical, 14), (dentists, 5), (osteopaths, 4); number of wired houses, 2,409; gas, natural; electric current, alternating; water, hard.

PRINCE EDWARD ISLAND

CHARLOTTETOWN, P. E. I., CAN.

1921 Population, 11,203 (1925 est. 20,000).

City and Suburban Estimate, 38,615.

Native Whites, 100%; Industrial Workers, 85%; English Reading, 100%; Families, 1,800.

Schools: Public Grade, 5; High, 3; Parochial, 471; Number of pupils, 17,746.

Churches: Baptist, 1; Episcopal, 2; United Church of Canada, 1; Presbyterian, 23; Roman Catholic, 34; Church of Scotland, 1.

Banks: National, 5; Charters with numerous branches; Savings Bank Deposits Total, \$7,000,000.

Theatres: Moving Pictures, 5; Miscellaneous (Auditoriums, etc.), 1 Opera House. Total number of seats, 2,500.

Location: Canadian National Rys. connected by car ferry. Direct steamer communication with Nova Scotia, Boston, New York, Southern States, West Indies and Gt. Britain. Nearest larger city is 4 1/2 hours by auto and 7 1/2 hours by railroad.

Principal Industries: Agricultural, silver fox breeding and numerous industries allied with agriculture and livestock breeding, fisheries, lobster canning, etc.

Manufacturing Establishments: 147. Leading firms: Bruce Stewart & Co., Ltd., Portland Packing Co., O'Leary & Lee, Charlottetown Canning Co., Ltd., Duchemin & Co., Ltd., L. M. Poole & Co., MacDonald & Rowe, Hall Mfg. Co., John Agnew & Son.

Residential Features: Almost exclusively residential with fine wide streets, and lawns between the streets and footpaths. Great tourist and health resort.

Retail Shopping Section: From Water to Boston Street and from Pownall to Hillsboro Street. Also about 40 towns and villages in the other parts of the island all on railway and within easy access of the city.

Trading Area: The whole of the island.

Wholesale Houses: Groceries, 4; meats, 4; fruits, 1; hardware, 2; dry goods, 5; Miscellaneous lines, 17 produce exporters.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 30; commercial auto. agencies, 3; automobile accessories, 33; automobile tire agencies, 37; bakers, 7; cigar stores and stands (including hotels), 73; confectioners (including hotel stands), 15; dressmakers, 43; druggists, 12; dry goods, 6; department stores, 3; electrical supplies, 5; florists, 2; fruits, 70; furniture, 2; furriers, 2; garages (public), 10; grocers, 70; men's furnishings, 10; men's clothing, 10; merchant tailors, 10; milliners, 20; opticians, 2; photographers, 3; pianos (and miscellaneous musical instruments), 4; radio supplies, 6; restaurants (including hotels), 12; shoes, 6; sporting goods, 2; stationers, 4; women's apparel, 10.

Miscellaneous Data: Average temperature, 41.5 degrees; average number of rainy days per twelve months, 40; most pleasant months, July to October inclusive. Doctors (medical, 17), (dentists, 11), (osteopaths, 1); number of wired houses, 2,300; electric current, alternating; water, hard.

QUEBEC

LEVIS, QUEBEC, CAN.

1921 Population, 10,470.

City and Suburban Estimate, 19,000.

Native Whites, 98%; Foreign Born, 2%; Industrial Workers, 40%; English Reading, 10%; French Reading, 90%; Families, 2,482.

Schools: 8; Number of pupils, 2,100.

Churches: Presbyterian, 1; Roman Catholic, 4. Banks: 5.

Theatres: 1; Total number of seats, 400.

Location: On St. Lawrence River opposite city of Quebec. Served by Canadian National R.R., Quebec Central R.R. and Grand Trunk R.R.

Principal Industries: Ship building, lumber, shoes, machinery, brass and iron castings, stores, trunks, candles, saws, marine pumps, shirts and wooden wares.

Residential Features: One-family houses predominate. A few tenements.

Retail Shopping Section: Several blocks on Commercial St., Cote du Passage St., Begu Ave., and St. George St.

Trading Area: East and south about 20 miles.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 2; commercial auto. agencies, 2; automobile accessories, 2; automobile tire agencies, 5; bakers, 12; cigar stores and stands (including hotels), 2; confectioners (including hotel stands), 2; dressmakers, 6; druggists, 4; dry goods, 7; electrical supplies, 2; florists, 1; fruits, 2; furniture, 4; furriers, 4; garages (public), 3; grocers, 21; hardware, 2; jewelry, 4; meat markets, 5; men's furnishings, 1; men's clothing, 2; merchant tailors, 3; milliners, 4; opticians, 3; photographers, 2; pianos (and miscellaneous musical instruments), 1; radio supplies, 1; restaurants (including hotels), 8; shoes, 8; sporting goods, 2; stationers, 1; women's apparel, 5.

MONTREAL, QUEBEC, CAN.

1921 Population, 618,506 (1926, est. 929,000).

City and Suburban Estimate, 1,050,000.

Native Whites, 81.31%; Foreign Born, 9.33%; Other British, 8.33%; English Reading, 75%; Families, 133,000.

Schools: Number of schools, 261. Number of pupils, 133,874. Commercial and Technical Schools, 148.

Churches: Baptist, 9; Christian Science, 1; Congregational, 6; Episcopal, 36; Hebrew, 29; Methodist, 22; Presbyterian, 19; Roman Catholic, 98; Miscellaneous, 24.

Banks: Number of chartered banks and branches, 221. Total Bank Clearings (12 months, 1925), \$5,143,250.

Theatres: Legitimate, 4; Moving Pictures, 51; Vaudeville, 3; Burlesque, 2; Miscellaneous (Auditoriums, etc.), 3.

Location: Located on the Island of Montreal, at a point approximately midway between the city of Kingston and the city of Quebec. Served by the Canadian Pacific Ry. and the Canadian National Ry. and the converging point of the two continental lines. The Canadian National Ry. comprises Canadian Northern, Grand Trunk Pacific, National Trans-Continental and other lines. The Canadian Pacific operates extensive steamship and ocean service. A number of American lines also reach the city. Montreal has direct trans-Atlantic service to all continental parts.

Principal Industries: Montreal is a great manufacturing center. Shipbuilding, automobiles, architectural iron and bronze, electrical apparatus, fixtures and supplies, refrigerating and agricultural machinery, oil refining, cement, structural steel, furniture, printing, flour, steam engines and tractors, railroad rolling stock, dry goods supplies, street cars, shoes, sugar, stoves and furnaces, textiles.

Manufacturing Establishments: 2,823. Leading firms: Headquarters of the Canadian Pacific Railway and Canadian National Railway shops, Dominion Bridge Co., Ltd., Canadian Car & Foundry Co., Ltd., Dodge Mfg. Co. of Canada, Ltd., The Canadian Consolidated Rubber Co., Ltd. Total value of yearly output of factories estimated at \$593,881,752.

Special Information: Montreal's location makes it the head of ocean navigation and the key to the interior of the Dominion. It has a waterfront of 32 miles and a harbor capacity for 100 ocean steamers. Head office of the Canada steamship lines, one of the largest owners of inland vessels in the world. Fifth largest city on the American continent. Assessed value of property \$1,011,360,176.

Residential Features: Montreal has approximately 137,658 dwellings. North of St. Catherine St. and west of Park Ave. constitutes the better class shopping and residential section. Outremont, (13,249) and Westmount (17,593), two autonomous towns within Montreal, are fine residential sections. The factory and industrial district lies to the southwest containing a large population of the working class people, while east of this lies a compact zone, 92,000 people to the square mile, within this area are the principal French residential and shopping districts.

Retail Shopping Section: St. Catherine St. constitutes the main retail shopping district

running east and west. In the downtown district Craig and Notre Dame Sts., running parallel to St. Catherine are shopping districts of secondary importance. North of St. Catherine St., Ontario and Mount Royal Sts., running from west to east, are growing shopping thoroughfares. Other streets cutting St. Catherine at right angles are Bluary and St. Denis, also shopping streets. The theatre district is on St. Catherine, while one or two blocks to the north and south are the principal hotels.

Trading Area: The suburban trade area of Montreal is within a radius of forty or more miles from the city. Car lines and railway facilities provide excellent transportation to the shopping center. The principal towns in the suburban center with estimated population are: Bedford, 1,069; Beauharnois, 2,250; Farnham, 3,543; Granby, 2,584; Iberville, 2,454; Joliette, 9,113; Lachute, 2,592; Longueuil, 4,882; St. Hyacinthe, 10,859; St. Lambert, 3,890; St. Jerome, 5,491; St. Johns, 7,734; St. Therese, 3,040; Sorel, 8,174; Terrebonne, 2,056; Valleyfield, 9,215.

Wholesale Houses: Groceries, 46; meats, 18; druggists, 33; fruits, 67; hardware, 29; dry goods, 76; Miscellaneous lines, druggists, 29; furriers, 86; jewelers, 32.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 22; commercial automobile agencies, 12; automobile accessories, 104; automobile tire agencies, (rubber tire mfg.), 12; bakers, 111; cigar stores and stands (tobaccoists, retail, 193; tobacco, candies, etc., 1,495), 1,687; confectioners, 142; delicatessen, 33; dressmakers, 218 (chain, 6); druggists, 317; dry goods, 717; department stores, 5; electrical supplies, 88; florists, 100; fruits, 196; furniture, 120; furriers, 110; garages (public), 214; grocers, 2,739 (chain, 8); hardware, 230; jewelry, 180; meat markets, 1,029; men's furnishings, 194; men's clothing, 117; merchant tailors, 265; milliners, 280; opticians, 73; photographers, 88; pianos and miscellaneous musical instruments (pianos and organs, 25), M. I. 42, 49; radio supplies, 20; restaurants (including hotels), 876; shoes, 308; sporting goods, 24; stationers, (booksellers and stationers, 58; stationers retail, 89), 147; women's apparel, (ladies' ready to wear), 485.

Miscellaneous Data: Average temperature, 42.23 degrees; average number of rainy days per twelve months, 108; most pleasant months, June, July, August and September. Doctors (medical, 988); (dentists, 357); (osteopaths, 8); gas, artificial; electric current, alternating; number of wired houses, 98%; street car service; water, hard; number of automobile registrations, 40,000.

QUEBEC, QUEBEC, CAN.

1921 Population, 95,193 (1926, est. 125,000).

City and Suburban Estimate, 185,000. Most important cities and towns in this area are: Levis (pop. 12,000); Three Rivers (32,000); Sherbrooke (28,000).

Native Whites, 90%; Foreign Born, 10%; Industrial Workers, 28%; French Reading, 60%; English Reading, 40; Families, 31,000.

Schools: Public Grade, 88; High, 6; Number of pupils, 23,000.

Churches: Roman Catholic, 30; Miscellaneous, 12.

Banks: 9 with 47 branches.

Theatres: 9; Total number of seats, 8,000.

Location: On left bank of St. Lawrence River on C. P. R. and C. N. R. and Quebec Central R.R. 180 miles east of Montreal and 300 miles from Gulf of St. Lawrence. Nearest larger city is 7 hours by auto; 6 hours by trolley and 4 1/2 hours by railroad.

Principal Industries: Boot and shoes manufacture, newspaper, tobacco, iron castings, church ornaments, rope, cigars, steel, corsets, leather, furs, chocolate, medicines and wines.

Residential Features: Mostly one and two family houses.

Retail Shopping Section: On St. Joseph St. in lower town and St. John St. in upper town. Total about 4 miles of varied shops and stores.

Trading Area: About 75 miles west and south, 100 miles to north and east.

Wholesale Houses: Groceries, 13; meats, 16; fruits, 15; confectioners, 12; furs, 14.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 16; commercial automobile agencies, 10; automobile accessories, 12; automobile tire agencies, 12; bakers, 49; cigar stores and stands (including hotels), 33; confectioners (including hotel stands), 41; delicatessen, 25; dressmakers, 50; druggists, 27; dry goods, 31; department stores, 14; electrical supplies, 10; florists, 4; fruits, 10; furniture, 17; furriers, 25; garages (public), 37; grocers, 234; hardware, 11; jewelry, 14; meat markets, 70; men's furnishings, 30; men's clothing, 28; merchant tailors, 10; milliners, 16; opticians, 12; photographers, 11; pianos (and miscellaneous musical instruments), 7; radio supplies, 10; restaurants (including hotels), 25; shoes, 56; sporting goods, 12; stationers, 16; women's apparel, 14.

Miscellaneous Data: Average temperature, 45 degrees; average number of rainy days per twelve months, 60; most pleasant months, May 1st to Nov. 1st. Doctors (medical, 67); (dentists, 28); (osteopaths, 2); street car service; gas artificial; electric current, alternating; number of wired houses, 90%; water, soft.

SHERBROOKE, QUEBEC, CAN.

1921 Population, 23,515 (1926, est. 25,400).

Most important cities and towns in this area are: Magog (pop. 5,000); Coaticook (5,000); East Angus (4,000); Richmond (3,800).

Native Whites, 90%; Foreign Born 10%; Industrial Workers, 25%; English Reading, 60%; French Reading, 50%; Families, 5,000.

QUEBEC (Cont'd)

Schools: Public Grade, 10; High, 2; Parochial, 3; Number of pupils, 2,500.

Churches: Baptist, 1; Christian Science, 1; Congregational, 1; Episcopal, 3; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 7.

Banks: National, 4, with branches; Canadian Bank of Commerce, Montreal Royal Bank, Banque Canadienne Nationale.

Theatres: Legitimate, 1; Moving Pictures, 4; Total number of seats about 3,000.

Location: Sherbrooke is the hub of Southern Quebec, 11 counties, known as the Eastern Townships. This is the main line of the C. P. R., C. N. R. Head office of Q. C. R.R. Provincial highways extend to U. S. Boundary and to Quebec and Montreal. Nearest larger city is 6 hours by auto, and 3 hours by railroad.

Principal Industries: Iron and steel, mining machinery, scales, jewelry, silks, silk hose and gloves, cotton fabrics, woolen goods, rubber belts, coffins, pork packing, cigars, brewery, printing, etc.

Manufacturing Establishments: 25. Dominion Textile Co., Canadian Connecticut Cotton Mills, J. J. Kayser Co., Canadian Ingersoll Rand Co., J. B. & T. Fairbanks, Sherbrooke Machinery Co., Sturdy Chain Co., Whiting Davis Co., Walter Blue & Co., McKinnon Steel Co., W. B. Webster & Co., Silver Spring Brewery, etc. Total value of yearly output of factories estimated at \$4,000,000.

Special Information: Four important industries thrive in Southern Quebec, manufacturing, \$20,000,000 annual output; lumbering, \$12,000,000 annual output; mining, \$10,000,000 annual output; agricultural, \$82,000,000 annual output. Sherbrooke as the hub benefits from all these. There are 25 other smaller manufacturing towns in the territory.

Residential Features: Mostly self-contained and semi-detached houses. Several attractive apartment blocks.

Retail Shopping Section: Wellington Street in the lower town is the principal shopping street with King Street extending at right angles. Sherbrooke has a large number of attractive stores the trade from the outlying territory being an important factor.

Trading Area: South to the United States border, 35 miles; east to Lake Megantic and Maine border, 7 miles; west to Lake Memphremagog, 20 miles; north to Richmond, 25 miles.

Wholesale Houses: Groceries, 4; meats, 1; fruits, 3; hardware, 3; Miscellaneous lines, confectionery, 2; bakers, etc.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 7; commercial automobile agencies, 3; automobile accessories, 15; automobile tire agencies, 2; bakers, 10; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 25; delicatessens, 5; dressmakers, 30; druggists, 6; dry goods, 30; department stores, 2; electrical supplies, 3; florists, 2; furriers, 30; furniture, 7; furriers, 3; garages (public), 6; grocers, 60 (chain, 3); hardware, 5; jewelry, 8; meat markets, 6; men's furnishings, 6; men's clothing, 18; merchant tailors, 5; milliners, 23; opticians, 4; photographers, 4; pianos (and miscellaneous musical instruments), 4; radio supplies, 5; restaurants (including hotels), 15; shoes, 21; sporting goods, 4; stationers, 3; women's apparel, 24.

Miscellaneous Data: Most pleasant months, May to October. Doctors (medical, 30); (dentists, 7); (osteopaths, 3); number of wired houses, 5,000; street car service; gas, artificial; electric current, alternating; water, soft.

See announcement columns 3 and 4

THREE RIVERS, QUEBEC, CAN.

1921 Population, 22,367 (1926, est. 32,460).

City and Suburban Estimate, 125,000 (20 miles radius). Most important cities and towns in this area are: Shawinigan Falls (pop. 12,228); Grand Mère (7,360).

Native Whites, 90%; Foreign Born, 10%; Industrial Workers, 30%; Families, French, 51%; English, 512.

Schools: Public Grade, 1 English; High, 1 French, 1 English; Parochial, 14 French; 1 Classical College, 1 Technical and Paper School, 1 Normal School.

Churches: Roman Catholic, 6; Anglican, 1; Miscellaneous, 6 private Roman Catholic chapels.

Banks: State, 6; Head offices are in Montreal or Toronto.

Theatres: Moving Pictures, 2; Total number of seats, 1,500.

Location: On North Shore of the St. Lawrence River, at the mouth of the St. Maurice River, halfway between Montreal and Quebec, deep sea harbor with direct oceanic communications. Served by Canadian Pacific Railway and connections by ferry with the Canadian National Railways. Excellent bus service from 20 miles radius.

Principal Industries: Piece goods and yarns, iron pipes, boots, shoes, gloves, newsprint, paper, wood pulp, furniture, and building supplies.

Manufacturing Establishments: 21. Leading firms: Wayagamack Pulp & Paper Co., International Paper Co., St. Maurice Lumber Co., Wabasso Cotton Co., St. Lawrence Paper Co., Canada Iron Foundries. Total value of yearly output of factories estimated at \$35,000,000.

Special Information: Three Rivers is the center of large pulp and paper district. Annual industrial payroll more than \$9,000,000.

Residential Features: Mostly one and two-family houses. Disastrous fire in 1909 necessitated rebuilding of more than half of city and this was done along modern lines. Average residential house value, \$5,000.

Retail Shopping Section: Two main retail shopping sections, the principal located around market place on Notre Dame and Des Forges Streets, in the center of town and the second near C. P. R. Station, on St. Maurice and Champdeur Streets, near the industries.

Trading Area: 27 miles north, including Grand Mère and Shawinigan Falls; 26 miles west to Maskinonge; 21 miles east to Ste. Anne de la Perade and south 18 miles. Daily trains and bus service in all the above named directions. Hourly ferry service from the South.

Wholesale Houses: Groceries, 4; meats, 2; fruits, 10; hardware, 8; dry goods, 8; Miscellaneous lines, feed and grain, 10.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 8; commercial automobile agencies, 8; automobile accessories, 11; automobile tire agencies, 11; bakers, 5; cigar stores and stands (including hotels), 43; confectioners (including hotel stands), 14; dressmakers, 11; druggists, 8; dry goods, 29; department stores, 4; electrical supplies, 1; florists, 6; fruits, 61; furniture, 5; furriers, 2; garages (public), 9; grocers, 103; hardware, 16 (and all hardware stores); jewelry, 8; meat markets, 30; men's furnishings, 29; men's clothing, 21; merchant tailors, 7; milliners, 12; opticians, 5; photographers, 4; pianos (and miscellaneous musical instruments), 4; radio supplies, 6; restaurants (including hotels), 17; shoes, 11; sporting goods, 1; stationers and drug stores, 3; women's apparel, 21.

SASKATCHEWAN

MOOSE JAW, SASK., CAN.

1921 Population, 19,285 (1926, est. 21,500).

City and Suburban Estimate, 28,000.

Native Whites, 95%; Foreign Born, 5%; Industrial Workers, 25%; English Reading, 97%; Families, 4,000.

Schools: Public Grade, 12; High, 2; Residential Colleges, 3; Number of Pupils, 5,500.

Churches: Baptist, 1; Christian Science, 1; Episcopal, 4; Hebrew, 3; United Church of Canada, 6; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 8.

Banks: National, 17.

Theatres: Legitimate, 1; Moving Pictures, 3; Vaudeville, 2; Miscellaneous (Auditoriums, etc.), 3. Total number of seats, 11,000.

Location: Main line of C. P. R., 400 miles west of Winnipeg, 420 miles east of Calgary, 100 miles north of international boundary, also Canada National Railways. Nine branch lines enter city.

Principal Industries: C. P. R. shops and roundhouses, Robin Hood Flour Mills, Ltd., Caulder's Creameries, Ltd., Western Creameries, Ltd., iron foundry, oil refinery, sash and doors, cooperative stockyard, Swift-Canadian Company Abattoirs, Harris Abattoirs.

Manufacturing Establishments: 15. Annual output \$15,000,000.

Special Information: Developing rapidly as a transportation and wholesale distributing center.

Residential Features: Largely one-family houses, apartment block with from 2 to 6 rooms increasing. Private homes predominate.

Retail Shopping Section: Six blocks north on Main Street, 2 blocks west on River Street, 2 blocks west on High Street, 1 block east on River Street, 1 block east on High Street.

Trading Area: 100 miles north, south and west, 25 miles east.

Wholesale Houses: Groceries, 4; meats, 3; fruits, 4; hardware, 2; dry goods, 2; miscellaneous lines, 25.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 10; commercial automobile agencies, 5; automobile accessories, 12; automobile tire agencies, 20; bakers, 8; cigar stores and stands (including hotels), 15; confectioners (including hotel stands), 20; dressmakers, 5; druggists, 8; dry goods, 8; department stores, 2; electrical supplies, 6; florists, 2; fruits, 15; furniture, 5; furriers, 5; garages (public), 10; grocers, 52 (chain, 2); hardware, 6; jewelry, 6; meat markets, 25; men's furnishings, 12; men's clothing, 20; merchant tailors, 12; milliners, 6; opticians, 5; photographers, 4; pianos (and miscellaneous musical instruments), 4; radio supplies, 6; restaurants (including hotels), 20; shoes, 10; sporting goods, 6; stationers, 3; women's apparel, 10.

PRINCE ALBERT, SASK., CAN.

1921 Population, 7,558 (Present 8,086).

Families, 2,000.

Schools: Public Grade, 7; High, 1; Parochial, 3; Number of Pupils, 2,000.

Churches: Baptist, 1; Episcopal, 2; Hebrew, 1; Methodist, 1; Presbyterian, 1; Roman Catholic, 1; Miscellaneous, 1.

Banks: National, 6.

Theatres: Moving Pictures, 1; Miscellaneous (Auditoriums, etc.), 2.

Location: On north Saskatchewan River. Division point on Canadian National Railway.

Principal Industries: Agriculture, cattle and hog raising, flour milling, lumbering, wood-working, brewing, ranching, fishing, Government stock yard located here. Packing plant and two creameries.

Manufacturing Establishments: P. Burns Packing Plant and P. Burns Creamery and Prince Albert Creamery, Ltd., Prince Albert Breweries, Prince Albert Mineral Water Works, Prince Albert Box Factory, Prince Albert Foundry, and the Prince Albert Manufacturing Co.

Residential Features: Mostly detached houses belonging to residents. There are only two rows of houses in the city, and not more than a dozen apartment blocks.

Retail Shopping Section: Ten blocks adjoining Central Avenue and River Street.

Trading Area: Prince Albert is the market and distributing center of northern Saskatchewan. It is especially the outfitting center for traders and trappers going into the north country, which is only settled for about 25 to 30 miles north. The latest trading feature is the rapidly increasing tourist traffic which is being drawn by the opening up of a national park 75 miles north at Red Deer Lake, which country is unsurpassed for natural beauty.

Wholesale Houses: Groceries, 2; meats, 1; fruits, 2.

Number of Retail Outlets for Nationally Advertised Products: Auto garages and supplies, 8; bakers, 3; books and stationery, 3; boots and shoes, 12; butchers, 7; men's wear, 6; ladies' wear, 7; confectioners, 21; department stores, 4; drugs, 4; dressmakers, 5; dry goods, 10; dyers and cleaners, 2; electric supplies, 4; florists, 1; furriers, 1; fruit, 12; furniture, 2; groceries, 18; hardware, 3; jewelers, 3; lumber, 3; meat markets, 7; men's clothing, 10; millinery, 6; music, 2; opticians, 3; photographers, 2; pianos (including miscellaneous musical instruments), 2; plumbers and steam fitters, 3; sports goods, 5; restaurants and cafes, 14; tailors, 6; tobacco and cigars, 26; radio sets and equipment, 7; stationers, 2; women's apparel, 1.

Miscellaneous Data: Doctors (medical, 11); (dentists, 6).

REGINA, SASK., CAN.

1920 Population, 34,432.

Native Whites, 60%; Foreign Born, 40%; Industrial Workers, 5%; English Reading, 90%; Families, 9,000.

Schools: Public Grade, 11; High, 2; Parochial, 3; Number of Pupils, 7,500.

Churches: Baptist, 2; Christian Science, 1; Episcopal, 8; Hebrew, 1; Methodist, 4; Presbyterian, 5; Roman Catholic, 2; Miscellaneous, 5.

Banks: National, 9.

Theatres: Legitimate, 1; Moving Pictures, 4; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), Total number of seats, 5,400.

Location: Center of Saskatchewan, served by main lines of C. P. R. and C. N. R. Ten lines of railway radiating from the city.

Principal Industries: Oil refineries, wood working, printing. Center of the great wheat area and one of the largest agricultural distributing centers.

Manufacturing Establishments: 30. Imperial Oil, Ltd., Cushing Bros., Western Mfg. Co.

Special Information: Capital city of Saskatchewan with government headquarters. Large business and wholesale distribution over wide territory.

Residential Features: One-family residences predominate. Some apartment houses. No tenements. Residential section has 1,500 homes averaging \$10,000 in value.

Retail Shopping Section: Extends from Albert Street to Broad Street, on 3 thoroughfares, with several outlying shopping areas, approximately 25 blocks.

Trading Area: Extends 60 miles north, south, east, and 20 miles west.

Wholesale Houses: Groceries, 5; meats, 3; fruits, 6; hardware, 2; Miscellaneous lines, 60; farm implements, 30.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; commercial auto agencies, 3; automobile accessories, 2; automobile tire agencies, 5; bakers, 10; cigar stores and stands (including hotels), 20; confectioners (including hotel stands), 13; delicatessens, 2; druggists, 27; dry

goods, 9; department stores, 4; electrical supplies, 6; florists, 3; furniture, 7; furriers, 3; garages (public), 20; grocers, 76; hardware, 11; jewelry, 9; meat markets, 30; men's furnishings, 16; men's clothing, 16; merchant tailors, 3; milliners, 5; opticians, 6; photographers, 7; pianos (and miscellaneous musical instruments), 4; radio supplies, 6; restaurants (including hotels), 26; shoes, 10; sporting goods, 3; stationers, 5; women's apparel, 7.

SASKATOON, SASK., CAN.

1920 Population, 25,730 (1926, est. 32,000). Most important cities and towns in suburban area are: Prince Albert (pop. 7,500); No. Battleford (4,200); Humboldt (1,860); Yorkton (5,150).

British Born Whites, 85%; Foreign Born, 15%; English Reading, 98.57%; Families, 7,500; English Speaking Homes, 90%.

Schools: Public grade, 18; High, 2; University, 1; Normal School, 1; Number of Pupils total, 10,749.

Churches: Baptist, 1; Christian Science, 2; Hebrew, 1; United Church of Canada, 9; Continuing Presbyterian, 1; Anglican, 4; Roman Catholic, 2; Miscellaneous, 5; Total 25 and 3 Church Colleges.

Theatres: Moving Pictures, 3; Vaudeville, 1; Miscellaneous (Auditoriums, etc.), 1; Total Number of seats, 19,835.

Location: On South Saskatchewan River and C. P. R. and C. N. R. Rys. 480 miles west of Winnipeg, 370 miles southeast of Edmonton, 479 miles northeast of Calgary, 180 miles north of Regina and Moose Jaw. Central geographical position makes it important distributing section for 48,600 square miles of famous wheat country.

Principal Industries: Milling, brick, foundries, brewery, wood-working plants, metal shingles, machine shops, fox farms, aerated waters, tanneries, creameries, candy factories, cold storage plants, marble and granite works, corrugated culvert works, carpet weaving, C. P. R. and C. N. R. railway shops employing 1,600 men. Saskatoon's fifty industries have a capital of \$6,504,593.00, employ 880, annual pay roll being \$1,209,584. Value of products, \$6,013,203 (1923 Statistics).

Special Information: Saskatoon is the seat of the Provincial University, normal school, and Provincial Tubercular Sanitarium and Dominion Forestry Station. Has Government grain elevator with 3,500,000 bushel capacity, experimental farm.

Residential Features: Mostly one-family houses, private homes predominating. Fully sixty per cent of homes in Saskatoon are owned by occupants. Values average from \$3,500 to \$8,500 in ordinary residential sections. Number of private houses, 5,402.

Retail Shopping Section: Occupies an area of one and one-half miles in length by one mile wide, and across the river. There are numerous community stores scattered throughout the city.

Trading Area: Covers 70,000 square miles for locally manufactured articles and goods (contains estimated population of 377,870). Extensive business from further distances by reason of the excellent automobile roads.

Wholesale Houses: Groceries, 5; meats, 3; fruits, 5; hardware, 2; dry goods, 7; Miscellaneous lines, shoes, 2; bakers, 3; Mail Order House, 1. Saskatoon has 85 wholesale houses and wholesale brokers.

Number of Retail Outlets for Nationally Advertised Products: Passenger automobile agencies, 12; automobile accessories, 21; automobile tire agencies, 25; bakers, 7; cigar stores and stands (including hotels), 45 (chain, 2); confectioners (including hotel stands), 37; delicatessens, 5; dressmakers, 25; druggists, 19 (chain, 1); dry goods, 12; department stores, 6; electrical supplies, 10; florists, 3; furniture, 7; furriers, 6; garages (public), 15; grocers, 75 (chain, 7); grocery stores, 9; hardware, 13; jewelry, 16; meat markets, 36 (chain, 2); men's furnishings, 13; merchant tailors, 18; milliners, 8; nurseries, 8; opticians, 7; photographers, 10; pianos (and miscellaneous musical instruments), 10; radio supplies, 17; restaurants (including hotels), 56; shoes, 8; sporting goods, 7; stationers, 5; women's apparel, 10; hotels, 18.

Miscellaneous Data: Doctors (medical, 40); (dentists, 22); (osteopaths, 1); street car service; electric current, alternating; water, hard; number of automobile registrations, 3,612.

Newspaper Properties!

You can buy or sell direct through this publication or you can consult the newspaper brokers whose advertisements are found on the Classified Page. They have listed available properties and are prepared with all necessary information regarding them. They also have facts regarding buyers that are valuable to the man desiring a quick sale.

**Classified Department,
EDITOR & PUBLISHER**

Daily Newspaper Markets of the United States and Canada, Arranged According to States and Provinces

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An Issue That Will Last an Entire Year

The EDITOR & PUBLISHER INTERNATIONAL YEAR BOOK NUMBER

1927 Edition to be published January 29, 1927

will be seen on Space Buyers' Desks in constant use throughout the year. Progressive Newspaper Publishers never miss this opportunity to set forth the advantages of their newspapers as productive advertising media.

RESERVE SPACE NOW

THIS MARKET GUIDE

which you are now reading is only one
section of a great Service rendered by

EDITOR & PUBLISHER

to Newspaper Publishers, National
Advertisers and Advertising Agencies.

It is a Service without an equal or
parallel anywhere

For—

Comprehensiveness

Completeness

Authenticity

Up-to-date-ness

And all of it—with no extras what-
ever—at the appealingly low price of

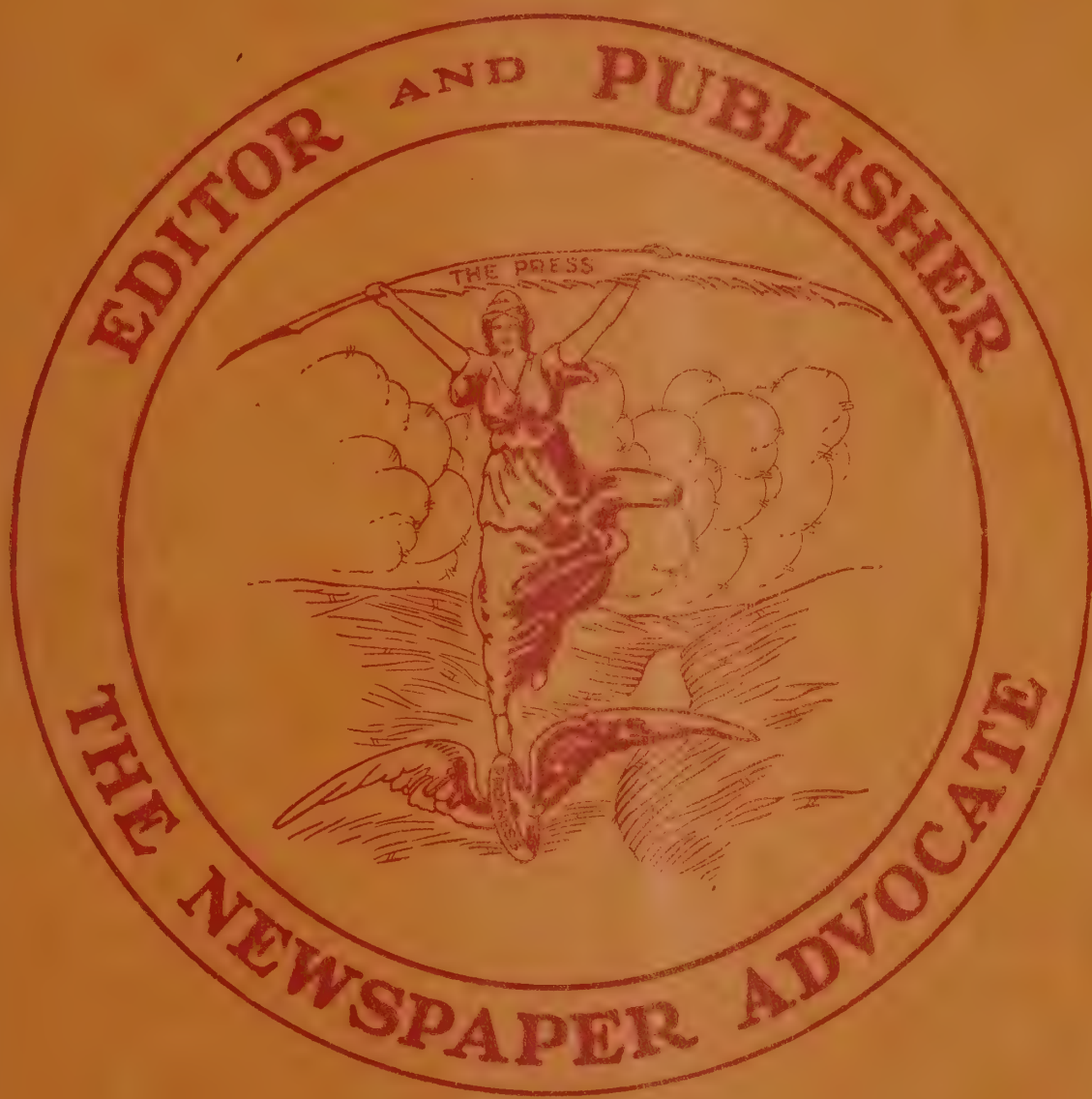
Four Dollars a Year

Shall we tell you about this Service?

YOUR NAME ON A POSTCARD WILL BRING
YOU AT ONCE FULL INFORMATION

NO OBLIGATIONS

THE INDEX will be found on preceding pages
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Advertising Advantages of The World's Greatest Newspaper

Sell Zone 7— $\frac{1}{2}$ of America

In several thousand towns of The Chicago Territory, The Chicago Tribune provides a coverage that has made enormous success for manufacturers using the Zone system of selling.

Sell 60% of the families in 1151 towns with Rotogravure

The Chicago Tribune rotogravure picture section and its rotogravure magazine section provide the finest pictorial selling at the lowest milline rate in America for standard size newspapers.

1st, of course, in circulation

The Chicago Tribune leads all other Chicago newspapers in city, in suburban and in total circulation. The daily circulation in city and suburbs alone is 600,000 — 120,000 more than the next Chicago newspaper.

Rates are low!

A quality product produced in quantity makes all Tribune rates among the lowest in America.

Carries largest lineage

The Tribune carries more national advertising, more want ad lineage and more local advertising than any other Chicago newspaper.

And in millines...

The Chicago Tribune prints more millines of advertising than any other publication on earth!

Automobiles

More automobile advertising is carried in The Sunday Tribune in *ONE* issue than in a *WEEK'S* issue of any other Chicago newspaper.

It has woman appeal

The Tribune leads all other Chicago newspapers in five out of the six principal classifications appealing to women—women's clothing, household utilities, toilet preparations, drug stores, and children's clothing.

For better homes

A great Home Builders' section, with pictures and articles on home building, financing and furnishing, provides ideal position for building materials advertising.

A tangible selling power awaits you here. Whether you use the Sunday million or the Daily $\frac{3}{4}$ million, whether black-and-white, rotogravure, or color rotogravure, there is no substitute for the world's greatest newspaper.

The Chicago Tribune

The World's Greatest Newspaper



MEMBER A.B.C.

EDITOR & PUBLISHER



SUITE 1700 TIMES BUILDING, NEW YORK
42ND STREET AND BROADWAY.



MEMBER A.B.P.

Original second class entry The Journalist, March 24, 1884; Newspaperdom, March, 1892; The Editor & Publisher, December 7, 1901; The Editor & Publisher and Journalist, October 30, 1909; Advertising, February 7, 1925; Revised entry, Editor & Publisher, May 11, 1916, at the Post Office at New York, N. Y., under the act of March 3, 1879.

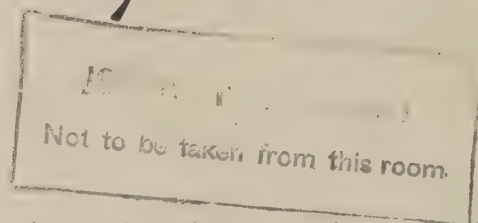
Vol. 59. No. 29

NEW YORK, DECEMBER 11, 1926

By Mail in Advance \$4, U. S. A.
\$4.50, Canada; \$5, Foreign

10c Per Copy

Pebeco Is Sold in Chicago Homes Through The Daily News



The universal concern for good health is the basis of the appeals made by manufacturers of dentifrices, whose products tend to prolong the life of teeth and thus promote good health. Since health is of primary importance to every one, it is a leading subject for discussion in the family councils.

Quite naturally the advertising of Pebeco dental cream—placed by the J. Walter Thompson Company—appears in The Daily News—the Chicago paper having the most weighty influence in the home. The Daily News is the only Chicago daily paper carrying this advertising.

THE CHICAGO DAILY NEWS

First in Chicago

Member of The 100,000 Group of American Cities

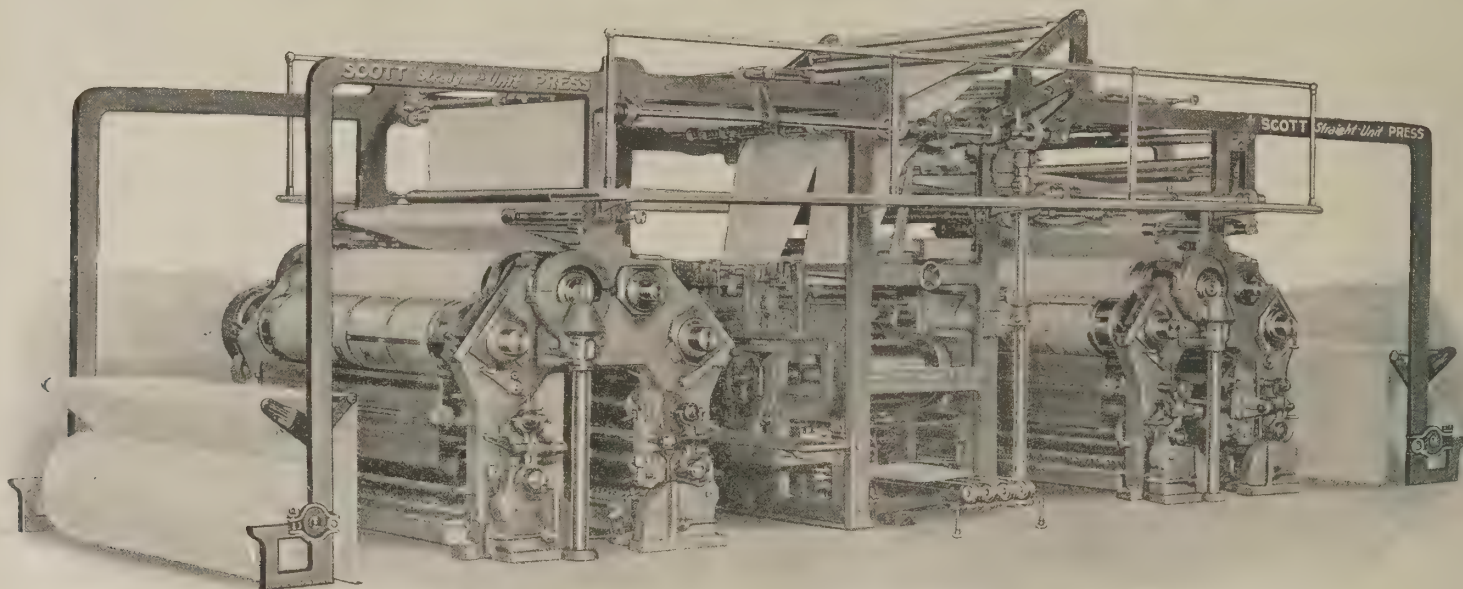
Advertising Representatives:

NEW YORK
J. B. Woodward
110 E. 42d St.

CHICAGO
Woodward & Kelly
360 N. Michigan Ave.

DETROIT
Woodward & Kelly
Fine Arts Building

SAN FRANCISCO
C. Geo. Krogness
253 First National Bank Bldg.



Scott "Straight-Unit" Quadruple Floor Fed Press

"AFTER THE DEAD-LINE"

After the dead-line comes the roar of the presses turning out the thousands of papers which must, so soon, be on the streets and in the mails.

These are the hours when reliability of presses means success or failure to the pressmen—when every part of each unit in the pressroom must do its part without failure.

In service hour upon hour, day after day, for years, Scott "Multi-Unit" and "Straight-Unit" Presses have proven themselves to be always reliable—fast, strong, accurate, capable of producing high-grade printing in smaller spaces, in less time, and always without faltering.

Scott

"Multi-Unit" and "Straight-Unit" Presses

Cylinder Speed—400 r. p. m.

WALTER SCOTT & COMPANY

Main Office and Factory	- - - - -	Plainfield, New Jersey, U. S. A.
New York Office	- - - - -	1457 Broadway
Chicago Office	- - - - -	1330 Monadnock Block

Cable Address: WALTSCOTT NEW YORK

Talk in Their Own Language—

- ¶ If you were selling your merchandise in New York and wanted to reach any particular group of unassimilated aliens—you'd speak to them through a paper printed in their own language.
- ¶ If you want to reach the big English-reading group of over 800,000 which is Baltimore—address them through the papers they read—the papers that are delivered into practically all the worthwhile homes of Baltimore and suburbs—The Sunpapers.
- ¶ The Sunpapers cover Baltimore and its doings as completely from the editorial and news standpoint as they do on the advertising side—and *they print just about twice as much advertising as all other Baltimore papers combined.*
- ¶ That's why the Sunpapers reach the homes of Baltimore—the larger number of them delivered straight to the doorstep by The Sun's own carriers.
- ¶ Put your message in their columns and you're talking in Baltimore's own language.

Average Net Paid Circulation for Month of November, 1926

Daily (M. & E.) . . . 252,818

Sunday 194,351

A Gain of 14,394 Daily and 5,745 Sunday Over November, 1925

JOHN B. WOODWARD
Bowery Bank Bldg.,
110 E. 42d St., New York

GUY S. OSBORN
360 N. Michigan Ave., Chicago

C. GEORGE KROGNESS
First National Bank Bldg.,
San Francisco

Everything in Baltimore Revolves Around

THE

MORNING



EVENING

SUN

SUNDAY

Baltimoreans Don't Say "Newspaper"—They Say "SUNpaper"

"Welcome, Scripps-H

From every corner of Colorado comes emphatic approval of the purchase of the Rocky Mountain News and Denver Times by the Scripps-Howard organization.

Boulder Daily Camera: "God knows Colorado needs a newspaper at the capital. We hope the new owners will win."

Fort Morgan Times: "The business interests of the city and state will be only too glad to be free of the clutches of the Post."

Colorado Advocate: "This will mean that for the first time in the history of Colorado there will be powerful and aggressive competition with the Denver Post."

Denver Catholic Register: "Evidently the owners now intend to spend more money in the Denver field. If they do, they are assured of a large clientele. The brains of the brilliance and enthusiasm of the Express ought to make a first class combination."

Gunnison Republican: "The Rocky Mountain News has always maintained high standards of journalism. Its acquisition by Scripps-Howard will increase the scope of its service."

Gunnison Empire: "The absorption of the News-Times, Denver, by Scripps-Howard marks a change for the better in Denver newspaper circles. It is the biggest boost Denver has had in years."

Grand Junction Sentinel: "We predict that Scripps-Howard will bring new and energetic life to these newspapers and will furnish the Denver Post with the keenest competition in its history."

Rocky Ford Tribune: "Colorado needs a clean, fearless and readable journal that will bring about the end of the Denver Post's newspaper dictatorship."

Durango Evening Herald: "The purchase of the Rocky Mountain News and Denver Times by Scripps-Howard and the consolidation of these newspapers with the Denver Express, already owned by Scripps-Howard, affords opportunity for the building of a real newspaper in Denver."

Colorado Christian Scientists: "Denver and all of Colorado have occasion for much gratitude over the consolidation of the News, Express and Times into one strong organization laboring for civic righteousness and constructive good."

Judge Ben Lindsey: "It was at my urgent petition and personal solicitation that the late E. W. Scripps founded the Denver Express 20 years ago. This consolidation has given me genuine pleasure."

William Adams (Governor Elect): "The Denver Express was one of the fairest newspapers in the United States and I am satisfied this same policy will be continued in the operation of the new papers."

Edward Keating (Former Managing Editor Rocky Mountain News): "The News and the Times have passed into worthy hands. I am familiar with Scripps-Howard newspaper management. It always stands for enterprise, courage and unwavering devotion to the public interests."

Eugene O'Fallon (Owner of radio station KFEL): "The greatest thing that has ever happened to Denver. The city has needed just such a publication for some time."

Denver Rocky Mountain News

A Scripps-Howard Newspaper

THE SCRIPPS-HOWARD NEWSPAPERS ARE REPRESENTED

Chicago

Detroit

San Francisco

ward!" says Colorado

"A big thing for Denver" is the keynote of comment from merchants, bankers, ministers and the public in general.

C. D. Vail (Manager of Parks and Improvements): "I feel that the purchase of the News and the Times by the Scripps-Howard interests will be a great benefit to Denver."

Harry W. Risley (President the City Council): "It is absolutely undoubted in my mind that two newspapers under one management such as the Scripps-Howard will be of immense benefit and wholesome influence."

George P. Steele (City Councilman): "There is room for a well-financed, first class newspaper in Denver and I hope this is it."

Mrs. Martha M. Keezer (Prominent Denver Club-woman): "That at last Denver is to be released from an ethical bondage in journalism which seemed almost beyond hope of solving, I add my word of thankfulness. I think I speak for hundreds of women who are just as happy and hopeful about it all as I am."

Godfrey Schirmer (President of the American National Bank): "Congratulations! It will be a mighty good thing for Denver."

Benjamin Hilliard (Attorney): "It means a powerful influence for good has come to the people of Denver and the entire state."

Mrs. Elizabeth Quereau (Member of the Colorado Civil Service Commission): "I think Denver has needed high class newspapers such as the new Denver Evening News and The Rocky Mountain News now will be."

Patrick J. Hamrock (Member Colorado Civil Service Commission): "I'm mighty glad to see The News and The Times in good hands. I hope Scripps-Howard will run these papers as The Express has been run."

Charles M. White (Deputy District Attorney): "Denver has long needed such a newspaper, a real newspaper."

Gus Reddish (City Councilman): "There is an opportunity for a good clean newspaper to help Denver and I believe you will see that opportunity."

Jesse H. Newlon (Superintendent of Schools): "We appreciate the support the Denver Express has always given the school board. I have a high regard for the policies of the Scripps-Howard newspapers. They conduct clean journals."

The Rt. Rev. J. Henry Tiren: "The Scripps-Howard newspapers stand for all that is best in modern journalism and I am sincerely glad to learn of the purchase of The News and the Times by that organization. It will undoubtedly mean a great improvement in the local newspaper situation."

Richard M. Crane (President Denver Chamber of Commerce): "The Express has my hearty good wishes in this expansion move. It has already gained the good will of the people."

William E. Sweet (Former Governor): "If Scripps-Howard makes these newspapers similar to the Express they will be independent, vigorous and unafraid newspapers."

Denver Evening News

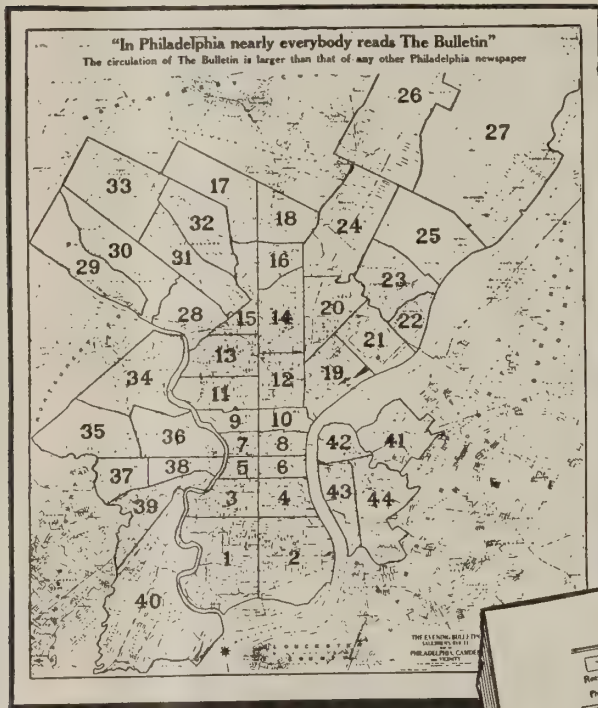
A Scripps-Howard Newspaper

ALIED NEWSPAPERS, INC., 250 PARK AVENUE, NEW YORK

Los Angeles

Seattle

When planning your Sales Campaign in- PHILADELPHIA-



THE BULLETIN ROUTE BOOKS COVER THE FOLLOWING FIELDS

Radio Dealers	Hardware, Paints
Women's Wear	House-furnishings
Men's Wear	Electric Devices
Grocers and Delicatessen	Tools and Imple- ments
Musical Goods	Drugs and Sundries
Shoe Dealers	Confectioners
Cigars and Tobacco	Automobiles and Accessories

Write to Advertising Department of The Bulletin asking for the Route Book covering the line of trade you are interested in.

With the BULLETIN ROUTE BOOKS of the Philadelphia and Camden territory systematically divided, the Sales Manager can now send his salesmen into the field to reach every wholesaler and retailer covering this great market—the third largest in the United States—in the shortest possible time.

The PHILADELPHIA and CAMDEN territory has been divided into 44 routes as shown by the map. On the back of the map are listed the streets and their position on the map. The names and addresses of the wholesale and retail stores are so routed that a salesman can go up and down one street and continue in this manner until he has covered the entire territory assigned to him completely without missing a single dealer in the route.

These route books cover practically every important trade. They are full of information, that every Sales and Advertising Manager should possess about the territory his salesmen are to cover. They give briefly the estimated population of each route, the type of people and their physical and buying characteristics. Every advertiser should send for his free copy of the BULLETIN ROUTE BOOK covering his particular field.

To reach the families of Philadelphia who buy through the dealers listed in the Route Book, the BULLETIN should be your first choice. The BULLETIN is read in 535,096 homes in and around Philadelphia and Camden. No campaign in this great trading area that reaches a buying power of 3,000,000 can be complete without the BULLETIN.

*Send for
your Book
Now!*

"In
Philadelphia
nearly everybody reads
The Bulletin"

The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER

New York.....247 Park Avenue (Park-Lexington Building)
Chicago.....Verree & Conklin, Inc., 28 East Jackson Boulevard
Detroit.....C. L. Weaver, Verree & Conklin, Inc., 321 Lafayette Boulevard
San Francisco.....Thomas L. Emory, Verree & Conklin, Inc., 681 Market Street

The circulation of The Evening Bulletin is the largest in Philadelphia.

535,096
copies a day



EDITOR & PUBLISHER



Issued every Saturday, forms closing ten P. M. Thursday preceding Publication by The Editor & Publisher Co., J. W. Brown, Publisher; Marlen E. Pew, Editor; Suite 1700 Times Building, 42nd St., at Broadway, New York. Telephones, Bryant 3052-3053-3054-3055-3056. Charter Member Audit Bureau of Circulations. Member Associated Business Papers, Inc.

Vol. 59

NEW YORK, DECEMBER 11, 1926

No. 29

Painless Cutting of Operating Expenses Now Will Protect Next Year's Profits

Horizontal Reduction of Costs Impossible for Most Newspapers, But Examination of Details Might Show Many Dollars Freely Spent in Prosperity Can Be Turned to Uses of Necessity

By ARTHUR ROBB

WHAT about 1927?

Sitting comfortably at the end of the year which brought advertising and circulation revenue in larger volume to newspapers than any in the experience of the business, newspaper owners, publishers and executives are finding it opportune to consider their operations for the immediate future. They achieved new record incomes in 1925 and topped them in 1926. Will they end 1927 in the same happy situation and complacent frame of mind? Today's thoughts may guarantee tomorrow's profits.

At the outset, let it be said that the business sky holds no clouds which menace newspapers. Advertising continues to demand editions of mammoth proportions, even though it is no longer leaping forward in gains of 10, 12 and 15 per cent per month. Circulations continue their steady unchecked upward course. Advertising specialists who are keenly sensitive to movements in the general field voice confident predictions that 1927 will pass the record of 1926. Automobile Row tells of large plans and newspaper advertising commitments for the January and February shows. Curtailment of activity in steel production centres is said to be mainly seasonal, with prospects of resumption on full normal schedules after the new year. Talk of a sudden and sharp recession in general business early in 1927 is dismissed by most economists as irresponsible.

The picture is rosy enough, and it is being studied intently and hopefully by the men who conduct daily newspapers. There is an undercurrent of feeling throughout the craft in big cities that the tide of advertising must some day reach flood, that the peak may be at hand, may come in the beginning of next year, or at the end of next year, and that when it comes, it must be followed by recession, by a period in which advertising will be of smaller volume than in recent months, and that revenues will be shortened accordingly.

Few of the men who hold these views and voice them confidentially can give categorical reasons for holding them. Much of the apprehension seems to be based on the well known newspaper "hunch," but it is present and is a psychological factor to be considered.

Probably much of the uneasiness arises when publishers, editors, and business department chiefs give a thought to the gigantic structures they have reared since the war and the comparatively thin margin that divides the red from the black on their books. General business conditions have to continue favorable if a good many publishers are not to be forced to live for a time on their surplus.

For, good times or bad, the newspaper has to keep the fires under the boiler, and a crew ready for whatever emergency the day's events may bring. When snow falls and people stop buying automobiles, Mr. Ford and his colleagues and competitors in Detroit "take inventory"; the motor trade papers report that "So-and-So has appreciably curtailed production,"

which in simple words means that the plants are manned by day and night watchmen. If business goes on the slow for a time, the railroads move the idle cars to sidings and put them in good order; the maintenance, yard, and train forces are laid off until they are needed. An idle ship eats up interest, but it doesn't require a full complement of officers, stokers, deck-hands and stewards.

The newspaper is compelled by nature to come to the scratch every morning or afternoon, no matter whether Main Street is jammed from stoop to curb

torious editorial feature of information and entertainment value that his purse permitted. He has built up such a high standard of news service for city, state, nation and world intelligence that a potential competitor is faced with an insurmountable barrier before he starts. He has introduced new editorial and feature departments, which have attracted new groups of readers, who in turn have attracted new names and lines to the advertising columns. He has organized a loyal and capable staff to minister to these wants of the public.

Best Newspaper Story Ever Written

YEARS and years ago Jesse Lynch Williams wrote a short piece of fiction about a newspaper reporter named Billy Woods. titled "The Stolen Story." Few of this generation of newspaper workers have read it; old-timers call it the best newspaper story ever written.

EDITOR & PUBLISHER located Mr. Williams by wire in California this week and gained his permission to reprint this classic as our usual Christmas story. It will appear in these columns next week. Veteran newspaper men, we feel confident, will find in it real soul refreshment and every youth in American journalism will find fresh inspiration by meeting Billy Woods, who loved the game for the game's own sake.

with shoppers, or whether the soup-kitchen lines are a square long. It finds no respite in darkening the plant for six weeks—it publishes daily, or its ownership finds another place of employment.

It continues to buy newsprint and to pay high wages to a large force of men to turn the newsprint into newspaper. Its newsprint is contracted for at the beginning of the year; its labor is often on the right end of a three-year contract. Newsprint prices are sometimes reduced in midyear, but the young newspaper men of today have seen few cuts in the wages of union labor. The two main items of the publisher's expenditure are set almost as if fixed in Portland cement.

That fact has long been self-evident, but it becomes worrisome only after the Gloom dance on the business manager's desk and remind him that prosperity, like Caesar, is not immortal.

Ending one year with a profit of 10 per cent on the biggest income in his newspaper's history, a publisher is justified in viewing with concern any development that might cut into that gross income.

Out of every dollar taken in, he has poured 90 cents back into the paper. He has modernized the plant, increasing his capital outlay, but making it possible to produce quickly the paper that he has educated his readers and advertisers to demand. He has purchased every meri-

If a cut becomes necessary, where is the knife to be wielded to draw the least blood and do the least harm to the body?

Suppose advertising volume drops 10 per cent, making about that difference in the gross income. Say 10,000,000 agate lines were carried in one year and 9,000,000 the next—the mechanical difference is about 80,000 lines, or 40 pages a month, a page and one-third a day for a seven-day paper, a page and a half a day for the six-day paper. With editorial features uncurtailed, it means the difference between a 28-page and a 30-page average daily edition, permitting a possible saving of 6 per cent in newsprint, provided the contract had been sagaciously made. It is quite probable that the difference in operation would permit little if any reduction of the mechanical force. In the plant of a small daily paper facing a proportionate cut in revenue, the only possible retrenchment along this line is in paper consumption. As pointed out before, economy achieved by reduction of wages in unionized departments is almost unthinkable.

Where then, can the publisher make up the shrinkage in income? Shall he cut down his editorial program, eliminating departments and features to save their space and their cost? Not if there is any other exit! The editorial department has been the chopping block for a good many years whenever the account-

ants called for retrenchment, but the newspapers where the "iron ball" rolls frequently haven't topped their fields in 1925 and 1926. No matter what the critics say about the apathy of the public toward the press, its ethics, and its constitutional functions, newspaper men have demonstrated time and again in recent years that there is no such apathy toward news and entertainment features. The public is apparently quick to recognize and resent instability in the things it likes to read.

The publisher who drops an attractive syndicate feature, or a popular columnist, or a high-priced dramatic critic is likely to see him picked up, with a sizeable block of circulation by an alert competitor. At its best, a major operation in the editorial budget cannot cure the trouble and is extremely likely to bring aggravation.

What about the circulation department? Shall effort to get new readers be suspended pending better business? Banish the idea, unless this remedy is to be applied in the hope of assisting competition. Can the readers on R. F. D. routes be made to accept the old predate, arriving by the postal carrier a day late? It is doubtful, after they have had a year or two of late editions distributed to the doorstep by the publishers' own trucks. Cutting off a truck or doubling routes may save a few hundred dollars a month, but is also likely to cut off a few hundred hard-won subscribers who will be harder still to win back.

Reduce the advertising manager's budget?—yes, if the idea is again to transfer income en bloc to competition.

The "no" men seem to have all the better of the discussion so far. Newspaper income can shrink 10 per cent almost overnight, but newspaper outgo cannot be trimmed at equal speed without drawing life-blood.

Where then can the publisher who wants to put his house in order while the business sun is still bright turn with any hope of success? A horizontal cut of 10 per cent or anything like it being out of the question, how about some of the little, minor, unimportant leaks that exist in every organization? Keep everything that the publisher and his "cabinet" decide is essential to continued success, budget closely, and attack with a new broom the things that pass unnoticed when the goose and the bank balance hang high.

How about free publicity? Here is one of the major leaks of the business. It has no warrant for existence in flush or tight times, and it can be almost wholly extirpated if all of the publishers in each community set stern faces against it. No doubt the clever publicity man will always be able to get some of his employer's propaganda into free space on apparent news value or personal acquaintance, but clever press agents are probably not so numerous as they, their employers and the newspaper fraternity thinks. There is little cleverness in most of the puffs for automobiles, and downright dullness is

(Continued on page 22)

GENERAL MOTORS AD FUNDS TOP \$20,000,000

Unconfirmed Report Places Total Near \$30,000,000 for 1927 Campaigns of Corporation's 27 Divisions

Staggering sums will be invested by the various divisions of General Motors Corporation, Detroit, for advertising in 1927.

While there is an evident attempt on the part of officials to keep the appropriation secret, EDITOR & PUBLISHER was informed from an apparently reliable source that the total expenditure would amount to considerably more than \$20,000,000.

Checking a report in New York that this was the approximate figure, a special correspondent in Detroit got in touch with W. G. Koether, secretary of the sales managers committee, of the company at the General Motors office. Mr. Koether declined to talk for publication. He referred inquiries to the New York office, where they were referred back to Detroit. There was a leak in the circle, however. That the advertising investments in the automobile field generally would smash all previous records next year has been expected in view of the war now being waged between various makes of low priced cars, particularly Chevrolet and Ford. Chevrolet is a General Motors car and, according to the reports, will alone account for \$11,000,000 of the gigantic advertising appropriation. This account is handled by Campbell-Ewald, Detroit agency, and wires sent there by EDITOR & PUBLISHER Thursday afternoon were not answered by press time.

Frigidaire Company, of Davton, O., another General Motors subsidiary, will spend \$5,000,000 in advertising in 1927, according to the same source. This electric refrigeration company had considerable success in the newspapers this year and is understood to be planning to increase the schedule from 1800 to 2000 papers, spending approximately \$2,000,000 in this medium.

With these two divisions totalling a reported \$16,000,000, the \$20,000,000 appears too low an estimate, and, indeed, there are those who, claiming to quote officials of the corporation, place the figure at nearer \$30,000,000. There are in all 27 divisions and the advertising is placed all over the world. Other big divisions than those named are Cadillac, Buick, Fisher, Champion, and the institutional copy which is placed through Barton, Durstine & Osborn, New York agency.

Arthur Brisbane, in his column "Today" this week stated that the advertising appropriations of two unnamed automobile companies in Detroit would total \$20,000,000. He would not make the names of the firms public when questioned.

Estimating the General Motors appropriation at \$25,000,000 this figure would represent five times the amount spent by the same corporation five years ago. The appropriation in 1922 was \$5,000,000, then considered an amazing investment.

RADIO ENCROACHING

British Press Opposes Move to Give It News Rights

The British Postmaster-General is applying for the incorporation of the present British Broadcasting Company, which has an officially-granted monopoly of radio broadcasting throughout the British Isles. If Parliament passes this the Government will have full control of the Broadcasting Corporation.

The drafts of the proposed Royal Charter give the Postmaster-General wide powers, including permission to compile and prepare, print, publish, issue, circulate and distribute, gratis or otherwise, papers, magazines, books, circulars, etc., as may seem conducive to the objects of the Corporation and to collect news of and information relating to current events in any part of the world, and in any manner that maybe thought fit,

and to establish and subscribe to news agencies.

The English press rightly regards this as a serious encroachment on its liberties, and already many Members of Parliament have prepared strenuous opposition to the proposals.

TWO DAILIES MERGE IN CHIPPEWA FALLS

Owners of Herald and Telegram Are Executives in New Company—Gharrrity New President

The Chippewa Falls (Wis.) Telegram and the Chippewa Falls Herald announced their consolidation on Saturday of last week and the first issue of the consolidated newspaper, the Chippewa Falls Herald-Telegram, was presented to the public on Monday, Dec. 6.

The Herald-Telegram has Associated Press membership, and is a member of the Audit Bureau of Circulations.

The Telegram was owned by John T. Murphy and his associates of the Superior Evening Telegram, and they retain their interest in the consolidated newspaper. George E. Dee, for many years publisher of the Herald, retains an interest in the Herald-Telegram, and will act as manager of the job printing department. W. H. Gharrrity, formerly of Beloit, Wis., and Savanna, Ill., has bought an interest in the new paper and will be editor. Victor G. Fowler, general manager of the Telegram, will be business and advertising manager of the Herald-Telegram.

Officers of the Herald-Telegram Publishing Company are: President, W. H. Gharrrity, Chippewa Falls; vice-president, Clough Gates, Superior; secretary, Victor G. Fowler, Chippewa Falls; treasurer, Morgan Murphy, Superior. Directors, W. H. Gharrrity, Clough Gates, Victor G. Fowler, Morgan Murphy and George E. Dee.

PULVER BUYS ANOTHER

St. Petersburg News Owner and E. A. Haley Now Own Clearwater Herald

(By telegraph to EDITOR & PUBLISHER)

ST. PETERSBURG, Fla., Dec. 8.—The Clearwater Morning Herald, with full Associated Press service, has been purchased by Frank Fortune Pulver, president of St. Petersburg Daily News, and Ed A. Haley, multimillionaire hotel and land owner of Clearwater.

Major Alfred Birdsall has been made publisher and will write all editorials. Major Birdsall is also publisher of the St. Petersburg Daily News.

Business management of both the Daily News and the Herald will be under direction of Ralph M. Dillon. The managing editor of the Daily News is Richard H. Armstrong, and the managing editor of the Clearwater Herald is Lucian L. Lucas.

FINED FOR MISLEADING ADS

Sold "Strictly Fresh" Eggs at 53c. When Market Price Was 90c.

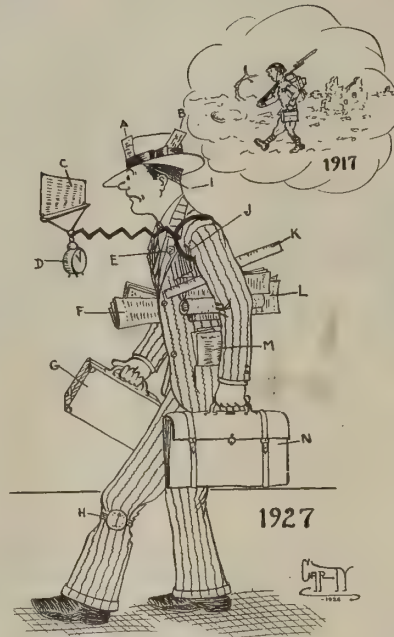
Two butter and egg concerns paid \$50 fines in the Worcester, Mass., Central District Court, Dec. 2, on charges of falsely advertising a sale of fresh eggs. Both firms were alleged to have advertised their products as "strictly fresh" eggs.

Advertisements from the Worcester Telegram were introduced with the complaints. An official analyst testified that his examination of eggs bought by state inspectors at the sale showed that they were at least six weeks old, containing a quantity of ammonia. The fact that the "fresh" eggs were being advertised at 53 cents a dozen, while other stores were offering the same product for about 90 cents, led to the investigation by state inspectors.

GO-GETTER—1927 MODEL

By A. Russell Carty

Richmond (Va.) News-Leader Staff



Here is the standard equipment necessary for the 1927 advertising solicitor:

- A—Police Card.
- B—Identification Card.
- C—Portable Shoulder Bracket carrying Index of "Calls."
- D—Alarm Clock, set for each hour. A reminder to establish whereabouts for Advertising Manager's benefit.
- E—Advertising Club Button.
- F—Copies of own paper and competitors papers.
- G—Portable Typewriter for instant copy writing at the offices of various accounts.
- H—Pedometer. For the purpose of registering the distance covered during the day. To be checked by Advertising Manager daily.
- I—Utility Pencil for quick use.
- J—Extra Pencils, Pens, Eraser, etc.
- K—Pica Rule.
- L—Survey of Trading Area, Territory map, Lay-Out Paper, General Information circulars, etc.
- M—Copy Suggestions, Book On Etiquette, Book On Salesmanship.
- N—Brief Case containing:—
 - Rate Cards of paper and competitors.
 - Vital Statistics, A.B.C. Reports, Editor & Publisher, Editor & Publisher Space Buyers Guide, Linage Statistics I. C. S. Handbook on Advertising, Office Advs, Surveys, More statistics on such topics as:—
 - "How many horses in the town,"
 - "How many Flivvers in the town,"
 - "How many Black Cats in the town,"
 - "How many Times did it snow,"
 - etc, etc.

URGING PRESS LIBERTY

European Group Views With Alarm Censorship Encroachments

Viewing with alarm the position of the press in certain countries the International Federation of Journalists' Executive at its first half-yearly meeting in Paris on Nov. 13, placed on record its intention to use all the means in its power and all moral authority conferred on it by its international character, to contribute to the safeguarding or to re-establishing of the full liberty of the press in all countries.

M. Georges Bourbon is president of the Executive, G. Richer (Germany) and Patris (Belgium) are vice-presidents. H. M. Richardson, general secretary of the British National Union of Journalists, is chairman of the committee.

NEW TABLOID ON WAY

A new weekly tabloid is promised for New York called the New York Evening Flash. Backers hope to push it into the daily field.

DENVER POST STARTS MORNING PAPER

Bonfils Declares New Edition Will Have Full A. P. Service, Dropped by Rocky Mt. News After Scripps-Howard Purchase

(By Telegraph to EDITOR & PUBLISHER)

DENVER, Col., Dec. 9.—F. G. Bonfils, president of the Denver Post Printing and Publishing Company, publishers of the Evening Post, announced here today he would start publication of a morning edition as soon as necessary plans are completed.

The new edition will be called the Denver Morning Post. The first number will not appear before Dec. 20, nor later than Jan. 1. It will be served by a complete Associated Press report.

Mr. Bonfils' announcement followed the recent purchase of the Rocky Mountain News and the Denver Times by Roy W. Howard, chairman of the board of the Scripps-Howard Newspapers, and the discontinuance of the A. P. service by these newspapers.

The following statement was issued to EDITOR & PUBLISHER:

"The Denver Morning Post will provide for Denver and the entire Rocky Mountain territory a morning newspaper of the same high quality as the Afternoon Post. It will insure to the people of this region an Associated Press morning newspaper. The new paper will have the complete Associated Press report, the Chicago Tribune and New York Times service, Universal Service and Consolidated Press Association, and it will cover the news with the same thoroughness as the Denver Post does in the afternoon.

"The policies of the Denver Morning Post will be exactly that of the Afternoon Post, to represent everyday fellow. The great mass of the people and battle unceasingly for all righteous and constructive movements that make for the welfare and happiness of the people. It will be an outspoken and vigorous opponent of every evil or wrong thing.

"The new morning paper will be delivered to subscribers for ten cents a week, six mornings a week. The Post already publishes a very large Sunday edition. Publication will begin as soon as necessary plans can be completed, but not before Dec. 20, nor later than Jan. 1.

"Mr. Bonfils determined to publish the Morning Post in response to a widespread demand from thousands of persons in the Rocky Mountain region that we supply them with an A. P. morning newspaper. For the past ten days, Denver has had no A. P. morning paper the announcement that the Morning Post would be published was greeted by a flood of subscriptions which poured in by thousands, and the paper will enter the field with the largest circulation of any newspaper ever issued in Denver."

NEWSPAPER LAWS

New York Legislature Passed 51 in One Year Affecting Press

Statute laws of the State of New York were increased by 851 acts of the 1926 Legislature and the secretary of the New York Press association, Jay W. Shaw of Elmira, after reading the whole 851 chapters, has learned that 51 of the new laws affect the newspaper and printing business.

The laws affecting the newspaper business are found under many heads, such as county laws, education laws, highway laws, public health laws, and insanity laws.

POLICE ADVERTISE

A novel three-inch single display advertisement appeared in Boston newspapers this week signed by the Commissioner of Police, Herbert A. Wilson. It was an announcement that the Police Department of the City of Boston would open new headquarters at a specified time in a building at 154 Berkeley Street. The new telephone number was also announced.

A. P. CALLED GREATEST COOPERATIVE EFFORT

News Service Formed to "Keep Pure the Channels of Public Information," Cooper Tells Insurance Presidents Group—Says It Has Contributed to Brotherhood of American Citizenship

KENT COOPER, general manager of the Associated Press, speaking before the twentieth anniversary convention of the Association of Life Insurance Presidents in New York, Thursday, described as "a romance of cooperative effort," the growth of the Associated Press from its beginnings to its present world-wide organization serving 1,200 newspapers.

Mr. Cooper's speech follows:

"Of necessity men seek to find suitable foundations upon which to build the business structures which are to be evidences of their ability and energy. They may do this solely as individuals. It may well be that the very nature of their endeavor requires that they 'go it alone.'

"When, however, several hundred individuals seek, as individuals, to find a foundation upon which to build an important function of their chosen work, such function being only one of the elements of that work, and all of them come into accord upon the principle that this individual function can best be fulfilled by cooperation, even cooperation with a competitor, common sense if not necessity will require cooperation.

"But if an idealism is injected into this cooperation the nature of the endeavor becomes animated with an ardor that cannot possibly have its counterpart in any other human activity. There is at once the energetic spirit of meeting a commercial necessity and meeting it with the strength that comes not only from cooperation but also from the fervor of making an idealism practical and effective. It is easy to imagine or to actually embark upon a plan that is idealistic. A good many men and groups of men have done that. But when in this world of strife an institution fulfills and continues to fulfill for 33 years its mission upon a cooperative and idealistic basis, then the story of its beginnings and its continued success should truly be entitled 'A Romance in Cooperation.'

"The Associated Press is just that. Because it has worked unostentatiously, the servant of the public only indirectly, namely, through its member newspapers, I find that in this year of grace there are many who do not know that the Associated Press not only is not organized for profit, but that by its charter it cannot make a profit. It is incorporated in New York State under the membership corporation act. Your own golf club could be incorporated under the same act. But instead of a golf course, the members of the Associated Press enjoy rights to a news service, and they pay their assessments therefor. The Associated Press has no other means of revenue.

"I thus begin with that elemental statement respecting the nature of the Associated Press because some may need assurance that the Associated Press has nothing to sell them. It is probably the largest institution in America today, if not in the world, outside of governments, that has nothing to sell.

"And it is the greatest cooperative effort in the world today. Its output is news. Its members dedicate to the Associated Press the ownership of the local news that they gather. Employees of the Associated Press not only exchange this news between the members but they intensify upon general news collection and prepare news reports of happenings to supplement what is available from the members themselves. Thus they cover the foreign fields.

"I want you to know about this cooperative effort, but I will be brief in explaining how it operates. The important thing is that you know of the spirit that brought it into being and that animates it in its work today.

"When we are asked 'What is The Associated Press?' we quote this paragraph:

"The Associated Press is a cooperative organization of persons representing more than 1,200 morning, evening and Sunday



Kent Cooper

newspapers, having for its purpose the collection and distribution of the important news of the world for publication in its member newspapers.

"The Associated Press has its own leased wires, which form a network across the continent from Bangor, Me., to San Diego, Cal., and from Duluth, Minn., to New Orleans and Havana. The total mileage of this leased wire system is approximately: day wires 45,851 miles; night wires 65,139. The membership spreads from Alaska to Argentina and from the Philippines to Porto Rico. Each of the members engages to contribute the news of his immediate vicinage to the Associated Press.

"The number of words daily received and transmitted at each of the more important offices is over 75,000, or the equivalent of sixty columns of the average newspaper.

"There are no franchises."

"This term is frequently misused when 'membership' is referred to.

"A simple statement of what the Associated Press does would be to say that what a local newspaper reporter does for his paper in reporting local news, the Associated Press does for that paper and

1,200 other papers in reporting the news from all the rest of the world. For the Associated Press simply is a reporter of domestic and foreign news for publication in the newspapers which compose its membership. To collect this news it uses the telegraph, telephone, cable, wireless and mail. In its direct operations it expends \$7,000,000 yearly derived by assessments levied upon its members while its members, who make their news available to it, expend many millions more—all for the collection of information for you. But the magnitude of the task is not so much what it does as what it must be prepared instantaneously to do at any point on the globe. Thus the work necessitates the watchfulness of approximately 80,000 individuals scattered throughout the world. Of course all of this large number do not daily contribute news to be incorporated into the Associated Press report. Important things do not happen daily within the territory assigned to each of these 80,000 individuals. They are there to report an event if it happens and nothing is reported unless it does happen.

"If that suffices as a statement of what the Associated Press is and what it does,

the story of what brought it into being really ought to be told, for the telling of it should disclose that in the Associated Press indeed is there the culmination of an ideal, an ideal of no less importance to your welfare than the ideals which are the fundamentals of our form of government. To do his part in a constituent democracy a citizen must have information upon which he can base his thoughts and his actions. And if he is to think straight and act wisely he must have accurate news information untainted at its source by any selfish propaganda. The Associated Press came into being to do an honest service in the matter of furnishing news. It set that as its ideal.

"Fortunately its work has contributed to effecting the brotherhood of American citizenship. The railroads properly are given credit for cementing the scattered people of this vast domain into complementary activity. That activity, however, is commercial. The railroads are the great modern caravans of trade. They make for the material enrichment of the country. But of what avail would even the railroads be toward making this a cohesive people if there were not the press association to exchange news throughout the land so that everyone may know instantaneously of the activities of his fellow man; of the doings of government and all the multifarious interests that exert themselves in our daily life as a people? Man must think before he can trade and before he can think he must have food for thought—he must know what is going on in the thousand and one localities where he trades or hopes to trade. The Associated Press functions to furnish this information to its member newspapers, not only the domestic happenings, but the foreign. And from the newspapers you get this story of what the world is doing.

"An important occurrence in New Orleans, for example, at this moment will be reported in your newspaper today and read by you at the same moment millions of your fellow citizens may read exactly the same wording that you read. From Bellingham to Key West and from Bangor to San Diego the same story is simultaneously read. It may happen that not even the people of New Orleans, where the event occurred, will read it before you do. Thus the work of the Associated Press focuses the attention and synchronizes the reading and the thoughts of millions of Americans. Through 132,000 miles of telegraph and telephone wire it carries the pulse beat of the nation to its four corners as promptly as the arteries carry the human pulse beat through the human body. This prompt reporting and transmission of the story of humanity vitalizes a hundred million people into homogeneity if anything does. It was Mark Twain who said: There are just two things that spread light to the four corners of the world—the sun in the heavens and the Associated Press down here!"

"Here then, you say, is a mighty engine of publicity indeed! One may well pause to think of what one man, if in control, could do to convert—even pervert—the thoughts of millions. By coloring facts, by a twist here and a turn there, this one man's will might be done! And if he did not do his work too crudely a nation might be a tool in his hands. Again I say this might be IF one man were in control.

"But one man is not in control and if an adventure in prophecy is warranted one man never will be in control. For it was to prevent one man being in control that the Associated Press of today there was a time when one or two men were in control. It was to end that control that the Associated Press of today came forth. This revolt against tyranny, actual or potential, has been aptly termed by Melville E. Stone as 'the revolution

(Continued on page 45)

MAIL COPY, NOT CABLE MATTER, TELLS REAL CONDITIONS IN FAR EAST

So Declares Japan Advertiser Executive, Who Cites Necessity of Thorough "Translation" of News Events—Bare Facts Meaningless

"MAIL copy instead of cable messages contains the real news of the Far East, and until the average American newspaper editor realizes this fact and acts upon it there will never be anything like a genuine understanding of Japan and China on the part of the American reading public," Frank H. Hedges, retiring managing editor of the *Japan Advertiser*, American daily newspaper of Tokio, told a correspondent of *EDITOR & PUBLISHER* on the eve of his departure recently from Japan. Mr. Hedges also emphasized the fact there is an unquestioned increase of interest in the Far East by the American press, as evidenced by the multiplication of newspaper correspondents stationed in Tokio and Peking and of editors and correspondents who are making short trips of investigation to the Orient.

The speaker's conclusions have been reached after a number of years of actual experience in both China and Japan, not only as editor of a Tokio paper but as correspondent first for the *Philadelphia Public Ledger* and later the *Christian Science Monitor*. "My ideas on this subject have been slowly crystallizing as I have watched the situation and studied it," he said.

In order to free himself from executive and office work, Mr. Hedges has resigned the managing editorship of the *Japan Advertiser* to become contributing editor. He hopes thus to be able to devote his entire time to original writing, study and research in his chosen field, the Far East. He is leaving Japan for a year's trip around the world, a large part of which will be spent in India and the other countries of Asia, and during which he will contribute to several American papers as well as the *Japan Advertiser*.

"It doesn't make a great deal of difference under ordinary circumstances who is Premier of Japan and certainly not who is President of what we choose to call 'China' so far as the American newspaper reader is concerned," Mr. Hedges told *EDITOR & PUBLISHER*. "Yet that is what is cabled home and published in the papers. It should be, of course, but it is little more than a matter of record, for such an item of news is absolutely meaningless to most Americans. Let the press associations cable such stories; that is their business. The special correspondent should devote himself to an intensive study of whichever country he may be in and then 'translate' what he finds so that it will be understood in the United States.

"I use the word 'translate' because that is what has to be done in most cases. 'Interpret' carries with it the idea of too much editorial and personal comment. Japan is going to hold its first general election under the new universal manhood suffrage law next May unless some utterly unforeseen development occurs. That statement doesn't mean much, and the tabulated results of the election will not mean much, to the American newspaper reader. But there is a real story in all this, one of great significance and having a genuine interest if properly written.

"The fall of the Government is to be caused by the so-called Bokuretsu Case. A more curious or interesting political development than this case would be hard to find in any country. Because a judge of the court photographed a prisoner under examination, 13,000,000 people will go to the polls in May and a Government may be turned out of power. There's your story; but I haven't told it here. It would take, first, an intimate knowledge not so much of Japanese politics as of Japanese psychology and the position of the Imperial Family to tell the story, and then it would take at least 1,000 to 2,000 words.

"Who is going to cable 2,000 words,

even at the 'reduced' press rate of 18 cents across the Pacific? And yet, if some foolish correspondent did so, I do not doubt that the story would receive a big play. But when he sits down and writes that story as it should be written and then puts it in the mailbag in ample time, it is more than an even bet that it will be thrown into the wastebasket simply because it came by mail instead of cable. Does the fault lie primarily with the correspondent?

"The Bokuretsu Case is a much better story than the bare election results, and the same is true of most of the other news from the Far East. It is the broader movements, such as the change in the status of women, the growth of labor, the evolution of political systems, rather than day-by-day politics that constitute the true news from Japan and China, and these must of necessity be dealt with in mail and not in cable copy. A correspondent who remains in the Far East soon comes to realize this; the educative process is needed in the news and editorial rooms in America."

That there is a tendency in this direction appears evident to Mr. Hedges, although he says it is still but in its infancy. It is, he believes, part of the larger tendency of the American press as a whole to get away from cheap sensationalism and to make a revaluation of news.

"Some few, but very few, American papers," he says, "are willing to judge a mail story on its own intrinsic merits and to edit the paper for its readers instead

of for other newspaper men. Those papers which have had the foresight and the courage to try out this policy have found that it paid."

A more prominent factor in the increase of news from the Far East is seen by him in the presence of a fairly large body of American correspondents in Far Eastern capitals. "When I first came out," he says, "the Associated Press had a full-time man in Tokio and another in Peking, but they were the only two full-time American correspondents in Japan and China. Today in Tokio each of the three great American press associations maintains a bureau, as do several of the newspapers which syndicate their services, while there is scarcely an American paper of national standing which does not have a part-time man in the Japanese capital. The situation in Peking has also progressed.

"In addition to this, there has been a steady stream of 'newspaper pilgrims' since the Washington Conference. High newspaper and press association executives have been out here, while a dozen or more influential newspapers have sent men out for trips of several months. These men have not been fly-by-night reporters by any means, but often have been the star men on their papers, the heads of London bureaus, foreign editorial chiefs, Washington correspondents. One paper, the *New York Times*, has sent both its foreign editorial chief and the head of its Washington bureau to the Far East since the great earthquake. At the certain risk of omissions through lack of notes, men from the following papers have visited Japan, China or the Philippines during the past 18 months: *Chicago Daily News*, *Chicago Tribune*, the Hearst newspapers, the *Baltimore Sun*, *New York Herald Tribune*, *New York Times*, *Kansas City Star*, *Detroit News*, the *Chicago Evening Post*, the Scripps-Howard newspapers, the *Washington Star*, the *Christian Science Monitor* and the *Nation*."

1926 HARVARD AWARD JURY IS NAMED

Benson, Conybeare, Wiley Among Judges Who Will Pick This Year's Bok Prize Winners

The jury to decide the 1926 winners of Harvard Advertising Awards, the series of annual prizes founded in 1923 by Edward Bok, was announced this week by Dean Wallace B. Donham of the Harvard Business School, through which the awards are administered. The jury will convene in Boston the middle of January to make the awards for the year 1926.

Those who will serve are: John Benson, of Benson & Gamble, Chicago, advertising agency; S. E. Conybeare, assistant sales manager of the Armstrong Cork Company, Lancaster, Pa., and president of the Association of National Advertisers; F. C. Kendall, editor of *Advertising and Selling Fortnightly*, New York; W. D. Moriarty, Professor of Economics, University of Southern California, Los Angeles; A. C. Pearson, treasurer of the United Publishers Corporation, New York; Harford Powel, Jr., editor of the *Youth's Companion*, Boston; Louis Wiley, business manager of the *New York Times*; and Professor Melvin T. Copeland and Assistant Professor Neil H. Borden of the Harvard Business School.

A special jury, to make the award for the advertisement most effective in the use of typography, was also appointed, to consist of Joseph M. Bowles, of the William Edwin Rudge Company, New York printing house; Everett R. Currier, president of Currier & Harford, Ltd., New York; and D. B. Updike, of the Merrymount Press, Boston.

The following awards for 1926 will be made: Prizes of \$2,000 each, for the most excellent national campaign, for the most excellent campaign of industrial products, for the most excellent local campaign, and for the best campaign executed locally in cities of 100,000 population or less; a prize of \$2,000 for the advertising research most conspicuous for bringing about economy or precluding waste; four prizes of \$1,000 each for the advertisements most effective in the use of text, in the use of pictorial illustration, in the combination of text and illustration, and in the use of typography.

In addition a gold medal will be awarded to the individual or organization deemed by the Jury of Awards to merit recognition for distinguished contemporary services to advertising.

All material to be submitted for the awards for 1926 must be in the hands of the Harvard Business School on or before the last day of this year.

LOSES LIBEL SUIT

London Labor Weekly Must Pay £1,100 Damages for Mine Story

(Special to EDITOR & PUBLISHER)

LONDON, Nov. 29.—Comments by the *Workers' Weekly*, a London Labor weekly paper, on a coal-mine disaster wherein six men met their deaths, resulted in an action for libel at Manchester Assizes, and the plaintiffs, the proprietors of the colliery, with the general manager and the pit manager, were awarded £1,100 damages, being £100 for the company and £500 each for the two executive heads.

The *Workers' Weekly* alleged that the disaster was due to the negligence of the company. The paper's correspondent responsible for the report said he based his comments on reports he received as local secretary of the British Miners' Federation. Thomas Hines, proprietor of the paper, asserted his conviction that the report was justified.

MEMORIAL WINDOW DEDICATED

A colored favrile glass window, given the Grace and Holy Trinity Episcopal church in Kansas City, Mo., as a memorial to Mr. and Mrs. William Rockhill Nelson and Mrs. Laura Nelson Kirkwood, was dedicated last Sunday.

NEW RUTGERS JOURNALISM SCHOOL OCCUPIES NEW QUARTERS



THE above picture shows a group of students of the recently founded Department of Journalism at Rutgers University, New Brunswick, N. J. It was taken in their new quarters in the library Building of the University, which have been fitted up as a newspaper office. The room contains desks for the student reporters (shown in the foreground), a copy desk for the student editors (in the background), a printing telegraph machine over which the Associated Press news service is received (background), and a substantial collection of reference books of the kind commonly used by newspapers.

All of the professional work of the Department of Journalism is practical, the students receiving experience in reporting and editing actual news, preparing special articles and editorials, and performing assigned duties in every branch of the profession for which they are preparing. Their cultural education is also provided for in the University, a full four years' course having just been framed to focus their studies on branches which are especially useful to newspaper workers.

The Department adheres to a set of principles upon which all its func-

tioning is based. These principles are:

Direct co-operation with the newspaper profession, as represented by the New Jersey Press Association.

Teachers are required to have a minimum of five years' varied experience on the staff of a newspaper of high standing.

Sound preparation of the students in general education is focussed on the needs of newspaper work.

All professional instruction is thoroughly practical and in accordance with the best methods followed at present by leading newspapers.

Meritorious graduates are to be employed in legitimate newspaper work promptly after graduation, by means of co-operation with the New Jersey Press Association.

Character standards for the students are insisted upon.

A committee of the New Jersey Press Association, the chairman of which is Rudolph E. Lent, general manager of the *Passaic Daily News*, co-operates actively in the work of the Department, which was founded in 1925, on the initiative of the Association. The instructors are Professor Allen Sinclair Will and Assistant Professor Hubert R. Ede.

PUBLISHERS WIN SURPRISE POSTAL VICTORY

Moses Committee Will Report in Favor of 1920 Rates on Second Class in First Two Zones—A.N.P.A. Nears Agreement with Railroads on Newsdealers' Bundles

By BART CAMPBELL

(Washington Correspondent, EDITOR & PUBLISHER)

WASHINGTON, Dec. 9.—A compromise plan that may furnish the basis for a substantial reduction in second class rates at this session of Congress was proposed this week by Senator Moses, chairman of the joint congressional postal committee.

One of the high spots of the Moses plan is a restoration of 1920 rates in the first and second zones, with a sliding scale in the remaining six zones.

"A long step in the right direction," Senator McKellar stated to EDITOR & PUBLISHER.

McKellar, a committee member, introduced a bill at the last session of Congress providing for a restoration of 1920 rates all along the line.

The Moses plan has apparently found favor among all of those interested except the Post Office Department. Postmaster General New and his advisers are insisting the present rates should be continued two years longer.

The Moses plan may prove acceptable to Congress. Some of those interested suggest adoption of the plan might be the easiest way out of the existing rate jam.

The Moses plan was put forward after representatives of the newspaper publishing interests held a series of conferences. Elisha Hanson, speaking for the A. N. P. A., informed EDITOR & PUBLISHER a statement covering the situation would be issued next week.

John Stewart Bryan, president of the A. N. P. A.; J. D. Barnum, chairman of its postal committee; Lincoln B. Palmer, its manager, and E. H. Baker, head of the *Cleveland Plain Dealer*, were present at several conferences at which the whole postal situation was gone into. These conferences were held here this week.

Hanson announced that following one conference, at which H. L. Fairfield, manager of the mail, baggage and express traffic, Illinois Central System, was present, it was agreed that a solution of the "kick-off" system would be reached.

"Kick-off" is a term used to describe delivery of parcel or bundle from a moving train at a non-stop point.

At present newspaper bundle deliveries are generally not made at those points where a train does not stop. This is particularly true of the metropolitan dailies.

With comparatively few exceptions, newspapers have no agreement with railroads for the "kick-off," either as to service or rates. Under the arrangement just made tentatively with Fairfield by A. N. P. A. representatives, which is subject to approval by the eastern lines in the present instance, newspapers would be given full advantage of non-stop delivery privileges.

"Our agreement with Fairfield means a fifty-to-seventy-five per cent saving in baggage rates as against mail costs," Hanson told EDITOR & PUBLISHER. "A fifteen per cent saving to us on mail tonnage alone."

Both Barnum and Fairfield are members of the postal service committee of the United States Chamber of Commerce. This committee made public this week a lengthy report on postal rate legislation, in which this thought was emphasized:

"There is abundant evidence that the present postal rates have retarded the natural growth of many branches of business. It has been admitted that these rates were established without adequate study and not upon a scientific basis following the accepted principles of rate making."

It was stipulated that Barnum's approval of the report "is subject to satisfactory conclusion of an agreement between the railroads and the newspaper publishers for the handling of newsdealers' bundles."

Fairfield left here for Buffalo after informing representatives of the A. N. P. A. he would there meet with spokes-

men for all railroad lines east of the Mississippi for the purpose of arranging a "satisfactory conclusion" of the "kick-off" dispute.

Besides Barnum and Fairfield the other members of the postal service committee of the United States Chamber of Commerce are Herman Roe, president of the National Editorial Association; R. N. Fellows, advertising sales manager, Addressograph Co., Chicago; Lucius Teter, president Chicago Trust Co., Chicago; A. J. Baldwin, vice-president, McGraw-Hill Co., New York City; Col. Robert Ewing, publisher, *New Orleans States*, New Orleans; David Burpee, president, W. Atlee Burpee Co., Philadelphia; M. O. Chance, vice-president, Griffith Coal Corporation, Washington, D. C.; Frederick J. Cross, vice-president, Robeson-Rochester Corporation, Rochester, N. Y.; Harold H. Emmons, Clark, Emmons, Bryant & Klein, Detroit; Henry S. Lyons, secretary and director, New England Fuel & Transportation Co., Boston; S. C. Mead, secretary, Merchants Association, New York City; R. J. Raney, vice-president, Montgomery Ward & Co., Chicago, and Sylvester L. Weaver, president, Weaver-Henry Mfg. Co., Los Angeles.

The committee's report, as it refers to second-class mail, follows:

"The matter in second class is limited to publications sent periodically to bona fide subscribers. From the rate standpoint it is now divided into four groups:

"1. Free in county, that is, publications delivered free by the Post Office Department in the county of publication.

"2. Religious, scientific, fraternal, etc., publications not conducted for private profit, on which a flat rate of one and one half cents per pound applies regardless of distance or advertising content.

"3. Other publications containing five per cent or less advertising on which a flat rate of one and one half cents per pound applies.

"4. All other publications which take a combination rate of one and one half cents per pound on the reading matter and a zone rate on the advertising matter which increases with the distance.

"Unquestionably the rates on the first three groups of publications have no direct relationship to postal costs. The same applies to a portion of the fourth group or zone rate publications which, due to their small advertising content or small weight per piece, pay only a small portion of such cost. However, the remainder of the publications in the zone rate group, which on account of their size and large circulation constitute a considerable part of the total volume, more than pay their own way and would continue to do so at the rates which were in effect during the fiscal year 1920 prior to the last two increases provided for by the War Revenue Act of 1917.

"From the above it is clear that a considerable portion of second class matter is carried free or at a low rate in the public interest and welfare. This committee is not prepared to recommend that this portion be brought to a basis of paying its own way, as this would seriously interfere with many valuable publications and prevent the movement of mail matter which, in the public interest, should be permitted to move even at less than cost of service. It is believed, however, that

a minimum piece rate basis could be worked out which would not be subject to such objections.

"The fact that a considerable portion of zone rate second class matter is now paying its way and would continue to do so at 1920 rates is frequently lost sight of due to the deficit caused by the other groups of second class above mentioned. Since the increases of rates on zone matter made in 1920 and 1921, this portion, which is profitable to the Post Office Department, has decreased materially due to the diversion of part of this business to other types of distribution than the mail, such as baggage, bus and freight transportation, increased newsstand sales, and personal delivery.

"The records of the Post Office Department show an actual decrease in this type of matter, instead of a normal rate of increase corresponding to the growth of the publication business and other classes of mail. This effected chiefly the publications having a large advertising content as is shown by the fact that between 1920 and 1925 the advertising portion of zone rate matter handled in the mails decreased from 599,000,000 pounds to 512,000,000 pounds or 14.54%. This indicates the un-economic character of the 1920 and 1921 increases. If proper allocations were made of the policy costs which have been mentioned above, reductions in rate could be effected which would no doubt bring back to the postal service a considerable amount of profitable second class matter now being distributed by other means than the mails.

"During the hearings before the Congressional Joint Sub-Committee on Postal Rates the newspaper publishers requested the establishment of a bundle rate by the Post Office Department, comparable with that given by the railroads. During the discussions of the subject by this committee, however, an apparent agreement has been reached between the railroads and the newspapers for a modified baggage service which should meet the situation.

"Publications mailed by other than the publishers are covered by a special rate known as transient second class. This was formerly one cent for each 4 ounces but was increased in 1925 to two cents for each 2 ounces up to 8 ounces, while above 8 ounces parcel post rates apply. The reports of the Post Office Department show a decrease of more than 37 per cent in volume in this business and the change in this rate brought more complaint from individual mailers than any other of the recent rate changes. Both the majority and minority bills introduced at the last session of Congress called for a flat rate of one cent for each 2 ounces without limit as to weight. This change appears to be in the public interest."

The Moses plan was a complete surprise to representatives of the newspaper publishing interests here. Moses refused to furnish them with a draft of the plan when they learned of it although he sent each member of his committee a copy of its full text in the guise of a tentative confidential report. He invited each of his colleagues to sign it. He then called a meeting of his committee for Tuesday, Dec. 14. He hopes to have it reported favorable to the Senate by an unanimous vote. EDITOR & PUBLISHER was informed reliably that the committee may accept the plan as a practical basis for an early compromise. Some material changes are however likely to be suggested although in some quarters the plan is regarded as a satisfactory approach to demands of the newspaper publishing interests and as virtual recognition of the principle of those demands and of the McKellar bill—restoration of the 1920 rates.

In the meanwhile all aspects of the plan are being studied carefully by the representatives of newspaper publishing interests here.

MOSES MAIL RATES RELIEVE PUBLISHERS' IN WIDELY VARIANT DEGREES

WASHINGTON, D. C., Dec. 9.—U. S. Senator George H. Moses, of New Hampshire, is planning to submit next week to the Senate a solution of the present second-class postal rate problem. Moses is chairman of the Special Joint Congressional Postal Committee.

It is understood that Sen. Moses will endeavor to have his special committee endorse a modified scale of rates to apply on second class mail matter.

He has heretofore indicated that he would not recommend the 1920 rates that have been sought by the publishers because the reductions in postal revenues would be too drastic.

By taking the mailings of five representative daily newspapers covering a three-months period, it is found that their postage costs would be as follows:

	Present Rates	1920 Rates	Proposed Rates
Publication No. 1.....	\$9,827.84	\$7,987.01	\$8,117.14
Publication No. 2.....	9,514.20	8,037.17	8,046.60
Publication No. 3.....	2,708.61	2,219.40	2,241.93
Publication No. 4.....	2,128.67	1,868.95	1,939.39
Publication No. 5.....	8,535.95	6,570.63	6,423.81

It is evident that a change from a rate that is based on the percentage of advertising matter for each zone to a fixed rate for each zone will have a different effect on each publication depending upon the average advertising content and the extent of its distribution in the distant zones.

The basis that Senator Moses has in mind will give the 1920 basis to all papers in the first two zones with a little higher basis in the other zones and will therefore produce a lesser reduction on nationally distributed publications than would be brought about by the 1920 rates. Newspapers stand to benefit, it is obvious, if the Moses rates are enacted.

STRONG RADIO COMMITTEE PICKS FLAW IN BILLS TO ESTABLISH CONTROL

Objects to Clause Demanding Labelling of Broadcast Advertising—Would Give Stations Right to Reject Air "Ads"

WASHINGTON, Dec. 6.—The National Radio Coordinating Committee, of which Walter A. Strong, publisher of the *Chicago Daily News*, and representative of the Radio Committee of the American Newspaper Publishers Association, is chairman, has struck hard at the provision of the pending Senate bill that all matter broadcast by any radio station for which money is paid must be announced as "paid for" or "furnished by," and there shall be no discrimination as to charges, terms, or service to advertisers.

Devoting a special paragraph, under the heading, "Discrimination as to rates and service to advertisers," to the advertising phase of the proposed radio legislation, the committee states that while it "does not deny the right of the Government, under existing governmental bodies, or under existing laws, or under the terms of the bill, to control rates, there seems to be implied, especially in the words, 'terms or service to advertisers,' the compulsion on the part of the broadcaster to accept advertising from any one who may demand it if the word, 'discrimination,' is technically used."

"It is the opinion of this committee," the statement continues, "that a broadcaster should not be deprived of his right to refuse the advertising or to refuse to render a service at his discretion or reestablish rates commensurate with the time and character of a program in exactly the same manner as a newspaper, for reasons of dishonesty or false statement may refuse to accept advertising copy for publication, or in this case for any other good reason arising out of the peculiar situation surrounding radio broadcasting, and it is suggested, therefore, that lines 10 and 11 (of the Senate bill) be eliminated, or at least so worded as to prevent the imposition of this principle upon the broadcaster."

The statement relating to advertising was incorporated in an exhaustive review of the Senate and House bills, better known respectively as the Dill and White measures, which are still deadlocked in conference, which the committee issued shortly before the reassembling of Congress.

A number of extremely important recommendations were made by the committee which were signed by Paul B. Klugh, executive chairman, National Association of Broadcasters; Arthur T. Haugh, president, Radio Manufacturers' Association; R. W. De Mott, president, Radio Magazine Publishers' Association; Louis B. F. Raycroft, chairman radio section, National Electrical Manufacturers' Association; Charles H. Stewart, vice-president, American Radio Relay League; Harold J. Wrape, president, Federated Radio Trades Association, and Elisha Hanson, counsel, Newspaper Broadcasters' Committee, and the American Newspaper Publishers Association.

Some of the salient features of the summary of the pending legislation coupled with the recommendations made by the committee for a practical and immediate solution of the radio muddle were as follows:

"It is the opinion of the Co-ordinating Committee that it is highly essential to secure legislation controlling radio during this session of Congress. To this end it appears that two distinct steps are necessary.

"1. The enactment of an emergency control measure, which will prevent the further complication of an already complicated situation by prohibiting the issuance of any more licenses for the operation of radio broadcasting stations after December 6, 1926.

"2. The bringing out of conference of a comprehensive and adequate general law governing the whole radio industry.

"The emergency control measure is necessary, in our opinion, because broadcasting stations are now increasing at such a rate—to be specific, one a day—as to cause not only confusion on the air but the possibility of even greater confusion. It is estimated reliably that there are now more than 20,000,000 citizens of the United States who are enthusiastic listeners to radio programs; that more than 5,000,000 citizens of the United States are the owners of radio receiving sets; that the investment of these citizens as individuals in radio is upwards of \$1,500,000,000, to say nothing of the investment which broadcasting companies and commercial operators have in the industry.

"Unless immediate steps are taken by Congress to prevent confusion in the air, this great radio listening public, together with its large investment in radio, is likely to suffer a tremendous injury."

Regarding "rights to the air" the statement said:

"We believe that the theory of the right of priority of operation should be thoroughly defined. In effect this means that the allocation and use of wave lengths shall be determined on the basis of these factors:

"1. The length of time during which stations, existing at the time this Act becomes law, have operated.

"2. The character of service rendered by them.

"3. The requirements of their zones and communities for radio service.

"The above principles should be so written into the law that there will be no limitation of the effect thereof."

The term of license should be for not less than five years, the committee urged.

CHICAGO TRIBUNE WINS CITIZENS \$700,000

Real Estate Expert Returns \$432,000 to City and Escapes Suit by Daily —Payment of \$277,000 Stopped

The *Chicago Tribune* won the first round of its fight to recover for the city of Chicago fees paid real estate experts during the William Hale Thompson regime as mayor, when Ernest H. Lyons, chief of the experts, made restitution to the city on Dec. 4, to the face amount of \$432,053.38. Mr. Lyons "purchased his peace" by the payment, and in return the attorneys for the Tribune were given leave to dismiss him from the defendants.

The trial against the other experts and former city officials against whom the Tribune started suit as a taxpayer more than five years ago will be resumed this week. The suit is for the recovery of \$1,732,279 paid to three real estate experts as alleged exorbitant fees in 1920 on the five projects involved in the "Chicago Beautiful" ordinances. The suit is being conducted at the expense of the Tribune and all money recovered goes into the city treasury for the benefit of all taxpayers.

In addition to the payment of the \$432,053, face value, by Lyons, the filing of the suit prevented the payment of \$277,000 in fees at the outset, so that the total profit to taxpayers to date has been more than \$700,000.

As a taxpayer, the Tribune suit contended that \$45,000 would have been a reasonable fee for the three real estate experts, whose total claim was for \$2,015,000. The trial of the real estate experts started last March, and the records in the suit are so voluminous that as yet the Tribune's counsel has not finished its presentation of the case. The

record already runs over 6,000 pages and more than 1,200 exhibits have been introduced.

Corporation Counsel Francis X. Busch characterized the Lyons restitution of the \$432,053 not only as a big stroke toward winning the action, but as a move that will have a far-reaching effect on future conduct of persons in high political power.

"It strengthens the case immensely," he said, "and more than that, it shows that those things cannot be done with impunity."

"The Tribune should be thanked for its splendid contribution to public service. We have been glad to co-operate."

STEREOTYPERS TO ELECT

New York Stereotypers Union Number 1 will hold its annual election Dec. 15. James J. Williams is present president. Negotiations with the New York publishers on wages have been discontinued for the time being, pending the election results.

JENKINS NEW OWNER OF SAVANNAH NEWS

Local Business Man Buys Holdings of Late Frank G. Bell and Will Take Charge Dec. 13

Herschel V. Jenkins, who has acquired a controlling interest in the *Savannah* (Ga.) *Morning News*, is to be elected

president of the Morning News, Inc. at a special meeting of the stockholders Monday Dec. 13. At that time he will formally take over the active management of the paper as president of the corporation. Mr. Jenkins has bought the stock of the late Frank G. Bell who was for many years president of the Morning News and who died suddenly several months ago.

While no announcement has been made as to the other officers of the company it is stated authoritatively that there will be no disruption of the present Morning News organization. It is understood that Boykin Paschal, vice-president, will be made vice-president and general manager under the new organization. Roy Neal will continue as editor; J. Percy Miller, managing editor, and Dan G. Bickers, associate editor. In addition to being managing editor Mr. Miller is secretary of the board of directors of the publishing company.

Mr. Jenkins obtained control of the Morning News by purchase from Mills B. Lane, trustee, of all the stock of the late Frank G. Bell. The company is capitalized at \$300,000.

"I am new to the newspaper business," Mr. Jenkins said to a representative of *EDITOR & PUBLISHER*, "but I look upon the Morning News as a splendid piece of property and I have put my earnings of a lifetime into with a view to making the management of the paper my life work. I shall devote my best energy in this direction. My connection with the News will be that of an owner who gives his personal direction to the general management of its affairs."

Mr. Jenkins is a long time resident of Savannah. He has lived there since his boyhood and has had considerable experience in financial and business matters. He is the son of a country school teacher and was born in Effingham county, near Guyton, Ga.

He is now president of the local branch of the Morris Banking plan and assistant treasurer of the Central of Georgia railway. He has tendered his resignation in the latter position but will retain his place with the Morris plan bank.

Mr. Jenkins is 54 years of age. He is married and has a family.

SULLIVAN JOINS WORLD AS ASSISTANT B. M.

New Executive Was General Manager of Albany Times-Union—Began Newspaper Work in Wyoming

J. D. Sullivan, at present general manager of the *Albany* (N. Y.) *Times-Union*, has been appointed assistant business

manager of the *New York World*, J. F. Bresnahan, business manager, announced this week. Mr. Sullivan's resignation from the *Times-Union* will become effective Jan. 1, and he will then assume his new duties in New York. His position as assistant to Mr. Bresnahan will represent his first on a metropolitan daily.

Joining the Hearst organization in Albany on the death of Martin H. Glynn, publisher and former owner of the *Times-Union*, Mr. Sullivan has been with that newspaper since 1925, as general manager. His successor has not yet been named.

Most of Mr. Sullivan's training has been on small western newspapers. He is 30 years old now and has been in the newspaper business since he was 18. In 1915 he went to work for the *Sheridan* (Wyo.) *Post*, then a semi weekly. There were three men on the staff and they took turns soliciting ads, writing locals, printing the paper, and sweeping out the shop. This paper later became a daily as the *Sheridan Post-Enterprise* and Mr. Sullivan became its business manager in 1923. He was promoted to general manager and was holding this latter position in 1925 when he became associated with the Hearst newspaper in Albany.

Among other newspapers for which he has worked are the *Casper* (Wyo.) *Herald*, and the *Platte Valley* (Neb.) *Daily News*.

LAURENCE HILLS HONORED

New York Publishers and News Executives Attend Dinner at Sherry's

In honor of Laurence Hills, editor and general manager of the Paris edition of the *New York Herald*, Lucius M. Boomer, president of the Boomer-duPont Properties Corporation owners of the Waldorf-Astoria and other American hotels, gave a dinner in the Gold Room of Sherry's Wednesday night.

Among those present were Ogden Reid, editor of the *Herald Tribune*; Kent Cooper, general manager of the Associated Press; Frederic T. Birchall, acting managing editor, *New York Times*; Herbert Bayard Swope, executive editor, *New York World*; Keats Speed, managing editor, *New York Sun*; William T. Dewart, publisher of the *Sun*; Howard Davis, general manager, and Arthur Draper, associate editor, of the *Herald Tribune*; Charles Stephenson Smith, manager for the Associated Press in Europe; John Angus McKay, publisher of the *Spur*; Harold Roberts, Lawrence G. White, John R. Todd, Stuart McNamara, L. L. Dunham, Jesse L. Livermore, A. L. Sylvester, Commodore Leonard Richards, Joseph A. Moore, A. S. Loasby, J. E. R. Carpenter, Edward Hungerford, Kenneth Lord, Robert E. Livingston, and Albert Stevens Crockett.

SEITZ WRITES BIOGRAPHY

Don Seitz, former business manager of the *New York World*, now with the *Outlook*, has written a new book, "Horace Greeley, Founder of the *New York Tribune*," which Bobbs, Merrill & Co., is to publish.



J. D. SULLIVAN



H. V. JENKINS

"I'D DO IT ALL OVER AGAIN" SAYS PAYNE

Mirror Editor Who Revived Hall-Mills Case Declares Crusading Pays, Not in Circulation But in Public Service—"It Was a Grand Fight"

By PHILIP SCHUYLER

DOES crusading journalism pay?

Philip A. Payne, managing editor of the *New York Daily Mirror*, who revived the Hall-Mills case and made of it a crusade against alleged corrupted justice, pondered this question this week. New York papers carried stories of threatened libel suits against the *Mirror* to be brought by attorneys for Mrs. Frances Stevens Hall, Willie Stevens, Henry Stevens, and Henry Carpenter, acquitted of a murder charge. Mr. Payne pondered the question and his reply was:

"It does pay. I would do it all over again. It was a grand fight."

Further, Mr. Payne declared in an interview with EDITOR & PUBLISHER that the Hall-Mills story was stopped "only for the time being," as far as the *Mirror* is concerned.

Five letters have reached Mr. Payne's desk threatening his life as a result of the *Mirror's* action in reviving the case and in backing the prosecution. Mr. Payne dismisses them as "silly twaddle." Many other letters have come commending his stand.

In the face of the threatened libel suits against the *Mirror*, Mr. Payne repeated his frequently published dare to arrest him on a charge of criminal libel.

"I've publicly invited Timothy Pfeiffer, attorney for Mrs. Hall, at least fifty times to arrest me on a criminal libel charge," Payne declared this week. "Let him arrest me now. I live in New Jersey. He can find out my address. I'm not afraid of civil suits, either. Anyone can file a civil suit for libel."

Mr. Pfeiffer, questioned by EDITOR & PUBLISHER, confirmed the published reports of impending civil libel suits. He declined to divulge the amounts that would be asked, or indicate when the suits would be filed. He said he himself was not interested in bringing suit for criminal libel against Mr. Payne.

Naturally Mr. Payne would not disclose what steps his paper was planning to take toward a possible new Hall-Mills story, but he recalled significantly that two years after Walter S. Ward, wealthy self-confessed murderer, had been set free by a Westchester county court, he published the true details of the slaying in the *Mirror*. His editorial slogan in the Ward case was:

"Can a rich man commit murder and get away with it?"

In the interview this week, Mr. Payne showed that the same question was still uppermost in his mind. He declared he did not have to defend the action of the *Mirror* in reviving the Hall-Mills case, insisted the story had not increased the *Mirror's* circulation, assailed what he termed was the smugness and self-satisfaction of many "social-register-minded" newspapers of today, and disclosed hitherto unpublished details in connection with the widely published affair and the part played in it by the tabloid paper he edits.

"There is nothing for me to defend," he declared. "Please make that plain. I would do it all over again."

"I knew I had no chance for a conviction in Somerset county. I did hope for a second trial with a foreign jury."

"I still believe that whenever there is evidence of corruption of justice, it is the duty of a newspaper to expose it. The *Mirror* still believes there is evidence of corruption in Somerset county. We said the trial would not be fair in Somerset county and the trial was not fair."

"Senator Simpson has said that 'Jersey Justice' should be embalmed and sent to the British Museum. I echo what the senator has said, with the exception that I would rather not insult the British Museum."

"Besides printing the news, I believe a newspaper should perform public service. Many other newspaper editors hold the

same belief. In the name of public service they expose the Ku Klux Klan, negro lynchings in South Carolina, and conduct oratorical contests on the Constitution and essay contests on the current news. I chose to crusade against what I had reason to believe was tampered justice."

"Why shouldn't I? The whole country is agitated over crime. In New York State the Baumes law is passed. Under its provisions a man may be sentenced to

the courtroom. Does he get up and get a drink when he wants it? No, a court attendant may, if he feels inclined, bring the defendant a drink. He is convicted speedily and electrocuted."

"The only way to get people to obey the law is to see to it that all persons accused get an equal chance in the courts. They don't get it now. A rich man can do anything and get away with it."

"We on the *Mirror* didn't do anything



Philip A. Payne

jail for life, if he is convicted of crime four times. He may steal a bicycle and be convicted in the first instance; in the second it may be a loaf of bread; in the third for carrying a revolver; in the fourth for putting slugs in a subway slot—and he may be sent to jail for life."

"Meanwhile, Fall, Doheny and Sinclair are indicted for an alleged swindle involving millions. They are wealthy people. Poor people would have been thrown shackled into the hoosegow in the time taken to bring these men to trial. Is Sinclair in jail? No, the papers print pictures of him at the race track betting on the horses."

"What sort of exhibition is this for the man in the street taught to believe that the very cornerstone of this country is equality?"

"Chief Justice Taft has been quoted as saying that criminal justice in the United States today is disgraceful. It is disgraceful."

"Just consider the difference between the trial of poor people charged with murder and the Hall-Mills trial that has ended in an acquittal. There was a murder trial conducted like a tea party."

"The defendants sat in the court pit surrounded by their relatives. No guards watched over them. If they wanted a drink of water they got up and got it for themselves. And yet they were on trial for murder. A grand jury in a hostile county had indicted them in 22 minutes. Two courts had upheld that there was prima facie evidence of murder guilt."

"In contrast, 'Tony Boloney,' sharing a bottle of wine with a friend, gets into an argument, gets excited, pulls out a black-jack and murder is committed. Tony is indicted for murder. He goes on trial. Two cops stand guard over his chair in

that Joseph Pulitzer wouldn't have done 30 years ago."

"The trouble today is that half the newspapers are too smug and self-satisfied. They have too many social connections. They agitate for the Baumes law, because that is against the poor people. The rich appear to have more sacred blood."

Mr. Payne briefly outlined the Hall-Mills story as it had been handled by him in the *Mirror* with frequent advice from S. S. Carvalho, of the Hearst general management. William Randolph Hearst, he said, had played no part in the crusade and had not commented on it since conclusion of the trial.

There was a double murder in New Jersey that had lain unsolved for four years. The finger of suspicion was pointed at the recently acquitted defendants. There were obvious reasons why these wealthy people might be suspected of guilty knowledge of the crime. Motive was one reason. There was reason to believe that the case reeked with corruption. The murdered pair had been buried without autopsy. A private detective was engaged by Mrs. Hall and sheltered in her home. No reward was offered. Attorneys for Mrs. Hall tried hard to pin the crime on James Mills.

The *Mirror*, Mr. Payne said, started its investigation by focusing all the attention on Mills. He had been told by a detective certain things that led him to believe that the arrest of Mills might mean the solution of the murder mystery. Later he learned that this detective was a friend of Henry Stevens, and had written Stevens he would try to help him.

The Ku Klux Klan was strongly entrenched in Somerset county. Mr. Payne saw to it this organization was investi-

gated. He became satisfied that the K. K. K. was mixed up in the murder. But, as the investigations continued, he became even more firmly convinced that Jane Gibson, the "pig woman," was telling the truth. While there was room for the belief that the Klan might be playing a part in the murder, the prosecution had an eye-witness placing the defendants on the scene. Mr. Payne didn't want to make a campaign on a religious issue. He wanted it to be a criminal issue.

"What motive would Jane Gibson have for lying?" was an obvious question. Mr. Payne could find no motive.

Nellie Russell, an important witness for the defense four years ago, had testified that Jane Gibson had not left her home on the murder night. The *Mirror* found that Nellie had a bad police record. She was not called to the witness stand in the trial just ended.

Then Mr. Payne obtained the alleged finger print of Willie Stevens on Mr. Hall's calling card in the manner he has explained in testimony before the court.

The *Mirror* laid its case before Gov. Moore of New Jersey, the case was opened, and it was everybody's story.

"The Hall-Mills story didn't help the *Mirror's* circulation," Mr. Payne insisted. "In the first place it wasn't a tabloid story. There was too much sameness to the daily pictures. We couldn't give the space to it that the standard size papers could. Some of the New York papers were carrying 15,000 and 18,000 words a day during the trial. Such coverage was impossible for a tabloid. In one issue the *New York Times* printed 33 columns of solid type on the trial."

"The only beat we got was on the arrest of Mrs. Hall. Since we had revived the case, I think we were entitled to some reward."

"I see nothing improper in our conduct of the trial story in the *Mirror*. The defense charged that I was responsible for the dramatic sickbed testimony of Mrs. Gibson. I didn't know that it was going to happen. I do know that Mrs. Gibson is a very sick woman. I know for a fact she cannot live much longer."

"The defense attorneys, to convince the jury, insinuated that I faked the calling card with Willie Stevens' finger print on it. If they believed I had done this, why didn't they have me arrested? I was attending the trial much of the time it was in session."

"It has been charged that our paper was biased for the prosecution. It is natural that our reporters should lean that way. Some things happened that I didn't like. But on the whole, I don't think our paper was half as biased for the prosecution as others were for the defense."

"The *Mirror* did not constitute itself as judge and jury in the Hall-Mills case. The results of our investigation were turned over to the proper authorities."

"It has been publicly contended that a picture we printed showing Willie Stevens placing the card at the dead rector's foot was libelous. I disagree. The *Mirror* took pains to state that this picture represented what the state was contending. The state's contention is on the court records."

"For the time being the story is ended. I won't admit that the case is closed."

"As the story stands now, I believe a great deal of good has been accomplished. The disgraceful condition of justice in New Jersey has been aired in every newspaper of the land and in many of the world."

"Maybe one lesson has been driven home: wealthy families cannot commit crime and cover it up by cheap local politics and local influence. Some newspaper is going to see to it that justice is served."

SPERRY FLOUR USED NEWSPAPERS TO POPULARIZE NEW CARTON

Company Joins Long List of Those Boosting Sales by New Merchandising Treatment—800 Line Copy Advertised "Kitchenette Size" Package

By HAMMOND EDWARD FRANKLIN

NEW merchandising ideas which work are doubling and tripling tangible results which may be obtained from newspaper advertising.

Even the staples, such as yeast cakes, bananas, salt, and sugar, have responded to fresh copy appeals, novel ways of selling or unusual packaging. Now, flour is being subjected to new merchandising treatment.

The Sperry Flour Company, producer of Sperry Drifted Snow Flour, the largest selling flour of the West, for a long time have distributed to the public in 50, 25 or 10 pound sacks and to the baking trade. The company has used much advertising to establish its brand firmly.

The current tendency toward smaller families and smaller, but more frequent purchases, from the nearest grocery or delicatessen, "hand to mouth" style, made the company wonder if it could not cater especially to these smaller buyers and thereby widen its selling field. When letters from users came in asking for a smaller size than sacks, the company did some more thinking.

Voila! Now comes the "kitchenette" size carton of Sperry Flour, containing just four pounds and eight ounces. Flour in a carton! Well, why not?

The company's salesmen this fall went to the trade with the new carton and details of a really large sectional advertising campaign. They pointed out the tendency of many women to buy in smaller quantities, showed that a carton is easy to handle and lined up orders, with the help of newspaper merchandising men.

The apartment and small home are here to stay, in California as well as in New York. The kitchens are not large. The women in them are looking for the easiest, quickest, least space-occupying methods. Therefore, the new carton is presented as "A handier way to buy and keep Sperry Flour," giving a definite news approach. The company features the fact that the new product came into being as a suggestion from women.

Lack of uniformity in flour is then hit at. The company explains there are 200 different kinds of wheat grown from which white flour is milled. It claims that Sperry by developing the science of milling and by constant testing by six laboratories assures a uniformity of result. The consumer is invited to try this flour in its new carton or to buy a sack, if the family is sizeable.

The Sperry Flour Company does much in a publicity way to keep in the lime-light. For instance, it maintains 14 lofts of 300 homing pigeons, which carry messages when distinguished visitors come to the state of California and on other state occasions. The company's domestic science department answers questions of consumers and sends out "Recipes women talk about."

Twenty-two full page and 800 line advertisements as well as posters in street cars through southern California are getting over the new container.

EDITOR & PUBLISHER has outlined how the United Fruit Company, through a subsidiary, placed packaged and guaranteed ripe bananas on the market. One effect was to obtain dealers who had never bothered with the fruit in bulk.

The Sun Maid Raisin Growers long ago demonstrated that packaging and advertising are profitable. This winter they are getting over specific kinds of packages, Sun Maid Nectars, "like fresh grapes" and Sun Maid Puffed Raisins "that aren't sticky," which offer a new merchandising approach to trade and consumer.

An improvement in the product, or a product with new advantages over its competitors, lends itself as a result-getter to the dealer and manufacturer. The Betty Bright self-wringing mop—"wrings

itself"—sold well by exploiting this feature. One department store disposed of 432 in three days and another 323 in one day from store copy.

The W. A. Sheaffer Pen Company sell a fountain pen ink called Skrip, "the successor to ink." The company has discontinued making its conventional four-ounce bottle. Instead, it now gets out an odd-shaped, keystone bottle which permits filling a pen to the last drop of ink.

The Klein Chocolate Company of Elizabethtown (Pa.) has put on the market a new line of Klein's Almond Bar, Sweet Milk Chocolate Cake and Peanut Lunch Bar which it is advertising in full pages.

A four-sided special display rack, something like that used for displaying souvenir postals, is furnished to set on the counter on a pedestal. This makes a merchandising feature for the copy, enables the company to interest the dealer in placing a larger starting order and the display alone makes many sales.

Last Christmas a packer took his best ham, wrapped it in cellophane and scored a fine leap in sales. Some fig producers pick their best fruit, stuff it with nuts, wrap it in cellophane and greatly increase its appeal and profit possibilities.

The fish producers have learned that by taking out the bones and other waste and wrapping the best white haddock in pound packages wrapped in parchment paper, they can sell millions of pounds just like butter. It took 300 years for this industry to work this out, but after a long period of doldrums 15 per cent more fish was consumed last year.

Newspaper advertising is performing a real service in offering a method of testing out varied merchandising ideas in a

small area—then whizzing the new plan across the country as fast as the company can work—and following through until the idea is established.

NEW HOUSTON M. E.

J. J. Fox of Ft. Worth Star-Telegram Joins Post-Dispatch

Joseph J. Fox, news editor of the Fort Worth Star-Telegram and for 11 years with that daily, became managing editor of the Houston (Tex.) Post-Dispatch Dec. 1.



J. J. Fox

Prior to his departure from Fort Worth, Fox was tendered a surprise dinner at which 30 men of the Star-Telegram were present. They presented Fox with a set of Kipling. There were no speeches other than an 18 second talk by J. M. North, Jr., editor-in-chief of the Carter publications, who said, "Joe not only has the friendship of the men here and of the officials of the company, but he also has the backing of both any time, any place he goes."

Fox, a native Texan, went to West Texas in 1900. He began newspaper work in 1910 in Weatherford on the Herald, went to Gainesville in 1911, joined the Shreveport Times in 1912, and came to the Fort Worth Record later that year. He joined the Star-Telegram in 1913 and then went to Houston as managing editor of the Telegram which suspended in 1915. He then rejoined the Star-Telegram where he has been since.

NEW FLORIDA DAILY

The Leesburg (Fla.) Commercial, new morning daily, started publication this week as an Associated Press member. Gilbert D. Leech is publisher. B. H. Loflin is advertising manager.

NEW ZEALANDERS AVID NEWSPAPER READERS

Islands Now Have 200 Papers, Says G. S. Craig, Here to Get Good Ideas for a Daily at Auckland

Although New Zealand already has "more papers to the acre than any other country in the world," according to G. S. Craig, financial editor and large shareholder in the Christchurch (N. Z.) Sun the Sun publishers intend to add on more daily to the list next March, when the Auckland (N. Z.) Sun is scheduled to begin publication. Mr. Craig is now in the country getting ideas for the new paper and studying American newspaper methods. He was interviewed in New York this week by EDITOR & PUBLISHER.

"There are more than 200 papers in New Zealand now," Mr. Craig said, "and the country is about the same size as Great Britain which hasn't half that number. Our Islands are about 1,000 miles long and have a population of about half a million."

"The reason why there are so many papers is because our transportation and communication systems are not as advanced as they are in this country. Most of the New Zealand papers are small, most of them are good newspapers. Every little town has its paper, each one doing splendid work in keeping its public informed on world affairs."

"Virtually all of these papers are prosperous, too. I personally know of only one paper that isn't paying and that is frankly a political organ. In some of the smaller towns the owner of the paper is able to draw down a profit of \$10,000 a year."

In Auckland, the new paper will have a competitor in the evening field, but Mr. Craig is confident there is room for two afternoon papers in this city, which he said, now has an estimated population of about 200,000.

The building for the Auckland Sun was copied after that of the San Francisco Chronicle, Mr. Craig said. It is now virtually completed, and equipment is being moved in. When finished it will represent an investment of \$500,000. The press equipment used by the New Zealand papers in the majority of cases is of American manufacture. The Christchurch Sun was first to install a Hoe superspeed press and many other New Zealand papers followed suit. English type-setting machines are used; and Mr. Craig told of a stereotype machine of Swiss manufacture, which, he said, outclassed every other similar machine he has ever seen for speed.

"New Zealand papers are still conservative," Mr. Craig continued. "They follow the English school, whereas in Australia the trend is definitely American. When we start the Auckland Sun, we may break traditions of that city by putting news on the front page. Most of our papers fill page one with classified ads, although there is a paper in Christchurch now that runs news. Personally I think the best idea for morning papers is that of the London Daily Mail, which carries a full page display advertisement on its first page."

"We are also conservative as to paper size. There are still no tabloids in New Zealand, although I expect they must come in time because of their convenience for reading in crowded quarters."

During his present trip to this country, Mr. Craig has so far inspected the plants of the San Francisco Chronicle, the Chicago Tribune, Philadelphia Public Ledger, and the New York Times.

SAUK CENTER PAPERS MERGED

Merger of the Sauk Center (Minn.) Herald and the Sauk Center News was disclosed with the recent filing of articles of incorporation for Sauk Center Publishers, Inc., capitalized at \$20,000. Asa M. Wallace, editor of the Herald, will be editor of the consolidated paper and Edwin L. Rothe, former editor of the News, will be vice-president.

Here it is—what women suggested

FLOUR IN A CARTON

A handier way to buy and keep Sperry Flour

"Why don't you give us Drifted Snow in a carton? It would be much more convenient..." one woman wrote us. And the more letters came; other women had the same idea: a carton for Sperry Flour. So we have produced it for them—and for you. The Kitchenette Size!

Any nook on a shelf will do, to store this carton. When you need flour, you take the carton to your work table.

It saves you steps; saves flour by preventing wastage; replaceable cover protects your flour. And the quantity—4 lb. 8 oz.—is convenient to buy.

Ask your grocer for this new Sperry carton. Not alone because it's a new convenience, but because it brings you the famous Drifted Snow Flour! A flour that reduces "bad luck" in baking.

New facts on flour that you should know

Few women who cook have escaped altogether the disappointment of bakings that "go wrong." Every so often tried and proven methods fail for no evident reason.

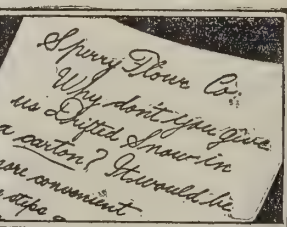


Today one common cause of these mysterious failures is known: lack of uniformity in ordinary white flour.

Wheat itself from which white flour is made varies enormously. Over two hundred different kinds are grown. And each kind of wheat changes with the soil and weather.

Ordinary flour blended from this varying wheat by old-fashioned

The secret of bakers' uniformity Your modern baker never fails you. His every loaf of bread, every cake and pie have that perfection you are learning to expect in baker's products. To him uniformity in flour is of first importance. That is why more Western bakers use Sperry Flour than use any other kind.



methods, cannot be uniform. It will give trouble some time even to the most skillful cooks.

Sperry, by developing the new science of milling, has made available to you a flour that can give you every time the fine flavor and light texture that you love.

Its baking qualities cannot vary

In six complete Sperry laboratories in the West, trained chemists constantly test wheats and flour blends, and in our kitchens the final blend is tested every hour to maintain the high unchanging standard of Sperry Drifted Snow Flour.

Using this fine flour, you will experience a new pleasure in baking—a confidence of getting time after time light, tender cakes, biscuits, breads, pies.

Surely you must try this flour! Get it today in the handy new carton, or if your family is large, in the 25, 50, or 10 lb. sacks.

Write for this free help For the personal advice of home cooking experts on any problems you have in baking or serving, write to the Home Service Bureau, Sperry Flour Co., Los Angeles. Write also for a free copy of "Recipes Women Talk About."

SPERRY Drifted Snow FLOUR

The largest selling flour in the West

Type of 800-line copy placed by Sperry Flour Company to introduce the "Kitchenette Carton." The ad features the carton itself as well as the slogan "A handier way to buy and keep Sperry Flour"

BANALITY A VIRTUE IN CHRISTMAS AD COPY

"Don't Try for Originality" Advises Mrs. Helen Woodward—Former Agency Woman Strips Advertising Business of Its "Guff"—Hits Commission System

By PHILIP SCHUYLER

"CHRISTMAS advertising should be banal."

"Of course, it was rather a surprising beginning. But then I should have remembered that Helen Woodward, author of that new book 'Through Many Windows,' who began the conversation that way, was the wife of W. E. Woodward, author of 'Bunk' and also of the latest 'Washington,' an engagingly debunked portrait of the father of our country.

I had thought of Helen Woodward as an extremely brilliant and original writer of advertisements, and had been properly awed by the praise bestowed on her by the usually derisive H. L. Mencken. Mr. Mencken, you may recall, when he reviewed 'Through Many Windows' in the *American Mercury*, took the chance to remark that really good writers of books in America in the future will undoubtedly come from the ranks of advertising writers, rather than, as now, from the city rooms of our smartest newspapers.

When I asked Mrs. Woodward about Christmas advertising in her apartment in Greenwich Village, I had wanted her to be original and clever. Instead, she was pleasantly candid and went right into the business of taking what she called the "guff" out of this advertising business.

"No one in advertising believes the guff, you know," she said.

"Try to be original when you're writing advertisements, and you'll find your copy will fall flat," Mrs. Woodward said. "Selling words must come out of your mind naturally, just like that—". And the vivid woman flicked her cigarette dangerously near her black boyish bob.

"Original advertising is never good. Christmas advertising above all others should be banal," she repeated. "Isn't that the whole idea of Christmas, anyway? This season we are now in seems to me the greatest illustration of mob psychology I know of—everyone sticking to tradition, giving each other presents, battling each other grouchy in department stores, and listening with universal smirks to words of love, peace and good cheer in their churches. The only possible original idea would be to stop giving gifts at Christmas time. The reverse happens to be the smart and elegant custom of today. Suppose, however, that the idea got around that it was neither fashionable nor smart to pass Christmas gifts about. How many do you think would continue the custom? It would stop like that—".

A downward wave of the arm served Mrs. Woodward for illustration of her point, coupled with an abrupt pause in what appeared to be a habit of hers of walking rapidly back and forth while she talked, from ash try to the center of the room, to the bookcases, to the table, to the center of the room again.

"Most people don't like new ideas," she continued. "You've got to be careful how you feed new stuff to them in advertisements. Always you must tone down what many copy writers think is good copy because it is bright and original."

"When an advertising writer feels a bright idea coming, he had better stop. The correct thing to do is to be banal, to follow the mob."

"A fundamental principle of all advertising is to appeal to the largest public possible. The smart set isn't worth going after exclusively except in rare instances. Any number of copy writers could be more original than they are allowed to be. I know I always could be. But all advertising must be toned down to get over. A clever advertisement almost never pays. It amuses, it is talked about, but it doesn't sell. You might be clever in the *New Yorker*, perhaps, or in the *American Mercury*. But never in the newspapers. This is sad, but true."

Came a pause and I had my opportunity to be in good form, to be banal. I

asked Mrs. Woodward to give me her rules for writing selling advertising copy.

"Oh, very well," she said. "That's easy."

"Be simple."

"Don't give your readers a chance to think."

"Tell them tactfully and courteously just what you want them to do."

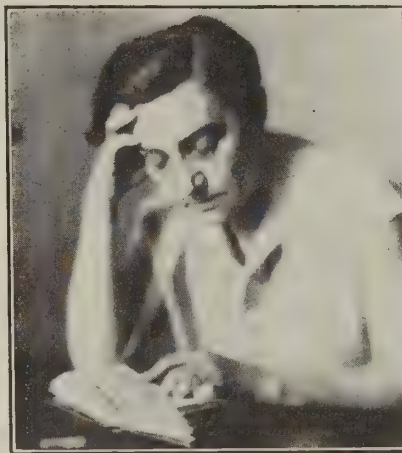
"And above all, try to tie up your copy to the profoundly fundamental human emotions, such as love, fear, jealousy,

of its kind in the country, asked her about his advertising. He was an idealist. He wanted to cut price talk and bargains out of his copy.

"Don't you do it," Mrs. Woodward advised. "Bargain talk in advertising can't be beaten. The public always wants to know price, no matter how high class the store or the goods are. And these smart pictures that are amusing but don't show anything are no good for department store advertising. The way the majority

"Clever advertising is never good."

—HELEN WOODWARD.



envy, curiosity, and snobbishness.

"Fear must be handled mighty carefully. If the reader of an advertisement based on fear gets frightened enough, his pocketbook closes."

"The other emotions are all worth tying Christmas copy to. I remember I based my advertising written to sell Mark Twain's books on one of the most fundamental emotions in the world—the longing to be a child again. That same idea is first rate for Christmas selling. The O. Henry copy I wrote was based on curiosity and love, courage and chance."

"These latter are great emotions. Who doesn't want to experience them, if not in reality at least vicariously?"

"Because it plays to the emotions rather than intelligence of its public, the tabloid, to my mind, is the finest kind of pure advertisement. Every news page is written on the true advertising theory. In its pictures the tabloid has instantaneous eye-catching value, and its editor appears always at pains to arouse curiosity, by serializing everything, even the news."

Mrs. Woodward was asked for ideas for Christmas, advertising copy, banal, but possibly overlooked.

"Here's one," she complied. "You know people are always trying to imitate their neighbors. Children would get much simpler and less expensive gifts than they do if this were not so. Then have a picture drawn for any variety of toy, a sled, a high priced velocipede, anything, showing two families, one the prospective purchaser, the other his neighbor. The neighbor's child has the toy. How disappointed the other child is! No one wants this to happen. Mother or Dad don't want to have the baby disappointed. And the price of the toy is only—, a real bargain. Buy it today at the—store."

"Snobbishness makes a good advertising peg—and envy. I remember once I was writing advertisements for some lace curtains. The copy I chose was illustrated with the windows of well known wealthy women. This same idea might be worked to sell expensive Christmas gifts."

While Mrs. Woodward has never written any department store advertising, it has interested her. Not long ago the head of a big store, one of the largest

are doing now, actually picturing the merchandise for sale, can not be bettered."

In her advertising rules, Mrs. Woodward had said: "Don't give your readers a chance to think."

That sounds easy enough when it refers to oral salesmanship, with the high-powered go-getter roaring like an automobile racer up to the dotted line. I wondered if it was really possible in type, between rules on a newsprint page.

"You're partly right," she said, "We can't do it as much as we'd like to. Still it is possible. You can refuse to let your readers reflect and make them act. If they think a lot they won't buy any goods. You've got to hurry them through. Most buying, after all, is on the impulse. In a written advertisement you must jump from thought to thought quickly. Your copy must move as swiftly as a musical revue. And then wind up with a snap on the thought of buying."

Mrs. Woodward was even franker than this in telling what advertising is all about in her book, "Through Many Windows." She rather expected some hot repercussions. Instead, the heads of many important agencies have written her congratulatory letters. Her book was reviewed favorably in the *New York Herald Tribune* by E. St. Elmo Calkins, head of Calkins & Holden, Inc., New York advertising agency. Charles W. Hoyt, president of Charles W. Hoyt, Inc., George Metzger, of Hanff-Metzger, Inc., and S. Roland Hall, are among many who have written in praise of her book.

And in this book is a strong attack against the present agency commission system, which Mrs. Woodward carried further in the interview.

In her book, she wrote:

"The agency ought to be paid by the advertiser rather than by the periodical. If you are unfamiliar with the situation, you may think that it is the agencies alone that cling to the present arrangement in the face of the hardened antagonism of the advertiser. No. There are agencies which would prefer to be paid by the advertiser, because they feel they would hold his confidence better. But the advertiser himself often stands firmly in favor of the present arrangement."

"The advertiser is a perfect dumbbell," Mrs. Woodward charged in the interview. "The present system is grotesque. Supposing a lawyer's fee should be based on the amount of money he paid out for his client, supposing an architect should be paid in accordance with the cost of the house he designs. It's perfectly absurd."

"A flat fee should be paid the agencies by the advertisers. As long as the system is continued on its present basis advertising will never reach its highest possible standard. The agencies are making more money now. The advertiser doesn't realize that the present arrangement makes the agency spend a lot of money sometimes foolishly. An agent wouldn't be human if he worked his head off to save an advertiser money. He wants as big an appropriation as he can get."

"But the present system isn't as good for the agency as the agents seem to think. Very few advertisers really trust their agencies. The agents can't see that far ahead."

Despite this and other frank discussions, "Through Many Windows" has not yet caused its author "a whisper of trouble," she said.

"The advertising business is on to itself," Mrs. Woodward said. "No one in the business believes the guff in it."

Mrs. Woodward just "fell into the advertising business, like everybody else." She was the stenographer for the advertising manager of a book concern, and, she says, "not a very good stenographer at that."

She used a dictaphone and never learned shorthand. Then she started writing her boss's letters for him, and a few advertisements. She was on her way to success. For a while she was with the old Hampton Agency. She started with Harry Porter when he started the Harry Porter Company, Inc., and worked with him on a commission basis for seven years. She also had considerable experience working for the Frank Presbrey Company. Finally she conducted her own agency. Now, after having her first book published, she intends to devote all her time to writing.

AD JUDGES NAMED

O'Shaughnessy, Appel and Pew to Pick \$500 Prize-Winners

Judges to decide the winners in the \$500 prize contest conducted by the Bureau of Advertising of the American Newspaper Publishers Association for the best advertisements advertising newspaper space were announced this week.

They are: James O'Shaughnessy, executive secretary of the American Association of Advertising Agencies; Joseph Appel, publicity director, John Wanamaker, New York department store; and Marlen E. Pew, editor of *EDITOR & PUBLISHER*.

The judges hope to have the three big prize winners selected by Jan. 1, although there may be delay advancing that date. The text of the winning advertisements will be published by *EDITOR & PUBLISHER*.

NEW RADIO "AD" STATION

The Atlantic Broadcast Company, a new organization formed to sell time on the air, has purchased the New York broadcasting stations, WAGH and WBOQ, operated experimentally by Alfred H. Grebe for the past five years. The initial paid-for program is scheduled for Dec. 17.

HOUSTON BUYS THE FIELD

Herbert S. Houston, president of the Cosmos Newspaper Syndicate, New York, has obtained control of the *Field*, a magazine formerly owned by John A. McKay, publisher of the *Spur*.

LEGAL BATTLE OPENS AS McDERMOTT FACES JURY FOR MELLETT MURDER

**Defense in Trial Growing Out of Murder of Editor Who
Attacked Lawless Elements, Attempts to
Justify the Crime**

By CHARLES E. MORRIS
Publisher, Canton (Ohio) News

CANTON, Ohio, Dec. 8.—The trial of Patrick McDermott jointly indicted with Ben Rudner, Louis Mazer and "others" for the murder of Don R. Mellett, the crusading publisher of the *Canton Daily News*, is under way.

At this date the jury is still tentative, but it is promised that by Saturday the prosecution and defense will have been outlined, when the state will begin presenting its evidence.

Had there been nothing else to show it, the defense tactics to date would have been complete justification for the fight waged by editor Mellett in an effort to cleanse a community of crime and destroy the unholy alliance between criminals and police leaders; for the defense has sought to reverse the process of criminal procedure by attacking the newspaper Mellett conducted and in a sense to justify the sentence of execution carried out against him by the evil forces he had offended.

The state expects to show that McDermott, a youthful Pennsylvania barber and ex-convict, was employed by the others to murder Mellett because his activities were interfering with their bootlegging and other crime incomes; and the state's chief witness, Steve Kascholk who says he is the man employed by McDermott to help the latter "beat up an editor" and then weakened when the contemplated beating turned to proposed shooting.

McDermott's defense, all legal dodges aside, will be to accuse Kascholk, himself, although still adhering to his general denial that he knows nothing about the murder.

The state had counted on McDermott telling all, but McDermott refused unless he might be assured of immunity which the state could not grant. He has declined to make any explanation of his hiding away for months after the murder until surrendered by his family in the hope that he might fare easier if guilty, by turning state's evidence. McDermott's attitude, as expressed to jailers, is that he can take his chance with a jury at least until he learns what the state has to present.

In the procedure to date there has been so much legal battling that the central issue has been all but forgotten, even by most newspapers represented.

The prosecution seeks to show that Don Mellett was murdered, because, as an editor, he was outspoken against crime, and that the men indicted were the ring leaders in the conspiracy; and the state also has the decision of the Ohio Industrial Commission, which made full death award to Mrs. Mellett, because her husband was killed in line of duty.

How the defense will combat the direct charge against McDermott has been indicated by the accusation against the witness Kascholk; how it will combat the establishment of motive has been indicated by the questioning of jurors, some of whom were asked if it would make any difference because the murdered man was an editor and some of those accused, were perhaps bootleggers; and further by the injection of the religious prejudice element, because McDermott is a Catholic and Rudner and Mazer are Jews.

Meanwhile as the McDermott trial proceeds, the defendants, Rudner and Mazer, who represent the moneyed end of the alleged murder conspiracy, have taken appeal to the Supreme Court of Ohio for release on bond, and bond is ready for them if the court acts favorably.

Search for witnesses by the state has uncovered a widespread conspiracy to violate the liquor law, but the district attorney is marking time in prosecution, pending the outcome of the murder trials.

It is explained for him that he can-

not do otherwise, but the federal officials in Washington have denied him the assistance requested, which the state authorities believe would have brought complete solution of the Mellett murder long before this time.

The disquieting thing, even for officials seeking to perform duty against threats, is that so many newspapers seem to take this as "just another murder trial," when it is the first trial growing out of a murder to still the voice of the press in a conspiracy consummated by an act as defiant as it was deliberate; and which ought be handled in a way to make it the last trial of its kind.

DALE IS CONVICTED OF CRIMINAL LIBEL

**Muncie Editor Sentenced to 90 Days
on Penal Farm and \$400 Fine—
Another Attempt Made on
His Life**

George R. Dale, publisher of the *Muncie (Ind.) Post-Democrat*, was found guilty of criminal libel by a jury and was fined \$400 and sentenced to 90 days on the State Penal Farm at Muncie, Saturday night, Dec. 4. The charge was the outgrowth of an article printed in Dale's paper concerning Raymond Warner, 24 years old, of Muncie.

Twenty-five minutes after the jury brought in the verdict of guilty, an attack for the fifth time within a few weeks was made on Dale's home. This time it was a bullet fired through the front door into a room in which Dale, his wife and two daughters were sitting discussing the day's trial. The bullet went through two rooms, but harmed no one. A few days before a bullet was fired throughout a window of Dale's home and on three occasions before that stones were hurled through the windows. All the missiles missed their mark.

Dale was charged with having defamed the character of Warner, who was a juror in another case in which Dale was convicted of libel. Dale had alleged that Warner was involved in liquor deals. The publisher did not testify in his own defense and denial was not made of the publication of the article.

The defense attempted to show that Warner had violated the prohibition law in helping obtain evidence to bring about the arrests of Court Asher, former lieutenant of D. C. Stephenson, ex-klan leader, now serving a life sentence in the Indiana State Prison for murder, and Jesse Eiler in 1923, when Warner was deputy sheriff of Delaware County. The defense also contended that the former deputy sheriff left Muncie for Colorado at one time with four youths, following the theft of an automobile.

During the trial defense attorneys declared that Warner was taken before a recent session of the Delaware County Grand Jury while Wilbur Ryman, present prosecutor, was deputy prosecutor, and the grand jurors failed to return an indictment against Dale. The defense asserted that Warner was later induced by Ryman to file an affidavit that formed the basis of the recent trial.

As a result of the frequent attacks on his home Dale, in last week's edition of his paper, said that local authorities were permitting vice conditions to flourish in Muncie and that he was not receiving proper protection from the authorities. He also said that he had applied for Federal aid to clean up a situation which he termed similar to that at Herrin, Ill. He announced that the repeated attempts

to assassinate him and members of his family had induced him to sell or give away his paper if possible and leave Muncie, not through personal fear, but because he did not wish his wife and children to be killed. In last Saturday's paper, Dale said that he had abandoned the idea of quitting publication of his paper and would "stick around." He said that his threat to leave town had been taken "too seriously" by his enemies.

Following the verdict in Saturday's case Dale announced that he will take an appeal to the Supreme Court.

RETAILERS BUY COURT DAILY

**Sioux City Group to Change It Into
Business Paper**

The *Sioux City Daily Commercial Reporter*, the court record publication of that city, has been purchased by the Associated Retailers of Sioux City from the National Publishing Company, it was announced this week. Hereafter the paper is to be published by a newly created bureau of the retailers' organizations as a trade journal for its members.

Many new features are to be incorporated in the publication with its change in ownership. In addition to all the court announcements now carried in the daily, hereafter all court assignments, motions, other announcements of interest to the legal profession, business stories of interest to business men, changes in trade and assumed names, financial quotations, etc. Consideration involved was not announced.

The first new improved edition will be published early in December. The new name of the paper will be the *Daily Record*. Leo F. Stoupe has been appointed manager.

The old *Daily Commercial Reporter* was printed for 35 years, originally being founded and owned by the late John C. Kelly, founder of the *Sioux City Tribune*.

MRS. MELLETT AWARDED \$6,500

Mrs. Don C. Mellett, wife of the publisher of the *Canton (O.) Daily News*, who was slain by members of the underworld in that city, has been allowed \$6,500 compensation by the State Industrial Commission, which held that he died "while in the line of duty."

BAR SALACIOUS MAGAZINES

The Columbus Retail Druggists Association has barred salacious magazines from drug store newsstands.

NO RECEIVER NAMED

**But U. S. Marshal Is Made Custodian
of Boston Telegram Property**

Petition for appointment of a receiver for the Boston Telegram Company, publisher of the *Boston Telegram*, which later was changed to *Boston Telegraph*, filed Nov. 29, has been denied by the United States District Court at Boston. This petition was made by Stephen H. Dalton, formerly managing editor, one of three former employees of paper who Sept. 26 petitioned the Boston Telegram Company into bankruptcy. The petition was supported by affidavit of Olin L. Fuller, former business manager and majority stockholder.

Although the petition was refused, the court appointed U. S. Marshal William G. Keville as custodian of the company's property at 95 Portland street, Boston, in whose possession it now is under lock and key.

Marshal Keville is now handling all correspondence addressed to the company. Frederick W. Enwright, who at first denied bankruptcy and made a claim for a jury trial to determine the bankruptcy, waived his right to a jury trial, and the question of adjudication is now before United States Referee in Bankruptcy D. W. Lincoln, of Worcester.

MISSOURI PRESS ELECTS

J. S. Hubbard of the *Columbia (Mo.) Tribune* was elected executive secretary of the MISSOURI PRESS ASSOCIATION at the annual meeting in Kansas City, Mo., Sunday.

SAYS NEWSPAPERS ARE BEST AD MEDIUM

**Hamilton, Ont., Department Store Director Declares News Ranks Next
to Food in Importance—Says
Ads Are News**

Newspapers were acclaimed as the greatest of advertising mediums in an address given this week at Hamilton, Ont., by Ald. Theodore G. Morgan of Montreal. Alderman Morgan, who is a director of Henry Morgan & Co., Ltd., Montreal spoke before the Advertising Club of Hamilton. In part he said: "We sell goods to-day by influencing public opinion. Advertising is therefore informative as well as educational. How can we best influence public opinion? We must first find out what the public wants. I believe the greatest force in the world to-day is news. It is news the public craves. News takes its place in the front rank with food in importance.

"The newspaper has become a great force in our social life. It is an economic factor in distribution. It is at once our literature, our school, our buying guide. We live in a newspaper age. Active, restless, wanting to be everywhere at once, to know everything that is taking place in the world, we demand our daily paper.

"The daily paper reflects the drama of life. It tells what others are doing—and we are powerful imitators. It suggests things to do, places to see, what to buy and wear. The readers want to share the same experiences so we go, we see, we buy, in a word, we imitate.

"The newspaper means something different to each one of us. To the social climber it keeps her informed, perhaps even giving her the desired publicity. To the business man it is the barometer of trade. To the man or woman out of work it is the avenue to a job. To the buyer it is the greatest commercial directory.

"We want to improve our lot. Some day we hope to own a car, buy a house, wear new clothes, enjoy unknown luxuries.

A great newspaper gives us many ideas, kindles desire, awakens dormant hopes, brings action.

"And so the newspaper has become a very intimate part of our complex existence. If we do not know what has happened, we are out of it. If we have missed an opportunity to save money, or to be the first to acquire something, we feel upset. What others are acquiring, we want too.

"To this great medium has come advertising, and this is a vital contribution of news, whether announcing a fresh shipment of fruit a new style of hat, or dress, or some place to go. The daily newspaper is the great medium of attack to high and low, rich and poor. It is no respecter of persons. So long as stores believe what they have to sell is news, and treat it interestingly and honestly, they will prosper by advertising. A good store announcement will contain just as much of interest to the average woman as the social column. If a newspaper wishes to carry more store advertising it should develop its departments devoted to the sphere of woman. "Let them create more interested woman readers. If the stores desire to produce greater pulling power in response to their advertising let them edit such advertising more creditably."

RADIO CALLED PRESS AID

William H. Rankin, head of the William H. Rankin Company, New York, declared it has paid the newspapers to foster and father the radio industry in an address before the Advertising Club of New York, Dec. 2. Radio advertising can only be successful when combined with strong advertising campaigns in other media—preferably the newspapers, he said. He concluded by arguing that radio broadcasting had helped increase the circulation of every daily newspaper in the United States.

FILES OF MACON TELEGRAPH SPAN 100 YEARS OF AMERICAN LIFE

**Georgia Daily, Which Celebrated Centennial Thanksgiving Day, Founded by Myron Bartlett in 1826—
W. T. Anderson Present Publisher**

THE *Macon* (Ga.) *Telegraph* which celebrated the one hundredth anniversary of its founding on Thanksgiving Day, is the surviving representative of a number of Georgia newspapers which flourished at various times during the nineteenth century.

It is a far cry from the *Telegraph* which young Myron Bartlett, of New Hampshire, issued to the public of Macon on Nov. 1, 1826, and the huge Centennial edition which the *Macon Telegraph* issued on Thanksgiving Day, 1926, celebrating its 100 birthday.

The *Georgia Messenger* the first paper published in Bibb County, was published when Macon was Fort Hawkins and in the year 1823. Three years later the young Dr. Myron Bartlett came to Georgia and established the *Macon Telegraph*.

Over in Milledgeville, Ga., which was then the capital of Georgia, there was a small paper, the *Georgia Journal* which had been in existence since 1808. Soon after the advent of the *Telegraph* the *Journal* and the *Messenger* were merged and published under that name. In a few years later a paper from Albany, Ga., the *Albany Courier* was merged with the *Journal* and *Messenger*.

In the meanwhile the *Telegraph* was going along its own way under the direction of Myron Bartlett, who had come to be recognized as one of the great editorial writers of Georgia. Under his editorship the *Telegraph* soon became an outstanding journal.

The ambitious young man brought out on Oct. 31, 1831, the first daily paper ever published in Macon. But the daily was not practical for Macon and the project was abandoned early in the next year.

In 1844 Myron Bartlett was succeeded by Oliver H. Prince who remained editor until 1847 when he was succeeded by Samuel Ray. It was Ray who made pronounced improvements on the paper. He removed the unsightly advertisements from the front page and substituted a supply of live news.

Joseph Clisby won fame as editor of the *Telegraph* during the War Between the States period. He began his editorship in 1855. On Jan. 12, 1864, Clisby announced that in the future the *Telegraph* would be published daily and his was the first successful attempt at a daily paper in Macon.

On Sept. 19, 1864, Clisby announced that he had sold the paper and that Henry L. Flash, editor of the *Confederate*, another paper published in Macon, would become editor. The late days of the war were trying for Georgia and for the *Telegraph*. When Macon was a captured city the *Telegraph* was printed by volunteer printers who got the type from the floor and used it to publish a small sheet which carried the announcement of the assassination of Lincoln.

The reconstruction period saw the changing of the *Telegraph* from hand to hand until finally in 1896 C. L. Pendleton bought the controlling interest and became its editor. He continued until the year of his death 1914. Mr. Pendleton was probably the best known of the *Telegraph's* editors. His editorials were quoted all over the country.

On Thanksgiving Day, 1914, announcement was made that W. T. Anderson, business manager of the paper, has bought the controlling stock and Mr. Anderson has been editor and publisher since that time.

In a front page editorial in the 160-page Centennial edition of the *Telegraph*, Mr. Anderson spoke of the general rules and policies of the paper as follows:

"These men were told that the news department was to be operated free and independent of the other departments. That no man in the news was supposed

to know what the editorial policy was—that he was not even supposed to read editorials except as a matter of information. It was explained that many news-



W. T. Anderson

papers, despite their protesting to the contrary, shaped their news and colored it according to the way the editor or publisher thought. In this office there was to be the truth always, the fullest information, gathered carefully and written truthfully. And then both the editorial writers and the public would have the same sources of information, their facts would be the same so far as possible, and if the editor and the public disagreed, it would be an honest and intelligent difference and not one of deception and double dealing."

The closing paragraph of Mr. Anderson's editorial follows: "That's all there is to the *Telegraph*. And so sincerely do I regard it as a public institution and myself as a transitory custodian, that I feel that there are hands being prepared and waiting to catch the torch whenever I shall fail. Be theirs to hold it high, that the *Telegraph* may live and serve, and possibly in the great day when man's work shall have been finished and all the world shall be looked upon as good, we may be given the privilege to gaze down from on high and see our part of the wonderful arch that is now so far from finished."

PARIS, ILL., DAILY SOLD

E. M. Jenison, Former Fond du Lac Publisher, New Beacon Owner

The sale of the *Paris* (Ill.) *Daily Beacon* to E. M. Jenison of Fond du Lac, Wis., was announced Dec. 1 by Fred A. Feare and William F. Leath, former owners. The *Beacon* building was included in the transaction. The consideration was not announced. The negotiations were conducted through the agency of H. F. Henrichs, newspaper broker of Litchfield, Ill.

Mr. Jenison is a man of wide business and newspaper experience. He was editor and one of the proprietors of the *Fond du Lac Daily Commonwealth*, and manager of the P. B. Haber Printing Company of Fond du Lac at the time of the recent sale of these properties to the Reporter Printing Company of the same city at a reported price of \$260,000. Mr. Jenison assumed immediate personal charge of the *Paris Daily Beacon*.

W. F. Leath will remain with the *Daily Beacon* as editor. Previous to his connection with the *Paris* paper, Mr. Leath was president of the *Cincinnati Commercial Tribune*.

Fred A. Feare, who has been business manager of the *Daily Beacon*, was also formerly connected with the *Cincinnati Commercial Tribune*. He has not announced his intentions for the future.

EDITOR & PUBLISHER CALENDAR

- Dec. 13—Washington Press Assn., King, Kitsap and Pierce County group, meeting, Auburn, Wash.
- Dec. 28—Assn. of American Schools and Departments of Journalism, annual meeting, Ohio State University, Columbus, O.
- Dec. 29-31—American Assn. of Teachers of Journalism, annual meeting, Ohio State University, Columbus, O.
- Jan. 5-7—North Carolina Press Assn., 3rd annual Newspaper Institute, University of North Carolina, Chapel Hill, N. C.
- Jan. 14-15—North Dakota Press Assn., winter meeting, Bismarck, N. D.
- Jan. 14-15—Virginia Press Assn., mid-winter meeting, Petersburg, Va.
- Jan. 14-15—Northeast Missouri Press Assn., annual meeting, St. Joseph, Mo.
- Jan. 15—International Benjamin Franklin Society, annual meeting and luncheon, Hotel Astor, New York.
- Jan. 15-22—Thrift Week.
- Jan. 17—Benjamin Franklin's Birthday, "Newspaper Day."

COMPLAINT PRIVILEGED NEW COURT RULE

Judgment for \$6,124 Against N. Y. Evening Post Reversed—Ruling Settles Long Disputed Legal Point

Right of the press to publish the contents of officially filed complaints instituting suits of law without risk of libel was sustained in a unanimous decision handed down Dec. 3 by the New York Appellate Division.

In accordance with this ruling the court reversed a judgment of \$6,124 rendered against the *New York Evening Post* by a jury sitting before Supreme Court Justice Philip J. McCook and dismissed the complaint of Mrs. Anne McCoy Campbell, a Christian Science practitioner. The decision will affect additional libel actions brought by Mrs. Campbell against other newspapers and apparently settles a legal point long disputed.

The *Post* and other newspapers printed in 1922 a report of the contents of papers in an action filed in the County Clerk's office by Mrs. Elizabeth Nichols against Mrs. Campbell and another person, seeking to recover \$16,000 damages suffered as the result of alleged fraud. Later Mrs. Nichols discontinued the suit and retracted the charges.

Mrs. Campbell brought actions for libel against several newspapers, declaring that her reputation had suffered from the publication of false statements which were not privileged. In her action against the *New York Times* the jury returned a verdict for the defendant. Mrs. Campbell met with varying fortune in the other cases.

In its decision yesterday the Appellate Division said:

"We are of the opinion that in no event can the plaintiff recover in the present action and that the plaintiff's action must be dismissed. We are of the opinion that the publication of the article in question was privileged upon the ground that it was a fair and true report of a judicial proceeding within the meaning of the provisions of 337 of the Civil Practice act."

The Court pointed out that this section exempted newspapers from libel suits for printing fair and true reports of any judicial proceeding, unless actual malice in making the report could be proved.

The issue, it was said, was directly presented to the lower court when counsel for the *Post* asked Justice McCook

to charge the jury that the filing of the complaint against Mrs. Campbell in the County Clerk's office, together with the filing of the answer, constituted a judicial proceeding, the facts of which could legally be published. The Court refused the request and, instead charged that the filing of the complaint did not carry with it the privilege of republication.

Declaring that Justice McCook erred, the Appellate Division said: "The evidence shows that the article in question was a fair and true report of the contents of the complaint in the action for fraud brought against the plaintiff. We think it cannot be questioned but that the complaint which was placed on file in the office of the Clerk of the county, the filing of the answer of the plaintiff antedating by a day the filing of said complaint, was a step in a judicial proceeding."

According to the Court, "the papers became public property by such filing" and constituted a public document. They were accessible to any one desiring to see them, it was pointed out, and were not improperly "the subject of comment and discussion in the public press."

Contrary implications in a decision in a previous case involving the New York Herald Company were held by the Appellate Division to be mere obiter dicta and not controlling.

"A qualified privilege existed upon which the defendant properly relied in its report," it declared. "We think such publication was privileged, and by reason of such privilege the plaintiff cannot recover in the present action. There was no evidence of any actual malice on the part of the defendant."

WOOD AIDS NEW YORK PRESSMEN'S SCHOOL

President of Machinery Company Offers \$500 Annual Prize and Gives Autoplate to Provide Incentive to Excel

Henry A. Wise Wood, president of the Wood Newspaper Machinery Company, has presented \$500 for prize money and a pony autoplate machine to the pressmen's school conducted in New York jointly by the New York union and the publishers association under the auspices of the New York City Board of Education.

Announcement of the presentation was made this week by Andrew Armstrong, president of New York Printing Pressmen's Union Number 2. The first anniversary of the school was celebrated on Nov. 30 at a dinner, during which Fred A. Walker, managing director of the *New York Evening Telegram*, and chairman of the publishers association, remarked on the need of prize awards.

Mr. Wood wrote the following letter to Mr. Armstrong:

"I have ordered a Pony Autoplate Machine built for your school. This machine will cast the plates and completely finish and cool them, delivering them dry, ready for press. I have instructed our shops to get in touch with you concerning its installation.

"I am enclosing herewith my personal check for \$500, covering such prize or prizes as it seems wisest to you to award those who shall have done the best work in your school during the current year. This, I hope, will do something towards creating the incentive to excel which last night Mr. Walker thought to be lacking. You may consider this prize as one to be given annually by me."

About 200 attended the school's anniversary dinner. Maj. George L. Berry, president of the International Printing Pressmen's and Assistant's Union of North America was the chief speaker.

Four new members were elected to the international union: Florence D. White, general manager, and J. F. Bresnahan, business manager, *New York World*; W. H. Field, general manager of the *New York Daily News*; Howard Davis, business manager of the *New York Herald Tribune*, and Mr. Walker, *New York Evening Telegram*.

JOURNALISM TEACHERS TO HEAR WHAT EDITORS EXPECT FROM THEM

Erie Hopwood, A. S. N. E. President, to Address Their Annual Convention in Columbus, December 29-31—Other Speakers Named

THE program for the annual three-day convention of the American Association of Teachers of Journalism, which will be held in Columbus, O., Dec. 29-31, has been made public by Prof. M. G. Osborn of Louisiana State University, president of the Association.

One feature will be a discussion of "What the American Society of Newspaper Editors Expects of Teachers of Journalism," by Erie C. Hopwood, editor of the *Cleveland Plain Dealer* and president of the newspaper editors' organization.

David Lawrence, president of the Consolidated Press Association, Washington, D. C., and publisher of the *United States Daily*, is scheduled to speak at the dinner which will close the sessions of Thursday, Dec. 30. For the first night, Dec. 29, informal discussions in the lounge of the Faculty Club are listed, with William A. Ireland of the *Columbus Dispatch* and Robert O. Ryder of the *Ohio State Journal* taking part.

The question of journalistic fraternities, which has been a point of debate in the last two conventions, will be brought up again in a talk on "What Sigma Delta Chi Expects of Teachers of Journalism," by Roy L. French of the University of North Dakota, national president of Sigma Delta Chi. Discussions in previous conventions have been largely from the standpoint of the teachers.

Objections raised have centered around what has been termed unnecessary expense for the students, and distraction from their studies. This will be the first time the association has listened to a formal presentation of the fraternities' side by the head of one of them.

The teachers' convention will be preceded on Dec. 28 by a convention of the Association of American Schools and Departments of Journalism, which will also be held in Columbus under the auspices of the Department of Journalism of the Ohio State University. This association is made up of nearly a score of institutions which meet the requirements laid down as to size and experience of teaching staff, quality and amount of training given to journalism students, and the organization of the work. Five or six applications for membership will be brought up this year.

The president of this association, commonly called the A. A. S. D. J., is J. S. Myers of Ohio State University. He is in charge of local arrangements for both conventions. Delegates will be housed in Mack Hall, a student dormitory, and all sessions will be held on the Ohio State University campus.

The three-day program of the teachers' association, according to President Osborn, "represents a compromise between the wishes of the teachers, mainly in the smaller schools, who asked that methods of teaching the various courses in journalism be stressed, and the suggestions of those who wanted emphasis on graduate work and research study in journalism." Accordingly, the first two morning sessions are given largely to teaching methods, while the last day is devoted almost wholly to research work and graduate study.

The program follows:

WEDNESDAY, DEC. 29, 9 A. M.

Raising the Quality of Students in Professional Courses in Journalism—Grant M. Hyde, University of Wisconsin; Fred J. Lazell, University of Iowa; John O. Simmons, Syracuse University.

Discussion.

Methods of Placing Journalism Graduates—Osman C. Hooper, the Ohio State University.



M. G. OSBORN

Methods of Obtaining Accuracy on the Part of Journalism Students—Henry E. Birdsong, Butler College; H. H. Herbert, University of Oklahoma; William S. Maulsby, University of Iowa.

Four-Minute Talks on New Teaching Methods.

Appointment of Committees.

1:30 P. M.

The Relation of the College Paper to the University—Norman J. Rader, Indiana University.

What the American Society of Newspaper Editors Expects of Teachers of Journalism—Erie C. Hopwood, editor, *Cleveland Plain Dealer*, president, A. S. N. E.

What Sigma Delta Chi Expects of Teachers of Journalism—Roy L. French, University of North Dakota, president, Sigma Delta Chi.

7 P. M.

Evening Session in the Lounge of the Faculty Club with Informal Discussions. William A. Ireland, of the *Columbus Dispatch*, and Robert O. Ryder, of the *Ohio State Journal*, will take part.

THURSDAY, DEC. 30, 9 A. M.

President's Address—Some Incidental Values in Journalism Training—Marvin G. Osborn, Louisiana State University.

Methods of Teaching Newspaper Reporting—John E. Drewry, University of Georgia.

Methods of Teaching Feature Writing—H. F. Harrington, Northwestern University.

Methods of Teaching Critical Writing—Leon Nelson Flint, University of Kansas.

What Law Should the Reporter Know?—Harry B. Center, Boston University.

Theory vs. Practice in Journalism—G. H. Gallup, University of Iowa.

Why I Am a Good Teacher of Journalism—Lester C. Getzloe, the Ohio State University.

1:30 P. M.

Stories the Student Doesn't Get—C. F. R. Smith, Iowa State College.

The Daily Newspaper as it Pertains to Agricultural News and Comment—C. E. Rogers, Kansas State Agricultural College.

The Relation of Social Science Subjects to the Teaching of Journalism—E. M. Johnson, University of Minnesota.

Some Contemporary Attitudes Towards Journalism—Nelson Antrim Crawford, United States Department of Agriculture, Washington, D. C.

The Newspapers of Russia—S. C. Cahan, Syracuse University.

7 P. M.

Dinner at the Faculty Club. Presiding: Joseph S. Myers, the Ohio State University. Speakers: George W. Rightmire, president, Ohio State University; Walter Williams, University of Missouri; David Lawrence, president, Consolidated Press Association, Washington, D. C.

FRIDAY, DEC. 31, 9 A. M.

The beginnings of the Franklins' New England Courant—Willard G. Bleyer, University of Wisconsin.

Other reports and papers on Research Work in Journalism—Willard G. Bleyer, University of Wisconsin; Leon Nelson Flint, University of Kansas; Fred J. Lazell, University of Iowa; Frank L. Martin, University of Missouri; Lawrence W. Murphy, University of Illinois; C. E. Rogers, Kansas State Agricultural College; A. L. Stone, University of Montana.

Graduate Study in Journalism—Eric W. Allen, University of Oregon; Willard G. Bleyer, University of Wisconsin; Charles P. Cooper, Columbia University; Helen O. Mahin, University of Kansas; Joseph S. Myers, the Ohio State University.

Report of Council on Education for Journalism.

Reports of Committees.

Election of Officers.

Miscellaneous Business.

CURTIS NETS \$8,173,277

Publishing Company's Earnings Disclosed with Sale of 10,000 Shares

An idea of the earnings of the Curtis Publishing Company, owners and publishers of the *Saturday Evening Post*, the *Ladies' Home Journal* and the *Country Gentleman*, was obtained this week in the public announcement by a group of banking houses of the sale of 10,000 shares of Curtis Publishing Company \$7 cumulative dividend preferred stock.

Net earnings for the first six months of this year, it was announced, totalled \$8,173,277, after depreciation and taxes. For the year ended Dec. 31, 1924, the earnings, after depreciation and taxes, were \$14,714,819 and for 1925 the earnings were \$16,040,515, "or nearly \$10,000,000 in excess of preferred dividend requirements."

It was announced that the company has no funded or other debt except current monthly accounts and among its current assets on June 30, 1926, was more than \$25,000,000 in cash, United States Government bonds and other investments,

including parcels of real estate in various parts of Philadelphia. The common stock of the company, at current market prices, is said to have a market value of more than \$160,000,000. There are now outstanding 900,000 shares of \$7 cumulative dividend preferred stock, without par value, and 900,000 shares of common stock, without par value. The 10,000 shares offered by the bankers and quickly absorbed, were sold at a rate of \$116.50 a share.

COMPILING RATE CLAIMS

S. N. P. A. Asks Members for List for Study Purposes

Southern publishers have been requested by the Southern Newspaper Publishers Association to compile a list of claims they have filed against the railroads during the past year for damages to newsprint paper.

A letter requesting this information has been sent out from S. N. P. A. headquarters at Chattanooga, Tenn., by Manager Cranston Williams.

As soon as the information has been received it will be compiled so that a general study of the situation may be made.

PREPARING COST BLANKS

The cost findings and surveys committee of the Inland Daily Press Association is preparing cost finding blanks for each one of its 243 members to report on 1926 business after the close of the year. The cost survey will be made in units of dollars and cents instead of percentages as heretofore.

PRESS EQUIPMENT FIRMS MERGED IN NEW YORK

Thomas W. Hall Company Buys Used Machinery Department of Baker Sales Company Whose Founder Died Last March

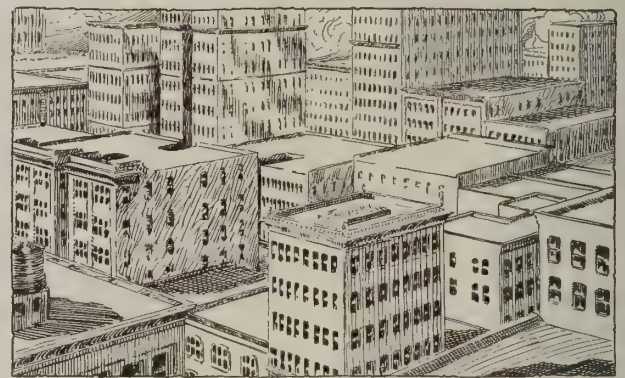
The Thomas W. Hall Company, New York dealers in printing and lithographing machinery, has purchased the good will and sales records of the used machinery department of the Baker Sales Company.

Herbert L. Baker, founder of the Baker Sales Company, died last March. Malcolm Baker and Donald Baker, sons of the late founder, engineered the consolidation with the assistance of H. J. Burr, an executive of the Baker company.

The Hall company has been in existence for nine years. Mr. Hall is generally known for his expert knowledge of rotary and lithographing presses. Recently he has expanded his activities along other lines, particularly in the publishing and newspaper field.

"LINEBOOK" AN AIR FEATURE

A special program celebrating the publication of this year's Linebook, a compilation of the best things that have appeared in the "Line O' Type or Two" column of the *Chicago Tribune*, was broadcast over WGN, the Tribune's radio station, Wednesday night, Dec. 8. "R. H. L., Richard Henry Little, conducts the column and made the Linebook selections.



WE BELIEVE that the thoughtful space buyer is uninfluenced in personal purchases by the square footage of floor space, or number of shelves in a store. Statistics are secondary to convenience, economy and satisfaction of purpose.

But when bigness is also present—it fulfills every want!

As a parallel, Jacksonville, a city of sanity and substantial growth—and the newspaper which carries advertising to the city—and to Florida—

The Florida Times-Union

JACKSONVILLE, FLA.

*The Growing popularity
of The Baltimore News*

F I R S T

Average net paid circulation for November

127,134

*For the FOURTH consecutive month the largest
circulation of any Baltimore evening paper*

The Baltimore News went ahead 51,000 agate lines of local advertising in November, and was the only Baltimore evening paper to show a gain in local advertising.

It is clear that The News goes into as many or more Baltimore homes as any other Baltimore paper. You can buy it on its own coverage, without being FORCED to take a morning paper of largely duplicating circulation in addition; *and you can't cover Baltimore without The Baltimore News.*

THE BALTIMORE NEWS
Baltimore, Md.

MAILERS ASK INJUNCTION AGAINST I.T.U. CHANGES IN GOVERNMENT

Amendments Urged by President Howard Would Deprive 3000 Mailers of Voice in Council and Handling of Funds, It Is Charged

INDIANAPOLIS, Ind., Dec. 8.—A suit to enjoin Charles P. Howard, president of the International Typographical Union and other members of the Executive Council of the organization from carrying on an alleged conspiracy to exclude the Mailers Trade District Union from the organization, thus gaining control of \$2,000,000 in assessments and dues, was filed yesterday by James P. McNichols and other officers of the Mailers Union in Federal Court here.



CHARLES P. HOWARD

McNichols charges in the suit that Howard has written letters to printer members of the International Typographical Union urging amendments to the constitution that would segregate the Mailers District Trade Union and deprive it of participation in management of affairs of the Typographical Union. According to the complaint the letters are being sent only to printer members of the Union, the Mailers being avoided.

Control of \$2,000,000 paid in during the last fifteen years by the 3,000 members of the Mailers Union for various benefits and now in the care of John W. Hays, secretary-treasurer of the International Typographical Union, is at stake, it is charged. The money, it is said, is invested in Liberty bonds at the Fletcher American National Bank in Indianapolis.

Other members of the Executive Council of the typographical union, installed recently, are Seth R. Brown, vice-president; Austin Hewson, vice-president, and Charles N. Smith, vice-president.

Other complainants in the suit are Walter J. Weissmann of Cincinnati, O., James F. Carr of Toledo, O., Frank Raubinger of San Francisco, Cal., Otto Lepp of Milwaukee, Wis., and Munro Roberts of St. Louis, Mo.

The amendments which Howard is charged with urging provide that the mailers' branch shall elect a third vice-president to represent them on the executive council. McNichols declares this would deprive the mailers' branch of its right of franchise in the management of the Typographical Union as a whole. The questionnaires which Howard is sending to all local unions of the Typographical Union are so worded that no opportunity is afforded for negative replies, it is charged.

The amendments are in violation of the constitution in as much as they classify who shall have the right to vote, the complaint sets forth. All smaller unions formerly attached to the Typographical Union have been eliminated until the mailers' branch is the only one left, it was asserted. If the mailers' branch is eliminated, its members will be deprived of mortuary and other benefits, McNichols declared.

Since the printers control the union by their 70,000 members as opposed to the 3,000 members of the mailers' branch, the only recourse of the latter is through an injunction to prevent adoption of the amendments, McNichols asserts. The suit asks that a trust be formed in favor of the mailers' union.

RUMANIA OSTRICH LIKE IN REGARD TO NEWS

"Bantam Kingdom" Seeks to Suppress All News of State Affairs, N. Y. Times Man Writes—Attempt Fails

Rumania's "ostrich-like attitude" on press censorship was described by Lincoln Eyre, correspondent of the *New York Times* in a dispatch filed from Budapest, Dec. 6. Writing of Queen Marie's return to Bucharest, he declared she made every effort to keep her arrival secret from the American press representatives, not wishing them to witness the "lifeless colorless character of her homecoming." He continued:

"The Queen's attitude, in which she was strongly seconded by the Rumanian Government, is strikingly characteristic of Rumania's fear of being compared with other nations to her own detriment. The Rumanians are forever emulating the ostrich. Their grotesque attempts at camouflaging their political, social and economic body by sticking its head in the sand and have become a national vice. They utterly fail to understand that their secretive behavior confuses rather than conceals, and harms more than it helps abroad. It leads inevitably to the question, What is the matter with Rumania?"

"An answer in some detail seems worth while today, since the presence at Bucharest of sixteen American correspondents, photographers and movie men implies quite an extraordinary interest overseas in the affairs of this bantam kingdom. It seems opportune, moreover, to file the dispatch that follows here in Budapest so that no doubt may exist of its complete freedom from censorious supervision.

"The most dangerous factor in Ru-

mania's complex is the censorship. Until the recent influx of American newspaper men it was also the Rumanian Government's most carefully guarded secret. The censor's first duty was to smother all information about the censorship.

To get around this subterranean suppression of news the Americans were obliged from the start to controvert Rumanian officialdom's bland denial that there was any control whatever over press messages abroad. For the first time in the history of American journalism they demanded an open, recognized censorship—a strangely anomalous demand, but one imperatively motivated by the secret stifling of their dispatches. Through a collective appeal direct to the Minister for Foreign Affairs the correspondents succeeded in getting an official "supervisor" of news matter appointed whose decisions should be absolute and final.

"The functionary assigned to this thankless job happens to be a most intelligent and amiable young Transylvanian, thoroughly familiar with the English language and the United States. He has stricken little or nothing out of the press messages laid before him. Probably he would pass this dispatch undeleted, but to allay all suspicion that its text has been tampered with it has been carried unread across the frontier and put on the wire here.

"The writer spent a week at Bucharest and came into daily contact with the censorship. He is able to affirm that in that time no salient facts about the situation there were suppressed. But so long as the Rumanian Government censors news the menace of distortion exists—and with it the danger of Rumania finding herself lied about and defamed abroad.

"This obvious truth escapes the Bucharest authorities altogether.

"They are much annoyed over the journalistic invasion resulting from their efforts a fortnight ago to bottle up within

their borders all information about their King's illness and the political upheaval threatened by his death. In their eyes the visiting scribes resemble a plague of seventeen-year locusts, which they would gladly rid themselves of it if they only dared.

"The chief object of concealment was the gravity of King Ferdinand's ailment. Bucharest was doing its best to hide the inherently fatal nature of his malady and the imminent danger of his death at a time when in the United States Queen Marie was broadcasting the necessity of her immediate departure homeward lest the king die before she reached his bedside.

"Why so much camouflage about an apparently innocuous and inevitable occurrence? Because the Rumanian Government heard that the approach of the sovereign's demise would stir the supporters of his exiled eldest son, who a year ago renounced his right of succession to the throne, to stage a coup d'état on his behalf."

AIR MAIL RATE CHANGE

Zone Charges Abolished and Flat 10c Per Half Ounce Scale Adopted

A flat air mail postage rate of 10 cents a half ounce effective Feb. 1, 1927, was announced by Postmaster General New this week following receipt of a telegram from Second Assistant Postmaster General W. Irving Glover from Portland, Ore.

Present rates are 8 cents for the first zone, 16 cents for the second zone, and 24 cents for the third zone, for each ounce or fraction of an ounce.

INDIANA MERGER

Peru Chronicle and Journal Mergements Consolidated

A consolidation of the *Peru* (Ind.) *Morning Chronicle* and the *Peru Journal* was effected this week, the combined paper appearing Wednesday.

The *Journal* is an evening paper, and the merged paper will continue to publish both morning and evening editions. Eldred D. Cissell, former owner of the *Chronicle*, becomes managing editor of the consolidated publications, while William D. Hendricks, former owner of the *Journal*, becomes business manager. The papers will be published by the *Peru Journal Publishing Company*, and the old Cissell Publishing Company will be dissolved.

A. P. CHAIRMAN NAMED

Representatives of Four Divisions Will Meet with Board in January

Publishers of Associated Press newspapers elected by members as chairmen of the divisional advisory boards were announced this week at A. P. New York headquarters.

They are: F. A. Miller, *South Bend* (Ind.) *Tribune*, central division; Richard Hooker, *Springfield* (Mass.) *Republican*, eastern division; R. A. Reeder, *Miami* (Fla.) *News*, southern division; and Frank S. Baker, *Tacoma* (Wash.) *Daily Ledger*, western division.

These chairmen, in accordance with A. P. by-laws, will represent the membership at the January meeting of the board of directors in New York.

THE TOLEDO BLADE continues to show its leadership with the following remarkable record for the month of November:

The CIRCULATION averaged 130,000 copies, per day, which is the largest in the history of the BLADE.

It had 34% more circulation than the second paper.

It carried 56% more Advertising than the second paper.

Besides its Circulation and Advertising records, the BLADE is today acknowledged to be one of the best newspapers published in the Middle West.

Paul Block Inc.

NEW YORK CHICAGO DETROIT BOSTON PHILADELPHIA

“A CITY FORTUNATE IN ITS PRESS” and THE NEW YORK TIMES *is FIRST*

*I*N A SURVEY of New York newspapers The New Yorker, the recently established and highly successful weekly journal of the metropolis, says of The New York Times:

No one, inside or outside the newspaper business, will challenge the right of THE TIMES to be named first in any consideration of the metropolitan press.

It has not the largest circulation, nor does it lead in volume of advertising in all classifications. It has, however, in thirty years under its present ownership brought together one of the largest homogeneous groups of intelligent, well-to-do and responsive readers ever won by any newspaper.

Its first function, it conceives, is news-giving. Features, opinions, even orders for advertising, must give way before the pressure of the day's events.

No mere parochial or insular standard of news suits THE TIMES. It takes the world for its district. And not only the visible world, but the invisible, for the researches of science into the unknown are reported as thoroughly and competently as are the murders in Mott Street or the mysterious policy of China. Explorer and archaeologist, chemist and astronomer, bacteriologist and engineer—all have learned to rely upon THE TIMES to inform the layman of their discoveries, and to tell them what their fellows are doing—always accurately, with restraint and respect for scholarly truth. THE TIMES is an essential tool to the business man, a public document to the statesman, a contemporary record to the historian, a reference bulletin to the shipper, the lawyer, the realtor, the financier, an

inspiration to the educator, and to all other newspaper men an unfailing source and worthy model.

Hails Its “Clarity and Vigor”

Foresight, energy and enterprise have enabled it to tap every spring of news in the entire world. Its men range far with assignments which are definite and yet leave play for individual initiative and talent. Skill and decency in training and handling men have equipped it to present the news with clarity and vigor. Courage in the use of space, lavishness, at times, but always governed by a fit sense of proportion, have made it notable for thoroughness and balance, each story being stressed for what it is worth, no more, no less. The human race has never had a newspaper so comprehensive.

Little wonder, then, that THE TIMES has a daily circulation of the highest intellectual quality, rising to 360,000 on weekdays and 600,000 on Sundays. Little wonder, too, that it enjoys an advertising prestige that is international.

No advertising campaign is properly built in New York unless THE TIMES has at least been given thorough consideration. There are many campaigns in which it is not a primary medium, but if it is not used, the reason for not using it ought to be positive. The burden of proof is not on THE TIMES; it is on the advertiser.

The New York Times.



The Most Men and Has ever seen

SHIFTS in population compel shifts in selling and distributing tactics.

No matter what your previous ideas were about the South—it's time to get "Edited up to now"—

Nearly 30% of America now lives SOUTH.

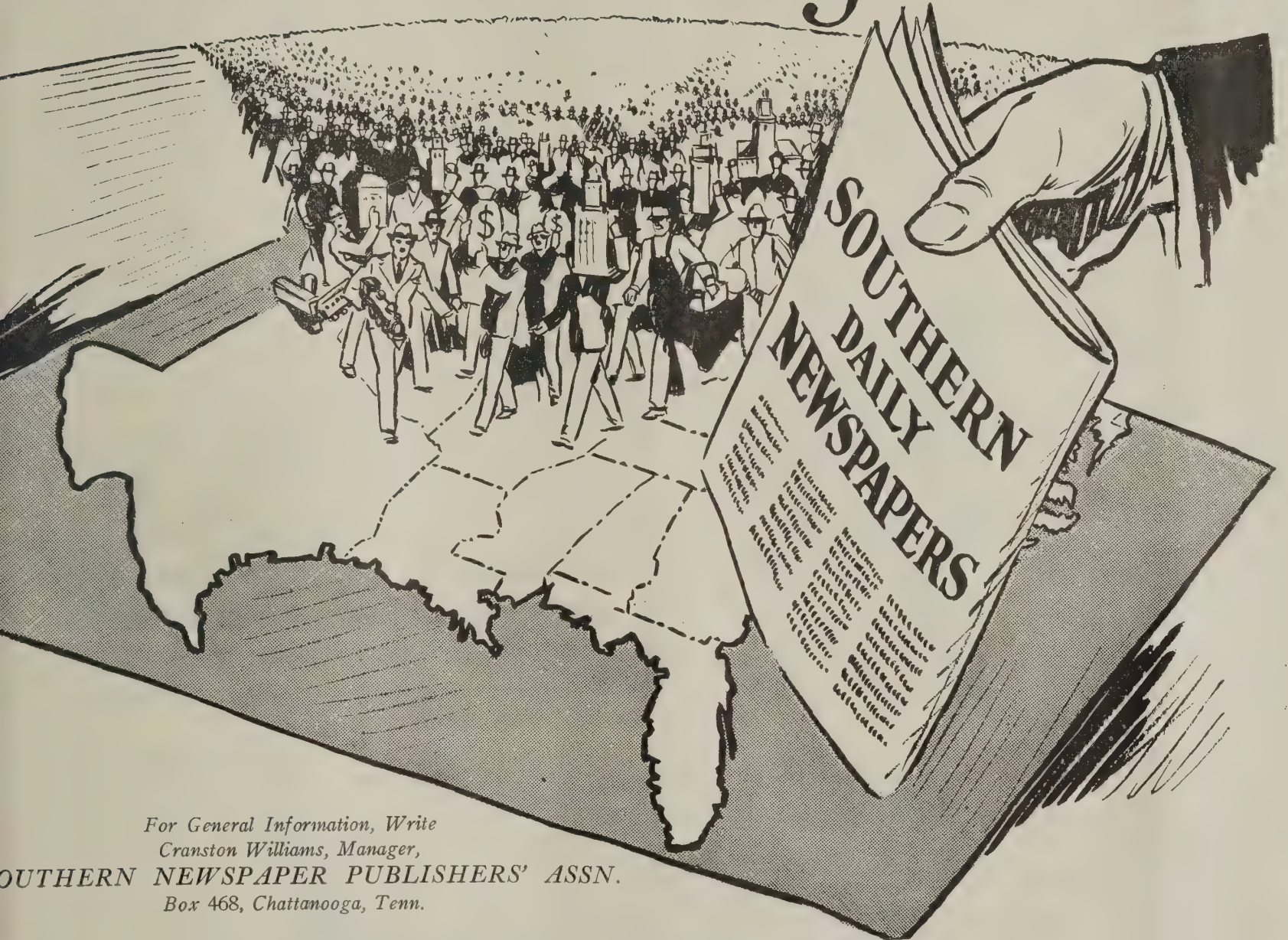
If your goods are to be sold to this 30% you will find you can reach and cover this area more cheaply and more effectively through daily newspaper "copy" than any other form of advertising.

Leaders in many lines are already running new 1926-27 campaigns in Southern newspapers.

Consult any recognized advertising agency for facts and figures on the South as it IS.

Or write for any specific information to the advertising manager of any newspaper signed herewith.

Momentous Migration of Women Which the Nation Is Now Under Way ~ ~ ~



For General Information, Write
Cranston Williams, Manager,
SOUTHERN NEWSPAPER PUBLISHERS' ASSN.
Box 468, Chattanooga, Tenn.

Sell The South Thru SOUTHERN NEWSPAPERS

ALABAMA

Anniston Star
Birmingham Age-Herald
Birmingham News
Huntsville Times
Mobile Item
Mobile Register
Montgomery Advertiser
Montgomery Journal
Opelika News
Selma Times-Journal

ARKANSAS

Fort Smith Times-Record

FLORIDA

Clearwater Sun
DeLand News

Fort Myers Press
Gainesville Sun
Jacksonville Journal
Jacksonville Times-Union
Miami Herald
Miami News
Palm Beach News
Pensacola News-Journal
Sarasota Times
St. Augustine Record
St. Petersburg Independent
Tampa Times
Tampa Tribune
West Palm Beach Post

GEORGIA

Albany Herald
Atlanta Constitution
Atlanta Journal

Augusta Herald
Columbus Ledger
Rome News-Tribune
Savannah Morning News

KENTUCKY

Lexington Herald

LOUISIANA

Alexandria Town Talk
Baton Rouge State Times
Lafayette Advertiser
Lake Charles American Press
Monroe News-Star
New Orleans Item-Tribune
New Orleans States
New Orleans Times-Picayune
Shreveport Journal
Shreveport Times

MISSISSIPPI

Biloxi-Gulfport Herald
Columbus Commercial-Dispatch
Greenwood Commonwealth
Meridian Star
Vicksburg Post

NORTH CAROLINA

Asheville Citizen
Asheville Times
Charlotte News
Charlotte Observer
Concord Tribune
Elizabeth City Advance
Fayetteville Observer
Gastonia Gazette
Greensboro News
Henderson Dispatch
Hendersonville Times

Hickory Record
Kinston Free Press
Raleigh News and Observer
Raleigh Times
Rocky Mount Telegram
Salisbury Post
Wilson Times
Winston-Salem Journal
Winston-Salem Sentinel

SOUTH CAROLINA

Charleston News and Courier
Charleston Post
Columbia Record
Columbia State
Rock Hill Herald

TENNESSEE

Chattanooga News

Chattanooga Times
Clarksville Leaf-Chronicle
Columbia Herald
Johnson City Chronicle and Staff-News
Knoxville Journal
Knoxville Sentinel
Memphis Commercial Appeal
Memphis Press
Nashville Banner
Nashville Tennessean

TEXAS

Corsicana Sun

VIRGINIA

Clifton Forge Review
Danville Register and Bee
Lynchburg News and Advance
Roanoke Times and World-News
Staunton Leader and News-Leader

SANTA CLAUS' ARRIVAL STIRS ST. PAUL

Dispatch and Pioneer Press Establish
His Headquarters in Local
Park—2,000 Letters from
Children Daily

Two thousand letters a day from interested children in St. Paul and the Northwest and 1,500 children and grown-ups per hour greeting the official Santa Claus as set up by the *St. Paul Dispatch* and *Pioneer Press*, are the statistics to date on how well the 1926 Yuletide is going over in the "Christmas City."

The gentleman from Alaska arrived the day following Thanksgiving. He set up headquarters in Rice Park, where daily he has held receptions for young and old. To date he has greeted upwards of 20,000 believers and unbelievers, many of them taking advantage of the reduced railroad rates and coming from points in excess of 500 miles.

The arrival of St. Nick was the signal for the city and the merchants to decorate the streets and stores which, this year, was an accomplished fact about two weeks in advance of other years. Early Christmas shopping has been stimulated to a marked degree by the Santa Claus idea, the department stores reporting a heavy increase in business. One of the largest of these broke its one-day sales record and did it on a Tuesday.

PAINLESS CUTTING OF OPERATING COSTS

(Continued from page 5)

the prime characteristic of the bulk of it. Most of the food product "features" submitted for the women's page have neither originality nor merit to distinguish them. They fill space at the cost of a stereotype plate and save the cost of a syndicate feature or a local writer's salary. And they rob the publisher by making him give what he should sell, as well as tainting his news columns. If the publisher is getting ready to shorten sail and lighten ship, the press agent is the first to be thrown to the sharks.

Another activity of comparatively recent origin which should be closely examined before getting a place on the budget is the merchandising service department. Undoubtedly many of these organizations have made an important place for themselves in their respective newspaper structures. They have cost much, but they have returned an excellent profit on the investment in the form of new local and foreign accounts. Others look like the genuine article, but their competitors tell strange tales of a \$5,000 account obtained by the promise and execution of service to the advertiser which could not be rendered for much less than the amount of the contract. Newspaper men also tell of fantastic and unbelievable requests for service from advertising agencies for unnamed accounts which are never subsequently identified on the foreign advertising ledgers. The publisher who retains his merchandising service department for better or worse might make a 1927 resolution to "debunk" it and to limit its activities to the business of advertisers whose lineage goes into his columns.

Free cut and copy service to advertisers is an evil which remains from the olden days in a number of cities, and which offers a tempting salient to publishers who want to save money.

And don't forget the rate-card!

It is a powder-keg in the finest of times, but to attempt adjustment on a falling market is almost comparable to juggling nitro-glycerine. When collections are tight and credit is short, the business man needs advertising more than he ever needed it in days of free spending, but the job of selling him regular space is difficult enough without the complication of selling a higher rate card. If there are still soft spots on the rate schedule, the time to fix them is before

any retrograde movement in business becomes general. The moment may be right now to sell an adjustable card, in which the tariff varies both as to the amount of space used and as to the circulation offered by the publisher. The *South Bend News-Times*, one of the first users of this style card, reports uninterrupted success in its use, as do newspapers in New York and other cities which have somewhat similar methods.

Turning to the circulation department, give a thought to returns. Largely eliminated during the war period, they have crept back to a corner of their old hold on many newspapers. Possibly some new readers have been won by the more liberal distribution afforded by a return policy, but one wonders whether the same results might not have been achieved by using the money cost of the extra papers in improving the paper itself. Like the free publicity parasite, returns arrive in days of prosperity and the temptation is to employ them as a stimulant when business lags. Unlimited or liberal returns have no place in efficient management, in the opinion of successful newspaper men.

Every copy produced in the ordinary American newspaper plant costs the publisher considerably more than he receives for it, the direct gain from returns is minus, the indirect gain doubtful. Another aspect of circulation management to be closely scanned is the predate edition policy, which has been much discussed in recent weeks. The question is wholly in the debatable realm and no general verdict can be given at this time as to whether the predate is an economic evil or an exercise of the newspaper's true function of disseminating its information as widely as possible. A Sunday predate, however, printed four or six days before date of publication seems hardly a legitimate daily newspaper activity; its production and distribution cost and its possibilities as a revenue producer deserve the closest examination by the committee.

Operation of trucks is a comparatively new business for most publishers and it not to be doubted that a good many pennies can be saved by close checking of mileage against fuel and oil cost, maintenance and tires, and loads carried. Brisbane, writing of the great fleet of trucks operated by the Hearst newspapers in New York, declared that they are sent out with the springs bent down to the axles. Those trucks earn their way. Do yours?

As has been said and repeated, the editorial department is no longer the place for the publisher to save a large sum of money in one giant cut, but that does not mean that the editorial men are entirely immune from the inspection of the budgeters. Joseph Pulitzer is quoted by one of his former secretaries as declaring that the overproofs would often make a better newspaper than the day's issue. Much to substantiate this dictum can be found today, when the copy-desk is given 30 or 40 per cent of the paper to fill and the choice of two, three, or four news services besides local and feature copy to fill it with. Much good copy for which wire tolls have been paid goes on the floor or to the reserve galleys in the composing room, perhaps never to see itself in print.

That is inevitable, but it is watched in well-managed newspaper offices, where the head of the desk hears from Authority in a loud voice after a two or three-day period of heavy oversight.

Overhead telegraph and telephone tolls are another crevice through which dollars pour unwatched and unsuspected. Much of this waste is also inherent in the business of gathering news, but it has been reduced by alert managing editors and men on the state desk who know how to handle correspondents unversed in city newspaper ways.

Upon the editorial department, of course, rests the main responsibility for repulsing the space-grafting press agent, who now and then is one of their own number, out to increase his weekly income from the newspaper by a little acceleration of public opinion.

The editorial department can also help the composing room save a useful dollar or two by furnishing copy clean and as nearly as possible free from errors that have to be corrected after the pages have passed through the foundry to the press-room. Few publishers know for their own papers the amount of money needlessly wasted in replating for typographical errors, but the amount in the aggregate must be appalling.

Every assistance given to the compositors which cuts down the possibility of errors is money in the profit column. Good lighting on machine keyboards and assembling mechanism, clean matrices and space-bands, a conscientious and competent machinist, plenty of light and air, comfortable working chairs, convenient drinking water and wash-room facilities—all of these characterize the regime of the publisher who believes that a moment saved or an extra line produced in the machine alley is so much velvet.

The best of metal is not too good for the newspaper; composing machine and stereotype metal is worth many thousands of dollars in most plants, yet it is often treated as hardly more than junk. It is melted and recast by a boy or a laborer incapable of understanding its importance in many a shop. The typesetters can tell the publisher what in-

attention to metal means when translated into terms of "squirts" whose removal takes the time needed to set a column of minion. The stereotyper knows the trouble and cost of a page the spongy slugs of which collapse under the matrix-press. Good type-metal at times may be worth its weight in gold.

The press-room has its wastes, too, though they are by no means as important as they were before the war showed publishers what havoc could be wrought by unwatched white and printed waste. As a rule, the personnel of the press-room force, as well as those in the composing room and stereotype department, are efficient workmen, easily interested in doing their jobs better and ending unnecessary waste.

EDITOR & PUBLISHER has heard countless stories from publishers of the loyal co-operation given freely by their mechanical forces in time of stress. Though ideas for improvement often come from them unsolicited, it may be said that their rank and file looks for such leadership to the management, represented by the foreman.

And before the budget board completes its business, it might look over the stock-room shelves. Possibly it will find stationery in a dozen different sizes, shapes, and shades on all kinds of stock up to the most expensive bond. Some of it may date back for years, a monument to an idea which promised results but was abandoned before the results appeared. It will possibly find an equal multiplicity of envelopes, also report blanks for every department, some of them unbelievably crude and unworkable. A few hours' attention to the job-printing question may save several hundred dollars in this little-visited and usually forgotten corner of the shop.

Happy, indeed, is the publisher whose shop needs attention in none of these situations. His business in its major affairs no doubt reflects equal fidelity and care. He can view with a calm mind the dreary predictions of business stress, secure in the knowledge that so far as the business sun is concerned, he is situated on the Equator.

Is There a Newspaper Not Convinced of the Intrinsic Value of Premiums?

If so, they are not the newspapers that have USED premiums.

Can any periodical suffer the procuring of new subscribers by giving pleasure and diversion to the children of their patrons?

Can any newspaper invite other than co-operation from the inhabitants of its territory by an investment in good will?

For years wise newspaper men have found the awarding of premiums of incalculable value.

Many thoughtful circulation and business managers use premiums as a reward for



Others use them as a reward for the solution of puzzles for little ones who thus are taught to love the children's columns of their newspapers.

ALL wise newspapers use them in some manner, for, as we have implied above, while Fear may be the beginning of Wis-

dom, the enlistment of Good Will is the consummation of Wisdom.

Kango, our most popular toy, will be an incomparable aid to you in becoming beneficially wise. Its use by representative newspapers proves this.

Write us for details.

The Marel Toy Producing Company
(Makers of Joytown Toys)

122 Fifth Avenue

New York

HOLLISTER'S World-Record ACHIEVEMENT!

Our experienced, expert Organization is now conducting a THIRD successive Circulation Campaign for the CLEVELAND PLAIN DEALER, which will be the greatest and most successful in journalistic history. Ends December 23!

WRITE OR WIRE

C. B. HOLLISTER
Care PLAIN DEALER

HOLLISTER'S
Circulation Organization

717-718 Commercial Exchange Bldg.
Los Angeles, Cal.

190,000
Daily

Los Angeles Examiner

CHARACTER QUALITY AMERICA FIRST! ENTERPRISE ACCURACY
AN AMERICAN PAPER FOR THE AMERICAN PEOPLE THE GREAT NEWSPAPER OF THE GREAT SOUTHWEST

400,000
Sunday

5c Daily

DECEMBER 11, 1926

10c Sunday

FROM SCRATCH TO \$1,000 A DAY IN 3 MONTHS, TOLD

100 DEALERS SECURED BY ONE AD IN LOS ANGELES EXAMINER

L. A. EXAMINER IS ONLY PAPER USED

On August 1, 1926, there was no such thing as a Ready-Cut House Department of the Bettingen Lumber Company of Los Angeles! Three months later, on November 1st, the Bettingen Ready-Cut Homes Company was doing a business of \$1,000 a day!

In between those dates is an interesting advertising story.

"Shall we try the ready-cut home field?" was the question that the officers of the long-established lumber company asked themselves.

"Let's find out by running a test advertisement in The Los Angeles Examiner," suggested Sylvester Hoffman, general sales manager.

So a 16-inch advertisement appeared on August 1, in The Examiner. It drew 65 mail inquiries and innumerable personal calls, but the management had nothing to sell, not even literature to hand out. The purpose had been to find out how hard and in what direction the wind was blowing.

As a result of that advertisement, thousands of dollars worth of machinery was installed, literature was prepared, and the company got ready to get its share. The first advertisement for actual business brought 72 mail replies from all over California, and from Arizona, Nevada and Utah, into all of which territories the company ships.

A \$6,500 house was sent to San Diego as a direct result of that insertion, an agent was appointed there, and two more houses shipped to him almost immediately. The Examiner advertisements have found seven high-grade representatives for the company, while advertisements seeking representatives only and appearing in 35 small papers in this territory brought but one reply, and that not the type that was sought.

Today the business expands by leaps and bounds, and still The Examiner and its Sunday building pages are used exclusively.

"We expect to be doing \$2,000 a day within a couple of more weeks," said Hoffman a few days ago.

Los Angeles Is Richest County

The people of Los Angeles County have more money to spend than those of any other county in America, and that means of any similarly large group of people anywhere in the world!

Such are the findings, recently released, of H. G. Weaver, whose analytical report of county purchasing power throughout the United States, as made for the General Motors Corporation, won the \$2,000 Harvard Award for Scientific Research in Advertising, last year.

Weaver's analysis was one of the most exhaustive ever undertaken to uncover definitely the development of a basic purchasing power by counties.

An indication of the great disparity existing throughout the nation was seen in the fact that in one Mississippi County the purchasing power was found to be only \$123 per person per year. In Los Angeles County, the figure reached the high mark of \$1,107.

"This . . . emphasizes the economic necessity for a careful discrimination between markets," commented Weaver, in his report.

"It Was Some Thanksgiving!"



Sunshine of Prosperity Shining in L. A.

Port Records, Building Permits, Telephones, Retail Business, Show Unprecedented Activity in Southwest Metropolis

If coming events truly cast their shadows before, 1927 is destined to be the most prosperous year that Los Angeles has ever known, and this in face of the fact that throughout several years she has stood forth as the most favored city in the world in material wealth.

Conceded by the U. S. Shipping Board as the world's third largest harbor in 1925, with a total tonnage of 18,047,629, a new record was set during October just past, when every port activity of Los Angeles showed an upward trend. Foreign imports and exports set a new high record, and cargoes to the East Coast were the biggest in the harbor's history.

Building permits for the first ten months of 1926, show a total of \$104,228,098, the report of the city's building department reveals. Of this sum, \$56,994,823, or considerably better than half the total, went into the erection of new homes in Los Angeles' residential areas.

During 1927, the city engineer estimates, public improvements in the form of street work will total \$24,000,000.

Recently, the 300,000th telephone was connected in Los Angeles, making that city one of five in the United States with that many, or more, telephone subscribers. The others are New York, Chicago, Boston and Philadelphia.

A report submitted a few days ago by Clinton E. Miller, regional vice-president of the California Development Association, showed that average conditions of general business in Southern California are 19.6 per cent above normal. On top of Miller's report came one from Seward C. Simons, manager of the domestic trade department of the Chamber of Commerce, that showed that the average annual family-expenditure for retail purchases in Los Angeles is \$2,057.

The Power of a Newspaper—

"The power of a newspaper depends not only upon the number of its readers, but upon the confidence its readers repose in it. That confidence is earned by intelligent and unselfish service—by a long record of effort for the public good as the editor sees it."

—William Randolph Hearst

OFFICE SWAMPED BY CASH ORDERS

"Ding how!" exclaimed Liu, 8½-foot Chinese giant, when he recently took a ride in Los Angeles in a coach car.

It was the first time the gigantic former bodyguard to the late Emperor of China had ever been able to squeeze comfortably into an automobile.

Ding how, in Liu's tongue, means "Very, very good!" and the manufacturers of the new Universal Coach Seat Adjuster, whose appliance made possible the huge Chinaman's ride, are echoing his sentiments, following their advertising experience with The Los Angeles Examiner.

Langley & McFaul, who brought out the adjuster, used space in two Los Angeles newspapers to introduce their appliance. Here's what they write, of the results that followed:

"When one advertisement brings 100 dealers and swamps an office with orders, we are inclined to believe, in this concern, that somebody ought to be congratulated. A check-up of results makes it look like that party is the Los Angeles Examiner and its Sunday Automotive Section.

"On Sunday, October 3, we inserted a 16-inch advertisement in your automobile pages, announcing Universal Coach Seat Adjusters. While conceding that the product was one the motoring public has been looking for, for a long time, we had no expectation of being deluged with such a demand.

"But that single insertion drew cash customers from as far north as San Jose and as far south as Phoenix, Ariz. One man walked into the office eleven days after the advertisement appeared, with an Examiner clipping in his hand, and ordered a set. We were able to trace the sale of 500 sets directly to the Examiner, which outpulled the other mediums we used, 10 to 1.

"As a direct result of this, we are increasing our space in your publication, and shall henceforth concentrate in its columns, as they have proven themselves overwhelmingly powerful in pull.

"Cordially yours,
"LANGLEY & McFAUL.
(Signed) "C. L. Langley, Pres."

Representatives

Know L. A. Market

There is an Examiner representative somewhere near each of the great market divisions of America to supply prospective Los Angeles advertisers with all the information they want in regard to the Los Angeles and Southern California territory.

Covering the entire Middle Western territory, and as conversant with the situation in Los Angeles as an Angeleno of long standing, is William H. Wilson, with headquarters in the Hearst Building, Chicago. Advertisers interested in breaking into the Southern California market and sharing in its prosperity, can reach Wilson by merely taking down the receiver and asking for Main 5000.

In New York, at 1512 Murray Hill Building, 285 Madison Avenue, W. W. Chew is at all times ready to fortify Southern California advertisers with strategic facts. His telephone number is Caledonia 2093.

T. C. Hoffmeyer is Pacific Coast representative. He knows the Los Angeles market and its potentialities like a book. His offices are in the Monadnock Building, and his telephone, Garfield 3858.

Largest Morning and Sunday Circulation West of the Missouri!

CLASSIFIED ADVERTISING

Court Holds Newspapers and Public Entitled to Protection from Dishonest Classified Advertisers—How Want-Ads Filled Niles, O. Church—Christmas Tips

MAGISTRATE GEORGE W. SIMPSON, in Jefferson Market Court, New York, this week, held that newspapers and the public were entitled to protection from dishonest advertisers, when Emanuel Garden was arraigned before him on a serious charged preferred by a Brooklyn girl.

Garden's bail, first fixed at \$2,500 when he was arraigned in Night Court Tuesday, was raised by Magistrate Simpson to \$10,000 and then reduced by half at a later hearing.

The girl charged Garden with an attack when she visited his shop last Monday in answer to an advertisement in the *World* of that date.

In making his plea for a reduction in bail, Attorney Wlodaver, said:

"If the *New York World* or any newspaper comes into this court because an advertisement was put into their paper and something shall happen as a result of it, and then pick up the dirt so as to show that their newspaper does not intend to advertise falsely, why prosecute my client to vindicate their paper? That is not prosecution; it's persecution."

By way of reply to the defense counsel Magistrate Simpson made the following statement:

"I say this, counsel, that if a man such as your client advertises in the columns of a clean paper such as I have known the *New York World* to be for over thirty years, that he wants somebody in his office, and pursuant to the advertisement in this clean paper, which advertisement decent people can rely to secure positions that will give them a chance to earn a livelihood, and he uses the columns of this clean, decent paper, founded by Joseph Pulitzer, in the interests of the public, for a high and lofty purpose to secure a girl for the purpose (as charged), he is doing something that not alone hurts the other decent advertisers in the paper, but hurts the person who answers the advertisement, because she believes that the paper would not accept an advertisement unless it came from a good and decent, honorable man who wants an employee for honorable purposes. So far as the paper is concerned, it is entitled to be protected against this kind of advertiser because thousands—hundreds of thousands—rely on the paper as accepting only such advertisements as come from men of high character and integrity who want to honestly employ decent people for the purpose of earning a livelihood.

"Now, he did insert, it appears before me, an advertisement, and this girl went there in pursuance thereof. She did not go there of her own accord, but she went there because she relied upon an advertisement in a decent, honorable journal—a high-class journal in this community—and thereafter she answered the adver-

tisement put in at his instance and request. After she answered that advertisement this thing, she says, happened to her.

"So, I say, I am here to protect not alone the person injured—if she has been injured—I don't know if she has, but she swears that she has in this affidavit, the policewoman says she has and she has investigated the facts very thoroughly, I think—but I am here, also, to protect the people who rely on advertisements and the leading newspapers in the city and State who publish the ads, not because of their monetary value, but in the interest of people who seek employment and try to make their living. Therefore, I have in mind both the interest of the complainant as well as the interest of the public, and my object is to protect the public and to protect those who advertise in this and other newspapers in the community.

"You know the power of the press, which is unlimited to protect those who answer its advertisements against injustice, wrong and personal injury, and I have in mind their rights to answer and to go to places such as this in answer to a publication of an advertisement in a leading paper, founded in the interest of public service."

Want ads recently run in the classified columns of the *Niles* (Mich.) *Daily Star* by O. R. Gratton, Methodist minister in the town, were responsible for filling up his church, according to David S. Bennett, advertising manager of the paper. Extracts from three of them follow:

"REPRESENTATIVE to conduct world-wide campaign for community betterment enterprise. Most improved methods. Applicants must be willing to work. Income on percentage basis. . . ."

"WANTED—150 HIGH SCHOOL people to engage in special activities. Highest remuneration paid. Part or full time. Advancement guaranteed to the right parties. Apply in person. . . ."

"AGE OLD CONCERN is offering preferred stock and common stock on open market. Has been doing business in Niles for many years. Positively safest investment. Largest dividends of any company in the world. You cannot lose."

C. M. Dailey, classified advertising manager of the *Watertown* (N. Y.) *Daily Standard*, is justly proud of the

showing of the holiday classification in his paper, "Christmas Gift Suggestions."

The Standard issued, Dec. 4, nearly a complete page under this classification, which was neatly headed with holly border and Santa Claus heads.

The main heading was sub-divided into "Gifts for Him," "Gifts for Her," and "Gifts for the Home." At the top of column one the readers were reminded of the number of days left in which to shop.

The Christmas gift suggestion page of the *Lancaster* (Pa.) *New Era*, of which C. B. Dorsey is classified advertising manager, is run under the heading of "Shop-o-Scope." Mr. Dorsey said:

"The *New Era* has been using the Shop-o-Scope Christmas Gift Suggestions for the past four years. This year we opened the campaign with 310 ads the first day. The advertisers using the Shop-o-Scope comment very favorably upon the results from this method of Christmas advertising.

"One department store, before signing a contract for Shop-o-Scope ads, inquired from fifty customers entering their store whether they knew what the Shop-o-Scope was, and in every case they answered in the affirmative. They then signed the contract to use twenty or more ads each day during the Shop-o-Scope campaign."

As a further service to the users of its classified advertising columns, and to take care of growing patronage, the *Minneapolis Tribune* is completing extensive alterations for the opening, Jan. 1, of a "want ad arcade" on the ground floor of the adjoining building, known as the Tribune Annex.

Equipped with all the latest facilities for the handling of classified advertising, the arcade, built in the form of an "L," is accessible through main entrances on two streets, besides an entry to the lobby of the Tribune building proper. Its principal feature is a circular counter, 90 feet long and extending the entire length of the arcade. It will accommodate two-score customers at one time. A special lighting arrangement, designed by Hugo Miller, Tribune building superintendent, has been installed to make reading of agate lines easier.

A dozen wall desks, equipped with telephones and racks containing "want" blanks, have been installed for the convenience of patrons. The interior is finished with rubber tile floors and marble wainscoting.

P. M. Hughes is classified advertising manager.

R. E. Seiler, classified advertising director of the W. R. Hearst newspapers, left this week on a tour of inspection of Hearst papers in Syracuse, Detroit, Chicago, San Francisco, and Los An-

geles. He is scheduled to return to New York about Feb. 1, 1927.

J. E. Smith, formerly assistant circulation manager of the *Los Angeles Examiner*, has joined the classified advertising department of the *New York American*.

Louis Doery has been appointed classified advertising manager of the *North Side News*, New York community paper. He formerly managed the classified department of the *Bollettino della Sera*, Italian language evening newspaper in New York.

CUMBERLAND TIMES CELEBRATES

Fifty-nine employees of all departments of the *Cumberland* (Md.) *Evening and Sunday Times* were guests of the publishers at a banquet Dec. 6, at the Fort Cumberland Hotel, in observance of the first anniversary of the Sunday edition of the Times. Joseph B. Finan, editor-manager, presided and Frank Lee Carl, city editor, was toastmaster. Representatives of all departments of the newspaper responded with brief talks.

FORESEES PROSPEROUS YEAR

Hard business competition, which will mean the mobilization of the best sales and advertising brains of the country, will be a feature of 1927, in the judgment of James H. Rand, Jr., president of the Rand-Kardex Bureau, Inc., expressed in a recent business prediction. He declared even the pessimist will grant there is "nothing in the business situation today or the 1927 prospects that would justify any slackening in advertising and selling."

HELM

The Man Who Makes FIGURES TALK



CURRENT NEWS FEATURES, INC.
Star Building
Washington, D. C.

Save Time With Certified Stereotyping

Eliminating steamtables thru the adoption of Certified Cold stereotyping means saving from 4 to 7 minutes in getting to press.

We hardly need emphasize what such a saving in time means to publishers.

But that is only one phase of economy of the Certified Dry Mat stereotyping process. There is the saving in newsprint, which alone, makes our process worthwhile; and there are other advantages.

And above all, with Certifications the printing is every whit as good as with wet mats.

We would like to tell you more about it—there's no obligation incurred by asking us.

CERTIFIED DRY MAT CORPORATION
340 Madison Ave. New York, N. Y.

for wet mat printing with DRY MAT facility—use Certifications.
MADE IN U. S. A.



Courtesy of
N. E. A. SERVICE, Inc.,
which uses
CERTIFIED DRY MATS
exclusively

Our Customers Write Our Ads

**The Hopkins County Echo
Sulphur Springs, Texas
Says—**

"The purchase of our DUPLEX FLAT BED press is by far the best investment we have ever made. It has opened a new field for us and has brought us in new business that we would never have received without a press of this kind."

**DUPLEX
PRESSES**

FOR ALL NEWSPAPERS

Duplex Printing Press Co.
BATTLE CREEK, MICH.

ONE MILLION CIRCULATION \$1.53 a Line

THE Kansas City Star, Daily, and The Kansas City Star, Weekly, have a combined circulation of one million copies.

The Daily Star covers the urban market and The Weekly Star the rural market in a territory which is the richest productive area in the world—a territory which gathers from the soil every year in grain, live stock, oil and minerals more than three thousand million dollars.

In the Southwest, city blends into country and country into city without any sharp line of demarcation. That is why The Kansas City Star is offering a low combination rate on its Daily and Weekly editions.

The price for one million circulation is only \$1.53³/₄ a line. This scales down to \$1.35 a line on page and half page copy.

Never before an opportunity like this—the entire market, both urban and rural, in a great, prospering section, covered adequately at a low daily newspaper advertising rate.

The Kansas City Star reaches 51% of all the families in Missouri, both urban and rural, exclusive of St. Louis. It reaches 42% of all the families in Kansas, both urban and rural.

Ask your advertising agent about the most amazing coverage and the lowest advertising rate in the world!

THE KANSAS CITY STAR

The Weekly Kansas City Star

Chicago Office,
1418 Century Bldg.

New York Office,
15 East 40th St.

THE HEARST

THE METROPOLITAN DRY

Mr. George E. Pancoast, Mechanical Advisor of the Hearst group of newspapers, is well known to newspaper publishers and mechanical men throughout the world. To him and to Mr. John Healy, Production Manager and outstanding expert in the stereotyping art, may be credited the exceptional excellence of the typography of the Hearst newspapers, especially in the reproduction of half tones.

Three years ago I happened to meet Mr. Pancoast in the plant of The Los Angeles Herald, and discussed with him the probable future of the dry mat process and what effect it would have in the manufacture of newspapers. He agreed that it would be far reaching but said there was, unfortunately, no dry mat that could then be used with satisfaction in the big plants.

The following year the METROPOLITAN dry mat was put to work by The Philadelphia Evening Bulletin, where it has made history by eliminating the last remaining crude and primitive operation in newspaper manufacture—the use of wet mat and steam table.

Since The Philadelphia Evening Bulletin installed the METROPOLITAN mat the following newspapers have decided to adopt it:

THE PHILADELPHIA INQUIRER	THE CHICAGO AMERICAN
THE CHICAGO DAILY NEWS	THE CHICAGO HERALD & EXAMINER
THE NEW YORK AMERICAN	THE BALTIMORE SUN
THE NEW YORK JOURNAL	THE CLEVELAND NEWS
THE NEW YORK SUN	THE NEW YORK TELEGRAM
THE BOSTON AMERICAN	THE BOSTON ADVERTISER

Recalling our meeting in Los Angeles and our hopes there expressed, Mr. Pancoast has written me the letter herewith reproduced.

Of particular importance is the fact, Mr. Pancoast points out, that by adopting the Wood Dry Mat and increasing Autoplate facilities a reduction is made possible in the number of presses used. The publisher who believes he requires additional press capacity may find upon analysis that he, like Mr. Pancoast, can solve his production problems most easily and at far less cost in money and space by increasing his foundry instead of his pressroom.

Indeed, a publisher can usually recover the total cost of enlarging his foundry through the savings made possible in the reduction of the width of his paper rolls which the Wood Dry Mat makes possible.

BENJAMIN WOOD.

NEWSPAPERS

AT AND THE AUTOPLATE

New York American

Mr. Benjamin Wood, November 26, 1926.
Wood Flong Corporation,
501 Fifth Avenue,
New York City.

Dear Mr. Wood:

Congratulations. Your dry mats have been improved to the point where our production management considers them fit to tackle the major plants of the Hearst Service. They have been giving satisfactory performance for some time on many of our minor papers. The conditions on our New York papers are undoubtedly the toughest you will ever have to deal with.

In connection with use of your mats, I am calling the attention of our people to the fact that complete advantage of the most important feature of your product—SPEED—can only be realized by increasing the casting capacity of our plants to handle the mats furnished by the increased speed of the moulding. We cannot get plates from a bunch of mats tied up in the steam tables. If full advantage is taken of the speed of your moulding we should be able to cut off machines on the press end.

Hence we are figuring in our new plant on increasing our Autoplate equipment fifty per cent. over the present size. In this I have the hearty endorsement of Mr. John Healy, Production Manager of the New York papers, and general advisor to the entire service.

Sincerely yours,

GEO. E. PANCOAST,
Mechanical Supervisor.

EDITORIAL

LOQUACIOUS LAMP-POSTS

WASHINGTON correspondents, in these days of constant encroachment by officialdom upon the free press, need keep their wits about them. The political game of saddling responsibility for official utterance upon the newspapers of this country is not new, merely intensified. The Washington Correspondents' Corps does not seem inclined to kick back, there is apparently no public pressure to defend the ancient instrument of "our liberties," and all we can think of to recommend is individual vigilance.

The only novelty in the State Department's attempt to push the press associations and services into an unauthorized attack upon the friendly government of Mexico, to serve motives that are more real than apparent, is that it was found out and exposed. That sort of thing is going on every day in the relationships between government officials and newspaper men. EDITOR & PUBLISHER, time and again, has called the attention of the craft to the dangerous practice.

Our hope is that this abuse of newspapers by public officials who have not the courage to face the consequences of their own acts will over-reach itself and so arouse the public that news despatches that quote Pennsylvania Avenue lamp-posts on vital subjects that may even compound the poisons of war will become extremely unhealthy for all concerned.

H. F. Harrington suggested that school teachers tell pupils "what and what not to read in the newspapers," which leads us to suspect he has not studied the normal child's curiosity reactions.

GOOD NEW RULE

THE Appellate Division of the Supreme Court of the State of New York has just handed down an important decision bearing upon the question of privilege in publishing complaints filed with court clerks by litigants. In New York State and of states as well it has long been a question whether a newspaper did not run a libel risk by publishing allegations made in an unanswered complaint, although the document had been officially filed with the clerk of the court. Many libel suits have resulted from the use of such material.

It is now the unanimous opinion of the Appellate Division that when a complaint has been filed in the County Clerk's office a newspaper is privileged to make a fair and true report of it as a step in a judicial proceeding. This is the court's interpretation of the meaning of the Civil Practice Act and it responds to common sense. If the rule stands, sharper lawyers will have lost one club that they have never hesitated to use on newspapers when it was to their advantage to suppress unfavorable news concerning clients.

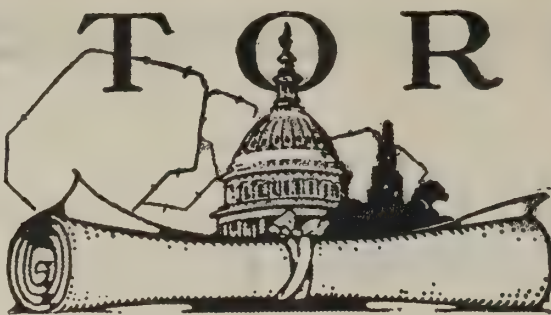
EDITOR & PUBLISHER congratulates the numerous publishers who have cut that blatant free advertising from radio programs.

THE JERSEY VERDICT

IT is to be supposed that there has been a deal of head-wagging in newspaperdom since the "twelve men and true" in Jersey delivered up their "not guilty" verdict last week. Does crusading pay? Was Philip Payne, of the *Mirror*, shown up as a charlatan merely seeking circulation at the expense of some small-town plutocrats, or was he a real champion of old-fashioned, fearless journalism? In cases like the Hall-Mills mystery should it not be the business of a newspaper to trail along behind the responsible authorities and take that which is privileged for publication and let justice lie where she falls? Why go out on the limb?

These are questions that have been asked, we dare say, in every newspaper office of the country.

Mr. Payne's methods in the Hall-Mills case were not always safe or, in our opinion, justifiable. We do not now refer to his effort to reopen and solve, in a court of law, that black mystery, which possessed elements raising it far above the plane of ordinary crime. With that enterprise, except for occasional evidences of putting *Mirror* circulation advantage above the public cause, we do not quarrel, and we



There is no fear in love; but perfect love casteth out fear; because fear hath torment. He that feareth is not made perfect in love.—Revelation, IV; 18.

assume that this editor's representations of disinterested public service were genuine. Our objection was to an atmosphere of partisan reporting in the *Mirror* itself, culminating in statements verging on charges against the defendants. Unless a newspaper man has seen a homicide committed he must not make charges, and good judgment, even in such circumstances, would demand corroboration.

Aside from certain audacious melodramatics that Mr. Payne engaged in, our sympathies are with him. His campaign, we believe, was a sincere effort to vindicate the state in a case which had the appearance of sore neglect by the constituted legal authorities. Surely this editor lacked nothing in courage and it was a remarkable feat to draw indictments and trial in a case that was four years cold.

The circumstances of the trial were so peculiar that it is well-nigh impossible for persons not intimately familiar with the community and its code to form sound judgment. Certainly, soft measures would have been futile. The case demanded radical action. The jury's verdict is probably disheartening to Mr. Payne and those who believed with him that the prosecution of the defendants was an act in defense of democratic institutions. Broadly, we think, the principle that a newspaper is within its right to expose failures in government remains soundly intact. The *Mirror* might have gained great glory, regardless of the verdict, if its pages had always reflected soundly authenticated news as it developed and a grim, yet wholesome, policy to see justice done through a fair hearing in court. If the social soil was as Prosecutor Simpson described it in his summation, the fact belongs to the world and explains everything. The honor attaching to that significant revelation, if true, belongs to Mr. Payne, who, had he played a cooler game, might well be content with the achievement.

All eyes on the postal situation at Washington—the stubborn resistance of the Postmaster General now encounters Senator Moses, who is beginning to see the light. Postal rates at 1920 schedules should be had at this session of Congress.

MUSSOLINI'S GAG RULE

FIFTEEN years imprisonment is the punishment Mussolini, the former Socialist editor and freedom ranter of Milan, holds out for any newspaper man who disseminates abroad any "prejudiced" report or rumor about the internal affairs of the Italian state in such fashion as to hurt its prestige and credit.

Tottering thrones—what infamies have been committed in thy name!

Foreign correspondents in Rome, despite the Dictator's threats and his censor's slaughter of their copy, have managed to give to the world a fairly accurate picture of conditions within. The world knows that Mussolini's power is that of the sword. Nothing in his Regime seems so sacred as the profit system and great have been the sacrifices of what, many men believe, is finer coin. Experience through all modern history teaches us that government by force and secrecy runs to its own destruction. Hence, Mussolini's desperate attempts to create, by gag process, favorable opinion as to the credit of the state seems vain and futile. If he wishes to dramatize his gag rule just let him clap an American or English correspondent in his jail for from five to ten years for telling the truth about the Italian state. The Dictator will learn something about the international credit system from such an incident, we are here to assert.

JOURNALISM GRADUATES

CONSTANTLY recurring is the question whether graduates of journalism schools get ahead in the profession in which they have received special instruction and a book titled "Columbia Journalism Graduates," just published under the authorship of C. W. Steffler, offers a convincing answer.

More than 52 per cent of the graduates of the Columbia school are shown to be engaged in straight news occupations, on newspapers, syndicates or magazines. More than 2 per cent of the whole are full-time teachers of journalism and nearly 19 per cent are in callings such as advertising, publicity, printing and publishing, to which newspaper experience is a natural introduction. Nearly 7 per cent are women whose journalistic careers were short-circuited by marriage, 4 per cent are advanced students, 13 per cent are in non-journalistic occupations and 2.4 per cent are reported as unemployed.

The book throws new light on the earnings of journalism graduates. The annual pay of 126 men beginners was \$1,365, compared with 2 beginners in non-journalistic occupations who averaged \$2,050, and 5 graduates in semi-journalistic occupations who received an average of \$1,945. Ten years out of school 8 men who followed journalism were averaging \$6,210, 10 who were following semi-journalistic pursuits were averaging \$9,358 and 5 who had taken up non-journalistic work were drawing average salaries of \$9,038. Twelve years out of school 2 male graduates were found earning an average of \$4,280 in journalism, 2 were averaging \$13,800 in semi-journalistic work and 2 who were in pursuits outside of journalism were drawing the interesting annual pay of \$30,000.

The beginner's pay for women graduates was found to be slightly less than for men and when women had been out of school eight years their average pay was from \$2,600 to \$800 per year less than men, the largest disparity being in the case of women following straight journalism.

Comparison was made with salary statistics in the fields of engineering and law. In the former the average beginner's pay was stated as \$1,200, with \$5,000 the average after 10 years in the profession. The city lawyer's average annual net return at the age of 35 was given as \$5,000.

One of the interesting sidelights of Mr. Steffler's investigation is that only a few Columbia graduates have been lured away from professional standards to accept the pecuniary rewards of the peddlers of free publicity.

Copyreaders, don't pass "Xmas"!

UNABASHED

IN a display advertisement in a New York Sunday newspaper we notice the peculiar services that are offered to business executives, industrial corporations and progressive individuals by Klemfuss, Incorporated, a dealer in publicity. The advertiser offers "publicity, promotion and protection." Yes, that is what the copy said—*protection!* There is no explanation of that word. One may only imagine what it might mean.

However, Klemfuss blandly says: "If you have a product to sell—a project to promote—a personality to 'push'—put your problem up to us. We find or create an interesting angle to present to the public—through the news, in pictures or over the radio."

That such publicity, promotion or "protection" is done at the expense of the newspaper press, is inferred by this striking displayed line in the advertisement: "We are NOT an advertising agency."

Does this unabashed appeal for profitable business arouse any emotions among the weak-kneed editorial brotherhood that keeps press agency alive by printing the "news" offerings of such as Klemfuss, Incorporated?

"I want to buy some advertising space in your paper, not now, but some day, if I find that your readers are interested in my product, and to ascertain this I ask you to co-operate by running the enclosed little news item about my business," writes one of the famous old-time space grafters to a group of newspapers. Every woman knows that type of mind.

PERSONAL

WILLIS J. ABBOT, editor of *Christian Science Monitor*, Boston, gave an address on "Scholarship in Journalism" at the Phi Beta Kappa dinner at Radcliffe College, Cambridge, Mass., last week.

Walter A. Strong, publisher of the *Chicago Daily News*, spoke this week before the Industrial Relations Association of Chicago, on "Political and Industrial Trends in Europe." The talks were based on his recent trip abroad.

P. W. Long, news editor of the *Huntington* (W. Va.) *Advertiser*, son of Col. Harvey Long, its publisher, has been elected a member of the West Virginia state legislature on the Democratic ticket.

E. L. Sherman, publisher of the *Modesto* (Cal.) *News-Herald*, has been appointed by Gov. Friend W. Richardson as a member of the California State Land Settlement Board.

F. J. Burd, managing director, *Vancouver* (B. C.) *Province*, has returned from a several weeks' business trip east, during which he attended several newspaper conventions.

William Yost Morgan, editor and publisher of the *Hutchinson* (Kan.) *News-Tribune*, who has written several books on his travels abroad, is to soon publish a fourth book, "Yurup as Is."

Arthur J. Brown, editor of the *San Bernardino* (Cal.) *Evening Telegram*, has been appointed by Gov. Friend W. Richardson as a member of the California State Board of Education.

IN THE BUSINESS OFFICE

HERBERT A. ROUSER, for many years business manager of the *Knoxville Sentinel*, resigned shortly following the purchase of the *Sentinel* by the Scripps-Howard interests. Mr. Rouser will form other connections in Knoxville.

IN THE EDITORIAL ROOMS

R. R. WALKER, until two years ago on the editorial staff of the *Vancouver Province*, has joined the staff of the *Vancouver Sun* as political writer.

J. W. McCammon of the *Kansas City Journal-Post* staff is author of a life story of Senator James A. Reed of Missouri, to run in three installments in *Success Magazine*.

Theodore G. Joslin, Washington correspondent of the *Boston Transcript*, gave a talk on politics and legislation before the Boston City Club Dec. 9.

Col. John F. J. Herbert of Worcester, Mass., former managing editor of the old *Worcester Spy* and the *Worcester Evening Post*, has been named assistant prohibition administrator for Maryland and the District of Columbia.

J. H. Cleland of the *Minneapolis Tribune* covered the rate hearing before the Interstate Commerce commission at Washington last week for the *Tribune*.

Leary W. Adams, who recently resigned as city editor of the *Winston-Salem Sun*, has joined the staff of the *Charlotte* (N. C.) *Observer*.

James B. Clendenin, reporter of the *Huntington* (W. Va.) *Herald-Dispatch*, has been made editor of the *Elks Bulletin*, a local publication, and of the *Huntington Motorist*, published monthly by the Huntington Automobile Club.

Col. John S. Barrows of the *Boston Transcript* spoke on "Incidents in Newspaper Work" before the Melrose Highlands, Mass., Woman's Club, Dec. 8.

R. Truscott Elson, of the editorial staff, *Vancouver Province*, has been appointed public relations counsel of the Automobile Club of B. C.

Harold E. Righter, formerly with the United Press bureau, Columbus, O., has joined the *Huntington* (W. Va.) *Advertiser* staff.

Carl Held, formerly on the staff of the *Muskogee* (Okla.) *Times-Democrat*, is now city editor of the *Oklahoma City Times*.

Frank Baldwin, editor of the *Waco* (Tex.) *Morning News-Tribune*, is conducting a class in journalism at Baylor University.

O. H. Barber, has resigned as editor of the *Tonasket* (Wash.) *Times*.

F. Lauriston Bullard of the *Boston Herald* lectured before the Worcester (Mass.) Women's Club, Dec. 1, speaking on current events topics.

LaMotte M. Blakely, of the *Richmond* (Va.) *Times-Dispatch* staff, has been elected secretary and treasurer of the Richmond Chamber of Commerce, effective Dec. 15.

W. A. de Graves, until recently of the staff of the *Edmonton Bulletin* and formerly of the *Vancouver Star*, has been transferred to the *Calgary Albertan*, now under the same ownership as the *Bulletin*.

James Taylor Robertson, of the copy desk, *Richmond* (Va.) *Times-Dispatch*, who underwent an emergency operation for appendicitis in a Richmond hospital about two weeks ago, is improving and is expected to be able to leave the hospital within the next week.

John H. Symonds has joined the *Carthage* (Ill.) *County Journal* as editor. **Don T. Forsythe**, former editor, is now business manager.

Hugh Amick of Bartlesville, Okla., has been assigned to the desk of assistant state editor, *Oklahoma City Daily Oklahoman*.

Robert W. Read, sports writer on the *Columbus Ohio State Journal*, who was stricken with paralysis some time ago, has sufficiently recovered to be removed from the hospital to his home.

D. D. Meredith, formerly a reporter for the *Dallas* (Tex.) *Morning News*, has resigned to go to the coast.

Marshall Smith, formerly police reporter for the *Dallas* (Tex.) *Morning News*, has joined the *Edinburgh* (Tex.) *Review*.

W. L. Vennell, who has been managing editor *Pine Bluff* (Ark.) *Graphic* has resigned to become a traveling representative for King Features of New York.

Charles MacLean has left the editorial staff of the *Richmond* (Va.) *Times-Dispatch*.

Cliff Stratton, state capitol reporter for the *Topeka Capital*, has been made Washington correspondent for the Capital and other Capper publications. He begins his new duties with the opening of Congress.

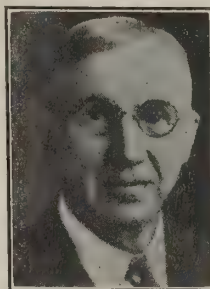
PRESS ASSOCIATION NOTES

BART L'HOMMEDIEU, former day foreign editor of the International News Service, and later on the road for that press association, is now in charge of promotion for I.N.S. and Universal Service.

Walter C. Whiffen, former Peking correspondent of the Associated Press, arrived in New York last week on his

FOLKS WORTH KNOWING

ROUNDING out a successful newspaper career covering a period from the early 80's when he joined the staff



GEORGE S. MCDOWELL

of the old *Cincinnati Gazette*. **George S. McDowell**, financial editor of the *Cincinnati Enquirer* for the past 22 years and leading editorial writer, became the acting managing editor, effective Oct. 1.

Editor **McDowell** had gained an enviable reputation as an authority on financial subjects during the period in which he built up the financial section of the *Enquirer*.

The new editorial head of the *Enquirer* is known among newspaper men as the Dean of the newspaper profession in the Queen City. He served with honor as the president of the Cuvier-Press Club several years ago and was last year elected one of its directors in recognition of his high standing in the craft.

Prior to his connection with the *Enquirer* in 1904 Mr. McDowell had been the editor of the *Cincinnati Commercial Tribune* for a number of years. He had risen to that office as the result of steady promotions from the position of a street man to the city editorship of the *Commercial Tribune*, serving through various consolidations of newspapers from the *Gazette* to the *Commercial-Gazette* under Murat Halstead, to the *Commercial Tribune*. From the city editorship Mr. McDowell became Sunday editor of the *Tribune* and was its managing editor when he took charge of the financial section of the *Enquirer*.

In early manhood Mr. McDowell was a school teacher following his graduation from a public school in Bucks County, Pennsylvania, his birthplace. He later studied law and was admitted to the Bucks County bar. He went to Cincinnati in 1880.

Ben Stern has resigned from the staff of the International News Service Cleveland bureau.

K. G. Crawford, formerly of the Cleveland bureau has been appointed manager of the Indianapolis bureau of the United Press, succeeding Gerald Overton, transferred to the U. P. sales organization. **G. D. McClean** has been sent from Chicago to replace Crawford at Cleveland.

(Continued on page 30)

The Far Flung
and
Swiftly Mounting
Popularity
of the
Ella Cinders Comic Strip
(*See Footnote)
Is Being Paralleled by

THE
**ELLA CINDERS
COLORED COMIC
PAGE**

* * *

Only Twelve Weeks Old
Already a Coast to Coast Hit

This Partial List of Page
Subscribers Shows
Geographical Distribution
East, West, North and South:

NEW YORK HERALD TRIBUNE
(Starts January 2)

PHILADELPHIA BULLETIN

WASHINGTON POST

BUFFALO NEWS

ELMIRA TELEGRAM

UTICA OBSERVER-DISPATCH

ROCHESTER TIMES-UNION

PITTSBURG POST

(Starts in January)

DETROIT NEWS

FORT WAYNE JOURNAL-GAZETTE

PEORIA JOURNAL-TRANSCRIPT

MILWAUKEE JOURNAL

DES MOINES REGISTER & TRIBUNE
(Starts in January)

DULUTH NEWS TRIBUNE

OMAHA NEWS

TACOMA DAILY LEDGER

SAN FRANCISCO CHRONICLE

MONTREAL STANDARD

VANCOUVER STAR

RICHMOND NEWS LEADER

LOUISVILLE HERALD-POST

NASHVILLE TENNESSEAN

HOUSTON POST-DISPATCH

DALLAS NEWS

ATLANTA JOURNAL

* * *

* 110 Papers are Subscribers to
the STRIP

Metropolitan Newspaper
Service

Maximilian Elser, Jr. Earl J. Hadley,
General Manager Associate

150 Nassau Street, New York City

GROWTH

Present and prospective clients will be interested
to know this:

Since November 1 we have increased
the number of halftone news illustrations
in our daily service by 30%.

The Central Press Association

V. V. McNITT
President

Central Press Bldg.,
Cleveland

FARRIS A. FLINT
Manager

(Continued from page 29)

land, and is succeeded in Chicago by E. R. Hollis.

J. C. Stark has been appointed Little Rock, Ark., correspondent of the Associated Press, replacing J. H. Jenkins, transferred to Charlotte, N. C.

John R. Hood, formerly of the Buffalo bureau of the Associated Press, has been transferred to Harrisburg.

Rodney Boone, recently manager of the Philadelphia bureau of the United Press, has joined the staff of the U. P. Washington bureau.

HOLDING NEW POSTS

RUSSELL HOGAN, from copy desk, *Oklahoma City Daily Oklahoman* to staff *Toledo* (Ohio) *Blade*.

Edward Allen Cleaton from reportorial staff, *Richmond* (Va.) *News-Leader*, to staff, *Richmond Times-Dispatch*.

Ray D. Webb, from *Knoxville Sentinel* editorial department to *Knoxville Journal* staff.

William J. Sweeney, from *Montreal Star*, to staff, *Victoria* (B. C.) *Colonist*.

William Hall from editorial staff, *Montreal Herald*, to staff, *Vancouver Province*.

Clayton V. Bernhard, from city editor of the *Marshfield* (Ore.) *Coos Bay Times*, to new staff *Olympia* (Wash.) *Morning Olympian*.

Tom Steed from *McAlester* (Okla.) *News-Capital*, to staff, *Oklahoma City Daily Oklahoman*.

Slathern B. Chute, from rewrite man, *Boston American*, to staff, *St. Albans* (Vt.) *Caledonian*.

MARRIED

FRANK HARRINGTON CLARK, day city editor of the *Providence* (R. I.) *Journal*, to Miss Pauline Grace Church of Worcester, Mass., at St. Luke's Episcopal Church, Worcester, Dec. 2.

Edward V. Barnes, assistant editor, *Raritan* (Ill.) *Reporter*, to Miss Martha Ellen Bricker, Nov. 24 in Galesburg, Ill.

Jahn Graham, city hall reporter, *Vancouver Province*, and secretary of the British Columbia Institute of Journalists, to Miss Dorothy Spring, recently.

Dewey M. Owens, city editor of the *Knoxville Journal*, to Miss Johnnie Louise LaRue, of the Journal reportorial staff. Mr. and Mrs. Owens have resumed their work after a two weeks honeymoon.

Clem G. Moore, linotype operator on the *Knoxville Journal*, to Miss Constance Barr, former proofreader on the *Journal*.

WITH THE SPECIALS

W. ROY BARNHILL has returned to active work in Roy Barnhill, Inc., representative of college publications. Mr. Barnhill has been associated with the Meredith Publications as advertising manager of *Better Homes and Gardens*, and Eastern manager, for the past four and a half years.

CHANGES OF OWNERSHIP

T. H. CAMPBELL, former publisher of the *Newport Plain Talk*, has purchased the *Lenoir City* (Tenn.) *Record*, a weekly.

John C. Dight, owner of the *Butler* (Pa.) *Butler County Record* has sold the publication to J. W. Roland, former owner of a newspaper in Pikeville, Ky.

G. E. Parks, former publisher of the *Tenino* (Wash.) *Independent*, recently purchased the *Centralia Tribune* from Ralph A. Noerenberg.

NEW PLANTS AND EQUIPMENT

SARANAC LAKE (N. Y.) **ADIRONDACK ENTERPRISE** has installed three Intertypes.

Durham (N. C.), *Herald* has just installed a Duplex press.

Shipment of a complete Ludlow equipment was recently made to La Vanguardia, Inc., Manila, P. I. This equipment will be used to produce the ads and heads of three daily and one weekly

newspapers, printed in three different languages. The daily papers are *La Vanguardia*, printed in Spanish, the *Taliba*, printed in Tagalog, and the *Tribune*, an English paper.

Jersey City (N. J.) *Jersey Journal* has installed five new three-magazine Intertypes.

Mark P. Haines, publisher of the *Sturgis* (Mich.) *Journal*, is having a new Duplex flat bed press installed. C. F. Ridenour, publisher of the *Painesville* (O.) *Telegraph*, is having a new Duplex tubular press erected in his plant.

Marinette (Wis.) *Eagle-Star* recently installed a Monotype lead and rule caster. A Kluge Folder was also added to the job department.

SPECIAL EDITIONS

BOSTON (MASS.) **EVENING TRANSCRIPT** has just concluded a series of four special sections on the general subject of "The Christmas Book-stalls Section."

Chatham (Ont.) *Daily News*, Peninsular Winter Fair edition, Dec. 3.

Christchurch (New Zealand) *Weekly Press*, 58-page Christmas number.

Boston (Mass.) *Herald*, a Holiday Nook Section, Saturday, Dec. 4.

Taunton (Mass.) *Daily Gazette*, a special Christmas edition, Dec. 1.

ASSOCIATIONS

T. J. C. Williams, a veteran newspaper man, was unanimously reelected president of the **BALTIMORE PRESS CLUB** at the annual meeting of the active members on Dec. 4, at the new club rooms. Other officers reelected were: Folger McKinsey and W. Dwight Burroughs, vice-presidents; John J. Ely, corresponding secretary; Edward H. Pfund, treasurer; J. Ferd. Hayward, financial secretary.

Midwinter Institute of the **WASHINGTON PRESS ASSOCIATION** will be held Feb. 17 to 19, inclusive, when publishers of Washington newspapers will be the guests of the School of Journalism of the University of Washington at Seattle.

New quarters of the **ADVERTISING CLUB OF BOSTON** at the Hotel Bellevue were opened Dec. 2, with a reception and house warming, the affair being attended by several hundred members and prominent Boston advertisers.

E. Julian Birk, for three years assistant advertising manager of the Southwestern Bell Telephone Company, has been appointed executive secretary of the **ADVERTISING CLUB OF ST. LOUIS**, and will also edit the *Advertising Club Weekly*, official publication of the Club.

Otto Gruhn, Northern State Teachers' College, Aberdeen, was elected president of the **SOUTH DAKOTA COLLEGIATE PRESS ASSOCIATION** at its annual meeting in Yankton, S. D., last week and Sioux Falls selected for the 1927 meeting.

Omar D. Gray, editor of the *Sturgeon* (Mo.) *Leader*, will speak of a "Missouri Innocent Abroad" at the winter meeting of the **NORTHEAST MISSOURI PRESS ASSOCIATION** which convenes at Shelbyville, Mo., Jan. 21.

SCHOOLS

PLANS for a Press Club made up of all students interested in journalism at the University of Minnesota at Minneapolis to be named in honor of the late W. J. Murphy of the *Minneapolis Tribune*, who endowed the school of journalism at the university, have been started by Sigma Delta Chi, profession journalistic fraternity. The club will be organized by a committee made up of members of both the journalistic fraternity and Theta Sigma Phi, professional journalistic sorority, under the direction of Prof. E. Marion Johnson, director of the school of journalism.

Harland Ratcliffe, school and college editor of the *Boston* (Mass.) *Transcript*; Roland T. Patten, business manager of the *Showhagan* (Me.) *Independent-Reporter*; and Oliver Hall, Bangor, Me., newspaper man, were speakers at the annual interscholastic journalistic conference at the University of Maine, Dec. 3 and 4.

HUB VETERANS ELECT PHILPOTT PRESIDENT

To Give Annual Prizes for Best News Story and Editorial—Vote to Incorporate at Annual Meet

Two medals, one for the best news story and another for the best editorial during the previous year, hereafter will be given annually to New England newspaper men it was voted at the 19th annual reunion and dinner of the Veteran Boston Journalists held at Young's Hotel, Boston, Saturday evening, Dec. 4. The award will be known as the Harris medals in commemoration of Benjamin Harris, who in 1790 published the first Boston newspaper.

No method of raising the award fund was decided upon during the session, but voluntary donations of \$100 each were given by Robert Lincoln O'Brien, editor of the *Boston Herald*, and Mrs. Harriet L. Lynch, former Boston newspaper worker, now of New York.

It was voted to incorporate the organization as the Boston Veteran Journalists' Benevolent Association, Inc. Among the chief objects of incorporation are to create a fund to care for those who need assistance; to aid each other; to make more enduring friendships; to establish a reading room or library for members, and to promote the advancement of literature as related to the work of newspaper men of all grades who are qualified for membership.

Anthony J. Philpott of the *Boston Globe*, was re-elected president. Other officers chosen were: vice-president, William E. Brigham, *Boston Transcript*; treasurer, Everett W. Shumway, *Boston Herald*; secretary and clerk, William U. Swan, Swan News Service; directors, Arthur A. Fowle, *Boston Globe*; Jacob C. Morse, *Boston Traveler*; Thomas F. Anderson, formerly *Boston Globe*; Marshall G. Clarke, *Boston Post*; Daniel T. O'Connell, formerly *Boston Post*; Willis J. Abbott, editor, *Christian Science Monitor*; James W. Reardon, *Boston Advertiser*; Walter E. Adams, formerly *Boston Herald*; Thomas J. Feeney, formerly *Boston Herald*; Robert Lincoln O'Brien, editor, *Boston Herald*; Courtney Guild, *Commercial Bulletin*; George A. Rich, formerly of the old *Boston Journal*; Walter H. Holden and Samuel L. Powers.

Fellows watching the girls go by frequently engage in a joint discussion.—*Florence* (Ala.) *Herald*.

FLASHES

How short is pride! A few years turn up your nose and then you turn your toes.—*New York Evening Telegram*.

Experience may be a good teacher, but she turns out few graduates.—*Florence* (Ala.) *Herald*.

On the question whether women should wear cotton stockings instead of silk help the South, the eyes have it.—*Wichita Eagle*.

A Chicagoan has invented a camera which magnifies 15,500 times, or one that can get a perfect picture of a post-Christmas bank account.—*Detroit News*.

Marriage vows might be a trifle more accurate if the phrase were changed to read, "Until debt do us part."—*El Paso Times*.

"Easy payments" are in the same class with "painless extractions."—*Wall Street Journal*.

If he knows American history and the system of government he's probably one of those darned aliens.—*New York Evening Telegram*.

If he is a genuine old-timer, who can recall Swiss bell-ringers and the zither virtuoso, he regards the "jazz menace" with judicial calm.—*Detroit News*.

From the manner some of our public men act, they would seem to keep a deep ear to the ground.—*Norfolk Virginia Pilot*.

We sometimes wish that Mexico and the United States could confine the diplomatic exchanges to Christmas cards.—*Brooklyn Eagle*.

The most dangerous third party is apathy.—*Boston Herald*.

Gen. Andrews, who has for some time been threatening to make the United States bone dry, has not receded one inch. He is still threatening.—*Des Moines Register*.

If, as a critic asserts, trivial writing commands the greatest money return, our stuff must be mighty high-class.—*Florence* (Ala.) *Herald*.

New Ludlow Faces Increase Advertising Linage for this Paper

IN a recent unsolicited letter referring to the general attractiveness of their display since the Ludlow has been installed in the Herald plant, A. G. Kistler, Composing Room Foreman of The Daily Herald, Middletown, N. Y. writes:

"Our Ludlow equipment has given complete satisfaction and has helped to increase our advertising patronage."

Ludlow Typograph Company
2032 Clybourn Avenue, Chicago

San Francisco: 5 Third St.
Atlanta: 41 Marietta St.

New York: 63 Park Row
Boston: 470 Atlantic Ave.

NOW—Unusual Coverage of an Unusual Market

*with this group of 28 leading
Iowa daily newspapers*

HOW could you better reach Iowa people than through their favorite reading matter—their daily newspapers? This medium effectively covers both rural and urban Iowa, with one sweep.

In Iowa, you can depend on every real prospect for your goods reading the local daily paper every day.

Uniform Merchandising Help

Each of these individual daily newspapers offers the following definite helps, in connection with a campaign of 5,000 or more lines:

1. Make a study of local market and trade territory, as pertains to *your* specific product.
2. Supply complete and accurate list of retailers, in the newspaper's city and surrounding territory.
3. Introduce your salesmen to a number of big retailers. Advise you as to relative sales standing of competing products.



Combined circulation571,151
Families in Iowa550,000

Note that combined circulation outnumbers families in the state.

Deal with this group as with one publication if you wish: one order, one plate, one billing.

Note merchandising help outlined below.

4. Urge retailers to feature displays of nationally advertised products. Furnish you with names of stores that will make use of window dis-

plays.

5. Make market investigation for prospective advertisers (Identity to be made known first).
6. Urge local retailers to mention your products in their own advertisements.
7. Send, on receipt of contract, a multigraphed letter to list of retailers in the territory, telling of the campaign.

The above outline, however, gives only the minimum of cooperation offered. There are many additional ways that we may be able to help in your specific case.

We shall be very glad to supply you with any further information—concerning this market or these newspapers.

No obligation, of course. Write to address below.

THE IOWA DAILY PRESS ASSOCIATION
DAVENPORT, IOWA

Ames Tribune
Boone News-Republican
Burlington Gazette
Burlington Hawk-Eye
Cedar Falls Record
Cedar Rapids Gazette
Centerville Iowegian & Citizen

Council Bluffs Nonpareil
Davenport Democrat
Davenport Times
Des Moines Capital
Des Moines Register and Tribune
Dubuque Telegraph-Herald
Dubuque Times-Journal

Fort Dodge Messenger
Fort Madison Democrat
Iowa City Press-Citizen
Keokuk Gate City
Marshalltown Times Republican
Mason City Globe-Gazette
Muscatine Journal

Oelwein Register
Ottumwa Courier
Sioux City Journal
Sioux City Tribune
Washington Journal
Waterloo Evening Courier
Waterloo Tribune

IOWA—WHERE EVERY FAMILY READS A DAILY NEWSPAPER

WHAT'S WHAT IN THE FEATURE FIELD

Central Press Association Reorganized—Dr. William E. Ritter Celebrates 70th Birthday—New Serial by Margaret Pedler Announced

SEVERAL recent important changes on the staff of the Central Press Association were announced this week by V. V. McNitt in New York.

Ferris A. Flint has succeeded H. A. McNitt as editor and manager of the service and Leslie P. Eickel is now managing editor. Frank C. McLearn, formerly of the *Niagara Falls* (N. Y.) *Gazette* has joined the staff as special writer.

Correspondents have been appointed for New York and Washington. Alexander C. Herman is writing news from the former city, while Charles P. Stewart is in charge of the capitol dispatches. Mr. Stewart is also writing a daily Washington news letter.

Beginning Jan. 1, a new comic strip, drawn by V. E. Pazmino, formerly an artist for the Hearst newspapers, will be added to the service. Pictures in the daily photo service have been materially increased, Mr. McNitt said.

The 70th birthday of Dr. William E. Ritter, president of Science Service, first director of the Scripps Institution for Biological Research, La Jolla, Cal., and professor emeritus of zoology at the University of California, was celebrated at a dinner given in his honor at the Cosmos Club, Washington, D. C., Dec. 3. Dr. Ritter was associated with the late E. W. Scripps, newspaper publisher, in the founding of the Scripps Institution for Biological Research and Science Service. At present he is directing research upon psycho-biology of babies at an experimental nursery school in California.

Gathered to honor Dr. Ritter were: Mrs. Ritter, Mr. and Mrs. Robert P. Scripps, Dr. and Mrs. Edwin E. Slosson, Dr. and Mrs. T. S. Palmer, Dr. Vernon Kellogg, Dr. J. C. Merriam, Dr. J. McKeen Cattell, Mr. and Mrs. Watson Davis, Dr. Frank Thone, James Stokley, and members of the staff of Science Service. Letters and telegrams of congratulations from many of Dr. Ritter's friends and former associates were read and he was presented a souvenir book in honor of the occasion.

"Tomorrow's Tangle," a new serial by Margaret Pedler, is announced for syndication by the Metropolitan Newspaper Service, New York.

The New York Herald Tribune Syndicate is preparing a new daily health series to run under the heading "Adult Weight Control."

J. Carroll Mansfield's color Sunday page on "Highlights of History" is now being issued in tabloid as well as standard size by the McClure Newspaper Syndicate, New York.

Clifford McBride, now drawing a weekly page cartoon for the McNaught Syndicate, Inc., will shortly begin a similar daily cartoon for the same syndicate.

Fanny Heaslip Lea writing on "Smart Alecks in Love and Life"; Rosita Forbes on "Does Man Mean More to Modern Woman Than Woman Has Ever Meant to Man"; Albert Payson Terhune on "Keeping the Faith," and Arthur Stringer on "It's the Man Who Pays and Pays," are current releases of "Pre-Eminent Articles" by the Metropolitan Newspaper Service.

Spot News Service, a new syndicate with Bruce Grant as general manager, will start business about Jan. 1, at 100 Gold street, New York. Features already obtained for distribution include: "Beau-Belle" by Craig Biddle, Jr.; "That Dog-gone Mutz," comic strip by Helen Haden and Matt Curzon; "Dolly's Diary" by "Dolly," and "a wise-crack service."

Prince William of Sweden, who will visit the United States early in January, is the author of short fiction stories and of three articles on African exploration syndicated by the Metropolitan Newspaper Service.

"My Friend Bernard Shaw" is the title of a new series of articles written by Archibald Henderson for the O'Dell Newspaper Service, New York. Henderson is the author of "Table Talks of G. B. S." and has been described as "Shaw's Boswell." He has been a friend of the British author for 22 years.

NEA Service, Inc., is issuing a new monthly magazine, which replaces its former house organ, the *Servicepaper*. A name for it has not been chosen. A prize will be offered the person submitting the best title not later than Dec. 20, to the Magazine Editor, NEA Service, 1200 W. Third street, Cleveland.

Margaret Underhill has been placed in charge of the New York office of the Ledger Syndicate, Inc., and the Post Syndicate, assisting John E. Watkins, manager.

"Hangman's House," the novel by Donn Byrne, will be released for newspaper serialization after Jan. 1, by the Metropolitan Newspaper Service.

Edward N. Dolbey, Jr., has resigned, effective Jan. 1, as traveling representative of the New York Herald Tribune Syndicate. He will make no statement as to his future plans until after the first of the year.

The National News Service will shortly open offices in Cincinnati, O., under the direction of A. S. Rexinger, to market their various features in that State.

Thomas Reilly Dibble, Jr., cartoonist for the *New York World* Syndicate, has a painting entitled "West Wind" in the annual exhibition of the National Academy of Design, which opened at the academy's galleries recently. This is the second work by Mr. Dibble that has been accepted in the last two years by the academy as worthy to be placed among other examples of the fine arts at its annual exhibition. Mr. Dibble is only 28 years old.

RECORD CHANGES TYPE DRESS

Philadelphia Daily Discards "All Caps" Heads for Caps and L. C.

The *Philadelphia Record*, which heretofore had not changed its typographical makeup for many decades, last week discarded all of its "all caps" heads and substituted a new type dress, which is a bolder face set-up, caps and lower case. The reason given for the change is that it "makes for easier reading and brightens up the paper a bit."

Gordon H. Cilley, former advertising manager of the John Wanamaker Store, recently became managing editor of the *Record* and he it was who was responsible for the changed makeup, which has met with much favorable comment.

DINNER COMMITTEE NAMED

The committee to arrange for the annual dinner of the Bureau of Advertising of the American Newspaper Publishers Association was named this week as follows: Allison Stone, *Providence Journal*, chairman; Edwin S. Friendly, *New York Sun*; R. C. Holliss, *New York Daily News*; David B. Plum, *Troy Record*; William J. Pape, *Waterbury* (Conn.) *Republican and American*.

LONDON DAILY EXPOSES FAKE AUTOBIOGRAPHY

"Whispering Gallery" Withdrawn from Sale and Writer Arrested Following Daily Mail's Investigation

By ALLAN DELAFONS
(Special to EDITOR & PUBLISHER)

LONDON, Nov. 29.—Reputed to be the work of a British diplomat of international fame, "The Whispering Gallery: Leaves from a Diplomat's Diary," aroused a furore when it was published in November by John Lane, the London publishing house, on account of the amazing statements attributed in it to various British politicians. The *London Daily Mail* refused to review the book in the ordinary way, and obtained complete denials of part of its contents from the statesmen referred to.

At first the publishers refuted the doubts cast on the authenticity of the book, maintaining that it had been placed in their hands by a well-known literary agent, who had stated that he was acting for a diplomat who refused to disclose his name. The charges of forgery still leveled against the book by the *Daily Mail*, however, at last drew from the

agent, Hesketh Pearson, the admission that he had written the book himself.

A denial that he was the author was obtained from Sir Rennell Rodd, late British Ambassador in Italy, to whom authorship was attributed. The book was immediately withdrawn from circulation in England, and later the literary agent, Hesketh Pearson, was arrested and will be brought up for trial on a charge of obtaining money from the publisher by fraud and false pretences.

The *Daily Mail* has been the subject of congratulatory comments in other British newspapers for its public-spirited action.

INDIA TEA SPACE

Sir Charles Higham Coming to Place New Schedule with Newspapers

Word was received in New York this week that Sir Charles Higham, British advertising agent, will soon place exclusively in newspapers a schedule of India Tea advertising, selecting newspapers of New York, Philadelphia, Brooklyn, Boston, Chicago and other cities where this advertising has previously been carried and also a new campaign to cover Southern States. It is understood that Sir Charles will arrive in New York on March 30 and for the first time will visit Atlanta.



Pathfinders

An Advertisement of
the American Telephone and Telegraph Company



CHRISTOPHER COLUMBUS discovered America, thus adding

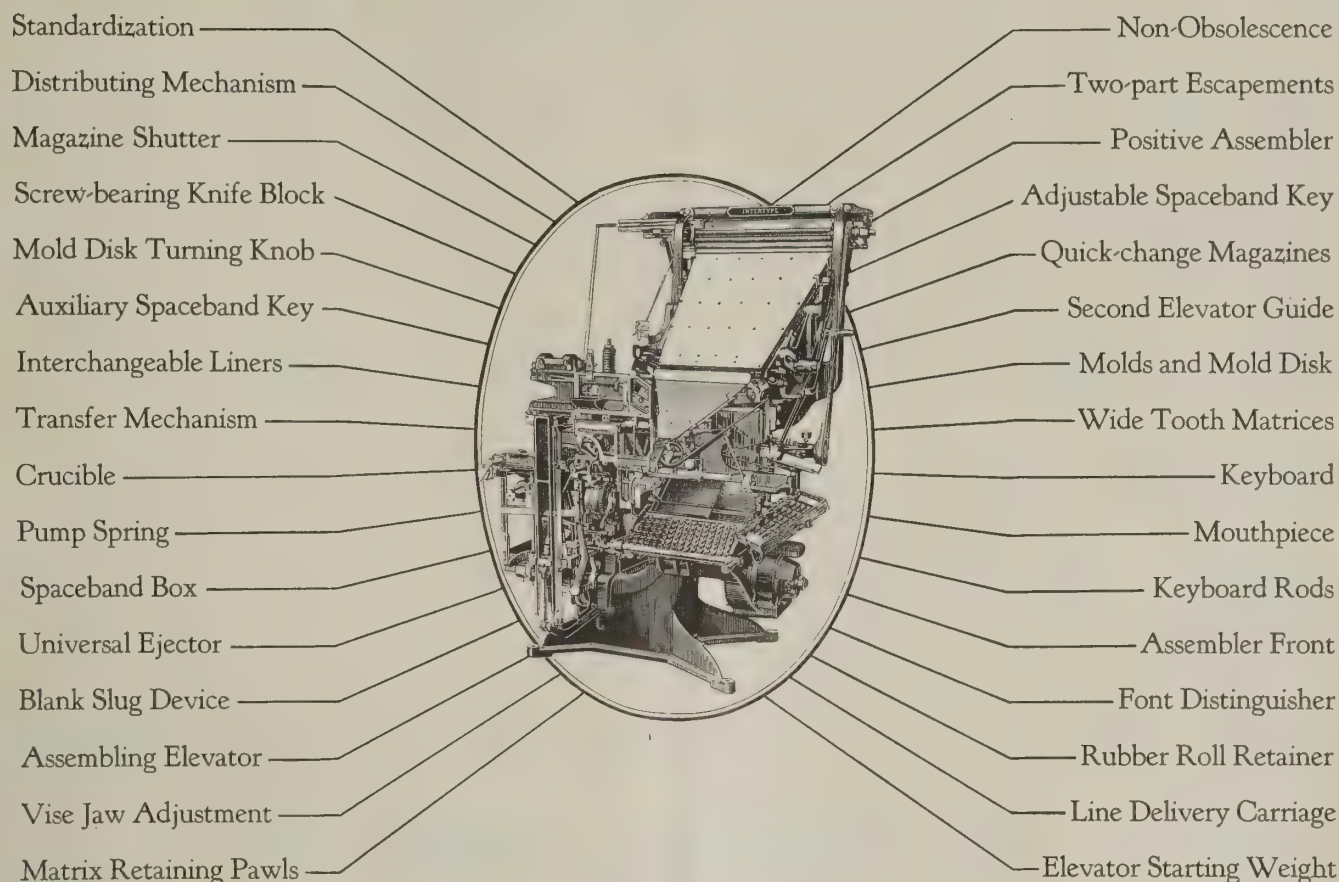
a new world to the old. Alexander Graham Bell discovered the telephone, giving the nations of the earth a new means of communication. Each ventured into the unknown and blazed the way for those who came after him.

The creating of a nation-wide telephone service, like the developing of a new world, opened new fields for the pathfinder and the pioneer. The telephone, as the modern

American knows it, has been made possible by the doing

of a multitude of things in the realms of research, engineering and business administration. Its continued advancement requires constant effort in working upon a never-ending succession of seemingly unsolvable problems.

Because it leads the way in finding new pathways for telephone development, the Bell System is able to provide America with a nation-wide service that sets the standard for the world.



Have Your Machinist Investigate These Intertype Features

Thousands of publishers and printers have installed Intertypes. *Why?* Sales of Intertypes have increased steadily for fourteen years. *Why?* Machinists and operators who have never worked on Intertypes frequently recommend them in preference to other machines. *Why?* Intertype has built up a wonderful organization—has sold machines in practically every country on earth—is paying dividends. *Why?*

The answer is that Intertype offers definite advantages—in speed, flexibility, and economy. Practically all who investigate these advantages, fairly and thoroughly, become Intertype enthusiasts.

Investigate the Intertype! Have your machinist find out all about Intertype simplifications and improvements. Send for "Profit-Making Intertype Features" and other literature.



INTERTYPE CORPORATION, 1440 Broadway, NEW YORK; 80 Federal Street, BOSTON; 130 North Franklin Street, CHICAGO; McCall Building, MEMPHIS; 560 Howard Street, SAN FRANCISCO; 1240 South Main Street, LOS ANGELES. Toronto Type Foundry Company, TORONTO. Intertype Limited, LONDON, ENGLAND.

BUILDING NEWSPAPER CIRCULATION

How Decatur Herald Aims to Hold Rural Readers—Moving Picture Contest in Chicago—Pepping Up the Old Songs

BELIEVING that news is the world's best circulation builder, the *Decatur* (Ill.) *Herald* this month started publication of the *Decatur Herald Jr.*, a four-page tabloid, designed for distribution among its country correspondents.

"The *Herald* serves a rich agricultural country through the center of Illinois, and much of our circulation is scattered through a belt approximately 125 miles long and 50 miles wide," Edward H. Weatherby declared in explaining the idea behind the new publication.

"To hold this circulation, we must give our rural readers news of their own localities, especially of the county seats of their counties.

"We have a staff of 125 country correspondents sending in news to us. Their monthly totals range from 4 or 5 inches to nearly 800 inches from Mattoon, a town of 15,000 near here. The total amount of correspondence printed per month is usually around 6,000 inches.

"To aid in securing better written correspondence and more faithful coverage, the *Herald* has decided to publish a monthly paper for correspondents, encouraging those who do good work and correcting impersonally mistakes which are made by a number of them.

"Practically all the material for the first issue has been written here at the office, but I am planning to make future numbers more truly representative of our correspondence, dividing my space between contributions from them, encouragement for them, and instruction.

"The first issue of the *Junior* attempts to follow as nearly as possible the make-up of the *Herald* proper. The type for the publication is set up in the *Herald* composing room, and the make-up and printing is done by the *Herald* Printing and Stationery Co., an associated organization."

The *Chicago Daily News* will award \$500 in prizes to the authors of the best letters on the subject, "To Bob or Not to Bob." The contest is being run in connection with the showing of the latest photoplay of Mary Pickford, one of the few unshorn movie actresses. Contestants are asked to send letters to the Movie Editor of the *Daily News* giving their reasons why they did or did not bob their hair. The letters must be restricted to 150 words. The prizes are to be awarded as follows:

First prize, \$100; second prize, \$75; third prize, \$50; fourth prize, \$25, and 50 prizes of \$5 each. In addition, the paper will award twenty-five passes, each admitting two persons to the theatre showing Miss Pickford's picture.

Motion pictures of the winners of the contest will be taken by the cameramen of the *Daily News* Screen Service.

The *New York Daily Mirror* sprays its readers with a regular machine gun fire of contests. Few weeks pass without a new contest. The latest was announced this week and is built around the idea of pepping up the old songs. Instructions to readers say to take the names of old songs and jazz them up with a wise-crack. Samples offered on the first day include: I wouldn't ask for A KISS IN THE DARK, until I'd seen you in daylight, WON'T YOU COME OVER TO MY HOUSE; MY WIFE'S GONE TO THE COUNTRY; and "WHERE'D YOU GET THOSE EYES; THEY DON'T MATCH." Five cash prizes beginning at \$10 are being awarded daily.

C. B. McCauley has been appointed circulation manager of the *Tulsa* (Okla.) *Tribune*. Mr. McCauley was circulation manager of the *Wichita Beacon* for the last 18 years and for the last year and a half has been country circulation man-

ager of the *Oklahoma City Daily Oklahoma and Times*. On the *Tulsa Tribune* he succeeds R. N. Orlopp, resigned to accept a position with the *St. Louis Post-Dispatch*.

Chicago—The *Chicago Daily News* will award \$25 in prizes for the best letters submitted in a "Don't Get Gyped" contest, one of a series being run by the paper's Vocational Adviser. First prize will be \$15; second prize \$5; third prize, \$2, and the fourth, fifth and sixth prizes, \$1 each. Contestants are asked to tell of some experience on their jobs from which they would like to save others.

Under the auspices of the *Worcester* (Mass.) *Evening Post* circulation department, 55 carrier route boys, who were winners in a recent contest for new subscriptions, were taken on a tour of Boston, Concord, Lexington and the Charlestown Navy Yard Nov. 28. Two busses were chartered for the boys, and the trip was made under the direction of James T. Kelly, assistant circulation manager, with District Managers Israel Isenberg, Louis Kurzman and Walter Beaudoin.

August J. Fertig, publisher of the *St. Louis Westliche Post* is starting a novel idea of advertising his publication. He is running advertising copy in the German language in English daily newspapers in Missouri, Nebraska, and Iowa.

Last September the *Westliche Post* ran a campaign of advertising in newspapers in Nebraska and Iowa. The copy was in English.



BEDOUIIN IN ARABIA

Tried to Kill
The Man Who Writes
The Ellis Sunday School Lesson.

The Adventure
Merely Spiced
A Lesson
Written on the Spot!

Many Readers Express Incredulity
That The Ellis Lessons
So Often Have Been Penned
On the Very Scene
Of the Scripture Treated.

Dr. William T. Ellis
Believes That His
Millions of Readers
Every Week
Are Entitled to the Best That
Travel,
Research, and
Literary Skill
Can Give Them.

No Pains Are Too Great
To Be Taken In Preparation of
These Lessons In Life,
Which Are
"The Standard Religious Feature
Of American Journalism."

THE ELLIS SERVICE
Swarthmore, Pa.



CONSIDERING NEWSPAPER TAX

Officials of New South Wales Seeking \$2,000,000 to Balance Budget

The Government of New South Wales is seriously considering a half-penny (one-cent) tax on all newspapers and other periodicals in an attempt to balance the budget. This information was contained in a letter to International News Service from H. K. Reynolds, manager of the London bureau.

"The proposed tax is estimated to yield 400,000 pounds sterling (\$2,000,000), sufficient to balance the financial year," Mr. Reynolds wrote.

The *London Daily Telegraph*, calling the proposal a reversion to "the bad old days of the newspaper tax in a desperate attempt to balance the budget," said:

"This impost, if carried, will hit every section of the community, especially country readers, as the newspapers obviously will pass on the tax. As the daily and Sunday newspapers in Sydney alone have a combined weekly circulation of 5,000,000, a profitable source of taxation is indicated.

"Mr. Lang, Premier and treasurer of New South Wales, revealed a deficit of 1,250,000 pounds and an accumulated deficit of 4,705,000 pounds. Ordinary Government expenditure has doubled in the last eight years.

"In addition to the publication tax, Mr. Lang proposes increases of revenue by including in the current year's figures

the income tax, 1,500,000 pounds, which would normally be collected next year; increased railway freights, 500,000 pounds; and diversion of motor taxation, 500,000 pounds, which had previously been specially allocated to main roads."

TO REGULATE BILLBOARDS

British County Councils Considering New Publicity Law

(Special to EDITOR & PUBLISHER)

LONDON, Nov. 29.—British County Councils are to be recommended to adopt a new by-law to regulate the exhibition of advertisement hoardings and other forms of outdoor publicity, by the Scapa Society and the executive committee of the County Councils Association.

This by-law will prohibit the exhibition of any advertisement that injuriously affects the amenities of a public park or pleasure promenade, disfigures the natural beauty of a landscape, a view of rural scenery from a road or railway or disfigures the amenities of any village or historical building.

Certain exemptions are made in the case of advertisements relating to the land on which they stand, and to advertisements on railway buildings, and there is a five-years' grace allowed for any hoarding in existence.

The County Councils are empowered to make and enforce such regulations under the Advertisement Regulations Act.

After several years of investigation and experimentation, the Mergenthaler Linotype Company announces the introduction of a new newspaper body type. The new Ionic is an exception to the rule. The openness of the face, the height of the letters, the lower case—the clear, crisp, and fullness of the figures—the absence of marked contrast between thick and thin strokes—the well-fitted units—the minimum letter count—all of these things make this new type a most desirable newspaper face. There are no "pin" or sharp corners to fill up with irregular lines to break down in stereotyping. The even color of the characters is fully adapted to the "rough" nature of newspaper stock. The outstanding feature of the new face is its conservation of space. The even tone throughout is resting to the eyes without being monotonous. It is an excellent medium to avoid the "tired" look of the old type. A happy medium has been effected. It is easier to read than seven point faces, yet gives the same word-count to the column as six point. Various degrees of leading can be used to advance or the lines may be cast on a solid

six and a half point body. The comparison shows that over the seven point faces. The first paper to adopt the new face was the *Evening News* of Newark, N. J. After a trial of several weeks, the management of the paper were enthusiastic. They never about it, and readers began to send in words of praise. One of the most ardent readers, Dr. Joseph H. Salov, a leading optometrist, and past president of the Jersey Optometric Association, says, "It would be for me or any one else who has a great amount of good that will result from this recent change in the style of type used in many newspapers. This type is not recognized, appreciated, and so acknowledged by every eye in the composition of the page. It is the type used in many newspapers. This type is the day when artificial aid must be

TRADE LINOTYPE MARK

PLEASE! Help the Near Blind

Optical authorities have stated that 68 per cent of the American people have defective eyesight and that the modern newspaper with its small, badly printed type is largely to blame.

The new Linotype 6½ point Ionic No. 5 is designed to print clearly and legibly under modern newspaper printing conditions and to conserve eyesight. It gives the word count of 6 point with the legibility of 8 point.

Mergenthaler Linotype Company

Brooklyn, New York

San Francisco

Chicago

New Orleans

Canadian Linotype Limited, Toronto

Representatives in the Principal Cities of the World

Linotyped in the Cloister Family

The Scripps - Howard newspapers allow a 2% cash discount on national advertising bills and believe that the custom of the cash discount should be retained. The cash discount is an American institution approved by experience. To abolish it might impair the great structure of national advertising.

WITH THE GENERAL ADVERTISERS

Frigidaire Company Reported Increasing 1927 Newspaper Appropriation to \$2,000,000—Vesta Tube Using Sunday Papers—Palm Olive Plans Merger

DUE to the success of their present advertising campaign the Frigidaire Company, Dayton, O., formerly Delco Light, is reported planning to increase the newspaper list from 1,800 to 2,000. About \$2,000,000 will be spent in newspaper advertising next year. The total appropriation will be \$5,000,000.

The Vesta Battery Corporation, Chicago, started Dec. 5 placing an advertising campaign for Vesta tube, in Sunday newspapers in 16 large cities. The account is being placed by Auspitz-Lee-Harvey Company, Chicago. The advertising of Vesta battery will continue to be placed by Charles H. Touzalin Advertising Company, Chicago.

Charles Pierce, president of the Palm Olive Company, this week announced plans for the merger of his firm with the Peet Brothers Company of Kansas City and San Francisco, manufacturer of laundry soap. The stockholders will vote on the proposed consolidation Dec. 17. If the plan is approved the new corporation will be known as the Palm-Olive-Peet Company.

The 1927 newspaper advertising schedule for the Syracuse Washing Machine Company is now being prepared by the George Batten Company, New York. This year this firm spent \$500,000 in newspaper advertising, using 60 dailies.

L. L. Perrin, until recently city editor of the *St. Paul Dispatch*, has been named advertising manager of the Northern Pacific Railway with headquarters in St. Paul. Mr. Perrin succeeds Ralph W. Hobbs, who goes to Pittsburgh as general sales manager for Armour and Company. Mr. Hobbs will have charge of sales in several eastern states for the packing company.

The Moxie Company, users of newspaper space, reports a remarkable gain for the current year of \$205,738 in earnings despite an unusually cool summer and general unfavorable weather. An increase is noted in November alone of \$30,658. The company is now located in a modern and up-to-date plant, having disposed of all its old holdings.

The Oil Burner Dealers' Association of Kansas City, Mo., is advertising in the newspapers to promote the idea of oil burning. Dealers sponsoring the campaign include distillate and fuel oil dealers and makers of oil tanks and furnaces.

W. B. Forshay Company, Minneapolis investment house, with offices in many cities, is conducting an advertising contest which is scheduled to end April 30, 1927, with announcement of winners June 1, 1927. First prize is \$2,500. The winning advertisements, whether newspaper copy, a booklet or other form of advertisement, will be widely presented in the 150 cities and towns served by affiliated companies. E. D. Nelson, advertising manager, has announced.

Newspapers are being used to promote "Rolls Ruff", a new candy bar, product of the Croft & Allen Corporation, Philadelphia and Bethlehem. Joseph Richards Company, Inc., New York, is directing the account.

The Imperial Tobacco Combine of England, until now a comparatively small advertiser, is reported to have appropriated \$5,000,000 for advertising in 1927.

A national newspaper, magazine and business paper campaign has just been launched for Pabst-ett, a food product

of which cheese is the basis. The agency is Klau-Van Pieterston-Dunlap-Young-green, Milwaukee.

Thomas P. Comeford, formerly publicity director of the Namm Store, Brooklyn, has been appointed sales director for the May Company, Cleveland. He assumes his new duties about Jan. 1.

Sesamee Company, Hartford, Conn., will shortly begin an advertising campaign for "Keyless" locks, a new invention. Lyddon & Hanford Company, New York, is handling the copy and space buying.

P. Lorillard Company which introduced "Old Gold" cigarettes to the New England market through newspaper space, is now placing copy through Lennon & Mitchell, New York, in other territory.

"Barking Dog" and old, but hitherto unadvertised cigarette, was introduced to New York City smokers last week by a smashing advertising drive handled by the Federal Advertising Agency. It is a product of the Continental Tobacco Company. For the winter season, sales effort is to be confined to New York, but in the Spring newspapers will be used to popularize the smoke in other cities. Window displays featuring a bull dog's head and newspaper space formed the backbone of the New York campaign. Copy averaging about 500 lines went into four dailies.

Ninety newspapers are on the list of a special Christmas advertising campaign for oranges started by the California Fruit Growers Exchange, through the Los Angeles office of Lord & Thomas and Logan.

Ground Gripper Shoe Company, Inc., Boston, Mass., will advertise to women through newspapers during 1927. Frank Seaman, Inc., New York, is directing the account.

"Just one reason—it pays." That is how W. K. Kellogg, Kellogg Toasted Corn Flakes Company, explains why he believes in an intensive use of newspapers as compared with other advertising programs.

A letter he wrote the *Chicago Tribune* on the subject reads in part:

"Our sales records over a long period of years have demonstrated clearly the value of intensive newspaper advertising to develop large volume in local territories. We have found that our sales-

men, jobbers and dealers react very favorably to this plan of advertising.

"As you will recall, some twelve or fourteen years ago, we used your paper with only a very few others. The result of the intensive use of newspapers as compared with other advertising programs, has justified us in constantly broadening this plan until we are now using well over a thousand newspapers in every section of the country. The adoption of this policy by this Company is based on just one reason—it pays!"

The Chicago manufacturers of Mule Hide Shingles, the Lehon Company, are preparing their 1927 advertising list of papers through the Pace Company, Chicago.

National advertising as a means of preserving the cedar shingle industry was the chief topic of discussion at the 10th annual meeting of the Red Cedar Shingle Congress held at the Olympic Hotel, Seattle, Dec. 2 and 3.

URGE PUBLICITY TAX

Penny a Pound Levy Proposed in British Advertising Bill

(Special to Editor & Publisher)

LONDON, NOV. 29.—A penny in the pound on the rateable value of the town or city will be the proposed sum that British municipal authorities will be allowed to spend on local publicity if the new bill which the Hull Corporation is to introduce into Parliament shortly, is passed.

Municipal advertising in Britain in past years has been mostly done by holiday resorts, whose traders have co-operated with the railway company serving the town to advertise to attract their fair quota of holiday-makers in the season. Consequent on the growth of the publicity club movement, manufacturing and industrial towns are awakening to the fact that the municipality must ad-

vertise co-operatively, as well as the publicity undertaken by individual factories and business houses, and the penny in the pound scheme is regarded as the best means for achieving this end.

Birmingham, for example, would raise about £30,000 annually by the scheme, and Ernest Morison, Publicity Director of the City of Hull, urged the advantages of this method by raising a publicity fund as against the usual plan of voluntary subscriptions, at a meeting of the Birmingham Publicity Club at the end of November.

KILLED IN HUNTING ACCIDENT

Percy Linn Elliott, 36, manager of the job printing department of the *Monroe (La.) News-Star* was shot and fatally injured while duck hunting at Black Bayou, near Eagles Nest a few miles east of Monroe, Sunday Nov. 21, when a gun in the hands of Marcus Dailey, 21, his companion was accidentally discharged.

The Place to Push Sales—

Kansas—made unusually prosperous this year by excellent crop yields—offers an attractive market to persistent advertisers.

The Topeka Daily Capital—

thoroughly covers Topeka and its big trading radius. The only newspaper with a circulation throughout the State.

Included in primary distribution campaigns by leading national advertisers.

40,000 Guaranteed Circulation

Published by Arthur Capper
Topeka, Kansas

Busy Publishers

Are you one of those busy publishers who never has time to give his own advertising copy serious thought and attention—but just before press time wires the trade papers to either repeat your last ad or to publish your new circulation statement?

If you are too busy to tell the national advertiser about the value of your newspaper and your market, it is time you called us in and took advantage of our copy and layout service.

We know how to sell your market, we understand how to prepare surveys and plan complete copy and layout campaigns that will tie up the value of your market with your newspaper.

Let us show you how we do it.

"Tie Up Your Newspaper With Your Market"

PUBLISHERS SPACE SELLING SERVICE

49 West 45th St.

New York City

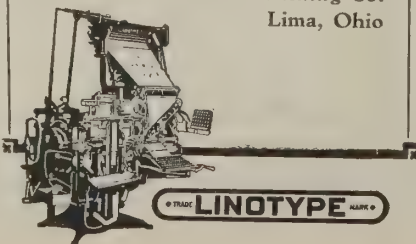
Copy • Layout • Art • Typography

From the Linotype Mailbag

"Prompt Attention to Wires"

We wish to thank you for your prompt attention by recent wires. The heater for the electric pot was waiting for us when the office was opened this morning. This is indeed prompt service.

The Star Publishing Co.
Lima, Ohio

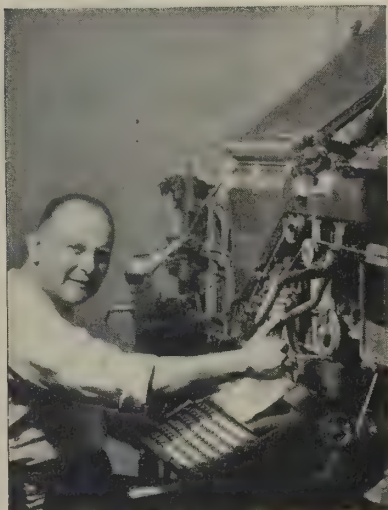


THE OPERATOR SAYS—

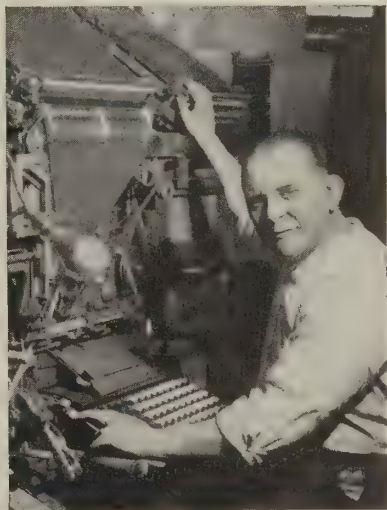
"THEY ARE GREAT MACHINES"

These CONTINUOUS COMPOSITION Linotypes

TRADE **LINOTYPE** MARK



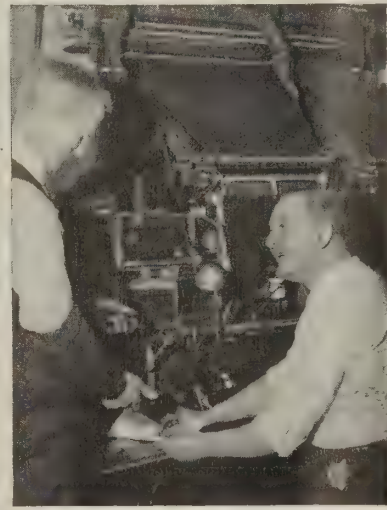
"CHANGE from body matter to agate? Sure! Takes about a second. Just lift this lever. It's as light as a feather—the magazines are counterbalanced."



"NOW FOR SOME HEADS! They're in the two auxiliary magazines. A touch on this button makes the shift. Same keyboard operates the auxiliaries."



"THESE TWO AUXILIARY MAGAZINES are mighty handy. Wide enough to set good-sized heads. And interchangeable with the other Linotypes, too."



"CORRECTIONS is it you want? You can have them in a jiffy. We don't even have to wait for the other mats to distribute. Here you are!"



"THE BOSS WANTS me to set some ads, so I'm changing all the magazines. That won't take long because they lift right off from the front."



"HERE'S THE WAY we keep our type faces, in interchangeable magazines. Any magazine goes on any Linotype and are easier to handle than type cases."



"NOW FOR THE ADS. Bold face for the side heads in one main magazine. Roman and Italic body matter in the other. Display type in the auxiliaries."



"OH YES! Of course there is the water-cooled mold disk, the universal knife block, and the universal ejector—they're on all Linotypes."

MERGENTHALER LINOTYPE COMPANY

Brooklyn, New York

SAN FRANCISCO

CHICAGO

NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Representatives in the Principal Cities of the World

532.26.2-F

The Lorain Journal

(Published by David Gibson)

Largest Circulation in Lorain County, Ohio

OHIO'S MOST DISTINCTIVE AFTERNOON NEWSPAPER

Net paid daily circulation, Oct. 1st, 3 months' average	9,084
Daily average for September - - - - -	9,250
Daily average for October - - - - -	9,395
Daily average for November - - - - -	9,629

And Still Growing.

Lorain County, Ohio, is one of the richest and largest counties in the central west—steel mills and ship building on one side and intensive agriculture on the other.

No depressions, no poverty, no slums.

People of Lorain County have a larger purchasing power than those of the large cities of Ohio, by reason of the same or larger incomes and lower rents, transportation charges and general food cost.

[[In accepting advertising, The Journal
better than adheres to the policy
of The Better Business Bureau.]]

Member of The A. B. C.

Foreign Representatives

POWERS & STONE (Inc.)

250 Park Ave.
New York

First National Bank Building
Chicago

The Lorain Journal

LORAIN, OHIO

WOMEN IN ADVERTISING AND JOURNALISM

Mrs. E. R. Thomas Playing New Role in Life's Drama—New Woman Sport Columnist in Boston—Miss Mabel Kenea Joint Owner of Iowa Paper

MRS. E. R. THOMAS, once known as Lucy Cotton on stage and screen, is playing what she thinks is the most important role of her career, that of



Mrs. E. R. Thomas

publisher of the *New York Morning Telegraph*, the paper left her by her husband the late E. R. Thomas.

It is not, however, mere play acting, this new work Mrs. Thomas has undertaken, she insisted in an interview this week, during which she dramatized the routine of the newspaper business. She doesn't go to the office every day, but she reads the *Telegraph* thoroughly each night when it is brought to her apartment fresh from the press room. She has ideas and ideals for that sportsman's paper. Since the *Telegraph* is called America's authority on affairs of the stage, screen and turf, Mrs. Thomas, her experience as an actress so recently behind her, is well cast for her latest part.

"Do you know," she confided at the start of the interview, "people have told me they would give a million dollars to be in the business I'm in now. Just as once my career was the stage and screen, I'm now making publishing my life work. The happiest people in the world are those who have something to do, who are accomplishing something. And this is a real, vital, throbbing, big thing I am doing now. I wouldn't be doing anything else for the world."

Mrs. Thomas took charge of the *Telegraph* on Sept. 14. She has, she declared, the "best talent in the world" to assist her in realizing her ambition, which is "to make the *Morning Telegraph* so interesting, entertaining and unusual that after they have read all other papers, New Yorkers won't be satisfied until they have read my paper."

"I'm not a mere onlooker. I'm right in the midst of things. I know what I want and I'm getting it," Mrs. Thomas said in explaining *Telegraph* policies.

"While we intend to specialize on the stage, screen and turf we are at the same time trying to broaden our field. Our women's page, for instance, is new. We have found that there are 150,000 women club members in New York. We are covering the news of these clubs as they have never been covered before. We aren't giving just dry data on their affairs, we are printing personal intimate inside chatty stuff that the whole world likes to read.

"Then we have started Beau Brummel's Diary, which gives inside, and I hope, harmless information about society.

"I am making up our Sunday pictorial section each week myself. Our feature pictures are usually two autographed portraits of stage stars and two screen stars.

"We are publishing a paper of per-

sonalities. We carry this idea through all our departments, including even the financial section.

"We don't want press agent stuff; we want our stories and pictures interesting."

A campaign the *Telegraph* has started since Mrs. Thomas took charge is directed against the "nuisance tax" on theatre tickets. Recently the paper held a mass meeting on the subject at Madison Square Garden. Mrs. Thomas is confident that the *Telegraph* will be instrumental in having the tax repealed.

Also since she took charge, the tipster advertising the *Telegraph* carries has been cleaned-up.

"Every horse named by a tipster as a likely winner is registered by the *Telegraph*," Mrs. Thomas said. "We make our tipster advertisers tell the truth. We don't let a tipster say he picked a long shot if he didn't. As we carry it now, I believe, tipster advertising is honest and legitimate."

Mrs. Thomas is mother of an 18-months-old baby girl, Lucy Cotton, nicknamed "Lucetta."

"I'm not making plans for Lucetta's future," Mrs. Thomas said. "I'll let her express herself, let her choose her own career."

This maternal policy coincides with Mrs. Thomas' editorial policy on the *Telegraph*.

"We believe in personal freedom," she said. "We will never preach to our readers. We'll not seek to reform them. We won't tell them what to do and what not to do. Our only quarrel will be with a government of the people which forbids and prohibits personal freedom."

On the stage as Lucy Cotton, Mrs. Thomas played in "Turn to the Right," "Polygamy," "Up in Mabel's Room," "Little Women" and the "Quaker Girl." The moving pictures in which she was cast included "The Miracle of Love," "The Prodigal Wife," and "Whispering Shadows."

Miss Mabel Kenea, for nine years assistant editor of the *Clarinda* (Ia.) *Journal*, has become joint owner of the paper with Edwin C. Lane partner of her father, J. R. Kenea, whose death occurred 10 days ago, after 60 years as a printer and editor. The firm name of Kenea & Lane, which has stood a half century will be unchanged.

Dorothy Lindsay is conducting a daily column "Women in Sports" in the *Boston* (Mass.) *Herald* as an added feature of the sports pages.

Miss Lucretia M. O'Connor, formerly of the *Worcester* (Mass.) *Telegram* reporter staff and more recently in social service work, has joined the women's de-

partment of the *Worcester Evening Post*. She replaces Mrs. Clarence L. Wilson, resigned.

Miss Minnie Jarnagin, former society editor of the *Knoxville Sentinel*, is now on the proof desk of the *Knoxville Journal*.

Mrs. Frances Gale Cornelius, feature writer for the *Charlotte* (N. C.) *Observer* for the last year, has resigned.

Miss Dove Montgomery of Barnsdall, Okla., who has been a reporter for the *Pawhuska* (Okla.) *Daily Journal-Capital*, has gone to New York to enter the Columbia University School of Journalism, taking work toward her master's degree.

Miss Marion Hertha Clarke of the Albert Frank Company, of Boston, Mass., advertising agents, spoke on "How to Reach Women Buyers Through Advertising" at the first banquet of the Advertising Club of New Bedford (Mass.), Wednesday night at the New Bedford Hotel. Miss Clark was one of the speakers at the Worcester convention last month.

Nadine Irene Robbins, assistant editor of the *Homekeeper's* section of the *Seattle Post-Intelligencer*, was married Thanksgiving day to Frederick Karl Schroeder of Seattle.

Advertising women in St. Louis gave a dinner at the Town Club there recently for Miss Gene Ellinger in honor of her tenth year in advertising, all of that time as a copywriter with one company, the Chappelow Advertising Company.

Miss Natalie Harris, on the editorial staff of the *Boston* (Mass.) *Traveler*, was married recently to Pierre Collings of Hollywood, Cal., a writer on the staff of the Famous Players-Lasky Company. The couple will make their home in Hollywood.

Detroit

Fourth
Largest
City

Complete coverage
with one paper.

The Detroit News

Offers advertisers
unusual opportunities

If Quality

of circulation is your first consideration

The Evening Star

With Sunday Morning Editions
Washington, D. C.

will have your preference—same as it has the preference of practically everyone in the National Capital.

The Star's circulation is home circulation—both quality and quantity—the kind that counts most with advertisers.

N. Y. Office—110 E. 42nd St.
Dan A. Carroll

Chicago Office—Tower Building
J. E. Lutz

The World

These two newspapers offer the most powerful all-day service in New York available as a unit under a single contact. The 600,000 DAILY WORLD—EVENING WORLD readers constitute a highly concentrated force to be reckoned with in any campaign designed to effect distribution in Greater New York.

The Evening World

Pulitzer Building, New York
Tribune Tower, Chicago

Advertising our service
from A to Z

361

PROGRESSIVE NEWSPAPERS

now use our Complete
Checking Proof Service as a simple and practical solution to their checking proof problems.

The following is our "H" list
of satisfied subscribers:

Hagerstown, Md.—Herald
Hagerstown, Md.—Mail
Harrisburg, Pa.—News
Harrisburg, Pa.—Patriot
Harrisburg, Pa.—Telegraph
Harrisonburg, Va.—News-Rec.
Hartford, Conn.—Courant
Hartford, Conn.—Times
Hastings, Neb.—Tribune
Haverhill, Mass.—Gazette
Hazleton, Pa.—Plain Speaker
Hazleton, Pa.—Standard-Sent.
Hoboken, N. J.—Jersey Obs.
Holyoke, Mass.—Transcript
Houston, Tex.—Chronicle
Houston, Tex.—Post-Dispatch
Huntington, W. Va.—Herald-Dispatch
Huntington, W. Va.—Advertiser

PROGRESS REPORT

During the past week
we have had the pleasure of starting our two months' trial test demonstration on the following publications:

Austin, Tex.—American
Austin, Tex.—Statesman
Dallas, Tex.—Dispatch
Ft. Worth, Tex.—Press
Ft. Worth, Tex.—Record-Tel.
Ft. Worth, Tex.—Star Tele.
Port Arthur, Tex.—News
Temple, Tex.—Telegram
Waco, Tex.—News-Tribune
Waco, Tex.—Times-Herald
Wichita Falls, Tex.—Record-News

The Advertising
CHECKING BUREAU

538 So. Clark St.
CHICAGO

79 Madison Ave.
NEW YORK

The Event of the Year
in Newspaper Publishing and Newspaper Advertising Circles
is the appearance of

EDITOR & PUBLISHER'S

International Year Book

*No other Fact and Figure Book is so eagerly
awaited, so earnestly sought or
so consistently used*

The 1927 Edition will be out January 29, 1927

Seven Weeks From Today

Are you making sure of YOUR copy?

Have you reserved space in it for your Product or Service?

Can you think of any better medium for your Announcement?

Let us tell you all about it

A. B. C.
Charter Member

EDITOR & PUBLISHER
SUITE 1700, TIMES BUILDING, NEW YORK

A. B. P.
Member

ADVERTISING AGENCY AFFAIRS

Corman Company Elects—Fay Keyler Joins Waldron—James Adams Now with Barton, Durstine & Osborn—E. M. Pratt Recovering

W ARTHUR COLE, vice-president of the Corman Company, has been elected a director of that agency. George H. Sheldon has been made vice-president and a director. Mr. Cole is president of the American Institute of Graphic Arts.

Fay Keyler, formerly advertising manager of Radio Merchandising New York, has joined the sales staff of L. H. Waldron Advertising Agency, New York. Mr. Keyler for four and a half years was connected with W. L. Rickards & Co., New York.

James D. Adams, originator of the "Jim Henry" copy on the Mennen toilet preparations account, has joined Barton, Durstine & Osborn, Inc., as account executive. He was formerly a vice-president of the Corman Company.

E. M. Pratt, vice-president of Frank Seaman, Inc., who has been seriously ill at his New Rochelle, N. Y., home, is recuperating and is expected to return to his desk before Christmas.

Fred W. Janvrin has joined the staff of the Greenleaf Company, Boston advertising agency. He is a former newspaper advertising manager and has held executive positions with the Pittsburgh Plate Glass Company and the Standard Varnish Works.

Page Browne, advertising and sales promotion man located in Boston with the Curtis Publishing Company, has joined the staff of the H. B. Humphrey Company Advertising Agency of Boston. Mr. Browne commanded a battery overseas during the world war. After the war he entered the leather business. Later he spent some time in the Far East and the Philippines in sales promotion work for the Standard Oil Company. Since 1923 he has been in the advertising department of the *Saturday Evening Post*.

The L. S. Gillham Company, advertising agents of Salt Lake City, have moved into larger quarters in the new Continental National Bank Building, that city.

Russell E. Smith, for the last two years advertising manager of the Witte Engine Works, Kansas City, Mo., has joined the J. O. Young Advertising Company, as account executive.

Johnson, Read & Co., Chicago advertising agency, have added David Warke Stotter to their copy staff. Mr. Stotter was formerly advertising manager of the copy department of the Mason Warner Company of Chicago.

H. C. Chase, formerly account executive of the Dearborn Advertising Agency, Chicago, has joined Hurja-Johnson-Huven, Inc., as vice-president.

Roeder & Schanuel, advertising agency, St. Louis, will move about Jan. 1, from the International Life Building to the Louderman Building.

Members of the staff of the Pickus-Weiss Advertising Agency, Chicago, were guests of the firm at the second annual employees' banquet last week in the Drake Hotel. Talks describing the growth of the agency in its two years of existence were made by Morris I. Pickus and Edward H. Weiss, executives of the firm, and a miniature newspaper called *Pickus-Weiss* was distributed.

Vincent G. Sanborn has resigned from the staff of the *New York Sun* to join Albert Frank & Co.

Edward M. Stevens is now a member of the staff of Kramer Direct Advertising, New York. He was formerly connected with the Newell-Emmett Company.

J. J. Kenny has been appointed assistant art director of Young and Rubicam, New York. Bernice Fitz-Gibbon has joined the copy staff of the same agency.

Walter Resor, a vice-president and manager of the Boston office of the J. Walter Thompson Company, sailed last week on a trip to Palestine.

COMPLETES MODEL HOME

The *Pittsburgh Press* has just completed a Model House, which was erected in co-operation with the Fort Pitt Real Estate Company, under the direction of the Home Owners' Service Institute of New York. The house is located in Brookline, a suburb, and was visited by thousands of persons during the course of its construction.

AD TIPS

Alexander Advertising Agency, 1482 Broadway, New York. Placing orders with newspapers and magazines for the Knickerbocker Hotel, New York.

F. Wallis Armstrong Company, 16th and Locust streets, Philadelphia. Reported to have secured account of Mennen Company, Mennen's toilet preparations, Newark, N. J.

Barton, Durstine & Osborn, Inc., 383 Madison avenue, New York City. Placing the advertising of Maltop Incorporated, Buffalo, N. Y., "Toddy" malt chocolate.

Blackett and Sample, 58 East Washington street, Chicago. Acting for the Hansen Glove Company, Milwaukee.

Brandt Advertising Company, 435 No. Michigan avenue, Chicago. Handling the advertising of the Stillman Cream Company, Aurora, Ill., Toilet Goods.

Frank M. Comrie Company, Strauss Building, Chicago. Making contracts with newspapers generally for the Alfred Johnson Skate Company, tubular ice skates, Chicago.

Conover-Mooney Company, 111 West Monroe street, Chicago. Will handle a test campaign of six insertions to be used in Southern newspapers for the Hoffman Heater Mfg. Co., Louisville, Ky.

Erickson Company, 381 Fourth avenue, New York City. Handling the account of McKesson & Robbins, New York City, "Calox" Tooth Powder & Paste, "Analax," etc.

Federal Advertising Agency, 6 East 39th street, New York. Again placing orders with newspapers in various section for I. B. Kleinert Rubber Company, dress shields, etc., New York.

Albert Frank & Co., 14 Stone street, New York. Has secured account of the Brooklyn Metal Stamping Corporation of Brooklyn, manufacturers of mechanical stampings and radio accessories.

Gundlach Advertising Company, 400 North Michigan avenue, Chicago. Handling 5,000 line contracts going to a large list of newspapers in Pennsylvania and Wisconsin on the Illinois Sales Company, division of the Eisendrath Glove Co., Chicago, (Dura-Hide Gloves).

E. W. Hellwig Company, 9 East 40th street, New York. Has secured account of Otto Stahl Company, provisions, New York.



106,814

Dispatch average daily net paid circulation six months' period ending September 30th, 1926. This exceeded second paper by 19,163.

City	55,920
Suburban	27,897
Country	22,997

City circulation of the Dispatch equals 90% of the homes in Columbus.

The Columbus Dispatch

Charles W. Hoyt Company, 116 West 32nd street, New York. Again placing orders with newspapers in various sections for the Russell Mfg. Company, Rusco auto brake lining, Middletown, Conn. Also placing orders with newspapers for the Ives Mfg. Company, toy trains, Bridgeport, Conn.

Wylie B. Jones Agency, Binghamton, N. Y. Again placing orders with newspapers generally for Howard Bros Chemical Company, butter-milk cream, Buffalo, N. Y.

H. W. Kastor & Sons, 22 West 48th street, New York. Reported will place orders with newspapers about January 1, 1927, for the American Tobacco Company, Bull Durham tobacco, New York.

Joseph Katz Company, 16 E. Mount Vernon Place, Baltimore, Md. Handling the account of Mifflin Chemical Corporation, Philadelphia, "Mifflin" Alcohol.

Kling-Gibson Company, 310 South Michigan boulevard, Chicago. Will have a list of small town newspapers ready about Dec. 15th on Marmola Co., Detroit, Mich.

Lord and Thomas and Logan, 400 North Michigan avenue, Chicago. Handling the 1927 list for the Holeproof Hosiery Company, Milwaukee.

Martin-Gessner, Inc., Pere Marquette Building, New Orleans. Now handling account of E. A. Zatarain & Sons, Inc., New Orleans.

Merrill Price and Taylor, 410 North Michigan avenue, Chicago. Extending a list of large city newspapers on the Brook Hill Laboratories, Chicago, (Acid-O-Philus Milk).

Harry C. Michaels Company, 113 Lexington avenue, New York. Again placing orders with newspapers for the Lionel Corporation, Lionel electric trains, New York.

Picard, Bradner & Brown, 16 West 46th street, New York. Has secured account of B. Fischer & Company, Hotel Astor coffee, New York.

William H. Rankin Company, 342 Madison avenue, New York. Reported will shortly place orders with newspapers for the American Tobacco Company, Jonnie Walker cigarettes, New York.

Arthur Rosenberg Company, 110 West 34th street, New York. Has secured account of the Enid Manufacturing Company, New York.

Ruthrauff and Ryan, 225 North Michigan avenue, Chicago. Sending page copy to some papers and 1,000 line copy to others on Aerpruf Co., Mitchell, S. D.

Ruthrauff & Ryan, Inc., 136 West 31st street, New York City. Placing the advertising of Lever Brothers, Cambridge, Mass., "Lifebuoy" Soap.

Frank Seaman, Inc., 470 4th avenue, New York. Now handling account of the Lancaster Drapery Fabrics.

Street & Finney, 40 West 40th street, New York. Now handling the advertising of the United Radio & Electric Corporation of Newark, N. J., manufacturers of Ureco Radio Tubes.

J. Walter Thompson Company, 244 Madison avenue, New York. Now handling account of the Simmons Company, Simmons bed, Chicago.

in Detroit—

Free Press circulation reaches 31,000 more than the total number of families owning their own homes.

The "Free Press"

"Starts the day in Detroit"

With a stable, uninflated, liberal pursued circulation productive of greater advertising returns at lower cost.

NEW YORK STATE Westchester County's

Fastest Growing Cities

Mount Vernon and New Rochelle and The Vicinity Towns

Are Covered Completely by THE DAILY ARGUS of Mount Vernon

THE STANDARD STAR of New Rochelle

Both Members of A. B. C.

Westchester Newspapers, Inc. Franklin A. Merriam, Pres. Mount Vernon—New Rochelle

An Obvious Fact

The Motion Picture is the most popular subject of the day

The New York Photoplay Letter

By Carolyn Ruth Doran



A weekly feature of interesting and humorous comment on photoplays and players.

A feature without prejudice.

A feature that is informative.

A feature prepared with the cooperation but WITHOUT the influence of the studios.

The author of the New York Photoplay Letter, now residing in the metropolis, has had years of valuable experience as Dramatic and Photoplay Critic of the old Rochester Post Express and as Photoplay Critic of the Rochester Democrat and Chronicle, thus acquiring a point of view essentially significant for out-of-town readers.

The Democrat and Chronicle of Rochester was the first paper to purchase this feature.

Get in line!

Sample column mailed on request.

A Signed Statement

I wish personally to assure editors that my only compensation for The New York Photoplay Letter is that received from the newspapers that purchase it. It is NOT a publicity column.

Carolyn Ruth Doran

122 Fifth Avenue New York

N. Y. TIMES TO PRINT SPECIAL LIBRARY EDITION ON DURABLE RAG PAPER

Limited Number Will Be Available Daily for Libraries and Archives—American Journalistic Record of History During Wood Pulp Era Is Doomed to Vanish

THE *New York Times* on Jan. 1 next will begin to print daily a limited number of copies of its regular editions on a pure 100 per cent rag paper, it announced in an article in that paper Dec. 5, by Waldo Walker. These copies will be used exclusively thereafter for the regular bound files supplied to libraries and other archives. It will be the first time the *Times* has been printed on rag paper since the Civil War. It will also represent, it is believed, the first instance in which any newspaper has printed an edition on all-rag paper since the inferior but more economical wood-fibre newsprint universally took its place, beginning in the '70s and '80s.

The return to the time-proof rag fibre for the special library edition has been prompted by a desire to preserve the newspaper record of daily life in permanent form before it is too late, and by a realization that this is something which rapidly deteriorating wood-fibre paper is physically unable to do. Indeed, American journalism from the '70s and '80s up to today appears certain to become eventually a blank.

For example, the bulk of even the 1914-18 newspaper accounts of the World War has already yellowed and aged so badly in the files that complete disintegration and disappearance are only a question of a few years more. Only emergency measures taken in some far-seeing quarters have preserved some of the newspapers containing the day-by-day record of the war. But though these editions printed on wood paper only ten or twelve years ago are all but scraps, journals and gazettes of the Revolutionary War period, printed on good rag paper 150 years ago, are in shape to be consultable, and evidently will remain so for years to come.

Such considerations have forced the conclusion that something had to be done about preserving contemporary newspaper records to save the present era as a whole "from becoming a Dark Age in subsequent centuries."

The superiority of rag, or cotton, paper to wood paper is conveniently illustrated in the respective files of newspapers, old and new, to be seen at the New York Public Library. To see what rag paper is like, and how it endures, one need but ask for the file of the *London Times* for the year 1842. The pages of the famous British journal will be found as fresh and sound, save for a mere edging of tan, as probably the day they came from the press. The paper used has proved so strong that it has outlasted several successive bindings.

A look at New York City newspapers, printed on wood fibre in 1914, in 1920, even some of them in 1922, will show them to be wrecks. Still older files of the '90s and early 1900s are difficult to read, difficult to handle; the life gone. Under repeated handling, the war and post-war editions have been torn from the stitching in the files at a rate to indicate that the original bindery might as well have attempted the sewing of soda crackers. Their pages are obscure and charred to a dull brown by exposure to the light and air. The edges break off in brittle wafers at a touch.

When H. M. Lydenberg, in charge of the reference division, found the library's war newspaper record disappearing he resorted to an ingenious Japanese tissue process to save it. He replaced the damaged files with duplicates furnished by the publishers and then faced separately each one of the thousands of new sheets, front and back, with the transparent special film. It gave the pages a gray, out-of-focus look, but retained full legibility and added valuable reinforcement as well as permanent protection.

This protective measure has since been used at the library on all newspapers whose publishers wish to bear the nom-

inal expense. Rare books which could not be replaced are similarly treated.

The establishment of the *Times'* rag paper edition will come as a climax to thought and experiment along this line for more than a decade. Mr. Lydenberg finds from his files that two other experiments have been made—one by the *Brooklyn Eagle* in 1913, the other by the *London Times*. The *Brooklyn* paper the year before the World War printed a special library edition for twelve months on a paper stock that was three-quarters rag and one-quarter wood fibre. Files costing \$2,367 for the newsprint alone were furnished to fifteen libraries, which subscribed \$14 each, bringing a gross return to the *Eagle* of \$210, Mr. Lydenberg said.

The enterprise was discontinued after the paper had taken a loss, independent of labor and overhead, of \$2,157. The *London Times* abandoned rag fibre for wood-pulp newsprint many years ago. Several years ago, feeling the need of a more durable stock for files, it began printing a special library edition on a heavier and better grade of sulphite wood-pulp paper, weighing ninety-six pounds to the ream. This special edition is still being printed.

To comprehend what happens to paper made of wood fibre to make it die comparatively early and what constitutes the superiority of rag paper, one needs an understanding that the former paper is nothing but a mechanical mixture of fibres, reduced from the raw wood, either mechanically by grinding or chemically by dissolving the fibres apart.

In either event the wood-pulp fibres inevitably retain most of the original impurity, in a paper-making sense, of the raw wood. These impurities are turpentine, resins, gums or sap. These nourishing "fats" remaining in groundwood constitute its weakness.

The theory upon which rag paper is made is that the nearer to a pure cellulose the fibers of a given paper approach, the greater should be the life of that paper. Not only does rag fiber receive the advantage of the embalming effect conferred by being prepared chemically, but, for the purposes of paper, its fibre is far more rugged and is biologically superior to that of wood. One authority, in discussing the relative durability of rag and wood paper, says:

"Rag fibres, properly treated, approach very closely to the pure cellulose state, whereas wood fibres, no matter how carefully prepared, contain many impurities, which disintegrate rapidly. If the refining process is carried far enough to overcome or remove these impurities, the fibres themselves break down and become worthless. Not so, however, with rag fibres. These start off in a nearly pure

state. The bleaching removes the coloring matter in the rags, and the gentle cooking and washing process removes the bleach or any other impurities which may exist, so that the resulting fibres are very close to chemically pure cellulose, the basis of the life of paper."

The all-rag paper to be used by the *New York Times* was selected after numerous tests covering a period of twelve months—pop tests, folding tests, tearing tests. Strips of rag paper and ordinary groundwood newsprint were placed together and exposed to sunlight over a length of time. The rag paper remained white and clear throughout; the groundwood paper turned brown and brittle as though a scorching hot iron had been left upon it.

Ninety per cent of the rag fibre produced today is used in combination with wood fibre, records of the paper industry show. United States paper money is the only all-rag product in common use. The *New York Times* decided, however, that the special library edition must be printed on a pure 100 per cent rag paper to insure against any chemical process of deterioration continuing in the paper, as would be inevitable if part wood pulp were used. The Forest Products Laboratory of the United States Department of Agriculture at Madison, Wis., reported from samples submitted that the rag paper the *New York Times* finally selected was of a quality that would "last indefinitely."

The all-rag newsprint to be used by the *Times* in the special library edition was developed in co-operation with the Paper Manufacturers' Educational Association.

SCHOOL PLANS TABLOID

New York, a new tabloid weekly for general sale and subscription, will begin publication Jan. 1, published by New York University. Harold de Wolf Fuller, formerly an editor of the *Nation*, now professor of journalism in the University, will be editor-in-chief.

TEXAS M. E'S ELECT

Jones Succeeds Perkins as President—North Named to A. P. Advisory Board

The Texas Managing Editors Association, meeting at San Antonio Monday, elected Alfred Jones, editor of the *Beaumont Enterprise and Journal*, president to succeed A. L. Perkins and chose Waco for next year's convention. Perkins, who was with the *Galveston Tribune* until it was sold recently, and who is now in charge of the Galveston bureau of the *Houston Press*, was elected president emeritus.

The following were re-elected: E. B. Doran, director of news and telegraph, *Dallas News*, secretary-treasurer; Ray Baumgartner, Associated Press correspondent, Dallas, assistant secretary, and James M. North, editor of the *Fort Worth Star-Telegram and Record Telegram*, member Associated Press advisory board.



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By MARLEN PEW

WELL, after all, what is news? Every man who has been at the job of writing and editing it for more than five years has his own definition. As men differ in their ideas of the job in hand, particularly in appreciation of the public responsibilities involved, they variously define the commodity which is their stock in trade. I have just had two hours of unmixed joy reading a book fresh from the Alfred A. Knopf press by Gerald White Johnson, of the *Baltimore Evening Sun*, titled "What is News?" It is the latest of a series of journalism books that Nelson A. Crawford is editing, to my notion a valuable addition to the lore of the American press. Mr. Johnson talks shop in the terms of a master craftsman and also as an individual of uncommon perception. He gives an entirely new and deeply penetrating definition of news and defends his theory with an analysis that is as refreshing as a cold cup on a hot trail.

* * *

AT the outset of this unmatched discussion of the news problem the author sets out clearly the selective processes that we engage in when we make a newspaper. We are newspaper men satisfying our own opinions of what interests, not us, but our readers, and we pick and choose from an assortment of copy which, if used in its entirety, would fill our columns dozens of times and then run over. The basic assumption is that the newspaper worker is a man of sufficient cultural development to desire certain definite rewards over and above the weekly pay-envelope. Men who are not inspired by such motives simply perform as drudges. Most of us are in it because we like the work. The satisfactions, other than the financial ones, are not numerous, but two of them are self-esteem and exercise of power. There is in the average newspaper man the conviction that the work, whatever it may be at present, might be made a business of worth and dignity. Since self-esteem is a satisfaction the intelligent man cannot for long content himself with journalism in its lower forms. Stories of lechery and crime are news, but the man who would deliver them full strength to all comers would be classified with cocaine peddlers. On the other hand, as the pharmacopoeia cannot be restricted to sugar of milk, so a newspaper cannot fill its pages with sweetness and light to the exclusion of all else. In the selective process there is no fixed law as between Pollyanna and the Marquis de Sade. Newspaper men, according to their individual senses of honor and principle, must themselves decide what shall or shall not go into print. Newspapers are what we make them.

* * *

THE author, discussing timeliness and significance as criteria of good news stories, holds that the skillful reporter can make good stories from trivial facts without regard to time, and cites numerous incidents to support the claim. One Spring morning Henry Hyde of the *Baltimore Sun*, walking to the office noticed the gay summer dresses the business girls were wearing and his imagination thrilled to a gorgeous parade. Of course, it happened every morning, but he wrote a resplendent article that was easily the best thing in print in the *Sun* for that day. In a great measure news depends on the news-gatherers.

* * *

DISCUSSING "barriers, real and imaginary," Mr. Johnson shows how a newspaper man is conditioned by his environment, following the ideal life only

within sharply defined and narrow limits. After all, the papers must be sold. A newspaper man may not be conscious of the slightest desire to reform the world or hold position of honor, but the will to power is in all normal men. A declining circulation does not indicate success or power. Both commercial and psychological necessity is playing in us all. The reader is to be reckoned with. The public lays definite inhibitions upon the newspaper worker, is not interested in disagreeable truths and really objects to them, and they must be handled with care. However, Mr. Johnson finds that the inhibitions that the public lays upon newspaper workers have been exaggerated and shows that it is not so much the matter as the handling of matter that counts. Almost anything, even the indecencies, can be printed if skillfully written. Most of the inhibitions are bogies held up to scare cubs half to death. An individual, such as an advertiser, may throttle a paper, but the public prohibits nothing. Our real inhibitions are our incapacities.

* * *

AFTER showing that the newspaper man is not compelled to trumpet to the world everything that comes his way and that the public lays no real restrictions upon his choice of news, with exceptions such as news that no journalist in his right mind could ignore, the author goes into the matter of positive influences of the newspaper-reading public upon the news. His point is that the American people demand a good show of everyone appealing for support, and this includes newspapers. Good show, type not specified, is the rule, accounting for the success of various styles of journalism. The notion that a newspaper must be shallow and trivial to be entertaining is attributed to inferior craftsmen who are incapable, the author declares, of appreciating the difference between high comedy and farce. The public does demand technical ability from every newspaper man. Mr. Johnson states the rules and standards in our journalism in very satisfactory fashion. Later on he says he has never met a newspaper man who had the slightest glimmer of a notion of how to reform the world, and not many of real ability who desired to pose as reformers. The average man's ideal news story would not serve any particularly high or holy purpose. Newspaper work is not evangelism.

* * *

TO me, the strongest chapter in Mr. Johnson's book deals with the perils attending out and out commercialization of the press. Outlining the history of the constitutional grant of freedom he shows that Thomas Jefferson was able to convince the people that from this guarantee of freedom would accrue definite and substantial benefits. However, freedom of the press was and is a privilege, but not an inalienable right. The first benefit was watchful defense of our liberties. The second was prompt and accurate information. Here Mr. Johnson remarks: "Now neither of these expectations bears any direct relation to the enterprise of filling a newspaper's coffers, or of making a senator of its publisher. The privileged position granted to the press by government at the express mandate of the people is in no wise justified by the use of the newspaper for purely commercial ends, or for personal political ends. . . . If the question were put to them, no doubt a majority of Americans would still say they favor an absolutely free press. But as a matter of practical fact there

is no strong or vigilant public opinion supporting it. Inch by inch, the press has been losing ground for at least ten years. The restrictions of the post-office department grow more and more rigid. The second-class mailing privilege has come to be of so little value that periodicals of large national circulation have partially abandoned it, and daily newspapers have entirely abandoned it insofar as their circulation within a radius of 50 to 100 miles of the office of publication is concerned. The disposition of Congress to pass regulatory laws increases. The Postmaster-General has assumed the right of absolute censorship, a position more autocratic than that of the Russian censorship under the czars, and the assumption goes unchallenged." The author goes on to say that this is happening without sign of check by the public and finally asserts that it is fairly clear that the prestige of the press with the people is crumbling. He concludes the chapter by declaring that it is obvious that the purely commercial standard for the press is unsafe.

* * *

FROM this analysis, which I fear is very inadequately sketched here, the author leads to his definition of news. Here it is: "News is such an account of such events as a first-rate newspaper man, acting as such, finds satisfaction in writing and publishing." A first-rate newspaper man is a skilled and honorable craftsman, acting according to the dictates of his conscience and intelligence. He is above all mean motives. He acts as a newspaper man, not a partisan serving personal enthusiasms, prejudices or doing the bidding of some person who does not qualify as a news writer. "First-rate newspaper man" is taken by the author to preclude the possibility of any unworthy act or engagement in any low form of journalism. Mr. Johnson does not believe that money is one of the satisfactions, for newspaper men are too intelligent to believe that money buys self-esteem or power worth having. The news that an intelligent man finds most satisfaction in is that which tests his professional capacity in its presentation. "In general practise," the book concludes, "news is what is in the newspapers; and newspapers are what newspaper men make them" and Mr. Johnson regards this as a "rather terrible reflection."

SEEK CRIME NEWS BAN

Lynn Editors Receive Petition from Local Ministers

Lynn, Mass., newspaper editors have been requested in a resolution adopted by the Lynn Inter-Church Union to suppress crime news, or if they publish it to edit such accounts so carefully that no reader, whether young or old, would think that crime is attractive or would fail to see the menace not only to his own better self but to the life of the community.

The ministers who comprise the membership of the union declared that the large amount of space devoted to the recent Hall-Mills murder trial was in a degree responsible for the union's action.

CHICAGO BROADCASTER CITED FOR CONTEMPT

Owner of WGES Hailed to Court When He Disobeys Injunction Obtained by Tribune in Wave Length Fight

The *Chicago Tribune* has won another round in its fight to keep WGES from broadcasting on a wave length of 315.6 meters, on the ground that such broadcasting interferes with the programs of WGN, the Tribune's station.

J. Louis Guyon, owner of a west side ballroom and operator of station WGES, was ordered by Judge Francis Wilson in the Circuit Court on Dec. 7, to show cause why he should not be punished for contempt of court as violator of an injunction restraining him from broadcasting on a wave length of 315.6 meters. Mr. Guyon was named in two petitions, one alleging civil and one criminal contempt.

The petitions, which were filed by attorneys representing the Tribune, name, in addition to Guyon, the Oak Leaves Broadcasting Company, Inc.; George P. Gubbins, announcer for WGES, and Joseph Brubaker, chief operator for the station.

The petition alleging civil contempt charges that station WGES, having been enjoined from broadcasting on the 315.6 meter wave length in an order issued by Judge Wilson, came back on the air and resumed broadcasting on the same wave length, although using considerably less power. The petition gives Mr. Guyon and his co-respondents 10 days to answer under oath. WGES, the petition further states, is still causing material interference with the programs of WGN, even with the reduced power.

The second petition is in the nature of a charge of criminal contempt and is based largely on advertisements alleged to have been published and speeches made by Guyon and his announcer, Gubbins, since the court's order Nov. 20. The petition asserts that Guyon and the other respondents have operated station WGES since Nov. 24 on a very much reduced electrical power as compared to that used prior to the original injunction and by omitting to disclose that fact to the public in the advertisements and speeches are attempting to give the impression that WGES was causing no more interference at the time the Tribune started the original suit than it has since it resumed broadcasting.

The petition also charges that the respondents by the advertisements and speeches have sought to give a false and misleading construction to the opinion of Judge Wilson. Among other devices for accomplishing this, it is charged that the respondents have set up in this advertisement a small portion of supposed evidence in their favor without any reference to the vast amount of evidence that was heard by the court.

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200,000 CHICAGO TOTS IN DAILY NEWS CLUBS

**Growth of Paper's Topsy Turvey
Time Club and Wide Awake
Club Aided by Radio
Programs**

A survey recently concluded by the *Chicago Daily News* revealed that the total membership of that newspaper's two children's clubs totaled 200,000. Names of the clubs are the Topsy Turvey Time club and the Wide-Awake club, the former now having a membership of 175,000 and the latter, established nearly 21 years ago, with an enrollment today of 36,000. Their combined memberships, the *Daily News* pointed out in a recent story, is greater than the total population of many cities.

Growth of the younger organization was speeded by the popularity of the radio. At 5.15 each afternoon, Russell Pratt, the Topsy Turvey Time man conducts the T. T. T. program over station WMAQ. More than 125 charters for branch clubs all over the country have been issued. A miniature paper called the *Topsy Turvey News* appears on the back page of the *Daily News* every evening.

The Wide-Awake club with its 36,000 members, enrolled day by day during two decades, shapes its weekly page not only to amuse or entertain by pictures, puzzles and stories but to give room for children specialists. Boys and girls who expect to become writers join the Story Maker's Guild and compete for the monthly book prize or for appearance in print. Nature lovers join Two-Eyes section and report what interests them in birds and plants. The Dolly Dressers submit sewing, the Cooking club makes experiments.

The Wide-Awake radio program, given weekly, and the dramatic performances of the Wide-Awake players have a good deal to do, too, with the acquaintance that is so genuine within this big family.

CALLS A. P. GREATEST CO- OPERATIVE EFFORT

(Continued from page 7)

of 1893.' To Mr. Stone, for over a quarter of a century its general manager, to Victor F. Lawson, its first president, to Frank B. Noyes, who is serving his 27th year as president and to a group of their fellow newspaper publishers of that eventful year there was seen as much of tyranny menaced by the nation's information being in the control of a despot as actually was suffered by the colonist of 1776 through misgovernment by George III.

"Diligently they set to work to create something that would throw safeguards around the reporting of news. To keep pure the channels of public information they adopted this cooperative idea.

"Be it remembered that among its 1,200 members every shade of political and religious belief is represented. The work of the association, therefore, is subject to the critical eye of each of these members who through intimate contact would sense the slightest tendentious trend in news reporting long before the layman would see it.

"That, then, is the form of organization by which it was sought to safeguard for the public the impartiality and truthfulness of the news. It was a striving toward honest service by newspaper publishers to their fellow men. Today, with its record of 33 years, it is a living evidence of their ideals.

"No human activity of the magnitude of the Associated Press should escape criticism if it could. The Associated Press welcomes criticism. Being the product of humans it is intensely human and therefore it is not inerrant. It has been charged with being controlled by this or that religious denomination, this or that political party, this or that economic or social movement. If any of these charges were true the very ideal

which prompted its existence would be shattered. It was to prevent any such control that its form of organization was adopted. If it is not hewing to the line of impartiality which was drawn for it to follow, it is a matter of intense concern to you as a reader and as a citizen. If it is not what it professes to be it can be discredited. Fortunately, therefore, the blazing sun of publicity shines upon its every published work. Its members and its management would not have it otherwise.

"There has been comment to the effect that its treatment of news of social, partisan or denominational movements proves its partiality. The charge is made by those zealous in furthering or opposing a particular social, partisan or denominational idea. Intensely interested in their views themselves they want the Associated Press to crusade for them. A zealot can never believe that publication would be refused for such a simple reason as that his views are not of general interest.

"Therein the zealot lacks news sense. For it must be understood that people and events are given space in newspapers in the degree that they are interesting to other people. This is axiomatic if there is any science in making successful newspapers. And since newspapers are successful in the degree that they obtain reader interest it must be obvious that there is a constant search for matter of general interest. But because, in serving its member newspapers, the Associated Press applies its news judgment it has found itself simultaneously charged with being controlled by both proponents and opponents of this or that movement.

"It has within a single year been charged with being controlled by the Roman Catholic church and by the Ku Klux Klan; by Henry Ford and by the Jews; it has been charged with favoring capital and opposing labor and favoring labor and opposing capital. Reflection upon this reputed control by opposing forces ought to prove the impartiality of the Associated Press and prove its freedom from the control of any movement, however worthy the movement may be.

"I have told you of what brought the Associated Press into existence, what it is and what it does. I have referred to some criticisms that have been made concerning it. In conclusion I want to impress upon you the importance to you of the task it has assigned itself. If you are a good citizen you must acquaint yourself with what is going on. The Associated Press serves newspapers from which you put more into your minds than from what you read from any other source. Since the largest newspaper can print only a fraction of the entire Associated Press report it is given only to telegraph editors of member newspapers and to employees of the Associated Press to read this most complete compilation in existence of the day by day story of humanity. In its completeness it is a story indeed! What man does is interesting; the record of the problems that confront him is portentous; his effort at solving them is inspiring. One is moved to elation at his success or regret at his failure. Always, the story has some form of human appeal else it would not be news. Your newspaper selects that which it thinks will interest you most and in doing that it probably gives you more than you have time to read.

"You make the news, the Associated Press records it and you read it. In that process you appear twice and the Associated Press once, the latter appearing only in your Associated Press newspaper. The work of the Associated Press is important to you. Well enough, then, that 1,200 newspaper publishers in our land have pledged their faith to you that you will have true, unbiased news, for true, unbiased news is at once potent and militant, as useful in its purpose as are the rays of the sun in their purpose."

BUYS PARTNER'S INTEREST

H. G. White recently purchased all the holdings of stock, representing a half interest in the *Winona* (Minn.) *Republican Herald*, of F. J. Rucker. Through this transaction Mr. White is now the sole owner of the *Winona* paper.

BUSINESS MANAGER OR GENERAL MANAGER

Good men are rare—

This man is one of the good ones.

His first publisher paid him the highest compliment possible when he said, "... , one of the greatest mistakes I ever made was when I let you get away from me."

This man has had an unusually broad experience.

He is at present in charge of a small newspaper which he has placed on a most satisfactory profit making basis.

Now it is his purpose to return to the larger field wherein he first proved his ability.

He has a pleasing personality, is married, a Protestant and has the tremendous advantage of age in his favor. He is 34 years old.

An interview can be arranged by wire or letter to

BOX B-635

EDITOR & PUBLISHER
Times Building **New York City**

AIR CHAOS IS NATION-WIDE, SURVEY BY RADIO MAGAZINE SHOWS

Increased Power and Willful Changing of Wave Lengths Make Clear Reception Difficult in Many Parts of the Country

INTERFERENCE conditions throughout the country are bad, according to a survey made by *Radio Retailing*, through its representatives located in various sections of the country, and reprinted by the *New York Times*. Listeners in every section complain of heterodyne whistles, caused by the interaction of two or more waves too close to each other.

The survey follows:

NEW YORK: Broadcasting situation rapidly nearing crucial point in New York and vicinity. Appearance, below 400 meters, of many new stations using low power prevents satisfactory reception of old standbys broadcasting worthwhile programs. Several poorly equipped stations have increased power. Heterodyne whistles and interstation interference particularly noticeable in Brooklyn and Long Island, where new small stations are causing considerable disturbance. Condition, prevalent for month, though not yet seriously affecting retail sales, is causing concern in trade. Unless clarified, business depression is inevitable. Dealers report difficulty in making satisfactory demonstrations. At most, New York has eight stations from which decent programs may be received without heterodyning howls. WNYC, WEA, WJZ, WOR and several others seldom interfered with, but situation below 380 meters deplorable.

DETROIT: Reception conditions here bad and getting worse. All agree that interference is bad. Number of stations heterodyning estimated from 20 to 65 per cent of all stations. Several stations criticized for using so much power as to drown out others on nearby wave lengths. Impossible to hold Chicago stations long. Distributors of high-price sets say condition is affecting sales seriously, as it is impossible to escape heterodyning and confusion, even with best.

SAN FRANCISCO: Reception fair on Pacific Coast. Changes in wave length following end of government control do not seriously affect local reception. Action of Pacific Radio Trade Association in asking pledges of broadcasting stations to abide by District Radio Inspectors' decision when changes are desired has brought pledges from all important stations and majority of smaller ones. Twenty-five per cent of Mid-West stations conflict with local wave lengths on set of average sensitivity. Eastern stations conflict, but situation better because of three-hour time difference. San José Station KQW broke agreement for silence between 7:30 and 8. Dealers who sell on local programs content with situation, but general feeling that action should be taken to clear distance reception.

NEW ORLEANS: Radio men and retailers here report heterodyne squeals on all broadcasting stations up to 350 meters, at times making programs unintelligible. This condition is true on almost all occasions; the only exceptions are the super-power and local stations, which generally come in clearly through interference. Only two super-power stations below 350 meters are clearly received here. No

one looks for slump after holidays. Condition of cotton crop may affect buying late in winter and spring. Percentage of sales in country better than in city. New Orleans market signally free from price-cutting.

PHILADELPHIA: Interference caused by heterodyning stations creating considerable trouble has been prevalent for past three weeks. Super-power stations among those being heterodyned. Programs from at least eight of thirty stations made useless. Weather conditions very favorable for perfect reception. At least thirty-two stations affected by this disturbance. Many listeners complain about the logging of stations, as these vary almost every night. Greatest change noticed below 350 meters. There has been no change in wave lengths in this territory, and from latest reports there is no tendency for same. Static level very low and many distant stations received with ease. Loop-type receivers becoming more popular due to prevailing conditions.

BOSTON: This section records uneven conditions in reception. Average clear nightly reception with moderate-priced machine set at six stations. With special high-power sets forty-five stations covering East and Central States can be recorded. Average receiver experiencing trouble in bringing in stations clearly. Two local stations, WEEI and WBX, with nearly equal wave lengths, overlap, and operators constantly complain to broadcasters. With WNAC much trouble is reported. Attempts made to agree on schedules so far a failure. Outside Boston area situation is perplexing. Northern district blanketed from Boston during operation of WEEI and WBZ, and receives mostly New York and Canadian stations. Southern Massachusetts has dead zone. South of Boston has trouble getting WEEI, due to bad air racket from southerly points. Unless best sets used, operators must expect squeals in this district from three local stations. As compared with last year conditions are worse.

WASHINGTON, D. C.: Reception conditions in Washington better than in most localities. This territory fortunate in experiencing little or no heterodyning on local stations, but distant stations almost impossible to hear because of squeals. Dealers report there are only one or two receivers on the market which can be demonstrated satisfactorily on other than local stations. Reception conditions considered good compared to rest of country, in that at least local stations can be heard.

CHICAGO: Heterodyne squeals from interfering stations very serious here, particularly on lower wave bands. Since Oct. 15 has been rapidly growing worse. At least seven Chicago stations are heterodyning each other. Many Chicago stations and distant outfits also interfering. Dealers say 25 per cent of local stations heterodyning. Two Eastern stations which use crystal control come in on definite dial settings and are favored by Western fans. Dealers say expert tuner can get many distant stations, but not loud and accompanied by whistling. Average owner can get few outsider stations.

KANSAS CITY: Radio business here exceeding all expectations, despite serious station interference. But dealers claim they could surely sell additional 30 per cent of demonstrations if it were not for heterodyning. No more than eight stations are received clearly over entire dial. One near-by station reported particularly objectionable. Has jumped its original wave length, is broad on the air, often has mediocre and self-seeking programs and blankets three popular stations.

TORONTO: Interference caused by heterodyning stations becoming serious menace to demonstration in Toronto and district. Extent of trouble may be gauged from fact that on some nights it is impossible to get anything lower in wave length than KDKA at 309 meters. Heterodyning in this district is particularly noticeable from Chicago stations, some of which are now on the wave lengths of Canadian stations. Some low-power stations are particularly objectionable and are cutting each other's broadcast to pieces. One station appears to sit on CKCL wave length of 356.9 meters. There is another noticeable disturbance between Buffalo and Miami Beach. Difficult to detect heterodyning stations except with wave meter, because the broadcast is so badly chopped.

DENVER: Interference is prevalent in this territory. Some report as high as 75 per cent of stations received cannot be cleared of heterodyne squeals. This condition seems to be more common in the mountain districts. It reaches its highest point in the large cities and within fifty miles of local broadcasting stations. Consensus of reports indicates stations located on the Pacific Coast can

be received with much less interference than those located east of Denver.

PITTSBURGH: No considerable amount of comment in local district on present chaotic broadcasting condition. Occasional criticisms are made by fans who want distant stations. This lack of complaint here is due to the presence of two high-class stations, whose programs are rapidly becoming metropolitan by continual linking with New York and other stations. Such broadcasting satisfies the local fan, giving better reception than by trying to get distant stations direct.

AWARDS BRAVERY PRIZES

Because two acts of exceptional bravery stood out on the records of the police and fire departments during November, the *Chicago Tribune* doubled its usual trophy and awarded two prizes of \$100 each for that month. The acts were a thrilling rescue by a fireman and the capture of an alleged bootlegger by a wounded policeman.

LA PRENSA of Buenos Aires

"South America's Greatest Newspaper"

"On entering the fifty-eighth year of its life, its dominance is more evident than ever before."

EL DIARIO—
Montevideo, Uruguay.

JOSHUA B. POWERS

Exclusive Advertising
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IN some cities, the "leading" newspaper may have merely a few hundred more circulation than its competitor. The Press has 40,000 more net paid circulation in Pittsburgh than the other two evening newspapers combined—and 35,000 more net paid circulation in Pittsburgh than the other two Sunday newspapers combined.

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The public decides the progress of a newspaper.

The continuous rising circulation of the New York Evening Graphic vividly demonstrates popular acceptance of this newspaper as a medium of unusual reader interest.

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**NEW YORK
EVENING GRAPHIC**

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An organization specializing solely in newspaper building design, manufacturing and production problems.

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Thorough Coverage in One of the
World's Richest Buying Centers—
Coupled with the Ability to
Produce Results

Pittsburgh Gazette Times

(Morning and Sunday)

AND

PITTSBURGH CHRONICLE TELEGRAPH

(Evening except Sunday)

These newspapers in News and Advertising have the confidence of their readers. Their readers have the power to purchase.

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R. J. BIDWELL COMPANY,
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Times Bldg., Los Angeles, Cal.
White-Henry-Stuart Bldg., Seattle, Wash.

GRAVURE SECTIONS PRINTED

SPECIAL AND REGULAR
EDITIONS, MAGAZINE
INSERTS AND COM-
MERCIAL WORK

Standard Gravure
Corporation

LOUISVILLE KY

Pennsylvania Leads



All States in the following annual mineral production:

Cement	30,000,000 barrels
Anthracite Coal	90,000,000 tons
Bituminous Coal	150,000,000 tons
Coke Bee-Hive	7,500,000 tons
Coke By-Product	7,500,000 tons
Pig Iron	10,000,000 tons
Natural Gas	100,000,000 M. Cu. Ft.
Clay and Clay Products	
Ferro-Alloys	
Lime	
Zinc and Lead Pigments	
Sand and Gravel	
Slate	
Stone	

What tremendous productive wealth these industries represent. The actual wealth of the Keystone State's manufactured products is approximately \$7,000,000,000. Employees engaged in these gigantic industries number approximately 1,500,000 and their pay roll is nearly \$2,000,000,000.

Such evidence should induce every national advertiser to go after this market. If there is any detailed information required on Pennsylvania's market, ask any of these newspapers.

	Circulation	2,500 lines	10,000 lines
†Allentown Call(M)	34,188	.11	.11
†Allentown Call(S)	23,207	.10	.10
†Beaver Falls Tribune(E)	6,821	.03	.03
††Bethlehem Globe Times.....(E)	13,272	.06	.06
†Bloomsburg Press(M)	7,786	.04	.04
*Chester Times(E)	18,612	.06	.06
†Coatesville Record(E)	6,834	.035	.03
*Connellsville Courier(E)	5,652	.02	.02
***Easton Express(E)	34,523	.10	.10
***Easton Free Press(E)			
*Erie Times(E)	30,985	.08	.08
††Greensburg Tribune Review..(EM)	14,883	.05	.05
††Hazleton Plain Speaker....(E)	19,582	.07	.06
††Hazleton Standard-Sentinel.(M)			
*Mount Carmel Item.....(E)	4,229	.0285	.0285
*Oil City Derrick.....(M)	8,191	.04	.04

	Circulation	2,500 lines	10,000 lines
*Pottsville Republican and Morning Paper(EM)	15,403	.08	.07
*Scranton Times(E)	42,501	.13	.12
*Sharon Herald(E)	7,456	.0357	.0357
*Sunbury Daily Item(E)	5,442	.03	.03
*Washington Observer and Reporter(M&E)	17,384	.06	.06
†Wes* Chester Local News.....(E)	11,826	.04	.04
*Wilkes-Barre Times-Leader(E)	26,204	.06	.06
†Williamsport Sun and Gazette & Bulletin(ME)	29,890	.09	.09
†York Dispatch(E)	19,955	.05	.05

††Government Statement, March 31, 1926.

***Consolidated Aug. 28, 1926. A. B. C. Oct. 1, 1926.

†Government Statement, Oct. 1, 1926.

*A. B. C. Statement, Oct. 1, 1926.

OUR OWN WORLD OF LETTERS

By JAMES MELVIN LEE

A LITTLE book that has not attracted the attention that it should in newspaper circles is "A Summer Vacation As a War Correspondent" by Charles Edward Bray who was given a commission as special correspondent of the *New Orleans (La.) Times-Picayune* to spend two months during 1925 in France, Germany and England. What Mr. Bray sent his paper while abroad has been brought together in a little book of about 100 pages which gives his impression of the great European conflict as gained by a casual observer. The volume is illustrated with passports he had to obtain and, by way of good measure, prints the regulations which the French War Office established and which every correspondent had to demonstrate he could read and translate before being permitted to go to the front.

BRUCE BLIVEN prints in the *New Republic* for Dec. 1, an article entitled "The Hall-Press-Mills Case." Briefly he tells how that case is being covered by special correspondents and how eight daily newspapers have leased houses in Summerville for the use of their correspondents.

As EDITOR & PUBLISHER has had something to say about reporting this case the reader will be chiefly interested in what Mr. Bliven regards as most important. Here it is:

But most important of all, I think, is the widespread feeling that the case has taken the lid off a fairly typical respectable American town. Who doesn't want to know how his neighbors really misbehave? Well, here's how! Half of New Brunswick seems to have been in De Russey's lane that night; and for no purpose it would care to have written on the church bulletin board. Is there any reason to believe New Brunswick in 1922 was better or worse than any other town in 1926? None. Can you imagine that on Sept. 14, 1922, a Dionysiac wave, unprecedented and unrepeatable, struck this one community? The general population certainly doesn't believe any such a thing.

According to Mr. Bliven, the reading public believes that De Russey's Lanes are 10,000 in number and that the pathetic love letters of the enamored clergyman could be duplicated in every mail sack which Uncle Sam tosses from train to truck.

WANT to be a journalist? That is the question William Allen White answers in the *American Boy* for December. In making his reply he gives both sides.

Mr. White believes that newspaper work is much grayer now than it used to be. The reason is found, in part at least, in advertising. Mr. White says that modern advertising has turned newspapers into good money-makers. Consequently, they are under the control of men who are more interested in the money-making side than in the editorial side. He stresses the fact that such conditions make a gray outlook for the young newspaper man who may get tired of having the other fellow dictate.

Dictation as to what Mr. White should

write is what forced him to leave the *Kansas City Star*, for which he had to sing too many tunes about the merits of Grover Cleveland and to buy the *Emporia (Kan.) Gazette*, for \$3,000. The latter paper, in his opinion, is now worth at least a quarter of a million dollars.

On the subject of going to college Mr. White speaks as follows:

Of course, there are successful journalists who didn't go to college. They are self-made; got their background through reading and studying. But the man who has to make himself as he goes along is likely to stick about halfway up.

Go to college. If you can, take a four-year course in literature, science and the arts, as well as a good course in journalism. If after that you can study abroad, so much the better.

To the question, "If a boy likes both newspaper work and business, why can't he go into the business end of the work?" Mr. White answers:

He can. He should take, if possible, a course in journalism and a course in business administration. When he gets out of college, he's likely to become first an advertising salesman for a newspaper; then perhaps an advertising manager; then he may get to be owner of a newspaper or of an advertising agency. In either case, he'll have an influential voice in matters of newspaper policy.

Moreover, he's likely to start at say, \$5 more a week than the young fellow who starts as a reporter; and he'll probably get a better salary all the way along, because he's closer to the money-making side of the paper. But if you like writing much better than business, you'll have to forget the salary differences.

Mr. White speaks through Esca G. Rodger and the editor prints in connection with the article a list of books for those who want to know more about journalism. In this list there are some notable omissions.

FROM a practical point of view, the most important article in the November issue of the *Iowa Journalist*—a monthly periodical published by the School of Journalism of the University of Iowa, Iowa City—is "Circulation-Distribution" contributed by Frederick J. Lazell, the editor. An editorial headed "A Full Waste Basket" attacks publicity seekers who try to get something for nothing.

ONE of the best critical chats about newspapers in general and New York sheets in particular may be found in the essay, "One Phase of Journalism," which Joseph S. Auerbach has put into his "Essays and Miscellanies" published by Harper & Brothers. The theme stressed

in this essay is the editorial treatment of Edward M. Shepard when he was running for mayor of New York. Mr. Auerbach is extremely critical of such headlines for editorials as "A Shifty Shepard," "The Shepard of Shylock," etc. This note is inserted to answer the inquiry where one can find a legitimate criticism of the editorial page.

WHO first suggested the tabloid size for newspapers? The question is hard to answer. Certainly the idea is much older than recent magazine articles about tabloids would have you believe.

Whitelaw Reid, when editor of the *New York Tribune*, delivered on April 4, 1872, before New York University, a lecture on "The School of Journalism." After outlining the subjects that ought to be included in the curriculum of such journalistic course, Mr. Reid then took up some of the problems of journalism that he thought would soon come up for settlement. One of these problems was:

Whether we might therewith secure a more convenient shape for our papers; as, for example, by taking Henry Watterson's suggestive idea of an evening daily of the shape of *The Saturday Review* or *The Nation*, with its last six or eight pages surrendered to advertisements set without display, and this space made the most valuable and attractive on the paper by keeping a serial story from the pen of the best novelist money can command running on the lower half of each advertising page continuously.

From this remark by Mr. Reid it will be observed that as far back as 1872 Henry Watterson of the *Louisville Courier Journal* was suggesting a tabloid.

The address by Mr. Reid was issued first in booklet form. Later he put it in Volume II of "American and English Studies" (Charles Scribner's Sons).

HOW wags the world in China is discussed in *Japan* for December by Clifford Fox, Managing Editor of the *North China Star*, a Tientsin newspaper. Mr. Fox, who heads his story "The Dawn's Early Light in China," has not only the newspaperman's nose for news, but the scholar's mind to interpret the economics and sociology of the Far East.

In his contribution to *Japan*, Mr. Fox

is not so much concerned with the present internal disturbances as news events, as he is with the movements that have caused the uprising. He attempts to peep into the future in China and sees a new era dawning on the Hills of Twang. But naturally what he has to say about the local press in China is of interest to newspapermen because he speaks from first hand information.

On this subject Mr. Fox says:

In the United States the newspapers accomplish the remarkable in cultivating and fostering and swaying public sentiment. The native and foreign press of China have tried to do this of late years, but they have made pretty much of a failure of the job thus far. The native press is without influence because the Chinese are educated sufficiently to know that their news and editorial columns are usually for sale to the highest bidder, and that the Chinese news agencies, without exception, are subsidized in one way or another by some clique or faction or individual. Any Chinese sufficiently educated to read the foreign newspapers published in China cannot but detect in their columns inter-

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Its increase in manufacturing products surpasses anything in the world.

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cover Michigan outside of Detroit—Eight principal cities with the only or leading Newspaper in its respective community.

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The Flint Daily Journal
The Saginaw News Courier
The Kalamazoo Gazette
The Jackson Citizen Patriot
The Bay City Times Tribune
The Muskegon Chronicle
The Ann Arbor Times News

National Advertising Representatives

I. A. KLEIN J. E. LUTZ
50 East 42nd St. Tower Building
New York City Chicago, Ill.

Morning Paper Territory

Salt Lake City (its suburbs and its surrounding territory) is and always has been strongly morning paper territory. Look at the circulation and advertising figures for proofs:—

1925	Tribune	2d Paper	3d Paper
Adv. Linage.	10,718,316	6,212,248	4,709,348
Circulation (June 30-26)			
Daily	41,788	28,055	20,750
Sunday ..	70,014		25,271

The Salt Lake Tribune

THE S. C. BECKWITH SPECIAL AGENCY

—Sole Eastern Agents—
New York—Chicago—Detroit
St. Louis—Kansas City—Atlanta
M. C. MOGENSEN & CO., Inc.
—Pacific Coast Representatives—
San Francisco—Los Angeles
Seattle

1st in ALBANY NY
For Over 73 Years

A good product—
A good schedule—
THE TIMES-UNION
—Success—In
Albany, N. Y.

The Times-Union

Albany's Leading Newspaper
by every possible logical comparison
Verree & Conklin Inc.
New York, Chicago, Detroit, San Francisco

CLINE ELECTRIC MFG. CO. CHICAGO

Cline-Westinghouse
Double Motor-Drive
with full automatic
push button control

is used by

St. Paul Dispatch
St. Paul, Minn.

Ask them about it.

CLINE ELECTRIC MFG. CO.
Chicago: 111 West Washington Street
New York: 47 West 34th Street
San Francisco: First National Bank Building

LARGEST
WEEKDAY
CIRCULATION
in the City

The
Item
Tribune

NEW ORLEANS

The
Los Angeles
EVENING HERALD
consistently carries more paid
advertising than
any daily news-
paper in the west

Representatives

New York — Chicago — San Francisco
Herb. W. Moloney John H. Lederer A. J. Norris Hill
604 Times Bldg. 1 910 Hearst Bldg. 610 Hearst Bldg.

SERVICE

THE PARTLOWE PLAN
— CAMPAIGN —
□ IT IS KNOWN BY ITS ACHIEVEMENTS □
IN CIRCULATION BUILDING

Results Count

CHARLES PARTLOWE & CO
6th Floor Occidental Bldg
INDIANAPOLIS IND.

national jealousies all the time and racial propaganda some of the time. Pick up a foreign newspaper published in China and you find editorial columns devoted to praising one nation to the skies and minimizing the good points of others, while at the same time magnifying the latter's faults. The result is that the Chinese does not consider his newspaper as any educational factor, or any guide to follow in seeking to find out that which he seeks to know. He reads them, of course, but only to get an idea of what is going on. Realizing that the news agencies are subsidized—this does not apply to the only American news service operating in China today; it has just extended its service and is new in China and is altogether free of the subsidy taint—he then goes out to investigate on his own account and get at the truth of the story in which he is interested.

Because of the facts listed in the quotation just given Mr. Fox believes that public opinion in China is being formed in the guild halls, in the classrooms, in public mass meetings and to some extent on the lecture platform. He insists that an impassioned fiery speaker can do more with a few words of direct talk than he can with yards of carefully set solid type—so far as China is concerned. He frankly admits that there is some danger in having public opinion formed this way because China like her sister nation has her radicals. But her soap box orators for the most part are not extremists.

He concludes his chat about China with the remark that the present turmoil is only the price of transition—the price that any nation has to pay when it adjusts itself to another mode of living and hastens its pace that it may join the world in the onward march.

* * *

THOSE who write book reviews for newspapers will find some excellent examples of literary criticism in "Current Reviews" (Henry Holt & Company) by Lewis Worthington Smith, Professor of Comparative Literature at Drake University. If all those who want to write book reviews for the press purchase this volume it has some prospect of becoming a best-seller.

Professor Smith has assembled his reviews under four heads: (1) biographical and historical, (2) fiction, (3) reviews of poetry, drama and criticism, and (4) reviews of critical and social discussion. In his introduction the author offers numerous suggestions of practical value about the writing of book reviews. When one has finished reading the volume one ought to have some rather definite views about the main currents in the present deluge of books that flows from publishers' presses.

Glancing through the index I find that Professor Smith has taken two reviews from the *Boston Transcript*, two from the *Chicago Evening Post*, one from the *Chicago News*, one from the *Christian Science Monitor*, five from the *New York Evening Post*, seven from the *New York Herald Tribune*, seven from the *New York Sun*, seven from the *New York Times* and two from the *New York World*. In view of the excellence of the book reviews in some of the other newspapers it is surprising that more cities are not represented in the selection.

* * *

THE latest volume to reach my desk is "A World Cruise Log" (Harper & Bros.) by Joseph H. Appel, Director of Publicity of the John Wanamaker Store. The writer of such interesting advertising copy ought to be able to produce a travel book that is different from the mere guide books that flow in a continuous stream from publishers' presses. It would be somewhat surprising if the volume did not contain here and there some things that expressed the feminine

point of view. It will be interesting to examine the chart and compass used by Mr. Appel and to print these observations at another time in this department.

* * *

A BOOK that belongs alongside of the dictionary in the newspaper office is "March's Thesaurus" of which a new edition has just been issued by the Historical Publishing Company of Philadelphia. This new edition makes the work much more useful in a newspaper office because of an amplified index.

Newspaper English which possesses the advantages of being clear will not suffer if it has the added advantage of having some beauty and charm in the presentation of facts. Indeed, the newspaper story will have added clearness if the reporter has a fine feeling for words and knows something about the history and the evolution of the English language. The sub-title of the present volume exactly describes the work, "a treasure house of words and knowledge."

"March's Thesaurus" is too well known to members of the working press to need any critical comment. Truthfully it can be said of it, "It stands alone—great in its solitude—solitary in its greatness."

* * *

ARTHUR GUTERMAN whose rhymed reviews of books have added to his popularity as a poet seeks in the *American Magazine* for December to interpret the term news in lines that rhyme. He finds that news rhymes with stews and clews. His interpretation of news, therefore, is remarkably free from poetical license.

How well he has caught the spirit of the stuff that makes newspapers is shown by the following two stanzas which comprise the poem he calls "News":

Daily the world is the scene
Of their huntings again:
Warm-hearted, cynical, keen,
Irrepressible men
Follow the Rumor that flies
Like a derelict soul,
Winnowing Guesses and Lies
From Equator to Pole,
Knowing the palace's mirth
And the reek of the stews,
Searching the quarters of Earth
For the Staple of News.
News! News! News!
Crumbs of Humanity! Sweepings of
History! News!

News of the death of a king,
Or a feast, or a war;
News of the track and the ring
And the sail and the oar;
Themes for the roll book of Time
Or the talk of a day;
Glory and folly and crime
Or the strivings of the clay.
Packet and budget are filled,
And the magical clews
Threading all ether are thrilled
With the pulsings of News.
News! News! News!
Tattle of Continents! Peeps at the
Universe! News!



EL MUNDO WINS FIRST MEXICAN LIBEL SUIT

Tampico Paper Victor When Politician Withdraws Suit as Jury Is Being Drawn—Filed Under New Law

(Special to EDITOR & PUBLISHER)

The first real libel suit in the history of Mexican journalism has ended with an unqualified victory for the defendant, Vicente Villasana, director of *El Mundo* of Tampico, just as the jury was being selected for the trial.

The suit, the outcome of vigorous attacks made by Villasana against Salvador Ibarra Torres, a prominent Tampico politician, because of armed threats of violence made by Torres against Antonio Gabucio, a Tampico newspaper man, last March, was instituted, according to *Excelsior* of Mexico City, in accordance with Mexico's Printing Law, formulated recently at the initiative of the *Prensa Asociada* of Mexico.

Following Villasana's editorial attacks in *El Mundo*, Torres took the matter to the courts. Prospective jurors were impaneled and selection of the jury was begun on November 18. The affair excited great interest, and when the proceedings began at 10 o'clock that day the court room was crowded with persons of all social classes, including Tampico's entire journalistic world.

Just as the questioning of the prospective jurors was to begin, Torres appeared in court and presented a writ withdrawing his complaint against *El Mundo*, explaining that in so doing he was motivated entirely by personal reasons.

Some regret has been expressed that the suit was not carried through and made a test case, as Villasana had engaged for his defense the two eminent lawyers, Eugenio Mendez and Crescencio Gonzalez, who were instrumental in drawing up the Printing Law.

Attempts have been made in the past

to bring libel suits against newspapers in Mexico, but so far as can be learned, no such case has ever been admitted into the courts. Even these attempts have been few, as politicians attacked by publishers have generally resorted to the simple expedient of a shooting match to gain justice.

PROBERT'S HOME BURNS

Homeland, farm home at Olney, Md., sixteen miles from Washington, D. C., of L. C. Probert, superintendent of the Washington bureau of the Associated Press, was burned to the ground shortly after noon Dec. 4. Mrs. Probert, trapped in a second story room, with dense smoke and flames preventing an escape, was rescued by her husband, who placed a ladder on the outside of the house and caught her as she slid down a roof made perilously slippery by a heavy hailstorm that struck the vicinity Saturday night and Sunday. Mr. Probert was burned slightly about the face.

Buffalo, The Wonder City of America

Buffalo—a profitable Market for Advertisers

Sales in Buffalo are splendid for advertised goods. Employment conditions excellent, retail and other business thriving. One newspaper will put your story over to 83% of the people—that paper is the

BUFFALO EVENING NEWS

Read in 4 out of 5 Buffalo Homes

Edward H. Butler, Editor and Publisher
Kelly-Smith Company, Representatives
Marbridge Bldg. Tribune Tower
New York, N. Y. Chicago, Ill.
Atlantic Bldg. Waterman Bldg.
Philadelphia Boston

225,227
Daily

The Cleveland
Plain Dealer
now has the
largest circulation
in its history

263,431
Sunday

J. B. Woodward, 110 E. 42d St., New York
Woodward & Kelly, 350 N. Mich. Ave.,
Chicago

GROWING

**Circulation
Advertising Volume
Reader Interest**

are making South Florida's already greatest newspaper the dominating paper, not only in its own field but in the entire State.

**The Tampa
Morning Tribune**
TAMPA, FLORIDA

S. C. Beckwith Special Agency
National Representatives

REVIEW OF 1926 CARTOON

By Hop

4, 5 AND 6-COLUMN SIZES
RELEASED DECEMBER 26th

The International Syndicate
Baltimore, Md.

have
you been
following the
remarkable
growth
of the
Detroit Times

THE WELFARE COMMITTEE
of the
INTERNATIONAL
CIRCULATION MANAGERS
ASSOCIATION

Can supply you with competent circulation men of capacity and ability capable to take entire charge of your department or to fill important posts in the department.

Address the Secretary-Treasurer please, Mr. Clarence Eyster, care Star Building, Peoria, Ill.

TO STUDY DRY MATS AND NEWSPRINT WASTE

These Subjects First to Be Scrutinized
by New A. N. P. A. Mechanical
Department, Wines An-
nounces in Letter

Dry mats and newsprint waste will be the first two mechanical subjects to be taken up by the new mechanical department of the American Newspaper Publishers Association, W. E. Wines, department manager, announced this week.

In a letter sent out to all A. N. P. A. members, Mr. Wines outlined in detail the department's plans. The letter follows:

"It is a pleasure to announce that the mechanical department is now ready to function, and invites the closest contact with the membership.

"Of the multitude of subjects worthy of investigation, the committee has selected the dry mat as of the first importance, in the belief that the need of publishers for information on this subject is most pressing. A bulletin on this subject is now being prepared and will be issued at the earliest possible date.

"Newsprint waste is probably the largest item of reducible expense with which publishers are burdened. A rough, but conservative, estimate of the annual loss to publishers from this source places the figure at \$10,000,000. It is believed that the mechanical department can surely find means to reduce this loss. Should we succeed in effecting a reduction of but one per cent of the present loss, the saving will pay the cost of the department and leave a handsome surplus. Newsprint waste is, therefore, the next subject to be investigated.

"The success of this department will depend in great part upon your active co-operation. If you, or any member of your organization, have any information on dry mats which may be of value and assistance in the preparation of this bulletin, you are urged to send it at the earliest possible date to W. E. Wines, 270 Madison Avenue, N. Y. If you are experiencing any difficulty in the use of dry mats or have any questions on the subject which you desire to have answered, a letter from you at an early date will be appreciated. It is desired to make this bulletin as correct, authoritative, and comprehensive as is possible in the present state of the art. To this end your co-operation is essential.

"A letter from you giving the name and title of the person (or persons) in your organization to whom you wish mechanical department bulletins to be mailed is also requested. It is the wish of the committee that the information collected by the department be available to every individual in the member organizations to whom it may be of value.

"There is considerable correspondence between newspaper offices seeking information on mechanical matters. It will be desirable to gradually direct all such correspondence to the mechanical department. This procedure will keep the department advised as to the subjects which are of live, current interest to publishers and will result in the accumulation of a store of valuable and useful information which will be available to all the membership. Will you, therefore, kindly forward to the department originals or copies of all such inquiries, together with copy of your reply, if any?

"Your co-operation is necessary in order that this department may be of the greatest value to you. Suggestions as to useful lines of endeavor are most particularly desired. Requests for information on specific problems will receive prompt and careful attention and will be considered as thoroughly as the nature of the subject and present facilities will allow."

TWO YEARS FOR FRAUD AD

Harold Melton Stunz, proprietor of the Melton Laboratories, Inc., of Kansas City, Mo., was sentenced to two years in the federal penitentiary and fined \$10,000 by Judge Merrill E. Otis of the federal

court in Kansas City December 4 following conviction on a charge of using the mails to defraud in the sale of "life restoring" drugs. Judge Otis laid much of the blame on publications which publish and still are publishing advertisements of fake medicines. Attorneys for Stunz had filed motion for a new trial on grounds that the newspapers in Kansas City prejudiced the jury by articles printed before and during the trial.

SCHOLZ LEAVES FOR COAST

Veteran Circulation Man Plans Extensive Vacation in Pasadena

Ernest A. Scholz, who for many years was circulation manager and later business manager of the *Chicago Record-Herald* and who came to New York in 1914 to become circulation director of the Crowell Publishing Company and later the Butterick Company, has gone to Pasadena, Cal., to reside permanently because of the continued ill health of his wife. For a short time previous to his departure he did some special work for the *United States Daily* in Washington.

Mr. Scholz is a brother of Emil Maurice Scholz, formerly publisher of the *New York Evening Post* and now the owner and active head of the World Wide Advertising Corporation of New York; and also a brother of Charles G.

Scholz who is general superintendent of branch agencies of the Crowell Publishing Company in New York.

Mr. Scholz was the first circulation executive successfully to carry out in detail the branch circulation reading club idea now in such successful vogue in the larger magazines. He was one of the original Victor F. Lawson "boys" that is, one of the men who rose with the development of the *Chicago Daily News* and *Chicago Record* in the early days of that famous publisher.

Mr. Scholz is planning a short stretch of leisure in California, and expects to re-enter business later.

SOMERVILLE JOINS ALBERTAN

R. S. Somerville, formerly managing editor of the *Vancouver Province* and the *Vancouver World*, has been appointed managing editor of the *Calgary Albertan*, recently purchased by Charles E. Campbell and associates. Somerville until recently was holding an executive editorial position with the *Montreal Star*.

OHIO DAILY INSTALLS PRESS

The *Wilmington (O.) News-Journal*, published by W. J. Galvin, has just installed a new Duplex tubular press. Mr. Galvin believes the *News-Journal* is the only daily in a city of 5,000 to be printed from a modern stereotype press.

N. C. WEEKLIES MERGE

With the issue of Dec. 2, the *Mecklenburg (N. C.) Times*, published in Charlotte, and the *North Mecklenburg News*, published in Huntersville, these weekly papers announced their consolidation. The new paper will be published in Charlotte, and will bear the name of the *Mecklenburg Times*. W. Arp Lowrance, secretary of the North Carolina Press Association and publisher of the *Mecklenburg Times*, will be the publisher of the new paper, and Ledgette Blythe, who has been publisher of the *North Mecklenburg Times*, will be editor.

PRESENTS VOLUME TO QUEEN

Before sailing for home on the *Berengaria* Queen Marie of Rumania accepted from Douglas Williams, New York, general manager for Reuters Agency of London, a bound volume containing a complete record of all cables sent to Europe by that agency reporting Her Majesty's visit to the United States.

PUBLISHER AIDS SCHOOL

George J. Booth, owner and publisher of the *Detroit News*, made a gift this week of \$10,000 to the University of Michigan for new equipment in the new architectural school now under construction at Tappan and Monroe avenues.

Supplies and Equipment

PRESS CONTROL

C-H

"Safest System in the World"

For large and small plants

Cutler-Hammer Controllers for presses of every size and for every type of motor-driven machine.

Address all communications:

The CUTLER-HAMMER Mfg. Co.

Pioneer Manufacturers of Electric Control Apparatus

1203 St. Paul Avenue, Milwaukee, Wis.

CUTLER-HAMMER

Modern
Composing Room
Furniture

as made by us will speed up production and reduce costs—a real saving in your Pay Roll. Are you interested? If so, consult your regular dealer in printers' supplies or write us direct.

Do it now!

HAMILTON MFG. CO.
TWO RIVERS, WIS.

The Buyer of Equipment
and Supplies reads the
EDITOR & PUBLISHER

Rebuilt
GOSS & HOE
PRESS
BARGAINS
ALL TYPES
SEND for LIST
THE
GOSS PRINTING PRESS CO.
CHICAGO - NEW YORK - LONDON

GOSS
STEREOTYPING
MACHINERY
Carried in Stock
Some outstanding and exclusive features of The Goss Combination Wet and Dry Matrix Roller: Patented stretching roller produces dry mats without a wrinkle. Both ends of cylinder are set at same time. Heavy cast-iron cylinders with forged steel shafts. Extra heavy bed—no racks—large enough to run chase with columns crosswise. Rolls wet mats in 1 1/4 seconds; dry mats in 2 1/2 seconds. Write for complete catalog of Goss Stereotyping Machinery.
THE GOSS PRINTING PRESS CO., CHICAGO

Hoe Combined Saw Table and Mono-Rail Trimmer



This Machine combines the advantages of the Hoe Pedestal Saw Table and the Hoe Mono-Rail Trimmer.

The Trimmer is supplied with either Style "A" Cutter Head for trimming Wood Blocks or Style "B" for extra heavy cutting on Zinc or Copper. The Hoe Patented Mono-Rail principle allows the Operator to follow the work beyond the Cutter Head permitting more speed and greater accuracy in trimming Wood or Metal Blocks of varied sizes.

IF IT'S A HOE, IT'S THE BEST

R. HOE & CO., INC., 504 Grand Street, New York, N. Y.
7 So. Dearborn Street, CHICAGO, ILL. 7 Water Street, BOSTON, MASS.

Employment—Equipment—Services

EDITOR & PUBLISHER

Classified Advertising Information

TRANSIENT RATES

SITUATIONS (Cash with Order)

1 Time — .40 per line

3 Times — .30 per line

ALL OTHER CLASSIFICATIONS (Cash with Order)

1 Time — .60 per line

4 Times — .55 per line

COUNT SIX WORDS TO LINE

ADVERTISING

General Promotion

Advertising Promotion—If you want more business, communicate with the International Publications Service, Incorporated, Suite 1004, 1841 Broadway, New York City.

Special Sections—Home Building, Real Estate, Who's Who numbers net \$10,000. Accounts guaranteed. Also circulation builder. William E. Jordan, 570 Pacific street, Brooklyn, N. Y.

BUSINESS OPPORTUNITIES

Brokers

Bulletin of Publishing Properties for Sale—Trade, class, general, etc., sent upon request. Harris-Dibble Co., 345 Madison avenue, New York City.

December Bargains—Weekly and job plant, New York State; weekly and job plant, New Jersey; semi-weekly, Pennsylvania; weekly and job plant, Connecticut; weekly and job plant, Virginia. All occupy exclusive field and earning dividends. J. B. Shale, Times Bldg., New York.

Newspapers For Sale

Only Newspaper and Job Plant in growing Southern industrial city of 6,000. One of oldest and best weeklies in state, good equipment including 14 linotype, 3 job presses, casting box. Over \$12,000 gross annually for last two years, can be increased. Splendid field. Price \$16,000; \$5,000 cash, balance easy terms. Curiosity seekers, "Shoestring men," don't apply. References required of prospective buyers. Owner selling to enter other business. B-646, Editor & Publisher.

Representative

Will be located in Hankow-Wuchang, South Central China, for next three years. Concerns desiring to be represented there communicate with B-653, Editor & Publisher.

Wanted to Lease

Newspaper Publisher of proven ability desires to lease newspaper in city above 25,000. No objection to second paper. For interview, address, giving name of paper and location, B-608, Editor & Publisher.

CIRCULATION

Promotion

Circulation—When quick, additional circulation coverage becomes necessary, remember that our twenty years in this one line of endeavor is your proof against experimenting. Write or wire Pacific Coast Circulation Service, Bell Block, Cincinnati, Ohio.

Circulation Builders—Blair & Austin, 1504 Centre Ave., Reading, Penn. Originators of Salesmanship Club Campaigns.

Wire Our Pottery Direct for supplies to start a holiday dish offer. Results—Low cost. The Albright China Co., Carrollton, Ohio.

EDITORIAL

Syndicate Features

Boise Statesman, Tacoma Ledger, Seattle Times, Sacramento Union, Portland Telegram, Pittsburgh Gazette Times, Pasadena Sun, Bakersfield Echo, Kensington Bulletin, Caracas El Sol, Havana El Pais and Oakland Tribune are the new customers this week. For samples of a live, alert, up-to-date service, write the Graphic Syndicate, 25 City Hall Place, New York.

Features Wanted

Features of all kinds wanted for a new weekly in the Middle West. Send samples, prices, etc. Box B-650, Editor & Publisher.

EMPLOYMENT

Help Wanted

Advertising—Young man with some experience wanted to work on classified advertising and assist on display. Small daily one hundred miles from New York City. B-644, Editor & Publisher.

Advertising Solicitors, two, wanted by suburban newspaper. Good territory and excellent opportunity. Must have automobiles. Write B-649, Editor & Publisher.

Circulation Manager, experienced, wanted by morning daily in city of seventy thousand, Western Canada. Opportunity for aggressive man to take full charge. Must have ability to build permanent circulation. References required. Apply, stating qualifications and salary required. B-612, Editor & Publisher.

Circulation Manager wanted on afternoon daily in city of 18,000 in central New York. An enthusiastic, hard seller, one who can sell the paper's ideals to the territory. References required, full statement of experiences and if possible a photograph. Fine opening for some assistant circulation manager. B-639, Editor & Publisher.

Display Salesman wanted who can write convincing copy and sell it. Permanent position in modern office with unusually fine working and living conditions, open at once to an intelligent man of good appearance who can talk convincingly and build good will. Write or wire at once, giving references, experience, present salary, earliest time available. The Daily Leader, Mt. Clemens, Michigan.

Opportunity for the advertising man who can write and sell copy to become affiliated with a reputable, progressive, fast growing Wisconsin Daily. Business and character references required. Write E. J. Robinson, Green Bay Press-Gazette, Green Bay, Wis.

Traveling Salesman—Organization selling to newspapers desires salesman to travel west out of Chicago. Good salary and expenses. Experience in selling newspaper services necessary. Good future position. Open January 1st, interview in Chicago or New York. B-642, Editor & Publisher.

Situations Wanted

Advertising Executive—Salesman and department manager with successful record; married; own home; five years present connection. Would consider new position in Middle West if opportunity for future was offered. Present income \$7,500. Can build advertising image and prestige. Address B-631, Editor & Publisher.

Advertising Salesman or advertising manager, married, 43 years of age, with 20 years' experience on metropolitan papers, soliciting, writing copy and lay-out man, seeks change January 1st. Best of references. B-637, Editor & Publisher.

Advertising Manager—One who can make attractive layouts, write good copy, and sell them. Can build extra lineage and hold it. Now employed with good reason for desiring change. Twenty-eight years old. College education. City of 18,000 to 30,000 in South or Southwest preferred. Write B-648, Editor & Publisher.

Advertising Manager, eleven years' experience, salesman, copywriting and layouts, special editions and features. Can set the pace for others to follow on first or second paper. Age 36, married. B-640, Editor & Publisher.

Assistant to Publisher—I can make myself invaluable to some publisher as his assistant, relieving him of details; and as a utility man capable of taking charge of any department. Over twenty years of thorough practical experience in all departments of a newspaper. Hard worker, clean record. Good personality. Permanency and opportunity to acquire interest desired. Address "Executive," 810 Cranberry street, Erie, Pa.

Assistant to Circulation Manager or Country circulator desires to connect with newspaper in New Jersey or Pennsylvania. Seven years' experience with worth while newspapers. Age 37. References A-1. B-626, Editor & Publisher.

Business Manager contemplates change first of year. Exceptionally high grade executive whose record merits the consideration of any owner prepared to pay in keeping with results. This man is prepared by training and experience to assume full charge of newspaper if it is desired. Confidential interview can be arranged by addressing B-633, Editor & Publisher.

Circulation Builder—During past fourteen months have shown increase of 84%—9,000 gain in highly competitive territory. All boy carrier built circulation. Fully versed in circulation management, execution and promotion. An organizer, enjoying a constant flow of productive ideas and can inject new life in your circulation department. Seeking interview with publication desirous of more circulation only. B-654, Editor & Publisher.

Circulation Manager desires change. Experience extends over several years on two papers, leaders in their field, in Central States; four years on Northwest paper. Morning, Evening and Sunday experience. Good on promoting city circulation. Will locate anywhere. Box B-618, Editor & Publisher.

EMPLOYMENT

Situations Wanted

Circulation-Promotion-Sales Manager—Over fifteen years' experience magazine field through national, wholesale, retail outlets. Wants position with publisher or independent distributor. Considerable data on hand. Highest credentials. B-636, Editor & Publisher.

Circulation Manager, eight years on executive, would like to secure position on a Western or Southern paper. Experience covers morning and evening field. I have managed successfully men and boy carriers. Have a good record for building circulation in hard fields. The reason for desiring this change: the paper I have been connected with has been discontinued. B-638, Editor & Publisher.

Circulation Manager seeks connections where hard work qualifies for advancement. Twelve years experience. Five years present location. Age 29. Married. Best of reference. Address B. T. M., care 2049 Elizabeth avenue, Winston-Salem, N. C.

Classified Advertising Manager available. In present position 51 months. Made a continuous Want-Ad gain for 48 consecutive months, which is a world's record in classified gain. Earnings at start were \$32,000; first 10 months of this year \$124,000; 18 years' experience in classified. Never had a failure. Highest of reference. Prefer the West. Salary with bonus desired. H. J. Harrison, 3011 Stanton street, Berkeley, California.

City Editor, Reporter, capable newspaper man; long experience metropolitan and small city dailies. \$60 to start. Will go anywhere but prefer connection near New York City. B-630, Editor & Publisher.

Editorial Writer, 48, master of style and logic, good on human interest features, paragraphs, etc., desires connection. Capable of assuming editorial desk on small city daily. Work highly complimented and material sold from time to time to standard magazines. References. B-647, Editor & Publisher.

Editorial Writer—N. Y. newspaperman, 30 years, desires position on liberal, independent paper of the N. Y. World or Baltimore Sun type; of the sort that is not afraid of original ideas. Will go anywhere in the U. S. or Canada. B-624, Editor & Publisher.

Executive—Woman, 10 years diversified editorial and reportorial background, experienced in features, fiction, make-up, desires connection magazine, syndicate or newspaper staff. Prefer to remain in New York. B-610, Editor & Publisher.

I am a Newspaper Publisher, 45 years old; 35 years in newspaper work from "Printers Devil" to owner and publisher. Have owned several newspapers, also been publisher of metropolitan newspaper. Am seeking worth while newspaper connection, as Publisher or General Manager, where experience, energy, ability and honest-to-goodness effort can be put to work. Am willing to let future stand absolutely on merit of my work. Nationally known men as references. Address B-603, Editor & Publisher.

Managing Editor, now employed, whose sixteen years' experience touches every branch of newspaper making, seeks change for most satisfactory reasons. Strong executive, good organizer and knows news and men. College man, 39, thoroughly reliable and has unbroken record of success. Judgment mature and safe. Details and references gladly submitted. B-641, Editor & Publisher.

Mechanical Superintendent—Press Room Superintendent—Several years' experience in all forms newspaper press work; knowledge of stereotyping, a working knowledge of other departments. Am thirty years old, a Mechanical Engineer by training and a university graduate. Have experience, training and ability to render any publisher satisfactory service. B-597, Editor & Publisher.

News Editor, 28, with ten years' experience, last five in executive capacity on Metropolitan dailies, desires new connection in South or West. Capable of taking charge of smaller newspaper. Will be available about Jan. 1. B-625, Editor & Publisher.

News Writer and Desk Man, experienced, now employed as city editor, desires change to paper in Middlewest or South. References. Address B-651, Editor & Publisher.

Reporter and Feature Writer—Young woman, university graduate, with Associated Press and reportorial experience, wants to do work in or near New York. B-652, Editor & Publisher.

Special—Several years' experience in Progress Editions, also Anniversary, Industrial and Commercial and Historical Editions and Subscription Contests. Ready for action on short notice. Walter B. Montgomery, Lincoln, Nebraska.

Two Jobs! One Salary! That's what I want. Have held every possible newspaper job, save mechanical, and owned dailies and weeklies, having just sold. Can combine advertising and promotions, assignments and local features, desk and features, managing editorship and advertising, or "what have you?" Age 34, married. Go anywhere. Write or wire, Forrest W. Tebbetts, 1502 Knickerbocker Bldg., New York.

MECHANICAL

Equipment for Sale

Job Presses, Paper Cutters, Wire Stitchers, etc.—A complete line. Overhauled and guaranteed machines at bargain prices. Easy terms. Hoffman Type & Engraving Co., 114 E. 13th St., N. Y. City.

Printers and Bookbinders equipment, machinery, type, supplies, Kelly presses, cut cost material, send for revised pre-used machine sheet. Conner Fendler Branch A.T.F. Co., 96 Beckman St., New York City.

Used Goss Matt Roller for wet mats only, for sale cheap. The Goss Printing Press Co., 1535 So. Paulina St., Chicago, Ill.

Equipment Wanted

Wanted—Twelve page Cox Duplex flat bed press, with color attachment; or similar press, by April. Recorder Publishing Co., Olympia, Wash.

Wanted to Buy used Goss Comet press—in about six months. B-643, Editor & Publisher.

Newspaper Properties

Bought, Sold and Appraised.
All negotiations confidential.

PALMER, DEWITT & PALMER

350 Madison Ave., New York
Business Established in 1899.

CONSOLIDATION

The merging of newspaper interests is a subject that has received special study and investigation by this firm for nearly 17 years. It is a big subject and requires considerable technical knowledge, both as to valuation and operating methods. When properly organized, the results are never disappointing.

We have been factors in many important consolidations, sales and appraisals.

HARWELL & CANNON
Times Bldg. New York

WE CONNECT THE WIRES

WANTED—Experienced advertising salesmen and copy writers for positions in display and classified departments of well known daily newspapers East and Middle West. Write fully. Registration free.

FERNALD'S EXCHANGE, INC
SECURITY BLDG. SPRINGFIELD, MASS.

The Classified page is a public meeting place for newspaper people. It is an open market and exchange, where everyone can offer what he has to sell or tell what he desires to buy.

DOLLAR \$ \$ PULLERS

ONE DOLLAR
WILL BE
PAID
FOR EACH
IDEA
PUBLISHED

THE *Portland Express* has a feature, "Broker Comment," on its financial page in which the various heads of the local brokerage houses predict the future of the market. The names of the houses are mentioned and the value of that semi-weekly comment is considered inestimable by the financial writer. This feature draws advertising.—L. E. Richwager.

A good used car selling stunt which increases sales of used cars and which calls for the use of considerable newspaper advertising space by the dealer is for the dealer to advertise that he will stage a special sale of used cars and will open this sale by selling two used cars, guaranteed to be worth \$100 each, for 99c each to the first two persons who have their hands on the locks of his used car yard at 9 or 10 o'clock on the opening day of the sale. This has been done by several used car dealers with splendid results. Get some dealer in your city to put this across and increase your advertising lineage by getting him to advertise the event extensively in your paper.—Frank H. Williams.

Banks are always looking for new ideas in advertising. If your town is one where there are frequent newcomers, your bank can easily use the idea of a San Diego bank which is meeting with unusual success. Every Saturday night it runs an advertisement giving the former towns of the new depositors for the past week.—Thora Eigenmann.

A new twist was given the "complimentary advertisement" by the *Dayton Journal* during Vaudeville Anniversary Week when that newspaper published an advertisement by a group of merchants with establishments near the B. F. Keith theatre. The double-page advertisement was illustrated with a cut showing the business district surrounding the Keith theatre, with welcoming and congratulatory hands extended toward the theatre from the business houses which paid for the advertisement. The "congratulatory hands" were sketched on the photograph by a staff artist.—S. M. Ballard.

Teaching doctors, professional men and business men the value of advertising as well as helping its Christmas fund are results of "Howling 'Em Out," a Christmas feature of the *Seattle Post-Intelligencer*. This department runs a few snappy lines addressed to the business and professional men and collects for this little "ad" a contribution to the Christmas fund.—C. M. L., Seattle.

The *Miami Herald* on Saturdays calls attention to the housewives, in a front page box, of food bargains advertised throughout the paper. Each food advertiser, both local and national, is listed with the page and section where the ad appears. It's a directory for the convenience of the food shoppers. This little extra service and donated space builds

good-will with both readers and advertisers.—Robert B. Miller.

Many large firms are now advertising "Living Christmas Trees for Christmas" in national magazines. Why not get your local florists or nursery men to offer these in your own city in fancy containers or small tubs? There is the prospect of good advertising space being sold.—Henry R. Helsby, *Olean Times*.

HUNCHES

ONE DOLLAR
WILL BE PAID
FOR EACH
"HUNCH"
PUBLISHED

"STRIKING Sentences from Sunday Sermons" is the catchy two and sometimes three and four-column head used by some papers to help brighten up an early page for the Monday morning, or for that matter, Monday afternoon issues. Half-column cuts of the pastors quoted also serve to make the feature attractive from a typographical as well as human interest standpoint.—G.L.S.

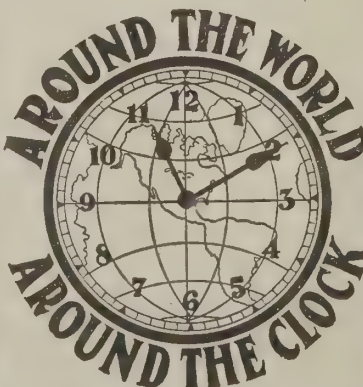
Following a local Elks Club rally at which many of the old favorites were sung, the *Provo (Utah) Evening Herald* printed two days later parts of several of these songs and invited their readers to write the titles thereof, the first verse, the chorus or the complete song. Also, to select their favorite old song, write a story of 75 words telling why it is the favorite and send all to the paper. Prizes were offered those giving the most information.—F. Bennett.

Ask your star carrier boy some of the excuses he gets when he calls to collect for the newspaper. Write it up in the vernacular of the boy. It's a good human interest story and incidentally helps the boys collect next time without seeming to be a reminder.—Thora Eigenmann.

One of the Madison, Wis., papers now publishes a boxed paragraph in boldface each morning, headed "On the Editorial Page Today." The box lists the titles of the editorials and any special features. A survey shows that editorial reading has materially increased since this was started.—Alexander Gottlieb.

Probably in your city there is at least

BY UNITED PRESS



UNITED PRESS ASSOCIATIONS
World Building New York

CROWDS ATTEND OPEN HOUSE

Police Called to Protect Windows of Longview (Wash.) Daily News

The open house and reception of the *Longview (Wash.) Daily News* held Dec. 2 to display the new stereotype press and other equipment attracted such a throng that the police had to be called out to protect the plate glass windows in the building. It was necessary to let a few hundred in at a time to inspect the plant, which was in operation, before others could be let in.

Part of the program was having the visitors register. Their names were then set on the machines, mats made, the plates cast, and a press run made with the name appearing in the paper which was handed the visitor as it came from the press. A display of food products advertised in the *Daily News* was a feature of the entertainment. The hours were from seven to nine and at seven 3,000 people were at the building.

will add to the "human" element of your stories.—Cyril E. Lamb.

Small town papers find it difficult to handle the annual rush of "Letters to Santa." Ignoring these missives of repetitious gift requests creates no end of ill-will and telephone calls "why wasn't my Santa letter printed?"

The *Jeanette (Pa.) News-Dispatch* has adopted this method: under one column box head "I'm On My Way To Answer Your Letter," appears a cut from a mat of a Santa Claus in the act of running. Beneath this is printed "Santa Claus has acknowledged receiving letters sent to the *News-Dispatch* by: (then the list of names of children and addresses in black face), followed by "Santa adds that he'll do his best to oblige the young folks and follow out their requests, even though he has a tremendous job before him this year."

This type matter is permitted to stand. Each day only the new list of names of children writing letters, is changed.—George H. Scruton.

How To Play GOLF

By JOHNNY FARRELL
Famous Teacher of That Game

24 LESSONS

Illustrated

For release daily

KING FEATURES
SYNDICATE, Inc.
New York City

A BETTER PICTURE PAGE

Perfectly balanced in news interest and pictorial quality is the daily 8-column picture page supplied without extra charge to EFS clients. It's made up to get and keep the eye of the entire family.

Write for proofs

EDITORS' FEATURE
SERVICE, INC.

Times Building, Cleveland, O.

By America's most celebrated
Dietitian
OUR FAMILY FOOD
(Weekly)

and
FOOD and HEALTH
(Daily)

Conducted by
WINIFRED STUART GIBBS
Eminent Food Specialist, formerly
Food Consultant of the
War Labor Board

Will increase your Food Advertising
and pay many times over what these
features cost.

She is Editor of the American Food
Journal, contributor to the Ladies' Home
Journal, Modern Priscilla and other
magazines.

Send for Samples

The McClure Newspaper Syndicate
373 Fourth Avenue, New York City, N. Y.

DO YOU NEED A TRAINED MAN?

The Personnel Bureau of Sigma Delta Chi, an organization of college trained newspaper, magazine and advertising men, wants to help you find him. The Bureau puts you in touch with experienced, energetic men—it saves you time by recommending only those who meet your requirements.

If you expect a vacancy, please write Robert B. Tarr, Director, Personnel Bureau of Sigma Delta Chi, P. O. Box 115, Pontiac, Michigan.

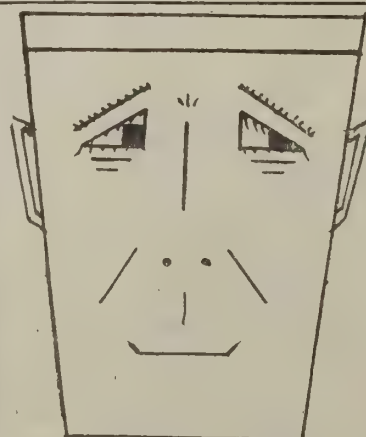
NO CHARGE TO
EMPLOYERS

COMPLETE WIRE REPORTS
FOR EVENING AND SUNDAY
PAPERS

International
News Service

"Get It FIRST but First Get It
RIGHT"

63 Park Row
NEW YORK CITY



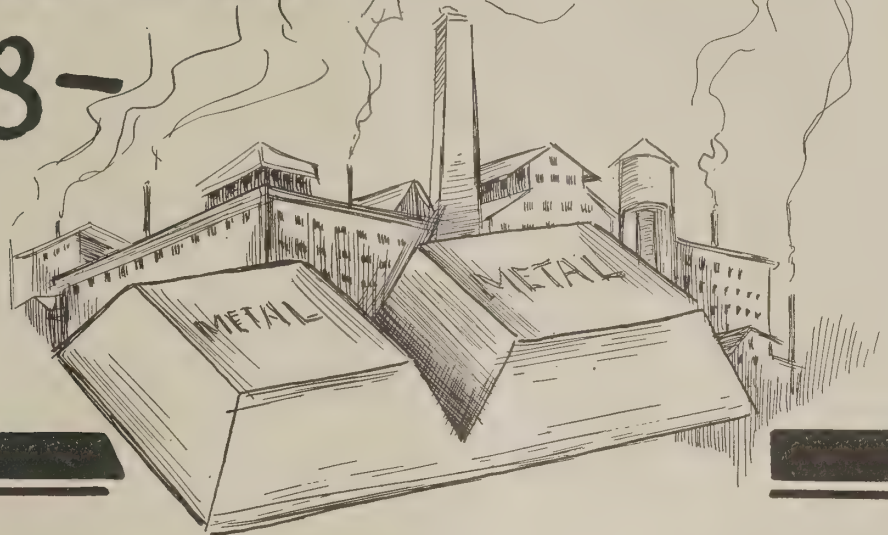
CHARACTER SLANTS

Write for Particulars of this Feature Now
Running in Philadelphia Bulletin and De-
troit News.

THE O'DELL NEWSPAPER SERVICE, 55 Fifth Avenue, New York City

FACTS ABOUT NEW ENGLAND—

No. 8—



THE METAL TRADES—

AS A CONTRIBUTOR TO NEW ENGLAND'S WEALTH—

New England has always been noted for the high quality of its metal products. Throughout the New England States are hundreds of manufacturers both large and small, manufacturing small articles requiring a high degree of skill and workmanship.

In one district alone, foundries and machine shops turn out annually products amounting to more than \$56,000,000; tools and cutlery from 55 factories add \$18,000,000 more to the annual output of metal products. The largest safety razor manufacturing plant in the world is located in New England. 10 million razors and over a half billion blades are produced annually and distributed to every country throughout the world.

The metal trades of New England in themselves offer a tremendous market for national advertisers. They are buyers of numerous products that they must use in their own industry. Most of the employees are skilled mechanics whose earnings are exceptionally high.

They are easy to reach and to influence because they are intelligent and read newspapers. The papers listed below can be of great assistance in getting to these buyers.

MASSACHUSETTS—Population, 3,852,356

	Circulation	2,500 lines	10,000 lines
*Attleboro Sun(E)	5,497	.03	.03
*Boston Globe(M&E)	278,988	.50	.50
*Boston Globe(B)	325,234	.55	.55
†Boston Transcript.....(E)	36,165	.20	.20
*Boston Post(M)	393,002	.60	.60
*Boston Post(S)	339,486	.55	.55
*Fall River Herald-News (E)	21,544	.08	.08
*Fitchburg Sentinel(E)	11,842	.06	.045
*Haverhill Gazette(E)	16,061	.065	.05
*Lynn Item(E)	16,587	.065	.05
†Lowell Courier-Citizen and Evening Leader....(M&E)	21,310	.07	.07
*New Bedford Standard Mercury (M&E)	32,787	.10	.10
*New Bedford Sunday Standard (S)	28,056	.10	.10
*North Adams Transcript (E)	10,265	.0425	.035
†Pittsfield Eagle(E)	18,202	.05	.05
*Salem News(E)	21,444	.09	.07
†Taunton Gazette(E)	9,228	.05	.04
*Worcester Telegram-Gazette (M&E)	92,862	.28	.28
*Worcester Sunday Telegram (S)	50,960	.21	.19

CONNECTICUT—Population, 1,380,681

	Circulation	2,500 lines	10,000 lines
*Bridgeport Post-Telegram (E&M)	44,446	.15	.15
*Bridgeport Post(S)	21,910	.10	.10
*Hartford Courant(M)	34,725	.09	.09
*Hartford Courant(S)	57,795	.13	.13
*Hartford Times(E)	53,665	.13	.13
*Middletown Press(E)	8,381	.05	.03
†New Haven Register..(E&S)	48,034	.14	.13
*New London Day.....(E)	12,671	.07	.045
†Norwich Bulletin(M)	12,826	.07	.05
*Norwalk Hour(E)	6,196	.04	.04
†South Norwalk Sentinel.(E)	5,188	.035	.03
*Stamford Advocate(E)	10,619	.05	.04

* A. B. C. Publisher's Statement, Oct. 1, 1926.

† Government Statement, Oct. 1, 1926.

†† Government Statement, March 31, 1926.

(B) Combination rate Daily Journal and Eve. Bulletin.

MAINE—Population, 768,014

	Circulation	2,500 lines	10,000 lines
*Portland Press-Herald Express (M&E)	59,035	.18	.16
NEW HAMPSHIRE—Population, 443,683			
*Concord Monitor-Patriot.(E)	5,809	.0375	.025
†Keene Sentinel(E)	3,834	.036	.023
*Manchester Union Leader (M&E)	32,032	.15	.13
RHODE ISLAND—Population, 604,397			
†Newport Daily News... (E)	8,442	.0336	.0293
*Pawtucket Times(E)	27,548	.07	.07
*Providence Bulletin(E)	69,039	.18	(B).25
*Providence Journal(M)	39,770	.11	(B).25
*Providence Journal(S)	70,186	.18	.18
*Providence News(E)	28,189	.08	.08
*Providence Tribune(E)	21,808	.10	.09
*Westerly Sun(E&S)	5,139	.025	.025
*Woonsocket Call(E)	14,680	.05	.05

VERMONT—Population, 352,428

	Circulation	2,500 lines	10,000 lines
†Barre Times(E)	7,001	.03	.025
†Bennington Banner(E)	3,155	.0125	.0125
*Brattleboro Reformer....(E)	8,416	.03	.0175
†Burlington Free Press... (M)	13,621	.05	.05
*Rutland Herald(M)	11,539	.04	.04
††St. Johnsbury Caledonian-Record(E)	4,055	.03	.0175

Producing Results for NEWSPAPER PUBLISHERS in the World's Greatest Market

THE SUN's large circulation among the business men of New York—among executives and heads of commercial houses—makes it an exceptionally profitable medium for the newspaper publisher who has a story to tell to the large number of national advertisers located in New York.

Here are some of the newspapers which have used space in THE SUN during the first eleven months of 1926:

BOSTON EVENING TRANSCRIPT	NEW YORK DAILY NEWS
BOSTON GLOBE	NEW YORK HERALD TRIBUNE
BOSTON HERALD AND TRAVELER	NEW YORK EVENING ENQUIRER
BOSTON POST	NEW YORK EVENING JOURNAL
CHICAGO DAILY NEWS	NEW YORK EVENING POST
CHICAGO EVENING AMERICAN	NEW YORK TELEGRAM
CHICAGO HERALD AND EXAMINER	NEW YORK TIMES
CHICAGO JOURNAL OF COMMERCE	NEW YORK WORLD
CHICAGO TRIBUNE	PHILADELPHIA BULLETIN
CINCINNATI TIMES-STAR	PHILADELPHIA INQUIRER
DETROIT FREE PRESS	ST. LOUIS GLOBE-DEMOCRAT
DETROIT NEWS	ST. LOUIS POST-DISPATCH
NEW YORK AMERICAN	SCRIPPS-HOWARD NEWSPAPERS
NEW YORK EVENING GRAPHIC	UNITED STATES DAILY
NEW YORK DAILY MIRROR	WALL STREET JOURNAL

The recent investigation conducted by the Department of Advertising and Marketing of New York University to determine the popularity of New York newspapers among advertising men shows that:

THE SUN has a larger circulation among the Advertising Managers and the Agency Executives of New York than any other weekday newspaper—morning or evening.

To sell newspaper space in New York—advertise in the New York newspaper that reaches the largest number of buyers of advertising—advertise in THE SUN

Newspaper Advertising in

NEW YORK EVENING NEWSPAPERS

First Eleven Months, 1926 and 1925

	1st 11 Months 1926	1st 11 Months 1925	Gain	Loss
The Sun	255,337	59,970	195,367
Journal	71,646	19,396	52,250
Post	58,560	35,234	23,326
Telegram	24,097	19,182	4,915
Eve. World	20,516	24,140	3,624

According to this investigation, which was made by the University at the instigation of the New York Herald-Tribune:

—68 per cent of the Advertising Managers in New York read THE SUN.

—71 per cent of the Agency Executives in New York read THE SUN.

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That newspaper owners are receiving satisfactory results through THE SUN is indicated not only by the fact that they buy more space in THE SUN than in all the other New York evening newspapers combined—but also by the fact that during the first eleven months of 1926 THE SUN's gain in Newspaper Advertising was more than double the combined gains of all the other New York evening newspapers.

The  Sun
280 Broadway
New York

UNIVERSITY OF ILLINOIS-URBANA



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